

Tourist Development Council Regular Meeting
AGENDA
Monday, March 17, 2014
1:30 p.m. St. Johns County Auditorium, 500 San Sebastian View

- 1. CALL TO ORDER** – Irving Kass, Chairman
- 2. PLEDGE OF ALLEGIANCE**
- 3. ROLL CALL** – Dena Masters
- 4. APPROVAL OF AGENDA** (*Action Required*)
- 5. PUBLIC COMMENTS** – Not related to agenda Items (3 minutes per speaker)
- 6. ADMINISTRATION & SPECIAL USES** – Glenn Hastings (**Information Only**)
 - a. VCB/SJCC Evaluations
 - b. 2015 Preliminary Revenue Budget
 - c. January/February Visitor Profile
- 7. ARTS, CULTURAL AND HERITAGE CATEGORY** – Andy Witt
 - a. ACH 2015 Program Update
- 8. LEISURE & RECREATION CATEGORY** – Wil Smith
 - a. Triple Crown Contract FY2015 (*Action Required*)
- 9. REPORTS** (*Information Only*)
 - a. VCB Report
 - b. ACH Report
 - c. Monthly Financials
- 10. COMMENTS BY MEMBERS**
- 11. ADJOURN**

TDC Regular Meeting – March 17, 2014

Agenda Item 6 – Admin and Special Uses – Glenn Hastings (Information Only)

- a. VCB/SJCC Evaluations
- b. 2015 Preliminary Revenue Budget
- c. January/February Visitor Profile

TDC Regular Meeting – March 17, 2014

Agenda Item 6 a– Admin and Special Uses – Glenn Hastings

(Information Only)

MID-YEAR AGENCY EVALUATIONS (DRAFT)

Background

Agreements with the Visitors & Convention Bureau and the Cultural Council require evaluations by the Tourist Development Council. The language is different in the two documents but both are based on performance and refer to the annual marketing plan.

WHAT THE CULTURAL COUNCIL AGREEMENT SAYS ABOUT THE PROCESS:

- Bi-annual Periodic Evaluation (*this should be changed to semi-annual in the next revisions*)
- Specifically as it relates to performance of the Services
- And other terms, provisions, conditions, requirements, and obligation
- Determine the degree and level of compliance with the Services and other aspects of this Agreement
- May also examine the degree of effectiveness, as compared to local, state and national trends, with respect to number of room nights, occupancy rates, visitor spending, unique visitors to the official web site of the Cultural Council

WHAT IS REQUIRED BY THE CULTURAL COUNCIL: from the agreement's scope of work:

- By July 1st of each year, submit to the TDC for approval a comprehensive marketing plan and corresponding budget for Arts and Culture programs and events designed to attract tourists to the County.
- The comprehensive marketing plan shall include a set of specific actions to increase the number of room nights spent in the County.
- Conduct educational workshops to provide advice and guidance to applicants who are interested in, applied for or have received Arts and Culture grant funding for programs and events.
- As directed by the TDC, collaborate with County staff and the St. Johns County Visitors and Convention Bureau ("VCB") to market, advertise and promote throughout the state, nation and world, arts, culture and heritage related attractions and activities within St. Johns County for the purpose of attracting tourists to the County.

WHAT SERVICES PROVIDED BY THE VCB CAN WE EVALUATE?

- Promoting and advertising convention facilities in SJC
- Attracting conventions, exhibitions, trade shows, expositions, events, and similar functions to SJC
- Advertising and promoting tourist-oriented facilities and attractions throughout the state, nation and world
- Identifying potential or underdeveloped tourist attractions in the area; and planning the expansion of tourism and tourist-oriented facilities.
- Provide all services that are requested by the TDC and approved by the BCC, and that are necessary or appropriate to attract tourist and convention activity on state, regional, national, and international levels including the licensing of certain St. Johns County trademarked assets and promotion and advertising cultural, historical, literary, fine and non-fine arts entertainment, festivals, programs, and activities that directly promote St. Johns County tourism.
- Facilitate visits by interested professionals and industrial groups, organizations, and associations, in order evaluate the convention facilities in the Area;
- Present an annual comprehensive marketing plan based upon historical experience and information evidenced in nationwide industry trends, such as downturns in tourism in other parts of the state or country that translate into tourism opportunities within the area.
 - The comprehensive marketing plan shall include a set of specific actions, in order to increase the number of room nights spent in the area.
 - The marketing plan shall use as a benchmark, data from the previous year, and shall evaluate each year's success relative to the overall number of room nights, occupancy rates, visitor spending, unique visitors to the official web site of the VCB, and revenue from the Tourist Development Tax that is imposed and collected by the County.
 - Such success shall be related to specific, purposeful activities by the VCB relative to national, state, and local trends. The comprehensive marketing plan shall also include a budget of anticipated annual disbursement of funds.

MOVING FORWARD: Mid-Year Evaluation P's & Q's

If accepted by the TDC, this language will be included in the TDC's Policy Manual. In order to facilitate the process, a comprehensive marketing plan (CMP) template will be provided (and attached as an exhibit for future Agreements.) A monthly reporting template based on the quantifiable goals in the agency's CMP will also be provided

Mid-year evaluations will be completed in April of each year. They will focus on the objectives and quantifiable goals for each initiative that is part of the comprehensive marketing plan required by the respective agreements. Other services may also be evaluated based on specific requirements of the respective agreements.

Year-end evaluations will occur in September of each year and focus on the quality of the CMP submitted by the agency and the TDC's assessment of strategic direction, competencies, and anticipated results including ROI shown by the agency in its plan.

To what degree does the information presented in this section clearly answer the questions:

- A. What are we going to do? (tactical)
- B. Why are we going to do it? (strategic)
- C. How are we going to it? (implementation)
- D. What will it cost? (investment)
- E. What do we expect to get in return? (ROI)
- F. How will we know if we got it? (measured success)

For each section of the agency's comprehensive marketing plan, the following questions would be asked.

BASED ON QUANTIFYABLE RESULTS REPORTED TO THE TDC BY THE AGENCY:
On a scale of 1 to 10

- (1) To what degree do you feel that successful completion of these goals will lead to success of the program's overall objectives?
- (2) To what degree do you feel that successful completion of these goals is consistent with the TDC's mission of growing tourism through the generation of incremental overnight stays and incremental visitor related economic activity?
- (3) To what degree have the activities and initiatives carried out by the agency on behalf of the TDC, produced quantifiable results leading to the generation of room nights?

March 17, 2014 Regular TDC Meeting

Agenda Item 6b - Information Only

Preliminary 2015 Revenue Projections - TDC Meeting March 17, 2014

Projected 15 Revenue							
	Gross 2%		\$ 1,732,800	\$ 1,299,600	\$ 1,299,600	\$ 4,332,000	
	Gross 1%				\$ 2,166,001	\$ 2,166,001	
	Gross 1%		\$ 2,166,001			\$ 2,166,001	
is 2.7% Commission & Collection Fees LESS 5% State Mandate							
					(233,062)	\$ (233,062)	
			(194,940)	(64,980)	(64,980)	(96,647)	\$ (421,547)
			\$ 3,703,861	\$ 1,234,620	\$ 1,234,620	\$ 1,836,292	\$ 8,009,393

TDC Regular Meeting – March 17, 2014

Agenda Item 7 – Arts, Culture & Heritage – Andy Witt **(Information/Update)**

Arts, Culture & Heritage Year Fiscal Year 2015 Program

TDC Regular Meeting – March 17, 2014

Agenda Item 8 – Recreation & Leisure – Wil Smith (Action Required)

Triple Crown Contract

Recommend and approve the proposed contract with Triple Crown Sports. The proposed contract will cover three (3) years, November 1, 2014 through October 31, 2017. Funding will be incorporated into the appropriate fiscal year budgets and programs.

Fiscal Year 2015: \$40,000

Fiscal Year 2016: \$42,500

Fiscal Year 2017: \$45,000

**CONTRACT AGREEMENT
BETWEEN ST. JOHNS COUNTY AND
TRIPLE CROWN SPORTS, INC.**

This CONTRACT AGREEMENT ("Agreement") entered into as of this _____ day of _____, 2014 by and between Triple Crown Sports, Inc. (hereinafter "TCS") and the St. Johns County Board of County Commissioners on behalf of St. Johns County, a political subdivision of the State of Florida, (hereinafter "County").

RECITALS

WHEREAS, TCS seeks to produce multiple weekend-long national youth sporting events in St. Johns County during calendar years 2015 through 2017, including but not limited to the Fall National Finals for Youths Sports ("Fall National Finals") and the Triple Crown Classic; and

WHEREAS, similar past events have provided an economic benefit to the County through heightened national publicity and an increased number of tourists coming into St. Johns County; and

WHEREAS, in accordance with Section 125.0104 of the Florida Statutes, the expenditure of Tourist Development Tax revenues is authorized for any activity, service, venue or event, if such activity, service, venue or event has as one of its main purposes the attraction of tourists to St. Johns County as evidenced by promotion of the activity, service, venue or event; and

WHEREAS, TCS asserts that one of the main purposes of the proposed national youth sporting events is to attract tourists to St. Johns County; and

WHEREAS, subject to the availability of tourist development tax revenue funding, the County desires to enter into an agreement with TCS to facilitate TCS's production of said sporting events in St. Johns County.

NOW THEREFORE, in consideration of mutual covenants herein, TCS and the County (collectively "Parties") agree as follows:

SECTION 1. Incorporation of Recitals.

The above Recitals are hereby incorporated by reference into the body of this Agreement, and such Recitals shall be adopted as Findings of Fact.

SECTION 2. Agreement Term and Optional Extension.

This Agreement shall be effective from November 1, 2014 until 11:59 p.m., October 31, 2017. Upon written request by TCS made prior to September 15, 2016, the County, at its sole discretion,

may approve, a one-year extension of this Agreement, under the same terms, conditions, and obligations.

SECTION 3. Duties and Obligations.

TCS shall:

- (1) Upon mutual consent by the Parties, conduct the Fall National Finals annually, during two (2) of the three (3) available weekends provided below:

2015: October 2-4, October 9-11, October 16-18

2016: October 7-9, October 14-16, October 21-23

2017: October 6-8, October 13-15, October 20-22

- (2) Secure a minimum of 100 team participants in the Fall National Finals event.
- (3) Conduct the Triple Crown Classic annually, at dates and times mutually agreed upon by the Parties, and as evidenced in writing.
- (4) Conduct at 1-3 additional sporting events as described in the Recitals above, at dates and times mutually agreed upon by the Parties, and as evidenced in writing.
- (5) Donate no less than \$1,750 annually during the Term of this Agreement to County youth organizations.
- (6) With the exception of the Fall National Finals, pay all Facility maintenance expenses associated with each sporting event authorized under this Agreement.
- (7) Serve as the exclusive convention agent for lodging and travel arrangements for participating teams.
- (8) Pay all applicable local, state and federal taxes.
- (9) In accordance with applicable County rules, policies and procedures, secure at TCS's sole expense, adequate liability insurance for each sporting event. Such coverage shall name the County, the City of St. Augustine, Florida and the St. Johns County School Board as additional insured. Proof of such insurance coverage shall be provided prior to any event authorized under this Agreement.
- (10) Retain rights to soft goods or merchandise sales at the Facilities during the sporting events.

The County shall:

- (1) Make adequate parks and fields ("Facilities") located within St. Johns County available for

each sporting event described herein.

- (2) Provide access to the Facilities on the Thursday prior to each weekend event (at a mutually agreed upon time) to allow participant registration and specialty events.
- (3) Provide adequate maintenance personnel and equipment to maintain the Facilities during the sporting events.
- (4) Provided one hundred (100) teams participate in the Fall National Finals, pay to TCS a sponsorship fees of forty thousand dollars (\$40,000) in calendar year 2015; forty two thousand five hundred dollars (\$42,500) in calendar year 2016; and forty five thousand dollars (\$45,000) in calendar year 2017. In the event that 85-99 teams participate in the Fall National Finals, sponsorship fees paid by the County shall be reduced by twenty five percent (25%). In the event 75-84 teams participate in the Fall National Finals, sponsor ship fees paid by the County shall be reduced by fifty percent (50%). In the event less than 75 teams participate in the Fall National Finals, no payment of sponsorship fees shall be paid by the County.
- (5) Retain food concession rights.
- (6) For the Fall Nationals supply a 20 x 20 tent and (6) eight foot tables to be placed at a site designated by the Tournament Director

SECTION 4. Payment of Sponsorship Fees.

(a.) As provided elsewhere in this Agreement, the County shall pay maximum sponsorship fees as follows:

2015:	\$20,000 payable by June 15, 2015 \$20,000 payable by December 15, 2015
2016:	\$21,250 payable by June 15, 2016 \$21,250 payable by December 15, 2016
2017:	\$22, 500 payable by June 15, 2017 \$22, 500 payable by December 15, 2017

(b.) As provided elsewhere in this Agreement, applicable sponsorship fee reductions shall be assessed at the end of each calendar year during the term of this Agreement.

SECTION 5. No Commitment of County Funds.

(a) It is expressly understood that the County's obligations and performance under this Agreement are strictly subject to the availability of funds derived from tourist development tax revenues. The County makes no express commitment to provide such funds in any given

calendar/fiscal year. Moreover, it is expressly understood that TCS cannot demand that the County provide any such funds in any given calendar/fiscal year.

(b) In the event that no such funds are available during the Term of this Agreement, then this Agreement shall automatically terminate with no further notice to the Parties and the County shall be released from all duties and obligations under this Agreement.

SECTION 6. Entirety of this Agreement and Amendments.

(a) The Parties expressly note that this Agreement supersedes and replaces the agreement executed by the Parties on _____, 2011.

(b) This Agreement constitutes the complete agreement and understanding of the parties.

(c) The Parties further note that no statements, promises, inducements made by either party shall be valid, enforceable and/or binding.

(d) The Parties mutually agree that any change, amendment, modification, revision, or extension of this Agreement (other than termination, as noted elsewhere in this Agreement) shall be in writing, and shall be executed by duly authorized representatives of both the County and TCS.

SECTION 7. Termination.

(a) This Agreement may be terminated with cause upon either the County or TCS giving at least thirty (30) days advance written notice to the other party of such Notice of Termination. Such written notice shall indicate the exact/precise cause for termination, the exact date of termination, and shall result in termination of this Agreement, if the other party does not satisfactorily cure the cause for termination within 30 days, commencing on the date that the notice is delivered.

(b) This Agreement may be terminated without cause by either party upon one hundred eight days advance written notice to the other party.

SECTION 8. Notices.

(a) All Official Notices to the **County** shall be delivered either by hand (receipt of delivery required), or by certified mail to:

{insert contact information}

(b) All Official Notices to TCS shall be delivered either by hand (receipt of delivery

required), or by certified mail to:

{insert contact information}

(c) All other correspondence, not classified as Official Notices, may be delivered, disseminated, and/or submitted by any means acceptable to both parties, specifically including, faxing, e-mailing, or text messaging.

SECTION 9. Indemnification.

To the extent permitted by law, TCS shall indemnify, defend, and hold the County harmless from, and against, all claims and reasonable costs associated with or stemming from this Agreement.

SECTION 10. Assignment.

In light of the scope and rationale for this Agreement, neither the County, nor TCS may assign, transfer, and/or sell any of the rights noted in this Agreement without the express written approval of the other party. Should either the County, or TCS assign, transfer or sell any of the rights noted in this Agreement without such prior express written approval of the other party, then such action on the part of either the County, or TCS, shall result in the automatic termination of this Agreement, with further notice or action required on the part of the other party.

SECTION 11. Permits and Licenses.

To the extent that TCS needs to secure, obtain/acquire, and maintain permits, licenses, and/or approvals in order to facilitate the sporting events or any activities authorized under this Agreement, then TCS, at its sole expense, shall be responsible for securing, obtaining/acquiring, and maintaining, any and all permits, licenses, and/or approvals required by Federal, State, and/or County law, rule, regulation, or ordinance.

SECTION 12. Access to Records.

The access to, disclosure, non-disclosure, or exemption of records, data, documents, and/or materials, associated with this Agreement shall be subject to the applicable provisions of the Florida Public Records Law (Chapter 119, Florida Statutes), and other applicable State or Federal law. Access to such public records, may not be blocked, thwarted, and/or hindered by placing the public records in the possession of a third party, or an unaffiliated party.

SECTION 13. Relationship of the County and TCS.

This **Agreement** shall not be deemed or construed to create any agency relationship, partnership (limited or otherwise), association, or joint venture between the **County**, and TCS.

SECTION 14. Governing Law and Venue.

This Agreement shall be construed according to the laws of the State of Florida. Venue for any administrative and/or legal proceedings arising under this Agreement shall be in St. Johns County, Florida.

SECTION 15. Overnight Accommodations.

It is expressly understood that the County makes no warranty, guaranty or promise regarding the availability and/or affordability of overnight accommodations, including but not limited to lodging and housing.

SECTION 16. No Conflict of Interest.

TCS represents and warrants to the County that the TCS has not employed or retained any elected official, officer, or employee of the County, in order to secure this Agreement. Moreover, TCS represents and warrants to the County that TCS has not paid, or offer to pay, or agreed to pay, any person, any fee, commission, percentage, brokerage, fee, incentive fee, or gift of any kind, contingent upon, or in connection with, securing and executing this Agreement.

SECTION 17. No Third Party Beneficiaries.

