



TOURIST DEVELOPMENT COUNCIL AGENDA

March 6, 2024

3:30 PM

Administration Building,
4th Floor, BCC Meeting Room, 477 Houston Street,
Green Cove Springs, FL 32043

VIDEO

Call to Order

Public Comments

Presentations

1. Advance Travel & Tourism Marketing Update (A. Glass)
Marketing update from the contracted advertising agency.
2. Airstream Ventures Sports Tourism Update (L. Teitelbaum)
Sports tourism update.
3. Florida's First Coast of Golf Update (D. Reese)
Update from marketing partner Florida's First Coast of Golf
4. Tourism Team Update (K. Morgan)
Tourism team update.

Discussion

5. Grant Summary (K. Morgan/ S. Lamb)
TDC grant summary as of 2.29.2024

Approval of Minutes

6. TDC Meeting Minutes from 1.10.24 (M. Cella)

Budget

7. FY23-24 Budget (K. Morgan)
Review FY23-24 budget.

New Business

8. TDC Grant Subcommittee (S. Kelley)
Grant Subcommittee recommendations for grant guidelines for FY 24-25
9. Lacrosse Tournament TDC Grant Request (K. Morgan/ S. Lamb)
Lacrosse tournament - April 6-7, 2024 at the Clay County Regional Sports Complex. Requesting \$

10. Town of Orange Park KidsFest TDC Grant Request (K. Morgan/ S. Lamb)

Town of Orange Park KidsFest - April 20-21, 2024 at the Town of Orange Park Town Hall Park. Requesting \$

11. Ignite Dance Competition TDC Grant Request (K. Morgan/ S. Lamb)

Ignite Dance Competition - May 10-12, 2024 at the Thrasher-Horne Center. Requesting \$

Old Business

12. Legislative Update (K. Morgan)

Legislative updates from the 2024 State Legislative Session

13. Upcoming Events (S. Lamb)

Brief overview of upcoming events

Adjournment

14. Future Meetings (M. Cella)

May 8, 2024 - 3:30pm - BCC Board Room

July 17, 2024 - 3:30pm - BCC Board Room

September 4, 2024 - 3:30pm- BCC Board Room

November 6, 2024 - 3:30pm - BCC Board Room



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, March 6 3:30 PM

TO: TDC Members

DATE: 3/6/2024

FROM: Kimberly Morgan

SUBJECT: Marketing update from the contracted advertising agency.

AGENDA ITEM TYPE:

ATTACHMENTS:

Description

- ▣ Advanced Travel and Tourism Marketing Update March 2024

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	3/1/2024 - 1:37 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	3/1/2024 - 10:07 PM	AnswerNotes



ADVANCE
TRAVEL & TOURISM
destination marketers

BOARD REPORT

December 2023 - January 2024



LET'S GO SOMEWHERE
together.

Our team is Your team.

Your Florida
Project Manager



Adrienne Glass
Account Executive



April Acevedo
Sr. Campaign Specialist



Laura English
Tourism Manager



Jamie Hudgens
Manager
Content Marketing



Jacquelyn
Blackwell, **TMP**
Senior Strategist



Tim Myers
Creative Director



Lauren Fitch
Media Buyer



Lauren Nolan
Director
Digital Operations



Tim Baumgardner
Chief Strategist



Natalie Pruitt
President

+ corporate strategy, social, reporting, optimization teams

Executive Summary .

- Over **3.3 million impressions** were served between December 2023 and January 2024, driving more than **26,000 visitors** to Exploreclay.com!
- The Display campaign have had more than **1,634 hours** of total exposure. This is equal to more than **68 days** of your ads being seen by your target markets. The display clicks also **increased 13%** compared to the pervious period.
- The Spotify Campaign continues to have a completion rate. The completion rate is 8% higher than the industry rate.
- The Social Campaign had reach of over **785,101**. Clicks **increased 935%** with the launch of the Hey Neighbor Campaign.
- *RV Parks* continues to be the top segment for paid search followed by the *Events* segment.
- The Advance campaigns accounted for **38%** of the total website traffic. They also drove over **13,000 Pageviews** and **952 outbound clicks** (260 more clicks than the previous period).

General Leisure Campaign



Targeted Display Results.

