

Note: The presentations for Items 3b & 5 were added to the backup after the meeting.



Flagler County Tourist Development Council Agenda

April 23, 2025 • 9:00 a.m.

Government Services Building 2, Board Chambers, 1769 E. Moody Blvd., Bunnell, FL 32110

Meetings streamed live on Spectrum Channel 492 and YouTube <https://www.youtube.com/flaglercounty/live>

- 1) Pledge to the Flag and Moment of Silence
- 2) **Consent Agenda:** Request the Board accept the following:
 - a. **Meeting Minutes:**
 1. January 15, 2025, Regular Meeting
 - b. **Financial Reports:**
 1. Revenue Report
 2. Budget to Actual
 3. Quarterly Lodging Trends Reports
 - c. **Quarterly Marketing Reports:**
 1. January 2025
 2. February 2025
 3. March 2025
 - d. **Fund 1109 Capital Projects Report:**
 1. City of Flagler Beach – Flagler Beach Beachwalk
 2. City of Palm Coast – Palm Coast Southern Recreation Center
- 3) **Presentations & Updates:**
 - a. **Tourist Development Tax Update:** Shelly Edmonson, Flagler County Tax Collector's Office
 - b. **Future Flagler County Sports Complex:** Jason Boudrie, Synergy Sports
- 4) **General Business:**
 - a. **Fund 1110 FY25 Discretionary Event Funding:** Review and recommendation to the Board of County Commissioners for the following grants.
 1. \$ 5,000 – Florida Elite Soccer, Boy's Invitational, August 16-17, 2025
 2. \$ 5,000 – Florida Elite Soccer Girl's Invitational, August 23-24, 2025
 3. \$10,000 – Continuing Education Company, 16th Annual Primary Care Summer Conference, July 7-11, 2025
 4. \$ 5,000 – ~~FL Urban Forestry Council~~ **Florida Chapter of the International Society of Arboriculture**, Trees FL Conference & Trade Show, June 2-4, 2025
 5. \$ 5,000 – United Flag Football, State Championship & HOF Dinner, June 28-29, 2025
 - b. **Proposed Beach Management Plan for Funds 1109 & 1111:** Heidi Petitio, Flagler County Administrator
- 5) **Quarterly Marketing Update:**
Courtnee Brokaw, Marketing Manager
- 6) **Department Updates and Presentations:**
Amy Lukasik, Executive Director
- 7) **Community Outreach:** Thirty-minute time has been allocated at the end of the meeting for public comment. Each speaker will be allowed up to three minutes to address the Board on items not on the agenda.
- 8) **Board Member Comments**
- 9) **Adjournment**

Please take note that individual Commissioners of the Board of County Commissioners may attend this meeting. The Commissioners who attend, except for the Commissioners who serve on the designated board being noticed, will not take any action, or take any vote at this meeting. This is not an official meeting of the Board of County Commissioners of Flagler County. This notice is being provided to meet the spirit of the Sunshine Law to inform the public that commissioners may be present at these discussions. In accordance with the Americans with Disabilities Act, persons needing assistance to participate in this meeting should contact the number listed above at least 48 hours prior to the meeting.

**FLAGLER COUNTY
TOURIST DEVELOPMENT COUNCIL
Flagler County Government Services Building
Board Chambers – First Floor
January 15, 2025
9:00 A.M.
Minutes**

THE MEETING CALLED TO ORDER BY CHAIR ANDY DANCE AT 9:00 A.M.

Attendance

Present: Chair Andy Dance, Felicia Cook, Eric, Stephen Baker, Lisa Robinson, Pam Walker, John Lulgjuraj, Eric Cooley.

Absent: Daniel Mundrean, Theresa Pontieri

Staff: Amy Lukasik, Courtnee Brokaw, Angelene Davis, Debra Morgan.

1. **Chair Dance** led the pledge to the flag and requested a moment of silence.

Dance read into the record Form 8B's filed with the Board Secretary from October 16, 2024, meeting per FS112.3143(4)(a).

- 2) **Consent Agenda:** Request the Board accept the following:

- a. **Meeting Minutes:**

1. October 16, 2024, Regular Meeting

- b. **Financial Reports:**

1. Revenue Report
2. Budget to Actual
3. Quarterly Lodging Trends Reports

- c. **Quarterly Marketing Reports:**

1. July 2024
2. August 2024
3. September 2024

Cook/Walker – Motion to accept meeting minutes, financial reports, and marketing reports.
Motion carries.

- 3) **Presentations:**

- a. **Tourist Development Tax Update:** by Shelly Edmonson, Flagler County Tax Collector's Office. (See Attachment)

- b. **Annual Fund 1111 Beach Renourishment Report & Update:**

1. Amy Lukasik & Brian Eichinger, Flagler County Budget Office, FY24 Annual Report
2. Ansley Wren-Key, Ph.D., Flagler County Coastal Engineer, Beach Projects Update

- c. **Flagler County Cultural Council (FC3) Annual Update:** Nancy Crouch, Chairman

Lukasik – Provided annual update for beach Fund 1111 for fiscal year 2024 and projected revenue for FY25 at \$880,000.

Wren-Key- Provided an update of what beach projects have been completed and which ones will be in future planning. Reach 1 is completed and was federally funded. Reach 2 is next. Reach 3 has some challenges with environmental protections. Reach 4 area is more of a dune restoration. This is from River to Sea South. (See Attachment)

Crouch – Stated that FC3 received a grant from City of Palm Coast for \$100,000 to distribute to local organizations for events and programming. (See attachment)

4) General Business:

a. **Fund 1110 FY25 Discretionary Event Funding: NONE**

5) Quarterly Marketing Update:

Courtnee Brokaw, Marketing Manager

Brokaw- October focused on Fall Fun with Halloween and Biketoberfest.

November focused on Veterans Day and Thanksgiving giveaways.

December focused on Holiday Events.

6) Department Updates and Presentations:

Amy Lukasik , Executive Director

Lukasik – Gave presentation on data from Arrivalist (See Attachment)

Shared that the county is currently working on the long-term funding plan for beach renourishment and are exploring different funding sources including TDT funds. Possible future joint workshop to discuss at next TDC meeting in April.

Lukasik – Provided update on current strategic plan and it is almost ready to wrap up and will look to conduct a tourism master plan. This plan would give us what Tourism looks like in the next ten years. We would pull a new strategic plan out of the master plan. (See Attachment)

Lukasik – Update on the Eco Center that is currently under a RFQ which is to look for three qualified vendors. The top three qualified vendors will then submit through the RFP procurement process.

7) Community Outreach: Thirty-minute time has been allocated at the end of the meeting for public comment. Each speaker will be allowed up to three minutes to address the Board on items not on the agenda.

None

8) Board Member Comments

Robinson – Thanked staff for the report.

Baker – Reported that HBR had the best group year since opening in 2004. Leasure is struggling and are placing a lot of ads to build this part of the business.

Walker – Reported the American Society of Travel Agents are coming to Hammock Beach Resort in February. TSA has come up with a memorandum as of May 7, 2025, that you will need to show a real ID, this is the one with a star on it. You will need this to board a plane, or to get into any Federal building. Also, the Cruise industry is going crazy to the point that some of the city's in Europe are not allowing them to port.

Cooley – Stated that for the joint meeting it is important to bring the Arrivalist data and that no intelligent decision can be made without that data.

Lulgjuraj –. The restaurant industry is becoming more difficult with the State increasing labor pay and having to figure out how to pay for the increase.

Cook – The labor force is hard; the State increase is hurting the business and there is no way to battle this as it mandated. Housing is so expensive, and very little around us. The labor force is an issue, and we need to figure something out.

Dance – In February we will have a joint workshop with the County and the Municipalities concerning the beach issues, storm water and impact fees.

Adjournment

Lulgjuraj - Motion to adjourn meeting at 10:52 am

RECORDING OF MEETING CAN BE ACCESSED BY THE FOLLOWING LINK:

[TDC MEETING 10/16/2024](#)

If a person decides to appeal against any decision made by the Tourist Development Council with respect to any matter considered at the meeting, a record of the proceedings may be needed and, for such purposes, the person may need to ensure that a verbatim record is made, which record includes the testimony and evidence upon which the appeal is to be based.

YEAR-TO-DATE BUDGET REPORT

FOR 2025 12							
ACCOUNTS FOR:	ORIGINAL	ESTIM REV	REVISED	ACTUAL YTD	REMAINING	PCT	
1109 Tourist Dev Tax-Capital	ESTIM REV	ADJSTMTS	EST REV	REVENUE	REVENUE	USE/COL	
1109-147-4700-573800-570-57-000-000-581004-	0	Aid to other Governmets	895,372	895,372	.00	895,372.00	.0%
1109-147-4700-573800-570-57-000-000-582009-	0	Other Entities	0	0	.00	.00	.0%
1109-147-4700-575300-570-57-000-000-531000-	2,500	Professional Services	0	2,500	.00	2,500.00	.0%
1109-147-4700-575300-570-57-000-000-534008-	26,400	Commission Fee - Tax Collector	0	26,400	10,429.11	15,970.89	39.5%
1109-147-4700-575300-570-57-000-000-534010-	0	Governmental Services	0	0	.00	.00	.0%
1109-147-4700-575300-570-57-000-000-549005-	2,500	Bank Analysis Fees	0	2,500	.00	2,500.00	.0%
1109-147-4700-575600-570-57-000-000-562000-	0	Buildings	0	0	.00	.00	.0%
1109-147-4700-575600-570-57-000-000-563000-	0	Infrastructure	0	0	.00	.00	.0%
1109-147-4700-575800-570-57-000-000-581004-	0	Aid to other Governmets	28,370	28,370	.00	28,370.00	.0%
TOTAL Tourist Dev Tax-Capital	31,400		923,742	955,142	10,429.11	944,712.89	1.1%
TOTAL EXPENSES	31,400		923,742	955,142	10,429.11	944,712.89	

YEAR-TO-DATE BUDGET REPORT

FOR 2025 12							
ACCOUNTS FOR:	ORIGINAL ESTIM REV	ESTIM REV ADJSTMTS	REVISED EST REV	ACTUAL YTD REVENUE	REMAINING REVENUE	PCT USE/COL	
1110 Tourist Dev Tax-Promotion							
1110-147-4700-559100-550-55-000-000-512000-	431,594	0	431,594	223,322.29	208,271.71	51.7%	Regular Salaries & Wages
1110-147-4700-559100-550-55-000-000-513000-	0	0	0	.00	.00	.0%	Other Salaries & Wages
1110-147-4700-559100-550-55-000-000-514000-	0	0	0	8,581.81	-8,581.81	100.0%*	Overtime
1110-147-4700-559100-550-55-000-000-521000-	33,016	0	33,016	17,367.91	15,648.09	52.6%	FICA Taxes
1110-147-4700-559100-550-55-000-000-522000-	89,575	0	89,575	47,866.09	41,708.91	53.4%	Retirement Contributions
1110-147-4700-559100-550-55-000-000-523000-	86,379	0	86,379	36,829.73	49,549.27	42.6%	Life and Health Insurance
1110-147-4700-559100-550-55-000-000-524000-	649	0	649	301.21	347.79	46.4%	Workers Compensation
1110-147-4700-559300-550-55-000-000-383103-	0	0	0	.00	.00	.0%	Subscriptions - GASB 96
1110-147-4700-559300-550-55-000-000-531000-	6,560	0	6,560	.00	6,560.00	.0%	Professional Services
1110-147-4700-559300-550-55-000-000-534006-	294,224	0	294,224	77,266.02	123,136.96	58.1%	Other Contracted Services
1110-147-4700-559300-550-55-000-000-534008-	79,200	0	79,200	31,287.35	47,912.65	39.5%	Commission Fee - Tax Collector
1110-147-4700-559300-550-55-000-000-534013-	80,450	0	80,450	49,964.35	29,498.11	63.3%	IT Other Contracted Services
1110-147-4700-559300-550-55-000-000-540000-	14,600	0	14,600	1,058.73	13,541.27	7.3%	Travel and Per Diem
1110-147-4700-559300-550-55-000-000-541001-	200	0	200	.00	200.00	.0%	Communications Devices & Acces
1110-147-4700-559300-550-55-000-000-541002-	9,241	0	9,241	4,711.76	4,529.24	51.0%	Communications Recurring
1110-147-4700-559300-550-55-000-000-542000-	10,000	0	10,000	3,834.64	6,165.36	38.3%	Freight & Postage
1110-147-4700-559300-550-55-000-000-543000-	4,900	0	4,900	1,657.86	3,242.14	33.8%	Utility Services
1110-147-4700-559300-550-55-000-000-544000-	62,156	0	62,156	6,124.81	51,739.54	16.8%	Rentals and Leases
1110-147-4700-559300-550-55-000-000-544001-	0	0	0	.00	.00	.0%	IT Rentals & Leases
1110-147-4700-559300-550-55-000-000-544002-	0	0	0	26,889.75	-44,056.40	100.0%*	Long Term Lease
1110-147-4700-559300-550-55-000-000-544003-	1,340	0	1,340	.00	1,340.00	.0%	Long Term IT Leases
1110-147-4700-559300-550-55-000-000-545001-	1,440	0	1,440	.00	1,440.00	.0%	General Liability Insurance

YEAR-TO-DATE BUDGET REPORT

FOR 2025 12							
ACCOUNTS FOR:	ORIGINAL	ESTIM REV	REVISED	ACTUAL YTD	REMAINING	PCT	
1110 Tourist Dev Tax-Promotion	ESTIM REV	ADJSTMTS	EST REV	REVENUE	REVENUE	USE/COL	
1110-147-4700-559300-550-55-000-000-545003-	370	0	370	360.00	10.00	97.3%	Vehicle Insurance
1110-147-4700-559300-550-55-000-000-545006-	0	0	0	.00	.00	.0%	Other Insurance & Bonds
1110-147-4700-559300-550-55-000-000-546001-	0	0	0	.00	.00	.0%	Building/Equipment Repairs
1110-147-4700-559300-550-55-000-000-546003-	500	0	500	.00	500.00	.0%	Vehicle Repair
1110-147-4700-559300-550-55-000-000-546004-	6,700	0	6,700	3,000.00	700.00	89.6%	Maintenance Agreements
1110-147-4700-559300-550-55-000-000-546006-	0	0	0	18.89	-18.89	100.0%*	Small Tools & Equipment
1110-147-4700-559300-550-55-000-000-546008-	1,092	0	1,092	457.41	192.00	82.4%	IT Maintenance Agreements
1110-147-4700-559300-550-55-000-000-546009-	0	0	0	.00	.00	.0%	IT Bldg/Equip Repairs
1110-147-4700-559300-550-55-000-000-546010-	0	0	0	.00	.00	.0%	IT Sm Tools & Equipment
1110-147-4700-559300-550-55-000-000-547000-	51,527	0	51,527	5,633.80	45,893.20	10.9%	Printing and Binding
1110-147-4700-559300-550-55-000-000-548001-	81,228	0	81,228	13,268.67	52,959.33	34.8%	Promotional Activities
1110-147-4700-559300-550-55-000-000-548002-	0	0	0	.00	.00	.0%	Promotional-Fl County Chamber
1110-147-4700-559300-550-55-000-000-548003-	0	0	0	.00	.00	.0%	City of Palm Coast
1110-147-4700-559300-550-55-000-000-548004-	100,000	0	100,000	5,000.00	95,000.00	5.0%	Promotional-Special Event
1110-147-4700-559300-550-55-000-000-548005-	0	0	0	.00	.00	.0%	Overnight Event
1110-147-4700-559300-550-55-000-000-548006-	0	0	0	.00	.00	.0%	Quality of Life Event
1110-147-4700-559300-550-55-000-000-548007-	0	0	0	.00	.00	.0%	City of Flagler Beach
1110-147-4700-559300-550-55-000-000-549000-	27,500	0	27,500	21,032.08	6,467.92	76.5%	Oth Curr Chgs and obligations
1110-147-4700-559300-550-55-000-000-549004-	750,000	0	750,000	361,850.40	-5,454.98	100.7%*	Advertising
1110-147-4700-559300-550-55-000-000-549005-	800	0	800	.00	800.00	.0%	Bank Analysis Fees
1110-147-4700-559300-550-55-000-000-549008-	0	0	0	.00	.00	.0%	Write offs/Shortages
1110-147-4700-559300-550-55-000-000-549020-	0	0	0	.00	.00	.0%	IT Oth Curr Chgs & Obligations

YEAR-TO-DATE BUDGET REPORT

FOR 2025 12							
ACCOUNTS FOR:	ORIGINAL	ESTIM REV	REVISED	ACTUAL YTD	REMAINING	PCT	
1110 Tourist Dev Tax-Promotion	ESTIM REV	ADJSTMTS	EST REV	REVENUE	REVENUE	USE/COL	
1110-147-4700-559300-550-55-000-000-551000-	2,000	0	2,000	1,045.06	954.94	52.3%	Office Supplies
1110-147-4700-559300-550-55-000-000-551001-	2,000	0	2,000	1,198.22	801.78	59.9%	Office Equipment
1110-147-4700-559300-550-55-000-000-551003-	0	0	0	.00	.00	.0%	IT Office Equipment
1110-147-4700-559300-550-55-000-000-551004-	0	0	0	661.42	-661.42	100.0%*	IT Office Equipment
1110-147-4700-559300-550-55-000-000-552001-	1,000	0	1,000	131.05	868.95	13.1%	Gas, Oil & Lubricants
1110-147-4700-559300-550-55-000-000-552002-	5,000	0	5,000	4,936.38	63.62	98.7%	Other Operating Expenses
1110-147-4700-559300-550-55-000-000-552005-	0	0	0	.00	.00	.0%	Clothing & Wearing Apparel
1110-147-4700-559300-550-55-000-000-552006-	1,780	0	1,780	.00	1,780.00	.0%	Data Processing Software
1110-147-4700-559300-550-55-000-000-554001-	76,572	0	76,572	31,140.63	45,431.37	40.7%	Publications/Memberships
1110-147-4700-559300-550-55-000-000-554003-	0	0	0	8.19	-8.19	100.0%*	IT Books, Pub, Sub & Mbrshp
1110-147-4700-559300-550-55-000-000-554004-	495	0	495	409.54	-7,764.54	1668.6%*	GASB 96 Subscriptions
1110-147-4700-559300-550-55-000-000-555001-	2,000	0	2,000	-1,670.00	3,670.00	-83.5%	Training and Educational Costs
1110-147-4700-559300-550-55-000-000-555002-	11,285	0	11,285	4,870.44	6,414.56	43.2%	Conference/Seminar Registrtion
1110-147-4700-559300-550-55-000-000-564005-	0	0	0	.00	.00	.0%	GASB96 Subscription Cap Outlay
1110-147-4700-559600-550-55-000-000-563001-	0	0	0	.00	.00	.0%	IT Infrastructure
1110-147-4700-559600-550-55-000-000-564000-	0	0	0	.00	.00	.0%	Machinery and Equipment
1110-147-4700-559600-550-55-000-000-564001-	0	0	0	.00	.00	.0%	Fleet Equipment & Machinery
1110-147-4700-559600-550-55-000-000-564002-	0	0	0	.00	.00	.0%	IT Equipment & Machinery
1110-147-4700-559600-550-55-000-000-564004-	0	0	0	.00	.00	.0%	GASB 87 Capital Outlay-Fleet
1110-147-4700-559600-550-55-000-000-564005-	0	0	0	.00	.00	.0%	GASB96 Subscription Cap Outlay
1110-147-4700-559700-550-55-000-000-571003-	0	0	0	.00	.00	.0%	Lease Principal-Gasb87
1110-147-4700-559700-550-55-000-000-571004-	0	0	0	.00	.00	.0%	Principal Expense- GASB96

YEAR-TO-DATE BUDGET REPORT

FOR 2025 12

ACCOUNTS FOR:	ORIGINAL ESTIM REV	ESTIM REV ADJSTMTS	REVISED EST REV	ACTUAL YTD REVENUE	REMAINING REVENUE	PCT USE/COL
1110 Tourist Dev Tax-Promotion						
1110-147-4700-559700-550-55-000-000-572006-	0	Lease Interest Gasb 87	0	.00	.00	.0%
1110-147-4700-559700-550-55-000-000-572007-	0	Lease Interest Gasb 96	0	.00	.00	.0%
1110-147-4700-584700-580-58-000-000-571003-	0	Lease Principal-Gasb87	0	.00	.00	.0%
1110-147-4700-584700-580-58-000-000-572006-	0	Lease Interest Gasb 87	0	.00	.00	.0%
TOTAL Tourist Dev Tax-Promotion	2,327,373	0	2,327,373	990,416.49	800,792.48	42.6%
TOTAL EXPENSES	2,327,373	0	2,327,373	990,416.49	800,792.48	

YEAR-TO-DATE BUDGET REPORT

FOR 2025 12		ORIGINAL	ESTIM REV	REVISED	ACTUAL YTD	REMAINING	PCT
ACCOUNTS FOR:	ESTIM REV	ADJSTMTS	EST REV	REVENUE	REVENUE	USE/COL	
1111 Tourist Dev-Beach Restore							
1111-147-4700-537300-530-53-000-000-531000-	220,000		55,786	275,786	92,300.00	104,588.40	62.1%
1111-147-4700-537300-530-53-000-000-534006-	0		10,000	10,000	.00	10,000.00	.0%
1111-147-4700-537300-530-53-000-000-534008-	26,400		0	26,400	10,429.11	15,970.89	39.5%
1111-147-4700-537300-530-53-000-000-534013-	0		0	0	.00	.00	.0%
1111-147-4700-537300-530-53-000-000-542000-	0		0	0	9.08	-9.08	100.0%*
1111-147-4700-537300-530-53-000-000-545001-	0		0	0	.00	.00	.0%
1111-147-4700-537300-530-53-000-000-545003-	0		0	0	.00	.00	.0%
1111-147-4700-537300-530-53-000-000-546003-	0		0	0	.00	.00	.0%
1111-147-4700-537300-530-53-000-000-547000-	0		0	0	.00	.00	.0%
1111-147-4700-537300-530-53-000-000-548001-	0		0	0	.00	.00	.0%
1111-147-4700-537300-530-53-000-000-549000-	0		0	0	.00	.00	.0%
1111-147-4700-537300-530-53-000-000-549005-	2,000		0	2,000	.00	2,000.00	.0%
1111-147-4700-537300-530-53-000-000-549020-	0		0	0	.00	.00	.0%
1111-147-4700-537300-530-53-000-000-552002-	0		0	0	.00	.00	.0%
1111-147-4700-537300-530-53-000-000-554003-	0		0	0	.00	.00	.0%
1111-147-4700-537300-530-53-000-000-581007-	0		0	0	.00	.00	.0%
1111-147-4700-537700-530-53-000-000-571001-	0		0	0	.00	.00	.0%
1111-147-4700-537700-530-53-000-000-572001-	0		0	0	.00	.00	.0%
1111-147-4700-537700-530-53-000-000-572003-	0		0	0	.00	.00	.0%
1111-147-4700-537700-530-53-000-000-573001-	0		0	0	.00	.00	.0%
1111-147-4700-537800-530-53-000-000-581000-	0		0	0	.00	.00	.0%
1111-147-4700-537800-530-53-000-000-581007-	0		0	0	.00	.00	.0%

YEAR-TO-DATE BUDGET REPORT

FOR 2025 12							
ACCOUNTS FOR:	ORIGINAL	ESTIM REV	REVISED	ACTUAL YTD	REMAINING	PCT	
1111 Tourist Dev-Beach Restore	ESTIM REV	ADJSTMTS	EST REV	REVENUE	REVENUE	USE/COL	
1111-147-4700-537800-530-53-000-000-582009-	0	Other Entities 0	0	.00	.00	.0%	
TOTAL Tourist Dev-Beach Restore	248,400	65,786	314,186	102,738.19	132,550.21	32.7%	
TOTAL EXPENSES	248,400	65,786	314,186	102,738.19	132,550.21		

YEAR-TO-DATE BUDGET REPORT

FOR 2025 12

	ORIGINAL ESTIM REV	ESTIM REV ADJSTMTS	REVISED EST REV	ACTUAL YTD REVENUE	REMAINING REVENUE	PCT USE/COL
GRAND TOTAL	2,607,173	989,528	3,596,701	1,103,583.79	1,878,055.58	30.7%

** END OF REPORT - Generated by Christina Hutse11 **



December 2024 LODGING TRENDS

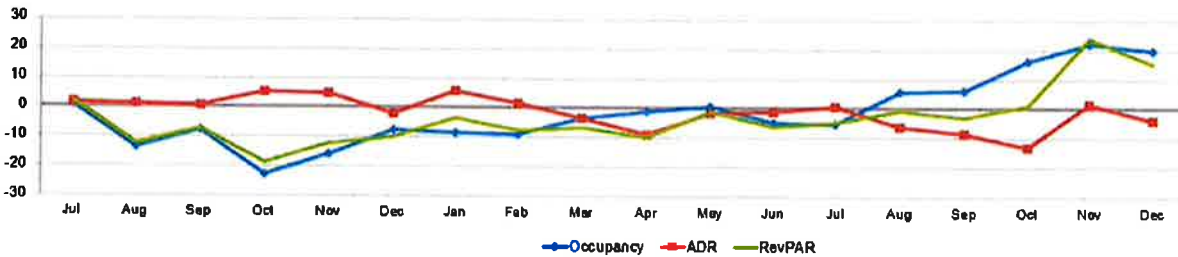
Bed Tax Revenues

Total Sales on all Accommodations

December 2024 \$260,019.14
 December 2023 \$221,521,35

December 2024 \$5,375,175.15
 December 2023 \$4,980,726.21

Monthly Percent Change



Vacation Rental Snapshot: Airbnb & VRBO Only -AirDNA

	Avail Listings	Booked Listings	Occupancy Rate	Avg Daily Rate	RevPar
December 2024	1266	1199	49%	\$299	\$146
December 2023	1198	1112	46%	\$291	\$133
Change	+6%	+8%	+7%	+3%	+10%

Hotel & Resort Snapshot – Smith Travel Report (STR)

	Occupancy	Average Daily Rate	RevPar
December 2024	59.7%	\$145.11	\$86.63
December 2023	49.8%	\$151.05	\$75.28
Change	+19.8%	-3.9%	+15%



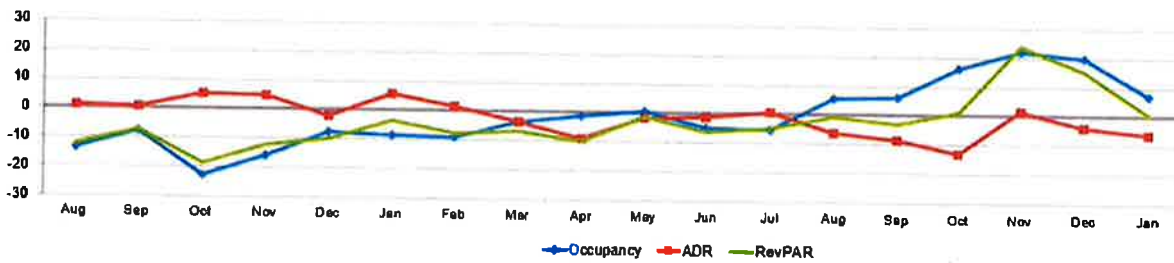
January 2025 LODGING TRENDS

Bed Tax Revenues

Total Sales on all Accommodations

January 2025	\$352,915.52	January 2025	\$7,186,052.74
January 2024	\$297,215.39	January 2024	\$6,052,455.88

Monthly Percent Change



Vacation Rental Snapshot: Airbnb & VRBO Only -AirDNA

		Avail Listings	Booked Listings	Occupancy Rate	Avg Daily Rate	RevPar
January	2025	1145	1030	41%	\$282	\$116
January	2024	1089	967	41%	\$260	\$107
Change		+5%	+6%	0%	0%	+8%

Hotel & Resort Snapshot – Smith Travel Report (STR)

	Occupancy	Average Daily Rate	RevPar
January 2025	56.4%	\$141.13	\$79.55
January 2024	52.7%	\$150.14	\$79.12
Change	+7%	-6%	+ 0.6%



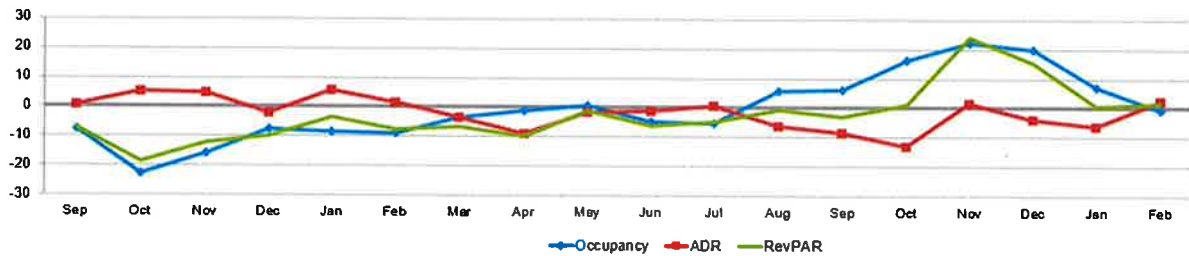
February 2025 LODGING TRENDS

Bed Tax Revenues

Total Sales on all Accommodations

February 2025	\$247,968.87	February 2025	\$5,187,333.23
February 2024	\$251,832.07	February 2024	\$5,263,532.19

Monthly Percent Change



Vacation Rental Snapshot: Airbnb & VRBO Only -AirDNA

	Avail Listings	Booked Listings	Occupancy Rate	Avg Daily Rate	RevPar
February 2025	1105	1083	64%	\$305	\$195
February 2024	1064	1028	63%	\$284	\$178
Change	+4%	+5%	+1%	+7%	+9%

Hotel & Resort Snapshot – Smith Travel Report (STR)

	Occupancy	Average Daily Rate	RevPar
February 2025	65.0%	\$186.85	\$121.47
February 2024	65.6%	\$181.93	\$119.35
Change	-1%	+3%	+2%



DIGITAL MARKETING REPORT

Visit Flagler, FL

January 2025



Overall Traffic Summary

For **overall traffic**, sessions numbered 287,234 in January, a **580% increase** mostly driven by another 200,000-session increase in Paid Search. About 94% of users accessed the site on mobile, which is consistent with the nature of paid traffic.

Organic Traffic and Landing Pages

Organic traffic decreased 37%, with a total of 16,066 sessions. This 9,500-session decrease was spread across various top organic landing pages:

- **/beaches/webcams/**: -36%, or 2,200 sessions. Clicks to this page also went down 48%. On the plus side, it ranked in position 15.9, a 27% increase. Webcam-related keywords, such as "flagler beach cam" and "flagler webcam", drove the largest loss in clicks (1,700 clicks, down 51%). This indicates a general decrease in user interest when it comes to webcams, possibly due to competition.
- **/events/**: -20%, or 300 sessions. Despite a slight decrease in clicks, click-through rate improved by 80%.
- **25 Things to Do** blog post: -58%, or 1,200 sessions. Again, clicks and impressions went down, but ranking improved 26%.

These improvements in rankings and click-through rates suggest that certain pages are becoming more competitive in search results. The decrease in sessions may be due to changes in user behavior, seasonality, or increased competition, but the upward trend in rankings indicates potential for future traffic recovery with further optimization.

Organic Increases

The [10th Annual Princess Place Preserve Pow Wow](#) blog post performed particularly well after recent updates in December and January. Sessions to this page increased 170% to reach 268. See [Trail Guide report](#).

Organic Summary

Sessions

16,066

↓ -37.1%

Engaged sessions

11,404

↓ -40.9%

Listing Referrals

1,918

↓ -49.4%

Event Referrals

413

↓ -14.7%

Visitors Guide Requests

110

↓ -37.9%

Newsletter Signups

62

↓ -36.7%

TOP CITIES (SESSIONS)

Chicago: 50,564
Atlanta: 37,172
Philadelphia: 23,368
New York: 14,948
Orlando: 13,247
Miami: 12,167
Charlotte: 10,344
Ashburn: 7,850
Oceanside: 6,878
Jacksonville: 6,259

TOP STATES (SESSIONS)

Illinois: 59,725
Florida: 56,121
Georgia: 45,872
Pennsylvania: 30,788
New York: 16,889
North Carolina: 16,277
Virginia: 10,949
California: 8,067
New Jersey: 6,024
Ohio: 4,975

COMPLETED ACTIVITIES

- Crawl error check found and corrected one error
- Monitored GA4 and Google Search Console; no action needed
- Wrote and installed meta on 10 pages
- Created Trail Guide report



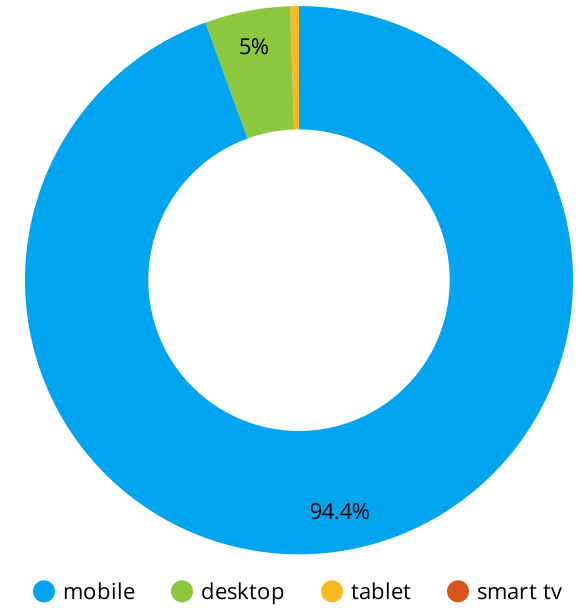
SEO REPORT

OVERALL TRAFFIC SUMMARY

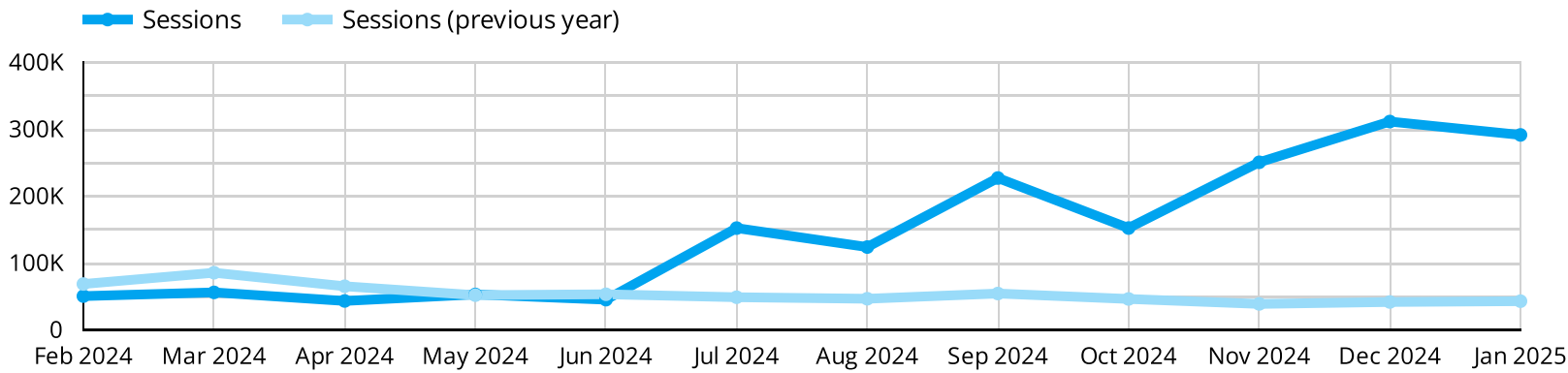
Jan 1, 2025 - Jan 31, 2025

Active Users 230,069 ↑ 681.5%	Sessions 287,234 ↑ 581.9%	Engaged Sessions 57,441 ↑ 88.9%	Engagement Rate 20.00% ↓ -72.3%	Avg. Engagement Time 00:00:08 ↓ -89.2%	Conversions 4,353 ↓ -31.1%
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Device Category (Users)



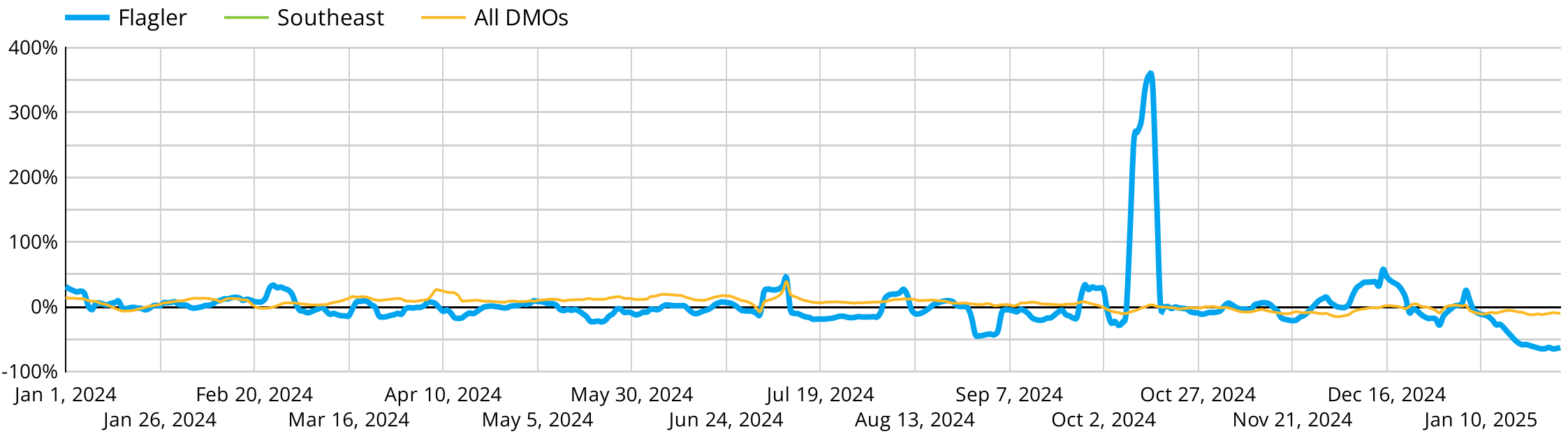
Engaged Sessions over time (Last 12 months YoY)



By Channel

Session default channel group	Active users	Engaged sessions	Avg. Engagement Time
Paid Search	180,609	36,366	00:00:02
Email	12,131	505	00:00:01
Display	11,683	1,665	00:00:02
Organic Search	10,610	11,404	00:01:16
Unassigned	5,303	561	00:00:17
Direct	5,276	5,091	00:01:03
Referral	2,030	2,063	00:01:42
Organic Social	603	486	00:00:26
Paid Social	264	75	00:00:07
Organic Video	10	5	00:01:27

Organic Search Sessions (Self, Region, All DMOs)



Website performances versus DMO averages?