Both the County and TCS explicitly agree, and this Agreement explicitly states that no third party beneficiary status or interest is conferred to, or inferred to, any other person or entity.

SECTION 18. Effect of Failure to Insist on Strict Compliance with Conditions.

The failure of either party to insist upon strict performance of any term, condition, provision, and/or requirement of this Agreement, shall not be construed as a waiver of such term, condition, provision, and/or requirement on any subsequent occasion.

SECTION 19. Use of County Logo.

Pursuant to, and consistent with, County Ordinance 92-2, and County Administrative Policy 101.3, the TCS may not manufacture, use, display, or otherwise use any facsimile or reproduction of the County Seal/Logo without the express written approval of the Board.

SECTION 20. Severability.

If any word, phrase, sentence, part, subsection, or other portion of this Agreement, or any application thereof, to any person or circumstance is declared void, unconstitutional, or invalid for any reason, then such word, phrase, sentence, part, subsection, other portion or the prescribed application thereof, shall be severable, and the remaining portions/provisions of this Agreement, and applications thereof, not having been declared void, unconstitutional, or invalid shall remain in full force, and effect.

IN WITNESS WHEREOF, the parties hereto have caused the execution by their duly authorized officials on the dates stated below:

ATTEST; CHERYL STRICKLAND, CLERK

ST. JOHNS COUNTY, FLORIDA BY ITS
BOARD OF COUNTY COMMISSIONERS

By: _____
(Seal)

By: _____
(Chair)

ATTEST:

TRIPLE CROWN SPORTS, INC.

By: _____
Notary

By: _____
President

Date: _____

DRAFT

TDC Regular Meeting – March 17, 2014

Agenda Item 9 – Monthly Reports

Destination & Marketing Monthly Report (Information Only)



ST. AUGUSTINE PONTE VEDRA

ON FLORIDA'S HISTORIC COAST

VCB Report to the
Tourism Development Council
March 17, 2014

FLORIDASHISTORICCOAST.COM



Smith Travel Research

January 2014

Occupancy (%)	2013		2014
	Nov	Dec	Jan
This Year	55.7	54.4	56.3
Last Year	52.5	52.9	54.3
Percent Change	6.0	2.7	3.6

Running 12 Months		
2012	2013	2014
57.6	59.2	60.5
55.9	57.6	59.2
3.0	2.8	2.2

ADR	2013		2014
	Nov	Dec	Jan
This Year	109.72	104.87	100.85
Last Year	99.66	99.91	97.18
Percent Change	10.1	5.0	3.8

Running 12 Months		
2012	2013	2014
101.19	105.86	112.30
97.02	101.19	105.86
4.3	4.6	6.1

RevPAR	2013		2014
	Nov	Dec	Jan
This Year	61.09	57.00	56.75
Last Year	52.34	52.85	52.78
Percent Change	16.7	7.8	7.5

Running 12 Months		
2012	2013	2014
58.27	62.67	67.96
54.27	58.27	62.67
7.4	7.5	8.4

Supply	2013		2014
	Nov	Dec	Jan
This Year	169,110	174,902	174,902
Last Year	167,910	173,507	173,507
Percent Change	0.7	0.8	0.8

Running 12 Months		
2012	2013	2014
2,042,843	2,042,421	2,055,455
2,056,223	2,042,843	2,042,421
-0.7	0.0	0.6

Demand	2013		2014
	Nov	Dec	Jan
This Year	94,162	95,070	98,424
Last Year	88,184	91,790	94,232
Percent Change	6.8	3.6	4.4

Running 12 Months		
2012	2013	2014
1,176,513	1,209,150	1,243,834
1,150,130	1,176,513	1,209,150
2.3	2.8	2.9

Revenue	2013		2014
	Nov	Dec	Jan
This Year	10,331,129	9,969,660	9,926,098
Last Year	8,788,709	9,170,547	9,157,473
Percent Change	17.6	8.7	8.4

Running 12 Months		
2012	2013	2014
119,046,083	128,000,393	139,687,608
111,582,232	119,046,083	128,000,393
6.7	7.5	9.1

Smith Travel Research

January 2014

Current Month - January 2014 vs January 2013

	Occ %	ADR	Percent Change from January 2013			
	2014	2014	Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	69.3	102.21	6.2	1.8	8.1	6.0
Nassau County, FL	54.5	139.88	6.9	11.1	18.8	45.9
Pinellas County, FL	63.1	106.96	7.3	0.7	8.1	8.8
St Johns County, FL	56.3	100.85	3.6	3.8	7.5	8.4
Charleston, SC	57.2	94.42	13.7	1.2	15.0	15.0
Jacksonville, FL	57.9	82.63	2.3	4.2	6.5	9.2
Myrtle Beach, SC	26.6	60.10	11.9	3.6	16.0	14.7
Orlando, FL	72.7	110.21	4.3	5.1	9.6	9.4
Sarasota-Bradenton, FL	68.4	114.63	9.7	4.6	14.7	17.6
Savannah, GA	55.2	86.37	4.9	6.7	11.9	10.7
Fort Walton Beach, FL	31.2	76.69	-5.8	-0.6	-6.3	-4.3
Daytona Beach, FL	50.8	87.50	2.4	3.5	6.0	8.3
Zip Code 32084+	62.2	97.86	10.7	5.8	17.1	17.1
Zip Code 32080+	52.5	92.22	3.8	6.1	10.1	10.1
Zip Code 32092+	55.9	85.41	5.0	9.6	15.1	19.6

Bed Tax Collections

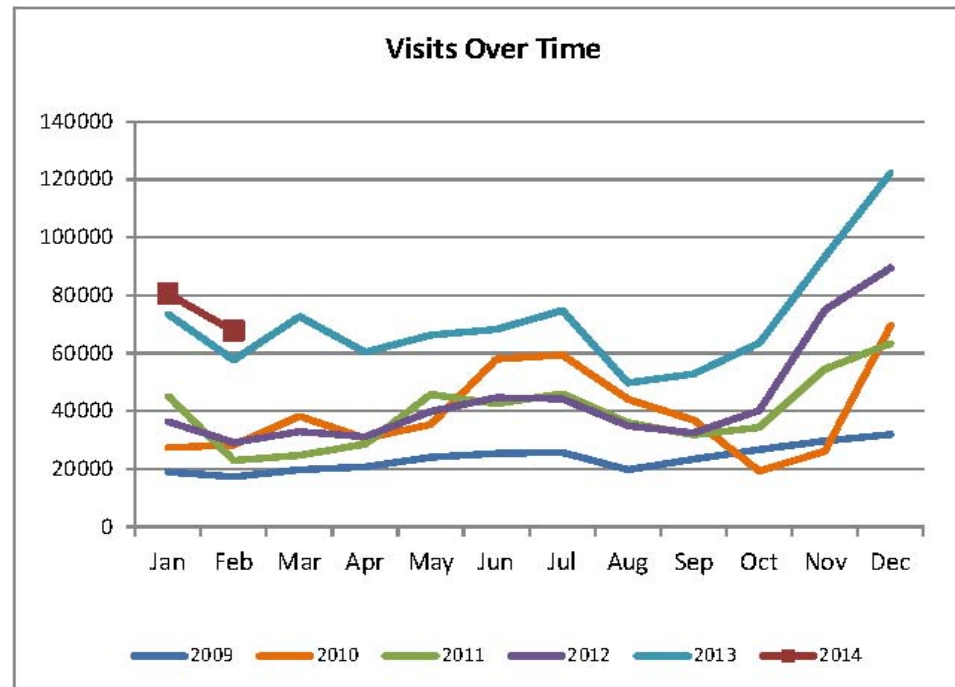
January <i>(Net Collections)</i>	\$ 516,745	15%
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YTD Net Collections January	\$ 2,030,218	14%
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YTD Collections by Area January 2014	January	YTD
Anastasia Island and St. Augustine Beach (32080)	32%	26%
Ponte Vedra Beach (32082)	20%	24%
St. Augustine, Vilano and North Beach (32084)	34%	37%
St. Augustine Shores and South (32086)	1.0%	0.6%
World Golf Village and I-95 Corridor (32092)	10%	10%
Others	2%	3%



Website Dashboard



67,593

Visitors to the Site February

17%

148,150

Visitors to the Site CYTD

13%

343,315

Page Views in February

14%

757,382

Page Views CYTD

9%

VIC Visitation

February 2014

Ponte Vedra Beach Chamber of Commerce						
	Feb 2014	Feb 2013	% of Total Visitors	FYTD	YTD FY 2013	Total 2013
Total Visitors	32	25	0.08%	105	82	260
City of St. Augustine Downtown Visitors Center						
	Feb 2014	Feb 2013	% of Total Visitors	FYTD	YTD FY 2013	Total 2013
Total Visitors	34,580	35,473	91%	187,622	145,499	404,244
St. Augustine Beach Visitors Center						
	Feb 2014	Feb 2013	% of Total Visitors	FYTD	YTD FY 2013	Total 2013
Total Visitors	2,333	1,666	6%	7,391	5,395	18,841
Jacksonville Airport Visitor Information Center						
	Feb 2014	Feb 2013	% of Total Visitors	FYTD	YTD FY 2013	Total 2013
St. Augustine	848	1,022	2%	3,777	3,319	10,455
Ponte Vedra	21	116	0.06%	238	408	973
Total Inquiries at Visitors Centers						
	Feb 2014	Feb 2013		FYTD	FY 2013 YTD	Total 2013
	37,814	38,302		199,133	154,703	434,773



Departmental Reports



Social Media

Social Media

Facebook

Facebook Fans	240,515
Fans added In February	9,147

Twitter

Twitter Followers	3,051
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YouTube

Views To Date	73,444
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Sales Measurement Summary

	February	YTD	YTD % Actual vs Goal
Telemarketing Calls	92	754	16%
Total Leads Distributed	56	177	46%
Lead Room Nights	6,144	42,180	61%



ST. AUGUSTINE
PONTE VEDRA
ON FLORIDA'S HISTORIC COAST

Communications Measures Summary

	February	FYTD	FYTD 13	
Total Impressions	1,287,234,462	2,915,174,091	3,166,362,844	-8%
Adv. Equivalent Value	\$ 34,813,312	\$ 51,644,867	\$ 34,583,966	49%
VCB Initiated Stories <i>in publication or broadcasted</i>	134	923	538	72%

NOTES: YTD FY 2014 is projected to show a decline in overall media coverage impressions compared to FY 2013. IN FY 2013, the Viva Florida 500 and related stories appeared in major national publications throughout FY2013.

Florida's First Coast of Golf January 2014

(FL Sports Foundation Model - tracks direct and wholesale bookings)

	Jan 2014	Jan 2013	% Change
Rooms	1,389	1,857	-25.20%
Rounds	3,269	4,370	-25.19%
	2014 YTD	2013 YTD	% Change
Rooms	1,389	1,857	-25.20%
Rounds	3,269	4,370	-25.19%

Advertising Response (From all sources)

Jan 2014	Jan 2013	% Change
2,194	1,820	20.55%
FY 2013-14	FY 2012-13	% Change
2,966	2,028	46.25%



Promotions Strategic Alliances



Promotions

Database ... Goal: 1,500 new subscribers per month

- Slow Jan but FYTD up 40% to a total of 38,285
- Proposals for partners for next phase under review

Birding and Photo Fest ... Tix sales \$28,275, 16 states,
Canada currently tracking behind pace

Integrated Marketing ... Goal: 2-3 integrated 2014 programs

- Integrated *Journey* plan unites VCB, 450, ACH, COSA
- IMT from Journey exhibit March 13

Executive Director's Comments

- VCB 450th Commemoration:
 - Continuing relationship with Focus 450, Inc, coordinating with CoSA and others on activities for the 450th
 - Promoting *Journey: African American Experience Exhibit*
 - Worked with VF on media tour for Black History Month
 - Worked with CoSA to promote 16th century ships
- Completed production of new TV and web videos
- Agency review RFP in progress, 4 finalists selected, presentations April 1

Executive Director's Comments

- Attended Tourism Day advocacy with state legislators regarding the school start legislation; Gaming, OTAs and VF funding
- Attending IPW first week of April full meeting schedule
- Attending Smart Meetings later this month



TDC Regular Meeting – March 17, 2014

Agenda Item 9 – Monthly Reports

Arts, Culture & Heritage Monthly Report (Information Only)

Date	Outlet	Topic/Title	Outlet Type	Circulation/ Audience	Unique visitors/month
1/1/2014	Jax Air News	Ximenez-Fatio House Artisans Through the Ages Mention	Newspaper	12,000	
1/8/2014	Florida Times-Union / Jacksonville.com	First Coast Happenings	Newspaper	91,549	6,025,060
1/9/2014	The Ponte Vedra Recorder	St Augustine Film Festival Kicks off Jan 16	Newspaper	35,000	
1/15/2014	Folio Weekly	St Augustine Film Festival	Magazine/Online		5,038
1/17/2014	VisitFlorida.com	CB Smith Show	Website		330,000
1/22/2014	Florida Times-Union / Jacksonville.com	Sea Your History event this weekend at St Augustine Lighthours	Newspaper	91,549	6,025,060
1/22/2014	Florida Times-Union / Jacksonville.com	A time for reflection in St Augustine (Journey)	Newspaper	91,549	6,025,060
1/22/2014	Folio Weekly	Journey: 450 Years of the African-American Experience	Magazine/Online		5,038
1/27/2014	timesunion.com (Travel Gal blog)	St Augustine, Florida to Celebrate African American History Month w	Blog		490,000
1/30/2014	Florida Times-Union / Jacksonville.com	First Coast Happenings: CB Smith Show	Newspaper	91,549	6,025,060
February	WJCT News	450 Years of The African-American Experience on Display in St Aug	Online News		
February	VisitFlorida.com	Black History in St Augustine: 450 Years of the African-American Ex	Website		
February	Star945	Contest:450 Years of The African-American Experience Bus Tour	Radio/Online		
February	Orlando Sentinel	Travel calendar for March	Newspaper	161,070	2,642,328
February	Buzz/Iwantabuzz.com	Changing of the Guard - listing	Magazine/Online	16,000	
February	FirstCoastNews.com	"Sea Your History" Listing & Info	Online News		250,000
February	FirstCoastNews.com	"Artisans Through The Ages" Listing & Info	Online News		250,000
February	Eventful.com	"Sea Your History" Listing & Info	Online News		
February	Eventful.com	"Artisans Through The Ages" Listing & Info	Online News		
February	eu Jacksonville	Florida Chamber Music Project - listing	Magazine/Online	50,000	
February	eu Jacksonville	PVConcert Hall - Chamber Music Project	Magazine/Online	50,000	
February	eu Jacksonville	Upcoming Events - Listing	Magazine/Online	50,000	
2/3/2014	IRC News Online (Indian River County)	Journey: 450 Years of the African-American Experience	Online News		
2/4/2014	Florida Times-Union / Jacksonville.com	Black History Month Calendar	Newspaper	91,549	6,025,060
2/4/2014	Tampa Bay Times	Flight to Freedom	Newspaper	299,985	
2/5/2014	The Mayport Mirror (military publication)	Black History Calendar	Newspaper	74,000	
2/12/2014	Florida Times-Union / Jacksonville.com	Journey: 450 Years of the African-American Experience	Newspaper	91,549	6,025,060
2/13/2014	Pensacola News Journal	Top off-peak destinations for Spring 2014 (Journey)	Newspaper	36,279	203,395
2/13/2014	USA Today	Top off-peak destinations for Spring 2014 (Journey)	Newspaper	1,674,306	21,911,400
2/13/2014	Beaches Leader	Arts & Crafts Festival	Newspaper	34,600	
2/20/2014	Florida Courier	St Augustine Orchestra celebrates Civil Rights Act Anniversary	Online News	65,000	
2/23/2014	Orlando Sentinel	Artisans Through the Ages	Newspaper	161,070	2,642,328
2/25/2014	Palm Coast Observer	Arts & Entertainment (Someday)	Newspaper	25,000	
2/26/2014	Florida Times-Union / Jacksonville.com	First Coast Happenings (Journey)	Newspaper	91,549	6,025,060
2/27/2014	Chicago Tribune	News to use: Trabel news, trips, tips (Journey Mention)	Newspaper	414,930	16,084,056
3/4/2014	Florida Times-Union / Jacksonville.com	First Coast Happenings (Celtic Music & Heritage Festival)	Newspaper	91,549	6,025,060
				3,891,632	93,014,063

St. Johns Cultural Council "Destination Brand"

2013-2014 Digital Campaign Delivery

Campaign	October		November		December		January		February		Total	
	Impressions	Clicks	Impressions	Clicks	Impressions	Clicks	Impressions	Clicks	Impressions	Clicks	Impressions	Clicks
Tier I												
BT/CT Targeting	732,228	1,502	1,326,490	821	666,803	193	787,445	417	1,090,672	663	4,603,638	3,596
Search Retargeting	325,011	514	181,690	240	223,833	361	287,770	427	288,870	369	1,307,174	1,911
Cox Digital	368,689	118	613,917	350	416,617	112	548,434	250	375,306	68	2,322,963	898
Total:	1,425,928	2,134	2,122,097	1,411	1,307,253	666	1,623,649	1,094	1,754,848	1,100	8,233,775	6,405
Tier II												
BT/CT Targeting	627,876	324	1,484,843	1,457	834,171	252	373,571	206	1,347,146	575	4,667,607	2,814
Search Retargeting	579,211	1,214	301,905	440	323,199	502	335,394	648	320,772	494	1,860,481	3,298
Cox Digital	694	304	1,312,645	743	821,817	248	1,095,459	469	623,010	214	3,853,625	1,978
Total:	1,207,781	1,842	3,099,393	2,640	1,979,187	1,002	1,804,424	1,323	2,290,928	1,283	8,577,289	8,090
Tier III												
BT/CT Targeting	1,167,766	1,121	544,038	473	0	0	390,096	189	1,343,754	738	3,445,654	2,521
Search Retargeting	423,898	758	180,419	325	0	0	302,230	497	210,674	301	1,117,221	1,881
Cox Digital	1,176,318	525	382,711	170	0	0	746,900	254	936,185	363	3,242,114	1,312
Total:	2,767,982	2,404	1,107,168	968	0	0	1,439,226	940	2,490,613	1,402	7,804,989	5,714
GRAND TOTAL:	5,401,691	6,380	6,328,658	5,019	3,286,440	1,668	4,867,299	3,357	6,536,389	3,785	24,616,053	20,209

Ximenez-Fatio House Museum and 75 years of ownership by NSCDA-FL

Submitted by [bonniep](#) on January 1, 2014 - 6:50pm- St. Augustine's Ximenez-Fatio House, the state house museum of The National Society of The Colonial Dames of America in The State of Florida (NSCDA-FL) has launched an initiative to honor 75 years of ownership by the Dames. The official anniversary date is January 2014 with plans for a variety of events and marketing activities to prepare for the milestone. The NSCDA-FL is a Town Committee of The National Society of The Colonial Dames of America which was founded in 1891 as an unincorporated association of 45 societies with more than 15,000 members. The Society's national theme, "Entrusted With History's Future" focuses on acquiring, restoring, and interpreting a collection of historic properties that offer opportunities to experience the diversity of America's heritage. Today, 41 diverse properties along with museum collections are wholly owned by the Corporate Societies of NSCDA.