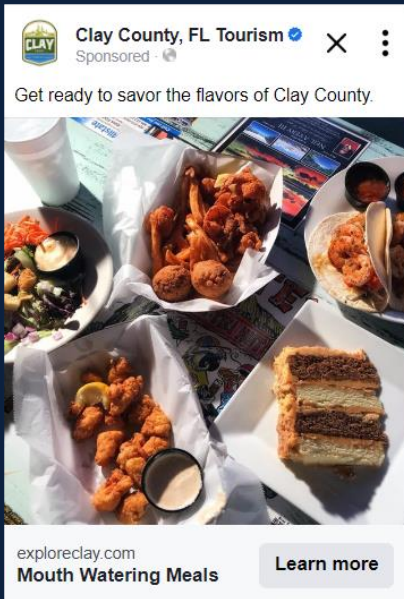
Impressions: 413,093

Clicks: 699

CTR: 0.17%

Total Exposure Time: 1,634 Hours

New Users: 99%



Paid Social Results.

Impressions: 2,059,134

Reach: 714,143

Clicks: 1,813

Post Reactions: 426

Post Shares + Post Saves: 17

New Users: 100%

Spotify Results.

Impressions: 350,600

Reach: 119,814

Clicks: 68

Completions: 169,000

Completion Rate: 98.61%

New Users: 100%



Paid Search Results.

Impressions: 27,760

Clicks: 2,335

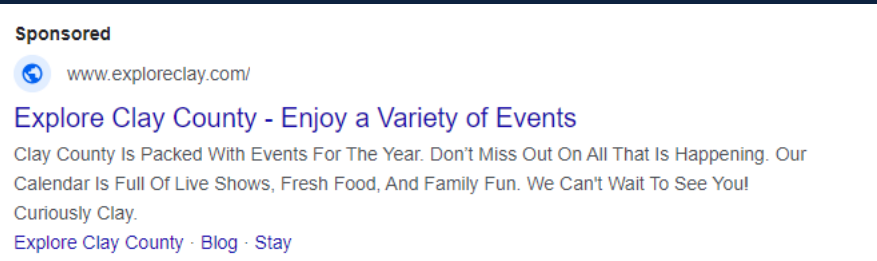
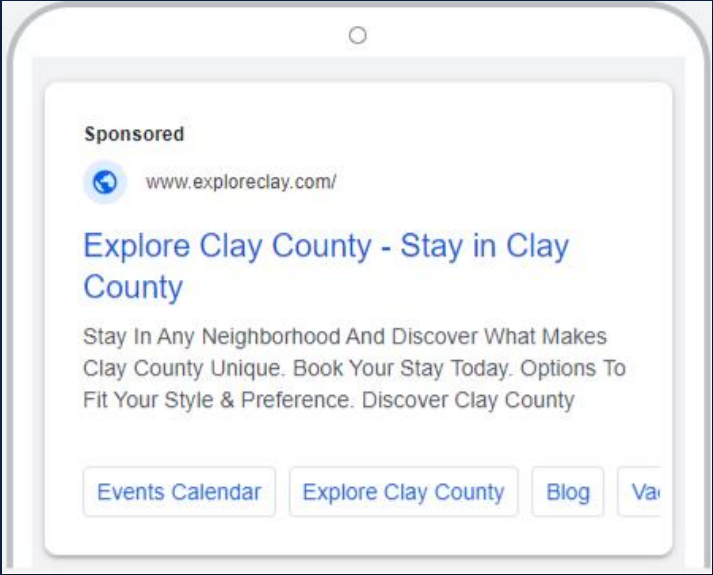
CTR: 8.41%

New Users: 97%

Engagement Rate 70%

Top Keywords:

- camping in florida
- events in clay county florida
- rv parks in florida
- clay county fl events
- rentals in clay county fl



Hey Neighbor Campaign



Geofencing Display Results.

Impressions: 215,472

Clicks: 1,244

CTR: 0.58%

New Users: 100%

223 devices tracked back to Clay County
from the Geofence Campaign



Paid Social Results.

Impressions: 310,790

Reach: 70,832

Clicks: 19,976

Post Reactions: 1,291

Post Shares + Post Saves: 221

New Users: 99%

Hey Neighbor Video.



Campaign Traffic. Top Sources

Session source / medium ▾ +		↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events ▾
		24,193 100% of total	28,348 100% of total	14,506 100% of total	32s Avg 0%	0.60 Avg 0%	4.70 Avg 0%	51.17% Avg 0%	133,104 100% of total
1	google / organic	8,350	10,148	6,612	35s	0.79	5.04	65.16%	51,175
2	facebook / paid	5,258	5,910	1,696	15s	0.32	3.87	28.7%	22,889
3	(direct) / (none)	2,993	3,492	1,713	46s	0.57	4.84	49.05%	16,892
4	google / cpc	2,194	2,387	1,550	44s	0.71	5.48	64.94%	13,075
5	advance / display	1,728	1,900	99	0s	0.06	2.98	5.21%	5,671
6	m.facebook.com / referral	1,228	1,248	634	20s	0.52	4.01	50.8%	5,007
7	lm.facebook.com / referral	608	667	246	28s	0.40	3.87	36.88%	2,583
8	bing / organic	488	630	488	1m 19s	1.00	6.94	77.46%	4,370
9	l.facebook.com / referral	278	340	219	1m 02s	0.79	5.79	64.41%	1,968
10	yahoo / organic	230	276	202	1m 05s	0.88	5.89	73.19%	1,627

Advance Campaigns drove **38% of total website traffic** and **99% of the Advance traffic were new users**.