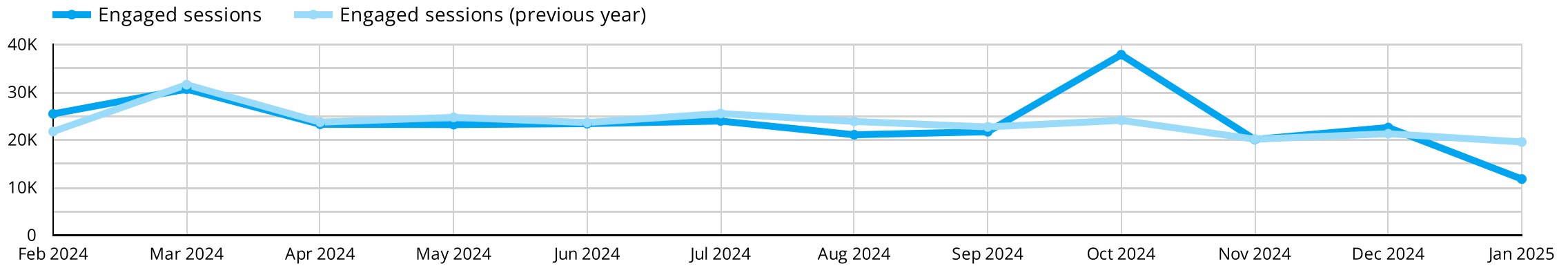
Pages per Session				Engagement Time per Session				Engagement Rate			
Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff
organic search	2.37	1.87	-21.1%	organic search	00:01:07	00:00:51	-24.41%	organic search	70.03%	66.47%	-5.09%
paid search	1.92	0.97	-49.27%	paid search	00:00:36	00:00:02	-92%	paid search	61.1%	9.1%	-85.1%
Grand total	1.86	1.48	-20.12%	Grand total	00:00:40	00:00:06	-83.79%	Grand total	55.52%	16.28%	-70.68%

ORGANIC TRAFFIC SUMMARY

Jan 1, 2025 - Jan 31, 2025

Active users 10,610 ↓ -41.1%	Sessions 16,066 ↓ -37.1%	Engaged sessions 11,404 ↓ -40.9%	Engagement rate 70.98% ↓ -6.0%	Engagement Time 00:01:16 ↓ -10.6%	Conversions 2,681 ↓ -42.8%
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Organic Engaged Sessions over time (Last 12 months YoY)



Landing Page (Users)

Landing page	Active users	Conversions
/beaches/webcams	1,316	25
/events	1,006	223
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	705	202
/	380	69
/listing/princess-place-preserve/270329	325	172
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway	223	19
/blog/post/celebrate-native-american-culture-at-annual-princess-place-pow-wow	202	53
/event/european-village-farmers-market/18545	168	15
/events/annual-events	160	19
/about/getting-here	155	2

Conversion Events

Event name	Conversions
partner_referral	2,331
file_download	178
visitorguide_request	110
newsletter_signup	62

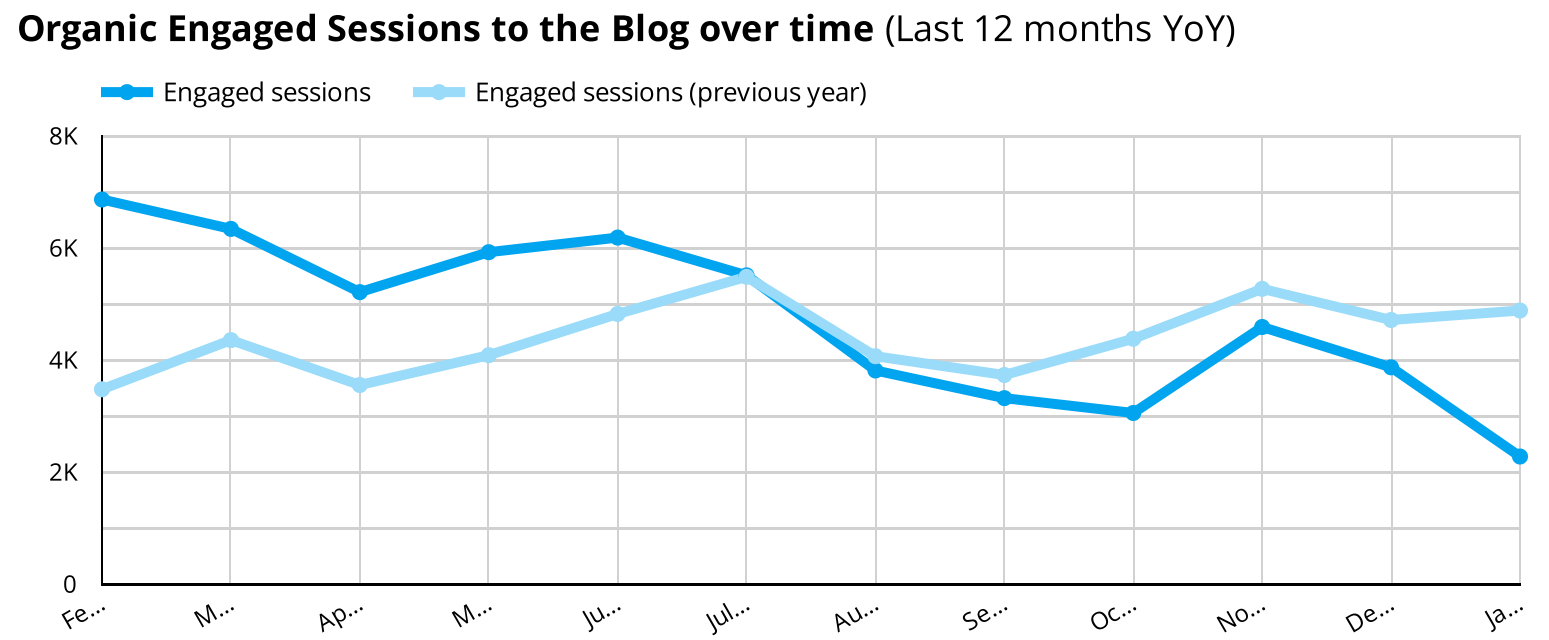
Organic Search Result Performance

Query	Landing Page	URL Clicks	Impressions	Δ	URL CTR
flagler beach webcam	https://www.visitflagler.com/beaches/webcams/	492	1,041	-242 ↓	47.26%
flagler beach cam	https://www.visitflagler.com/beaches/webcams/	468	977	-257 ↓	47.9%
princess place preserve	https://www.visitflagler.com/listing/princess-place-preserve/270329/	154	2,480	231 ↑	6.21%
things to do in palm coast	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	135	1,044	194 ↑	12.93%
flagler beach live cam	https://www.visitflagler.com/beaches/webcams/	87	370	125 ↑	23.51%
european village farmers mar...	https://www.visitflagler.com/event/european-village-farmers-market/18545/	77	226	-23 ↓	34.07%
flagler beach	https://www.visitflagler.com/	77	12,953	-5,084 ↓	0.59%
flagler webcam	https://www.visitflagler.com/beaches/webcams/	67	114	-177 ↓	58.77%
things to do in palm coast flori...	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	65	343	-320 ↓	18.95%
flagler live cam	https://www.visitflagler.com/beaches/webcams/	57	136	-29 ↓	41.91%
flagler beach pier cam	https://www.visitflagler.com/beaches/webcams/	48	95	-69 ↓	50.53%
flagler beach live webcam	https://www.visitflagler.com/beaches/webcams/	46	57	-4 ↓	80.7%
princess place pow wow 2025	https://www.visitflagler.com/blog/post/celebrate-native-american-culture-at-annual-princess-place...	43	80	-	53.75%
palm coast events	https://www.visitflagler.com/events/	38	169	-57 ↓	22.49%
things to do in flagler beach	https://www.visitflagler.com/things-to-do/	38	897	465 ↑	4.24%
bulow rv resort	https://www.visitflagler.com/listing/bulow-plantation-rv-resort/270623/	37	865	-406 ↓	4.28%
things to do in palm coast fl	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	37	198	-506 ↓	18.69%
webcam flagler beach	https://www.visitflagler.com/beaches/webcams/	33	54	-64 ↓	61.11%
palm coast fl	https://www.visitflagler.com/about/getting-here/	32	8,940	8,423 ↑	0.36%
palm coast webcam	https://www.visitflagler.com/beaches/webcams/	32	44	-100 ↓	72.73%
things to do palm coast	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	30	296	-168 ↓	10.14%
first friday flagler beach	https://www.visitflagler.com/event/first-friday-flagler-beach/20855/	29	120	-29 ↓	24.17%
flagler pier cam	https://www.visitflagler.com/beaches/webcams/	27	62	152 ↑	43.86%

ORGANIC BLOG TRAFFIC

Jan 1, 2025 - Jan 31, 2025

Sessions 2,747 ↓ -52.9%	Engaged Sessions 2,281 ↓ -54.2%
Active Users 2,395 ↓ -53.4%	Conversions 485 ↓ -49.3%
Engagement Time 00:01:35 ↓ -7.4%	Engagement Rate 83.04% ↓ -2.6%



Top Organic Landing Pages (Blog)

Landing page	Active users	Engaged sessions	Engagement rate
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	705	687	87.07%
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway	223	200	80.97%
/blog/post/celebrate-native-american-culture-at-annual-princess-place-pow-wow	202	203	75.75%
/blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches	103	93	83.78%
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-palm-coast-fl	69	63	75.9%
/blog/post/new-in-the-new-year-in-palm-coast-and-the-flagler-beaches	63	64	88.89%
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beaches	61	55	84.62%
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches	50	50	86.21%
/blog/post/best-pet-friendly-beach-destinations-in-palm-coast-and-flagler-beaches	41	39	78%
/blog/post/5-valentines-day-activities-we-love-in-palm-coast-and-the-flagler-beaches	35	29	80.56%



ORGANIC TRAFFIC - Listings, Events & Offers

Jan 1, 2025 - Jan 31, 2025

Entries - Listings

4,220

↑ 2.8%

Pageviews - Listings

6,501

↑ 1.3%

Entries - Events

2,428

↓ -39.9%

Pageviews - Events

4,634

↓ -31.6%

Entries - Offers

0

N/A

Pageviews - Offers

1

No data

Partner Referrals

3,478

↓ -26.3%

Top Organic Landing Pages (Partner Listings)

	Landing page	Sessions	% Δ
1.	/listing/princess-place-preserve/270329	225	7.7% ↑
2.	/listing/bulow-plantation-rv-resort/270623	149	96.1% ↑
3.	/listing/washington-oaks-gardens-state-park/270476	122	10.9% ↑
4.	/listing/marineland-dolphin-adventure/270614	115	59.7% ↑
5.	/listing/sea-turtle-hospital/346562	106	63.1% ↑
6.	/listing/bings-landing-county-park/270241	96	14.3% ↑
7.	/listing/equestrian-adventures-of-florida/346583	96	-68.2% ↓
8.	/listing/tonys-wine-cabana/347001	95	-
9.	/listing/princess-place-cottages/346659	93	-23.1% ↓
10.	/listing/european-village/346831	73	55.3% ↑
11.	/listing/river-to-sea-preserve/270471	73	52.1% ↑
12.	/listing/craves-coastal-kitchen-&-cocktails-(fka-marti...	65	-
13.	/listing/old-salt-park-pet-friendly/270210	60	-51.2% ↓
14.	/listing/bay-drive-park/346749	59	-50.8% ↓
15.	/listing/flagler-county-recreation-area-and-fairgroun...	58	-9.4% ↓
16.	/listing/bull-creek-campground-dead-lake/270624	54	31.7% ↑
17.	/listing/mala-compra-road-beachfront-park-pet-frien...	54	-49.5% ↓
18.	/listing/flagler-beach-municipal-pier/270055	50	100.0% ↑
19.	/listing/palm-coast-community-center-&-park/270221	49	4,800.0% ↑
20.	/listing/epic-theatres/270320	48	860.0% ↑

Top Organic Landing Pages (Event Listings)

	Landing page	Sessions	% Δ
1.	/event/european-village-farmers-market/18545	306	93.7% ↑
2.	/event/flagler-county-pro-roped-2024/21850	275	-
3.	(not set)	144	-30.8% ↓
4.	/event/flagler-county-pro-roped-2024/21851	144	-
5.	/event/4th-annual-music-festival/21858	134	-
6.	/event/19th-annual-creekside-festival/21826	131	-
7.	/event/smart-of-flagler-animal-rescue-2-year-annive...	125	-
8.	/event/bunnell-italian-festival-2024/21630	100	-
9.	/event/9th-annual-native-american-festival-2024/21...	91	-
10.	/event/first-friday-flagler-beach/20855	90	-
11.	/event/food-truck-tuesday-palm-coast/20904	87	26.1% ↑
12.	/event/country-market/21832	73	-
13.	/event/4th-annual-9-11-memorial-tribute-climb/21728	62	-
14.	/event/taste-of-the-fun-coast!/21827	58	-
15.	/event/2nd-annual-food-&-wine-classic/21778	52	-
16.	/event/flagler-beach-farmers-market/20930	37	-
17.	/event/9-11-memorial-golf-outing-2nd-annual/21727	36	-
18.	/event/palm-coast-fall-arts-festival/21828	35	-
19.	/event/rumours-atl-a-fleetwood-mac-tribute/21796	32	-
20.	/event/winedown-wednesday-art-walk/21856	32	-



DIGITAL MARKETING REPORT

Visit Flagler, FL

February 2025



Overall Traffic Summary

For **overall traffic**, sessions numbered 50,794 in February, a **5% increase** mostly driven by campaign traffic. About 78% of users accessed the site on mobile.

Organic Traffic and Landing Pages

Organic traffic decreased 58%, with a total of 13,852 sessions. Most top organic landing pages experienced significant decreases:

- **/beaches/webcams/**: -40% (-2,200) sessions | Clicks went down 44%, and impressions went down 57%
- **/events/**: -37% (-800) sessions | Client went down 38%, and impressions went down 85%
- **25 Things to Do** blog post: -50% (-1,000) sessions | Clicks went down 47%, and impressions went down 35%

See [Trail Guide report](#).

Misconfiguration Blocking Search Visibility

Since January 10, 2025, **Visit Flagler's** website has experienced a significant decline in how it appears in search engine results pages (SERPs). Although the site remains indexed, its meta titles and descriptions are not displaying, which could negatively impact click-through rates. The root cause of this issue lies in the robots.txt file, which dictates how search engines crawl and index a site. Typically, Flagler's **robots.txt** file should allow full access to search engine bots with the following directive:

```
User-agent: *  
Allow: /  
Crawl-delay: 2
```

However, the current file **incorrectly disallows search engines from crawling most of the site**, reading instead:

```
User-agent: AdsBot-Google  
Disallow: /  
Allow: /robots.txt
```

```
User-agent: *  
Disallow: /  
Allow: /robots.txt  
Crawl-delay: 2
```

This misconfiguration has **effectively blocked search engines from accessing** meta titles and descriptions, i.e., the site is technically indexed, but meta is not visible to users from SERP. As a result, Google Search Console (GSC) reports a surge in non-indexed pages, rising from just **five on January 10 to 70 within a week**. To restore proper SERP visibility, Flagler must update its robots.txt file to allow search engines to crawl and index the entire site correctly.

Organic Summary

Sessions

13,852

↓ -58.2%

Engaged sessions

9,607

↓ -61.1%

Listing Referrals

1,418

↓ -62.4%

Event Referrals

646

↓ -21.6%

Visitors Guide Requests

77

↓ -57.9%

Newsletter Signups

31

↓ -77.7%



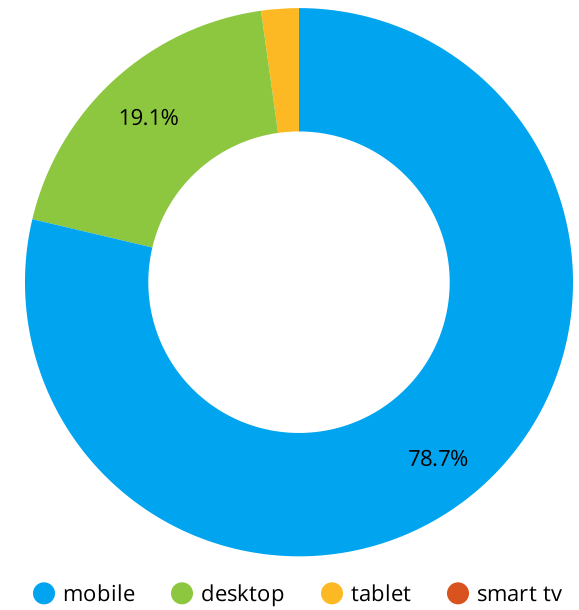
SEO REPORT

OVERALL TRAFFIC SUMMARY

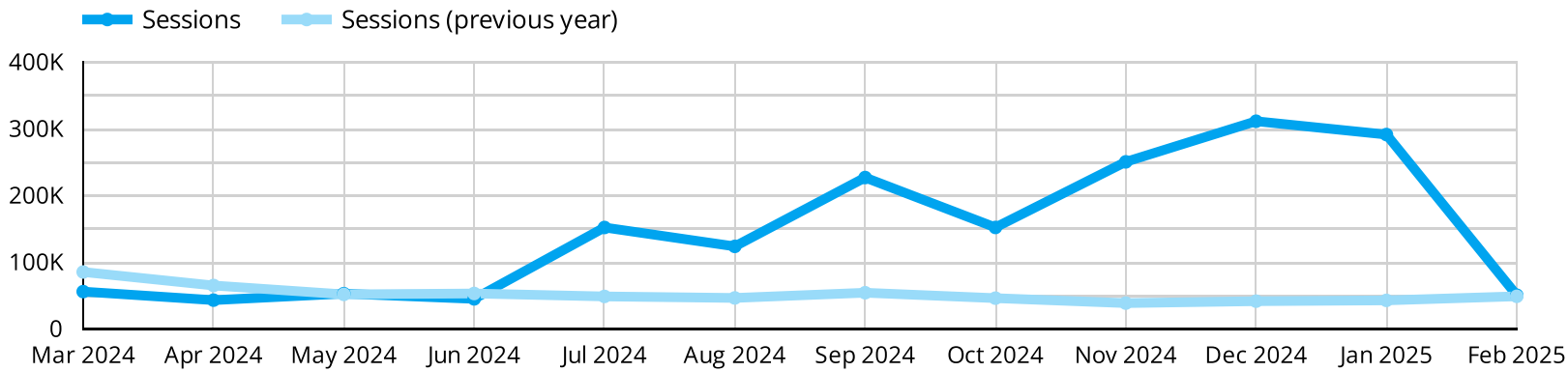
Feb 1, 2025 - Feb 28, 2025

Active Users 38,028 ↑ 14.8%	Sessions 50,794 ↑ 4.7%	Engaged Sessions 19,359 ↓ -44.9%	Engagement Rate 38.11% ↓ -47.4%	Avg. Engagement Time 00:00:35 ↓ -57.4%	Conversions 4,240 ↓ -45.2%
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Device Category (Users)



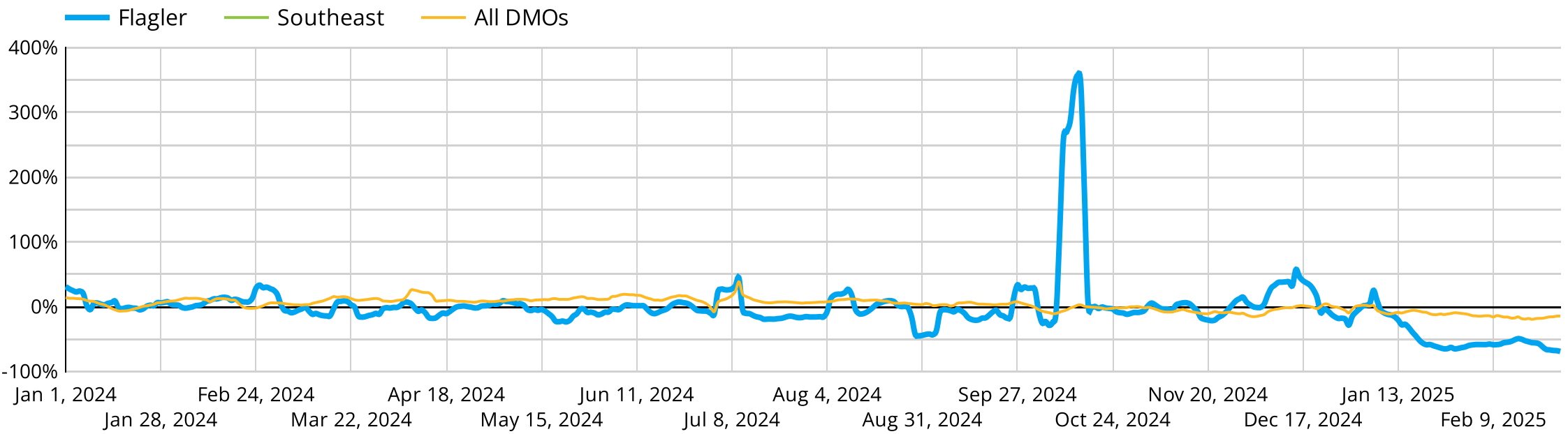
Engaged Sessions over time (Last 12 months YoY)



By Channel

Session default channel group	Active users	Engaged sessions	Avg. Engagement Time
Display	10,629	1,267	00:00:02
Organic Search	8,181	9,607	00:01:33
Email	7,249	503	00:00:02
Unassigned	3,770	521	00:00:02
Direct	3,134	3,805	00:01:17
Referral	2,449	2,530	00:01:48
Paid Social	1,890	516	00:00:04
Organic Social	847	702	00:00:32
Paid Search	301	49	00:00:07
Paid Other	1	1	00:02:27

Organic Search Sessions (Self, Region, All DMOs)



Website performances versus DMO averages?

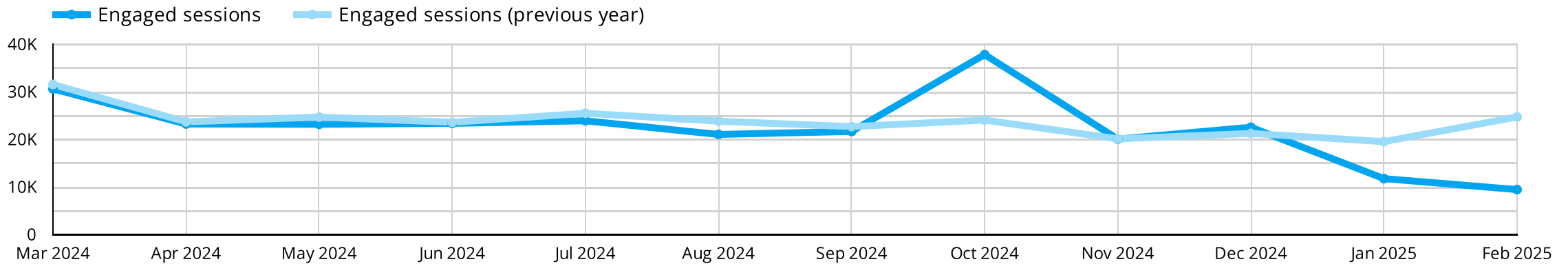
Pages per Session				Engagement Time per Session				Engagement Rate			
Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff
organic search	2.42	2.06	-14.81%	organic search	00:01:06	00:00:58	-13.26%	organic search	69.48%	64.25%	-7.54%
paid search	2.08	1.02	-50.92%	paid search	00:00:39	00:00:08	-77.97%	paid search	59.91%	8.73%	-85.42%
Grand total	1.89	1.49	-21.27%	Grand total	00:00:40	00:00:27	-31.79%	Grand total	55.46%	31.86%	-42.55%

ORGANIC TRAFFIC SUMMARY

Feb 1, 2025 - Feb 28, 2025

Active users 8,181 ↓ -64.2%	Sessions 13,852 ↓ -58.2%	Engaged sessions 9,607 ↓ -61.1%	Engagement rate 69.35% ↓ -6.9%	Engagement Time 00:01:33 ↑ 11.5%	Conversions 2,433 ↓ -57.3%
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Organic Engaged Sessions over time (Last 12 months YoY)



Landing Page (Users)

Landing page	Active users	Conversions
/events	1,105	328
/beaches/webcams	1,083	18
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	886	242
/blog/post/celebrate-native-american-culture-at-annual-princess-place-pow-wow	702	140
/listing/princess-place-preserve/270329	602	393
/	339	157
/event/8th-annual-strawberry-fest-palm-coast-2025/21991	337	137
/event/7th-annual-strawberry-fest/21539	223	60
/event/10th-annual-flagler-county-native-american-festival-2025/21990	208	13
/event/european-village-farmers-market/18545	128	5

Conversion Events

Event name	Conversions
partner_referral	2,064
file_download	261
visitorguide_request	77
newsletter_signup	31

ORGANIC SEARCH QUERY PERFORMANCE

Feb 1, 2025 - Feb 28, 2025

Organic Clicks

9,753

↓ -63.1%

Organic Impressions

471,273

↓ -56.8%

Organic CTR%

2.07%

↓ -14.6%

Average Ranking Position

12.16

↓ -31.6%

Query	Clicks	Average Position	Δ	Site CTR
flagler beach cam	409	1.69	0.65 ↑	28.4%
flagler beach webcam	397	1.67	0.65 ↑	28.26%
princess place preserve	383	4.39	-1.1 ↓	10.73%
things to do in palm coast	246	2.98	0.89 ↑	12.23%
pow wow palm coast	142	3.21	-2.48 ↓	28.06%
flagler live cam	129	1.47	0.47 ↑	51.19%
flagler beach live cam	110	1.48	0.44 ↑	23.01%
strawberry festival palm coast	98	2.7	0.18 ↑	4.58%
things to do in palm coast florida	80	2.73	0.66 ↑	12.2%
palm coast strawberry festival 2025	71	2.24	-	4.85%
things to do palm coast	65	2.85	0.83 ↑	12.75%
european village farmers market	61	1.83	-0.26 ↓	27.98%
palm coast events	57	2.07	0.03 ↑	21.35%
palm coast strawberry festival	56	2.38	0.41 ↑	4.11%
princess place preserve pow wow	54	1.59	-2.05 ↓	38.3%
flagler beach	49	9.29	1.74 ↑	0.3%
native american festival palm coast	48	2.06	1.02 ↑	8.15%
flagler beach events	47	1.03	-0.68 ↓	39.17%
flagler beach pier cam	45	1.5	-0.52 ↓	40.54%
flagler county events this weekend	45	1.2	-0.18 ↓	25.86%



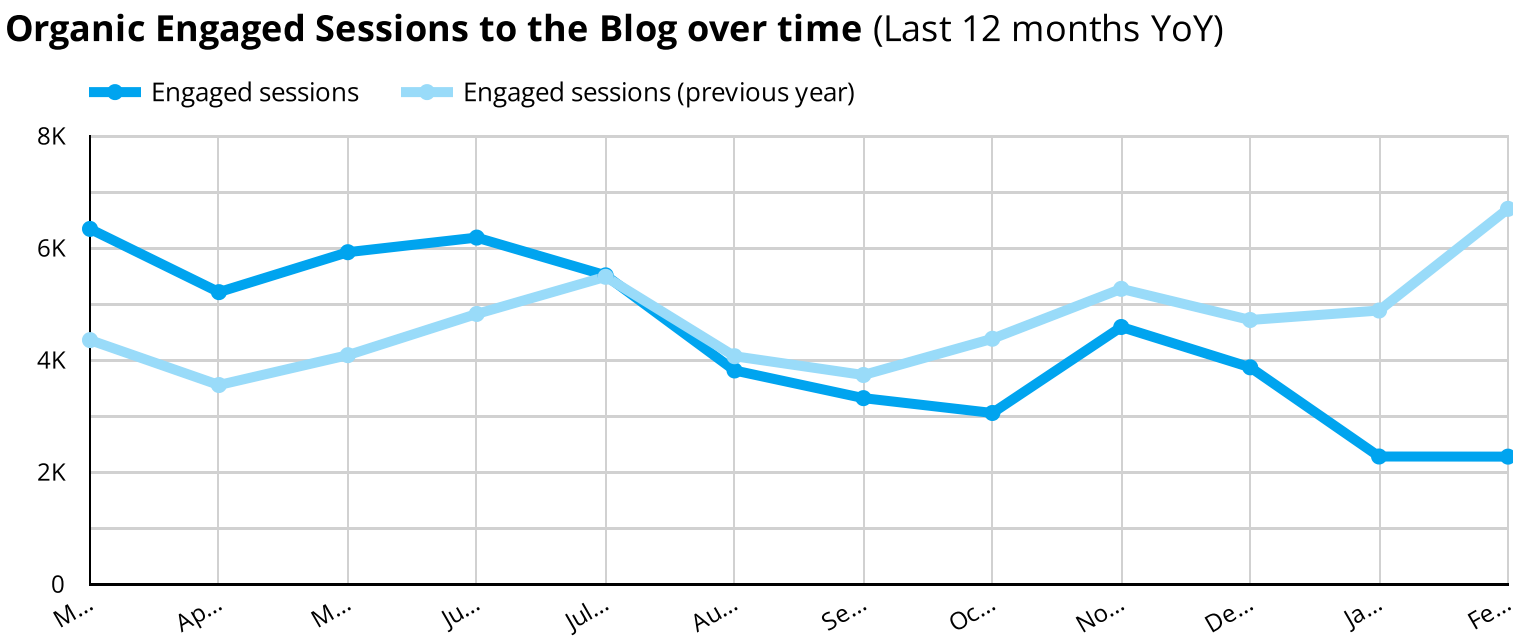
Organic Search Result Performance

Query	Landing Page	URL Clicks	Impressions	Δ	URL CTR
flagler beach cam	https://www.visitflagler.com/beaches/webcams/	409	1,440	249 ↑	28.4%
flagler beach webcam	https://www.visitflagler.com/beaches/webcams/	397	1,405	119 ↑	28.26%
princess place preserve	https://www.visitflagler.com/listing/princess-place-preserve/270329/	379	3,565	746 ↑	10.63%
things to do in palm coast	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	244	2,003	1,084 ↑	12.18%
pow wow palm coast	https://www.visitflagler.com/blog/post/celebrate-native-american-culture-at-annual-princess-place...	142	506	244 ↑	28.06%
flagler live cam	https://www.visitflagler.com/beaches/webcams/	129	252	50 ↑	51.19%
flagler beach live cam	https://www.visitflagler.com/beaches/webcams/	110	478	248 ↑	23.01%
strawberry festival palm coast	https://www.visitflagler.com/event/7th-annual-strawberry-fest/21539/	97	2,062	1,809 ↑	4.7%
things to do in palm coast flori...	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	80	653	-80 ↓	12.25%
palm coast strawberry festival...	https://www.visitflagler.com/event/8th-annual-strawberry-fest-palm-coast-2025/21991/	71	1,465	-	4.85%
things to do palm coast	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	65	506	7 ↑	12.85%
european village farmers mar...	https://www.visitflagler.com/event/european-village-farmers-market/18545/	60	218	7 ↑	27.52%
palm coast events	https://www.visitflagler.com/events/	57	267	43 ↑	21.35%
princess place preserve pow ...	https://www.visitflagler.com/blog/post/celebrate-native-american-culture-at-annual-princess-place...	54	141	102 ↑	38.3%
palm coast strawberry festival	https://www.visitflagler.com/event/7th-annual-strawberry-fest/21539/	50	1,305	1,108 ↑	3.83%
native american festival palm ...	https://www.visitflagler.com/event/10th-annual-flagler-county-native-american-festival-2025/21990/	48	589	-	8.15%
flagler beach	https://www.visitflagler.com/	47	16,244	-9,276 ↓	0.29%
flagler beach events	https://www.visitflagler.com/events/	47	120	-31 ↓	39.17%
flagler beach pier cam	https://www.visitflagler.com/beaches/webcams/	45	111	-41 ↓	40.54%
flagler county events this wee...	https://www.visitflagler.com/events/	45	174	73 ↑	25.86%
pow wow princess place	https://www.visitflagler.com/blog/post/celebrate-native-american-culture-at-annual-princess-place...	44	97	48 ↑	45.36%
strawberry festival 2025 palm...	https://www.visitflagler.com/event/8th-annual-strawberry-fest-palm-coast-2025/21991/	44	894	-	4.92%
flagler beach live webcam	https://www.visitflagler.com/beaches/webcams/	41	61	1 ↓	67.21%

ORGANIC BLOG TRAFFIC

Feb 1, 2025 - Feb 28, 2025

Sessions 2,837 ↓ -65.5%	Engaged Sessions 2,276 ↓ -66.3%
Active Users 2,258 ↓ -67.0%	Conversions 462 ↓ -64.9%
Engagement Time 00:01:44 ↑ 3.8%	Engagement Rate 80.23% ↓ -2.2%



Top Organic Landing Pages (Blog)

Landing page	Active users	Engaged sessions	Engagement rate
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	886	861	86.97%
/blog/post/celebrate-native-american-culture-at-annual-princess-place-pow-wow	702	759	71.07%
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway	112	101	86.32%
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beaches	102	97	88.18%
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches	52	50	83.33%
/blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches	51	44	78.57%
/blog/post/breweries-and-bars-we-love-in-palm-coast-and-the-flagler-beaches	30	27	84.38%
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches	26	28	73.68%
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-palm-coast-fl	26	21	70%
/blog/post/shop-local-eat-local-at-european-village	22	19	86.36%



ORGANIC TRAFFIC - Listings, Events & Offers

Feb 1, 2025 - Feb 28, 2025



Entries - Listings

4,220

↑ 2.8%

Pageviews - Listings

6,501

↑ 1.3%

Entries - Events

2,428

↓ -39.9%

Pageviews - Events

4,634

↓ -31.6%

Entries - Offers

0

N/A

Pageviews - Offers

1

No data

Partner Referrals

3,478

↓ -26.3%

Top Organic Landing Pages (Partner Listings)

	Landing page	Sessions	% Δ
1.	/listing/princess-place-preserve/270329	225	7.7% ↑
2.	/listing/bulow-plantation-rv-resort/270623	149	96.1% ↑
3.	/listing/washington-oaks-gardens-state-park/270476	122	10.9% ↑
4.	/listing/marineland-dolphin-adventure/270614	115	59.7% ↑
5.	/listing/sea-turtle-hospital/346562	106	63.1% ↑
6.	/listing/bings-landing-county-park/270241	96	14.3% ↑
7.	/listing/equestrian-adventures-of-florida/346583	96	-68.2% ↓
8.	/listing/tonys-wine-cabana/347001	95	-
9.	/listing/princess-place-cottages/346659	93	-23.1% ↓
10.	/listing/european-village/346831	73	55.3% ↑
11.	/listing/river-to-sea-preserve/270471	73	52.1% ↑
12.	/listing/craves-coastal-kitchen-&-cocktails-(fka-marti...	65	-
13.	/listing/old-salt-park-pet-friendly/270210	60	-51.2% ↓
14.	/listing/bay-drive-park/346749	59	-50.8% ↓
15.	/listing/flagler-county-recreation-area-and-fairgroun...	58	-9.4% ↓
16.	/listing/bull-creek-campground-dead-lake/270624	54	31.7% ↑
17.	/listing/mala-compra-road-beachfront-park-pet-frien...	54	-49.5% ↓
18.	/listing/flagler-beach-municipal-pier/270055	50	100.0% ↑
19.	/listing/palm-coast-community-center-&-park/270221	49	4,800.0% ↑
20.	/listing/epic-theatres/270320	48	860.0% ↑

Top Organic Landing Pages (Event Listings)

	Landing page	Sessions	% Δ
1.	/event/european-village-farmers-market/18545	306	93.7% ↑
2.	/event/flagler-county-pro-rodeo-2024/21850	275	-
3.	(not set)	144	-30.8% ↓
4.	/event/flagler-county-pro-rodeo-2024/21851	144	-
5.	/event/4th-annual-music-festival/21858	134	-
6.	/event/19th-annual-creekside-festival/21826	131	-
7.	/event/smart-of-flagler-animal-rescue-2-year-annive...	125	-
8.	/event/bunnell-italian-festival-2024/21630	100	-
9.	/event/9th-annual-native-american-festival-2024/21...	91	-
10.	/event/first-friday-flagler-beach/20855	90	-
11.	/event/food-truck-tuesday-palm-coast/20904	87	26.1% ↑
12.	/event/country-market/21832	73	-
13.	/event/4th-annual-9-11-memorial-tribute-climb/21728	62	-
14.	/event/taste-of-the-fun-coast!/21827	58	-
15.	/event/2nd-annual-food-&-wine-classic/21778	52	-
16.	/event/flagler-beach-farmers-market/20930	37	-
17.	/event/9-11-memorial-golf-outing-2nd-annual/21727	36	-
18.	/event/palm-coast-fall-arts-festival/21828	35	-
19.	/event/rumours-atl-a-fleetwood-mac-tribute/21796	32	-
20.	/event/winedown-wednesday-art-walk/21856	32	-



DIGITAL MARKETING REPORT

Visit Flagler, FL

March 2025



SEO EXECUTIVE SUMMARY

Mar 1, 2025 - Mar 31, 2025

Overall Traffic Summary

For **overall traffic**, sessions numbered 49,818 in February, a **9% decrease**. About 78% of users accessed the site on mobile.

Organic Traffic and Landing Pages

Organic traffic decreased 70%, with a total of 12,233 sessions. Most top organic landing pages experienced significant decreases, including the following:

- **/beaches/webcams/**: -44% (-3,000) sessions | Clicks went down 44%, and impressions went down 63%. Ranking, however, did improve 27% to reach position 14.8.
- **/events/**: -50% (-1,700) sessions | Clicks went down 46%, and impressions went down 85%. Impressions going down more than clicks indicates that even though the page was served far less by search engines, users were still clicking.
- **25 Things to Do** blog post: -57% (-1,300) sessions | Clicks went down 54%, and impressions went down 70%. This page also saw a significant improvement in ranking, moving from position 16.2 in 2024 to position 8.5 in 2025.

The decreases can be partially attributed to the indexing issue explicated below, but they are partly due to Google's increased use SERP features that are designed to keep the user from clicking onto results. In order to compete, DMOs must create niche content that optimizes for long-tail keywords (see SEO Recommendations). See [Trail Guide report](#), which covers Trail Guide downloads since November.

Misconfiguration Blocking Search Visibility

Since January 10, 2025, **Visit Flagler's** website has experienced a significant decline in how it appears in search engine results pages (SERPs). Although the site remains indexed, its meta titles and descriptions are not displaying, which could negatively impact click-through rates. The root cause of this issue lies in the robots.txt file, which dictates how search engines crawl and index a site. Typically, Flagler's **robots.txt** file should allow full access to search engine bots, but the current file **incorrectly disallows search engines from crawling most of the site**.

This misconfiguration has **effectively blocked search engines from accessing** meta titles and descriptions, i.e., the site is technically indexed, but meta is not visible to users from SERP.

TOP CITIES (SESSIONS)

Palm Coast: 4,421
Miami: 4,283
Oceanside: 3,699
Atlanta: 2,827
Chicago: 2,275
Orlando: 2,126
Ashburn: 1,526
Philadelphia: 1,429
New York: 948
Charlotte: 706

TOP STATES (SESSIONS)

Florida: 15,941
California: 4,829
Georgia: 4,527
Illinois: 3,760
Colorado: 2,516
Pennsylvania: 2,403
Virginia: 1,982
North Carolina: 1,914
Ohio: 1,571
New York: 1,528

COMPLETED ACTIVITIES

- DNS transfer
- Exported site URLs

Organic Summary

Sessions

12,233

↓ -69.6%

Engaged sessions

8,736

↓ -71.2%

Listing Referrals

1,166

↓ -74.0%

Event Referrals

443

↓ -83.7%

Visitors Guide Requests

51

↓ -68.5%

Newsletter Signups

39

↓ -70.2%



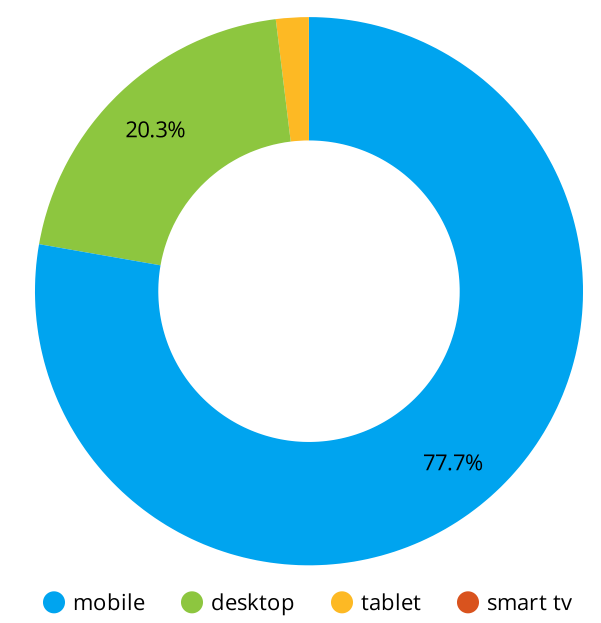
SEO REPORT

OVERALL TRAFFIC SUMMARY

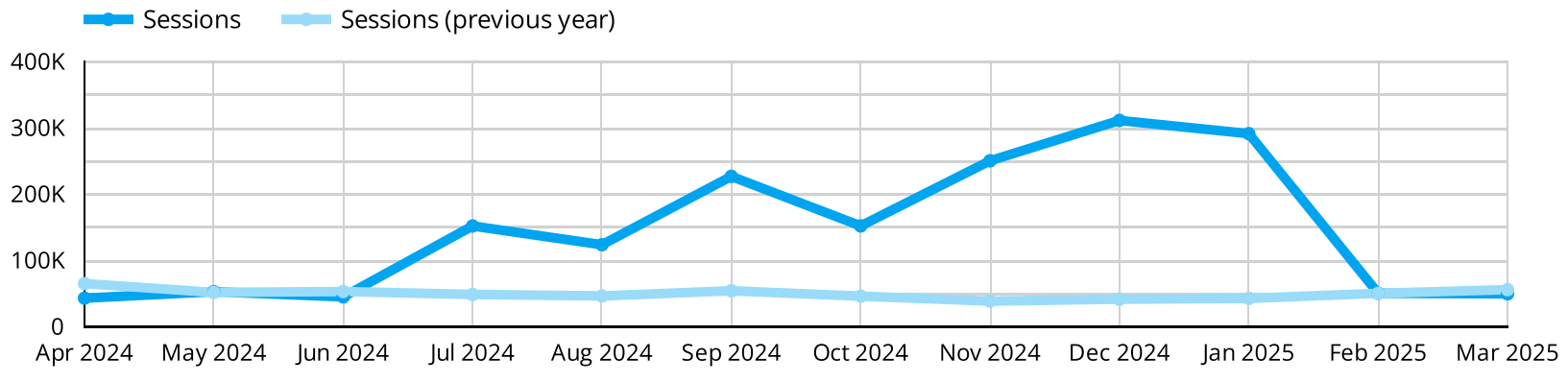
Mar 1, 2025 - Mar 31, 2025

Active Users 37,108 ↑ 1.3%	Sessions 49,818 ↓ -8.6%	Engaged Sessions 20,050 ↓ -49.4%	Engagement Rate 40.25% ↓ -44.6%	Avg. Engagement Time 00:00:33 ↓ -57.9%	Conversions 3,254 ↓ -66.4%
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Device Category (Users)



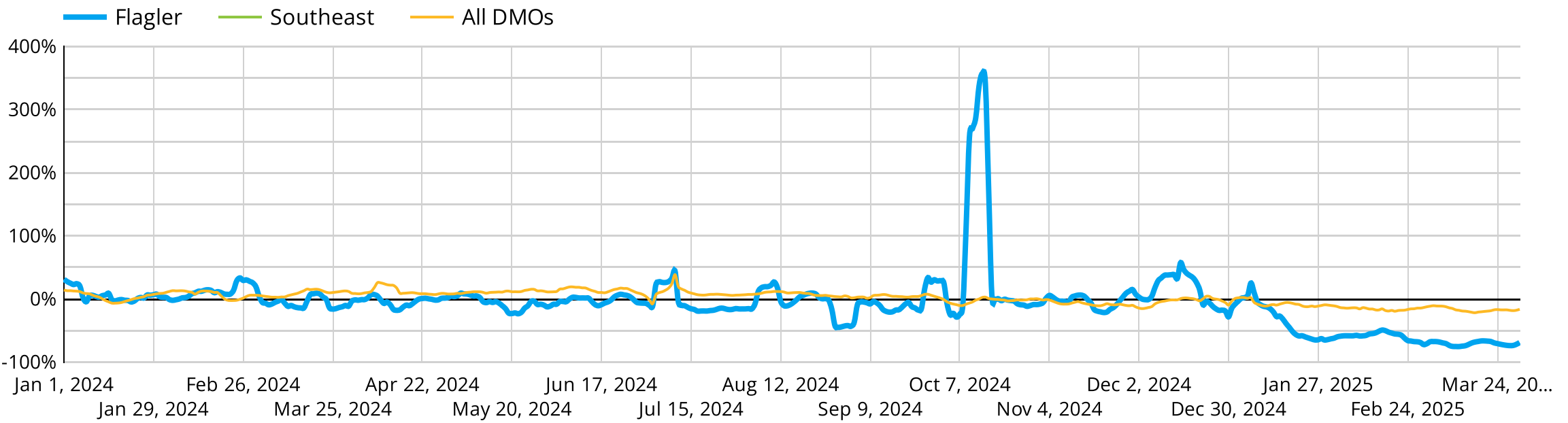
Engaged Sessions over time (Last 12 months YoY)



By Channel

Session default channel group	Active users	Engaged sessions	Avg. Engagement Time
Email	8,709	1,876	00:00:04
Display	8,490	926	00:00:02
Organic Search	7,229	8,736	00:01:26
Unassigned	4,382	638	00:00:03
Direct	4,069	5,009	00:01:17
Referral	2,129	2,273	00:01:46
Paid Social	1,564	333	00:00:03
Organic Social	508	417	00:00:41
Paid Search	136	23	00:00:04
Paid Other	3	2	00:00:04

Organic Search Sessions (Self, Region, All DMOs)



Website performances versus DMO averages?