Among the most recognized historic sites is The Ximenez-Fatio House which was built in 1798 by Andres Ximenez, a Spanish storekeeper. The original portion of the coquina house and the detached kitchen became a general store, tavern, private residence and fine boarding house for military officers, sea captains, dignitaries and families from the north and south. The property was purchased by NSCDA-FL in 1939. It is one of the South's most authentically preserved and accurately interpreted historic house museums according to several national experts. Most importantly, the property has always been owned and operated by entrepreneurial women including Margaret Cook, who bought the House from the Ximenez heirs in 1830 and operated the property with Eliza Whitehurst Sarah Petty Anderson purchased the House in 1838 and retained Louisa Fatio to manage the boarding facility. Miss Fatio bought and operated the House beginning in 1855. And, ultimately the Dames purchased the property from a Fatio heir. The historically significant Spanish architecture at the House includes lush gardens of Florida flora and fauna, gates, patios, balconies, antique furnishings and "St. Augustine Plan" building design with rooms portraying the authentic boarding house period. The property is currently interpreted as an elegant inn, or Boarding House that flourished during Florida's Territorial and Early Statehood periods (1821-1861). The building is located at 20 Aviles Street in historic, downtown St. Augustine on the first platted street in North America. The historic grounds date back to St. Augustine's original town plan of 1572.

Some of the featured accoutrements in the House include Punkah fans which are displayed above the fine dining room table. The fans are especially used in India and are made of cloth or palm fronds, bamboo, and rattan and are hung from the ceiling and moved with pulleys by servants or children to keep the flying insects off the food during their meals. English and American china and table settings along with period pieces are exhibited in the welcoming foyer, gathering rooms, living areas and sleeping rooms. A detached kitchen, original hearth, and beehive oven have been preserved and is the only original kitchen structure remaining in northeast Florida. The unique "frail ladies room" is a feature that depicts the lifestyles of female guests who convalesced in the warm climate. Single men were lodged in the downstairs rooms and women and families had separate accommodations upstairs. Modern plumbing was non-existent and chamber pots were stored under the beds.

A staff of cooks prepared all meals and servants and housekeepers cleaned the House and prepared lighting and wood-burning fireplaces for heat in each sleeping and gathering room. Visitors arrived at the House from more than eight miles away on the St. Johns River by steamboat and traveled by horse drawn carriage to the bay front establishment. The lifestyles of these early visitors to St. Augustine are exhibited in more than a dozen rooms. The Dames' anniversary events will follow the theme, Celebrate and Educate, which serves to promote a variety of activities including the production of a feature length video which is viewed in the newly featured in the museum is the archeologically significant Cavaca Cross which was discovered at the House in 2002. The small cross was retrieved from the tens-of-thousands of items in an on-site archeology dig. Careful treatment removed a dark patina of encrusted salts to expose the white bronze material and fine details. Named for a hillside town in southeastern Spain, the cross design is believed to have become popular in the 17th century to celebrate the end of the plague.

Approximately 800 members of the Dames' "Town Committee" throughout Florida have planned to visit the Ximenez-Fatio House and Museum by the end of 2014 and share the anniversary message in their own communities. Each Town Committee will have programs and events to promote the venue with gala celebrations and fundraisers and educational programs in Jacksonville, Miami, Naples, Orlando, Palm Beach, Pensacola, Tallahassee, Tampa, and Vero Beach, among others. The Dames will also host key events at the Ximenez-Fatio House including *Artisans Through the Ages* on March 15, 2014 with participants dressed in period clothing and displays to include oil portrait paintings, silversmith, quilting, embroidery, calligraphy, and herb growing and cooking, to name a few. Also, exhibits will include pewter and toy making, jewelry, book binding, spinning and weaving, brass casting, woodcarving, bee keeping, and honey making. A maritime exhibit is planned along with live music. All activities will be reminiscent of St. Augustine's First Spanish Colonial Period from 1565 to 1763 and the local culture into the 1800s. Additionally, renowned living history reenactor Dianne Jacoby will perform her portrayal of Miss Louisa Fatio to support 19th century women's history in St. Augustine.

Also, the Dames will participate with the Girls Scouts of Gateway Council, Inc. to host the 5th Annual Living History Day on March 29, 2014. The Girl Scouts will depict the lives of brave women who operated, worked, or visited the establishment during the early years of Florida's statehood and tourism industry. The Museum celebrates the historic accomplishments of these extraordinary women as they persevered with their daily ordinary chores. Amidst the chaos of Seminole Indian uprisings, the separation of families, the threat of the Yellow Fever epidemic, geographical isolation, and the feared prediction of the American Civil War, the ordinary became extraordinary at the Ximenez-Fatio House during the period of 1845-1860.

The Dames are also launching a paid advertising and public relations campaign and activities that will tie-in with St. Augustine's 450th anniversary. Wedding, tour and events packages will be available along with curriculums for local schools, Scouts groups and seniors programs. Non profits, clubs and committees will be able to hold meetings and tours along with traditional food tastings and picnics on the grounds. The large courtyard area has been landscaped and enhanced to accommodate up to 200 guests with access to an on-site modern kitchen, full electricity and private off street parking. A special 75th anniversary informational exhibit and program will be available at the House for visitors along with newly-produced commemorative items and additional merchandise in the gift shop.

Advertising rack cards have been produced and are displayed in Florida Welcome Stations along I-95 and I-75, and in the St. Augustine Visitor's Center.

To continue preserving the property and to prepare for the anniversary, The Ximenez-Fatio House was recently awarded a \$50,000 Small Matching grant and a \$300,000 grant. The grants are sponsored in part by the Bureau of Historic Preservation, Division of Historical Resources, and Florida Department of State, assisted by the Florida Historical Commission. The funds will help in restoration efforts with a special technique using clay that will be used to help remove salt from the coquina walls. The interior plaster finishes and ceilings on the main building will be restored and paint analysis will assess the woodwork for preservation.

The Ximenez-Fatio House Museum is the State House Museum of the NSCDA-FL and is listed in the National Register of Historic Places and the Historic American Buildings Survey. It is a Florida Heritage Landmark and is recognized as an integral part of the St. Augustine Town Plan National Historic Landmark District. The Ximenez-Fatio House was awarded a 2013 Certificate of Excellence from TripAdvisor.

The Museum and gift shop is open Tuesday through Saturday, 11 a.m. to 4 p.m., closed Sundays and Mondays. Guided tours are offered to the public and there is no charge for St. Johns County residents. For more information, call 904-829-3575 or email info@ximenezfatiohouse.org. Visit the website at www.ximenezfatiohouse.org. Twitter at <https://twitter.com/XFHouse> and the Facebook page at www.facebook.com/pages/Ximenez-Fatio-House-Museum/178745228818726.

<http://jaxairnews.jacksonville.com/opinion/blog/401011/bonniep/2014-01-01/ximenez-fatio-house-museum-and-75-years-ownership-nsdcda-fl>

January 8, 2014

First Coast Happenings**Events for Jan. 9-19**

By Cindy Holifield Wed, Jan 8, 2014 @ 3:38 pm | updated Wed, Jan 8, 2014 @ 3:41 pm

FRIDAY

Flagler Film Festival, Friday-Sunday, Hiton Garden Inn, Interstate 95, Exit 289, Palm Coast. Includes three films from Jacksonville-area filmmakers. \$5 in advance, \$6 at the door; \$10 full day pass in advance, \$12 day pass at the door; \$25 weekend pass in advance, \$30 weekend pass at the door. flaglerfilmfestival.com.

SATURDAY

A 1740 Changing of the Guard Ceremony by St. Augustine's Spanish Garrison, 5:30 p.m., two groups of soldiers march from the Spanish Bakery on St. George Street, with one marching to the City Gate and the other group south to the Governor's House, with a demonstration of Spanish military arts and explanation of the purpose of the Changing of the Guard; 6:15 p.m., second group marches down St. George Street to the Governor's House where the Changing of the Guard, complete with a volley of musketry, is performed, followed by the Garrison marching back to the bakery. historico-florida-militia.org.

JAN. 19

"Discover First America" Adventure Program series, presented by the St. Augustine 450th Commemoration, 7 p.m., Flagler College's Lewis Auditorium, 14 Granada St., St. Augustine. Features "Let Freedom Ring," with remembrances of landmark events that occurred in St. Augustine during the 1960s by those who witnessed and experienced the events. Program in conjunction with the "Journey: 450 Years of the African-American Experience" exhibit opening. Series continues Feb. 26 on "The Story of Fort Mose;" and March 12 on "In White America." (904) 825-1053 or staugustine-450.com.

<http://members.jacksonville.com/news/metro/2014-01-08/story/first-coast-happenings>

The Recorder
January 9, 2014

The Recorder - January 9, 2014

Community News 11

St. Augustine Film Festival kicks off Jan. 16

Festival features diverse lineup of silver screen innovation.

St. Augustine Film Festival schedule

Jan. 16
"Magical Universe" 1 p.m., Gamache-Koger Theatre
"Love is in the Air" 7 p.m., Lewis Auditorium
Opening Night Party, 8:30 p.m., Lightner Museum. Tickets are \$35.

Jan. 17
"Kingu," 11 a.m., Gamache-Koger Theatre
"Chasing Shakespeare" 1:15 p.m., Gamache-Koger Theatre
"Irrit It Delicious" 3:45 p.m., Gamache-Koger Theatre
"The Rocket" 7:30 p.m., Lewis Auditorium
Friday Night Party, 9:15 p.m., The White Room at the Lightner Museum. Tickets are \$20.

Jan. 18
"Jonathan Bird's Blue World" 11 a.m., Gamache-Koger Theatre
"Buongiorno Papa!" 12:30 p.m., Gamache-Koger Theatre
"Walking The Camino, Six Ways to Santiago" 2:45 p.m., Gamache-Koger Theatre
"24/24:30 p.m., Gamache-Koger Theatre
"MALNE (Made in North Florida)" 6:45 p.m., Gamache-Koger Theatre
"Call On A Bicycle" 7:15 p.m., Lewis Auditorium
"The Heroes of Arvine Place" 8:15 p.m., Gamache-Koger Theatre
Saturday Night Party, 9:15 p.m., Government House. Tickets are \$25.

Jan. 19
"The Prime Ministers" 11 a.m., Gamache-Koger Theatre
"Fiumi Santi Giorni" 1 p.m., Gamache-Koger Theatre
"African Safari 3D" 3 p.m., Epic Theatres
"7 Rows" 3 p.m., Gamache-Koger Theatre
"Twenty Million People" 5 p.m., Gamache-Koger Theatre
"Broche Del Oro" 5 p.m., Epic Theatres
"Flagler Super 8 Screenings" 7 p.m., Gamache-Koger Theatre
"Josephine, Single & Fabulous" 7 p.m., Epic Theatres

Venue Information:
Gamache-Koger Theatre is located at 50 Sevilla St. in St. Augustine.
Lewis Auditorium at Flagler College is located at 14 Granada Street in St. Augustine.
Epic Theatres is located at 112 Theatre Dr. in St. Augustine. (904) 797-5757
Government House is located at 48 King St. in St. Augustine (adjacent to the Plaza de la Constitución).
Lightner Museum is located at 75 King St. in St. Augustine. (904) 824-2874

Folio Weekly
January 15-21, 2014**Our Picks**
Reasons to leave the house this week**FILM****ST. AUGUSTINE FILM FESTIVAL**

If you're lining up to see "Paranormal Activity 5" and "The Legend of Hercules," it's time we intervened. The St. Augustine Film Festival offers a welcome alternative to the studios' winter dump months, with more than 20 films and parties over four days. Jacksonville filmmaker Damien Lahey's "Heroes of Arvine Place," Danny Glover's tale of forbidden love, "Chasing Shakespeare" (pictured), and films from Brazil, France, Israel, Spain and elsewhere might just turn some film buffs into buffs. Jan. 16-19 at Flagler College venues, Lightner Museum and Epic Theatre, St. Augustine, \$45 for admission to all films and parties.

Southern Style Variety Show Debuts in St. Augustine

The C.B. Smith Show Blends Music, Comedy and Impersonations

Posted by [Lucille Spang](#) on Jan 17, 2014 in [Industry Press Releases](#) | [0 comments](#)

St. Augustine, FL – The C.B. Smith Show, a live variety show, debuts for the first time in Florida this January. The show regularly plays to packed audiences at its home theater in Pigeon Forge in the Smoky Mountains and will winter in St. Augustine, Florida's Historic Coast.

The C.B. Smith Show features Charlie Bob Smith and wife Jill Linn Smith, plus local talent, in a southern-style variety show. Audiences will experience an outstanding blend of Gospel, Country, Oldies and Rock 'n Roll, filled with comedy, including impersonations of popular stars.

C.B. Smith has been voted best entertainer in the Smokies for seven years and is known as the man-of-a-thousand-voices.

The new show plays Jan. 15 to April 12, 2014, Wednesday through Saturday evenings at 7 p.m. at the Mark Lane National Guard Armory in St. Augustine (190 San Marco Ave., 32084). Individual tickets are \$25 per person; groups of 20 or more are \$20 per person. For tickets and more information visit, www.cbsmithshow.com or call (866) 651-6850.

The St. Johns Cultural Council is proud to partner with The C.B. Smith Show. The St. Augustine Historic District allows visitors to explore five centuries of architecture and history, with eclectic art galleries, music concerts, opera, theater, dance and celebrations year-round. Nearby, upscale Ponte Vedra is home to the PGA TOUR headquarters and its regal history, as well as the unique Ponte Vedra Concert Hall. St. Augustine's beaches offer a laidback vibe, unspoiled beaches and seafood, all with a colorful artistic flair.

For more information about arts, culture and heritage events and activities on Florida's Historic Coast, visit www.historiccoastculture.com, or call (904) 808-7330. There is "Culture Around Every Corner."

About St. Johns Cultural Council

The St. Johns Cultural Council is a 501 ©(3) not-for-profit agency. Under agreement with the St. Johns County Board of County Commissioners, the SJCC provides arts, culture and heritage tourism destination marketing services to the county's Tourist Development Council (TDC). Funding for marketing services comes from a portion of the county's bed tax. For more information, call (904) 808-7330 or visit www.stjohnsculture.com.

Media Contact:

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awitt@historiccoastculture.com
(904) 808-7330

<http://www.visitfloridamediablog.com/home/2014/01/17/southern-style-variety-show-debuts-in-st-augustine/>



A time for reflection in St. Augustine

Wed, Jan 22, 2014 @ 4:23 pm

ST. AUGUSTINE – On one level, it was a bit surreal.

In 1964, Martin Luther King Jr. came to this city to help do some heavy lifting for civil rights activists who were being terrorized by the Ku Klux Klan.

He wasn't greeted with open arms.

King and the non-violent protesters who had amassed and marched nightly down King Street were met with beatings, slurs and death threats.

Those who tried to integrate the beach on Anastasia Island were driven into the water by segregationists — and some nearly drowned.

The protesters who jumped into the pool at the Monson Motor Lodge faced being burned with muriatic acid that the motel's owner claimed to have poured into the pool.

It also became the only Florida city where King was arrested.

But 50 years later, the city that tried to drive King out and violently repress the movement he led is now featuring an exhibit that celebrates him, African-American history and the ultimate victory that came from that movement — the passage of the 1964 Civil Rights Act.

"Journey: 450 Years of the African-American Experience," features photos of protesters carrying signs with statements such as "Don't Buy in Segregated St. Johns County" and "Wear Old Clothes With Dignity."