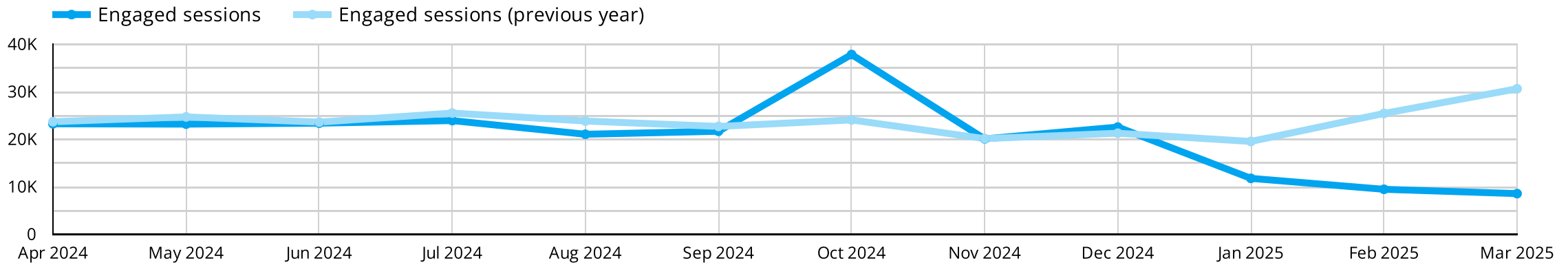
Pages per Session				Engagement Time per Session				Engagement Rate			
Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff	Channel	Industry	Client	% Diff
organic search	2.35	2.1	-10.47%	organic search	00:01:04	00:00:53	-15.93%	organic search	69.99%	64.37%	-8.02%
paid search	2.14	1.18	-44.95%	paid search	00:00:47	00:00:06	-87.42%	paid search	56.78%	10.52%	-81.48%
Grand total	1.79	1.5	-16.52%	Grand total	00:00:36	00:00:26	-27.51%	Grand total	50.8%	33.5%	-34.06%

ORGANIC TRAFFIC SUMMARY

Mar 1, 2025 - Mar 31, 2025

Active users 7,229 ↓ -74.1%	Sessions 12,233 ↓ -69.6%	Engaged sessions 8,736 ↓ -71.2%	Engagement rate 71.41% ↓ -5.1%	Engagement Time 00:01:26 ↑ 7.1%	Conversions 1,763 ↓ -77.4%
---	--	---	--	---	--

Organic Engaged Sessions over time (Last 12 months YoY)



Landing Page (Users)

Landing page	Active users	Conversions
/beaches/webcams	1,334	21
/events	1,291	376
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	843	183
/listing/princess-place-preserve/270329	490	308
/	348	102
/event/european-village-farmers-market/18545	159	9
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beaches	124	20
/blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches	115	12
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches	110	5
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway	95	7

Conversion Events

Event name	Conversions
partner_referral	1,609
file_download	64
visitorguide_request	51
newsletter_signup	39

ORGANIC SEARCH QUERY PERFORMANCE

Mar 1, 2025 - Mar 31, 2025

Organic Clicks

9,430

↓ -71.2%

Organic Impressions

482,235

↓ -63.2%

Organic CTR%

1.96%

↓ -21.8%

Average Ranking Position

12.4

↓ -26.1%

Query	Clicks	Average Position	Δ	Site CTR
flagler beach webcam	479	1.82	0.81 ↑	27.17%
flagler beach cam	455	1.78	0.71 ↑	26.58%
princess place preserve	350	4.37	-1.4 ↓	11.33%
things to do in palm coast	199	3.39	1.28 ↑	8.29%
flagler beach live cam	170	1.27	0.14 ↑	27.07%
flagler live cam	150	1.2	0.2 ↑	57.92%
flagler beach pier cam	76	1.72	0.49 ↑	51.7%
flagler beach	71	9.16	1.77 ↑	0.31%
palm coast events	70	2.17	0.47 ↑	21.28%
european village farmers market	68	2.22	0.82 ↑	25.86%
things to do palm coast	67	2.79	0.8 ↑	10.03%
flagler webcam	58	1.3	0.23 ↑	36.94%
flagler events	56	1.03	-0.03 ↓	52.83%
palm coast webcam	56	1	0	69.14%
bings landing	52	3.26	0.52 ↑	7.78%
flagler pier cam	51	1.5	0.4 ↑	45.54%
things to do in palm coast florida	50	3.56	1.53 ↑	7.06%
flagler beach events	49	1.01	-0.69 ↓	28.82%
flagler beach live webcam	43	1.11	0.11 ↑	68.25%
flagler county events	39	1	-0.07 ↓	47.56%



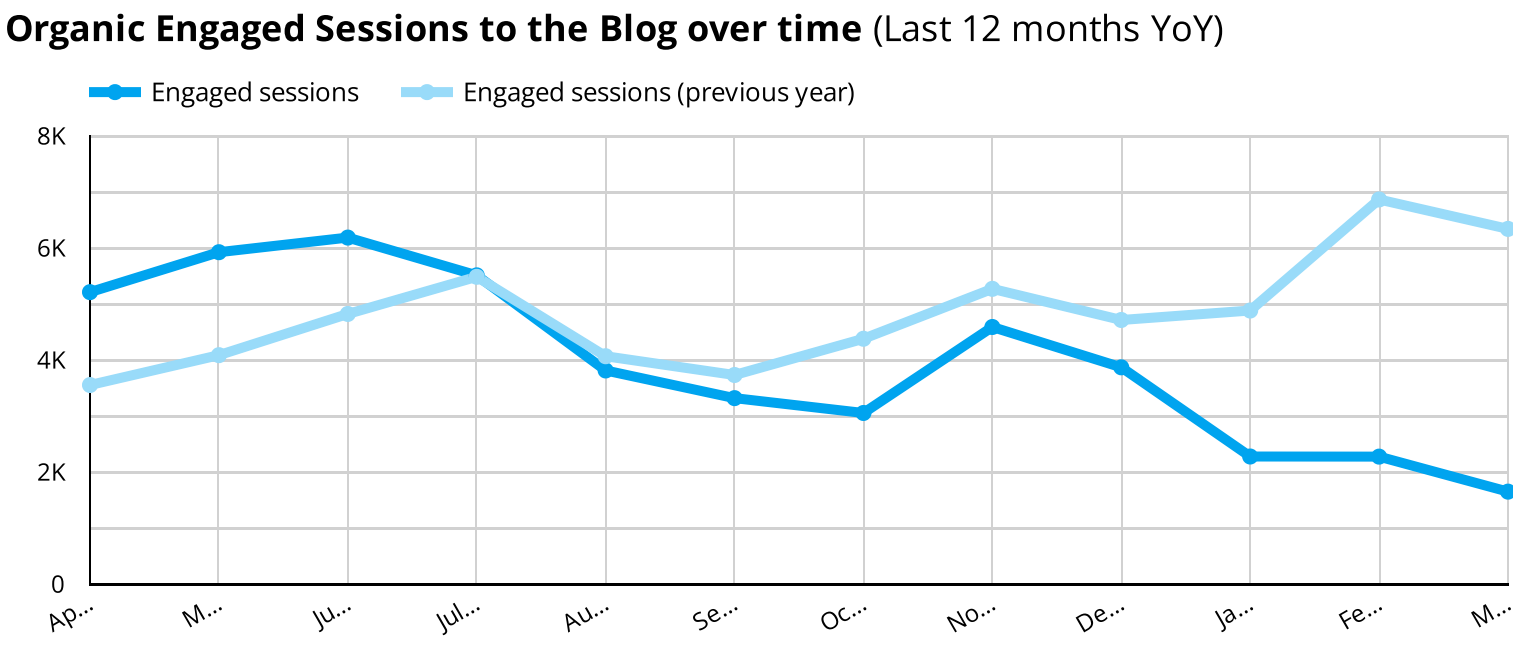
Organic Search Result Performance

Query	Landing Page	URL Clicks	Impressions	Δ	URL CTR
flagler beach webcam	https://www.visitflagler.com/beaches/webcams/	479	1,763	435 ↑	27.17%
flagler beach cam	https://www.visitflagler.com/beaches/webcams/	455	1,712	175 ↑	26.58%
princess place preserve	https://www.visitflagler.com/listing/princess-place-preserve/270329/	333	3,089	793 ↑	10.78%
things to do in palm coast	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	199	2,400	1,191 ↑	8.29%
flagler beach live cam	https://www.visitflagler.com/beaches/webcams/	170	628	241 ↑	27.07%
flagler live cam	https://www.visitflagler.com/beaches/webcams/	150	259	-77 ↓	57.92%
flagler beach pier cam	https://www.visitflagler.com/beaches/webcams/	76	147	-29 ↓	51.7%
palm coast events	https://www.visitflagler.com/events/	70	329	-11 ↓	21.28%
flagler beach	https://www.visitflagler.com/	68	22,971	-1,121 ↓	0.3%
european village farmers mar...	https://www.visitflagler.com/event/european-village-farmers-market/18545/	67	263	-11 ↓	25.48%
things to do palm coast	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	67	667	40 ↑	10.04%
flagler webcam	https://www.visitflagler.com/beaches/webcams/	58	157	-40 ↓	36.94%
flagler events	https://www.visitflagler.com/events/	56	106	24 ↑	52.83%
palm coast webcam	https://www.visitflagler.com/beaches/webcams/	56	81	5 ↑	69.14%
bings landing	https://www.visitflagler.com/listing/bings-landing-county-park/270241/	52	668	100 ↑	7.78%
flagler pier cam	https://www.visitflagler.com/beaches/webcams/	51	112	-95 ↓	45.54%
things to do in palm coast flori...	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	50	705	-56 ↓	7.09%
flagler beach events	https://www.visitflagler.com/events/	49	170	5 ↑	28.82%
flagler beach live webcam	https://www.visitflagler.com/beaches/webcams/	43	63	-9 ↓	68.25%
flagler county events	https://www.visitflagler.com/events/	39	82	6 ↑	47.56%
webcam flagler beach	https://www.visitflagler.com/beaches/webcams/	39	98	-34 ↓	39.8%
flagler beach camera	https://www.visitflagler.com/beaches/webcams/	38	93	23 ↑	40.86%
palm coast things to do	https://www.visitflagler.com/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-b...	36	270	10 ↓	13.33%

ORGANIC BLOG TRAFFIC

Mar 1, 2025 - Mar 31, 2025

Sessions 2,039 ↓ -73.6%	Engaged Sessions 1,661 ↓ -74.2%
Active Users 1,708 ↓ -74.5%	Conversions 282 ↓ -76.0%
Engagement Time 00:01:36 ↓ -4.4%	Engagement Rate 81.46% ↓ -2.5%



Top Organic Landing Pages (Blog)

Landing page	Active users	Engaged sessions	Engagement rate
/blog/post/25-things-to-do-when-you-visit-palm-coast-and-the-flagler-beaches	843	836	86.36%
/blog/post/top-things-to-do-with-kids-in-palm-coast-and-the-flagler-beaches	124	121	88.97%
/blog/post/best-fishing-spots-in-palm-coast-and-the-flagler-beaches	115	101	71.13%
/blog/post/6-secret-beaches-to-explore-in-palm-coast-and-the-flagler-beaches	110	107	80.45%
/blog/post/15-things-to-do-along-a1a-scenic-and-historic-coastal-byway	95	80	83.33%
/blog/post/book-a-fairy-tale-cottage-at-princess-place-preserve-in-palm-coast-fl	64	58	77.33%
/blog/post/free-things-to-do-in-palm-coast-and-the-flagler-beaches	58	58	77.33%
/blog/post/shop-local-eat-local-at-european-village	35	29	76.32%
/blog/post/breweries-and-bars-we-love-in-palm-coast-and-the-flagler-beaches	25	22	78.57%
/blog/post/top-sea-to-table-dining-in-palm-coast-and-the-flagler-beaches	24	23	76.67%



ORGANIC TRAFFIC - Listings, Events & Offers

Mar 1, 2025 - Mar 31, 2025

Entries - Listings

4,220

↑ 2.8%

Pageviews - Listings

6,501

↑ 1.3%

Entries - Events

2,428

↓ -39.9%

Pageviews - Events

4,634

↓ -31.6%

Entries - Offers

0

N/A

Pageviews - Offers

1

No data

Partner Referrals

3,478

↓ -26.3%

Top Organic Landing Pages (Partner Listings)

	Landing page	Sessions	% Δ
1.	/listing/princess-place-preserve/270329	225	7.7% ↑
2.	/listing/bulow-plantation-rv-resort/270623	149	96.1% ↑
3.	/listing/washington-oaks-gardens-state-park/270476	122	10.9% ↑
4.	/listing/marineland-dolphin-adventure/270614	115	59.7% ↑
5.	/listing/sea-turtle-hospital/346562	106	63.1% ↑
6.	/listing/bings-landing-county-park/270241	96	14.3% ↑
7.	/listing/equestrian-adventures-of-florida/346583	96	-68.2% ↓
8.	/listing/tonys-wine-cabana/347001	95	-
9.	/listing/princess-place-cottages/346659	93	-23.1% ↓
10.	/listing/european-village/346831	73	55.3% ↑
11.	/listing/river-to-sea-preserve/270471	73	52.1% ↑
12.	/listing/craves-coastal-kitchen-&-cocktails-(fka-marti...	65	-
13.	/listing/old-salt-park-pet-friendly/270210	60	-51.2% ↓
14.	/listing/bay-drive-park/346749	59	-50.8% ↓
15.	/listing/flagler-county-recreation-area-and-fairgroun...	58	-9.4% ↓
16.	/listing/bull-creek-campground-dead-lake/270624	54	31.7% ↑
17.	/listing/mala-compra-road-beachfront-park-pet-frien...	54	-49.5% ↓
18.	/listing/flagler-beach-municipal-pier/270055	50	100.0% ↑
19.	/listing/palm-coast-community-center-&-park/270221	49	4,800.0% ↑
20.	/listing/epic-theatres/270320	48	860.0% ↑

Top Organic Landing Pages (Event Listings)

	Landing page	Sessions	% Δ
1.	/event/european-village-farmers-market/18545	306	93.7% ↑
2.	/event/flagler-county-pro-rodeo-2024/21850	275	-
3.	(not set)	144	-30.8% ↓
4.	/event/flagler-county-pro-rodeo-2024/21851	144	-
5.	/event/4th-annual-music-festival/21858	134	-
6.	/event/19th-annual-creekside-festival/21826	131	-
7.	/event/smart-of-flagler-animal-rescue-2-year-annive...	125	-
8.	/event/bunnell-italian-festival-2024/21630	100	-
9.	/event/9th-annual-native-american-festival-2024/21...	91	-
10.	/event/first-friday-flagler-beach/20855	90	-
11.	/event/food-truck-tuesday-palm-coast/20904	87	26.1% ↑
12.	/event/country-market/21832	73	-
13.	/event/4th-annual-9-11-memorial-tribute-climb/21728	62	-
14.	/event/taste-of-the-fun-coast!/21827	58	-
15.	/event/2nd-annual-food-&-wine-classic/21778	52	-
16.	/event/flagler-beach-farmers-market/20930	37	-
17.	/event/9-11-memorial-golf-outing-2nd-annual/21727	36	-
18.	/event/palm-coast-fall-arts-festival/21828	35	-
19.	/event/rumours-atl-a-fleetwood-mac-tribute/21796	32	-
20.	/event/winedown-wednesday-art-walk/21856	32	-



CAPITAL PROJECT FUNDING PROGRAM

Project Status Report

Name of Project: **Flagler Beach Beachwalk Project**

TDC and BOCC Approval Dates: **TDC: July 24, 2024; BOCC: Sept. 16, 2024**

Total Amount Awarded: **\$745,372**

Project Start Date: **January 1, 2025**

Estimated Completion Date: **Phase I and II complete by 8/2026, Phase III by 12/2026**

Status Report Date: **3/31/25**

Overall Project Activities Update (provide any photos): **Project coordination with Moffatt and Nichol.**

Project Expenditures to Date: **\$ 24,107**

Any Changes/Concerns:

The County Commission approved and signed the Funding agreement on 1/13/2025. Moffatt and Nichol's (MN) proposal was executed on December 12, 2024. Since Mid-January, City staff has been meeting with MN project manager to discuss both the Beachwalk and Pier project twice a month. MN sent the City a progress report for January 1 through February 22, 2025, including the first invoice. The City has received preliminary design deliverables, including the master plan and basis of design for the Beachwalk Phase 1 and 2. Please see attached documents.



AMENDMENT TO AGREEMENT
AMENDMENT NO.: 04

Project Name: Flagler Beach Fishing Pier Design Engineering Services
Project No.: 190739

THE AGREEMENT, dated August 18, 2022, between City of Flagler Beach and Moffatt & Nichol for services on the above-named Project is hereby amended as follows:

1. Services

- Provide beachwalk surveying, permitting, architecture and engineering services to the City of Flagler Beach (the City) as described in the attached proposal.

2. Charges or payments

- M&N will perform these services for a lump sum fee of \$300,000.00.
- M&N will manage and invoice this scope of services as project number 190739/04. Work and charges will be independent from the Flagler Beach Fishing Pier Design Engineering Services project (No. 190739), which includes the original contract and contract amendment #1.

3. Other amendments

- The original contract amount was \$968,100.00 for engineering design services related to the new Flagler Beach Fishing Pier dated August 18, 2022.
- Contract Amendment #1 included a revised scope of work for front-end construction support services in the amount of \$12,000.00 dated September 8, 2022.
- Contract Amendment #2 included new scope of work for coastal engineering advisory services related to the A1A Stike team in the amount of \$13,400.00 dated December 20, 2022.
- Contract Amendment #3 included new scope of work for planning the beachwalk and building renovation project at the base of the Pier in the amount of \$46,300.00 dated January 20, 2024.

Except as expressly amended herein, all provisions contained in the aforementioned Agreement and its Amendments shall remain in full force and effect and are hereby incorporated herein by this reference.

Moffatt & Nichol

By: 

Name: Gary Smith, P.E.

Title: Vice President

Date: 12/4/2024

By: 

Name: Dale L. Martin

Title: City Manager

Date: Dec 12, 2024

December 4, 2024

City of Flagler Beach
105 S. 2nd Street
Flagler Beach, Florida 32136

Attn: Dale Martin, City Manager

Subject: Beachwalk Phases 1 and 2 Design Services

Dear Mr. Martin:

Moffatt & Nichol (M&N) is submitting this proposal to provide surveying, permitting, engineering and architectural design services to the City of Flagler Beach (the CITY) for Phases 1 and 2 of the Beachwalk project. This scope of services is a continuation of the Beachwalk concept development and preliminary design services performed earlier this year that was recently awarded a grant through the Flagler County Tourism Development Council (TDC) Capital Project Funding Program. Phase 1 includes renovation of the service building at the base of the pier – expanding the restrooms and reconfiguring the bait shop and radio station – while Phase 2 includes construction of a new promenade south of the pier. Figure 1 and Figure 2 show the rendering and floor plan, respectively, of the approved concept.

With demolition and reconstruction of the outer 700 feet of the pier scheduled to begin in the next few months, this is a timely opportunity to revitalize the remaining portion of the historical pier while expanding public facilities and improving accessibility between the new pier and nearby attractions and businesses. Design will also consider the complexities introduced by construction activities expected to occur simultaneously while focusing on minimizing disruptions to nearby attractions, services, and businesses.

The scope for these two phases will be performed concurrently as outlined in the following tasks:

- Task 1: Field Work and Data Collection
- Task 2: Preliminary Engineering and Schematic Design
- Task 3: Environmental Permitting
- Task 4: Final Design

M&N understands that clear and frequent communication is critical to any successful project achieving its goals and schedule. Our project manager will schedule regular work planning sessions and meetings with the project team, including subconsultants, to review progress, identify risks, and keep the project on track. We will also plan to meet virtually or in person every two weeks with CITY staff to coordinate project needs and direction. Progress reports will be submitted monthly summarizing work completed, decisions made, and action items. Progress reports will also include an updated project schedule to keep the CITY informed.



Figure 1. Conceptual rendering of the Beachwalk Phases 1 and 2.

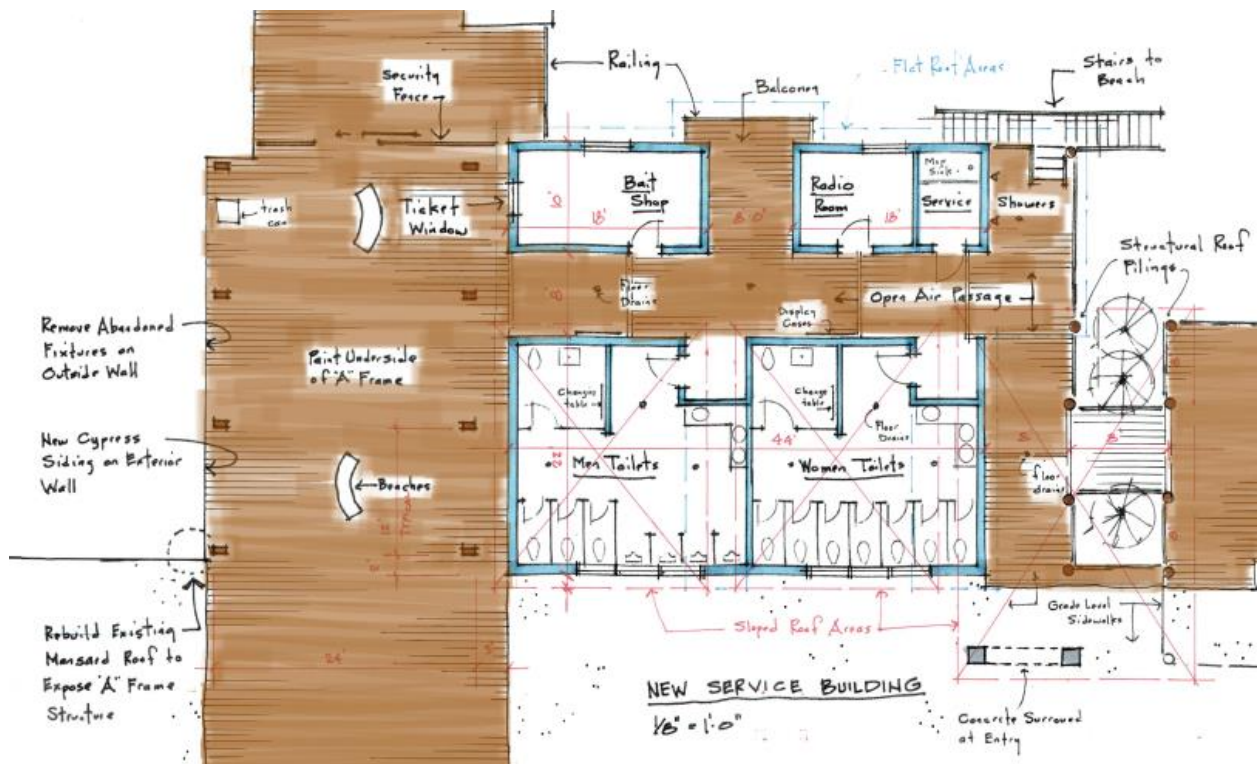


Figure 2. Concept design floor plan of the service building area.

Task 1: Field Work and Data Collection

Objectives:

Field work will include a visual site assessment by M&N staff, a geotechnical investigation within the footprint of the new promenade and building foundation, and topographic surveying of the project area.

Scope:

- **Site Assessment.** M&N will conduct a site visit to assess the existing conditions at the base of the pier and the area south of the pier, including:
 - Confirming existing conditions following completion of the beach nourishment project.
 - Confirming existing structural and utility conditions within the project area compared to the prior site assessment by M&N in 2022.

A Site Assessment Memorandum will be prepared documenting changes or notable findings relevant to the proposed design, including site photographs.

- **Geotechnical Investigation and Evaluation Report.** Tierra is M&N's geotechnical subconsultant that will be performing geotechnical exploration and evaluation to support the design of the Beachwalk Phases 1 and 2. Tierra will execute a program of subsurface exploration consisting of Standard Penetration Test (SPT) borings to depths of approximately eighty (80) feet below existing grade. The boring data will be used to evaluate timber pile capacities, estimate pile tip elevations, and provide soil parameters for the load analyses. Additional geotechnical tasks include:
 - Performing visual classification and laboratory testing program at each boring location.
 - Providing geotechnical input parameters for design of the foundations.
 - Preparing an engineering report that summarizes the field work, boring logs, laboratory results, subsurface conditions encountered and engineering recommendations.
- **Topographic and Existing Conditions Survey.** Southeastern Surveying and Mapping Corporation (SSMC) will perform topographic survey in the vicinity of the project using land-based surveying techniques landward of the shoreline to capture existing topographic elevations following the beach nourishment project and locate improvements and visible utilities.

Dependencies/Exclusions:

- Structural inspection of existing structures is not included.
- Identification of subsurface utilities may vary or be inconclusive depending on varied factors, including, but not limited to, soil composition, moisture content, tide levels, water table, dielectric constant of subsurface material, and unknown obstructions that may attenuate equipment signals.
- Deliverables will be provided in electronic format.

Deliverables:

- Site Visit Memorandum
- Geotechnical Report
- Topographic Survey



Task 2: Preliminary Engineering and Schematic Design

Objectives:

The initial planning and concept design services included development of a basis of concept (BOC) report and selection of a preferred Beachwalk concept plan that was submitted to Flagler County and approved for the TDC grant (shown in Figure 1 and Figure 2). This task will progress the selected service building and promenade concept design to develop a schematic design that integrates Phases 1 and 2.

Scope:

- **Preliminary Engineering** includes engineering development of the concept design framework based on existing site constraints, geotechnical conditions, project objectives and public access requirements that will inform the Schematic Design deliverables.
- **Schematic Design (SD) 30%** consists of drawings which define and depict the character, scale, and relationship of the project components, Technical Specification outline, DRAFT Basis of Design (BOD), and 30% level Opinion of Probable Construction Costs (OPCC). The 30% level drawings will be suitable to initiate environmental permitting. The design team will meet with the appropriate building department staff, if requested by the CITY; complete preliminary code research to obtain schematic level planning and zoning requirements; prepare initial architectural studies that explore new plan configurations developed to a minimum level for CITY review, comment, and direction; and prepare a refined final scheme with exterior elevations for CITY approval. Drawings will include the following:
 - Plan and typical sections for the promenade and service building foundation, including utilities, considering use of timber structural elements.
 - Architectural site plan and longitudinal section drawings of the new service building.
 - Landscape plan.
 - Development of a marine turtle-friendly lighting plan. If required to respond to environmental protection agency comments, M&N will provide copies of photometrics and secure CITY documentation of compliance criteria under local safety codes.
 - ADA accessibility plan.
- **Attend One Public Meeting** with CITY staff to present to the promenade and service building schematic design and answer questions.

Dependencies/Exclusions:

- The scope considers the service building at the base of the pier and the new promenade. Historical reconstruction of the A-frame, the Funky Pelican, the lifeguard station, and upland civil, drainage, or pavement work, including parking realignment and striping, are not included.
- No communication, data, access control, fire alarm, or life safety systems are included at this stage.
- It is assumed that no standby/emergency generator is required and that the existing electrical service at the base of the pier is adequate to support the proposed lighting and convenience power. M&N assumes that a new electrical utility service will not be required.

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- It is assumed that the public water supply near the pier can provide the required potable water and fire flow demand. A flow test is not included.
- All mapping and drawings will be in AutoCAD and PDF formats.
- The CITY is responsible for all official public notice and related media/advertising charges.
- M&N will coordinate with CITY staff on development of the schematic design to be presented at the public meeting. Revisions to the SD resulting from the public meeting are not anticipated or included in this scope.
- Phase 3, which includes the proposed new boardwalk segments that extend north and south of the pier, is not included in this scope of work.

Deliverables:

- Schematic Design (30%) set of drawings suitable for permitting:
 - 30% SD drawings with plan and typical sections
 - Technical specification outline
 - OPCC
 - DRAFT Basis of Design
 - Preliminary Construction Schedule

Task 3: Environmental Permitting

Objective:

The Beachwalk building expansion and promenade are located seaward of the Coastal Construction Control Line (CCCL) but will remain landward of the Mean High Water (MHW) line and will be designed minimize impacts to the overall beach and dune system. Given that the proposed project will be located above MHW, USACE/federal permitting is not expected to be required and is not included in this scope of services. M&N will prepare a CCCL permit application package for submittal to the Florida Department of Environmental Protection (FDEP) for the proposed service building expansion and the new promenade.

Scope:

- **Standard FDEP Conceptual Design Review/Strategy.** M&N will review site aerial photography, an FDEP-compliant survey, and the conceptual design to identify any potential items of concern relative to FDEP CCCL permitting regulations and policies. It is assumed that no new major structures will be proposed. M&N will provide input to the CITY and the design team regarding key Project elements that may affect the level of complexity and/or timing relative to the FDEP CCCL permitting process and will attend up to two (2) Project team meetings (estimated at 2 hours in length) to discuss the design and permitting strategy. This initial task does not include engineering calculations or detailed technical analyses.
- **FDEP Consultation Meeting.** A consultation meeting with FDEP staff in Tallahassee is recommended to present the conceptual design details, discuss compliance with applicable regulations and/or possible activity exemptions, establish conceptual approval of key regulatory criteria. The opening of a formal FDEP consultation file prior to permit application is also strongly

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recommended to document discussions and direction provided by agency staff. M&N will prepare Meeting Minutes documenting the discussions and conclusions.

- **FDEP CCCL Permit Application.** M&N will prepare and submit an FDEP CCCL permit application for the proposed service building improvements and new promenade. The CITY will provide M&N with a copy of the recorded warranty deed or other FDEP-accepted ownership documentation for the subject property, an executed permit application form designating M&N as the authorized agent, and an FDEP permit application fee (amount to be confirmed). The permit application package will include an electronically signed and sealed set of the Project plans and topographic survey meeting the standard requirements of the FDEP. The CITY will provide a letter from the planning and zoning department indicating their approval and confirming that the Project “does not contravene local setback requirements or zoning codes.”
- **FDEP Permit Processing.** After submittal of the permit application, M&N will maintain contact with FDEP staff to advise them of the details of the proposed Project and identify any areas of staff concern, as well as expedite their processing of the application. M&N will review available Project plans as they develop relative to their compliance with FDEP criteria. M&N will advise the CITY regarding any revisions or additional information that may be required by the FDEP. M&N will represent the Project before FDEP staff to assist the CITY in securing a FDEP CCCL Permit for the proposed Project.
 - The fee estimate provided assumes that the design process will move forward on a linear/consistent basis, without significant gaps of time in the development schedule or Project re-design. This scope of services assumes that no improvements will be proposed that exceed standard FDEP criteria and the Project team will provide any design modifications necessary to meet those standard criteria. This scope also assumes that the FDEP will agree that the proposed structures will be an expansion of the existing pier.
- **Marine Turtle Lighting Coordination.** M&N will assist in processing the exterior lighting plan approval that is required relative to the FDEP CCCL permitting process for avoidance of impacts to endangered nesting marine turtles and their hatchlings. M&N will submit the required exterior lighting plans, lighting schedules, and manufacturer cutsheets of all existing (to remain) and proposed exterior light fixtures meeting State guidelines. All lights that may be visible from, or may create a glow that is visible from, the nesting beach must be included in the plans - building, landscape, emergency, security, signage lighting, etc. If required, the Project team will provide copies of photometrics and CITY comments representing compliance criteria under local safety codes. M&N will respond to comments from the FDEP and/or the FWC.

The fee provided is for the issuance of one (1) set of FWC approved lighting plans. Any modifications to the FDEP/FWC-approved lighting plan including the addition or relocation of fixtures or changes in fixture, manufacturer or bulb types will require resubmittal of the exterior lighting plans to FWC for the entire site. If additional negotiation is required with the FDEP or the FWC due to CITY preference to evaluate alternatives to the standard lighting guidelines, including



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alternative additional “seasonal” lighting to be turned on only outside the marine turtle nesting season, these additional services will be provided under an addendum scope.

This scope assumes the following:

- The CITY will agree to revisions, as necessary, to comply with FDEP / FWC requests for fixture changes, bulb changes, wattage reductions, etc., as necessary;
 - No seasonal lighting is proposed;
 - This scope of services does not include separate compliance review under the City’s Lighting Ordinance; and
 - Meetings with FWC in Tallahassee, or any FWC-requested site inspections during the permitting process, are not included in this scope. If required, these additional services will be provided under a separate scope.
- **Dune Mitigation Plan (not included in base scope/fee).** The proposed action may result in impacts to the dune, dune vegetation or habitat that may require mitigation. M&N will include dune vegetation enhancements as part of the promenade project, which aims to stay landward of the beach turtle nesting area near the front of the dune, and we will discuss the proposed project and potential impacts with FDEP during a pre-application meeting. If a dune mitigation plan is required, M&N will perform that work under a separate scope of services.
 - **Cultural Resource Assessment (not included in base scope/fee).** With reference to the Flagler Beach Shore Protection Project’s Cultural Resource Assessment Report, there do not appear to be cultural resources within the Project area. If potential cultural resources are identified, which is not anticipated, any additional investigations would be performed under a separate scope of services.

Dependencies/Exclusions:

- Scope assumes there will be no third-party objections to the Project that may result in additional data collection, alternatives analysis, design revisions, meetings, or other additional efforts.
- Scope assumes that there will be no significant design changes from the approved concept plan.
- Scope assumes that all work will occur within CITY property limits.
- Neither a dune mitigation plan nor a cultural resource assessment is included; these additional services can be provided if requested by the regulatory agencies under an addendum scope/budget with the CITY’s authorization.
- Scope assumes that the CITY will agree to make design changes based on comments received from FDEP and/or State commenting agencies for avoiding/minimizing natural resource impacts.
- This scope assumes that the CITY will directly pay all permit application fees and will coordinate any payments required for public notices by the FDEP.
- Scope does not include any environmental assessment, impact studies, or resources surveys.
- Issuance of permits by regulatory agencies cannot be guaranteed.
- This scope of services assumes there will be no required design changes for purposes of environmental impact avoidance/minimization.



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- This scope includes services through permit issuance only and does not include pre-construction meetings, pre-construction surveys, or during/post-construction monitoring/compliance services; a proposal for these bidding/construction phase services will be provided once the Project permits and associated permit conditions are drafted.
- This scope anticipates a six-month permitting duration. Additional permitting duration and regulatory activity generated by the agencies that exceed this task's budget will be invoiced on a time and materials basis.
- Additional studies or data requests not listed here that may arise during the permitting process are not included.
- Note that approval of lighting plans/fixtures by the FWC does not preclude FWC requests for lighting modifications upon inspection of installed lights.

Deliverables:

- CCCL Permit Application.
- Permit application drawings.

Task 4: Final Design

Objectives:

Final design services will be performed for the building expansion, including the pile-supported foundation, the promenade, mechanical and electrical engineering elements, ADA accessibility, and the architectural components described below. Final design will result in a combined, coordinated set of construction drawings and technical specifications for Contractor bidding and construction. M&N will manage production of the design/construction drawings across all disciplines. M&N will lead development and coordination of the design basis with a focus on improving permitting, procurement, construction, costs, and schedule efficiencies. Final engineering design includes project deliverables at Design Development (60%) and Construction Documents (100%).

Final design assumes that the service building is detached from the historical A-frame and the work on the new service building can be performed independently of the A-frame structure while protecting the A-frame in place.

Scope:

Overall Execution Approach

- **Design Development (DD) 60%** consists of developing drawings that will define the materials required to construct the project along with a DRAFT Technical Specification book, FINAL BOD and 60% level OPCC. Design Development will also incorporate feedback received from the CITY's value engineering review.
- **Construction Document (CD) Services 100%** consist of producing final design and construction documents necessary to perform the work and obtain necessary building permits and solicit bids from Contractors. This work includes a final set of signed and sealed bid document for coordinated and final demolition, architectural, structural mechanical, electrical, and mechanical design; FINAL



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Technical Specifications; and FINAL Opinion of Probable Construction Costs (OPCC). Final drawings, specifications and calculations shall be signed and sealed by a State of Florida registered professional engineer or architect.

Building Substructure and Promenade

M&N will provide final structural engineering design services and construction documents for the building foundation, the promenade, and pedestrian pathways that connect the promenade with the service building. All structural foundations, including piles and substructure, will be timber; and the promenade superstructure will be constructed of timber. Structural design calculations will also be prepared and submitted as a final deliverable. Structural design drawings will include:

- Demolition
- Structural Notes
- Structural Plans
- Structural Typical Sections and Details
- Technical structural specifications

Site Electrical and Lighting

The electrical scope of work includes:

- Lighting design via rail lighting that meets regulatory turtle lighting requirements at the promenade.
- Electrical distribution design for lighting and convenience receptacles (for maintenance purposes).
- Design of electrical tie-in to existing electrical service at the base of the pier.

Site Mechanical Utilities

The mechanical engineering scope includes design of a potable water system along the promenade while providing potable water and sanitary sewer discharge piping for the new service building. The potable water system will include piping and supports under the structure to supply hose bibbs along the promenade and showers at the beach access stairs. The new potable water piping will be connected to the existing potable water system under the existing structure. The new sewer discharge piping and supports will span from the new service building and restrooms to the existing lift station. The systems will be designed in accordance with the 7th Ed of Florida Building Code, Plumbing.

Service Building Architecture

Architecture design will be performed by our subconsultant Joseph Pozzuoli Architects (JPA), whose scope includes design of the new service building at the base of the pier. Design scope includes:

- Finalizing design of the new service building according to the schematic design approved by the CITY, including the men's and women's toilet rooms, bait shop, radio station, service closet, open air passages, balcony, outdoor showers, access stairs to the beach, and all MEP (mechanical, electrical and plumbing) designs for the new service building.
- The bait shop and radio station will include mini-split units for heating and cooling, and the toilet rooms will include natural ventilation, with minor mechanical ventilation.



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- Open-air passages will connect the service building to the promenade that will provide a secondary entrance to the south for the toilet rooms and bait shop.
- The deck under the toilet rooms, bait shop, radio station, and service closet will be concrete slabs while the open-air passages will be wood decking.
- The service building walls will consist of concrete masonry units with a Coquina Stone (or other approved) veneer on the toilet room walls and a wood veneer on the bait shop, radio station, and service closet walls.
- The slanted roof sections over the toilet rooms will be pre-engineered wood roof trusses or hand framed with a standing seam metal roof with a flat roof at the back over the bait shop, radio station and service closet section as shown in the approved schematic design.

Dependencies/Exclusions:

- The scope considers the service building at the base of the pier and the new promenade. Historical reconstruction of the A-frame, the Funky Pelican, the lifeguard station, and upland civil, drainage, or pavement work, including parking realignment and striping, are not included.
- No communication, data, access control, fire alarm, or life safety systems are included.
- It is assumed that no standby/emergency generator is required.
- The existing electrical service at the base of the pier is adequate to support the renovated building and promenade lighting and convenience power. M&N assumes that a new electrical utility service will not be required.
- M&N assumes the public water supply near the pier is adequate for required water demands. A flow test is not included.
- M&N assumes that the existing sanitary facilities, including the sump pump and force main, under the pier are adequate to support the proposed demands of the service building. Design of sanitary sumps, pumps, or force mains are not included.
- Rezoning, variance, or special exception submissions related to obtaining approvals from the various governmental agencies with jurisdiction over the project are not included.
- Bid and construction support services are not included.
- The issued construction drawings will be adequate to submit for building permits; however, revisions to those construction drawings requested as part of the building permit process, if any, will be performed under a separate scope of services and are not included in this scope.
- The CITY will provide front End Division 00 and 01 specifications.
- Phase 3, which includes the proposed new boardwalk segments that extend north and south of the pier, is not included in this scope of work.

Deliverables:

- 60% DD drawings, DRAFT technical specifications, OPCC, and FINAL BOD
- 100% CD/IFB drawings, FINAL technical specifications, and OPCC



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Project Schedule

The schedule for the tasks in this proposal has a duration of nine (9) months assuming that all environmental permits are received within six (6) months from permit application submittal.

Fees

Professional engineering fees for the above referenced services will be Lump Sum and are summarized in the table below. M&N will invoice each month on a percent completed basis. This proposal is valid for sixty (60) days from date on proposal cover sheet.

Task	Description	Subtotal Fees	Revised Fees
1	Field Work and Data Collection		\$37,200
2	Preliminary Engineering and Schematic Design		\$64,400
3	Environmental Permitting		\$30,100
4	Final Design		\$168,300
	TOTAL		\$300,000

Sincerely,

MOFFATT & NICHOL



Michael Herrman, PE
Vice President



Gabriel Perdomo, PE
Senior Project Manager

RESOLUTION 2024-53

**A RESOLUTION BY THE CITY OF FLAGLER BEACH, FLORIDA
APPROVING THE CITY OF FLAGLER BEACH APPLICATION FOR THE
2024 FLAGLER COUNTY TOURIST DEVELOPMENT COUNCIL
CAPITAL PROJECT FUNDING PROGRAM; PROVIDING FOR
CONFLICT AND AN EFFECTIVE DATE.**

WHEREAS, tourism is a key economic factor contributing to the quality of life in Flagler Beach; and,

WHEREAS, the Flagler County Tourist Development Council supports and markets Flagler County, including Flagler Beach, as a tourist destination; and,

WHEREAS, a prominent attraction for both local residents and tourists is the historic Flagler Beach Pier, which is scheduled for reconstruction; and,

WHEREAS, the City Commission wishes to expand the attraction and capacity of the Pier with the development and construction of the Flagler Beachwalk; and,

WHEREAS, the Flagler County Tourist Development Council provides (competitive) funding support (2024: \$745, for tourist-associated projects in Flagler County;

NOW THEREFORE BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF FLAGLER BEACH:

SECTION 1. The City Commission approves the City's Flagler Beachwalk Application (Exhibit A) for funding consideration through the Flagler County Capital Project Funding Program.

SECTION 2. The City Commission, if awarded Tourist Development Council project funding (\$745,372) by the Flagler County Board of County Commissioners, acknowledges the tentative summary of terms (Exhibit B) to be included in a formal funding agreement.

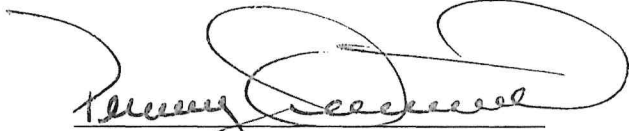
SECTION 3. The City Commission, if awarded Tourist Development Council project funding (\$745,372) by the Flagler County Board of County Commissioners, authorizes City staff to coordinate surveying/geotechnical assessments and design and permitting with staff of Moffatt & Nichol in an amount not to exceed \$300,000.

SECTION 4. All resolutions or parts of resolutions in conflict herewith be and the same are hereby repealed.

SECTION 5. This Resolution shall become effective immediately as provided by law.


PASSED AND ADOPTED THIS 12th DAY OF SEPTEMBER, 2024.