One backdrop in the exhibit shows old segregated restroom signs that read "White Women," "Colored Men" and "Colored Entrance."

The exhibit also features documents and interactive elements that pay homage to Fort Mose — the first freed black settlement in the United States — in St. Augustine.

And it also includes other aspects of African-American history and heritage.

HAVING AN IMPACT ON YOUNG, OLD

"I just wanted to make sure the story was told," said Hester Clark, one of the exhibit sponsors.

Yunus Asami, archivist for the Ritz Theater and LaVilla Museum, said he came to the exhibit to help his 7-year-old granddaughter, Trinity, add to her knowledge about King.

"It's having a big impact on her," Asami said of his granddaughter.

The exhibit was also having an impact on a member of an older generation — Carrie Johnson, who was born in 1935. "I was working in Miami in the school system during [the St. Augustine demonstrations]," said Johnson, known as "Miss Carrie" around St. Augustine.

Johnson said she often tells friends she wished she could have been in St. Augustine during the demonstrations.

"But it's a good thing that I wasn't here because they would have killed me with my big mouth," Johnson said with a laugh.

RECONCILIATION AND RECOGNITION

What happened to King and the protesters in St. Augustine wasn't the city's finest moment in history.

But the ugliness ultimately resulted in the beauty that comes with justice and reconciliation.

Justice like the kind that came with the 1964 Civil Rights Act.

And now, with the reconciliation that comes when the nation's oldest city welcomes visitors with an exhibit celebrating a group it once despised — and that group's place in the American saga.

For more information on the exhibit, call (904) 825-1000 or go to <http://staugustine450.com/journey/>

■ Email: tonyaaweathersbee@yahoo.com

■ Twitter: [tonyaajw](https://twitter.com/tonyaajw)

<http://members.jacksonville.com/opinion/premium-opinion/2014-01-22/story/time-reflection-st-augustine>

Sea Your History event this weekend at St. Augustine Lighthouse

Wed, Jan 22, 2014 @ 10:48 am | updated Wed, Jan 22, 2014 @ 10:52 am

FIRST LIGHT MARITIME SOCIETY

Building on the History of Our Coast



Wine tastings, guided tours, wooden boatbuilding and shipwreck artifacts will be featured at the first Sea Your History Weekend of the year at the St. Augustine Lighthouse and Museum this weekend.

The weekend's events will focus on the study of the French influences on culture and heritage in St. Augustine. Festivities begin at 6 p.m. Saturday with a twilight tour of the St. Augustine Light Station. After the climb, guests will tour the Victorian-era keepers' house and learn the light station's history.

From 9 a.m. to noon Sunday, craftsmen will share traditional wooden boatbuilding techniques. From 1 to 4 p.m., visitors can learn more about the science of the Fresnel lens with lighthouse preservation expert Kathleen McCormick. Sunday ends with a free French wine tasting and French shipwreck artifact exhibition from 3 to 6 p.m..

The Twilight Tour is \$14.95 per person. All Sunday activities for Sea Your History are \$9.75 per adult and \$7.75 for children and seniors. Advance tickets and more information are at www.staugustinelighthouse.org.

<http://members.jacksonville.com/news/metro/2014-01-22/story/sea-your-history-event-weekend-st-augustine-lighthouse>

Folio Weekly January 22, 2014

Have Gift, Will Use
A St. Augustine exhibit illuminates the link between folk art and cherished objects passed down through generations

THE OBJECT TELLS A STORY:
AFRICAN-AMERICAN FOLK ART FROM FLORIDA
Displayed through Feb. 28, Crisp-Elliott Art Museum, 46 Seattle St., St. Augustine, during regular museum hours and at First Friday Art Walk, 5-8 p.m. Feb. 7

JOURNEY: 450 YEARS OF THE AFRICAN-AMERICAN EXPERIENCE
Marking the 50th anniversary of the Civil Rights Act, the exhibit is on display through July 15 at Visitor Information Center, 10 W. Castillo Drive, and several other venues

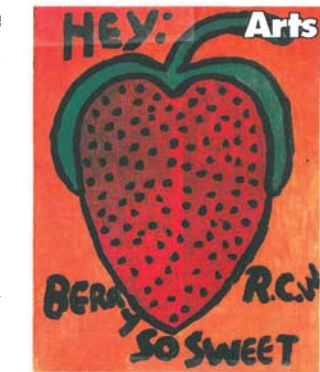
An exhibition at the Crisp-Elliott Art Museum at Flagler College brings together rare collections of folk art, keepsakes and family heirlooms. "The Object Tells a Story: African American Folk Art from Florida" opened Jan. 20 in conjunction with another exhibition at the St. Augustine Visitor Information Center, "Journey: 450 Years of the African-American Experience." "The Object" features work by well-known Florida African-American versatile artists Alyse Harris, Mary Proctor, Ruby C. Williams and Purvis Young, as well as quilts, dolls, ceramics and paintings that were provided by those in the St. Augustine community. Recorded and written statements of many contributors are also featured in the exhibit.

"Though none of the folk artists in this exhibition received any formal training, their work reverberates with the passion that is the hallmark of the true artist."

"I think that just the formal qualities of [folk art] are really attractive, the bright colors and the lines ... the simplicity of it, it can be very appreciable for people. But for me, I just love the story," says Julie Dickover, the museum's director.

Proctor, who was what she calls a "junk dealer" began painting doors — two of which are in this exhibit — following the tragic deaths of her grandmother, aunt and uncle in a house fire. Harris works as a housekeeper by day, artist by night. Young grew up hard in Miami and rediscovered his love of art while serving three years in prison. And Williams, a former minister, is a produce vendor in the historic African-American town of Newberry, on land passed down from her great-grandmother, Mary Reddick, a former slave and one of the town's founders.

Hand-painted, brightly colored signs at Williams' stand caught the eye of folk artist Rodney Hardie in 1991. Corresponding in a handwritten letter, Williams, who was born in the 1920s, writes, "I was born with a mind to be an artist, and I had this in my spirit as I grew up." Encouraged by Hardie and others, Williams embarked on an art career. Since then, she has become a celebrated folk artist whose work has been seen all over the country and been displayed at the Smithsonian Anacostia Community Museum



HEART AS HEART: Ruby Williams' "Heart As Sweet" — an acrylic on wood panel — is featured in "The Object Tells a Story: African-American Folk Art from Florida."

in Washington, D.C.

"They say my fans tell me that I am very, very famous for Ruby C. I am just Ruby C.," she writes. "I have the gift so I use it."

"The Object" aims to illuminate and celebrate the link between folk art and the cherished objects that people pass down from generation to generation. These objects are more than family heirlooms; they're pieces of history that contribute to a larger tale. "The African-American history here is so rich and significant and a lot of stuff happened here in the States during the Civil Rights era," Dickover says. "... All of this comes through in these objects. They're diverse but they are connected."

Several members of the community, including Barbara Vickers — whom Dickover calls a tremendous asset in putting together this exhibition — have contributed handmade dolls. It turns out that St. Augustine has a little-known subculture of doll-makers, a group of women in their 80s and 90s who took a doll-making class in their late 70s or early 80s, Dickover says.

Some of the keepsakes are more intriguing taken in context: others are spectacular on their own. "[One] woman has what we think is a Civil War-era hand-painted photograph of who we think is her great-great-grandmother, who was

a slave bond in Wightsville, Ga.," Dickover says. These images and other objects and artworks, including a painting by Vickers of Cooper School, a segregated school in the Lincoln area, recall memories of bygone eras and provide a rare glimpse into aspects of African-American culture through the words and words of the people who were and are a part of it. □

Chris Gohrb
mtd@folioweekly.com



BEYOND THE TRUCK: Purvis Young's "Purple Truck," an acrylic on paper, is part of a rare collection of folk art, keepsakes and heirlooms.

Travel Gal

Travel tips, bargains and stories with Kim Swidler

St Augustine, Florida to Celebrate African-American History Month With Exhibit

Posted on January 27, 2014 | By Kim Stuart Swidler

St. Augustine is said to hold a unique place in the history of African-Americans in North America as the location of the first legally sanctioned free African-American town in the nation. And from the time Spanish explorers stepped onto the shore of Florida, Africans had a place among the adventurous crew and among the earliest settlers.

St. Augustine is celebrating African-American History month in February by telling the story of its role in history with a comprehensive exhibit called Journey: 450 Years of the African-American Experience along with a series of events in February and throughout the year.

This is what St. Augustine Ponte Vedra Visitors & Convention Bureau says about this area, located midway between Daytona Beach and Jacksonville, and the Journey exhibit:

African-American heritage in the United States began 450 years ago when blacks, both free and enslaved, were among the 800 colonists who established the St. Augustine settlement under the leadership of Spanish explorer Admiral Pedro Menendez de Aviles. From St. Augustine's earliest days through the turbulent 1600s, African-Americans have played key roles in the development of both the city and nation. This vital contribution by people of color is well-documented, but not well-known. That is about to change. Journey: 450 Years of the African-American Experience tells the fascinating story of blacks who helped settle the nation with original documents and artifacts, interviews, photos, art and more. The Journey exhibition is designed for cultural and heritage visitors interested in the full history of America and its beginnings and comprises four themes: Genesis of the African-American Experience; Fortress of Freedom; Breaking the Chains; and Crossroads of Change.

St. Augustine Ponte Vedra Visitors & Convention Bureau says that among the fascinating and rarely seen artifacts in the Journey exhibit is the first known birth certificate of an African-American child, born in St. Augustine in 1595. A marriage certificate is also on display, a historic record that documents the earliest known marriage between two African-Americans in St. Augustine in 1598. The lunch counter of the local Woolworth's, where four young people made history in a 1963 protest, is on display along with photos that tell the story of the "St. Augustine Four." Perhaps the most compelling artifact is the arrest record and fingerprint card for Martin Luther King Jr., who was arrested in peaceful protest in 1964. St. Augustine is the only Florida location in which Dr. King was arrested.

Journey is located inside the St. Augustine Visitors Information Center and runs through July 15. The exhibit is open daily from 9 a.m. to 5 p.m. Tickets are \$5 for adults; \$4 for seniors; \$3 for youth 7-12; under 7 free. www.Journey2014.com.

Why St. Augustine?

What makes St. Augustine different from other U.S. destinations is the experiences of free blacks. In 1738 in Spanish Florida, former slaves escaping their English masters founded Gracia Real de Santa Teresa de Mose, a settlement charter by Florida's Spanish Governor, which is today known as Fort Mose. Fort Mose became the first legally sanctioned free African settlement in the United States and was viewed as a sanctuary for Africans from English slavery. Today, Fort Mose Historic State Park is located three miles north of St. Augustine's city gate.

It is said that Blacks in Florida had very different experiences under Spanish rather than British rule.

Under Spanish rule:

Some blacks were free and some were not. Slavery was based on religion, not color. Not all Spanish slaves were African and not all Africans were slaves.

Free blacks competed with whites for jobs.

Slaves were entitled to earn wages and had protection from mistreatment by their owners.

African were able to retain and practice their native customs and these cultural traditions were embedded in the first colony, creating a richly blended multicultural society.

Under British rule:

Thousands of enslaved Africans faced starvation, torture and even death on their journey to the Americas on The Middle Passage.

Blacks worked in a fast-growing plantation economy.

Enslaved Africans were forced into labor and endured brutal punishments.

Blacks had no legal standing and virtually no rights.

In addition to Fort Mose, the city played other significant roles in the history of African-Americans.

Freed at the end of the Civil War, former local slaves created the Lincolnville district of St. Augustine-an area that has been added to the National Register of Historic Places.

In 1963 and 1964, Civil Rights demonstrations in St. Augustine and the violent attempts to stop them gained national and international media attention. In St. Augustine's Plaza de la Constitucion, the Andrew Young Crossing commemorates the June 9, 1964, Civil Rights march led by Young and there is a monument dedicated to the St. Augustine Foot Soldiers who participated in the Civil Rights Movement.

In recognition of February as African-American History month, several events will take place in St. Augustine.

February 1 First Saturday: Living History Day at Fort Matanzas

From 10:30 p.m. until 3:30 p.m., authentically-clad re-enactors demonstrate Spanish cannons at this fortress that guarded the southern approach to St. Augustine. Admission is free including the ferry ride to and from Rattlesnake Island. Fort Matanzas National Monument is located at 8635 A1A, approximately 15 miles south of St. Augustine. 904-471-0116 www.nps.gov/foma

February 1 - 28 "The Object Tells a Story: African-American Folk Art from Florida"

The Crisp-Ellert Art Museum's new exhibition "The Object Tells a Story: African-American Folk Art from Florida" brings together a selection of works by four well-known African-American vernacular artists from Florida: Alynne Harris, Mary Proctor, Ruby C. Williams and Purvis Young. Interspersed throughout the exhibition are objects lent by members of St. Augustine's African American community, including paintings, quilts, dolls and ceramics, along with artwork created by students from Keterlinus and Osceola Elementary Schools during recent workshops with Ruby C. Williams at Fort Mose Historical State Park. The museum is open Monday - Friday from 10 a.m. - 4 p.m. and Saturdays from 12 - 4 p.m. 48 Sevilla St., St. Augustine. 904-826-8530 <http://readme.readmedia.com/Crisp-Ellert-Art-Museum-presents-The-Object-Tells-a-Story-African-American-Folk-Art-from-Florida/7557493>

February 6 "The Loving Story"

At 7 p.m., the National Endowment for the Humanities African-American Experience Film Series presents "The Loving Story" in the Virginia Room Ringhaver Student Center, Flagler College. The lecture is part of the series Race and the South: St. Augustine in Context, presented by the Flagler College Ideas and Images Program marking the 50th anniversary of the passage of the Civil Rights Act. The presentation is free and open to the public. 50 Sevilla Street, 904-819-6282 www.flagler.edu/our-community

February 7 - March 4 Gerald Branch Exhibition

Gerald Branch is an accomplished African American artist who works in mixed media to chronicle his experiences as a black man in America. He draws on history and presents historical and emotional works of art that provoke intense involvement. Highly collectible, this artist uses his amazing skills to look more deeply into our past. The artist will be giving an informative talk Feb. 9, at 2 p.m. describing his paintings and what they mean. Admission is free. Open daily 11 a.m. - 5 p.m. Butterfield Garage Art Gallery, 137 King St., St. Augustine. 904-825-4577 <http://www.butterfieldgarage.com>

February 8 Lincolnville Book Author Speaks at Cultural Center at Ponte Vedra Beach

At 10 a.m., The Cultural Center at Ponte Vedra Beach hosts author Rosamond Parish who will discuss her book "Lincolnville: St. Augustine Historic Neighborhood." Free admission. 50 Executive Way, Ponte Vedra Beach. 904-280-0614 www.ccpvb.org

February 8 Flight to Freedom at Fort Mose

Every 15 minutes from 10 a.m. to 3 p.m., visitors will be taken on a guided walk along the freedom trail to experience what it was like for the hundreds of slaves who traveled to Fort Mose in search of freedom from the British. At 11 a.m. and 1 p.m., noted experts from the University of Florida or University of South Florida will present enlightening discussions of the role of slavery in the struggle between Spain and Britain for control of the southeastern United States. The event is free. 15 Fort Mose Trail, St. Augustine. 904-823-2232 www.floridastateparks.org/fortmose

February 20 "Portraiture, Politics, and the Documentary Impulse of the Photography of Chris McNail"

Dr. Bridget Cooks, Associate Professor, University of California, Irvine, presents "Portraiture, Politics, and the Documentary Impulse of the Photography of Chris McNail" at 7 p.m. in the Flagler Room at Flagler College's Ponce Hall. The lecture is part of the speaker series Race and the American South: St. Augustine in Context, presented by the Flagler College Ideas and Images Program marking the 50th anniversary of the passage of the Civil Rights Act. The lecture is free and open to the public. 74 King Street, 904-819-6282 www.flagler.edu/our-community

February 26 Discover First America Program

Fortress of Freedom: The Story of Fort Mose, America's first freed black settlement, is told by scholars, re-enactors and state park officials. Also, Bob Moore, a composer for the St. Augustine Orchestra, performs Someday, which was written by Moore to commemorate the 50th Anniversary of the Civil Rights Act. This program is sponsored by Fort Mose State Park. Held in Lewis Auditorium at Flagler College, admission is free. St. Augustine 450th Commemoration passports with souvenir stampings are complimentary to attendees. 14 Granada Street, St. Augustine. www.Staugustine-450.com

February 28, March 1 & 2 St. Augustine Orchestra Commemorates 50th Anniversary of Civil Rights Act

The St. Augustine Orchestra marks the 50th Anniversary of the signing of the Civil Rights Act with three concerts. Each performance includes Bob Moore's new composition "Someday" as well as renowned pianist Thomas Pandolfi performing Grieg's Piano Concerto. The Friday and Saturday performances take place at 8 p.m. at the Lightner Museum, while the Sunday performance is at 3 p.m. at the Ponte Vedra Concert Hall. Moore and Pandolfi will also participate in the orchestra's fundraiser event scheduled for Saturday at 6:30 p.m. in the Lightner Museum Lobby. Concert tickets are \$15 and are available at the door. 25 Granada St., St. Augustine. <http://staugustineorchestra.org/calendarevents-2/>

<http://blog.timesunion.com/travelgal/st-augustine-florida-to-celebrate-african-american-history-month-with-exhibit/10713/>

Florida Times-Union / Jacksonville.com

January 30, 2014

First Coast Happenings

The C.B. Smith Show, a live southern-style variety show, 7 p.m. Thursdays-Saturdays through April 13, Mark Lance National Guard Armory, 190 San Marco Ave., St. Augustine. \$25. (904) 808-7330, historicoastculture.com or cbsmithshow.com.



450 Years Of The African-American Experience On Display In St. Augustine

BY KEVIN MEERSCHAERT <http://news.wjct.org/post/450-years-african-american-experience-display-st-augustine>



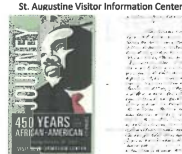
Credit Kevin Meerschaert / WJCT
One of the exhibits at "Journey: 450 years of the African-American Experience" at the St. Augustine Visitor Information Center



Credit St. Augustine 450th Commemoration
A detailed map of the port and harbor of St. Augustine showing Fort Mose (Forte Negro), the first freed Black settlement in America.



Credit St. Augustine Historical Society
Emancipation Proclamation Parade in St. Augustine circa 1922



Credit St. Augustine 450th Commemoration
The image of Dr. Martin Luther King Jr. adorns the exhibit.



Credit St. Augustine 450th Commemoration
A document noting the transfer of ownership of a slave in St. Augustine in 1861.



Credit St. Augustine 450th Commemoration
The cover of anti-slavery novel "Uncle Tom's Cabin" written by Harriet Beecher Snow. More than 10,000



Credit Kevin Meerschaert / WJCT
The original booth from the Woolworth lunch counter where the St. Augustine Four were arrested in 1964.



Credit Kevin Meerschaert / WJCT
Historian James Bullock discusses what life was like in pre-colonial St. Augustine.



Credit Kistak Foundation
The cargo plan of the 18th century slave ship "Henrietta Maria".

You may be aware of St. Augustine's role in the civil rights movement in the 1960's, but how about it's role in the 1560's? A new exhibit that opens Monday at the St. Augustine Visitor Information Center takes a look at 450 years of the African-American experience in the nation's oldest city. The exhibit is part of St. Augustine's 450th anniversary commemoration. It shows how African-Americans were an integral part of St. Augustine's founding including Fort Mose the first freed black settlement in America. Historian and Freedom Road Productions creative director James Bullock said the exhibition demonstrates how St. Augustine is the birthplace of the American civil rights movement. "The ability of people to work together of different backgrounds has perhaps never been easy but for us to know that people in our colonial past were able to achieve that should inspire us that we can do it," he said. The exhibit includes the baptismal record of the first African-American birth in 1595 and the first African-American wedding in 1598. Bullock said he hopes the exhibit will inspire others to think the future course of civil rights. "I hope that this exhibit will provide some positive insights and to allow a healing to take place that our society has transformed and grown and that is an ongoing process," he said. The exhibit also includes a section on St. Augustine's role in the civil rights movement of the 1960's. In 1964 protesters staged a sit-in at the Woolworth lunch counter. The four were arrested and became known as the St. Augustine Four. They spent six months in a juvenile detention center before they were ordered released. In 1964, St. Augustine hotel manager Jimmy Brock spilled acid in a pool where protesters were swimming. The incident led to the passage of the U.S. Civil Rights Act a year later. Lifelong St. Augustine resident and civil rights activist Barbara Vickers said she hopes children will come to the exhibit and learn of their heritage. "I'm so glad that it's here and is in the public for the young people to see because our young people don't realize what went on way back when and if they would come and see this exhibit I think it would wake them up and maybe they will want to do something more with their lives," she said. The exhibit runs through July 15 and is open from 9 a.m.-5 p.m. daily. Admission is free for St. Augustine and St. Johns County residents, military in uniform, and college and university students.

Black History in St. Augustine: 450 Years of the African-American Experience

By: Dalia Colon

To be sure we all know our history -- accurately -- a new exhibition is on display at the St. Augustine Visitor Information Center. [Journey: 450 Years of the African-American Experience](#) chronicles black Americans' contributions to the nation's oldest city.

Because black history is America's history.

The first freed Black settlement was established in St. Augustine. It's also believed to be the first place where Abraham Lincoln read the Emancipation Proclamation. I ashamed to say I had no idea.

Journeys exhibit is open daily through July 15, 2014, and adult admission is just \$5 -- a small price to cure ignorance! The visitors' center is at 10 W Castillo Drive. Get details at staugustine-450.com/journey.

For more ideas that put the "Smart" in Smart Travel, follow me on [Twitter](#) and [Facebook](#). And you'll always find affordable things to do on my [Smart Travel page](#).



On June 11, 1964, Martin Luther King Jr. was arrested in St. Augustine during a sit-in at the Monson motel restaurant.

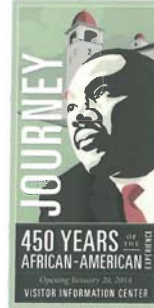
<http://www.visitflorida.com/en-us/articles/2014/insider-smart-travel/black-history-month-in-florida-2014.html>



Journey: 450 Years of the African American Experience bus tour!

STAR 94.5 and STAR CARES invite you to experience a piece of the past during the 2014 Black History Tour on Saturday, February 22nd!

**SPACE ON THE BUS IS FULL!
SIGN UP FOR A STANDBY SEAT ON THE BUS.**



Join us on a **FREE** trip through *Journey: 450 Years of the African American Experience*, a new signature exhibition in St. Augustine that showcases the important role African Americans played in the historical and cultural development of America, and that it all began in St. Augustine.

Plus, you'll visit the Fountain of Youth Archaeological Park in St. Augustine. It's the original St. Augustine settlement, the birthplace of the Nation's Oldest City!

Space is limited, so register now! Together we'll discover how much we didn't know.

***SPACE ON THE BUS IS FULL! SIGN UP FOR A STANDBY SEAT ON THE BUS. A REPRESENTATIVE FROM STAR 94.5 WILL CALL YOU TO CONFIRM YOUR SEAT ON THE BUS, IF ONE BECOMES AVAILABLE BY FEBRUARY 19TH.**

General Overview:

Journey: 450 Years of the African American Experience: January 20 - July 15, 2014

Journey: 450 Years of the African American Experience covers the long and storied history of African-Americans in St. Augustine. The story of African-Americans begins in St. Augustine with the first Africans both free and slave among founding colonists in 1565. The exhibition is designed for cultural and heritage visitors interested in the full history of America and its beginnings and comprises four themes: Genesis of the African-American Experience; Fortress of Freedom; Breaking the Chains; and Crossroads of Change. Tickets are \$5 for adults; \$4 for seniors; \$3 for youth 7-12; under 12 free. Free admission for military in uniform. Located at the St. Augustine Visitors Information Center, 10 West Castillo Dr., St. Augustine. www.Journey2014.com

St. Augustine Black History Facts:

The story of the first African-Americans begins in St. Augustine...

- Fort Mose was the first freed Black settlement in America
- The Underground Railroad ran south to St. Augustine
- St. Augustine was the catalyst for the passage of the Civil Rights Act in 1964
- The first African-American child was born in St. Augustine in the 1500s
- The first African-American marriage took place in St. Augustine

<http://star945.upickem.net/engine/Welcomes.aspx?contestid=119004>

Orlando Sentinel

February 2014

Florida travel calendar for March

Northeast Florida (including Jacksonville, St. Augustine, Flagler County and Amelia Island)

March 7-9: The St. Augustine Celtic Music & Heritage Festival. Celebrate romantic St. Augustine's Celtic heritage. Saturate your senses in the sights, sounds, and tastes of Celtic history. Beginning with the St. Patrick's Day Parade on Saturday. Further festival entertainment continues Saturday and 11 a.m.-7:30 p.m. Sunday. Tickets are \$5 with VIP upgrades available. Main festival events are on Francis Field, 14 W Castillo Dr. St. Augustine 32084. www.celticstaugustine.com

March 21-23: Lions Seafood Festival, St. Augustine. Great seafood, live music, arts and crafts, family-friendly contests and prizes. Featuring the Americana Roots Idol Competition where bands and musicians can audition for a chance at performing at the event and winning studio recording time. At Francis Field, behind Visitor Information Center. \$3 adults, free for children 12 and younger. 904-825-0850. www.lionsfestival.com

March 29: Uptown Saturday Night, St. Augustine. Uptown Saturday Night features live music, exhibits, book signings and more at the galleries, antique stores and shops on the Old City's San Marco Avenue between Ripley's Museum and the Mission Nombre de Dios on March 29. The free event is from 5 p.m. to 9 p.m. and the Mission Nombre de Dios provides free parking. www.floridashistoriccoast.com

<http://www.orlandosentinel.com/travel/destinations/florida/orl-florida-travel-calendar-march,0,1830806.story>

I want a BUZZ Magazine February 2014

Changing of the Guard: Feb. 15, 5:15-7 p.m., Admission FREE, Government House, Across from the Plaza de la Constitución, St. Augustine, StAugustineGarrison.com

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06 FEB 21

EVENTS

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February 2014

Sea Your History Weekend at the Lighthouse

Tip your teacups to the British influences of St. Augustine during Sea Your History Weekend at the St. Augustine Lighthouse & Museum. Uncover the historical roots of Britain's reign over the Oldest City while experiencing maritime history up close. See artifacts recovered from a 1782 British shipwreck in St. Augustine and learn how traditional wooden boats were built by our ancestors. The special events are included in regular admission to the Lighthouse which is \$9.75 adults; \$7.75 seniors and children 12 & under. 81 Lighthouse Ave., St. Augustine. 904-829-0745 www.staugustinelighthouse.org

Venue
St. Augustine Lighthouse & Museum
81 Lighthouse Avenue
Saint Augustine, FL 32080

Community: St. Augustine
[View Map](#) | [Get Directions](#)

http://events.firstcoastnews.com/Sea_Your_History_Weekend_at_the_Lighthouse/284609061.html

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February 2014

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06 FEB 24

EVENTS

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"Artisans Through The Ages" Exhibit

OTHER

All Day, Mar 15, 2014

The Ximenez-Fatio House Museum hosts its annual "Artisans Through The Ages" exhibit. The event honors the 19th century history of the house with arts and crafts produced by members of The National Society of The Colonial Dames of America in The State of Florida (NSCDA-FL) and local artists and reenactors. Open 10 a.m. - 4 p.m. Donations accepted. 20 Aviles St., St. Augustine. 904-829-3575 <http://www.ximenezfatiohouse.org>

[Improve this event listing](#)

VENUE

Ximenez-Fatio House Museum

Saint Augustine, FL

[Community: St. Augustine](#)

http://events.firstcoastnews.com/_Artisans_Through_The_Ages_Exhibit/296312250.html



Eventful.com
February 2014

SEA YOUR HISTORY WEEKEND AT THE LIGHTHOUSE IN SAINT AUGUSTINE



[Like](#) [Share](#) 0

February 22, 2014 - February 23, 2014

St. Augustine Lighthouse & Museum

81 Lighthouse Avenue
Saint Augustine, Florida 32080
[Map](#) [Pre-paid Parking](#)

PERFORMERS:

No Performers Listed

[Like](#) [Share](#) 0 people like this event

Going to this event?



I'M GOING

More people going:



Be the first to brag about it!

EVENT DETAILS

SEA YOUR HISTORY WEEKEND AT THE LIGHTHOUSE

Discover maritime lore during Sea Your History Weekend at the St. Augustine Lighthouse & Museum. Featuring traditional wooden boatbuilding, guided tours and the best view in St. Augustine, this weekend of festivities will highlight the influence of African-American culture on maritime history. Event festivities are included in regular admission to the Lighthouse which is \$9.75 adults; \$7.75 seniors and children 12 & under. 81 Lighthouse Ave., St. Augustine. 904-829-0745 www.staugustinelighthouse.org

Categories: [Museums & Attractions](#)

<http://eventful.com/staugustine/events/sea-your-history-weekend-lighthouse-/E0-001-058234765-5>



Eventful.com
February 2014

"ARTISANS THROUGH THE AGES" EXHIBIT IN SAINT AUGUSTINE



[Like](#) [Share](#) 0

March 15, 2014

Ximenez-Fatio House Museum

Saint Augustine, Florida
[Map](#) [Pre-paid Parking](#)

PERFORMERS:

No Performers Listed

[Like](#) [Share](#) 0 people like this event

EVENT DETAILS

"ARTISANS THROUGH THE AGES" EXHIBIT

The Ximenez-Fatio House Museum hosts its annual "Artisans Through The Ages" exhibit. The event honors the 19th century history of the house with arts and crafts produced by members of The National Society of The Colonial Dames of America in The State of Florida (NSCDA-FL) and local artists and reenactors. Open 10 a.m. - 4 p.m. Donations accepted. 20 Aviles St., St. Augustine. 904-829-3575 <http://www.ximenezfatiohouse.org>

Categories: [Museums & Attractions](#)

LINKS:

[Event details at floridashistoriccoast.com/](#)
[Pre-paid Parking](#)

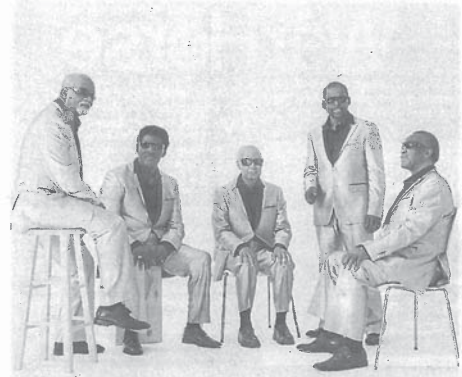
Event details may change at any time, always check with the event organizer when planning to attend the event or purchase tickets.

<http://eventful.com/staugustine/events/artisans-through-ages-exhibit-/E0-001-065706936-3>

euJacksonville
February 2014

FEBRUARY 9
Florida Chamber Music Project: Schubert Ponte
Vedra Concert Hall, 209-0346

euJacksonville
February 2014



Blind Boys of Alabama, April 11 at the Ponte Vedra Concert Hall

PONTE VEDRA CONCERT HALL

1050 A1A North, 209-0346, www.pvconcerthall.com

The Ponte Vedra Concert Hall (PVCH), a multi-purpose performing arts facility located in the heart of Ponte Vedra Beach, is a converted former baptist church. The venue can be used as a 450 person theatre style layout, or up to a 900 person standing room only concert hall.

PVCH will host the Florida Chamber Music Project which will present Schubert (Feb 9), Mozart & Prokofiev (May 4) and Piazzolla & Dvorak (June 8).

Tommy Emmanuel (Feb 20 & 21) will bring his distinctive "fingerstyle" playing to PVCH. Also coming in February, Mason Jennings (Feb 18), Delbert McClinton (Feb 22), and an Intimate Evening with Art Garfunkel (Feb 28). This unique show will include an acoustic performance with songs, anecdotes and prose. Dark Star Orchestra (Feb 23) recreates the sound of the Grateful Dead and often sounds more like the Dead than the Dead.

March brings Iron & Wine (Mar 1) and Grammy Award winning singer-songwriter Marc Cohn (Mar 23). Be sure to catch the Carolina Chocolate Drops (Mar 6). Their 2010 Nonesuch debut, *Genuine Negro Jig* garnered a Best Traditional Folk Album Grammy last year.

In April you can catch Steve Hackett (Apr 2) who was lead guitarist with Genesis, Jesse Cook (Apr 3) and The Zombies (Apr 13). Another not to be missed act is Blind Boys of Alabama (April 11). The Blind Boys of Alabama harmonized throughout the turbulent twentieth century and well into the twenty-first from Jim Crow through Civil Rights and into the Obama era. They've won five Grammys, been honored with a Grammy Lifetime Achievement Award in 2009, four Gospel Music Awards, and had multiple invitations to sing at the White House.

euJacksonville
February 2014



Jack Johnson at the St. Augustine Amphitheatre May 20th

UPCOMING CONCERTS

- March 1 Great Guitar Gathering: Frank Vignola Florida Theatre, 355-2787
- March 1 Iron & Wine Ponte Vedra Concert Hall, 209-0346
- March 2 Jello Iglesia Times-Union Center, 442-72929
- March 5 Frankie Valli And The Four Seasons Times-Union Center, 442-2929
- March 6 Carolina Chocolate Drops Ponte Vedra Concert Hall, 209-0346
- March 7-8 The St. Augustine Celtic Music Festival Francis Field (St. Augustine)
celticstaugustine.com
- March 8 Steve Miller Band The St. Augustine Amphitheatre, 471-1965
- March 9 Scotty McCreery Florida Theatre, 355-2787
- March 14 Michael Bolton Florida Theatre, 355-2787
- March 14 Ron White Times-Union Center/Moran Theater, 800-745-3000
- March 14 Rachelle Ferrell Ritz Theatre, 632-5555
- March 14 Pink Martini / The Von Trappes Florida Theatre, 355-2787
- March 22 LadySmith Black Mambazo Florida Theatre, 355-2787
- March 22 The Woody Blues St. Augustine Amphitheatre, 471-1965
- March 23 Marc Cohn Doo Ponte Vedra Concert Hall, 209-0346
- March 27 Get the Led Out Florida Theatre, 355-2787
- March 28 Loretta Lynn Florida Theatre, 355-2787
- March 29 Bridgette Ferrell Times-Union Center- Moran Theater, 632-3373
- April 2 Steve Hackett Ponte Vedra Concert Hall, 209-0346
- April 3 Paul Anka Times-Union Center, 442-2947
- April 3 Jesse Cook Ponte Vedra Concert Hall, 209-0346
- April 3 SOJA Florida Theatre, 355-2787
- April 5 Ken Ford Ritz Theatre, 632-5555
- April 7 Anne Lee Florida Theatre, 355-2787
- April 11 The Blind Boys of Alabama Ponte Vedra Concert Hall, 209-0346
- April 12 Tom Waits Thruway-Horne, 276-6750
- April 13 The Zombies Ponte Vedra Concert Hall, 209-0346
- April 19 Darlow Ruckar St. Augustine Amphitheatre, 471-1965
- April 22-27 Million Dollar Quartet Times-Union Center, 442-2947
- April 29 Rob Thomas Florida Theatre, 355-2787
- May 9 The Fab Four Ponte Vedra Concert Hall, 209-0346
- May 14 Cher Jacksonville Veterans Memorial Arena, 353-3309
- May 20 Jack Johnson St. Augustine Amphitheatre, 471-1965
- June 14-15 Florida Country Superfest EverBank Field,
www.floridacountrysuperfest.com

IRC News Online
Indian River County News "When There's More To The Story"

February 3, 2014

Journey: 450 Years of the African-American Experience Exhibition Honors African-American History Month in February

February 3, 2014 By Indian River News Wire

St. Augustine, Fla. (Feb. 3, 2014) –African-American History Month, officially recognized by the United States government since 1976, is honored in St. Augustine through the Journey: 450 Years of the African-American Experience exhibition. The exhibition, located at 10 W. Castillo Drive, tells the African-American story and recognizes the central role African-Americans played in United States history.