ATTEST:



Penny Overstreet
Penny Overstreet, City Clerk

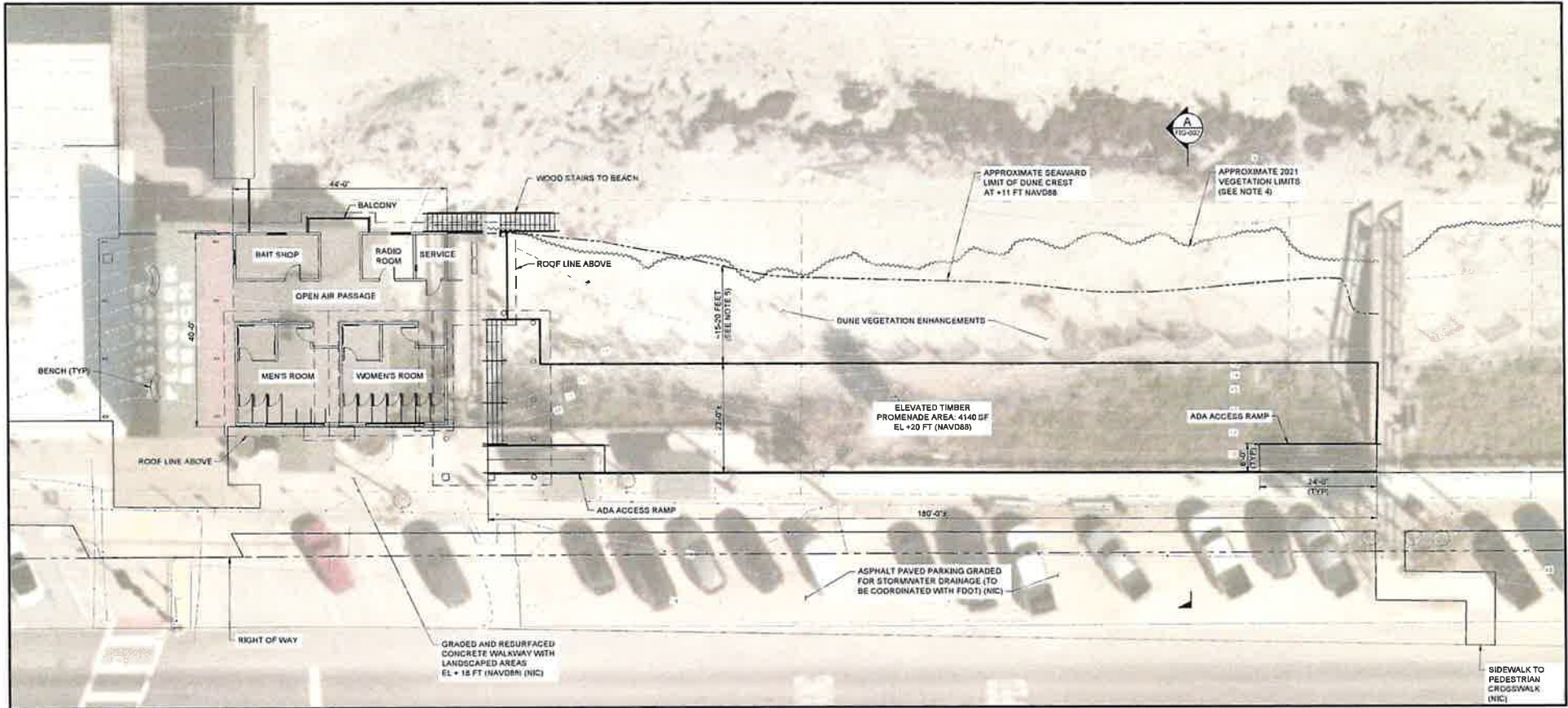
CITY OF FLAGLER BEACH, FLORIDA
CITY COMMISSION



Patti King
Patti King, Mayor

Exhibit A: Application, Flagler County Tourist Development Council Capital Project Funding Program

Exhibit B: Summary, Tourist Development Office



NOTES

1. HYDROGRAPHIC SURVEY BY MORGAN & EKLUND INC., DATED OCTOBER 26, 2022 AND ONLY INDICATIVE OF THE CONDITIONS EXISTING AT THAT TIME.
2. TOPOGRAPHIC SURVEY BY SOUTHEASTERN SURVEYING AND MAPPING CORPORATION DATED OCTOBER 18, 2022 WITH UPDATED TOPOGRAPHY AND EXISTING SURVEY CONDITIONS PERFORMED ON JANUARY 18, 2025 AND ONLY INDICATIVE OF THE CONDITIONS EXISTING AT THAT TIME.
3. AERIAL IMAGE FROM NEARMAP, DATED NOVEMBER 16, 2024.
4. VEGETATION LIMITS ESTIMATED FROM MAY 2021 GOOGLE EARTH AERIAL.
5. POTENTIAL TURTLE NESTING BOUNDARY LIMIT FROM THE DUNE CREST, WHICH WILL ESTABLISH THE WIDTH OF THE PROMENADE, TO BE DISCUSSED WITH REGULATORY AGENCIES.

BEACHWALK - MASTER PLAN
SCALE 1"=10'



CONCEPTUAL DRAWING
NOT TO BE USED FOR CONSTRUCTION



File: C:\1\150739-0420-CADD_Aerial_Embellish\15073904-FIG-001A.dwg, Plotter: 321/2025 11:02 AM by LLOYD, CHRIS, Saved: 3/21/2025 11:01 AM by CLOYD

MEMORANDUM

To: Dale Martin
From: Gabriel Perdomo, P.E. and Kalen Hatten, E.I.
Date: March 26, 2025
Subject: Flagler Beach Beachwalk Phase 1 and Phase 2 - Project Work Features
M&N Job No.: 190739/04

1 Introduction

The City of Flagler Beach (City) was awarded a grant through the Flagler County Tourism Development Council (TDC) Capital Project Funding Program for the renovation and expansion of the recreation area at the base of the Flagler Beach Pier (the Pier). Phase 1 of the project includes the reconstruction of an expanded service building at the base of the Pier, and Phase 2 includes the construction of a new promenade south of the Pier. The goal of this project is to improve accessibility and connectivity for residents and tourists between the beach, the Pier, and adjacent services and businesses. The expanded facilities will provide additional capacity while the promenade will create new recreational and event space for public enjoyment, tourism enhancement, and revenue generation. The following sections describe the key features that will be included in Phase 1 and Phase 2 of the Beachwalk construction.

2 Phase 1 Building Expansion

Phase 1 of the Beachwalk Project includes the demolition of the existing facilities (restrooms, bait shop, radio room, and ancillary rooms), and construction of new services facilities using existing mechanical, electrical, and plumbing services.

2.1 Restroom Facilities

Fixtures of the Men's Restrooms include the following:

- Three (3) water closets, which serve 225 people.
- Four (4) urinals, which serve 300 people.
- One (1) Americans with Disabilities Act (ADA) compliant water closet, which serves 75 people, including a baby changing table.
- Cast-in-place (CIP) concrete lavatory counter with continuous trough, which serves 600 people.
- Plastic laminate toilet partitions.
- Touchless accessories (faucet, hand dryer, etc.).
- LED strip lighting mounted on walls around room.

Fixtures of the Women's Restrooms include the following:

- Seven (7) water closets, which serve 280 people.
- One (1) ADA compliant water closet, which serves 40 people, including a baby changing table.
- CIP concrete lavatory counter with continuous trough, which serves 450 people.
- Plastic laminate toilet partitions.
- Touchless accessories (faucet, hand dryer, etc.).

- LED strip lighting mounted on walls around room.

The restroom building construction will consist of:

- 4-inch-thick poured concrete flooring with a polyurethane finish over a plywood subfloor, furnished with floor drains and hose bibs.
- Exterior walls consisting of 24"x 24" x 1 ½" thick Atlantic shell stone panels, honed and filled with butt joints, with backup 6-inch concrete masonry units.
- Interior walls consisting of 6-inch concrete masonry units, finished with epoxy paint.
- Doors and frames are 36" x 96" insulated hollow metal.

The roof and ceiling of the restroom building include:

- Thermoplastic polyolefin (TPO) smooth membrane roof system on rigid insulation for the flat roof.
- Sloped roofs are aluminum standing seam with "KYNAR 500" finish.
- Sloped clear story ceiling.
- Exposed tongue-and-groove (T&G) v-joint wood plank ceiling and roof deck.
- Exposed structural wood purlins (approximately 6" x 8" with 3' to 4' on center spacing) spanning from west to east and supported on exterior walls.
- Natural ventilation with screened louvers on the west exterior wall and at clear story, with possible mechanical exhaust in each room.

2.2 Bait Shop, Radio Room, and Service Room

The radio room and service room will be housed in the same building, and the bait shop in a separate building. Both buildings will be constructed in the same manner, including the following features:

- 4-inch-thick poured concrete flooring with a polyurethane finish over a plywood subfloor.
- Exterior walls consisting of vertical cypress boards and plywood sheathing.
- 2"x 6" wood studs 16 inches on center spacing, 9'-4" height, full thickness fiberglass insulation.
- "Trusscore" interlocking smooth and slatwall PVC wall panels.
- Doors and frames are 36" x 96" insulation hollow metal.
- TPO smooth membrane roofing system on rigid insulation for the flat roof.
- Exposed T&G v-joint wood plank ceiling and roof deck.
- Exposed structural wood purlins (approximately 6" x 8" with 3' to 4' on center spacing) spanning from west to east and supported on exterior walls.

Both buildings will be furnished with mini split HVAC units, LED strip lighting, and exterior windows on the east wall. The bait shop will also have a transaction window for ticket and bait sales. The service room will house an electrical distribution panel as well as a mop sink. Additional furnishing for these facilities to be determined by owner/user specific program requirements.

2.3 Open Air Passage and A-Frame

The following improvements and features are proposed to the existing A-Frame and open-air passage:

2.3.1 Floor

- Wood (or synthetic wood) boards to match the promenade deck.
- Grated floor in the shower area and stairs leading to the beach.

2.3.2 Roof and Ceiling

- TPO smooth membrane roofing system on rigid insulation for the flat roof.
- Sloped roofs are aluminum standing seam with "KYNAR 500" finish.



- Exposed T&G v-joint wood plank ceiling and roof deck.
- Exposed structural wood purlins (approximately 6" x 8" with 3' to 4' on center spacing) spanning from west to east and supported on exterior walls and exposed wood pilings.

2.3.3 Other Features

- Open vista balcony to the east.
- Showers located at the southeast corner, with hose bibs.
- Lighting shall be approved turtle lights in type and locations.
- Open stairs leading to the beach.
- Drinking fountain (high/low).
- Recessed display cases on the passageway wall.
- Poured concrete entrance feature on west side.

2.3.4 Historical A-Frame Revitalization

- Remove existing roofing materials and provide new aluminum standing seam roof system with "KYNAR 500" finish.
- Remove and replace "FLAGLER BEACH" lettering and lighting.
- Rejuvenate the interior of structure and expose more of the original construction.
- Pressure wash the interior and paint underside of roof deck.
- Remove all added plywood sheets, wood boards, and miscellaneous materials.
- Remove abandoned plumbing fixtures and other fixtures on the northern wall.
- Protect existing sprinkler riser.
- Provide new seating to match proposed benches on the Pier.
- Provide new sliding security gate and fence at entrance to the Pier.

3 Phase 2 Promenade

The promenade will be an elevated deck area adjacent to the base of the Pier providing new recreational and event space for the public.

3.1 Promenade Deck

The deck will be approximately 4,200 square feet, elevated approximately two feet above the surrounding grade, and includes the following:

- Two ADA-compliant ramps at the north and south ends for accessibility, as well as a set of steps on the north side connecting it to the newly renovated Phase 1 facilities.
- Timber pile foundation elevated over the sand dune.
- Timber or synthetic deck boards (to be determined by the City).

3.2 Utilities

Utility connections will be provided underneath the promenade deck and connect to existing utilities underneath the base of the Pier. Utilities on at the promenade include:

- Electrical outlets,
- Marine turtle compliant light fixtures mounted on the guardrails to match those installed at the Pier, and
- Hose bibs.



3.3 Other Features

Other proposed features on the promenade include:

- The main entrance to the promenade and pedestrian passageways to the south of the A-Frame will be highlighted by a concrete archway and slanted roof system to complement the style of the A-Frame.
- Security fencing will be installed to restrict access underneath the promenade deck and discourage the public from climbing on the dunes.
- Dune vegetation enhancements are also being considered, subject to conversations with the FDEP.
- Guardrails will be installed along the east, south, and west perimeter of the deck to create a degree of separation from events taking place on the promenade and adjacent activities, to direct toward safe accessibility points, and to discourage foot traffic over and through the dune.





4225 E. Conant Street,
 Long Beach, CA 90808
 Tel: (562) 590-6500
 moffattnichol.com

Domestic Wire/ACH Information

Bank/Account Name: US Bank/Moffatt & Nichol
 Address: 800 Nicollet Mall BC-MN-H201, Minneapolis, MN 55402
 Account Number: 158300224298
 Routing Number: 122235821

Check Lockbox Account

Payable to: Moffatt & Nichol
 P.O. Box 51760
 Los Angeles, CA 90051-0068
 clientpayments@moffattnichol.com

City of Flagler Beach
105 S. Second Street
Flagler Beach, FL 32136
United States

Invoice : 00797324
Invoice Date : 3/18/2025
Project : 190739/04
Project Name : Flagler Beach Beachwalk
 Engineering Design

For Professional Services Rendered Through 2/22/2025

Send Invoices: rallen@cityofflaglerbeach.com; cnovak@CityofFlaglerBeach.com; kmonroy@cityofflaglerbeach.com;
 POverstreet@CityofFlaglerBeach.com; KSettle@cityofflaglerbeach.com
 CC: GPerdomo@moffattnichol.com; jhelms@moffattnichol.com; dmartin@cityofflaglerbeach.com

	Fee	% Complete	Billings		
			To Date	Previous	Current
190739/04 - Flagler Beach Beachwalk Engineering Design					
1 - Task 1: Field Work and Data Collection	37,195.00	40.00	14,878.00	0.00	14,878.00
2 - Task 2: Preliminary Engineering and Schematic Design	64,375.00	12.00	7,725.00	0.00	7,725.00
3 - Task 3: Environmental Permitting	30,080.00	5.00	1,504.00	0.00	1,504.00
4 - Task 4: Final Design	168,350.00	0.00	0.00	0.00	0.00
			Current Billings		24,107.00
			Amount Due This Bill	USD	<u>24,107.00</u>

Total Fee : 300,000.00
To Date Billings : 24,107.00
Total Remaining : 275,893.00



PROGRESS REPORT – January 1, to February 22, 2025

PROGRESS REPORT: #001

DATE: 12 Mar 2025

PROJECT NAME: Flagler Beach – Beachwalk
Phases 1 and 2 Permitting and Design Services

DOCUMENT NUMBER: 190739/034-PRGRPT-001

M&N PROJECT NUMBER: 190739/04

PROGRESS REPORT BY: Gabriel Perdomo, P.E.

PROGRESS SUMMARY HIGHLIGHTS FOR THIS PERIOD

- Task 1 Field Work and Data Collection:
 - M&N coordinated field work activities with Southeastern Surveying and Tierra.
 - Southeastern completed topographic, boundary, and existing conditions surveying during the week of January 28th.
 - Southeastern submitted their survey results via CAD and PDF on February 13th.
 - Tierra performed the geotechnical borings on February 6th and 7th.
 - During the course of performing the field work, Tierra attempted to access the beach with their drill rig using the 4th Street S dune crossover and damaged the crossover. M&N provided the City with a Tierra representative's contact information and understands that the City is coordinating directly with Tierra to repair the damage.
 - Tierra submitted the preliminary boring logs on February 14th.
 - Participated in coordination meetings.
- Task 2 Preliminary Engineering and Schematic Design:
 - M&N has been working with JPA to develop the preliminary plan based on the approved concept plan and a basis of design outline.
- Task 3 Environmental Permitting:
 - Preliminary review of CCCL permit application requirements for the proposed promenade and building expansion.
- Task 4 Final Design: N/A

KEY DELIVERABLES SUBMITTED

- Updated project schedule (attached).

Date: **17 March 2025**

Page **1** of **2**



PLANNED ACTIVITIES FOR THE NEXT PERIOD

- Task 1 Field Work and Data Collection:
 - Finalize the survey by Southeastern.
 - Finalize the geotechnical report by Tierra.
- Task 2 Preliminary Engineering and Schematic Design:
 - Finalize the preliminary engineering deliverables and submit them to the City for review and approval.
 - Initiate work on schematic design.
- Task 3 Environmental Permitting:
 - Schedule pre-application meeting with FDEP.
 - Initiate development of the FDEP CCCL permit application.
- Task 4 Final Design: N/A

KEY DECISIONS / DIRECTIONS BY THE CITY

- None.

ACTION ITEMS, OUTSTANDING OR PENDING INFORMATION, AND/OR DECISIONS NEEDED

- Complete and submit the preliminary plan for the City review and approval. [M&N]

SCHEDULE STATUS, UPDATES, AND IDENTIFIED SCHEDULE RISKS

- None to report.

BUDGET SUMMARY

- Original contact amount: **\$300,000.00**
- Total amount invoiced to date: **\$0.00**
- Total amount remaining after prior billings: **\$0.00 (100.0% of total remaining)**
- Pending/outstanding invoices: **None**

ATTACHMENTS

- Updated schedule '20250317 Flagler Beach Beachwalk Permitting and Design Project Schedule_Rev1.pdf'

City of Flagler Beach Beachwalk Design, Permitting, and Construction



ID	Task Name	Start	Finish	% Complete	Gantt Chart															
					2024				2025				2026				2027			
					1st Quarter Jan/Feb/Mar	2nd Quarter Apr/May/June	3rd Quarter Jul/Aug/Sep	4th Quarter Oct/Nov/Dec	1st Quarter Jan/Feb/Mar	2nd Quarter Apr/May/June	3rd Quarter Jul/Aug/Sep	4th Quarter Oct/Nov/Dec	1st Quarter Jan/Feb/Mar	2nd Quarter Apr/May/June	3rd Quarter Jul/Aug/Sep	4th Quarter Oct/Nov/Dec	1st Quarter Jan/Feb/Mar	2nd Quarter Apr/May/June	3rd Quarter Jul/Aug/Sep	4th Quarter Oct/Nov/Dec
1	Notice To Proceed	Thu 12/12/24	Thu 12/12/24	0%	12/12/24 ◆ Notice To Proceed															
2	Task 1: Field Work and Data Collection	Thu 12/12/24	Fri 3/21/25	87%	Task 1: Field Work and Data Collection															
3	Site Assessment & Kick Off Meeting	Thu 12/12/24	Fri 2/7/25	100%	Site Assessment & Kick Off Meeting															
4	Topographic & Existing Conditions Survey	Thu 12/12/24	Fri 2/7/25	95%	Topographic & Existing Conditions Survey															
5	Geotechnical Field Work, Lab, Report	Thu 12/12/24	Fri 3/21/25	75%	Geotechnical Field Work, Lab, Report															
6	Task 2: Preliminary Engineering and Schematic Design	Mon 2/10/25	Tue 6/3/25	31%	Task 2: Preliminary Engineering and Schematic Design															
7	Preliminary Design	Mon 2/10/25	Wed 3/19/25	90%	Preliminary Design															
8	Preliminary Design Submittal	Wed 3/19/25	Wed 3/19/25	0%	3/19/25 ◆ Preliminary Design Submittal															
9	Preliminary Design Review Approval to Proceed	Thu 3/20/25	Wed 3/26/25	0%	Preliminary Design Review Approval to Proceed															
10	30% Schematic Design	Thu 3/27/25	Wed 5/7/25	0%	30% Schematic Design															
11	30% Schematic Design Submittal	Wed 5/7/25	Wed 5/7/25	0%	5/7/25 ◆ 30% Schematic Design Submittal															
12	Approval to Proceed to Permitting and Final Design	Thu 5/8/25	Wed 5/14/25	0%	Approval to Proceed to Permitting and Final Design															
13	Public Meeting to Present 30% Design	Thu 5/15/25	Tue 6/3/25	0%	Public Meeting to Present 30% Design															
14	Task 3: Environmental Permitting	Thu 3/27/25	Wed 11/5/25	3%	Task 3: Environmental Permitting															
15	Pre-Application Meeting w/ FDEP	Thu 3/27/25	Wed 4/16/25	15%	Pre-Application Meeting w/ FDEP															
16	Prepare CCCL Permit Application	Thu 4/10/25	Wed 5/7/25	15%	Prepare CCCL Permit Application															
17	Submit CCCL Permit Application	Wed 5/7/25	Wed 5/7/25	0%	5/7/25 ◆ Submit CCCL Permit Application															
18	Permit Review Period	Thu 5/8/25	Wed 11/5/25	0%	Permit Review Period															
19	Receive CCCL Permit	Wed 11/5/25	Wed 11/5/25	0%	11/5/25 ◆ Receive CCCL Permit															
20	Task 4: Final Design	Thu 6/19/25	Wed 11/19/25	0%	Task 4: Final Design															
21	Progress 60% Design Development	Thu 6/19/25	Wed 8/20/25	0%	Progress 60% Design Development															
22	Submit 60% DD Deliverables	Wed 8/20/25	Wed 8/20/25	0%	8/20/25 ◆ Submit 60% DD Deliverables															
23	Review and Approval 60% DD Deliverables	Thu 8/21/25	Wed 9/3/25	0%	Review and Approval 60% DD Deliverables															
24	Progress 100% Construction Drawings	Thu 9/18/25	Wed 11/19/25	0%	Progress 100% Construction Drawings															
25	Submit 100% CD Deliverables	Wed 11/19/25	Wed 11/19/25	0%	11/19/25 ◆ Submit 100% CD Deliverables															
26	Bid and Construction (NIC)	Thu 11/20/25	Tue 3/16/27	0%	Bid and Construction (NIC)															
27	Finalize Bid Documents	Thu 11/20/25	Wed 12/3/25	0%	Finalize Bid Documents															
28	Issue RFB	Wed 12/3/25	Wed 12/3/25	0%	12/3/25 ◆ Issue RFB															
29	Contractor Selection	Thu 12/4/25	Wed 1/21/26	0%	Contractor Selection															
30	Procurement and Mobilization	Thu 1/22/26	Wed 3/4/26	0%	Procurement and Mobilization															
31	Phase 1 Construction - Building Expansion	Thu 3/5/26	Wed 7/8/26	0%	Phase 1 Construction - Building Expansion															
32	Building Expansion Completion	Wed 7/8/26	Wed 7/8/26	0%	7/8/26 ◆ Building Expansion Completion															
33	Pier Construction Expected Completion Date	Wed 7/8/26	Wed 7/8/26	0%	7/8/26 ◆ Pier Construction Expected Completion Date															
34	Phase 2 Construction - Promenade	Thu 7/9/26	Tue 11/10/26	0%	Phase 2 Construction - Promenade															
35	Promenade Completion	Tue 11/10/26	Tue 11/10/26	0%	11/10/26 ◆ Promenade Completion															
36	Phase 3 Boardwalks and Trail	Wed 11/11/26	Tue 3/16/27	0%	Phase 3 Boardwalks and Trail															
37	Beachwalk Completion	Tue 3/16/27	Tue 3/16/27	0%	3/16/27 ◆ Beachwalk Completion															

Moffatt & Nichol
20250312 Flagler Beach Beachwalk Permitting and Design Project S
Date: Mon 3/17/25





**FUND 1109 Capital Project Funding Program
Semi-annual Project Impact Report**

Organization: City of Palm Coast	Project: Southern Recreation Center
Prepared by: Brittany McDermott	Date prepared: 1/30/2025
Contact Phone #: 386-986-2321	Contact e-mail: BMcDermott@palmcoastgov.com
Period Covered in this Report: 7/16/24-1/30/25	

Overview of Events Held

We had a very busy past six months at the Southern Recreation Center packed with numerous events and tournaments. In August and September, we hosted our last two USTA Juniors Tournaments of the season with over 30 participants in each tournament. These tournaments were held by Elite Amenities, and they also hosted a USTA Qualifier with over 24 participants.

Also in September, we hosted our Senior Games tennis and pickleball sports at the Southern Recreation Center. We had 24 tennis registrations and 85 pickleball registrations bringing in many people from outside cities including St. Augustine, Jacksonville, Daytona Beach, Ormond Beach, Saint Johns, Zephyrhills, Middleburg, Ponte Vedra, Kissimmee, Fleming Island, Green Cove Springs, Davie, Hollywood, Inverness, The Villages, and Orange Park. We even had one participant visit from North Carolina. Participants competed for the top three spots in their age divisions with the hopes to advance on to Florida Senior Games.

In October, our 4th Annual Pink N’ Pickle Tournament (the first to be held at the Southern Recreation Center) did not start off like we had hoped with Hurricane Milton causing delays. However, we were able to quickly reschedule and welcomed an amazing and talented group of 88 pickleball players to the three-day event. More notably, we hosted 33 out of county participants coming from Daytona Beach, St. Augustine, Ormond, Jacksonville, Longwood, Orange Park, and even 2 players from Virginia that were in town visiting.

In November, something a little different from tennis and pickleball that we were excited to welcome to Palm Coast was the Walk Around Florida (WAF33) event. This non-competitive event which includes up to 4 walks, a bike ride, and a swim event was non-competitive and sanctioned by the AVA: America’s Walking Club. It brought in over 100 participants coming from Orlando and Tampa the first weekend in November. The Southern Recreation Center attracted their attention and was one of the reasons they reached out to us for their event. They utilized it as a rest stop and checkpoint for their event. They rested (some enjoyed lunch), took our survey, and enjoyed the surroundings and what we had to offer, in addition to utilizing nearby Lehigh Trail.

Lastly, in January 2025 we kicked off the new year with a bang! The new tennis courts including show court were completed, and we held a ribbon cutting on Monday, January 13 to honor these new amenities. Immediately following this ribbon cutting, we hosted our first-ever Palm Coast Open: A

USTA W35 Event. While we have been hosting the Men's Pro Circuit for many years at the former Palm Coast Tennis Center, that facility never met the requirements for the Women's Pro Circuit. That is an issue of the past as the Southern Recreation Center more than meets the expectations. This year's tournament featured talented female players from more than 100 countries, including some of the top 300 ranked players in the world. They competed for a total of \$35,000 in prize money and Association of Tennis Professionals (ATP) ranking points. We welcome amazing talent including Christina McHale who came out of retirement to play in our tournament. She was ranked in the top 30 just prior to retiring. We had just one week's break, and then welcomed the Palm Coast Open: A USTA M15 Event starting on Friday, Jan. 24 for our Wild Card and then Monday, Jan. 27 for qualifiers. The tournament brought in over 100 male players from around the world competing for \$15,000 in prize money and ATP points. It will continue through Sunday, Feb. 2nd when the Singles Finals match will be held.

Survey Results

See attached survey and registration prompt responses.

The above events have brought in a total of **1,582** nights in Flagler County including day tourism. Out of this, **861** of those nights can be attributed to hotel, campground, or vacation rental/condo overnight stays.

What is your zip code or country of origin?	What is the primary reason for your trip to Flagler County?	Other	How did you travel to Flagler County?	How many nights do you plan to stay in Flagler County?	Where are you staying while in Flagler County?	6. In addition to this event, what activities will you participate in while in the Flagler County area?	Is this your first time visiting the Flagler County area?	How did you hear about Flagler County?	Other	Would you consider visiting the area again?	Submit Date (UTC)
		Walk Around Florida							I live in Volusia County		
32127		33	Automobile		3 Hotel/Motel	Outdoor Activities	no			yes	10/21/2024 17:00
91326		Visiting	Plane		2 Friends/Relatives	Dining	yes	Family/Friend		yes	10/16/2024 19:30
4260		Visiting mom	Automobile		4	Moms Outdoor Activities	no	Family/Friend		yes	10/15/2024 16:01
	Palm Coast Open Tennis										
37729	Tournament		Automobile		9 Hotel/Motel	Dining	no	Family/Friend		yes	10/2/2024 13:21
United States		Usta junior	Automobile		1 Bed and Breakfast	Outdoor Activities	no	Event Advertisement		yes	9/28/2024 14:25
					Vacation						
27944		Visiting family	Automobile		5 Rental/Condo	Shopping	no	Family/Friend		yes	9/20/2024 21:38
	Palm Coast Open Tennis										
27944	Tournament		Automobile		4 Friends/Relatives	Shopping	no	Family/Friend		yes	9/20/2024 21:37
35611		Visiting my Mom	Automobile		5 Friends/Relatives	Shopping	no	Family/Friend		yes	9/20/2024 21:03
	Palm Coast Open Tennis										
44903	Tournament		Plane		3 Friends/Relatives	Shopping	yes	Family/Friend		yes	9/17/2024 15:51
		Florida Seniors - tennis							Event schedule	yes	9/13/2024 12:14
34759		Family	Automobile		2 Hotel/Motel	Shopping	yes			yes	9/12/2024 15:38
75072		Pickleball	Automobile		3 Friends/Relatives	Beach	no	Family/Friend		yes	9/12/2024 15:37
United States		Pickleball	Automobile		5 Friends/Relatives	Beach	yes	Family/Friend		yes	9/12/2024 15:37
44144		Pickleball	Plane		2 Friends/Relatives	Dining	no		Map	no	9/1/2024 17:10
44144		Pickleball	Plane		3 Friends/Relatives	Shopping	no	Family/Friend		yes	9/1/2024 17:10
32606		Visiit	Automobile		1 Friends/Relatives	Dining	no	Family/Friend		yes	9/1/2024 14:35
32653		Visit friend	Automobile		1 Friends/Relatives	Dining	no	Family/Friend		yes	9/1/2024 14:35
32605		Visit	Automobile		1 Friends/Relatives	Evening Activities	no	Family/Friend		yes	9/1/2024 14:34
	Palm Coast Open Tennis										
32217	Tournament		Automobile		1 Hotel/Motel	Beach	no	Family/Friend		yes	8/30/2024 22:22
32217		Vacation	Automobile		1 Friends/Relatives	Shopping	no	Family/Friend		yes	8/30/2024 22:21
	Palm Coast Open Tennis										
	U S Tournament		Automobile		0	Shopping	yes	Family/Friend		yes	8/30/2024 15:15
	Palm Coast Open Tennis										
31558	Tournament		Automobile		0	Shopping	yes	Event Advertisement		yes	8/30/2024 15:13
USA		Camping	Other		14 Campground	Shopping	no	Family/Friend		yes	8/27/2024 14:29
					Vacation						
28078		Vacation	Automobile		7 Rental/Condo	Shopping	no	Family/Friend		yes	8/22/2024 14:57
					Vacation						
28031		Vacation	Automobile		7 Rental/Condo	Shopping	yes	Family/Friend		yes	8/22/2024 14:58
					Vacation						
34471		Family	Automobile		5 Rental/Condo	Evening Activities	no	Family/Friend		yes	8/22/2024 13:38
	Palm Coast Open Tennis										
United States	Tournament		Automobile		5 Rental/Condo	Shopping	no	Family/Friend		yes	8/22/2024 13:37
					Vacation						
34471		fun	Automobile		4 Rental/Condo	Beach	no	Family/Friend		yes	8/22/2024 13:37
					Vacation						
34472		Out of town	Automobile		4 Rental/Condo	Attractions	no	Family/Friend		yes	8/22/2024 13:36
	Palm Coast Open Tennis										
34479	Tournament		Automobile		0	Shopping	yes	Event Advertisement		yes	8/22/2024 13:36
	Palm Coast Open Tennis										
34474	Tournament		Automobile		4 Bed and Breakfast	Beach	yes	Family/Friend		yes	8/22/2024 13:36
80303		Vacation	Plane		6 Friends/Relatives	Beach	no	Family/Friend		yes	8/20/2024 23:12
32119		Pickle ball	Automobile		1	Home Evening Activities	no	Family/Friend		yes	8/19/2024 23:21
32080		Visiting friends	Automobile		2 Friends/Relatives	Shopping	no	Family/Friend		yes	8/19/2024 17:42

	Palm Coast Open Tennis								
10128	Usa Tournament	Vacation	Automobile	2 Hotel/Motel	Dining	no	Event Advertisement	yes	8/19/2024 0:58
60439		Visit family	Plane	2 Friends/Relatives	Outdoor Activities	no	Family/Friend	yes	8/17/2024 15:46
				3 Friends/Relatives	Dining	no	Family/Friend	yes	8/16/2024 11:54
33021	Palm Coast Open Tennis								
33021	Tournament	Visiting family	Automobile	3 Friends/Relatives	Shopping	no	Family/Friend	yes	8/15/2024 16:58
				3 Friends/Relatives	Dining	no	Family/Friend	yes	8/15/2024 16:59
32724	Palm Coast Open Tennis								
	Tournament		Automobile	5 Hotel/Motel	Shopping	yes	Family/Friend	yes	8/15/2024 14:38
7075	Palm Coast Open Tennis								
7075	Tournament	Visiting mom	Automobile	7 Friends/Relatives	Attractions	no	Family/Friend	yes	8/11/2024 12:43
			Automobile	7 Friends/Relatives	Outdoor Activities	no	Family/Friend	yes	8/11/2024 12:43
7070	Palm Coast Open Tennis								
	Tournament		Plane	7 Friends/Relatives	Evening Activities	no	Family/Friend	yes	8/11/2024 12:43
32256	Palm Coast Open Tennis								
30157	Tournament	Friend	Plane	7 Friends/Relatives	Dining	no	Family/Friend	yes	8/11/2024 12:43
		Visiting family	Automobile	2 Friends/Relatives	Shopping	no	Family/Friend	yes	8/10/2024 12:47
			Automobile	4 Friends/Relatives	Shopping	no	Family/Friend	yes	8/9/2024 14:39
30152	Palm Coast Open Tennis								
	Tournament		Automobile	3 Friends/Relatives	Beach	no	Family/Friend	yes	8/9/2024 14:38
19901	Palm Coast Open Tennis								
	Tournament		Automobile	10 Friends/Relatives	Beach	no	Family/Friend	yes	8/9/2024 13:18
75104	Palm Coast Open Tennis								
33076	Tournament	Visiting friends	Plane	7 Friends/Relatives	Shopping	no	Family/Friend	yes	8/9/2024 13:17
32168		Pickleball	Automobile	4 Friends/Relatives	Shopping	no	Lived here before	yes	8/9/2024 13:16
20723		Friends	Automobile	0	Attractions	yes	Family/Friend	yes	8/8/2024 17:09
			Automobile	10 Friends/Relatives	Dining	no	Family/Friend	yes	8/4/2024 14:42
27205	Palm Coast Open Tennis								
	Tournament		Automobile	Vacation	Outdoor Activities	yes	Family/Friend	yes	8/1/2024 18:20
27205		Vacation	Automobile	6 Rental/Condo	Beach	yes	Family/Friend	yes	8/1/2024 17:10
27205		Vacation	Automobile	Vacation	Shopping	yes	Internet	yes	8/1/2024 17:11
27205		Pickleball	Automobile	7 Rental/Condo	Shopping	yes	Family/Friend	yes	8/1/2024 17:10
27205		vacation	Automobile	5 Hotel/Motel	Beach	yes	Family/Friend	yes	8/1/2024 17:10
27205		Vacation	Automobile	Vacation	Beach	yes	Family/Friend	yes	8/1/2024 17:09
27205		Vacation	Automobile	4 Rental/Condo	Beach	yes	Family/Friend	yes	8/1/2024 17:09
27205		Vacation	Automobile	5 Rental/Condo	Beach	yes	Family/Friend	yes	8/1/2024 17:09
27205		Vacation	Automobile	6 Rental/Condo	Beach	yes	Family/Friend	yes	8/1/2024 17:09
27205		Family Vacation	Other	Vacation	Evening Activities	yes	Family/Friend	yes	8/1/2024 17:08
				7 Rental/Condo	Beach	yes	Event Advertisement	yes	8/1/2024 17:07
88001	Palm Coast Open Tennis								
	Tournament		Plane	4 Friends/Relatives	Beach	yes	Family/Friend	yes	8/1/2024 12:24
32080	Palm Coast Open Tennis								
	Tournament		Automobile	0	Shopping	no	Family/Friend	yes	7/30/2024 12:37
94043		Visiting family	Plane	Vacation	Beach	no	Family/Friend	yes	7/29/2024 22:33
10452		Pickleball	Plane	7 Rental/Condo	Evening Activities	no	Family/Friend	yes	7/29/2024 22:20
	Colombia, South America								
		Vacation	Plane	7 Friends/Relatives	Beach	yes	Family/Friend	yes	7/25/2024 15:35

43213	Vacation	Automobile	Vacation 7 Rental/Condo	Shopping	yes	Family/Friend	yes	7/24/2024 22:55
43068	Vacation	Automobile	Vacation 7 Rental/Condo	Attractions	yes		Website	yes
43213	Family vacation	Automobile	Vacation 7 Rental/Condo	Outdoor Activities	yes	Family/Friend	yes	7/24/2024 22:54
43068	Play pickleball	Automobile	0	Outdoor Activities	yes	Family/Friend	yes	7/24/2024 22:54
43235	Vacation	Automobile	Vacation 7 Rental/Condo	Shopping	no	Family/Friend	yes	7/24/2024 22:53
43235	Vacation	Automobile	Vacation 7 Rental/Condo	Beach	no	Family/Friend	yes	7/24/2024 22:53
19973	Visiting family	Plane	Vacation 3 Rental/Condo	Beach	no		Used to live here	yes
32259	Pickleball	Automobile	1 Friends/Relatives	Outdoor Activities	no	Family/Friend	yes	7/24/2024 12:28
28209	Visiting family	Automobile	4 Friends/Relatives	Outdoor Activities	no	Family/Friend	yes	7/23/2024 19:55
33330	Vacation	Automobile	Vacation 8 Rental/Condo	Beach	yes	Family/Friend	yes	7/22/2024 14:59
15222	Vacation	Plane	Vacation 8 Rental/Condo	Shopping	yes	Family/Friend	yes	7/22/2024 14:58
		Total Nights	334					
		Room Nights	202					

Where are you staying while in Flagler County?	Other Camping	How many nights do you plan to stay in Flagler County?	How did you travel to Flagler County?	What is the primary reason for your visit to Flagler County?	Other	Shopping	Evening Activities	Outdoor Activities	Beach	Attractions	Dining	Arts and Culture	Special Event	Other	Is this your first time visiting the Flagler County area?	How did you hear about Flagler County?	Other	Would you consider visiting the area again?	What is your primary zip code or country of origin?	What would you rate your experience visiting Flagler County?	Submit Date (UTC)
		30	Automobile	Leisure											No	Family/Friend		Yes	22937	5	1/30/2025 21:20
Friends or family		5	Other	Visiting friends or family							Dining				No	Family/Friend		Yes	11413	5	1/30/2025 20:32
Vacation Rental		5	Automobile	Special Event			Evening Activities		Beach		Dining	Arts and Culture	Special Event		Yes	Family/Friend		Yes	32174	5	1/30/2025 19:54
	Live here coast	0	0			Shopping		Outdoor Activities			Dining		Special Event	Live here NA	No		NA	Yes	32174	5	1/30/2025 19:25
		0	0												No		Again I live here	Yes	32137	5	1/30/2025 18:27
Friends or family		7	Automobile	Visiting friends or family		Shopping		Outdoor Activities	Beach		Dining				No	Family/Friend		Yes	32164	5	1/30/2025 17:23
	Home	0	0			Shopping		Outdoor Activities			Dining				No	Family/Friend		Yes	32137	5	1/29/2025 17:18
	Home	0	0			Shopping		Outdoor Activities	Beach		Dining	Arts and Culture			No	Family/Friend		Yes	32137	5	1/29/2025 17:01
Vacation Rental		6	Automobile	Special Event		Shopping	Evening Activities	Outdoor Activities	Beach	Attractions	Dining	Arts and Culture	Special Event		No	advertisement		Yes	1027	5	1/29/2025 15:15
Hotel/Motel		3	Automobile			Shopping			Beach		Dining				No	Family/Friend		Yes	34990	5	1/29/2025 14:11
Hampton Inn		2	Automobile	Special Event									Special Event		Yes	advertisement		Yes	34987	5	1/28/2025 21:53
Vacation Rental		4	Bus	Business		Shopping	Evening Activities	Outdoor Activities	Beach		Dining				Yes	Family/Friend		Yes	33983	5	1/28/2025 21:52
Campground		4	Other	Business		Shopping		Outdoor Activities	Beach	Attractions			Special Event		No	advertisement		Yes	34984	5	1/28/2025 21:51
Friends or family		1	Automobile	Leisure		Shopping									Yes	advertisement		Yes	34984	5	1/28/2025 21:51
Hampton Inn		6	Bus			Shopping									Yes	Family/Friend		Yes	34985	5	1/28/2025 21:50
Bed and Breakfast		2	Automobile	Business		Shopping									No	advertisement		Yes	34986	5	1/28/2025 21:49
Friends or family		5	Automobile	Visiting friends or family				Outdoor Activities			Dining				No	Family/Friend		Yes	32174	5	1/28/2025 21:37
Vacation Rental		5	Automobile	Special Event							Dining		Special Event		No	advertisement		Yes	33543	5	1/28/2025 19:28
Vacation Rental		7	Automobile	Special Event		Shopping									Yes	advertisement		Yes	Argentina	5	1/28/2025 18:12
Best Western		3	Automobile	Special Event							Dining				No	advertisement		Yes	33445	5	1/28/2025 16:33
Hotel/Motel		5	Plane	Special Event				Outdoor Activities							Yes	advertisement		Yes	15300	5	1/28/2025 15:52
Best Western		5	Automobile	Special Event									Special Event		Yes	advertisement		Yes	33433	5	1/28/2025 15:49
Best Western		5	Bus										Special Event		Yes	advertisement		No	33441	5	1/28/2025 15:49
Friends or family	Live here	5	Automobile	Special Event					Beach	Attractions					Yes	Family/Friend		Yes	34113	5	1/28/2025 15:47
		30	Automobile		Live here									All	No	Family/Friend		Yes	32137	5	1/28/2025 15:41
Hotel/Motel		5	Automobile		Tennis tournament	Shopping					Dining				Yes	advertisement		Yes	33407	5	1/28/2025 15:27
Friends or family		7	Automobile	Special Event				Outdoor Activities	Beach		Dining				No	Family/Friend		Yes	34471	5	1/28/2025 15:19
Hampton Inn		1	Automobile	Special Event				Outdoor Activities					Special Event		Yes	advertisement		Yes	33434	5	1/28/2025 15:08
Hampton Inn		4	Automobile	Special Event				Outdoor Activities					Special Event		Yes	Family/Friend		Yes	United States	5	1/28/2025 14:51
Friends or family		7	Plane		Tennis Tournament	Shopping			Beach		Dining				No	advertisement		Yes	Germany	4	1/28/2025 0:13
Friends or family		7	Automobile	Business				Outdoor Activities	Beach		Dining				No	advertisement		Yes	32746	5	1/27/2025 19:07
Friends or family		2	Automobile			Shopping					Dining				No	Family/Friend		Yes	32174	5	1/27/2025 17:41
Friends or family		6	Automobile	Business		Shopping	Evening Activities	Outdoor Activities	Beach		Dining				No	Family/Friend		Yes	21204	5	1/27/2025 17:16
Friends or family		7	Automobile	Special Event							Dining				Yes	Family/Friend		Yes	32224	5	1/27/2025 16:47
Bed and Breakfast		2	Automobile						Beach				Special Event		No	advertisement		Yes	2322	5	1/27/2025 16:29
Friends or family		3	Automobile			Shopping					Dining		Special Event		No	Family/Friend		Yes	7456	5	1/27/2025 16:27
Best Western		8	Automobile						Beach	Attractions		Arts and Culture			No	Family/Friend		Yes	France	5	1/27/2025 16:26
Best Western		7	Automobile		Tennis tournament	Shopping	Evening Activities	Outdoor Activities	Beach		Dining				Yes	advertisement		Yes	France	5	1/27/2025 16:27
Hotel/Motel		5	Automobile	Special Event		Shopping					Dining				Yes	advertisement		Yes	29607	5	1/27/2025 16:20
Friends or family		5	Automobile	Special Event		Shopping			Beach		Dining		Special Event		No	Family/Friend		Yes	7435	5	1/27/2025 15:41
Hampton Inn		3	Automobile	Visiting friends or family			Evening Activities	Outdoor Activities	Beach		Dining				Yes	Family/Friend		Yes	2920	4	1/27/2025 15:10
Hotel/Motel		2	Plane	Visiting friends or family						Attractions					Yes	advertisement		Yes	78023	5	1/27/2025 15:08
Friends or family		7	Automobile	Special Event										Tennis	Yes		Tournament website	Yes	30043	5	1/27/2025 14:56
Hotel/Motel		4	Automobile	Business			Evening Activities		Beach		Dining				No	Family/Friend		Yes	28303	5	1/27/2025 14:49
Hotel/Motel		5	Automobile	Special Event					Beach						Yes	Family/Friend		Yes	27106	4	1/27/2025 14:48
Hampton Inn		5	Automobile			Shopping									Yes	Family/Friend		Yes	34221	5	1/27/2025 14:47
Hampton Inn		2	Automobile	Special Event				Outdoor Activities		Attractions	Dining				Yes	Family/Friend		Yes	34221	5	1/27/2025 14:47
Hotel/Motel		2	Automobile	Visiting friends or family			Evening Activities								Yes	advertisement		Yes	33131	5	1/27/2025 14:39
Hampton Inn		7	Plane	Business									Special Event		Yes	Family/Friend		Yes	Canada	5	1/27/2025 14:38
Friends or family		0	0								Dining				No		Map	Yes	90049	5	1/27/2025 14:25
	Airbnb	5	Automobile	Business				Outdoor Activities							Yes	Event advertisement		Yes	30360	5	1/27/2025 14:20
Vacation Rental		7	Automobile	Business							Dining				No	Event advertisement		Yes	33486	5	1/27/2025 14:20
Friends or family		1	Automobile	Special Event		Shopping									No	advertisement		Yes	30308	5	1/27/2025 14:12
Friends or family		0	0				Evening Activities	Outdoor Activities	Beach	Attractions	Dining				Yes	Family/Friend		Yes	62535	4	1/27/2025 14:12
Friends or family		6	Automobile	Special Event				Outdoor Activities							Yes	advertisement		Yes	60031	5	1/27/2025 14:12
Friends or family		3	Automobile	Special Event									Special Event		No	advertisement		Yes	Bulgaria	5	1/27/2025 14:03
Hampton Inn		7	Plane	Business							Dining				Yes	Family/Friend		Yes	71291	5	1/27/2025 14:01
Friends or family		4	Plane	Special Event							Dining		Special Event		Yes			Yes	7930	5	1/26/2025 21:59
Hotel/Motel		3	Plane		tournament									Pickleball	Yes			Yes	89128	5	1/26/2025 21:57
	My house	7	Other	Business					Beach		Dining				No	Family/Friend		Yes	32776	5	1/26/2025 21:37