"The Journey exhibition celebrates 450 continuous years of African-American history, starting at the beginning.

Africans became African-Americans when in 1565 they stepped foot onto the soils of the first permanent American colony in St. Augustine," said Dana Ste.Claire, director of the St. Augustine 450th Commemoration. The City of St. Augustine, 450th Commemoration and 2014 Commemoration Advisory Council are proud to present the full story of African-Americans and the important role they played in the historical and cultural development of our nation. African-American history is everyone's history."

African-American History Month originally began in 1926 as a week-long observance during the second week in February. This week was selected because it is the birthday week of both Frederick Douglass and Abraham Lincoln. Douglass, an advocate for the African-American community and friend of Lincoln, had a main role in the passage of the Emancipation Proclamation of 1863. Douglass visited St. Augustine for one day and spoke about the continued struggles of African-Americans. A marker on St. George Street honors his visit to St. Augustine. The marker is highlighted in the Journey Passport Program.

The Journey exhibition showcases authentic objects, original documents, powerful photographs and interactive elements that depict the expedition African-Americans experienced from our country's beginnings until today. The exhibition also includes a Passport Program. This program highlights 19 destinations in St. Johns County that feature African-American history. Such locations include exhibitions at the Crisp-Elliott Art Museum at Flagler College, Lightner Museum, Father Miguel O'Reilly House, St. Augustine Historical Society and Lincolnville Museum & Cultural Center. Other locations in the passport include Fort Mose Historic State Park, General Jorge Blassou marker, Governor Grant's Plantations marker, Slave Market, Lincolnville Historic District marker, Old St. Johns County Jail, St. Augustine Foot Soldiers Monument, Andrew Young Crossing Monument and Willie Gailmore Center.

The Journey exhibition is open daily from 9 a.m. to 5 p.m. until July 15, 2014. Admission cost includes –\$5 for adults, \$4 for seniors (60+), \$3 for youth ages 7 to 12 and \$15 for a family of four. The exhibition is free for St. Johns County residents, youth ages 6 and under, military in uniform and university/college students (with identification). Each exhibition guest receives a Journey passport. For more information about Journey, visit www.Journey2014.com or call 904.209.4255.

About the St. Augustine 450th Commemoration

St. Augustine is America's first city, established in 1565. It is a city built on discovery, courage and enduring spirit; it is a city built by pioneers, soldiers, artisans and entrepreneurs. Four and a half centuries later, the city and its people continue to symbolize the rich history and cultural diversity that makes St. Augustine unique. In 2014 the City of St. Augustine is commemorating the 50th anniversary of the Civil Rights Act and a lengthy African-American history. Welcome to the Nation's Oldest City, and explore our rich history - www.facebook.com/450th, www.twitter.com/StAugustine450 or www.staugustine-450.com.

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<http://ircnewsline.com/2014/02/03/journey-450-years-of-the-african-american-experience-exhibition/>

February 4, 2014

Black History Month calendar

Events during February

By [Cindy Holifield](#) Tue, Feb 4, 2014 @ 3:04 pm | updated Tue, Feb 4, 2014 @ 3:09 pm

ONGOING

"Honoring the Legacy: A Tribute to African-Americans in Golf" permanent exhibit, World Golf Village Hall of Fame, Interstate 95, Exit 323, near St. Augustine. Exhibit details the history of African-Americans in golf from the difficult beginnings in the late 1800s to the progress and challenges of today. worldgolfhalloffame.org.

"The Object Tells a Story: African-American Folk Art From Florida" exhibit on display through Feb. 28, Flagler College's Crisp-Ellert Art Museum, Sevilla St, St Augustine. (904) 826-8582.

"Journey: 450 Years of the African-American Experience" Exhibit, 9 a.m.-5 p.m. daily through July 15, Visitor Information Center, 10 W. Castillo Drive, St. Augustine. Exhibit tells the African-American story and recognizes the central role African-Americans played in U.S. history. \$5 adults, \$4 seniors 60 and older, \$3 children 7-12; \$15 family of four. (904) 209-4255 or journey2014.com.

<http://members.jacksonville.com/news/metro/2014-02-04/story/black-history-month-calendar>

February 4, 2014

Put these great Florida events on your day-trip calendar

FLIGHT TO FREEDOM AT FORT MOSE: From 1687 to 1763, hundreds of slaves escaped the British by traveling along the Freedom Trail to sanctuary in Spanish-controlled Florida. Every 15 minutes, from 10 a.m. to 3 p.m., guides will lead hikes along a stretch of that trail in Fort Mose Historic State Park explaining the conditions and history of their journey. Also includes a lecture by Dr. James G Cusick from the University of Florida on slavery and the struggle between Spain and Britain to control the Southeast.

When: Feb. 8

Where: Fort Mose, St. Augustine

Website: <http://www.floridastateparks.org/fortmose>

<http://www.tampabay.com/things-to-do/travel/florida/put-these-great-florida-events-on-your-day-trip-calendar/2164061>

Black History calendar

Events for February

Posted: February 5, 2014 - 7:04pm

By [Cindy Holifield](#)

ONGOING

"The Object Tells a Story: African-American Folk Art From Florida" exhibit on display through Feb. 28, Flagler College's Crisp-Ellert Art Museum, Sevilla St, St Augustine. (904) 826-8582.

"Journey: 450 Years of the African-American Experience" Exhibit, 9 a.m.-5 p.m. daily through July 15, Visitor Information Center, 10 W. Castillo Drive, St. Augustine. Exhibit tells the African-American story and recognizes the central role African-Americans played in U.S. history. \$5 adults, \$4 seniors 60 and older, \$3 children 7-12; \$15 family of four. (904) 209-4255 or journey2014.com.

THURSDAY

Salute to Black History Month, noon, Jacksonville Urban League, 903 W. Union St. Meeting on "How to Effectively Do Business with JaxPort" by members who will be available to answer questions about how to bid and compete for contracts. Program is a salute to Black History Month. Includes an optional brown bag lunch. Free. (904) 374-9313, (206) 280-9941 or firstthursdaysjacksonville.org.

"The Loving Story," 7 p.m., Flagler College's Ringhaver Student Center, 50 Sevilla St., St. Augustine. "Ideas and Images: Visiting Scholars and Artists Program" presents screening as part of the National Endowment for the Humanities' African-American film series. Free.(904) 819-6282 or flagler.edu.

SATURDAY

Flight to Freedom, 10 a.m.-3 p.m., Fort Mose State Park, 15 Saratoga Blvd., St. Augustine. Features a guided walk along the freedom trail to experience what it was like for the hundreds of slaves who traveled to Fort Mose in search of freedom from the British. Speaker at 11 a.m. and 1 p.m. will present enlightening discussions of the role of slavery in the struggle between Spain and Britain for control of the southeastern United States. Tour leaves every 15 minutes. Free. (904) 823-2232 or floridastateparks.org/fortmose.

The Florida Times-Union / Jacksonville.com

February 12, 2014

The 'Journey' exhibit might open new eyes to St. Augustine

By [Stuart Korfhage](#) Wed, Feb 12, 2014 @ 6:19 am

Among St. Augustine's newest attractions, the exhibit "Journey: 450 Years of the African-American Experience" adds a new layer of historical significance. The hope among tourism officials is that it can also attract another segment of the regional visitors' market. Rick Hensler, director of tourism promotion for the St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau, said radio spots have been running on National Public Radio and rhythm and blues stations in Jacksonville and Orlando. Those are the top two markets, in that order, for overnight visitors.

The VCB has also expanded its marketing efforts to Atlanta, placing ads in publications such as the Atlanta Voice, a black newspaper. The idea is to entice people who haven't been to St. Augustine — or haven't been here in a while — to visit and see the exhibit. "It can certainly attract African-Americans who have never been here before," Hensler said.

But that certainly isn't the only group of people the marketing is trying to bring here. Hensler said St. Augustine already ranks highly among those interested in history. The newest addition to that collection of attractions appeals to anyone who wants to know more St. Augustine, civil rights or simply the beginning of American culture. Tourists who come to St. Augustine tend to be, in general, just more curious, Hensler said. The "Journey" exhibit is also part of the 450th celebration next year that is expected to be a big tourism draw. Leading up to that milestone, the "Journey" is another vehicle to tout St. Augustine's diversity. "I like what it says about our community," Hensler said.

Dana Ste. Claire, director of the 450th Commemoration, also likes what the "Journey" does for the city.

"One of our biggest goals is to attract African-American visitors to learn not only about St. Augustine but to learn about their story as well," Ste. Claire said. The exhibit, which runs through July 15, has been open less than three weeks during what is normally a slow time for tourism. So far, Ste. Claire said the "Journey" has seen about 1,500 visitors, a third of them from St. Johns County. "Success is not measured by number of visitors," he said. "What's most important to us is we reach the right audience. The most important is the St. Augustine/St. Johns County audience. "We want St. Augustine and St. Johns County to know their rich history." And now they can show it off to others.

The exhibit starts with the first settlers in Florida of African descent, through the settlement of Fort Mose, the civil rights struggle and beyond. One of the members of the Commemoration Advisory Council, Gregory McLeod, said he's been to the "Journey" three different times. He's introduced a lot of different people to the exhibit and said he learns something new every time he sees it. "This is not just a significant exhibit for African-American history but significant for St. Augustine history, Florida's history and American history at large," he said. It also sends a new message about the city when juxtaposed against the ugliness of racial tension in the 1960s — not to mention slavery and other oppression.

McLeod, who is provost for St. Johns River State College, said his understanding is that minorities didn't get much input during the 400th celebration of St. Augustine. Having the "Journey" exhibit as part of the 450th commemoration and having input from such a diverse group of people on the advisory council shows a high level of inclusion that was missing before. "As Martin Luther King Jr. said (paraphrasing) 'It's always the right time to do the right thing,'" McLeod said.

<http://members.jacksonville.com/news/metro/2014-02-12/story/journey-exhibit-might-open-new-eyes-st-augustine>



IF YOU GO

What: "Journey: 450 Years of the African American Experience"

When: Hours are 9 a.m. to 5 p.m. daily through July 15 Where: St. Augustine Visitors Information Center, 10 West Castillo Dr. **Cost:** Admission is free for St. Augustine and St. Johns County residents with ID, and military in uniform, and ages 6 and younger. For all others, admission is \$5 for adults; \$4 for seniors; and \$3 for age 7 to 12. For information: Go to Journey2014.com or call 825-1000.

The entrance to the Journey: 450 Years of the African-American Experience exhibit at the St. Augustine Visitor Information Center. Photo contributed

Top off-peak destinations for Spring 2014

After a horrific winter for travelers in the United States, it's time to turn our frozen faces toward the pleasant promise of spring. The sun will be high, the air will be mild, and the worst of winter will be ancient history. Your only challenge? Picking the perfect place to go. With the health of your budget in mind, we've rounded up five affordable, happening spots to see this spring, where the low shoulder-season prices are almost as enticing as the sparse crowds, fun events and new attractions. Here are our top picks for off-peak travel this spring.

St. Augustine, Fla.

For Southern Florida, spring is peak travel time. The school break makes beach and theme park destinations like Fort Lauderdale, Orlando and Key West popular spots for families and the college set. For shoulder-season spring travel in Florida, then, look to the north. In St. Augustine, one of the country's oldest cities, you'll find a host of new historical attractions. Shoulder-season prices for plane tickets and hotel stays sweeten the deal.

Bounded by Florida's 500th anniversary in 2013 and the upcoming 450th anniversary of St. Augustine in 2015, the city is celebrating with a flurry of new historical attractions. *Journey: 450 Years of the African-American Experience* exhibition just opened its doors and will be around through mid-July. And El Galeón, a replica of a ship that plied the waters of coastal Florida hundreds of years ago, will be in St. Augustine's Municipal Marina through July as well.

A just-opened attraction that is not so educational (but maybe just as eye-opening) is a brand-new aerial park developed over crocodile-infested waters. At Crocodile Crossing, St. Augustine Alligator Farm's new aerial attraction opening in March, a physically demanding zip-lining course is suspended above packs of toothy reptiles.

Airfares to St. Augustine in spring are, thankfully, less alarming than hungry gators. Frontier increased its non-stop service to Northeast Florida Regional Airport with the addition of a Trenton-St. Augustine route in January; I found May flights for that very route for as low as \$48.10 each way. Summer rates are much higher: In July, fares on Frontier bump up to more than double the spring rate. The lowest price I found for the same trip in July was \$109.11 each way.

<http://www.pnj.com/usatoday/article/5426237>

Beaches Leader February 13, 2014

ARTS AND CRAFTS FESTIVAL

An arts and crafts festival will be held this weekend at the St. Augustine Beach Pier, 350 A1A Beach Blvd., St. Augustine Beach.

There will be a seaside display of fine arts and crafts, along with live music and food.

The festival takes place from 10 a.m.-5 p.m. Saturday, and 10 a.m.-4 p.m. Sunday.

Admission is free.

Visit www.inteventsincc.com for information.

February 13, 2014

Top off-peak destinations for Spring 2014

Caroline Costello, SmarterTravel.com 7 a.m. EST February 13, 2014

(SHARE 256 | CONNECT 73 | TWEET 1 | COMMENT | EMAIL MORE)

After a horrific winter for travelers in the United States, it's time to turn our frozen faces toward the pleasant promise of spring. The sun will be high, the air will be mild, and the worst of winter will be ancient history. Your only challenge? Picking the perfect place to go. With the health of your budget in mind, we've rounded up five affordable, happening spots to see this spring, where the low shoulder-season prices are almost as enticing as the sparse crowds, fun events and new attractions. Here are our top picks for off-peak travel this spring.

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<http://www.usatoday.com/travel/>

February 20, 2014

St. Augustine Orchestra celebrates Civil Rights Act anniversary with 'Someday' concert

February 20, 2014 Filed under METRO Posted by administrator

As part of the 450th anniversary of the City of St. Augustine, the Saint Augustine Orchestra, under the direction of William McNeilland, will perform a concert to commemorate the 50th anniversary of the signing of the Civil Rights Act.

The lineup of soloists and music for this special concert is impressive. In addition to music by Beethoven and Brahms, audiences will enjoy the premier performance of "Someday," a symphonic reflection on the American Civil Rights Movement composed by Bob Moore for the orchestra.

The renowned American pianist Thomas Pandolfi will be playing Greig's Piano Concerto in A Minor.

Commissioned for anniversary

To honor African-American music, Bill Prince, Jazz Festival Hall of Fame recipient, spotlights Black music as guest soloist for a selected jazz repertoire of Duke Ellington.

"Someday" is an orchestral work commissioned to commemorate the 50th anniversary of the Civil Rights Act. The composer has created a symphonic poem to musically represent the historical realities of slavery and the years of oppression leading up to 1964.

The Rev. Tindley's hymn, "We Shall Overcome," is used as transitional material leading to the events of 1964, with a dramatic crescendo to the finale.

Moore is a composer with a multifaceted resume. He has published nearly 150 choral and instrumental works, many of which have been recorded on CDs.

Feb. 28-March 2 concerts

The concerts will be Feb. 28, March 1 and March 2. A fundraising event is scheduled at 6:30 p.m. prior to the concert on March 1 in the Lightner Museum Lobby. Pandolfi, Moore, Prince and McNeilland will all be in attendance to meet the guests. The cost for attending the VIP event is \$50 per person.

The Feb. 28 and March 1 will be held at 8 p.m. in the Lightner Museum, 25 Granada St., St. Augustine. The March 2 show will be at 3 p.m. at the Ponte Vedra Concert Hall, 1050 A1A North, Ponte Vedra Beach. The cost for each performance is \$20 for adults and \$5 for students with ID and children.

Tickets are available online at www.staugustineorchestra.org.

<http://flcourier.com/2014/02/20/st-augustine-orchestra-celebrates-civil-rights-act-anniversary-with-someday-concert/>

February 23, 2014

When in St. Augustine

If you're planning a jaunt to St. Augustine, put the Ximenez-Fatio House Museum, 20 Aviles St., on your itinerary. Built in 1798, the coquina house and kitchen served as a general store, tavern and boarding house for military officers, sea captains and families.

The National Society of the Colonial Dames of America in the State of Florida bought the property in 1939, and this year celebrates the 75th anniversary of its ownership with a variety of programs (including the Orlando chapter's recent museum fundraiser). On March 15, a special program at the museum, "Artisans Through the Ages," features exhibits, live music and more. It's open Tuesdays-Saturdays, 11 a.m. to 4 p.m. Details: 904-829-3575, info@ximenezfatiohouse.org, or <http://www.ximenezfatiohouse.org>.

Joy Wallace Dickinson can be reached at jwdickinson@earthlink.net, at FindingJoyinFlorida.com or by good old-fashioned letter at the Sentinel, 633 N. Orange Ave., Orlando, FL 32801.

http://articles.orlandosentinel.com/2014-02-23/features/os-joy-wallace-dickinson-0223-20140223_1_tinker-field-sad-lexicon-joe-tinker

February 25, 2014

ARTS & ENTERTAINMENT: Top five things to see, do

Ernie Haase & Signature Sound

Where: Ormond Beach Performing Arts Center, 399 N. U.S. 1, Ormond Beach

When: 7 p.m. Thursday, Feb. 27

Info: The Southern Gospel vocal quartet will present new tunes and old favorites. Cost is \$25 for the artist circle reserved, \$20 for reserved seats or \$25 at the door. Call 676-3375.

"Don Quixote" Ballet

Where: Peabody Auditorium, 600 Auditorium Blvd., Daytona Beach

When: 7 p.m. Friday, Feb. 28

Info: Presented by the Daytona Beach Symphony Society, the Moscow Festival Ballet's performance of "Don Quixote," the story of an aging knight, his squire and their adventures into the age of chivalry. Tickets are available by calling 800-745-3000, or online at ticketmaster.com.

"Someday"

Where: Lightner Museum Antique Courtyard, 25 Granada St., St. Augustine

When: 8 p.m. Friday, Feb. 28 and Saturday, March 1

Info: The concert celebrates the 50th anniversary of the signing of the Civil Rights Act and will be performed by the St. Augustine Orchestra. Tickets are \$20 for adults and \$5 for students with ID and children. Visit staugustineorchestra.org.

"El ojo fino"

Where: Southeast Museum of Photography, Daytona State College, 1200 International Speedway Blvd., Daytona Beach

When: Opening reception and talk, 6-8 p.m. Friday, Feb. 28; the show will be on display through May 25

Info: This photography exhibit features nine contemporary women photographers who shaped photography in Mexico. Cost is free.

Daytona State Orchestra Concert

Where: Davidson Theater, News-Journal Center, 221 N. Beach St., Daytona Beach

When: 2:30 p.m. Sunday, March 2

Info: An afternoon of music selected from the Classical and Romantic periods to be performed by the Daytona State College Symphony Orchestra. Free to Daytona State College and Volusia and Flagler county students, all others \$8 per person or \$15 for two. Call 226-1927.

<http://www.palmcoastobserver.com/news/palm-coast/Neighborhood/022520148936/ARTS-ENTERTAINMENT-Top-five-things-to-see-do>

February 26, 2014

First Coast Happenings

Events for Feb. 27-March 4

Posted: February 26, 2014 - 11:52am

[View this story on the All-Access Members site](#)

By **Cindy Holfield**

ONGOING

"The Object Tells a Story: African-American Folk Art From Florida" exhibit on display through Friday, Flagler College's Crisp-Ellert Art Museum, Sevilla St, St Augustine. (904) 826-8582.

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<http://jacksonville.com/news/metro/2014-02-26/story/first-coast-happenings>

February 27, 2014

News to use: Travel news, trips, tips

Norwegian Cruise Lines, G. Adventures and France by bike deals

Here are some of the more interesting deals, websites and other travel tidbits that have come across our desk recently:

"Journey: 450 Years of the African-American Experience" is on display through July 15 at the Visitor Information Center in St. Augustine, Fla. tinyurl.com/n5b24vx

http://articles.chicagotribune.com/2014-02-27/travel/ct-trav-0302-news-to-use-20140227_1_azores-trip-international-bicycle-tours

March 4, 2014

First Coast Happenings

Events for March 5-11

Posted: March 4, 2014 - 5:20pm

FRIDAY

Celtic Music and Heritage Festival, Whisky Tasting and pre-festival party, 7 p.m. Friday; St. Patrick's Day Parade, 10 a.m.; Festival, 11 a.m.-10 p.m. Saturday, 11 a.m.-7:30 p.m. Sunday; Francis Field, 29 W. Castillo Drive, St. Augustine. Festival includes the Highland Games, traditional Irish music and food, Scottish pipes and drums, literature and all things Celtic. \$8 a day, \$7 St. Johns Count residents; free to active duty and retired military with ID; VIP \$50 for the weekend, includes t-shirts and special seating. celticstaugustine.com.

<http://jacksonville.com/news/metro/2014-03-04/story/first-coast-happenings>

TDC Regular Meeting – March 17, 2014

Agenda Item 9 - Financial Reports (Information Only)
Tourist Development Tax Collections

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX

OCCUPANCY/REPORTING MONTH	FISCAL YEAR 2012																								
	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY	FEB	% PY	MAR	% PY	APR	% PY	MAY	% PY	JUN	% PY	JUL	% PY	AUG	% PY	SEP	% PY	YTD
GROSS RECEIPTS	\$ 12,794,233		\$ 10,686,386		\$ 11,285,750		\$ 12,622,222		\$ 15,577,966		\$ 21,787,950		\$ 16,823,555		\$ 19,440,703		\$ 19,617,506		\$ 22,801,133		\$ 13,931,835		\$ 11,420,460		\$ 188,789,699
EXEMPT RECEIPTS	\$ (832,873)		\$ (798,289)		\$ (680,392)		\$ (731,998)		\$ (783,915)		\$ (803,130)		\$ (704,341)		\$ (814,532)		\$ (784,812)		\$ (878,115)		\$ (817,524)		\$ (717,537)		\$ (9,344,237)
TAXABLE RECEIPTS	\$ 11,961,360		\$ 9,888,098		\$ 10,605,359		\$ 11,890,224		\$ 14,794,051		\$ 20,984,820		\$ 16,119,215		\$ 18,626,171		\$ 18,832,694		\$ 21,923,018		\$ 13,114,311		\$ 10,702,924		\$ 179,442,243
TOTAL TAX COLLECTED	\$ 478,454		\$ 395,524		\$ 424,214		\$ 475,609		\$ 591,762		\$ 839,393		\$ 644,769		\$ 745,047		\$ 753,308		\$ 876,921		\$ 524,572		\$ 428,116.94		\$ 7,177,690
ADJUSTMENTS	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -
TOTAL TAX DUE	\$ 478,454		\$ 395,524		\$ 424,214		\$ 475,609		\$ 591,762		\$ 839,393		\$ 644,769		\$ 745,047		\$ 753,308		\$ 876,921		\$ 524,572		\$ 428,117		\$ 7,177,690
LESS COLLECTION ALLOWANCE	\$ (3,578)		\$ (3,310)		\$ (3,490)		\$ (3,543)		\$ (3,936)		\$ (4,447)		\$ (4,274)		\$ (3,991)		\$ (4,450)		\$ (4,571)		\$ (3,780)		\$ (3,583)		\$ (46,952)
PLUS PENALTY	\$ 478		\$ 100		\$ 122		\$ 50		\$ 100		\$ 50		\$ 14		\$ 50		\$ 250		\$ -		\$ 50		\$ 7		\$ 1,272
PLUS INTEREST	\$ -		\$ 5		\$ -		\$ -		\$ -		\$ 1		\$ -		\$ -		\$ 5		\$ 10		\$ 0		\$ 0		\$ 21
TOTAL AMOUNT REMITTED	\$ 475,354		\$ 392,319		\$ 420,847		\$ 472,116		\$ 587,926		\$ 834,997		\$ 640,509		\$ 741,105		\$ 749,113		\$ 872,359		\$ 520,843		\$ 424,542		\$ 7,132,030
LESS TAX COLLECTOR & CLERK	\$ (9,507)		\$ (7,846)		\$ (8,417)		\$ (9,442)		\$ (11,759)		\$ (16,700)		\$ (12,810)		\$ (14,822)		\$ (14,982)		\$ (17,447)		\$ (10,417)		\$ (8,491)		\$ (142,641)
NET TO TDC	\$ 465,847		\$ 384,472		\$ 412,430		\$ 462,674		\$ 576,168		\$ 818,297		\$ 627,698		\$ 726,283		\$ 734,131		\$ 854,912		\$ 510,426		\$ 416,051		\$ 6,989,390

OCCUPANCY/REPORTING MONTH	FISCAL YEAR 2013																								
	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY	FEB	% PY	MAR	% PY	APR	% PY	MAY	% PY	JUN	% PY	JUL	% PY	AUG	% PY	SEP	% PY	YTD
GROSS RECEIPTS	\$ 12,959,182	1.3%	\$ 11,181,880	4.6%	\$ 12,600,039	11.6%	\$ 12,793,457	1.4%	\$ 16,662,853	7.0%	\$ 23,472,768	7.7%	\$ 18,087,097	7.5%	\$ 18,738,992	-3.6%	\$ 20,959,971	6.8%	\$ 23,488,866	3.0%	\$ 16,071,830	15.4%	\$ 13,058,187	14.3%	\$ 200,075,123
EXEMPT RECEIPTS	\$ (868,639)	4.3%	\$ (780,201)	-2.3%	\$ (784,040)	15.2%	\$ (1,251,713)	71.0%	\$ (908,595)	15.9%	\$ (1,000,893)	24.6%	\$ (845,116)	20.0%	\$ (982,151)	20.6%	\$ (799,807)	1.9%	\$ (789,845)	-10.1%	\$ (910,019)	11.3%	\$ (796,092)	10.9%	\$ (10,717,111)
TAXABLE RECEIPTS	\$ 12,090,544	1.1%	\$ 10,401,680	5.2%	\$ 11,815,999	11.4%	\$ 11,541,744	-2.9%	\$ 15,754,258	6.5%	\$ 22,471,875	7.1%	\$ 17,241,981	7.0%	\$ 17,756,841	-4.7%	\$ 20,160,164	7.0%	\$ 22,699,022	3.5%	\$ 15,161,811	15.6%	\$ 12,262,095	14.6%	\$ 189,358,012
TOTAL TAX COLLECTED	\$ 483,622	1.1%	\$ 416,067	5.2%	\$ 472,640	11.4%	\$ 461,670	-2.9%	\$ 630,170	6.5%	\$ 898,875	7.1%	\$ 689,679	7.0%	\$ 710,274	-4.7%	\$ 806,407	7.0%	\$ 907,961	3.5%	\$ 606,472	15.6%	\$ 490,484	14.6%	\$ 7,574,320
ADJUSTMENTS	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -
TOTAL TAX DUE	\$ 483,622	1.1%	\$ 416,067	5.2%	\$ 472,640	11.4%	\$ 461,670	-2.9%	\$ 630,170	6.5%	\$ 898,875	7.1%	\$ 689,679	7.0%	\$ 710,274	-4.7%	\$ 806,407	7.0%	\$ 907,961	3.5%	\$ 606,472	15.6%	\$ 490,484	14.6%	\$ 7,574,320
LESS COLLECTION ALLOWANCE	\$ (3,575)	-0.1%	\$ (3,399)	2.7%	\$ (3,791)	8.6%	\$ (3,623)	2.3%	\$ (3,984)	1.2%	\$ (4,617)	3.8%	\$ (4,117)	-3.7%	\$ (4,208)	5.4%	\$ (4,596)	3.3%	\$ (4,813)	5.3%	\$ (4,239)	12.1%	\$ (3,702)	3.3%	\$ (48,664)
PLUS PENALTY	\$ 50		\$ 100		\$ -		\$ 150		\$ -		\$ 122		\$ 50		\$ -		\$ 50		\$ 150		\$ 50		\$ 285		\$ 1,007
PLUS INTEREST	\$ 0		\$ -		\$ -		\$ -		\$ -		\$ 1		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ 1
TOTAL AMOUNT REMITTED	\$ 480,097	1.0%	\$ 412,768	5.2%	\$ 468,849	11.4%	\$ 458,197	-2.9%	\$ 626,186	6.5%	\$ 894,381	7.1%	\$ 685,612	7.0%	\$ 706,066	-4.7%	\$ 801,861	7.0%	\$ 903,297	3.5%	\$ 602,283	15.6%	\$ 487,067	14.7%	\$ 7,526,664
LESS TAX COLLECTOR & CLERK	\$ (9,601.9)	1.0%	\$ (8,255)	5.2%	\$ (9,377)	11.4%	\$ (9,164)	-2.9%	\$ (12,524)	6.5%	\$ (17,888)	7.1%	\$ (13,712)	7.0%	\$ (14,121)	-4.7%	\$ (16,037)	7.0%	\$ (18,066)	3.5%	\$ (11,506)	10.5%	\$ (9,741)	14.7%	\$ (149,993)
NET TO TDC	\$ 470,495	1.0%	\$ 404,512	5.2%	\$ 459,472	11.4%	\$ 449,033	-2.9%	\$ 613,662	6.5%	\$ 876,494	7.1%	\$ 671,900	7.0%	\$ 691,945	-4.7%	\$ 785,824	7.0%	\$ 885,231	3.5%	\$ 590,778	15.7%	\$ 477,325	14.7%	\$ 7,376,671

FISCAL YEAR 2014																									
OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY	FEB	% PY	MAR	% PY	APR	% PY	MAY	% PY	JUN	% PY	JUL	% PY	AUG	% PY	SEP	% PY	YTD
GROSS RECEIPTS	\$ 14,067,107	8.5%	\$ 13,770,321	23.1%	\$ 13,774,928	9.3%	\$ 14,147,305	10.6%	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ 55,759,661
EXEMPT RECEIPTS	\$ (989,740)	13.9%	\$ (959,545)	23.0%	\$ (786,557)	0.3%	\$ (873,654)	-30.2%	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ (3,609,497)
TAXABLE RECEIPTS	\$ 13,077,367	8.2%	\$ 12,810,776	23.2%	\$ 12,988,372	9.9%	\$ 13,273,650	15.0%	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ 52,150,165
TOTAL TAX COLLECTED	\$ 523,095	8.2%	\$ 512,431	23.2%	\$ 519,535	9.9%	\$ 530,946	15.0%	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ 2,086,007
ADJUSTMENTS	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -
TOTAL TAX DUE	\$ 523,095	8.2%	\$ 512,431	23.2%	\$ 519,535	9.9%	\$ 530,946	15.0%	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ 2,086,007
LESS COLLECTION ALLOWANCE	\$ (3,668)	2.6%	\$ (3,533)	3.9%	\$ (3,881)	2.4%	\$ (3,805)	5.0%	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ (14,887)
PLUS PENALTY	\$ 100		\$ 221		\$ 50		\$ 149		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ 519
PLUS INTEREST	\$ -		\$ 11		\$ -		\$ 1		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ 12
TOTAL AMOUNT REMITTED	\$ 519,526	8.2%	\$ 509,129	23.3%	\$ 515,704	10.0%	\$ 527,291	15.1%	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ 2,071,651
LESS TAX COLLECTOR & CLERK	\$ (10,390.5)	8.2%	\$ (10,182.6)	23.3%	\$ (10,314.1)	10.0%	\$ (10,545.8)	15.1%	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ (41,433)
NET TO TDC	\$ 509,136	8.2%	\$ 498,947	23.3%	\$ 505,390	10.0%	\$ 516,745	15.1%	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ 2,030,218