Campground	4 Automobile	Special Event						Dining		Special Event	Yes	Event advertisement	Yes	Australia	5	1/26/2025 21:09		
Bed and Breakfast	6 Bus	Special Event				Beach					Yes	Event advertisement	Yes	Switzerland	5	1/26/2025 21:08		
Air bnb	4 Automobile	Special Event				Outdoor Activities		Dining			No	Event advertisement	Yes	33603	5	1/26/2025 21:08		
Bed and Breakfast	4 Automobile	Special Event				Outdoor Activities	Beach	Dining			Yes	Event advertisement	Yes	34987	5	1/26/2025 21:06		
Friends or family	6 Plane					Beach					No	Event advertisement	Yes	78258	5	1/26/2025 21:06		
Hampton Inn Hotel/Motel	5 Plane 4 Plane	Business Special Event				Outdoor Activities	Beach	Dining Dining			Yes Yes	Event advertisement Family/Friend	Yes Yes	France 14534	5 5	1/26/2025 20:17 1/26/2025 20:06		
Campground	4 Automobile	Special Event			Shopping						No	Event advertisement	Yes	33025	4	1/26/2025 20:02		
Hampton Inn	1 Automobile		Tennis			Beach					Yes	Event advertisement	No	23220	5	1/26/2025 19:59		
Hotel/Motel Bed and Breakfast	1 Automobile 1 Other	Special Event						Dining			Yes Yes	Event advertisement Family/Friend	Yes Yes	33410 United States	5 5	1/26/2025 19:55 1/26/2025 19:54		
Hampton Inn	6 Automobile	Special Event			Shopping			Dining		Special Event	Yes	Event advertisement	Yes	30066	5	1/26/2025 19:56		
Friends or family	12 Automobile	Special Event				Evening Activities	Beach		Arts and Culture	Special Event	No	Event advertisement	Yes	United States	5	1/26/2025 19:53		
Friends or family	7 Automobile	Business				Beach					No	Event advertisement	Yes	12208	5	1/26/2025 19:53		
Hotel/Motel Hotel/Motel	5 Plane 2 Automobile	Special Event Special Event			Shopping	Evening Activities	Outdoor Activities	Beach	Dining Dining		Yes No	Event advertisement Family/Friend	No Yes	90292 33324	5 4	1/26/2025 19:53 1/26/2025 19:25		
Vacation Rental Hotel/Motel Hampton Inn	4 Other 3 Automobile 7 Plane	Special Event Special Event Special Event						Dining Dining Dining			No Yes No	Event advertisement Family/Friend Family/Friend	Yes Yes Yes	33324 34211 91016	5 5 5	1/26/2025 19:24 1/26/2025 19:23 1/26/2025 19:22		
Friends or family	6 Automobile	Visiting friends or family			Shopping	Evening Activities	Beach				No	Family/Friend	Yes	32246	5	1/25/2025 20:06		
Hampton Inn	3 Automobile	Special Event						Dining		Special Event	No	Event advertisement	Yes	7960	5	1/25/2025 20:04		
Friends or family Friends or family Friends or family	6 Automobile 5 Plane 5 Automobile	Visiting friends or family Special Event Special Event			Shopping			Dining Dining		Special Event Special Event	No No No	Family/Friend Family/Friend Family/Friend	Yes Yes Yes	33442 7930 7930	2 4 4	1/24/2025 21:52 1/24/2025 21:47 1/24/2025 21:46		
Home	2 Automobile		Tennis tournament					Dining			Yes	Event advertisement	Yes	32828	5	1/24/2025 20:56		
Friends or family	0									Special Event	No	Event advertisement	Yes	Australia	5	1/24/2025 20:49		
House	10 Automobile	Business								Special Event	No	Event advertisement	Yes	34211	5	1/24/2025 20:48		
Best Western	6 Automobile	Special Event				Outdoor Activities		Dining			Yes	Event advertisement	Yes	10708	5	1/24/2025 18:52		
Vacation Rental Friends or family Friends or family	3 Automobile 3 Automobile 4 Plane	Special Event Special Event Leisure				Outdoor Activities	Beach	Dining		Special Event	No Yes Yes	Event advertisement Family/Friend Family/Friend	Yes Yes Yes	33543 7021 32164	5 5 4	1/24/2025 18:56 1/24/2025 18:52 1/19/2025 20:15		
Live here local	0					Outdoor Activities	Beach	Dining		Special Event	No	Family/Friend	Yes	32137	5	1/18/2025 13:52		
Friends or family	30 Automobile	I live here						Dining	Arts and Culture	Tennis	No	I live here	Yes	32174	5	1/18/2025 0:33		
Vacation Home	30 Other	Leisure			Shopping	Outdoor Activities	Beach	Attractions	Dining	Arts and Culture	No	Rented a property	Yes	56301	5	1/17/2025 19:32		
Friends or family	11 Plane	Special Event			Shopping	Evening Activities	Beach	Dining	Arts and Culture		Yes	Event advertisement	Yes	France	5	1/17/2025 18:02		
Hotel/Motel	7 Automobile	Special Event						Dining			No	Event advertisement	Yes	21078	5	1/17/2025 18:00		
Vacation Rental	6 Plane	Special Event						Attractions			Yes	Event advertisement	Yes	Frankfurt am Main, Ger	4	1/17/2025 17:58		
Hotel/Motel	6 Automobile		Tennis					Dining			Yes	Event advertisement	Yes	Pasadena, CA	5	1/17/2025 17:56		
Vacation Rental	8 Automobile	Special Event			Shopping			Dining			No	Event advertisement	Yes	33487	5	1/17/2025 17:53		
Friends or family	4 Automobile	Visiting friends or family			Shopping	Evening Activities	Outdoor Activities	Beach	Attractions	Dining	Arts and Culture	Special Event	No	Family/Friend	Yes	Colombia	5	1/17/2025 17:30
Friends or family	30 Automobile	Visiting friends or family			Shopping	Evening Activities	Outdoor Activities	Beach	Attractions	Dining	Arts and Culture	Special Event	No	Family/Friend	Yes	32164	5	1/17/2025 17:27
I'm lical	0							Dining			No	Event advertisement	Yes	32124	5	1/17/2025 15:56		
Vacation Rental	6 Automobile	Special Event			Shopping			Dining			Yes	Event advertisement	Yes	Romania	5	1/17/2025 13:54		
Vacation Rental	7 Plane	Special Event						Dining			Yes	Event advertisement	Yes	Romania	4	1/17/2025 13:53		
Vacation Rental	3 Automobile	Special Event			Shopping						No	Event advertisement	Yes	Morocco	5	1/17/2025 13:51		
Vacation Rental	7 Automobile		ift		Shopping			Dining		Special Event	No	Event advertisement	Yes	34479	4	1/17/2025 13:49		
Best Western	7 Plane	Special Event						Dining			No	Event advertisement	No	Netherlands	5	1/17/2025 13:46		
Hotel/Motel	8 Plane	Special Event				Beach		Dining		Tennis	Yes	Event advertisement	No	Eupen, Belgium	3	1/17/2025 13:44		
Tennis Housing	5 Plane	Special Event								Tennis	Yes	Event advertisement	Yes	Bulgaria	5	1/17/2025 13:33		
Vacation Rental	8 Plane									Special Event	Yes	Event advertisement	No	Russia	3	1/16/2025 22:18		
Vacation Rental Hotel/Motel	4 Bus 7 Automobile	Special Event Special Event			Shopping		Beach	Dining Dining	Arts and Culture		No Yes	Event advertisement	Yes Yes	33606 33427	4 3	1/16/2025 22:14 1/16/2025 22:11		
Best Western	6 Automobile	Special Event				Evening Activities		Dining			Yes	Event advertisement	Yes	77006	4	1/16/2025 22:08		

CivicRec Registration System Prompt Summary Report for Overnight Stays

1. Overnight Accommodations - TDC Grant		11	
1. Overnight Accommodations - TDC Grant		1	3
1. Overnight Accommodations - TDC Grant		5	40
1. Overnight Accommodations - TDC Grant	7 days	1	7
1. Overnight Accommodations - TDC Grant	I live in Palm Coast	11	
1. Overnight Accommodations - TDC Grant	live in Plantation Bay golf abd tennis club community	1	
1. Overnight Accommodations - TDC Grant	live in The Hammock	1	
1. Overnight Accommodations - TDC Grant	local	1	
1. Overnight Accommodations - TDC Grant	n	1	
1. Overnight Accommodations - TDC Grant	n /a	1	
1. Overnight Accommodations - TDC Grant	n o	2	
1. Overnight Accommodations - TDC Grant	n.a	1	
1. Overnight Accommodations - TDC Grant	n;/a	1	
1. Overnight Accommodations - TDC Grant	n/a	594	
1. Overnight Accommodations - TDC Grant	n0	2	
1. Overnight Accommodations - TDC Grant	na	161	
1. Overnight Accommodations - TDC Grant	nb/aq	1	
1. Overnight Accommodations - TDC Grant	nba	1	
1. Overnight Accommodations - TDC Grant	nla	1	
1. Overnight Accommodations - TDC Grant	no	676	
1. Overnight Accommodations - TDC Grant	No- I live in Palm Coast	1	
1. Overnight Accommodations - TDC Grant	None	12	
1. Overnight Accommodations - TDC Grant	no\	1	
1. Overnight Accommodations - TDC Grant	Ohio	2	2
1. Overnight Accommodations - TDC Grant	Snowbird	3	
1. Overnight Accommodations - TDC Grant	YES	6	6
2. Overnight Accommodations - TDC Grant		11	
2. Overnight Accommodations - TDC Grant	Airbnb	1	1
2. Overnight Accommodations - TDC Grant	Econo Lodge Palm Coast	1	1
2. Overnight Accommodations - TDC Grant	Fairfield Inn & Suites Palm Coast	1	1
2. Overnight Accommodations - TDC Grant	Friends and Family	21	
2. Overnight Accommodations - TDC Grant	Hampton Inn & Suites Palm Coast	3	3
2. Overnight Accommodations - TDC Grant	None, I am not staying in an overnight accommodation	1460	
2. Overnight Accommodations - TDC Grant	Red Roof Plus Palm Coast	2	2
	Total Nights	3004	66 (room nights)
	Already reported	2968	65
	Total Nights since last reported	36	1 (room nights)



TDT Quarterly Collection Report

April 23, 2025



5% Transient Rental Tax Rate

As of 06/01/2017



PROMOTIONS - 60%

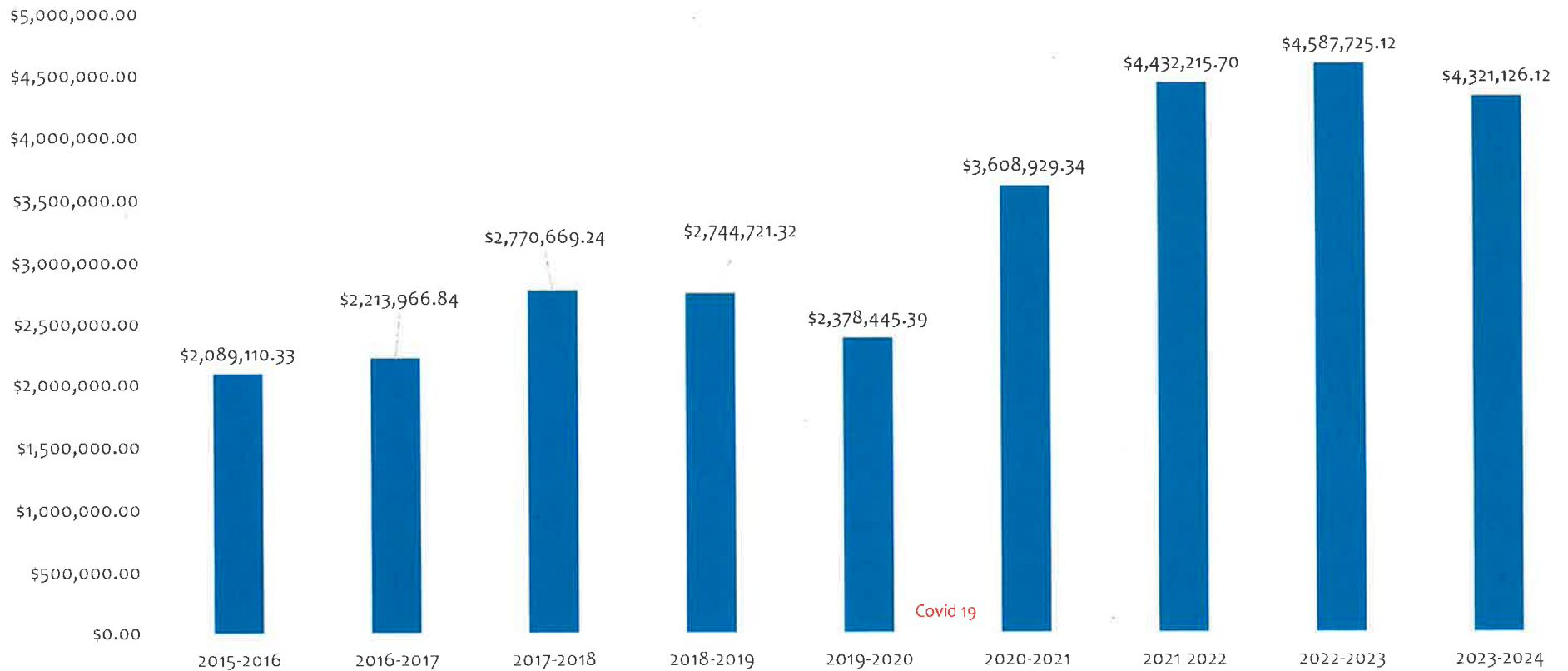


BEACH RESTORATION - 20%



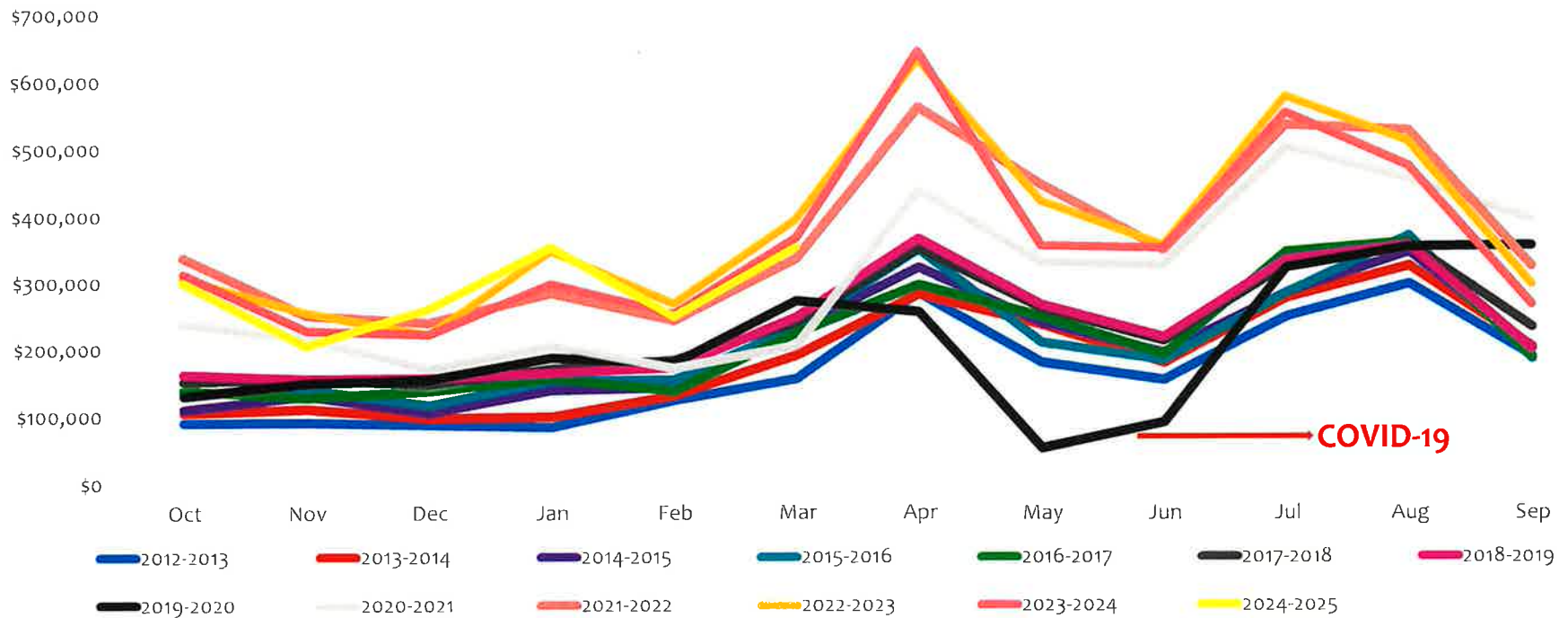
CAPITAL PROJECTS - 20%

Annual Collection by Fiscal Year (FY Oct – Sept)



Flagler County Total TDT Collections

(includes TC Fee & Collection Allowance, all years adjusted for increase to 5%, collection month)



Quarterly Collection Comparison

January - March

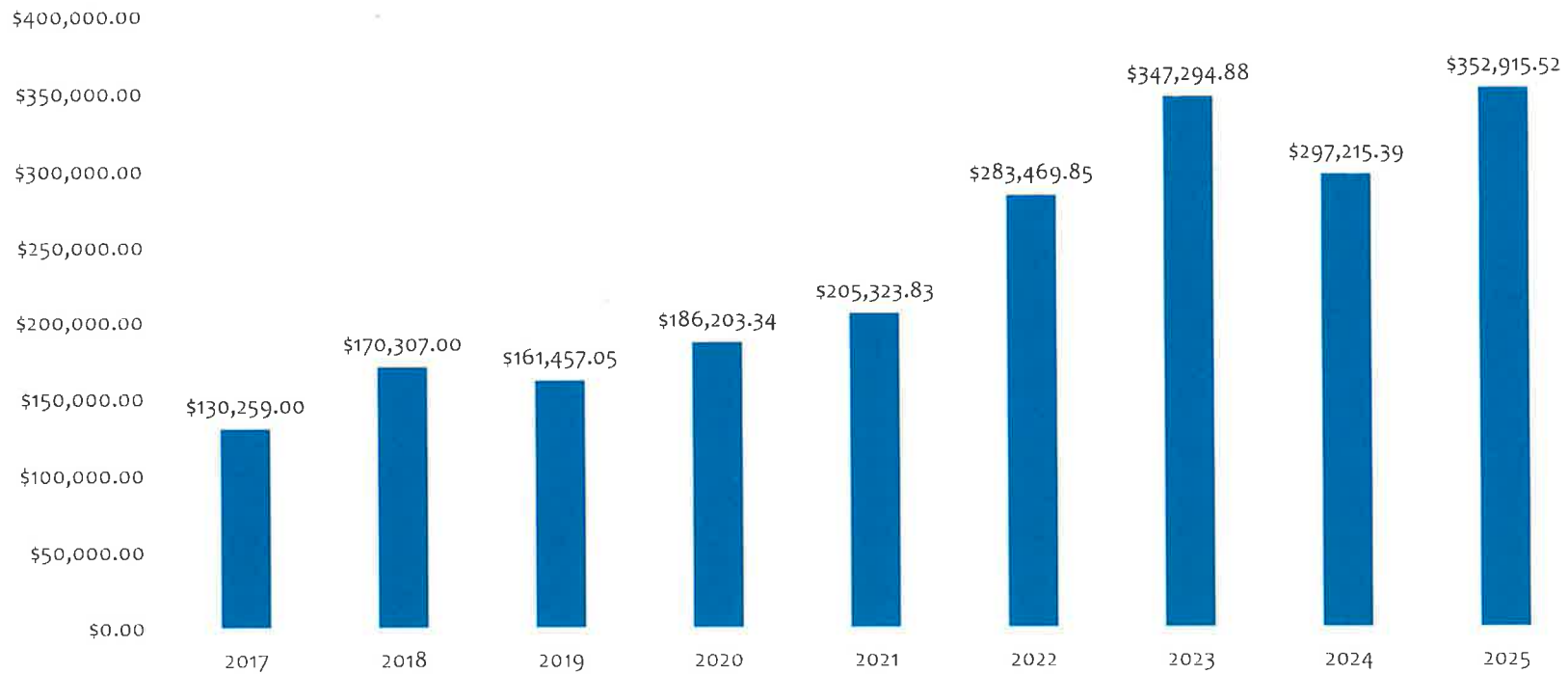
2024

2025

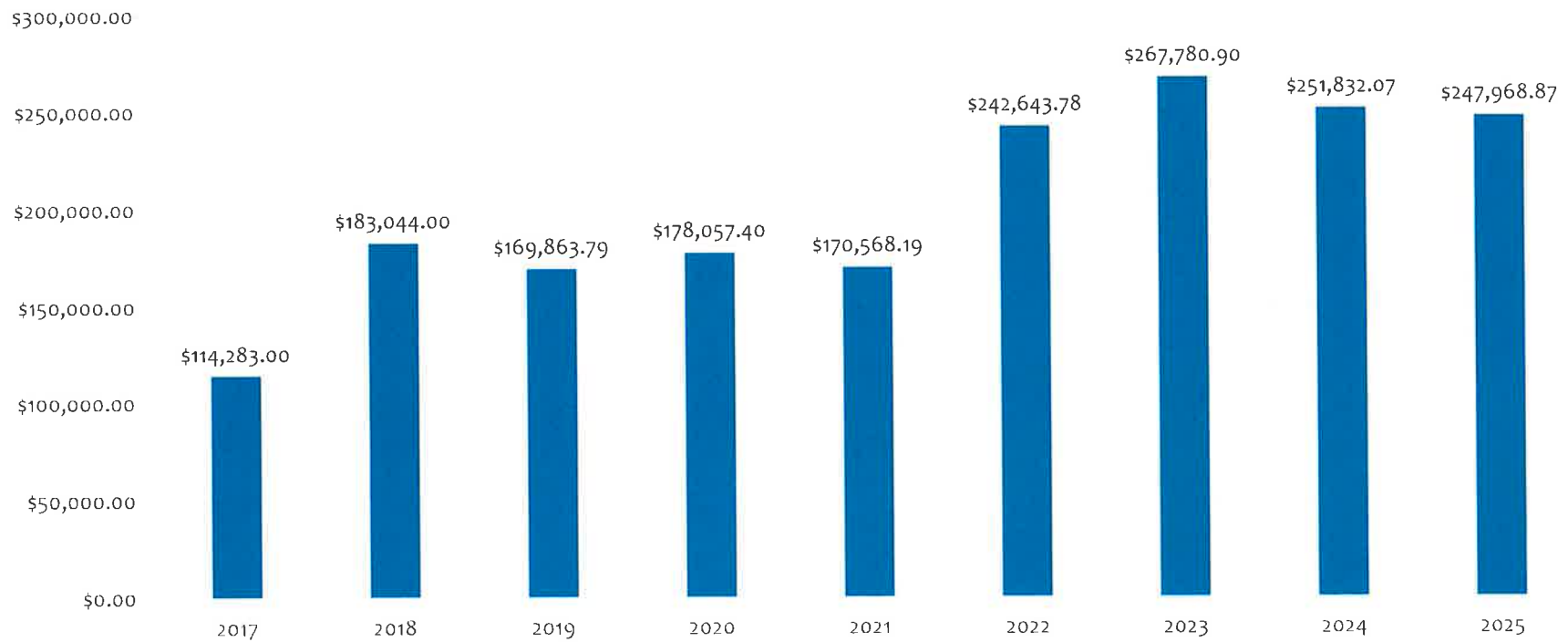
Type	Collection Quarter 2						Collection Quarter 2					
	Potential	Actual	Occ %	Sales	Pct	Bed Tax	Potential	Actual	Occ %	Sales	Pct	Bed Tax
Single Fam / B&B	68,546	19,397	28.30%	\$4,791,341.46	26.29%	\$240,750.67	75,684	21,748	28.74%	\$5,140,667.80	26.94%	\$256,911.09
Town/Condo	57,303	23,551	41.10%	\$4,172,204.37	22.42%	\$205,361.91	56,393	20,367	36.12%	\$4,055,525.89	20.89%	\$199,182.28
Man / Coop / RV / Campground	40,040	11,275	28.16%	\$1,404,760.71	7.07%	\$64,779.65	40,590	21,850	53.83%	\$1,559,111.65	7.58%	\$72,313.56
Duplex / Multi units	4,397	1,125	25.59%	\$182,484.71	0.91%	\$8,346.05	4,922	1,658	33.69%	\$247,327.61	1.13%	\$10,772.61
Hotel Chain / Hotel Condos	82,657	45,276	54.78%	\$7,126,569.61	37.53%	\$343,759.26	84,069	50,758	60.38%	\$7,413,630.23	36.85%	\$351,475.71
Hotel / Motel	17,563	4,428	25.21%	\$516,388.53	2.55%	\$23,346.26	17,370	4,360	25.10%	\$628,704.68	2.46%	\$23,470.20
Misc	12,740	4,101	32.19%	\$610,417.22	3.22%	\$29,529.64	12,870	4,939	38.38%	\$721,668.07	4.15%	\$39,550.93
Total	283,246	109,153	38.54%	\$18,804,166.61	100.00%	\$915,873.44	291,898	125,680	43.06%	\$19,766,635.93	100.00%	\$953,676.38

Overall: 4.12% increase \$37,802.94 ↑

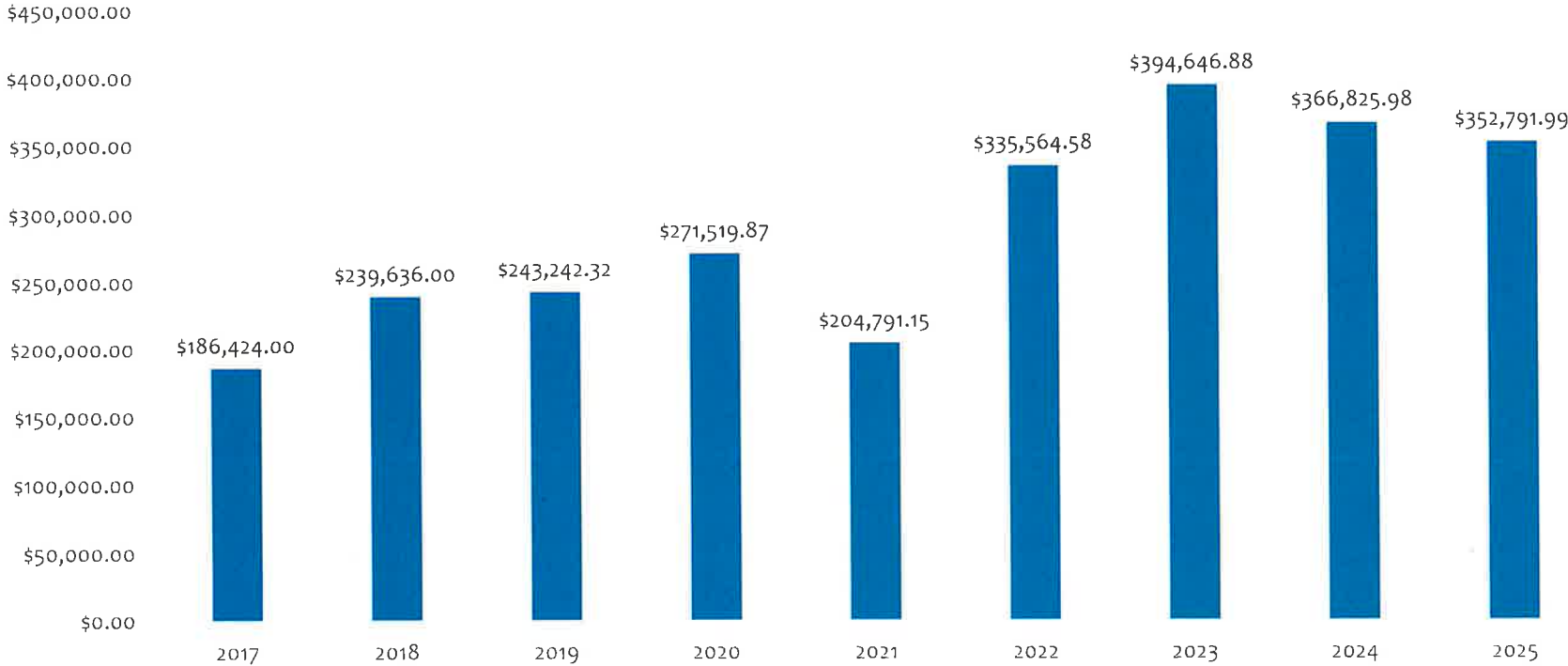
January Collection Comparison



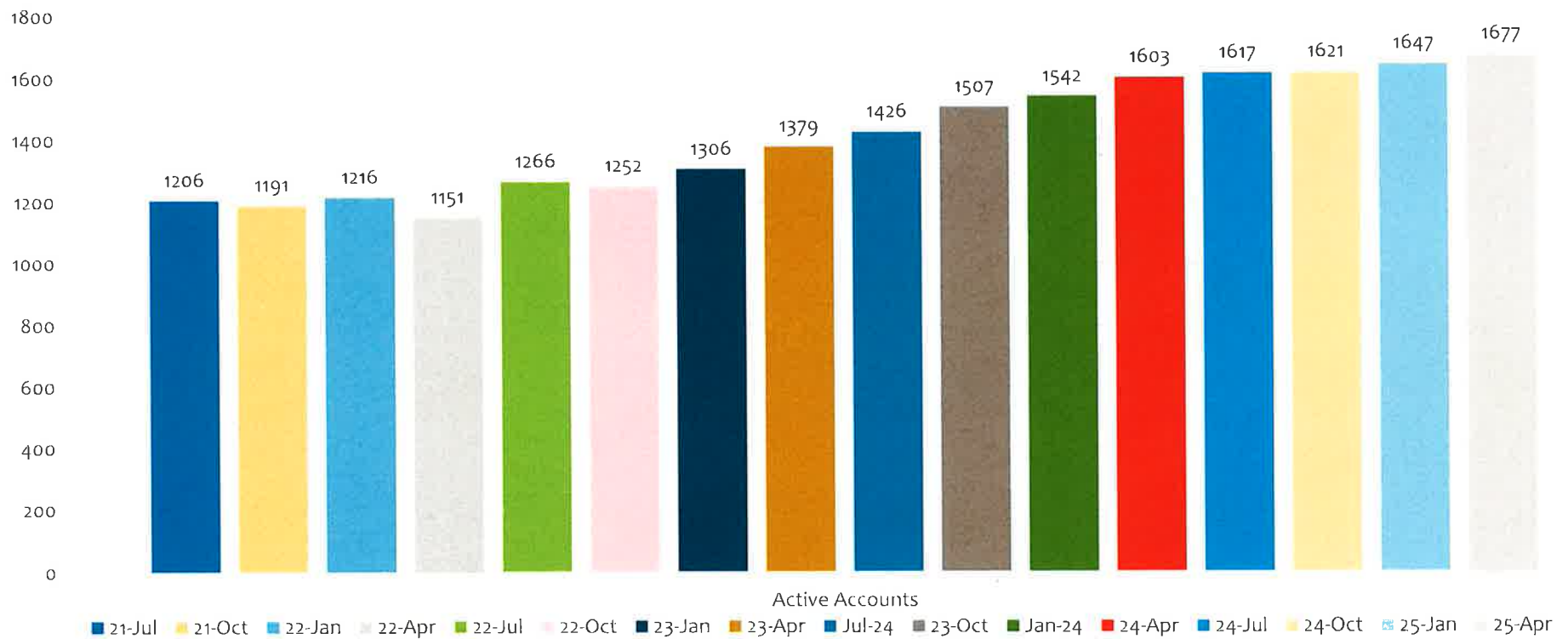
February Collection Comparison



March Collection Comparison



Active Account Quarterly Comparision



Active Accounts as of April 2025

* Remaining Miscellaneous:

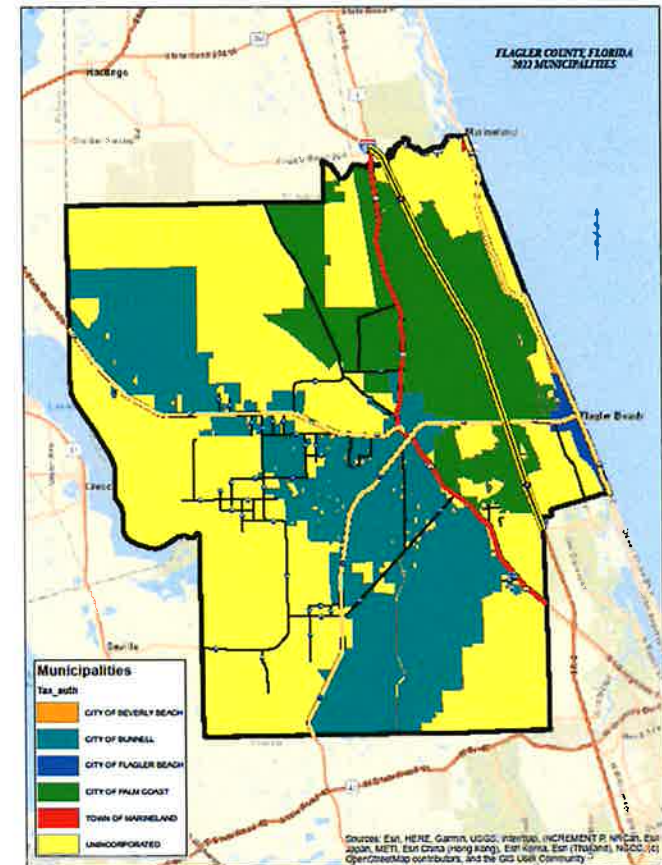
- Manufactured Homes
- Cooperatives
- Misc Residentials (Boarding)
- Multi Unit Homes (3-9)
- Rental Memberships
- Marinas
- Store/Office/Residential
- Bed & Breakfast

774	-	Single Family
45	-	Partial (Single Room)
32	-	Multi-Family (Formerly Duplex)
747	-	Condo / Town house
9	-	RV / Campground
17	-	Hotels / Motels / Chains
53	-	* Remaining Miscellaneous

Rental Zones January 2025

- 832 Unincorporated : (826 previous quarter)
- 616 City of Palm Coast: (597 previous quarter)
- 210 City of Flagler Beach: (206 previous quarter)
- 19 City of Bunnell / Town of Marineland / City of Beverly Beach: (18 previous quarter)

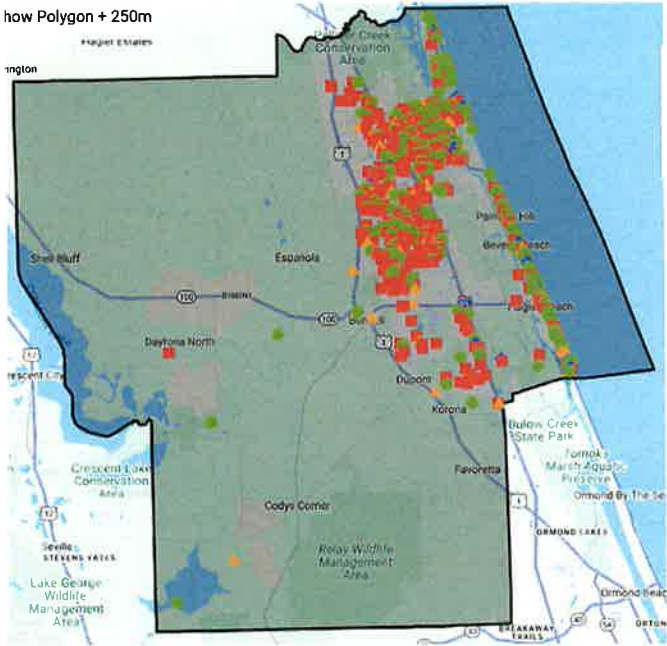
Where are they located?



Platform Monitoring Update



GRANICUS



3,001

Identified Short Term Rental Listings

89.3%

Short Term Rental Units with Street Address Identified

1,480

Total Short Term Rental Units

Short Term Rental Requirements

Flagler County
Ordinance (2018-10)

Tourist Development Tax

- Apply on secure website (FREE)
- File & Pay monthly or quarterly



Local Business Tax Receipt

- Apply online (FREE)
- Annual renewal fee (\$7.50/unit) for STR
- Provide documents for compliance:
 - Local municipality requirements
 - State requirements



Enforcements Update

In the last 90 days:

- 3 Enforcement Actions
- 1 Pending Tax Warrants
- 0 Tax Warrant
- 15 Active investigations (suspect accounts)

TAX PAID



Flagler County Tax Collector



PENDING TAX WARRANT

ASSESSMENT RETURNS HAVE BEEN FILED BY THE
FLAGLER COUNTY TAX COLLECTOR'S OFFICE

YOU HAVE 20 DAYS TO RESPOND FROM POSTED DATE BEFORE A TAX WARRANT IS FILED

Certain tax has not been paid and the owner or property manager becomes personally liable for all tax, penalty, and fees. Failure to comply is punishable as provided in Florida Statute 775.082 or Statute 775.083. Assessment Return(s) have been filed by the Flagler County Tax Collector's Office.

Rule 12-6.0033, F.A.C., affords all taxpayers a review to resolve disputes arising from billings. A written protest request for a billing review must be made within 20 consecutive calendar days from the billing date. The billing will become final for purposes of chapter 72, Florida Statute (F.S.), upon the expiration of the 20 consecutive calendar days if a dispute is not timely received. The request for a review must be sent to the address listed on this billing and must include attached documents to support a change to this billing. If you do not intend to dispute this billing, you should pay the amount due within 20 days of the date of the bill. Failure to either make payment within 20 days or submit your written protest request within 20 consecutive calendar days may result in further enforcement action without delay or additional notice. Enforcement action may include placing a lien on the property of your business and/or freezing your bank account(s) pursuant to Florida Statutes, Chapters: 212.03(5), 212.04(7), 212.14(1), 213.73(3), and 213.731.

If you are the owner/manager, you will need to contact the Flagler County Tax Collector's Office immediately.

Phone Number: (386)313-4165

Email: taxcollector@flaglertax.com

Property Address: 123 Main Street

Date Posted: _____

Beachtown, FL 12345

**** DO NOT REMOVE THIS NOTICE ****

Suzanne Johnston, CFC- Flagler County Tax Collector- 1769 E. Moody Blvd, Bldg. 2, Ste 102 Bunnell, FL 32110 www.flaglertax.com

COMMUNITY OUTREACH:

- Magenta slip in tax bill
- Community Events
- Power point display in lobbies of all TC offices
- Anonymous Reporter button on our website

**Attention Rental
Property Owners**

Are you receiving rent for your house or
condo?
Know your Tourist Development Tax (TDT)
obligations.

Pursuant to §125.0104 and 212, Florida
Statutes, every person who rents, leases, or
lets for consideration any living quarters or
accommodations for a term of **6 months or
less** is subject to **taxation**. Registration with
Flagler County is required. Payment of the tax
is submitted on a monthly, quarterly, or
seasonal basis.

Any person who is taxable hereunder who
fails or refuses to charge and collect from the
person paying any rental or lease the taxes
herein provided, either by himself or herself,
or through agents or employees, is, in addition
to being personally liable for the payment of
the tax, guilty of a misdemeanor of the first
degree, punishable by a \$1,000 fine and a
term of imprisonment not exceeding 1 year.
Repeat offenses may constitute a felony.

For additional information, assistance, or to
anonymously report a tax evader, visit the
Flagler County Tax Collector online at
www.flaglertax.com or call (386) 313-4163.