FYTD ACTUAL GROSS TAX \$ 2,086,007
BUDGETED GROSS \$ 8,452,685
% of BUDGETED 24.7%

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$ 353,890	74.4%	7.5%	\$ 66,319	11.0%	26.5%	\$ 14,785	3.1%	36.5%	\$ 11,670	2.5%	0.8%	\$ 28,690	6.0%	8.8%	\$ 475,354.48
November	\$ 292,027	75.3%	0.6%	\$ 50,009	11.7%	10.0%	\$ 11,782	3.0%	0.3%	\$ 12,623	3.3%	-2.6%	\$ 25,878	6.7%	9.9%	\$ 387,771.77
December	\$ 302,060	72.4%	9.8%	\$ 59,854	13.5%	6.1%	\$ 10,947	2.6%	13.6%	\$ 14,062	3.4%	28.8%	\$ 33,924	8.1%	14.1%	\$ 417,419.18
2012 January	\$ 311,457	67.6%	28.1%	\$ 107,385	20.9%	11.6%	\$ 9,352	2.0%	-19.5%	\$ 18,332	4.0%	34.9%	\$ 25,591	5.6%	15.6%	\$ 460,968.07
February	\$ 372,999	64.9%	13.9%	\$ 151,426	24.1%	9.3%	\$ 13,401	2.3%	14.6%	\$ 20,024	3.5%	-2.4%	\$ 30,077	5.2%	7.1%	\$ 575,043.47
March	\$ 551,211	68.1%	17.8%	\$ 201,317	21.7%	14.5%	\$ 20,108	2.5%	8.3%	\$ 25,555	3.2%	4.2%	\$ 36,806	4.5%	1.4%	\$ 809,573.85
April	\$ 392,822	65.2%	-10.2%	\$ 148,432	21.5%	14.5%	\$ 20,720	3.4%	4.7%	\$ 20,631	3.4%	-3.7%	\$ 38,697	6.4%	20.6%	\$ 602,464.63
May	\$ 555,414	74.9%	27.2%	\$ 123,402	16.7%	-0.4%	\$ 17,260	2.3%	-20.9%	\$ 13,660	1.8%	-6.4%	\$ 31,370	4.2%	0.0%	\$ 741,579.76
June	\$ 410,827	58.8%	4.2%	\$ 257,690	29.6%	24.5%	\$ 38,228	5.5%	24.6%	\$ 14,609	2.1%	7.8%	\$ 27,757	4.0%	14.6%	\$ 698,466.38
July	\$ 468,115	53.7%	-1.1%	\$ 306,159	37.4%	-6.1%	\$ 30,975	3.6%	-23.4%	\$ 15,427	1.8%	-3.8%	\$ 30,843	3.5%	-1.2%	\$ 871,279.88
August	\$ 329,678	65.0%	14.5%	\$ 133,255	23.6%	11.2%	\$ 23,796	4.7%	13.8%	\$ 10,729	2.1%	10.4%	\$ 23,385	4.6%	12.6%	\$ 507,449.43
September	\$ 301,691	71.1%	12.9%	\$ 78,054	16.4%	12.1%	\$ 13,401	3.2%	6.4%	\$ 9,450	2.2%	6.4%	\$ 21,947	5.2%	-9.3%	\$ 424,542.31
OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$ 358,702	74.7%	1.4%	\$ 66,441	13.8%	0.2%	\$ 12,640	2.6%	-14.5%	\$ 10,431	2.2%	-10.6%	\$ 31,882	6.6%	11.1%	\$ 480,097.15
November	\$ 301,813	73.1%	3.4%	\$ 57,993	14.0%	16.0%	\$ 10,482	2.5%	-11.0%	\$ 12,917	3.1%	2.3%	\$ 29,563	7.2%	14.2%	\$ 412,767.70
December	\$ 338,447	72.2%	12.0%	\$ 66,301	14.1%	10.8%	\$ 13,160	2.8%	20.2%	\$ 13,298	2.8%	-5.4%	\$ 37,643	8.0%	11.0%	\$ 468,848.63
2013 January	\$ 300,094	65.4%	-3.6%	\$ 102,566	22.4%	-4.5%	\$ 9,788	2.1%	4.7%	\$ 19,164	4.2%	4.5%	\$ 26,964	5.9%	5.4%	\$ 458,576.45
February	\$ 401,555	64.1%	7.7%	\$ 161,364	25.8%	6.6%	\$ 12,581	2.0%	-6.1%	\$ 18,898	3.0%	-5.6%	\$ 31,788	5.1%	5.7%	\$ 626,186.08
March	\$ 577,737	64.6%	4.8%	\$ 221,751	24.8%	10.2%	\$ 26,471	3.0%	31.6%	\$ 25,616	2.9%	0.2%	\$ 42,806	4.8%	16.3%	\$ 894,382.02
April	\$ 478,546	69.8%	21.8%	\$ 132,689	19.4%	-10.6%	\$ 17,788	2.6%	-14.1%	\$ 20,674	3.0%	0.2%	\$ 35,916	5.2%	-7.2%	\$ 685,612.40
May	\$ 492,729	69.8%	-11.3%	\$ 129,752	18.4%	5.1%	\$ 32,737	4.6%	89.7%	\$ 15,093	2.1%	10.5%	\$ 35,755	5.1%	14.0%	\$ 706,065.91
June	\$ 439,233	54.8%	6.9%	\$ 280,158	34.9%	8.7%	\$ 37,674	4.7%	-1.4%	\$ 15,178	1.9%	3.9%	\$ 29,617	3.7%	6.7%	\$ 801,860.90
July	\$ 496,364	55.0%	6.0%	\$ 321,548	35.6%	5.0%	\$ 37,043	4.1%	19.6%	\$ 15,809	1.8%	2.5%	\$ 32,534	3.6%	5.5%	\$ 903,297.36
August	\$ 374,149	62.1%	13.5%	\$ 160,672	26.7%	20.6%	\$ 28,484	4.7%	19.7%	\$ 11,583	1.9%	8.0%	\$ 27,395	4.5%	17.1%	\$ 602,283.46
September	\$ 345,970	71.0%	14.7%	\$ 86,613	17.8%	11.0%	\$ 16,290	3.3%	21.6%	\$ 10,208	2.1%	8.0%	\$ 27,986	5.7%	27.5%	\$ 487,066.68
OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$ 391,866	75.4%	9.2%	\$ 69,260	13.3%	4.2%	\$ 16,035	3.1%	26.9%	\$ 11,754	2.3%	12.7%	\$ 30,611	5.9%	-4.0%	\$ 519,526.34
November	\$ 379,167	74.5%	25.6%	\$ 65,917	12.9%	13.7%	\$ 15,140	3.0%	44.4%	\$ 13,683	2.7%	5.9%	\$ 35,222	6.9%	19.1%	\$ 509,129.48
December	\$ 359,775	69.8%	6.3%	\$ 83,216	16.1%	25.5%	\$ 16,421	3.2%	24.8%	\$ 15,545	3.0%	16.9%	\$ 40,747	7.9%	8.2%	\$ 515,703.79
2014 January	\$ 338,427	64.2%	12.8%	\$ 127,249	24.1%	24.1%	\$ 14,861	2.8%	51.8%	\$ 18,567	3.5%	-3.1%	\$ 28,187	5.3%	4.5%	\$ 527,291.26
February	\$ -															
March	\$ -															
April	\$ -															
May	\$ -															
June	\$ -															
July	\$ -															
August	\$ -															
September	\$ -															

Fiscal Year	Anastasia Island			Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207			I95/I6/WGV			I95&SR16 + Palencia				OTHER			TOTAL
	32080	% TTL	+/- PY	32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY	32092	% TTL	+/- PY	32095	% TTL	+/- PY	95+92		% TTL	+/- PY	
Fiscal Year 2013																							
OCT	\$ 114,723	23.9%	3.24%	\$ 136,154	28.4%	-2.61%	\$ 163,667	34.1%	2.06%	\$ 1,282	0.3%	-12.41%	\$ 53,378	11.1%	0.86%	\$ 9,162	1.9%	-4.3%	13.0%	\$ 1,732	0.4%	16.49%	\$ 480,098
NOV	\$ 97,438	23.6%	8.61%	\$ 115,747	28.0%	5.98%	\$ 157,459	38.1%	11.00%	\$ 1,913	0.5%	10.56%	\$ 30,673	7.4%	-21.63%	\$ 8,053	2.0%	-1.4%	9.4%	\$ 1,486	0.4%	-40.60%	\$ 412,768
DEC	\$ 113,444	24.2%	7.62%	\$ 92,597	19.7%	7.05%	\$ 196,166	41.8%	12.42%	\$ 1,966	0.4%	18.35%	\$ 53,376	11.4%	23.59%	\$ 9,713	2.1%	22.0%	13.5%	\$ 1,587	0.3%	-3.18%	\$ 468,849
JAN	\$ 149,124	32.5%	0.40%	\$ 88,278	19.3%	-30.51%	\$ 156,171	34.1%	12.92%	\$ 2,740	0.6%	19.61%	\$ 50,477	11.0%	6.43%	\$ 10,127	2.2%	18.7%	13.2%	\$ 1,660	0.4%	165%	\$ 458,576
FEB	\$ 223,265	35.7%	4.69%	\$ 138,458	22.1%	15.67%	\$ 193,042	30.8%	4.87%	\$ 3,056	0.5%	4.83%	\$ 53,916	8.6%	2.05%	\$ 12,178	1.9%	6.8%	10.6%	\$ 2,271	0.4%	-39.00%	\$ 626,186
MAR	\$ 321,366	35.9%	5.55%	\$ 189,361	21.2%	2.39%	\$ 279,728	31.3%	13.02%	\$ 4,387	0.5%	22.64%	\$ 78,904	8.8%	3.69%	\$ 17,331	1.9%	14.2%	10.8%	\$ 3,305	0.4%	1.72%	\$ 894,382
APR	\$ 210,524	30.7%	-9.08%	\$ 184,439	26.9%	67.62%	\$ 213,746	31.2%	2.94%	\$ 3,102	0.5%	64.11%	\$ 59,017	8.6%	4.42%	\$ 12,514	1.8%	8.4%	10.4%	\$ 2,271	0.3%	6.31%	\$ 685,612
MAY	\$ 214,915	30.4%	14.09%	\$ 204,122	28.9%	-30.99%	\$ 213,374	30.2%	15.32%	\$ 1,458	0.2%	21.82%	\$ 57,652	8.2%	-1.27%	\$ 12,018	1.7%	16.3%	9.9%	\$ 2,527	0.4%	26.81%	\$ 706,066
JUN	\$ 363,827	45.4%	9.63%	\$ 169,784	21.2%	1.03%	\$ 202,611	25.3%	11.36%	\$ 1,200	0.1%	28.55%	\$ 51,626	6.4%	-3.76%	\$ 10,092	1.3%	-4.1%	7.7%	\$ 2,721	0.3%	26.85%	\$ 801,861
JUL	\$ 413,791	45.8%	4.49%	\$ 192,719	21.3%	1.02%	\$ 228,609	25.3%	11.50%	\$ 1,356	0.2%	40.20%	\$ 52,323	5.8%	13.35%	\$ 11,266	1.2%	13.0%	7.0%	\$ 3,293	0.4%	26.68%	\$ 903,357
AUG	\$ 233,447	38.8%	18.59%	\$ 133,661	22.2%	17.54%	\$ 182,504	30.3%	17.34%	\$ 1,153	0.2%	57.77%	\$ 40,854	6.8%	-10.28%	\$ 8,416	1.4%	29.8%	8.2%	\$ 2,249	0.4%	12.68%	\$ 602,283
SEP	\$ 146,032	30.0%	12.70%	\$ 117,600	24.1%	-1.20%	\$ 164,844	33.8%	23.71%	\$ 1,091	0.2%	6.29%	\$ 47,054	9.7%	39.51%	\$ 8,244	1.7%	33.1%	11.4%	\$ 2,202	0.5%	27.19%	\$ 487,067
FY YTD	\$ 2,601,894	34.6%	6.34%	\$ 1,762,921	23.4%	-0.09%	\$ 2,351,920	31.2%	11.20%	\$ 24,704	0.3%	21.20%	\$ 629,249	8.4%	3.91%	\$ 129,114	1.7%	11.4%		\$ 27,303	0.4%	14.61%	\$ 7,527,105

Fiscal Year	Anastasia Island			Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207			WGV + west of I95			I95&SR16 + Palencia				Other			TOTAL
	32080	% TTL	+/- PY	32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95		% TTL	+/- PY	
Fiscal Year 2014																							
OCT	\$ 126,851	24.4%	10.57%	\$ 149,946	28.9%	10.13%	\$ 180,803	35%	10.47%	\$ 3,794	1%	195.91%	\$ 46,057	9%	-13.72%	\$ 9,945	2%	8.5%	10.8%	\$ 2,132	0%	16.49%	\$ 519,526
NOV	\$ 114,056	22.4%	17.06%	\$ 140,888	27.7%	21.72%	\$ 194,349	38%	23.43%	\$ 2,110	0%	10.29%	\$ 44,595	9%	45.39%	\$ 11,045	2%	37.2%	10.9%	\$ 2,086	0%	40.39%	\$ 509,129
DEC	\$ 132,602	25.7%	16.89%	\$ 97,146	18.8%	4.91%	\$ 219,305	43%	11.80%	\$ 2,887	1%	46.88%	\$ 50,285	10%	-5.79%	\$ 11,075	2%	14.0%	11.9%	\$ 2,403	0%	51.42%	\$ 515,704
JAN	\$ 169,275	32.1%	13.51%	\$ 106,808	20.3%	20.99%	\$ 179,848	34%	15.16%	\$ 3,206	1%	17.01%	\$ 54,969	10%	8.90%	\$ 10,741	2%	6.1%	12.5%	\$ 2,444	0%	47.25%	\$ 527,291
FEB																							
MAR																							
APR																							
MAY																							
JUN																							
JUL																							
AUG																							
SEP																							
FY YTD	\$ 542,784	26.2%	0.0%	\$ 494,788	23.9%	0.0%	\$ 774,305	37.4%	0.0%	\$ 11,997	0.6%	0.0%	\$ 195,907	9.5%	0.0%	\$ 42,806	2.1%	0.0%		\$ 9,064	0.4%	0.0%	\$ 2,071,651

TDC Regular Meeting – March 17, 2014

Agenda Item 9 – Financial Reports

TDC - Year to Date Revenue/Expenses FY2014 - (Information Only)

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

FISCAL YEAR 2014 October 1, 2013 - September 30, 2014

CONSOLIDATED STATEMENT

March 5, 2014

ALL NUMBERS ARE NET

	FY2013 ACTUAL	FY2014 BUDGETD	FY2014 YTD
BEGINNING CASH BALANCE	\$ 2,715,479	\$ 2,876,709	\$ 2,876,709
TOURIST DEVELOPMENT TAX	\$ 7,345,060	\$ 8,452,685	\$ 2,030,218
CONTRIBUTIONS	\$ -	0	0
INTEREST	\$ 3,230	\$ 3,400	0
INTERGOVERNMENTAL & MISC	\$ 25,522	\$ -	\$ -
REVENUES	\$ 10,089,291	\$ 11,332,794	\$ 4,906,927
EXPENSES	\$ (7,236,207)	\$ (10,693,980)	\$ (2,738,406)
REVENUE OVER EXPENSES	\$ 2,853,084	\$ 638,814	\$ 2,168,521

NOTES: The high percent of Revenue over Expenses and the increase in expenses reflects the Cultural Council's ramp up of programs and activity. That trend will continue through the next two or three years before stabilizing. FY 2013 expenses also reflects the expenditure of reserve funds for advertising in the Destination Marketing category.

EXPENSES

	FY2013 ACTUAL	FY2014 BUDGETD	FY2014 YTD
DESTINATION MARKETING BEGINNING BALANCE	\$ 499,730	\$ 716,884	\$ 716,884
DESTINATION MARKETING NEW REVENUE	\$ 3,331,718	\$ 3,804,558	\$ 913,598
PREVIOUS YEAR REDISTRIBUTION	\$ 199,388	\$ 51,333	
DESTINATION MARKETING EXPENSES	\$ (3,313,952)	\$ (4,059,347)	\$ (1,478,496)
REVENUE OVER EXPENSE	\$ 716,884	\$ 513,428	\$ 151,987
ART/CULTURE/HERITAGE BEGINNING BALANCE	\$ 1,484,481	\$ 1,777,351	\$ 1,777,351
ART/CULTURE/HERITAGE NEW REVENUE	\$ 1,102,499	\$ 1,268,753	\$ 304,533
PREVIOUS YEAR REDISTRIBUTION	\$ 149,541	\$ 38,500	
ARTS/CULTURE/HERITAGE EXPENSES	\$ (959,171)	\$ (1,913,093)	\$ (288,667)
REVENUE OVER EXPENSE	\$ 1,777,351	\$ 1,171,511	\$ 1,793,217
LEISURE & RECREATION BEGINNING BALANCE	\$ 232,798	\$ 426,041	\$ 426,041
LEISURE & RECREATION NEW REVENUE	\$ 1,102,499	\$ 1,268,753	\$ 304,533
PREVIOUS YEAR REDISTRIBUTION	\$ 149,541	\$ 38,500	
LEISURE & RECREATION EXPENSES	\$ (1,058,797)	\$ (1,549,028)	\$ (539,942)
REVENUE OVER EXPENSE	\$ 426,041	\$ 184,266	\$ 190,631
ADMIN & SPECIAL USES BEGINNING BALANCE	\$ 498,470	\$ 178,332	\$ 178,332
ADMIN & SPECIAL USES NEW REVENUE	\$ 1,837,096	\$ 2,114,021	\$ 507,554
REALLOCATION FOR FY13	\$ (498,470)	\$ (128,332)	
ADMIN & SPECIAL USES EXPENSES	\$ (1,658,764)	\$ (1,914,382)	\$ (431,301)
REVENUE OVER EXPENSE	\$ 178,332	\$ 249,639	\$ 254,586

TDC Regular Meeting – March 17, 2014

Agenda Item 9– Financial Reports

TDC – Visitor Related Expenditures - (Information Only)

Visitor Related Economic Activity - CY2014
ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

VISITOR RELATED EXPENDITURES		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	VR Expenditures	\$ 61,740,948					
	+/- PY	7.0%					
	% of Total Gross Expenditures	10.8%					
		+/- PY	+/- PY	+/- PY	+/- PY	+/- PY	+/- PY
GROSS SALES:	RESTAURANTS	8.7%					
	ADMISSIONS	14.6%					
	ACCOMODATIONS	7.8%					
	LOTD TAX (Net to TDC)						
	STR OCCUPANCY	4.2%					

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
VR Exp						
+/- PY						
% of Total						
	+/- PY	+/- PY	+/- PY	+/- PY	+/- PY	+/- PY
RESTAURANTS						
ADMISSIONS						
HOTELS / CONDOS						
LOTD TAX						
STR OCCUPANCY						