**If you have a TDT account with
Flagler County or do not rent this
parcel, please disregard this notice.**

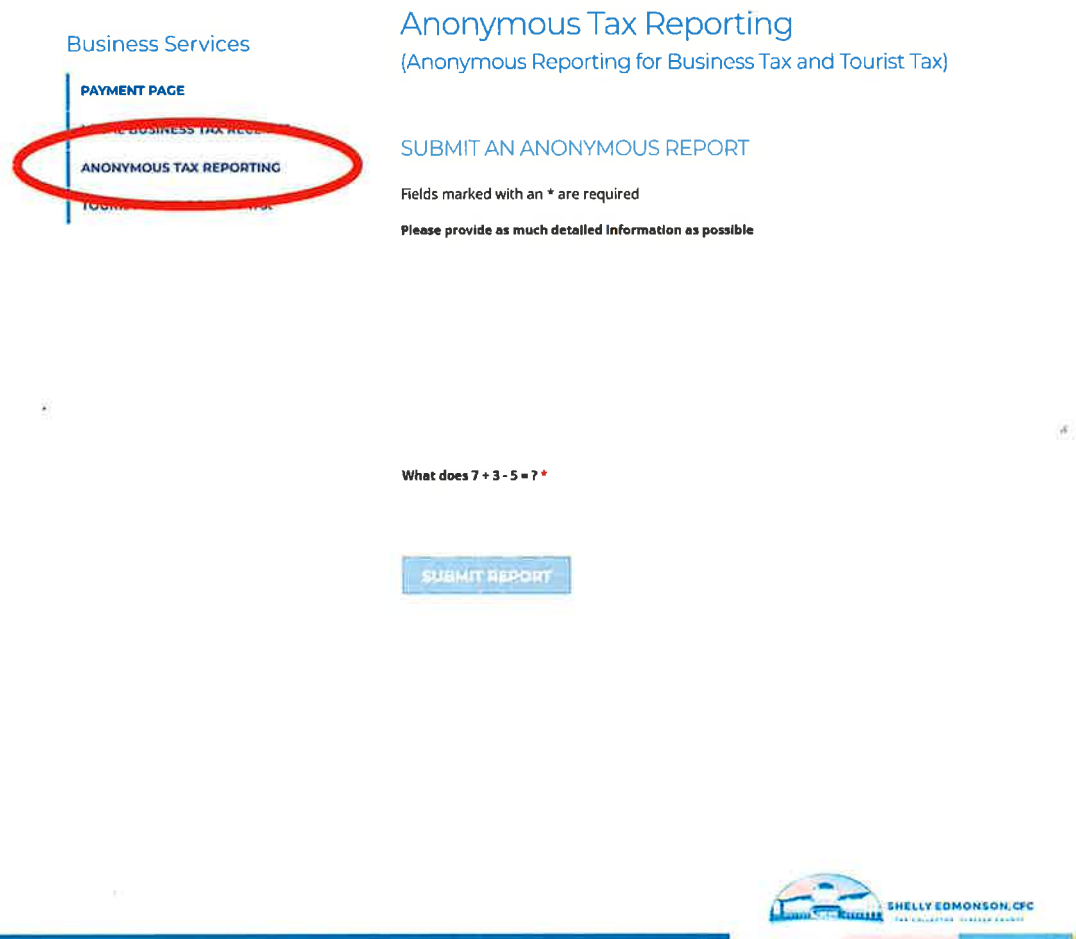
Suzanne Johnston
Flagler County Tax Collector
www.flaglertax.com

Anonymous Reporting Update:

In the last 90 days:

5 Anonymous Reporting's

Average 1 to 2 reporting's per month



Thank you

Shelly Edmonson

Flagler County Tax Collector

sedmonson@flaglertax.gov

386-313-4160



SHELLY EDMONSON, CFC
TAX COLLECTOR, FLAGLER COUNTY

www.flaglertax.gov  

 **SHELLY EDMONSON, CFC**
TAX COLLECTOR, FLAGLER COUNTY

Sports Complex Update

TDC Meeting
April 23, 2025





SYNERGY

S P O R T S



National sports consulting firm



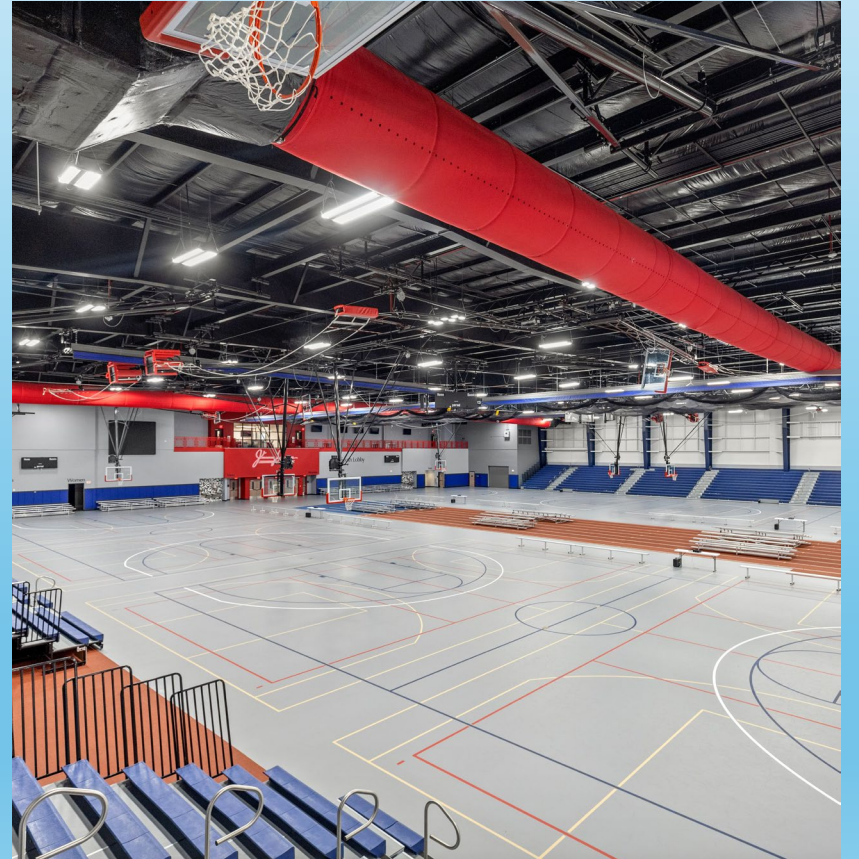
Expertise in creating public/private sports partnerships with municipalities, colleges, and universities



Currently over 30 sports complex projects in development nationally as public private partnerships

Representative Projects (FL)

- **Lake County**
 - 500-acre park
 - ~\$100M project
 - Working with TDC on final structure
- **Alachua County Sports & Event Center (Gainesville)**
 - \$45M Indoor Court Facility
 - Host of 2025 World Indoor Masters Track Meet
 - Currently operating (Opened 2023)
- **Sebring**
 - Indoor Sports Complex
 - 9 Diamonds
 - 12 Flat Fields
 - \$80- \$90M
 - Fields are operational; final TDC/ County presentations for indoor
- Operating partners currently have ~20 facilities in operation across the country



Executive Summary



Multiple feasibility studies were done; all recommend an indoor facility + flat field outdoor complex designed for both community use and sports tourism revenue. Data determined the mix of assets that are financially sustainable



The proposed complex is the cornerstone of the westward expansion and the catalyst that drives visitors to other areas in the development



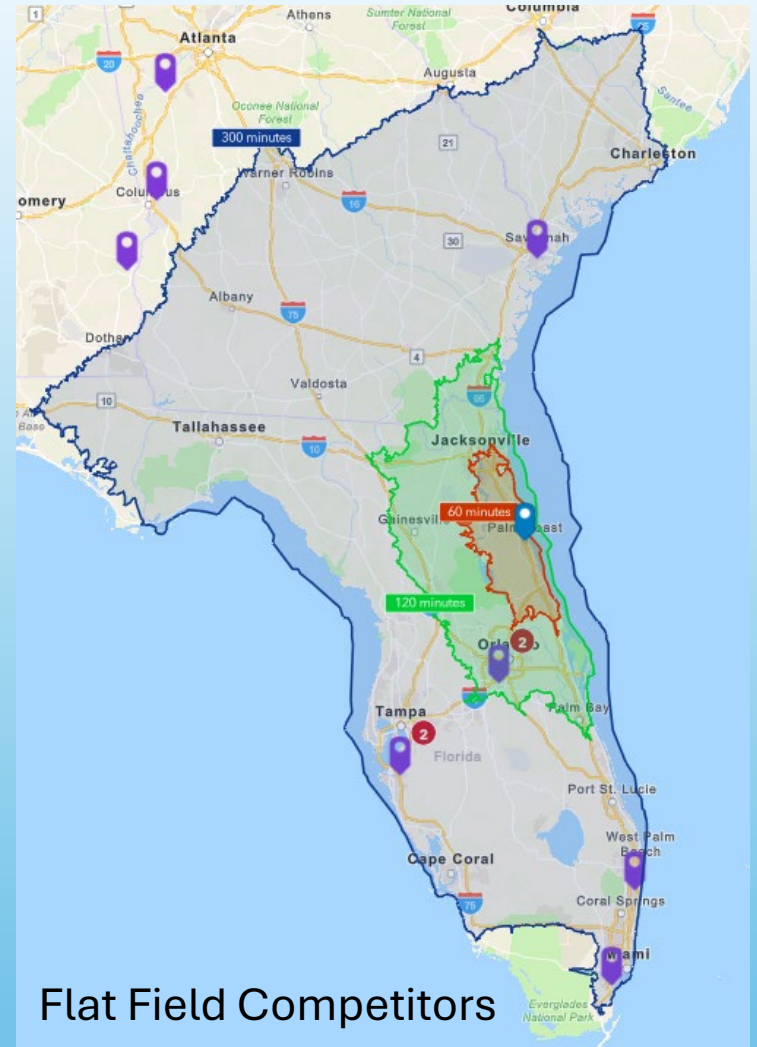
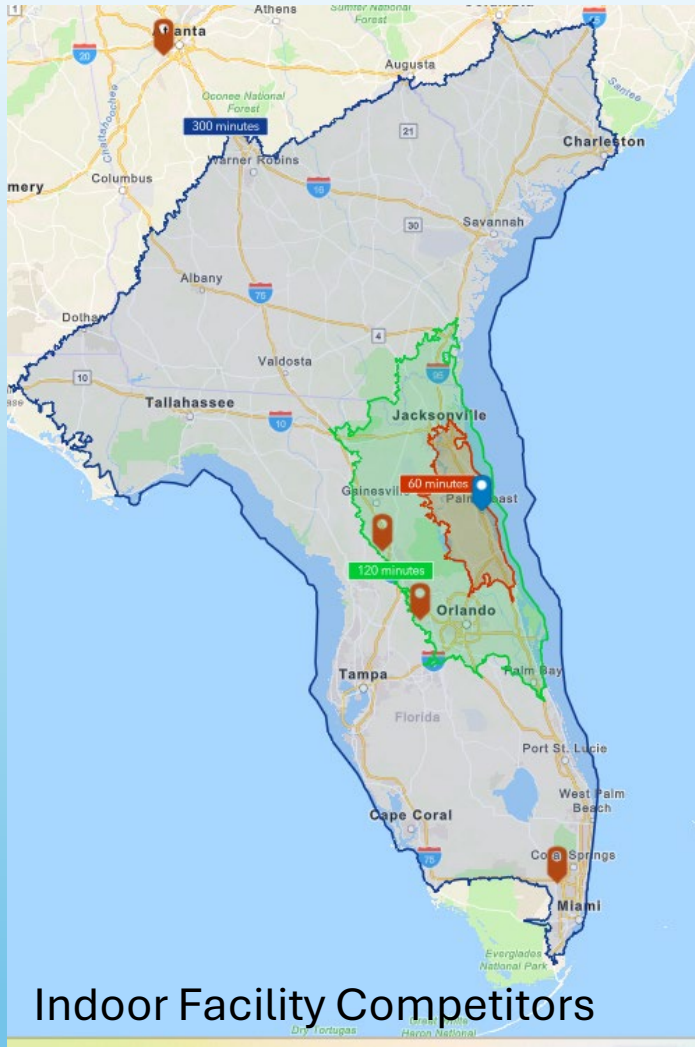
There is a pathway for a privately funded complex through a public private partnership



The County's partnership through intergovernmental agreements with local municipalities, the creation of reserve accounts, and utilizing naming rights capital and newly generated tax revenue/ TDC revenue can help support long-term sustainability.



Provides a balance of community use and sports tourism benefits; will lead to additional development



Draw Radius/ Competition

Site Plan

Conceptual Cost Estimate: \$90- \$100M

LEGEND

- ① Indoor Recreation Center
- ② Tournament Stadium - Natural Turf
- ③ Parking Area
- ④ Multi-Use Field (Soccer, Lacrosse, Football) - Natural Turf
- ⑤ Maintenance Complex
- ⑥ Multi-Use Field (Soccer, Lacrosse, Football) - Synthetic Turf
- ⑦ Preservation Area



Indoor Sports Complex

- **Indoor Court Facility**
 - 10-12 Full-Size Basketball Courts
 - 24 Full-Size Volleyball Courts
 - 30-36 Pickleball Courts
 - Ability to accommodate a 200m Indoor Track (1 publicly available in FL)
 - Ability to host 150+ team tournaments
 - ~100,000 sqft of indoor event space
 - Graduations, Concerts, Meetings, non-sports events
 - Hospitality spaces, restaurants, leasable space (medical, PT, fitness)



Outdoor Sports Complex

- **Outdoor Components**

- 20 Flat Fields (FIFA Regulation)
 - 16 Turf
 - 4 Grass
 - Lights, Bleachers, & Scoreboards for all fields
- Stadium
 - Grass Field
 - 2500- 3500 seats
 - Lights, Scoreboard, & Pressbox
- Amenities
 - Multiple Concession/ Restroom Buildings
 - Playgrounds
 - Parking for ~3000



Interested Organizations / LOIs



Naming
Rights &
Sponsorship
Revenue
Potential



POV: Flagler County Sports Complex

Contractually Obligated Income Projection: Gainey Sports Ventures projects 5-year COI of commercial revenue generation for the Flagler County Sports Complex at **\$33,455,000 (includes Naming Rights at ten years).**

Annual Commercial Revenue Forecast:

- \$4,300,000 Year 1
- \$4,730,000 Year 2
- \$5,250,000 Year 3
- \$5,575,000 Year 4
- \$6,100,000 Year 5

Funding Options



Issue Bonds

- Generally unpopular
- Long timeline
- Costly
- Better used for infrastructure
- Not Recommended



Capital Improvement Budget

- Funds typically don't materialize
- Long term
- Other priorities take precedent
- Not Recommended



Developer Funded/Private

- Developers don't get the same return on sports as on other projects
- High cost of capital
- Not recommended



P3 Partnership

- Able to leverage private capital
- Ability to combine resources
- Least risk for municipality
- Recommended

How does a P3 partnership work?

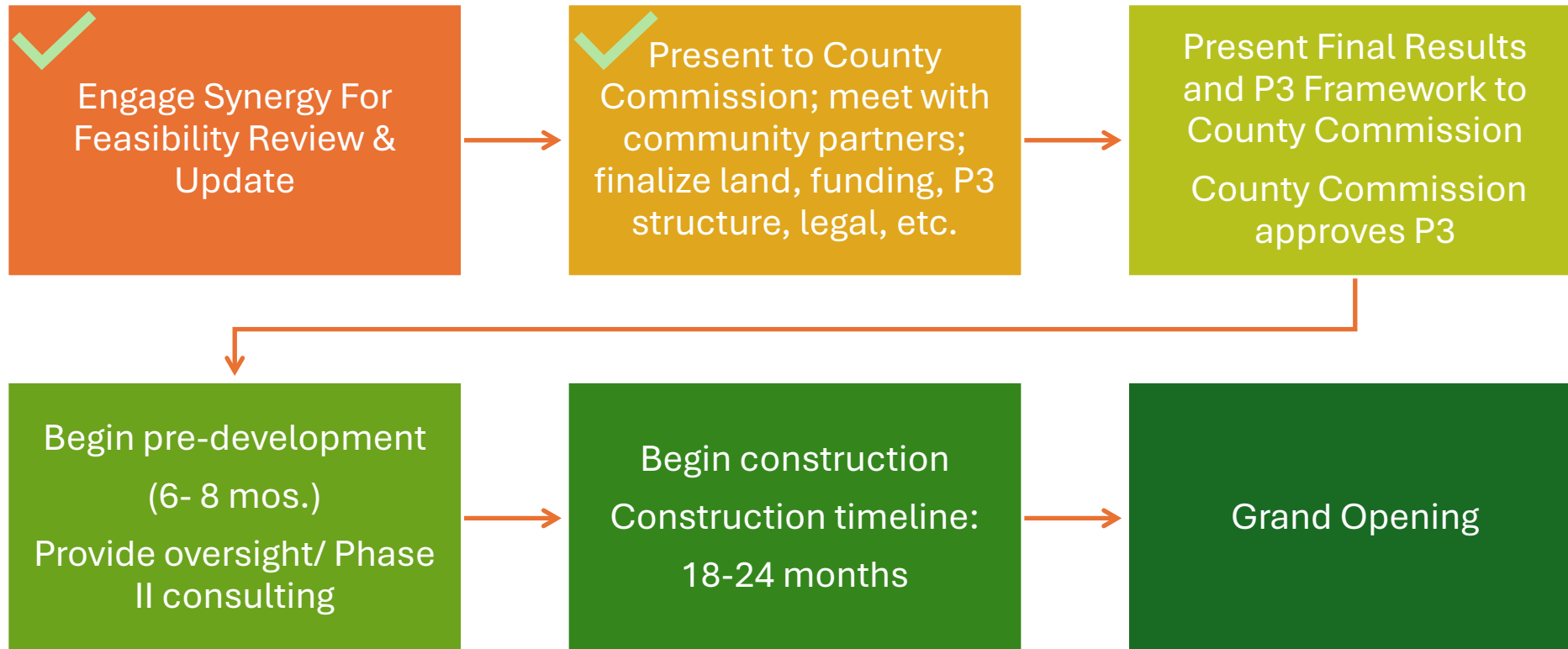
1. The County and the private sector each bring value to the project
2. The current landowner is willing to donate the land required to develop the sports complex to the County.
3. The private side brings the balance of the capital required to fund the project along with development expertise, sports experience, vendor relationships, and operating expertise
4. The land is leased by the County to the private side for \$1
5. The private side then develops the project as a private project with an agreement to lease the improved facility back to the County for a pre-determined amount
6. Doesn't use County's bond capacity and ensures the County maintains control of the use of the facility (as Master Leaseholder)
7. The private side operates the complex
8. The P3 works because, with the County as the financial backstop and ultimate owner of the complex, there is balance between community use and revenue generation

Economic Impact

- 250,000- 400,000 unique visitors (Year 1)
- 100,000- 125,000 hotel room nights (Year 1)

		Year 1	Year 2	Year 3	Year 4	Year 5
Annual Direct Spending		\$48,750,000	\$53,746,875	\$59,255,930	\$65,329,662	\$72,025,953
Indirect/Induced Spending	63%	\$30,712,500	\$33,860,531	\$37,331,236	\$41,157,687	\$45,376,350
Total Annual Economic Impact		\$79,462,500	\$87,607,406	\$96,587,165	\$106,487,350	\$117,402,303
County Sales Tax	0.50%	\$394,875	\$435,350	\$479,973	\$529,170	\$583,410
Hotel Occupancy Tax/ New TDC Revenue	5.00%	\$781,250	\$861,328	\$949,614	\$1,046,950	\$1,154,262
Tax Impact to County		\$1,176,125	\$1,296,678	\$1,429,587	\$1,576,120	\$1,737,672
Operating Income Before Lease		\$821,280	\$887,950	\$1,171,820	\$1,508,230	\$1,868,180
Naming Rights Capital		\$4,300,000	\$4,730,000	\$5,250,000	\$5,575,000	\$6,100,000
Total Available for Leaseback Payment		\$5,121,280	\$5,617,950	\$6,421,820	\$7,083,230	\$7,968,180
Municipal Lease		(\$6,000,000)	(\$6,000,000)	(\$6,000,000)	(\$6,000,000)	(\$6,000,000)
Operating Income After Lease		(\$878,720)	(\$382,050)	\$421,820	\$1,083,230	\$1,968,180
Use of Dedicated Sports Complex Reserve Fund		\$878,720	\$382,050	\$0	\$0	\$0
Net Income		\$0	\$0	\$171,820	\$508,230	\$868,180
Dedicated Sports Complex Reserve Fund	\$3,000,000	\$2,121,280	\$1,739,230	\$1,739,230	\$1,739,230	\$1,739,230

Development Process



FAQs

Q: What are the terms of the lease?

- A: The lease is amortized over 30 years at 5- 6%. Typically, municipalities can pay off the lease sooner. A lease doesn't affect the County's bond rating

Q: Who owns the facility?

- A: Our funding partners would own the facility until the last lease payment is made. It's then turned over to the municipality

Q: How are non-appropriations handled?

- A: Non-appropriation risk is factored in. Ultimately, if the municipality does not appropriate funds, the funding group would take possession of the facility and operate it to secure its ROI

Q: Who operates the facility?

- A: We have several operators we work with that are well-vetted and have a proven track record. A private operator is better suited to manage the day-to-day operations, balance community use, and partner with the municipality to bring in a variety of events, both sport and non-sport

Q: Who's responsible for repairs & maintenance?

- A. The operator handles all daily operations, maintenance, repairs, etc. A deferred maintenance account is established for capital improvements in the future

Next Steps

- Consensus of TDC support for the project concept and recommendation to County Commission. County Commission has had a presentation and is supportive of moving forward to get specific information
- Follow up presentation to County Commission to outline more specifics, additional community support, user groups, etc., financial outline, etc.; County Commission has authorized the County Manager to engage with legal counsel to negotiate the funding agreement MOU and term sheet along with a pre-development agreement, which would be approved by the Commission
- Upon approval, pre-development and underwriting begins (6 mos). During this time, the County would finalize entitlements with the landowner, etc.
- Once pre-development is complete, underwriting is also complete, funding is deployed, and construction begins

Questions





SYNERGY
S P O R T S
— GLOBAL —

Improving lives, bringing families
and communities together, through sport

www.SynergySportsGlobal.com



**Tourist Development Council
 April 23, 2025
 Government Services Building
 Bunnell, FL – 9:00 am**

**EVENT FUNDING
 PROJECT DETAILS**



**Florida Elite Soccer Academy
 Boys Summer Invitational 2025
 August 16-17, 2025**

About: The Florida Elite / Sporting Palm Coast Boys Invitational Tournament is one of the premier pre-season competitive youth soccer tournaments in the United States. Held annually, this prestigious event brings together teams from across the nation for an impressive display of talent and skill.

Event History: This is the 12th year FL. Elite is hosting this tournament and the fourth year with the event divided into a separate Girls and Boys Event to accommodate more teams.

- 2024 Hotel Accommodations report for Flagler County and 2025 projections

Hotel Name	2024 Room Nights	2025 Projection	ADR (average across all hotels) Projected same for 2025
Fairfield Inn & Suites Palm Coast I-95	60	70	\$175.36
Hampton Inn & Suites Palm Coast	48	55	\$175.36
Best Western Plus Flagler Beach	18	20	\$175.36
Hammock Beach Resort	40	40	\$175.36
Legacy Vacation Club Palm Coast	30	35	\$175.36
Red Roof Inn Palm Coast	38	40	\$175.36
TOTAL	234	260	

Event Highlights: Teams from various states across the U.S. converge in Florida to compete in the Florida Elite / Sporting Palm Coast Invitational. With participants representing different regions, the tournament offers a diverse and competitive playing field. A Youth Soccer Showcase, designed for

players ages 9 through 19, the Florida Elite / Sporting Palm Coast Invitational provides a platform for young athletes to showcase their abilities and compete against top-level competition. From rising stars to seasoned players, the tournament attracts talent from all age groups.

As a pre-season tournament, the Florida Elite / Sporting Palm Coast Invitational offers teams the opportunity to fine-tune their skills, develop cohesion, and prepare for the upcoming season. The competitive environment and high-quality competition serve as invaluable preparation for teams aiming for success in their respective leagues. The Florida Elite / Sporting Palm Coast Invitational attracts attention from college coaches, scouts, and talent evaluators, offering players the chance to showcase their abilities to collegiate scouts.

Event Location:

- 8 Fields at Indian Trails Sports Complex - located at 5455 Belle Terre Pkwy, Palm Coast, FL 32137
- 1 Field at Holland Park - located at 18 Florida Park Dr N, Palm Coast, FL 32164

Estimated Attendance:

2024 actuals				
Number of Teams in Flagler	Players per team	Total # of players	Additional family avg	Total members in attendance daily
68	15.5	1,054	2.25	3,425
2025 projected				
81 teams (maximum due to field space)	15.5	1,255	2.25	4078

Estimated Room Nights and ADR: 260 room nights; \$175.36 ADR

Total Event Budget: (totals for the Boy's and Girl's events)

Invitational Tournament	2024 Budget	2025 Projection
Income		
Fees- Registrations	\$58,125	\$62,000
TDC (Palm Coast)	\$5,000.00	\$5,000
Sponsorship	\$ -	
Tee-shirt Sales	\$150.00	\$150
Hotel Revenue (\$18.00)	\$4,212	\$4,680
Vendor Sales	\$110.00	\$110
Refunds	\$ -	-
Total Income	\$67,597	\$71,940
Expenses		
Ref Fees	\$22,865.00	\$22,865.00
Referee Assignment	\$1,500.00	\$1,500.00
Referee (Food & Drink)	\$375.00	\$375.00
Site Director Fees	\$200.00	\$200.00
Trophies & Awards	\$1,687.00	\$1,687.00
Palm Coast - Field Fees	\$600.00	\$600.00
Trainer Fees	\$840.00	\$840.00
Parking Attendant Fee (Palm Coast)	\$250.00	\$250.00
Golf Cart Rental	\$225.00	\$225.00
FYSA Fee for Palm Coast teams	\$150.00	\$150.00
Got Soccer Fees	\$750.00	\$750.00
Total Expenses	\$29,442	\$29,442
Net Income	\$38,155	\$42,498

Funding Request: \$5,000 bid fee for hosting event to attract teams to Flagler County.

TDC Prior Funding History:

August 2022 - \$4,900 – Boy’s Invitational Soccer

August 2023 - \$4,900 – Boy’s Invitational Soccer

August 2024 - \$5,000 – Boy’s Invitational Soccer

Tournament Website & Social Media:

- Tournament Main Page Website: <https://www.floridaelitesa.com/tournaments>
- Facebook (8600 followers, 49,000+ post reach): <https://www.facebook.com/FloridaEliteSA>
- Twitter (X) (914 followers): <https://x.com/TheFloridaElite>
- Instagram (7437 followers): <https://www.instagram.com/floridaelitesa/>



**Tourist Development Council
 April 23, 2025
 Government Services Building
 Bunnell, FL – 9:00 am**

**EVENT FUNDING
 PROJECT DETAILS**



**Florida Elite Soccer Academy
 Girls Summer Invitational 2025
 August 23-24, 2025**

About: The Florida Elite / Sporting Palm Coast Girls Invitational Tournament is one of the premier pre-season competitive youth soccer tournaments in the United States. Held annually, this prestigious event brings together teams from across the nation for an impressive display of talent and skill.

Event History: This is the 12th year Fl. Elite is hosting this tournament and the fourth year with the event divided into a separate Girls and Boys Event to accommodate more teams.

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Best Western Plus Flagler Beach	7	10	\$175.36
Legacy Vacation Club Palm Coast	32	35	\$175.36
Red Roof Inn Palm Coast	38	40	\$175.36
TOTAL	147	160	

Event Highlights: Teams from various states across the U.S. converge in Florida to compete in the Florida Elite / Sporting Palm Coast Invitational. With participants representing different regions, the tournament offers a diverse and competitive playing field. A Youth Soccer Showcase, designed for players ages 9 through 19, the Florida Elite / Sporting Palm Coast Invitational provides a platform for

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2025 projected				
81 teams (maximum due to field space)	15.5	1,255	2.25	4078

Estimated Room Nights and ADR: 160 room nights; \$175.36 ADR

Total Event Budget: (totals for the Boy's and Girl's events)

Invitational Tournament	2024 Budget	2025 Projection
Income		
Fees- Registrations	\$58,125	\$62,000
TDC (Palm Coast)	\$5,000.00	\$5,000
Sponsorship	\$ -	
Tee-shirt Sales	\$150.00	\$150
Hotel Revenue (\$18.00)	\$4,212	\$4,680
Vendor Sales	\$110.00	\$110
Refunds	\$ -	-
Total Income	\$67,597	\$71,940
Expenses		
Ref Fees	\$22,865.00	\$22,865.00
Referee Assignment	\$1,500.00	\$1,500.00
Referee (Food & Drink)	\$375.00	\$375.00
Site Director Fees	\$200.00	\$200.00
Trophies & Awards	\$1,687.00	\$1,687.00
Palm Coast - Field Fees	\$600.00	\$600.00
Trainer Fees	\$840.00	\$840.00
Parking Attendant Fee (Palm Coast)	\$250.00	\$250.00
Golf Cart Rental	\$225.00	\$225.00
FYSA Fee for Palm Coast teams	\$150.00	\$150.00
Got Soccer Fees	\$750.00	\$750.00
Total Expenses	\$29,442	\$29,442
Net Income	\$38,155	\$42,498

Funding Request: \$5,000 bid fee for hosting event to attract teams to Flagler County.

TDC Prior Funding History:

August 2022 - \$4,900 – Girl’s Invitational Soccer

August 2023 - \$4,900 – Girl’s Invitational Soccer

August 2024 - \$5,000 – Girl’s Invitational Soccer

Tournament Website & Social Media:

- Tournament Main Page Website: <https://www.floridaelitesa.com/tournaments>
- Facebook (8600 followers, 49,000+ post reach): <https://www.facebook.com/FloridaEliteSA>
- Twitter (X) (914 followers): <https://x.com/TheFloridaElite>
- Instagram (7437 followers): <https://www.instagram.com/floridaelitesa/>



**Tourist Development Council
April 23, 2025
Government Services Building
Bunnell, FL – 9:00am**

**EVENT FUNDING
PROJECT DETAILS**



**16th Annual Essentials in Primary Care Summer Conference
Continuing Education Company
July 7-11, 2025**

About: Continuing Education Company, Inc. (CEC) is an accredited continuing medical education organization. They have been developing and presenting continuing medical education programs for over 33 years. Their mission is to develop and provide educational opportunities to improve the skills and knowledge of medical and healthcare professionals. To accomplish this mission, they offer American Academy of Family Physicians (AAFP), AMA PRA Category 1 Credits tm and ABIM MOC accredited live CME conferences and online courses.

Event History: During the past 13 years, CEC has held a summer program in Palm Coast. However, until 2017, attendance had never been equal to the attendance seen in other locations like Kiawah Island and our other summer conferences. It is believed that this is due to the competition faced during the summer season, particularly with conferences held in Amelia Island, Hilton Head, Myrtle Beach and Orlando. Summer 2017, 2018 and 2019 saw an increase in attendance which is attributed to additional marketing that resulted from receiving Flagler County's Discretionary Funding Award. In fact, 2019 attendance equaled the Kiawah attendance for the first time. The pandemic did influence attendance in 2020 and 2021 but bounced back in 2022 but never to pre-pandemic numbers. Fortunately, additional TDC funding was received in 2024 (\$10,000 vs \$4,000) and placed towards CEC marketing in addition to standard mailer. As a result, there was an increase in visitors, selling out hotel room blocks and requiring overflow elsewhere in the County.

Event Highlights: This conference series typically attracts Primary Care Physicians as well as Physician Assistants and Nurse Practitioners. The conference is targeted at a national audience with the majority coming to Flagler County from outside of Florida. Past conferences have attracted attendees from as far as the West Coast and Alaska. Conference sessions are held daily (M-F) from 8:00am to 12:15pm. Attendees are free in the afternoon and are encouraged to enjoy Flagler County many attractions and activities.

Event Location: Hammock Beach Resort

Estimated Attendance: 230 conference registrants & an estimated 800+ family members

Estimated room nights: 873 – ADR=\$407.00 (\$355,288 total room revenue)

Total Event Budget: \$175,095.00

Funding Request: \$10,000 for marketing and advertising to potential attendees.

TDC Prior Funding History:

2021 - \$8,000

2022 - \$4,000

2023 - \$4,000

2024 - \$10,000

Conference Website & Social Media:

- <https://www.cmemeeting.org/>
- <https://www.facebook.com/ContinuingEducationCompany/>
- https://www.instagram.com/cme_meeting/
- <https://www.linkedin.com/company/continuing-education-company-inc/>

BUDGET

Expense Allocation	Cost Per Unit(s)	Total # of Units	Total	Description of Expense Allocation
Content Development				
Content/ Writing	\$ 175.00	40	\$ 7,000.00	
Subtotal			\$ 7,000.00	

Logistics				
Food				
a. Breakfast	\$ 190.00	220	\$ 41,800.00	Breakfast Buffet \$38/pp x 5 days)
b. Break	\$ 21.00	220	\$ 4,620.00	Break session beverages (\$3.5/pp x 5 days)
Registration	\$ 25.00	30	\$ 750.00	
Audio Visuals & Equipment	\$ 2,356.00	5	\$ 11,783.00	
On-Site Management	\$ 35.00	80	\$ 2,800.00	
Subtotal			\$ 59,550.00	
Graphic Development and Layout				
Brochure	\$ 110.00	5	\$ 550.00	
Meeting Handouts	\$ 40.00	10	\$ 400.00	
Other - describe	\$ 90.00	2	\$ 180.00	Signage
Subtotal			\$ 1,130.00	

Production/Printing			\$ -	
Brochure	\$ 0.13	90000	\$ 11,700.00	Partial
Meeting Handouts	\$ 25.00	200	\$ 5,000.00	
Other - describe	\$ 110.00	2	\$ 220.00	Signage
Subtotal			\$ 16,920.00	

Implementation			\$ -	
Brochure Mailing	\$ 0.06	180000	\$ 10,800.00	Partial
Postage	\$ 0.20	180,000	\$ 36,000.00	
Subtotal			\$ 46,800.00	

Advertising				
Google Adwords (\$ per month)	\$ 2,000.00	5	\$ 10,000.00	

Expense Allocation	Cost Per Unit(s)	Total # of Units	Total	Description of Expense Allocation
Accreditation and			\$ -	

Outcomes Evaluation				
Accrediting Fees	\$ 200.00	15	\$ 3,000.00	
Outcomes Evaluation Fees	\$ 190.00	10	\$ 1,900.00	
Subtotal	\$ 390.00	25	\$ 4,900.00	

Transportation and Lodging			\$ -	
Air Travel	\$ 600.00	8	\$ 4,800.00	Speaker travel
Ground Transportation	\$ 350.00	8	\$ 2,800.00	R/T Home/Airport & R/T Airport/Venue for speakers and staff
Travel Related expenses, F&B	\$ 120.00	10	\$ 1,200.00	Speakers and Staff
Lodging	\$ 299.00	5	\$ 1,495.00	Speakers and Staff
Subtotal			\$ 10,295.00	

Honorarium			\$ -	
Faculty/Speaker	\$ 2,000.00	4	\$ 8,000.00	
Faculty/Speaker	\$ 1,750.00	6	\$ 10,500.00	
Subtotal			\$ 18,500.00	
PROGRAM TOTAL			\$ 175,095.00	

Revenue	Attendees	Tuition/Revenue	Total
Registration Fees	220	\$ 785.00	\$ 172,700.00
Exhibits	3	\$ 1250.00	\$ 3,750.00
TDC Grant		\$ 10,000.00	\$ 10,000.00
REVENUE TOTAL			\$ 186,450.00
EXPENSE TOTAL			\$ 175,095.00



**Tourist Development Council
April 23, 2025
Flagler County Government
Services Building
1769 E. Moody Blvd.
Bunnell, FL – 9:00 am**

**EVENT FUNDING
PROJECT
DETAILS**



**Trees Florida Conference & Trade Show
June 2 – June 4, 2025**

About: The Florida Chapter of the International Society of Arboriculture (FLISA) is a member services organization. The FLISA is a non-profit, 501(c)3 and is guided by bylaws, policies and two memorandums of understanding (MOU) with the parent organization, International Society of Arboriculture (ISA). There are currently 4 Board Committees, 14 Standing Committees, and 4 temporary Task Forces. The FLISA mission is promoting the scientifically based practice of arboriculture through research, education, and public awareness. To accomplish this mission, FLISA funds research, offers educational opportunities for continuing education credits, and provides promotional material relevant to Florida arboriculture that guides the public in the proper care of trees.

Event History: The Trees Florida event began in 1997. As a not-for-profit organization, this conference is giving back to the membership by providing nominal registration fees to encourage participation. The event is held every year at a resort, in a different region of Florida on a four-year rotation. Past lodging has included Marriott Harbor Beach in Fort Lauderdale in 2024, with an attendance of 470, Westin Cape Coral in 2023, with an attendance of 400, Sheraton Sand Key Clearwater, with an attendance of 490 in 2022. The last time at Hammock Beach was in 2021 right out of COVID, with an attendance of 335. The attendance numbers do not include additional family as many members use this event as their summer vacation.

Event Highlights: Please see the conference flyer attached to the email correspondence. Our conference boasts a variety of events and educational opportunities for members to earn continuing education credits. There are three full days of classes including topics relating to arboriculture and urban forestry. Also included is an urban forestry bus tour where approximately 100 attendees will have an opportunity to see some of the local projects that have taken place that involved trees.

Other events on the schedule include:

- Exhibitors Welcome Reception at the resort
- Pizza and Putt Putt networking event at the resort
- Pub Crawl in Flagler Beach at local bars and restaurants
- Tuesday Night Social at the resort
- Silent Auction that runs the length of the conference at the resort
- Awards Luncheon at the resort

Event Location: Hammock Beach Golf Resort & Spa

Estimated Attendance: 400 conference registrants and an estimated 150 family members

Estimated room nights: 402 – ADR=\$229.00

Total Event Budget:

TREE Fund (silent auction, etc.)	\$500.00
TREE Fund Contribution	\$5,500.00
Urban Forestry Bus Tour	\$5,500.00
Audio Visual	\$7,000.00
Education (speakers, hotel/travel/honorariums)	\$25,000.00
Speaker and Sponsor Thank You Gifts	\$2,500.00
Awards	\$1,000.00
Food and Beverage	\$60,000.00
Marketing/Printing	\$900.00
Planning (meeting expenses, etc.)	\$700.00
Pub Crawl	\$5,000.00
Registration Give-a-way/swag	\$7,000.00
Registration Supplies	\$1,500.00
Signage/banners	\$500.00
Tuesday Night Social	\$30,000.00
Board of Directors Hospitality	\$1,500.00
Sponsorship Swag	\$5,600.00
Shirts	\$7,000.00
Payroll and Hospitality Coordinator	\$30,000.00
Total Expenses:	\$196,700.00

Registration Fees:	\$110,000.00
Exhibit Fees:	\$30,000.00
Sponsorship Fees:	\$35,000.00
TREE Fund Activity (silent auction, etc.):	\$6,500
Extra Activity (WIA, Awards lunch ticket, etc.):	\$2,000
Total Revenue:	\$183,500.00

Funding Request and Purpose: Up to \$5,000 for reimbursement to offset cost of bus tour.

TDC Prior Funding History: NA

TREES FLORIDA 2025

CONFERENCE AND TRADE SHOW



June 2 - 4, 2025

Hammock Beach Golf Resort and Spa

Palm Coast, Florida

TREES FLORIDA 2025

Conference and Trade Show

“Training in the Trees”

June 2-3-4, 2025 in Palm Coast, FL

Hammock Beach
Golf Resort and Spa
200 Ocean Crest Drive
Palm Coast, Florida 32137

CEUs available include:
ISA, BCMA and

CTSP, FACE, FDACS, FNGLA, LIAF, SAF and
Landscape Architect (0004488)

CONFERENCE HOTEL RATES

Conference hotel rates and fees:
\$229/per night includes the following:

- Self Parking (valet is \$25/night)
- Pool access with floats, beach chairs, towels, and umbrellas
- Access to the fitness center and health spa
- Bike rentals (1 hour per day)
- Putting green (1 round per day)
- High-speed internet access

HOTEL RESERVATIONS

Hotel reservations may be made by calling Hammock Beach Resort's reservation department at 866-841-0287.

- Option 1
- Option 3

Reference **ISA Trees 2025** to take advantage of the reduced room rate, **please note this rate is only good until May 2, 2025!**

Hammock Beach
Golf Resort and Spa
200 Ocean Crest Drive
Palm Coast, Florida 32137

CONFERENCE DATES
JUNE 2 - 3 - 4, 2025
MON - TUE - WED

CONTACT US
Florida Chapter ISA
sfougere@floridaisa.org
Sam Fougere, Administrative Assistant
941-342-0153

IMPORTANT INFORMATION REGARDING HOTEL RESERVATIONS

In order to receive the reduced room rate, you must make your reservation before May 2, 2025! Please see how to make your reservation, under the “**HOTEL RESERVATIONS**” section of the flyer.

HOTEL PARKING INFO:

- **Staying at Hammock Beach Golf Resort and Spa?**

Self-parking is included in your room rate or valet at the nightly hotel rate of \$25.

- **Are you a Day Tripper?** (Staying at another local hotel or making a daily trek to the conference.)

Parking options include:

- Free self-parking in the Villas parking area.
- Valet at the daily hotel rate of \$25.

TREES FLORIDA REGISTRATION FEES:

Florida Chapter ISA Members can register up to 3 guests at the member rate.

3-Day Conference Combo:

Non-Member: \$480
ISA Member: \$420
Guest of Member: \$420
Student*: \$235

2-Day Conference Combo:

Non-Member: \$370
ISA Member: \$320
Guest of Member: \$320
Student*: \$160

1-Day:

Non-Member: \$210
ISA Member: \$180
Guest of Member: \$180
Student*: \$85

*Student must be full-time arboriculture or horticulture student & must email *Florida Chapter ISA* most recent unofficial transcript showing full-time schedule.

LATE OR AT-THE-DOOR FEES**:

Late registration fee of \$25 per conference day is applied May 27 through June 2.

At-the-door registration fee of \$40 per conference day is applied June 2 - 4.

****Does not include shirt or bag!**

OPTIONAL ADD-ON ITEMS:

Breakfast program: Women in Arboriculture tickets are \$25 each and must be pre-registered. *No late or at-the-door registrations.*

Additional lunch tickets: Monday \$35/each, Tuesday \$35/each. or Wednesday luncheon \$40.

SPONSORS

CHAMPION TREE and SPECIALTY SPONSORS:



GRAND TREE SPONSORS:



SEEDS to
TREES, LLC

EXHIBITORS

ALTEC Industries

Arborjet/Ecologel

ArborSystems

Chen Moore and Associates

Conceptually Green

Custom Truck One Source

Davey Tree Expert Company

KBI

Legacy Arborist Services

Manitex

Marshall Tree Farm

Morbark, LLC

Nelson Tree Service, LLC

Rainbow Ecoscience

Traked Lifts, LLC

Tree Care Industry Association (TCIA)

Vermeer Southeast

SPONSORS

HERITAGE TREE SPONSORS:



All aboard for the first annual Florida Chapter ISA "Rails, Roots, and Royal Flush" Exhibitors Poker Run! Fantastic prizes await the top hands, so don't miss out on the fun! Participation is open to all attendees, and no poker experience is required. Ready to play your way to a prize?

SIGNATURE TREE SPONSORS:

Arborjet

Where To Go Today?

Ocean Ballroom



Registration will be alphabetical by last name, Bus Tour will have it's own registration line.

Atlantic Ballroom

Urban Forestry Bus Tour will board the bus on the parking level outside of the Atlantic Ballroom after check-in. The bus will leave promptly at 8:15 AM.



FUFC Silent Auction Benefiting the TREE Fund:



Support, bid high, and bid often! Be sure to visit the silent auction and outbid your competitors!

Show off your aim and try your hand at the popular, "Ring Toss for the Trees" for a chance to win your captured prize!

Purchase your TREE Fund Fandana to participate at the Heads or Tails game at Wednesday's luncheon!

All benefiting the TREE Fund for the John P. White Endowment dedicated to funding projects that advance arboriculture and urban forestry.

Ocean Ballroom - St. Augustine Board Room:

ISA Certified Arborist Exam Information



CHECK-IN TIME: 8:00 AM
EXAM BEGINS
PROMPTLY AT 8:30 AM

Late entries will not be allowed!
Pre-registration is required.

Monday, June 2

7:00 AM - 4:30 PM	Trees Florida Registration Desk Open
7:30 AM - 4:30 PM	Florida Chapter ISA Bookstore Open
7:30 AM - 6:00 PM	Trade Show Open
7:30 AM - 6:00 PM	FUFC Silent Auction Open
8:00 AM - 12:00 PM	ISA Certified Arborist Exam
8:30 AM - 4:30 PM	Academy 1: Plant Health Care
8:30 AM - 4:30 PM	Academy 2: Advanced Rigging Techniques
8:15 AM - 4:30 PM	Academy 3: FUFC Urban Forestry Bus Tour
10:00 AM - 10:30 AM	Break with Trade Show Exhibitors
12:00 PM - 1:00 PM	Lunch with Trade Show Exhibitors (provided)
2:30 PM - 3:00 PM	Break with Trade Show Exhibitors
5:00 PM - 6:00 PM	Welcome Reception with Trade Show Exhibitors, Sponsors, and Silent Auction
6:30 PM - 9:00 PM	Burns' Pizza and Putt Putt ???
6:30 PM - 11:00 PM	TreesAreCool Pub Crawl

Monday Academy's

Choose one of the three academy's offered

1 | Plant Health Care

Location: Ocean Ballroom - Clipper/Surf Room

8:30 AM - 4:30 PM

Moderator: Katy Deitz

ISA CEUs: Arborist (6.5), Municipal (6.5), Climber Specialist (6.5), BCMA (TBD - Mgmt)

Other CEUs: FACE (TBD) FNGLA (8), LIAF (4), SAF (TBD - cat TBD), LA (TBD - Opt), FDACS (TBD)

8:30 AM - 10:00 AM

Insect Diagnosis on Urban Trees

Dr. Adam Dale, *University of Florida*, Gainesville, FL

10:00 AM - 10:30 AM

Refreshment Break with Trade Show Exhibitors

10:30 AM - 12:00 PM

Root Biology, Health, and Dysfunction

Dr. Stephanie Adams, *Texas A&M University*, College Station, TX

12:00 PM - 1:00 PM

Lunch with Trade Show Exhibitors (provided)

1:00 PM - 2:30 PM

Findings from the Field: Diagnostic Updates

Dr. Beth Brantley, *Bartlett Tree Expert Company*, Hooksett, NH

2:30 PM - 3:00 PM

Refreshment Break with Trade Show Exhibitors

3:00 PM - 3:45 PM

FDACS Licensing: Pesticides & Fertilizer

Eddie Harris, *FDACS*, Tallahassee, FL

3:45 PM - 4:30 PM

Practical Applications: Tree Sprayers

Michelle Poirier, *FDACS*, Tallahassee, FL

Monday Night Social Events

Welcome Reception with Exhibitors

5:00 PM - 6:00 PM

Trade Show Exhibitor Area

Atlantic Ballroom

Join us in the outdoor exhibitor area on the parking level outside of the Atlantic Ballroom to get your **DRINK TICKETS** and participate in the christening of the NEW Florida Tree Climbing Championship trailer before joining our indoor exhibitors for hors d'oeuvres and more drinks.



Burns' Pizza and Putt Putt

6:30 PM - 9:00 PM

Join us on the Grand Event Lawn for a fun filled evening of friendly competition and delicious food. Whether you're a mini-golf pro or just playing for laughs, this event is all about good times, great company, networking, and pizza.

- Mini-Golf Fun: Test your skills on the course with exciting challenges and competition.
- Pizza & Refreshments: Pre-set specials for your purchase.
- Prizes & Laughs: Compete for fun prizes, bragging rights, and unforgettable memories.



Be sure to mark your registration to reserve your spot! ???

TreesAreCool

Pub Crawl

6:30 PM - 11:00 PM

Hop on a bus and ride to Flagler Beach, crawl along AIA, dipping into bars with pre-set food and drink menus for your purchase.

Be sure to mark your registration to reserve your seat with us! Must be 21+ for this ride!

Bus will pick up and drop off on the parking level outside of the Atlantic Ballroom. Bus trips will run continuously for the length of the event. ???



2 | Advanced Rigging Techniques

Location: Ocean Ballroom - Galleon/Harbor Room

8:30 AM - 4:30 PM (Indoor Class)

Moderator: Joel Leach

ISA CEUs: Arborist (6.5), Municipal (6.5), Climber Specialist (6.5), BCMA (? - Mgmt)

Other CEUs: FACE (TBD), FNGLA (8), LIAF (4), SAF (TBD- cat TBD) LA (TBD - Opt), CTSP (?)

Speakers: Bill Burley, *Heli-Ax, LLC* & Colin Kelly, *DWC Outdoors*

8:30 AM - 10:00 AM

History of Rigging & Fundamental Concepts

Bill Burley, *Heli-Ax, LLC*, El Mirage, AZ and Colin Kelly, *DWC Outdoors*, Minneola, FL

10:00 AM - 10:30 AM

Refreshment Break with Trade Show Exhibitors

10:30 AM - 12:00 PM

Rigging Gear & System Components

Bill Burley, *Heli-Ax, LLC*, El Mirage, AZ

12:00 PM - 1:00 PM

Lunch with Trade Show Exhibitors (provided)

1:00 PM - 2:30 PM

Applications for Rigging in Arboriculture

Colin Kelly, *DWC Outdoors*, Minneola, FL

2:30 PM - 3:00 PM

Refreshment Break with Trade Show Exhibitors

3:00 PM - 4:30 PM

Forces, Mechanical Advantage & Heavy Timber Rigging

Bill Burley, *Heli-Ax, LLC*, El Mirage, AZ and Colin Kelly, *DWC Outdoors*, Minneola, FL

3 | FUFU Bus Tour: Foliage and Freight

Location: Bus will load outside, near the outside exhibitors, after check-in the Ocean Ballroom.

8:15 AM - 4:30 PM **Moderators:** Joe Anderson, Daniel Lippi, and Carol Mini

ISA CEUs: Arborist (7.5), Municipal (7.5), Climber Specialist (7.5), BCMA (? - Mgmt)

Other CEUs: FNGLA (8), LIAF (4)

Check in early, then meet in the outdoor exhibitor area on the parking level outside of the Atlantic Ballroom at 8:15 AM SHARP to board the FUFU Tour Bus, departing at 8:30 AM SHARP. Come prepared to spend parts of the day walking outdoors. Lunch and bottled water will be provided. Bus returns to Hammock Beach at approximately 4:30 PM.

Station 1 - Long Creek Nature Preserve - a unique estuary system and an essential "life cycle" habitat for marine life that depend on the salt march, including mangrove presentation.

Station 2 - Princess Place Preserve - a glimpse of old Florida which provides a striking contrast to our rapidly developing state.

Station 3 - St. Johns Botanical Gardens & Nature Preserve - tour shows the value of botanical gardens, preserves, greenspace, and natural landscapes along with sustainable and resilient urban forest management. Includes discretionary trail walking.

Where To Go Today?

Ocean Ballroom

Registration will be alphabetical by last name.



Atlantic Ballroom



Outdoor Climber Education - Participants will meet outside of the main entrance of the hotel, where they will have a short walk to the location of the days Academy.

Atlantic Ballroom

Sip your complimentary coffee with the Exhibitors starting at 7:30 AM on the Trade Show floor



Meet Dr. Beth Brantley

Bartlett Tree Expert Company, Hooksett, NH

TUESDAY
7:00 AM - 7:45 AM

Ocean Ballroom - St. Augustine, Board Room



Dr. Brantley is the Northeast Research Scientist with the *Bartlett Tree Research Laboratories*. She taught forestry and related courses at *Penn State Mont Alto* for 22 years prior to joining *Bartlett* in 2019. Beth is an ISA Board Certified Master Arborist and a Tree Risk Assessment Qualification instructor. Her interests include beech leaf disease, conifers, veteran trees and wood decay.

Tuesday, June 3

7:00 AM - 5:15 PM	Trees Florida Registration Desk Open
7:30 AM - 5:15 PM	Florida Chapter ISA Bookstore Open
7:00 AM - 7:45 AM	Women in Arboriculture Breakfast
7:30 AM - 5:15 PM	Trade Show Open
7:30 AM - 5:15 PM	FUFC Silent Auction Open
8:00 AM - 2:30 PM	General Session
8:30 AM - 4:30 PM	Outdoor Climber/Production Education
10:00 AM - 10:30 AM	Break with Trade Show Exhibitors
12:00 PM - 1:00 PM	Lunch with Trade Show Exhibitors (provided)
2:30 PM - 3:00 PM	Break with Trade Show Exhibitors
3:00 PM - 5:00 PM	Breakout Sessions
5:15 PM - 5:30 PM	FUFC Silent Auction Bidding Ends, Payment Due
7:00 PM - 10:00 PM	Tuesday Night Social

Women in Arboriculture Breakfast!

Location: Ocean Ballroom - St. Augustine Board Room
7:00 AM - 7:45 AM **Moderator:** Heather Shields
ISA CEUs: Arborist (.75), Municipal (.75), Climber Specialist (.75), BCMA (.75 - Mgmt)

All people are welcome! (Optional item with additional fee, pre-registration required.)

From Roots to Seeds: Empowering Women in Arboriculture

Rise and shine for a breakfast gathering that promises to be worth the early morning wake-up call! Join us for this unique opportunity with our special guest, Dr. Beth Brantley, Research Scientist with the *Bartlett Tree Research Laboratories*.

We know it's early, but this engagement with Beth is one you won't want to miss! Join us to celebrate the growing opportunities for women in arboriculture, highlighting the importance of leadership, career development, and sharing knowledge and experiences. This interactive and engaging session will provide valuable insights and opportunities to connect with peers and mentors. Everyone, regardless of gender, is encouraged to participate and contribute their perspectives. We will inspire, empower, and create a supportive network for everyone attending.

This breakfast isn't just about food; it's about fostering connections, gaining inspiration, and sharing experiences as women in the field of arboriculture.

Purchase your ticket for this special event during the conference registration process. Seats are limited.

Join the Florida Chapter ISA!



Membership with the Florida Chapter gives opportunities for personal and professional growth and connects you to other tree professionals.

TreesAreCool Specialty License Plate



You can help preserve a special part of Florida's unique environment - our urban trees. By purchasing a TreesAreCool specialty license plate for your vehicle. Funds help support educational programs and finance grants that directly benefit the trees of Florida.



FUFC Silent Auction Benefiting the TREE Fund:

Support, bid high, and bid often! Be sure to visit the silent auction and outbid your competitors!

Show off your aim and try your hand at the popular, "Ring Toss for the Trees" for a chance to win your captured prize!

Purchase your TREE Fund Fandana to participate at the Heads or Tails game at Wednesday's luncheon!

All benefiting the TREE Fund for the John P. White Endowment dedicated to funding projects that advance arboriculture and urban forestry.

General Session

8:00 AM - 2:30 PM

Location: Ocean Ballroom

8:00 AM - 2:30 PM

Moderator: Alyssa Vinson

ISA CEUs: Arborist (4.75), Municipal (4.75), Climber Specialist (4.75), BCMA (? -Mgmt, ? - Sci)

Other CEUs: FACE (TBD), FNGLA (8), LIAF (4), SAF (TBD - cat TBD), LA (TBD - Opt)

8:00 AM - 8:15 AM

Opening Introductions and Welcome

Carson Smith, Florida Chapter President

Ali Summersill, 2025 Trees Florida Conference Chair

8:15 AM - 9:15 AM

KEYNOTE: Arbori-what? Raising Awareness of the Tree Care Profession

John Parker - *Arboricultural Association*, Stonehouse, UK

9:15 AM - 10:00 AM

Bridging the Gaps: Insurers, Arborists, and Homeowners

Matthew Gauldin, *University of Georgia*, Athens, GA

10:00 AM - 10:30 AM - Refreshment Break with Trade Show Exhibitors

10:30 AM - 11:15 AM

Inventory to Preservation: The Good, The Bad, The Ugly

Eric Hoyer, *Natural Resource Planning Services, Inc.*, San Antonio, FL and Jordan Upcavage, *Independent Tree Service, Inc.*, Tampa, FL

11:15 AM - 12:00 PM

Arboriculture Apprenticeships to Florida?

Erin Aaron, *TClA*, Manchester, NH

12:00 PM - 1:00 PM - Lunch with Trade Show Exhibitors (provided)

1:00 PM - 1:45 PM

Practicing Arboriculture with a Scientific Mind Set

Dr. Andrew Koeser, *University of Florida Gulf Coast Research and Education Center*, Wimauma, FL

1:45 PM - 2:30 PM

Standards? But We are Unregulated!

John Parker - *Arboricultural Association*, Stonehouse, UK

2:30 PM - 3:00 PM

Refreshment Break with Trade Show Exhibitors

Tuesday Night Social

7:00 pm - 10:00 PM

Location:

Grand Event Lawn



"All Aboard the Hammock Express!"

Step onto this gourmet express, where innovation meets indulgence. This immersive event takes attendees on a journey, each "stop" features engaging discussions, cultural insights, and, of course, world-class cuisine.

Stop 1: Japan - Sushi & Strategy



Kick off the journey in Japan where precision and craftsmanship set the stage. Enjoy an exquisite sushi experience.

Stop 2: Italy - Charcuterie & Collaboration



Next, we arrive in Italy, where the focus shifts to teamwork and creativity. Enjoy a spread of artisanal charcuterie.

Stop 3: Cuba - Cigar Rolling & Connection



Next, we arrive in Cuba where passion and tradition fuel the experience. Dive into discussions while participating in an exclusive cigar-rolling demonstration led by a skilled torcedores.

Stop 4: France - Dessert & Big Ideas



One final stop in France, where vision and refinement take center stage. Indulge in decadent desserts.

The Final Destination - The journey concludes with a keepsake "train ticket" filled with memories from this one-of-a-kind experience.



ArborNEXT - Make sure to bring the kids by the ArborNext event area to check out the Florida Chapter ISA's newest initiative, "Generating 9 arborists" for the next generation!

Breakout Sessions

3:00 PM - 5:00 PM

Choose 1 of the 2 breakouts offered

1 | Accommodations in Arboriculture

Location: Ocean Ballroom - Galleon/Harbor Room

3:00 PM - 5:00 PM Moderator:

ISA CEUs: Arborist (TBD), Municipal (TBD), Climber Specialist (TBD), BCMA (TBD- Mgmt)

Other CEUs: FACE (TBD), SAF (TBD- cat TBD), LA (TBD- Opt)

3:00 PM - 4:00 PM

Inclusion and Adaptability in Arboriculture

Danae Jackson, *Redwing Rigging Solutions*, Mt. Hope, WV

4:00 PM - 5:00 PM

Workforce Culture and Wellbeing

Cindy Schwab, *The Davey Tree Expert Company*, Pleasant Prairie, WI

2 | What's Up Doc?

Location: Ocean Ballroom - Clipper/Surf Room

3:00 PM - 5:00 PM Moderator: John Burns

ISA CEUs: Arborist (2), Municipal (2), Climber Specialist (2), BCMA (.5 - Mgmt, 1- Pract, .5 - Sci)

Other CEUs: FACE (2), SAF (TBD- cat TBD), LA (2 - Opt)

3:00 PM - 3:30 PM

Field Guide to Disease in Florida Trees

Katy Deitz, *University of Florida*, Gainesville, FL



3:30 PM - 4:00 PM

Determining the Limits of Radial Root Growth: Trees and Sidewalks

Dr. Andrew Koeser, *University of Florida Gulf Coast Research and Education Center*, Wimauma, FL



4:00 PM - 4:30 PM

Right Place for Urban Trees

Dr. Adam Dale, *University of Florida*, Gainesville, FL

4:30 PM - 5:00 PM

Impact of Injection Regimes

Dr. Stephanie Adams, *Texas A&M University*, College Station, TX

FUFC Silent Auction

Bidding Ends/ Payment Due 5:15 PM
Items cannot be stored or shipped

GET TO KNOW OUR SPEAKERS

Bill Burley, *Heli-Ax*, LLC



Bill Burley is a renowned tree climber and operations expert. He has an astonishing 30 year history in the tree industry. Bill currently serves as the owner of Heli-Ax, the only U.S based helicopter removal speciality company. Bill is also a trainer for Noble Oak Safety & Training, and a member of

the Teufelberger Ambassador team. His list of qualifications include ISA Certified Arborist/ISA Certified Tree Climber Specialist/OSHA 30/EHAP, Aerial Rescue, First Aid, BLS, and CPR instructor/Qualified Line Clearance Arborist/Certified Tree Care Safety Professional are just a few to a very long list of credentials. Bill has worked internationally in tree work, as well as the safety and training sector.

Colin Kelly, *DWC Outdoors*



Colin is the General Manager at DWC Outdoors & Hauling LLC, in Central Florida. Colin has been in the tree care industry for 22 years and is an ISA Certified Arborist, Tree Risk Assessment Qualification (TRAQ) and a Certified Tree Climber (CTC). Colin also holds the Florida Chapter ISA Prescription Pruning

Qualification (PPQ). During his climbing career he has secured two wins at the Florida Tree Climbing Championship (FLTCC) and served as a judge at several "Legends" competitions. Colin has been the instructor for the "Intro to Climbing" class several times. In 2024 he was awarded the Loren Westenberger Award for practicing the professional principals of arboriculture consistent with the mission and objectives of the Florida Chapter ISA to better the environment for future generations. Colin is currently serving as an At-Large Representative on the Florida Chapter ISA Board of Directors.

Day Structure:

- Participants will spend a day in an immersive climbing environment. The day builds upon principles discussed in Monday's indoor session.
- Participants will apply learned techniques to real-world scenarios, evaluate site conditions and select appropriate rigging setups, and troubleshoot unexpected rigging challenges.

If sitting inside all day Tuesday isn't your thing, join us outside for a continuation of Monday's Academy.

All day climber Session

Advanced Rigging Techniques - Hands-On

8:30 AM - 4:30 PM

Location: Participants will meet outside of the main entrance of the hotel, where they will have a short walk to the location of the days Academy.

8:30 AM - 4:30 PM

Moderator: Jessy Havrilesko

ISA CEUs: Arborists (6), Municipal (6), Climber Specialist (6), BCMA (3 - Mgmt, 3 - Prac)

Other CEUs: CTSP (6), FNGLA (8), LIAF (4)

Speakers: Bill Burley - *Heli-Ax, LLC*
Colin Kelly - *DWC Outdoors*

8:30 AM - 10:00 AM

Precision Rigging & Speedline Setup

Bill Burley, *Heli-Ax, LLC*, El Mirage, AZ and Colin Kelly, *DWC Outdoors*, Minneola, FL

10:00 AM - 10:30 AM

Refreshment Break with Trade Show Exhibitors

10:30 AM - 12:00 PM

Spar Removal & Negative Rigging Techniques

Colin Kelly, *DWC Outdoors*, Minneola, FL

12:00 PM - 1:00 PM

Lunch with Trade Show Exhibitors (provided)

1:00 PM - 2:30 PM

Helicopter Rigging for Tree Work

Bill Burley, *Heli-Ax, LLC*, El Mirage, AZ

2:30 PM - 3:00 PM

Refreshment Break with Trade Show Exhibitors

3:00 PM - 4:30 PM

Rigging Scenarios & Problem-Solving

Bill Burley, *Heli-Ax, LLC*, El Mirage, AZ and Colin Kelly, *DWC Outdoors*, Minneola, FL

Participant Requirements:

- Attendance for the outdoor training day is voluntary. Students are not required to perform work aloft but are encouraged to participate.
- Each attendee should bring their own Personal Protective Equipment (PPE) including helmet, safety glasses, work boots, and wear appropriate clothing.

Advisory Information:

- The training will take place in North Florida during the summer, so participants should be prepared for hot weather conditions.
- Proper rest, hydration, and nutrition, physical exercise, are emphasized.
- While participation is voluntary, immersion enhances the learning experience, and instructors will accommodate participants to the best of their ability.

Where To Go Today?

Ocean Ballroom

Registration will be alphabetical by last name.



Last chance to stop by the Bookstore to purchase new Florida Chapter swag!



Don't miss the Florida Chapter Awards Luncheon, extra tickets can be purchased at the registration desk.



Don't forget! Take advantage of the morning break to check out of your hotel room!

Students/Early Career Arborists Lunch Table

Locate the reserved luncheon table for lively discussion with other students or early career arborists!



"Heads and Tails"

TREE Fund "fandanas" can still be purchased for the annual *Heads or Tails* game that is played during the Wednesday luncheon. Funds raised go to the TREE Fund for the John P. White Endowment.

Meet One of the Authors

Purchase a copy of the *Field Guide to Disease in Florida Trees* at the Chapter bookstore. Meet katy Deitz, one of the authors and to get your copy



Wednesday, June 4

7:30 AM - 10:30 AM	Trees Florida Registration Desk Open
7:30 AM - 10:30 AM	Florida Chapter ISA Bookstore Open
8:00 AM - 10:00 AM	Breakout Sessions
10:00 AM - 10:30 AM	Break (Use this time to check-out from the hotel)
10:30 AM - 3:15 PM	General Session, includes Luncheon Speaker and Florida Chapter Awards Ceremony (lunch provided)
3:15 PM	Conference Adjourns

Breakout Sessions

8:00 AM - 10:00 AM Choose 1 of the 3 breakouts offered

1 | Process Driven Growth

Location: Ocean Ballroom - Clipper/Surf Room

8:00 AM - 10:00 AM

Moderator: ???

ISA CEUs: Arborist (2), Municipal (2), Climber Specialist (2), BCMA BCMA (TBD - Mgmt, TBD- Pract, TBD - Sci)

Other CEUs: FACE (TBD), SAF (TBD - cat TBD), LA (TBD - Opt)

8:00 AM - 9:00 AM

On The Right Track To Aerial Rescue

Kristoffer Rasmussen, *Arbor Strong*, Azle, TX

9:00 AM - 10:00 AM

Building a Scalable and Resilient Tree Care Business

Kristoffer Rasmussen, *Arbor Strong*, Azle, TX and Tim Walters, *Miller's Tree Service*, Tallahassee, FL

2 | What's Up Doc?

Location: Ocean Ballroom - Galleon/Harbor Room

8:00 AM - 10:00 AM

Moderator: Julie looss

ISA CEUs: Arborist (2), Municipal (2), Climber Specialist (2), BCMA BCMA (.5 - Mgmt, 1- Pract, .5 - Sci)

Other CEUs: FACE (2), SAF (TBD - cat TBD), LA (2 - Opt)

8:00 AM - 8:30 AM

Impacts of Injections Regimes

Dr. Stephanie Adams, *Texas A&M University*, College Station, TX

8:30 AM - 9:00 AM

Determining the Limits of Radial Root Growth: Trees and Sidewalks

Dr. Andrew Koeser, *University of Florida Gulf Coast Research and Education Center*, Wimauma, FL



9:00 PM - 9:30 AM

Right Place for Urban Trees

Dr. Adam Dale, *University of Florida*, Gainesville, FL

9:30 PM - 10:00 AM

Field Guide to Disease in Florida Trees

Katy Dietz, *University of Florida*, Gainesville, FL



Florida Chapter ISA Awards Program



Florida Chapter ISA recognizes outstanding achievements in the arboriculture profession, as well the efforts by individuals who make an impact on the practice of arboriculture.

- EDWARD W. BOK AWARD
- AWARD FOR EXCELLENCE IN EDUCATION
- AWARD OF DISTINCTION
- PRESIDENT'S AWARD

Awards will be presented at the Trees Florida 2025 Wednesday luncheon.

Don't Forget Your CEUs!



Trees Florida provides many continuing education opportunities for many green-industry programs. We are happy to provide CEUs for the following:

- ISA
 - CERTIFIED ARBORIST
 - BCMA
 - MUNICIPAL ARBORIST
 - CLIMBER SPECIALIST
- CTSP
- FACE
- FDACS
- FNGLA
- LA
- LIAF
- SAF

Follow instructions included in your registration packet to receive your CEUs!

3 | Student and Early Career Arborists

Location: Ocean Ballroom - St. Augustine Board Room

8:00 AM - 10:00 AM

Moderator: Camille Schillizzi

ISA CEUs: Arborist (2), Municipal (2), Climber Specialist (2), BCMA BCMA (TBD - Mgmt, TBD- Pract, TBD - Sci)

Other CEUs: FACE (2), SAF (TBD - cat TBD), LA (TBD - Opt)

8:00 AM - 8:20 AM

Tree and Landscape Impacts and Perceptions Following Hurricane Milton

Alyssa Vinson - *UF/IFAS Hillsborough County, Tampa, FL*

8:20 AM - 8:40 AM

Wood You Be My Neighbor? Dead Wood Conservation in Urban Landscapes

Katy Deitz - *University of Florida, Gainesville, FL*

8:40 AM - 9:00 AM

The Impact of Urban Trees on Stress Levels

Suzie Suhendy, *University of Florida, Gainesville, FL*

9:00 AM - 9:20 AM

Trees and Climate Change

Teagan Young, *University of Florida, Gainesville, FL*

9:20 AM - 9:40 AM

Assessing Nursery Stock Quality and Early Tree Care of Live Oak in Florida

Taylor Sherer, *University of Florida, Gainesville, FL*

9:40 AM - 10:00 AM

Are Trees the Answer? Rethinking Climate Resilience in Urban Communities

Lillian Dinkins, *University of Florida, Gainesville, FL*

General Session

10:30 AM - 3:15 PM

Location: Ocean Ballroom

Moderator: Lori Ballard

10:30 AM - 3:15 PM

ISA CEUs: Arborist (4), Municipal (4), Climber Specialist (4), BCMA (TBD -Mgmt, TBD- Pract)

Other CEUs: FACE (TBD), FNGLA (8), LIAF

(4), SAF (TBD - cat TBD), LA (TBD - Opt)

10:30 AM - 11:15 AM

On a New TRAQ

Dr. Beth Brantley, *Bartlett Tree Expert Company, Hooksett, NH*

11:15 AM - 12:00 PM

The Florida Chapter ISA Today

Lori Ballard, *Florida Chapter ISA, Clearwater, FL*

12:00 PM - 1:15 PM

Lunch: Veteran Tree Talk

John Parker, *Arboricultural Association, Stonehouse, UK*

1:15 PM - 3:15 PM

The AI Express: Accelerating Arboriculture with Artificial Intelligence

Dr. Andrew Koeser, *University of Florida Gulf Coast Research and Education Center, Wimauma, FL*

Thank You



The Florida Chapter ISA is grateful to the Trees Florida Planning Committee for donating their time and energy in planning this event. Their professional commitment is inspiring and we are so thankful!



Ali Summersill,
Conference Chair



Carol Mini,
Local Host

We also extend our sincere thanks to:

- Andrew Koeser, Education Chair
- Erik Nobs, Sponsorship Chair
- Joe Anderson, Sierra Cook, And Joel Leach, Local Host Committee
- Carol Mini, Special Events Chair
- Ali Summersill, Exhibitors Chair
- Andrew Koeser, Ali Summersill and Jordan Upcavage, Standing Committee Members

It takes a lot of volunteer hours to plan the annual conference. Thank you to everyone involved for your tireless commitment to the planning process that bring us this annual adventure!

GET TO KNOW OUR SPEAKERS

KEYNOTE: John Parker, *Arboricultural Association, Stonehouse, UK*



John Parker has been Chief Executive Officer of the Arboricultural Association since July 2021, and previously held the role of Technical Director at the Association from August 2019. John is UK & Ireland President of the International Society of Arboriculture, a member of the European Forum on Urban Forestry (EFUF) International Steering Group and a UK representative on the European Arboricultural Council. He has a degree in Arboriculture & Urban Forestry and is a Chartered Environmentalist and Chartered Forester. John is a Fellow of the Arboricultural Association, the Institute of Chartered Forestry, the Royal Society of Biology and the Linnaean Society. He frequently presents at national and international conferences and has delivered a TED Talk entitled Why trees are better than people (available on YouTube). Since spring 2020 John has chaired the Arboricultural Association webinar series, covering a huge range of topics to a global audience. In 2018 he was awarded the title of Young European Urban Forester of the Year, in 2022 he was named one of the 25 Most Influential People in Horticulture by Pro Landscaper Magazine and in 2024 he appeared on the ENDS Power List of the 100 most influential environmental professionals in the UK. From 2020 until 2022 he was a Trustee of the Friends of Westonbirt Arboretum, the national UK tree collection. John is interested in public engagement, green equity and promoting the benefits of trees, with particular consideration for their social and cultural value. He is the founder of the Stonehouse Community Arboretum and a Trustee of the Doverow Hill Trust.

Dr. Stephanie Adams, *Texas A & M University, College Station, TX*



Stephanie Adams, Ph.D. is a Board Certified Master Arborist accredited by the International Society of Arboriculture. She is an Assistant Professor and Extension Specialist in Tree and Landscape Plant Health within the department of Plant Pathology & Microbiology at Texas A&M University. With 24 years of experience in the tree care and green industry, Stephanie's extension and research efforts focus on the multifaceted roles of urban and rural trees, the ecosystem services they provide, and the dynamics of tree and landscape plant health in the face of a changing climate.

Kristoffer Rasmussen, *Arbor Strong, Azle, TX*



Kristoffer has dedicated over 30 years to advancing tree care, safety training, and urban forest preservation. With experience as a municipal, commercial, and residential arborist, he shares insights and stories from a lifetime in the field. As a Certified Treecare Safety Professional, Certified Tree Climber, TCIA Accreditation Auditor, and Red Cross CPR/First Aid Instructor, Kristoffer is committed to the safety and growth of arborists and their communities. He plays a pivotal role in assessing and accrediting tree care companies, driving them toward excellence and adherence to industry standards. His passion for sustainable practices and fostering collaboration makes him a respected leader and advocate in arboriculture.

Monday

Welcome Reception with Exhibitors

5:00 PM - 6:00 PM
Atlantic Ballroom

TreesAreCool Pub Crawl

6:30 PM - 11:00 PM
Catch the bus **on the parking level outside of the Atlantic Ballroom**. The bus will run continuously throughout the length of the event. ???

Burns' Pizza and Putt Putt

6:30 PM - 9:00 PM
Join us on the Grand Event ???
Lawn for a fun filled evening of friendly competition and delicious food.

Tuesday

Women in Arboriculture Breakfast

7:00 AM - 7:45 AM
Ocean Ballroom, St. Augustine Board Room
Pre-registration required

Florida Chapter Social "All Aboard the Hammock Express"

7:00 PM - 10:00 PM
Grand Event Lawn, *Make sure to wear your event badge*

Wednesday

Florida Chapter Awards Luncheon

12:00 PM - 1:15 PM
Ocean Ballroom

Monday, June 2

7:00 AM - 4:30 PM	Trees Florida Registration Desk Open
7:30 AM - 4:30 PM	Florida Chapter ISA Bookstore Open
7:30 AM - 6:00 PM	Trade Show Open
7:30 AM - 6:00 PM	FUFC Silent Auction Open
8:00 AM - 12:00 PM	ISA Certified Arborist Exam
8:30 AM - 4:30 PM	Academy 1: Plant Health Care
8:30 AM - 4:30 PM	Academy 2: Advanced Rigging Techniques
8:15 AM - 4:30 PM	Academy 3: FUFC Urban Forestry Bus Tour
10:00 AM - 10:30 AM	Break with Trade Show Exhibitors
12:00 PM - 1:00 PM	Lunch with Trade Show Exhibitors (provided)
2:30 PM - 3:00 PM	Break with Trade Show Exhibitors
5:00 PM - 6:00 PM	Welcome Reception with Trade Show Exhibitors, Sponsors and Silent Auction
6:30 PM - 9:00 PM	Burns' Pizza and Putt Putt ???
6:30 PM - 11:00 PM	TreesAreCool Pub Crawl

Tuesday, June 3

7:00 AM - 5:15 PM	Trees Florida Registration Desk Open
7:30 AM - 5:15 PM	Florida Chapter ISA Bookstore Open
7:00 AM - 7:45 AM	Women in Arboriculture Breakfast
7:30 AM - 5:15 PM	Trade Show Open
7:30 AM - 5:15 PM	FUFC Silent Auction Open
8:00 AM - 2:30 PM	General Session
8:30 AM - 4:30 PM	Outdoor Climber/Production Education
10:00 AM - 10:30 AM	Break with Trade Show Exhibitors
12:00 PM - 1:00 PM	Lunch with Trade Show Exhibitors (provided)
2:30 PM - 3:00 PM	Break with Trade Show Exhibitors
3:00 PM - 5:00 PM	Breakout Sessions
5:15 PM - 5:30 PM	FUFC Silent Auction Bidding Ends, Payment Due
7:00 PM - 10:00 PM	Tuesday Night Social

Wednesday, June 4

7:30 AM - 10:30 AM	Trees Florida Registration Desk Open
7:30 AM - 10:30 AM	Florida Chapter ISA Bookstore Open
8:00 AM - 10:00 AM	Breakout Sessions
10:00 AM - 10:30 AM	Break (Use this time check-out from the hotel)
10:30 AM - 3:15 PM	General Session, including Luncheon, presentation, and Florida Chapter Awards Ceremony
3:15 PM	Conference Adjourns



**Tourist Development Council
April 23, 2025
Government Services Building
Bunnell, FL – 9:00 am**

**EVENT FUNDING
PROJECT DETAILS**



**State Championship and Hall of Fame Ceremony
Florida Flag Football
June 28-29, 2025**

About: United Flag Football League (UFFL) has been hosting championship events in Palm Coast and Flagler County now for 16 years. Our players appreciate the continuity of the common destination to participate in play and enjoy the destination as a vacation weekend.

As the governing body for Florida and the nation UFFL is bringing two (2) tournaments to Flagler County. One of those being the Florida State Championships that will be using the Indian Trails complex June 28-29, 2025. UFFL will also be having the annual Hall of Fame and Induction Ceremony dinner to be held at the Palm Coast Community Center. Both the fields and ceremony venue are already reserved for this event. Each winner (3) will receive trophies and other prizes, and the inductees will get a shirt and hat with a trophy.

Event History: The UFFL has been putting on tournaments nationwide and throughout Florida. This event will be the State Championship of Florida and will include Hall of Fame and Induction Ceremony dinner at the Palm Coast Community Center. The projected number of teams is 40 with 800 participants and 150 spectators. The Hall of Fame generally attracts around 100 total guests which all stay overnight. It is not uncommon for the HOF crowd to finish the ceremony at 9pm and head to the beach establishments and celebrate. This is a two (2) day event with start at 8am Saturday and championships on Sunday afternoon. Teams from all over Florida will be here along with refs from Georgia, Carolinas, and Florida.

Event Highlights:

- 3 Championship games on Sunday
- 40 teams with 20-man rosters and spectators
- 100 Hall of Fame members and families
- Men and women participants

Event Location:

- 8 fields reserved at Indian Trails Sports Complex, Palm Coast
- Hall of Fame Dinner and Induction Ceremony - Palm Coast Community Center

Estimated Attendance:

- 800 Athletes
- 150 Spectators
- 100 Hall of Fame attendees

Estimated room nights and ADR:

Event Director unable to provide 2024 actuals.

Event Director unable to provide 2025 room block information.

Estimated annual rooms nights averaging between 350 and 400 room nights

Event Budget:

Event Director unable to provide breakdown

- State Championships \$15,000
- Hall of Fame \$1,100

Funding Request & Purpose: \$5,000 bid fee

TDC Prior Funding History:

- 2022 \$5,000
- 2023 \$5,000
- 2024 \$5,000



Tourist Development Council
April 23, 2025

ITEM: 4) b.

SUBJECT: Proposed Beach Management Plan for Funds:
1109 – Capital Projects (Category A)
1111 – Beach Renourishment (Category C)

Tourist Development Tax (TDT) Allocation History for Beach Restoration:

Flagler County currently levies the maximum amount of TDT which is 5%
Each percent (%) represents a “penny” or can be known as 5 pennies
Each “penny” represents 20% of the total revenue
The current distribution of the TDT is:

60% (3 pennies) - Promotion & Advertising
20% (1 penny) – Beach Renourishment
20% (1 penny) – Capital Projects

This distribution was last readjusted in 2019 and is supported in the current strategic plan

Florida Statutes 125.0104 (5)(a)(5.) authorizes the use TDT revenue:

To finance beach park facilities, or beach, channel, estuary, or lagoon improvement, maintenance, renourishment, restoration, and erosion control, including construction of beach groins and shoreline protection, enhancement, cleanup, or restoration of inland lakes and rivers to which there is public access as those uses relate to the physical preservation of the beach, shoreline, channel, estuary, lagoon, or inland lake or river. However, any funds identified by a county as the local matching source for beach renourishment, restoration, or erosion control projects included in the long-range budget plan of the state’s Beach Management Plan, pursuant to s. [161.091](#), or funds contractually obligated by a county in the financial plan for a federally authorized shore protection project may not be used or loaned for any other purpose. In counties of fewer than 100,000 population, up to 10 percent of the revenues from the tourist development tax may be used for beach park facilities;

In 2017 due to Hurricane Matthews’s damaging impact to the northern portion of Flagler County beaches, the Tourist Development Council (TDC) and the Board of County Commissioners expanded its resources for beach restoration and maintenance in the following ways:

- Levied the last maximum allowable penny or 1-percent of the TDT under Section 125.0104(3)(n), Florida Statutes and;
- Phased in increases, over a three-year time period, from 2017-2019 to the beach restoration category and;
- Pledged \$6,500,000 of future TDT revenue to repay a loan that was needed for the county’s cost share for the northern twelve miles. This loan has since been paid in full.

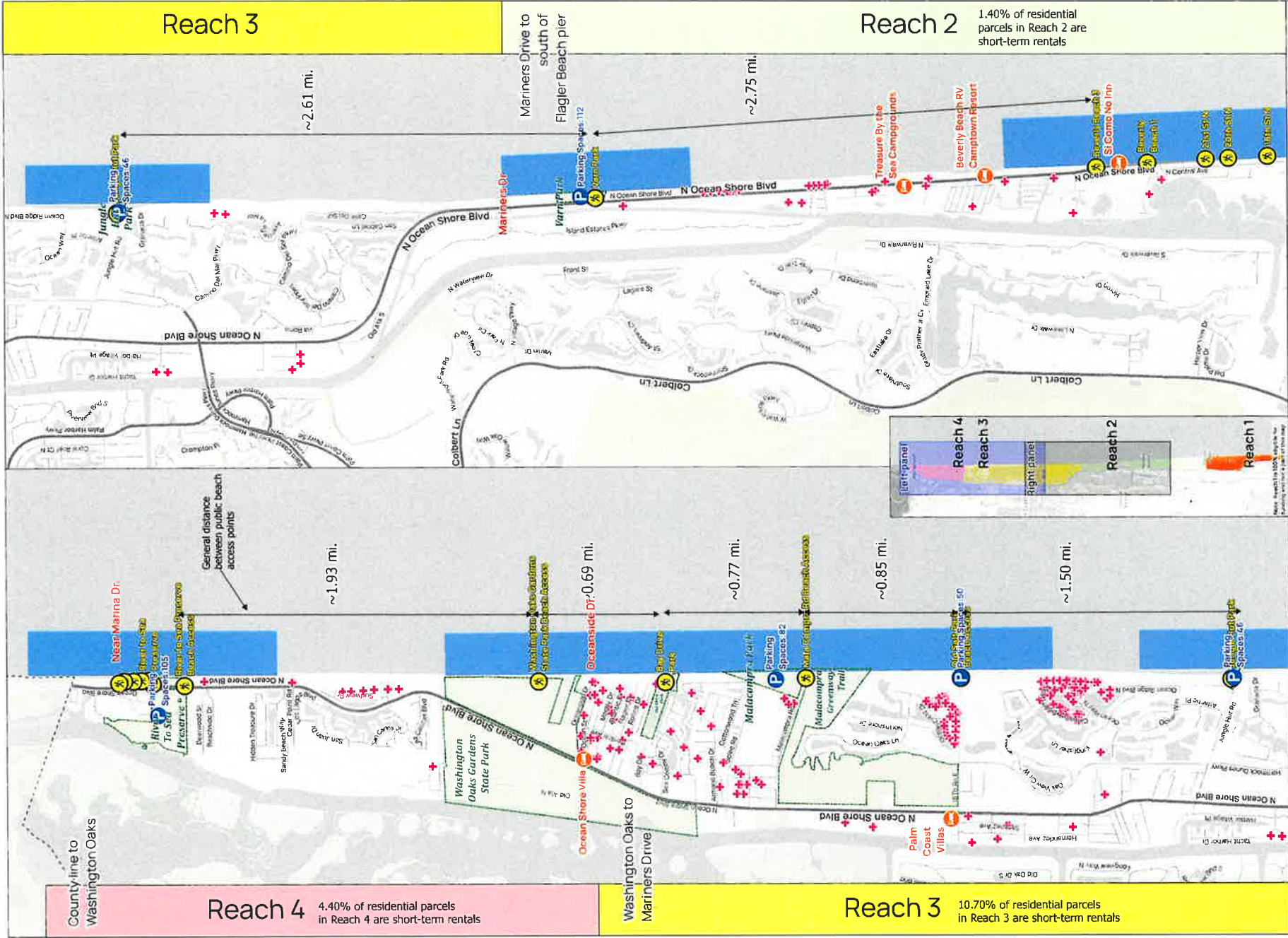
	Effective Date	12-1-86	7-3-03	12-1-10	6-1-17	6-1-18	6-1-19
Category	Category A: Capital Projects	50%	30%	22.5%	0%	10%	20%
	Category B: Promotion & Advertising	35%	55%	66.25%	40%	60%	60%
	Category C: Beach Restoration & Maintenance	15%	15%	11.25%	60%	30%	20%

The County is currently working on a local funding strategy for two beach projects and will be presenting a proposed beach funding plan for consideration which are:

1. Initial Construction of the northern portion of the County beaches
2. Ongoing Maintenance & Nourishment (Every 6 Years) for the entire coastline

ATTACHMENTS:

1. Map of Public Beach Access & Lodging Locations
2. Arrivalist Deck of Locals vs Travelers for Public Access Beach Points



Reach 3

~2.61 mi.

Mariners Drive to south of Flagler Beach pier

Reach 2

1.40% of residential parcels in Reach 2 are short-term rentals

~2.75 mi.

~1.93 mi.

Reach 4

4.40% of residential parcels in Reach 4 are short-term rentals

Washington Oaks to Mariners Drive

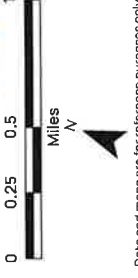
~0.77 mi.

Reach 3

10.70% of residential parcels in Reach 3 are short-term rentals

~0.85 mi.

~1.50 mi.



- TOT Eligible Funding (beaches within 1/2 mile of public beach access points)
- ⓧ Publicly Accessible
- + Beach Walkovers
- + Short-term Rentals
- + Hotels
- P Parking
- Parks and Preserves

Public Beach Access & Lodging Locations



Map Created April 2025

Data and maps are for reference purposes only. Data on maps and in applications is derived from multiple sources with varying levels of accuracy.



Arrivalist

Flagler County, Florida Beach Point of Interest Insights

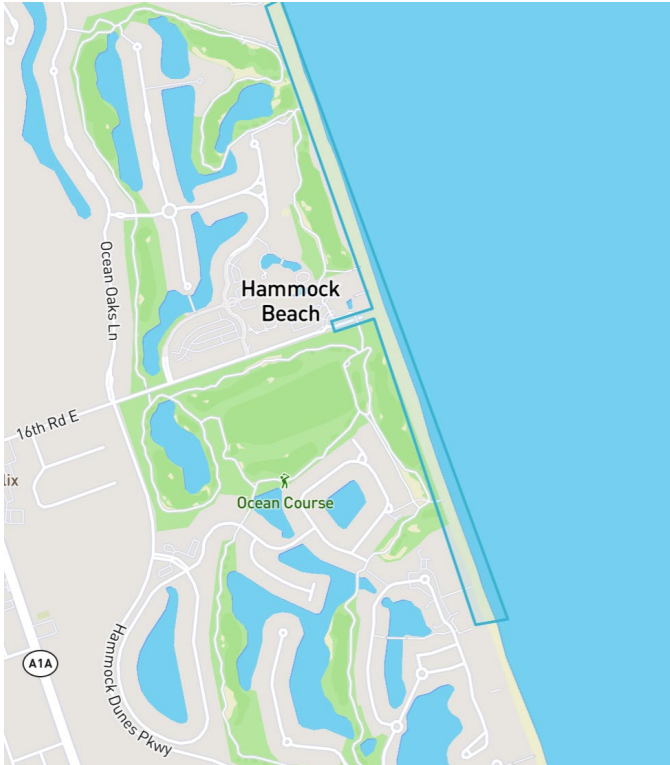
Arrival Definitions: Locals V Travelers Arrivalist

This report is supported by data using Arrivalist’s Locals & Travelers Methodology

Methodology:	A Device Arrival is:
<p>ARRIVALIST Local & Travelers Methodology: Designed for marketers to understand any movements of LOCALS AND TRAVELERS into their business.</p>	<p>Local = lives within 50 miles from Point of Interest Traveler = lives 50+ miles from Point of Interest</p>
	<p>Spends required minutes in Point of Interest(s)</p>
	<p>Does not need to spend x minutes within Main Arrival Zone</p>
	<p>Does not need to return home, only Point of Interest entrance is recorded</p>



Old Salt Park: Locals V Travelers



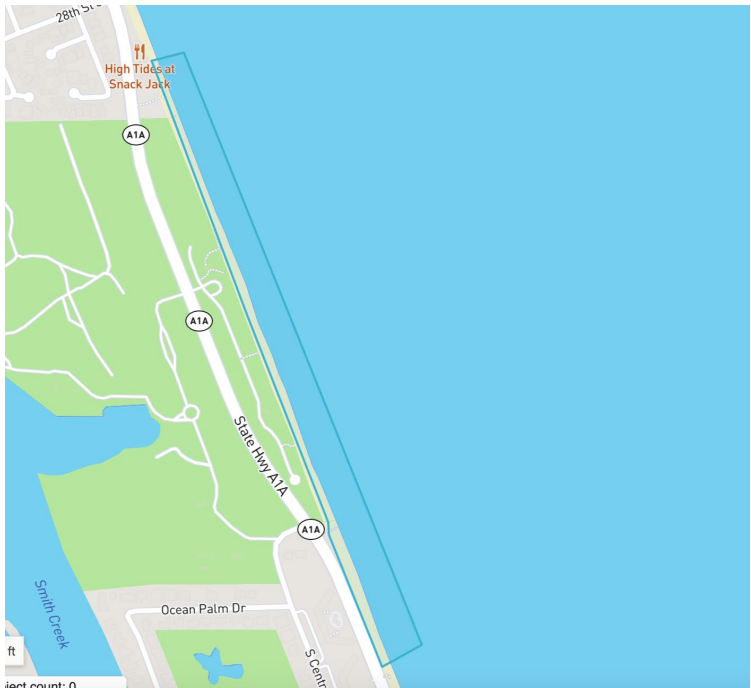
Local Visitation Share		Traveler Visitation Share	
36%		64%	
Top Local Zip Codes		Top Traveler Zip Codes	
32137	Palm Coast, FL	30082	Smyrna, GA
32164	Palm Coast, FL	33873	Wauchula, FL
32174	Ormond Beach, FL	33811	Lakeland, FL
32136	Flagler Beach, FL	37129	Murfreesboro, TN
32110	Bunel, FL	28746	Lake Lure, NC

Washington Oaks: Locals V Travelers



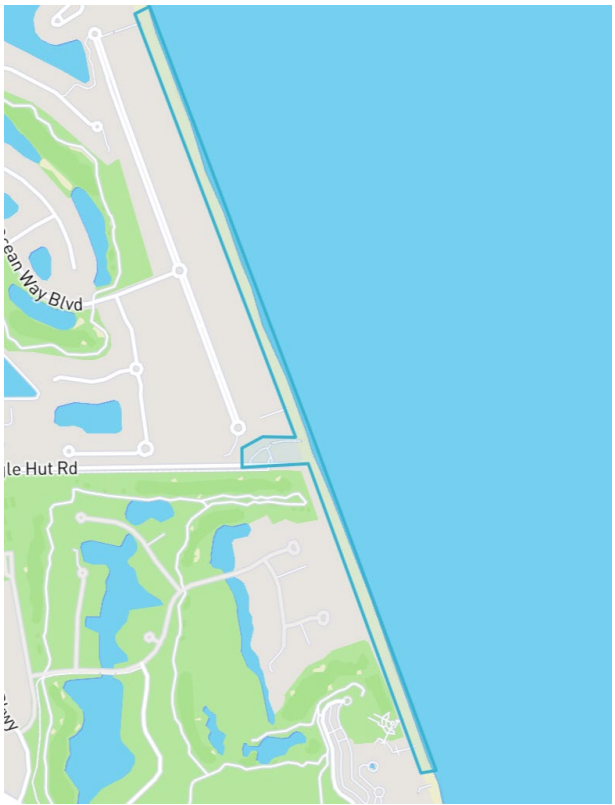
Local Visitation Share		Traveler Visitation Share	
45%		55%	
Top Local Zip Codes		Top Traveler Zip Codes	
32164	Palm Coast, FL	32607	Gainesville, FL
32137	Palm Coast, FL	30528	Cleveland, GA
32136	Flagler Beach, FL	39402	Hattiesburg, MS
32110	Bunnell, FL	32605	Gainesville, FL
32174	Ormond Beach, FL	33161	Miami, FL

Gamble Rogers: Locals V Travelers



Local Visitation Share		Traveler Visitation Share	
46%		54%	
Top Local Zip Codes		Top Traveler Zip Codes	
32136	Flagler Beach, FL	34655	New Port Richey, FL
32164	Palm Coast, FL	33843	Frostproof FL
32137	Flagler Beach, FL	34471	Ocala, FL
32110	Bunell, FL	32656	Keystone Heights, FL
32174	Ormond Beach, FL	32817	Orlando, FL

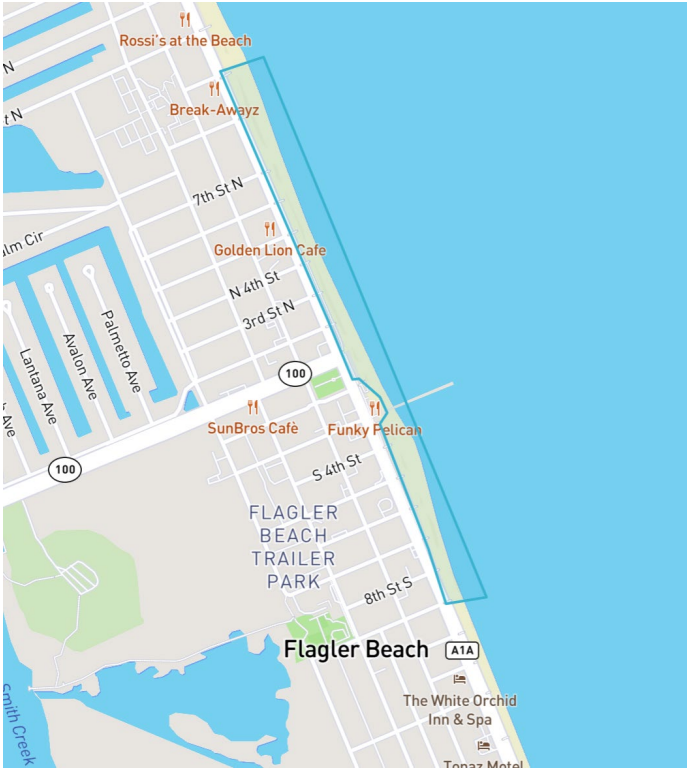
Jungle Hut Park: Locals V Travelers



Arrivalist Tourism Insight Solution Deck

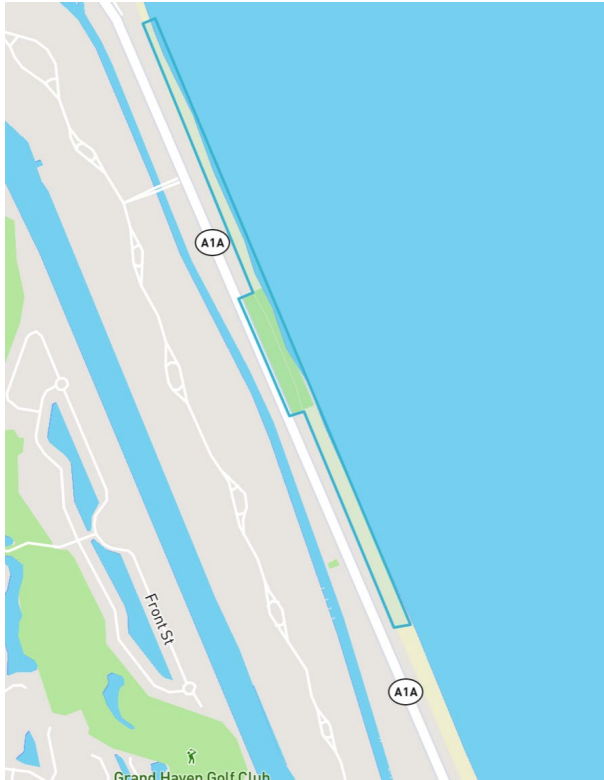
Local Visitation Share		Traveler Visitation Share	
56%		44%	
Top Local Zip Codes		Top Traveler Zip Codes	
32137	Palm Coast, FL	25271	Ripley, WV
32164	Palm Coast, FL	30656	Monroe, GA
32119	Daytona Beach, FL	32703	Orange Park, FL
32141	Edgewater, FL	34475	Ocala, FL
32174	Ormond Beach, FL	34488	Silver Springs, FL

Flagler Beach: Locals V Travelers



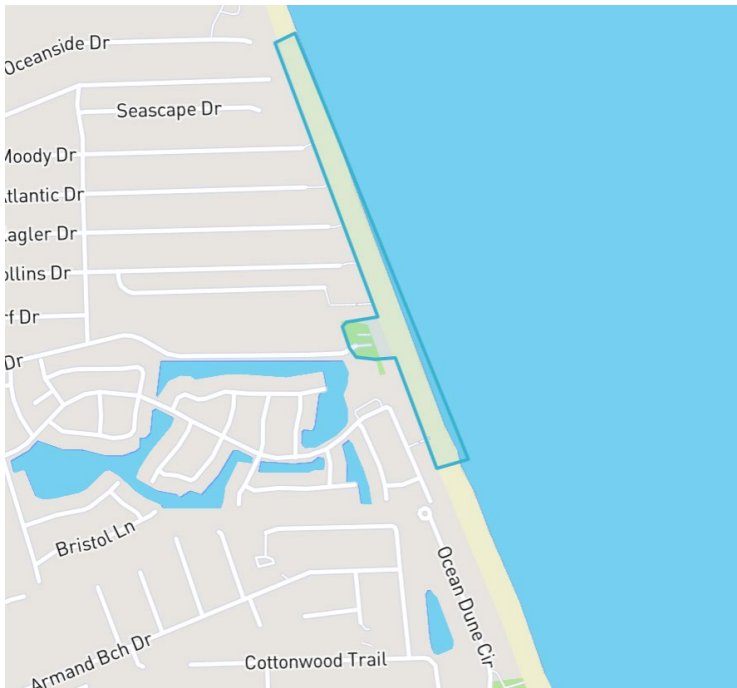
Local Visitation Share		Traveler Visitation Share	
56%		44%	
Top Local Zip Codes		Top Traveler Zip Codes	
32164	Palm Coast, FL	34786	Windermere, FL
32137	Palm Coast, FL	30028	Cumming, GA
32136	Flagler Beach, FL	32792	Winter Park, FL
32110	Bunnel, FL	32601	Gainesville, FL
32174	Ormond Beach, FL	32259	St. Johns, FL

Varn Park: Locals V Travelers



Local Visitation Share		Traveler Visitation Share	
60%		40%	
Top Local Zip Codes		Top Traveler Zip Codes	
32137	Palm Coast, FL	33873	Wauchula, FL
32164	Palm Coast, FL	02720	Fall River, MA
32110	Bunnell, FL	21014	Bel Air, MD
32086	St. Augustine, FL	30107	Ball Ground, GA
32136	Flagler Beach, FL	27502	Ball Ground, NC

Bay Drive Park: Locals V Travelers



Local Visitation Share		Traveler Visitation Share	
62%		38%	
Top Local Zip Codes		Top Traveler Zip Codes	
32164	Palm Coast, FL	32141	Edgewater, FL
32137	Palm Coast, FL	37771	Lenoir City, TN
32086	St. Augustine, FL	3044	Lawrenceville GA
32136	Flagler Beach, FL	55129	Saint Paul, MN
32174	Ormond Beach, FL	28801	Asheville, NC

River to Sea: Locals V Travelers



Local Visitation Share		Traveler Visitation Share	
62%		38%	
Top Local Zip Codes		Top Traveler Zip Codes	
32137	Palm Coast, FL	32317	Tallahassee, FL
32086	St. Augustine, FL	32277	Jacksonville, FL
32164	Palm Coast, FL	34471	Ocala, FL
32217	Jacksonville, FL	32746	Lake Mary, FL
32080	St. Augustine, FL	32656	Keystone Heights, FL

Mala Comprá Park: Locals V Travelers Arrivalist



Local Visitation Share		Traveler Visitation Share	
67%		33%	
Top Local Zip Codes		Top Traveler Zip Codes	
32137	Palm Coast, FL	32065	Orange Park, FL
32164	Palm Coast, FL	34950	Ft. Pierce, FL
32080	St. Augustine, FL	32703	Orange Park, FL
32136	Flagler Beach, FL	32205	Jacksonville, FL
32174	Ormond Beach, FL	32746	Lake Mary, FL

All POIs: Locals V Travelers



Arrivalist Tourism Insight Solution Deck / Image Credit: Visit Florida

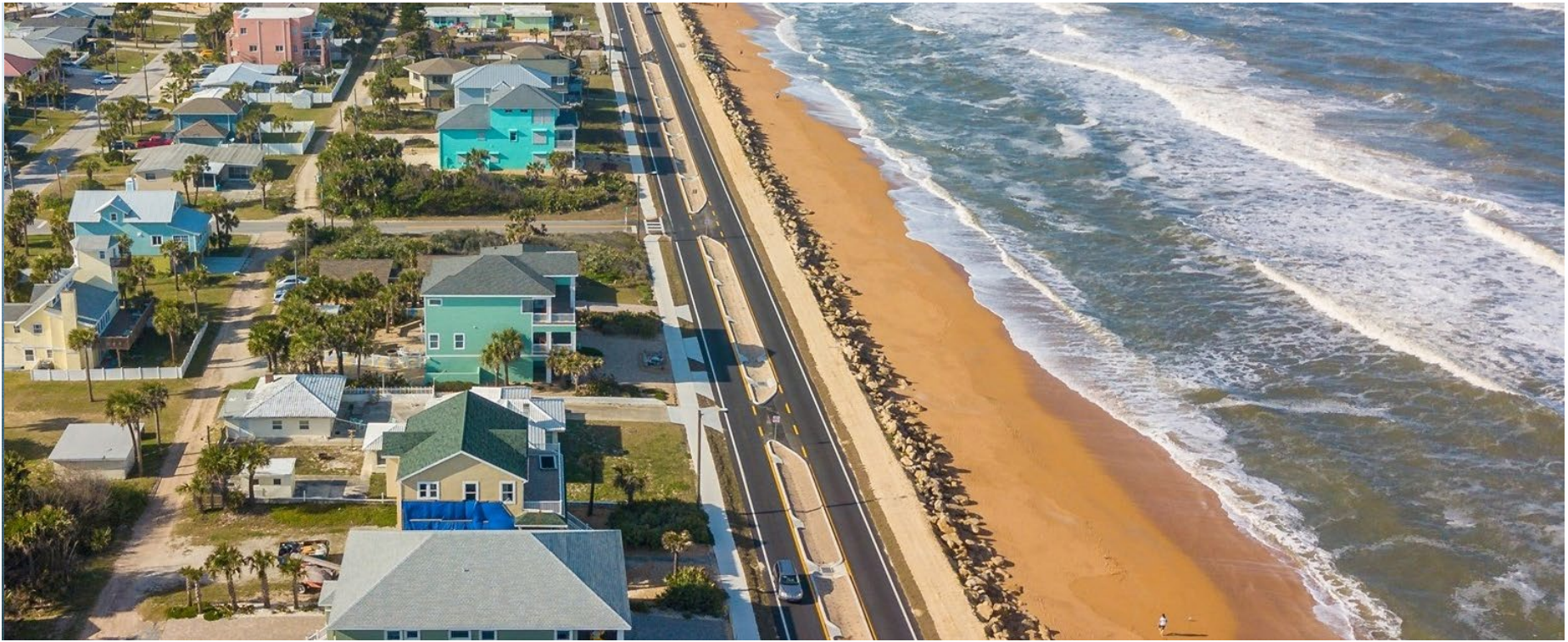
Local Visitation Share		Traveler Visitation Share	
62%		38%	
Top Local Zip Codes		Top Traveler Zip Codes	
32137	Palm Coast, FL	32317	Tallahassee, FL
32164	Palm Coast, FL	33873	Wauchula, FL
32136	Flagler Beach, FL	32746	Lake Mary, FL
32080	St. Augustine, FL	34471	Ocala, FL
32086	St. Augustine, FL	32141	Edgewater, FL



Thank You.

Mike Robertson

www.arrivalist.com



Flagler County's Coastal Erosion and Management

April 23, 2025

Tourism Development Council

Coastal County-Wide Benefits



- Tourism & Revenue Generation
- Recreation & Lifestyle
- Maintaining Coastal Property Values
- Resiliency & Disaster Preparedness
- Environmental & Sustainability Initiatives
- Community Identity & Economic Growth
- Quality of Life & Well Being

Brief History

- County Emergency Declaration has been continuous **since October 2016**
- County Emergency Declaration has been updated and confirmed by the Board of County Commissioner **202 times**
- Flagler County can only exit emergency conditions by putting in place a local funding strategy and funding ordinance.
- Flagler County is more vulnerable now than just after Hurricane Matthew.





Daytona Beach Seawall



Seawalls are not permanent solutions

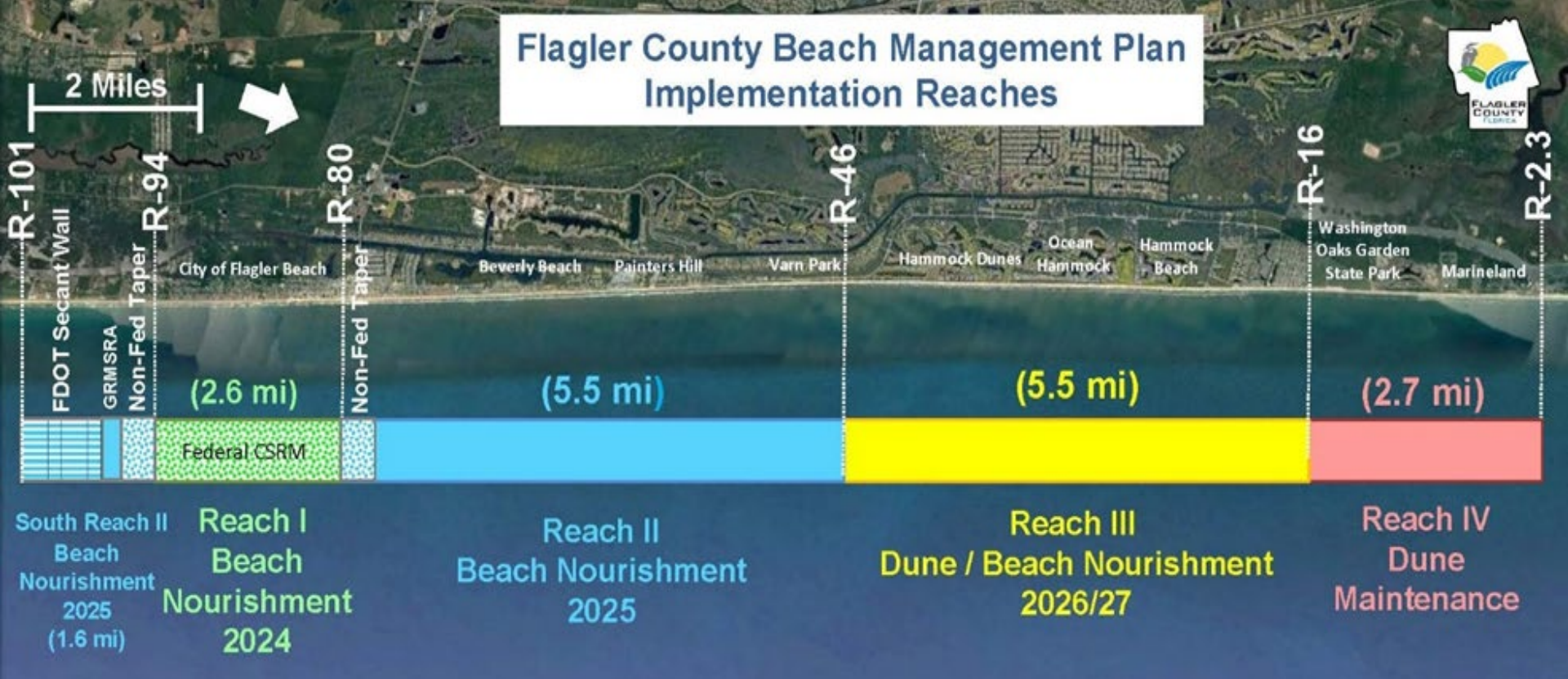


The Cost of Inaction: Risks and Consequences



- Increased Erosion & Land Loss
- Declining Property Values
- Higher Flood & Storm Surge Risks
- Negative Economic Impacts
- Infrastructure Damage & Higher Repair Costs
- Loss of Wildlife Habitats
- Reduced Community Resilience
- Regulatory & Insurance Challenges

Flagler County Beach Management Plan Implementation Reaches



Beach Management Program Implementation



Reach I USACE CSRМ Construction Project



- **Description:** Beach and Dune nourishment of 3.5 miles in Flagler Beach from North 7th Street to Gamble Rodgers
- **Project Volume:** 1.7 Million CY of offshore sand via dredge
- **Project scope:** 19' dune with 200' wide beach area
- **Status:** 7/5/24 – 8/29/24
- **Budget:** \$29M



Reach II Permit Modification & Design



- **Description:** Reach II beach and dune nourishment in Flagler Beach north of the pier, Beverly Beach, Painters Hill, to 1900' north of Varn Park - 5.5 miles of shoreline.
- **Project volume:** 1.8 Million CY offshore sand via dredge operation
- **Status:** Project permitting on schedule, final plans are being developed, easement packages will go to property owners in the next few weeks
- **Design/Construction Estimated Cost:** \$35 M
- **Schedule:** Start of construction phase anticipated in Summer 2025



Reach III Permitting & Design Project



- **Description:** Reach III beach and dune nourishment in Hammock Dunes, Ocean Hammock, Hammock Beach, and Sea Colony between Varn Park and Washington Oaks Gardens State Park - 5.5 miles of shoreline.
- **Status:** Consultant is now scoping the project
- **Permitting/Design Estimated Costs:** \$1.5M
- **Construction Estimated Costs:** \$40 million
- **Schedule:** Permitting/Design Phase expected to begin late Spring 2025. Start of Construction Phase anticipated in 2027



Hurricane Milton FEMA Cat B & Cat G



- **Description:** Cat G eligible areas include the northern 11 miles of the County excluding the HOA's south of MalaCompra County park.
- **Status:** Damage assessment and engineering report for Cat G currently under review with FEMA. Cat B analysis guidelines changed Dec. 2024, analyses underway.
- **Project Scope:** Truck-haul project to re-build the dune that was lost during Milton.
- **Budget:** \$11.7 Million for Cat G , Cat B TBD
- **Schedule:** Anticipated approval of project Summer 2025.



Initial Construction Cost Summary

Segment	Initial Cost	Distribution of Initial Cost		
		USACE/FEMA	State	Local
Reach 1 (Federal)	\$22,700,000	\$16,000,000	\$6,700,000	
Reach 1 (Non-Federal)	\$4,300,000		\$4,300,000	
Remaining Work within Reach 2, 3 and 4	\$93,125,000	\$9,743,750	\$40,940,625	\$42,440,625
Total	\$120,125,000	\$25,743,750	\$51,940,625	\$42,440,625

Estimates based on Beach Management Implementation Plan by Olsen Associates



Planning values only. All values subject to change following detailed engineering and permitting.

Local Funding Strategy



Initial Construction Cost = Approximately \$120,125,000

- Local Cost = Approximately \$42.4M
- Flagler County Grant Application & Program Funding Request = \$15M +/-
- Local Funding FY25 = \$5M

- **Shortfall = \$22.4M**
- Based on Permit Modification Timeline this will be needed in 2-3 years for Construction of Reach #2,3 and 4

Periodic Maintenance & Nourishment Cost Summary

All Segments	Future Event Cost	Distribution of Nourishment Cost		
		USACE/FEMA	State	Local
Entire Coastline	\$97,107,600	\$13,056,450	\$11,921,490	\$72,129,660

Estimates based on Beach Management Implementation Plan by Olsen Associates

All Segments	Equivalent Annual Cost (EAC) (\$/year)			
	Nourishment Cost	Distribution of Nourishment Cost		
		USACE/FEMA	State	Local
Entire Coastline	\$16,184,600	\$2,176,075	\$1,986,915	\$12,021,610

Estimates based on Beach Management Implementation Plan by Olsen Associates



Public Purpose - Ensuring Public Benefit



Emergency Declarations

- The Use of Federal and State Resources for Emergency Measures and Recovery Efforts

Customary Use (Adopted in 2018)

- The purpose of the customary use doctrine is to protect the public's right to access beaches for recreational use.

Perpetual Easements

- To ensure that the public can continue to use the beach after it's been restored with public funds

Potential Funding Opportunities



Construction/Regular Periodic Maintenance & Nourishment

- Tourist Development Tax
- Special Assessment/Tax (Municipal Service Benefit Unit / Taxing Unit)
- Other Sources of General Revenue (Local Option Sales Tax, Dedicated Millage)
- Bond (Would need to establish funding to cover the annual debt service)

Supplemental Disaster Recovery

- FEMA Post-Disaster Public Assistance Funding
- Public Law 84-99, Emergency Response to Natural Disasters

Tourist Development Tax



Can be used for beach management, including beach maintenance, improvement, and restoration:

- **Beach park facilities:** Can be used to finance beach park facilities.
- **Beach renourishment:** Can be used for beach renourishment and erosion control.
- **Shoreline protection:** Can be used for shoreline protection, enhancement, cleanup, or restoration.

Flagler County levies 5%

- 1% Dedicated to Beach Management Activities
- Approximately \$880,000 per year

Local Option ½ Cent Sales Tax



Flagler County Ordinance **2012-08**

- Effective October 1, 2012, for a 20-Year Term (**expires 2032**)
- Used to maintain appropriate public facilities and maintain acceptable levels of service
- Among other things, can be used on public safety and infrastructure projects including **Beach Restoration**
- Approximately **\$10.4M** generated annually (Flagler County's portion is approx. **\$4.8M**)

Ad Valorem Property Tax



- Property taxes that are based on the taxable value of real estate property.
- These taxes fund local services that benefit the community at large.
- Discretionary - property taxes can be used for beach management.
- Beach restoration can increase the value of properties, which can generate more ad valorem revenue for local governments.

Exploring Funding Strategies: A Path Forward



Initial Construction (Local Share) = Approximately \$42.4M

Construction R2, R3 and R4				
Revenues Options	FY26	FY27	FY28	3 YR Total
1/2 Cent Sale Tax	\$ 2,000,000	\$ 2,211,154	\$ 2,211,154	\$ 6,422,308
Fund 1109	\$ 880,000	\$ 880,000	\$ 880,000	\$ 2,640,000
Fund 1111	\$ 880,000	\$ 880,000	\$ 880,000	\$ 2,640,000
0.2 Mill	\$ 3,447,728	\$ 3,706,308	\$ 3,984,281	\$ 11,138,317
Potential HRR Grant Opportunities	\$ 5,600,000	\$ -	\$ -	\$ 5,600,000
Potential LGFR ongoing Grant	\$ 3,100,000	\$ 3,450,000	\$ -	\$ 6,550,000
Grant - 25FL1	\$ 4,400,000			\$ 4,400,000
FDOT Seawall	\$ 500,000	\$ 500,000	\$ 500,000	\$ 1,500,000
FY25 Allocation Carry Over	\$ 1,550,000	\$ -	\$ -	\$ 1,550,000
Total	\$ 22,357,728	\$ 11,627,462	\$ 8,455,435	\$ 42,440,625

Construction Expenses R2, R3 and R4				
Required Beach Funding	\$ 14,146,875	\$ 14,146,875	\$ 14,146,875	\$ 42,440,625
Balance/Gap	\$8,210,853	(\$2,519,413)	(\$5,691,440)	\$0

Exploring Funding Strategies: A Path Forward



Ongoing Maintenance & Nourishment (Every 6 Years) = Approx. \$72.1M

Equivalent Annual Cost (EAC) = Approx. \$12M

Renourishment R1, R2, R3, R4							
Revenues Options	FY 2026	FY 2027	FY 2028	FY 2029	FY 2030	FY 2031	Six YR Total
1/2 Cent Sale Tax	\$ 7,836,639	\$ 8,385,203	\$ 8,972,167	\$ 9,600,219	\$ 10,272,235	\$ 10,991,291	\$ 56,057,754
Fund 1111 (TDC)	\$ -	\$ -	\$ -	\$ 1,175,213	\$ 1,263,354	\$ 1,358,105	\$ 3,796,672
.05 Mill	\$ -	\$ -	\$ -	\$ 1,216,725	\$ 1,310,802	\$ 1,391,707	\$ 3,919,234
MSBU \$160	\$ -	\$ 1,671,200	\$ 1,671,200	\$ 1,671,200	\$ 1,671,200	\$ 1,671,200	\$ 8,356,000
Grant Opportunities	TBD	TBD	TBD	TBD	TBD	TBD	TBD
FDEP State Parks	TBD	TBD	TBD	TBD	TBD	TBD	TBD
FDOT Seawall	TBD	TBD	TBD	\$ 500,000	\$ 500,000	\$ 500,000	\$ 1,500,000
Cat G 12.5% Local Match							
Total	\$ 7,836,639	\$ 10,056,403	\$ 10,643,367	\$ 13,663,357	\$ 14,517,590	\$ 15,412,303	\$ 72,129,660
							\$ 12,021,610
Renourishment Expenses R1-R4							
	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	
Required Beach Funding	\$ 12,021,610	\$ 12,021,610	\$ 12,021,610	\$ 12,021,610	\$ 12,021,610	\$ 12,021,610	\$ 72,129,660
Cat G 12.5% Local Match Requirement	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Balance/Gap	(\$4,184,971)	(\$1,965,207)	(\$1,378,243)	\$1,641,747	\$2,495,980	\$3,390,693	\$0

Equitable Sales Tax Distribution: Aligning Revenue with Project Impact



'NEW' ½ Cent Sales Tax Distribution

- Flagler County, Flagler Beach, Beverly Beach, Marineland = 100% BMP
- Palm Coast, Bunnell = 50% BMP
 - Palm Coast , Bunnell = Receive 50% of Allocation

1/2 Cent Sales Tax - New	FY 2026	FY 2027	FY 2028	FY 2029	FY 2030	FY 2031
Flagler County BOCC	\$ 4,723,053	\$ 5,053,666	\$ 5,407,423	\$ 5,785,943	\$ 6,190,959	\$ 6,624,326
Estimates for Municipalities:						\$ -
Beverly Beach	\$ 26,298	\$ 28,139	\$ 30,109	\$ 32,217	\$ 34,472	\$ 36,885
Bunnell	\$ 213,948	\$ 228,924	\$ 244,949	\$ 262,095	\$ 280,442	\$ 300,073
Flagler Beach	\$ 277,117	\$ 296,515	\$ 317,271	\$ 339,480	\$ 363,244	\$ 388,671
Marineland	\$ 638	\$ 682	\$ 730	\$ 781	\$ 836	\$ 894
Palm Coast	\$ 5,405,117	\$ 5,783,476	\$ 6,188,319	\$ 6,621,501	\$ 7,085,006	\$ 7,580,957
Total	\$ 10,646,171	\$ 11,391,403	\$ 12,188,801	\$ 13,042,017	\$ 13,954,958	\$ 14,931,806

Protecting Our #1 Tourism Asset: A Strategic Use of Tourist Development Tax



- Why it Matters
- The Challenge
- The Opportunity
- Why this Makes Sense
- Long Term Benefits

Questions & Answers



Heidi Petito, Flagler County: hpetito@flaglercounty.gov

Jorge Salinas, Flagler County: jsalinas@flaglercounty.gov



Palm Coast
AND THE *Coast*
FLAGLER BEACHES
TOURISM DEVELOPMENT OFFICE

**QUARTERLY
MARKETING
UPDATE**



NEW YEAR, NEW FUN



New in the New Year in Palm Coast and the Flagler Beaches

We're kicking off 2025 with plenty of new things to do and see in Palm Coast and the Flagler Beaches. Check out these restaurants that have opened recently or within the last year: New Restaurants in Palm Coast and the Flagler Beaches: Tony's Wine Cabana in Flagler Beach Tony's Wine Cabana is an...

[Continue Reading →](#)



Palm Coast and the Flagler Beaches

Welcome 2025! From scenic trails and outdoor adventures to family-friendly attractions, local eats, and one-of-a-kind boutiques—there's always something new to explore ... See more



Eat Well at Ohana

Start the year off fresh—with delicious and healthy eats at this Flagler Beach eatery.

[Dine](#)



[Play Video](#)

VALENTINES Gift Guide



1. Floral Bouquet from Art Among the Flowers.
2. ...
3. ...
4. ...

Shop the Valentine's Day Gift Guide for Palm Coast and the Flagler Beaches

Valentine's Day is here and we've rounded up some sweet gift ideas for the ones you love! From beach bags to bow ties for your four-legged bestie, we've got plenty of fun gift ideas from stores and boutiques in Palm Coast and the Flagler Beaches. 1. Floral Bouquet from Art Among the Flowers. 2...

[Continue Reading →](#)



Celebrate Native American Culture at the 10th Annual Princess Place Preserve Pow Wow

Celebrate the rich heritage of indigenous peoples during Flagler County's annual Native American festival, the Princess Place Preserve Pow Wow. The 2025 event is slated for February 22 and 23, from 10 a.m. to 5 p.m. The Native American festival is held each year at Princess Place Preserve, a...

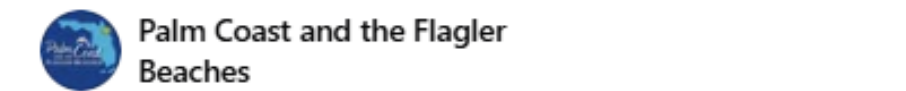


Palm Coast and the Flagler Beaches

Come with Me!

Marineland

Facebook Watch





Palm Coast and the Flagler Beaches

Escape to Romance—in Palm Coast and the Flagler Beaches! [#visitflagler](#) ❤️

Here are some ideas to get you started:

- 🏠 **Where to Stay:** Experience luxury at [Hammock Beach Golf Resort & Spa](#), enjoy comfort at [Hilton Garden Inn Palm Coast](#), or unwind at [Island Cottage Inn](#) in Flagler Beach.
- 🍽️ **Dining:** Enjoy a romantic night at [Next Door Beach Bistro](#), fresh seafood at [Flagler Fish Company](#), or casual dining at [Bronx House Pizza](#) in the Hammock, Palm Coast.
- 🐾 **Things to Do:** Take a stroll through [Washington Oaks Gardens State Park](#), rent a boat with [Backwater Cat Adventure](#), or ride horses on the beach with [Equestrian Adventures of Florida](#).



Big Fun for Little Ones

Discover the perfect toddler-friendly activity at Marineland.

[Fin-tastic Fun](#)

March

SPRING FUN: PARKS, PANCAKES, PLANES



Best Places for Pancakes in Palm Coast and the Flagler Beaches

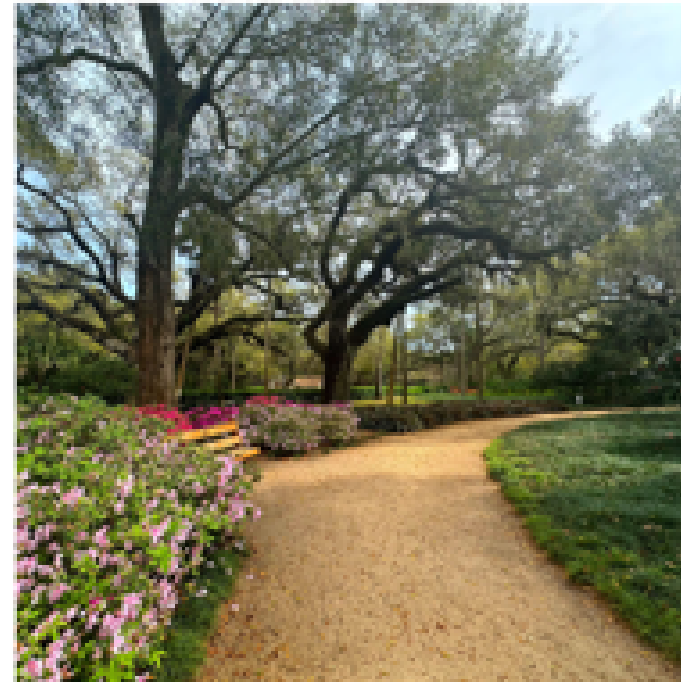
Drizzled in syrup and topped with pats of golden butter, pancakes are perfection on a platter. In celebration of National Pancake Day, we're sharing our favorite local spots to enjoy a stack of this classic breakfast staple. Get your forks at the ready for Hi Tulip's classic buttermilk cakes or the...

[Continue Reading →](#)



Palm Coast and the Flagler Beaches

Take a hike—or a leisurely stroll! It's National Walk in the Park Day, and we've got some of the most beautiful spots in Palm Coast and the Flagler Beaches to choose from. [See more](#)



A Walk in the Park

Spring forward and explore all the beautiful places to go for a walk in Palm Coast and the Flagler Beaches.

[Lace Up and Go](#)



FAMILY FRIENDLY

Discover Sky-High Fun at Warbirds Over Flagler

🕒 2 MIN

Q2 DELIVERABLES

Palm Coast AND THE FLAGLER BEACHES

2025 AND BEYOND:
A Vision of EcoTourism in Flagler County

As global travel trends evolve, so too must our approach to showcasing the unique beauty and character of our destination. While our pristine beaches have long been a cornerstone of our appeal, we recognize the growing desire among travelers for deeper, more meaningful experiences that connect them with nature and promote sustainable exploration. In response to this shift, our organization is embarking on an exciting journey to reposition our destination as a hub for ecotourism and nature-based adventures—beyond the beach.

Future Visitor Eco-Discovery Center **OPENING IN 2027**

A planned strategic initiative that will benefit both travelers and residents by allowing them to learn more about the recreational, natural, historical, and cultural resources of Flagler County. This facility aims to enhance access and raise awareness of the county's rich natural landscapes through education and high-quality recreational opportunities while broadening tourism attractions beyond the beach. A few of the goals and objectives are:

- Provide suitable facilities, amenities, services, and programs to serve visitors, businesses, and residents
- Drive local and state tax revenue by expanding spend throughout the community
- Support job creation and expansion
- To further diversity and create a more sustainable tourism economy and product
- Enhance quality of life—helps attract new businesses and investments to the community

Marketing Campaign
Launched in late summer of 2024, "Trails, Tides and Laid Back Vibes" positions the destination as a unique, uncrowded coastal escape and is centered on nature-based activities with a secondary focus on beaches and dining. The new campaign utilizes a combination of traditional and digital media: billboards, streaming video, online ads, and paid social media.

Scan to learn more about partnering with the Visitor Eco-Discovery Center.

Evolve Magazine
Print and Digital

Dive Into Nature's Wonders in a Coastal Paradise

Adventure is calling—answer it in Palm Coast and the Flagler Beaches! Stroll through lush trails shaded by towering oaks or seek out over 200 bird species at renowned birding locations. Whether paddling through pristine waters or exploring coastal trails, your perfect escape awaits!

LEARN MORE

Southern Living
Newsletter

TRAILS, TIDES & LAID BACK VIBES

Escape to Palm Coast & the Flagler Beaches—a coastal paradise offering 19 miles of cinnamon-colored sand, thrilling outdoor activities, and mouthwatering seafood that will leave you craving more. Whether you want to unwind or explore, this breathtaking gem has something for everyone!

Palm Coast AND THE FLAGLER BEACHES
www.visitflagler.com

Undiscovered Florida
Full Page Ad

Q2 - Q3 PAID SOCIAL

Palm Coast and the Flagler Beaches with Palm Coast Songwriters Festival.
Sponsored · 🌐

Hear the Stories You Know—Told by the Writers Who Lived Them. Join Us for the Palm Coast Songwriters Festival, April 30 – May 4, 2025!

Palm Coast Songwriters Festival
Festival Returns April 30 –...

5 DAYS
Palm Coast Songwriters Festival
Palm Coast's Premier Mus...

[Learn more](#) [Learn mo](#)

2025
Palm Coast Songwriters Festival
Meta Ad

Palm Coast and the Flagler Beaches
Sponsored · 🌐

Join Us for the Hang 8 Dog Surfing Competition, May 17, 2025!

HANG 8 DOG SURFING
SURFING CONTEST

Hang 8 Dog Surfing Competition May 17,...
Surf's Up... for the Pups! E... [Learn more](#)

A Beach Day Worth Barking About!
Watch cute dogs surf the ... [Learn more](#)

2025
Hang 8 Dog Surfing
Meta Ad

Palm Coast and the Flagler Beaches
Sponsored · 🌐

Discover Palm Coast and the Flagler Beaches!

HILTON GARDEN INN
PALM COAST TOWN CENTER

DIVE IN TO RELAXATION
POOL & FITNESS CENTER

Check-in to Comfort, Check-out the Fun!
Discover Palm Coast and ... [Learn more](#)

Located Just Off I-95, Only 4 Miles From th...
Discover Palm Coast and ... [Learn more](#)

Hotel Promotion - HGI
Meta Ad

WHAT'S COMING UP...



Visitor Guide



Dining Guide



SIMPLEVIEW - VISITFLAGLER.COM

Misconfiguration Blocking Search Visibility

“Since January 2025, Visit Flagler's website has experienced a significant decline in how it appears in search engine results pages (SERPs). Although the site remains indexed, its meta titles and descriptions are not displaying, which could negatively impact click-through rates. The root cause of this issue lies in the robots.txt file, which dictates how search engines crawl and index a site. Typically, Flagler's robots.txt file should allow full access to search engine bots, but the current file incorrectly disallows search engines from crawling most of the site.”



Visit Flagler

<https://www.visitflagler.com>

Visit Flagler County

No information is available for this page.

[Learn why](#)

- Affecting organic traffic and paid search
- Multiple departments/vendors troubleshooting
- Currently holding due to contract issue with Databank
- Simpleview merged with Granicus
- Additional traffic issues related to Google AI overview
- Using keywords/blog to counteract

THANK YOU!

Palm Coast
AND THE
FLAGLER BEACHES
TOURISM DEVELOPMENT OFFICE