Advance Campaigns drove **10,281 engaged sessions** and had an engagement rate of **32.92%**.

New Campaigns.

General Leisure.



New Campaigns.

General Leisure.



We Have A Story to Tell

Step into the captivating embrace of Clay County, Florida – an undiscovered treasure nestled within the vibrant landscapes of the Sunshine State. The time has come for us to unveil the richness of our history, and we extend a warm invitation for you to join us on this exciting journey of exploration. Established in 1858, Clay County boasts a wealth of historical narratives that have only flourished over time. Our stories resonate through the echoes of Southern Rock and Roll and the serene springs that once cradled weary travelers. Beyond mere tales, we are a destination brimming with undiscovered charm. Join us as we invite you to delve into the unique narratives that define Clay County and make it the perfect setting for your next adventure.

Thank You



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, March 6 3:30 PM

TO: TDC
Members

DATE: 3/6/2024

FROM:
Kimberly
Morgan

SUBJECT: Sports tourism update.

AGENDA ITEM
TYPE:

ATTACHMENTS:

Description

- ▣ Quarterly report from Airstream Ventures

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	3/1/2024 - 1:37 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	3/1/2024 - 10:10 PM	AnswerNotes



SPORTS TOURISM PRESENTATION

QUARTERLY REPORT- MARCH 2024



ASSOCIATION TRIPS



S.P.O.R.T.S.
The Relationship Conference



4/24

SPORTS ETA
(Portland, OR)

5/24

FLA SPORTS FNDTN
(Panama City, FL)

9/24

TEAMS
(Anaheim, CA)

10/24

SPORTS
(Wichita, KS)



EVENTS



BOOKED EVENTS

- Two Youth Lacrosse Tournaments (2024)
- InSpire Dance Competition (2024)
- MOTOSURF (2024)
- High School Cross Country Meet (2024)
- First Coast Rugby Classic (2024)
- ACL Florida Regional Championship (2024)
- Minor League Golf Tournament (2024)
- NFL Flag Football (2024)
- UFFL - Flag Football (2024)

IN SERIOUS TALKS

- USA Ultimate (2024/25)
- BID: US Cycling National Events (2025/26)
- Youth Lacrosse Events and Showcases (2024)
- BID: NCAA Golf Regional (2026//27)
- Minor League Golf (2025+)
- SpikeBall (2024/25)
- ACL Florida Regional/State Championship (2025)

CONVERSATIONS

- US Australian Football League (2025)
- USA Archery (2024/25)
- USA Rifle (2025)
- 7 v 7 Football Events (2024)
- Bassmasters College Series (2025)



ANNUAL CONTRACT

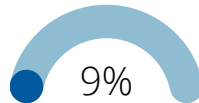


FEB 2024- JAN 2025

\$66,000 per year

2024-25 TOURISM IMPACT VS.
CONTRACT

2024-25 TOTAL VALUE
\$57,000



(Room night values, impact values,
marketing values)

EVENTS

GOAL: 11
ACTUAL: 2

ROOM NIGHTS

GOAL: 2,000
ACTUAL: 208

TOURISM IMPACT

GOAL: \$1MM
ACTUAL: \$97,000



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, March 6 3:30 PM

TO: TDC Members

DATE: 3/6/2024

FROM: Kimberly Morgan

SUBJECT: Update from marketing partner Florida's First Coast of Golf

AGENDA ITEM TYPE:

ATTACHMENTS:

Description

- ▣ Florida's First Coast of Golf Update

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	3/1/2024 - 1:37 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	3/1/2024 - 10:14 PM	AnswerNotes

Florida's First Coast of Golf

- Audience
- Clay County Deliverables
- Advertising Reach & Frequency
- Trends & 2024+ Outlook



OUTSIDE
THE ROPES

AMATEUR
GOLFER

26.2MM



Hey!

I got an idea....

Why don't we start a regional
organization
to advertise to this market?

REGIONAL COOPERATION

Florida's
First Coast **Golf**



Celebrating 30 years as Northeast Florida's Golf Agency of Record, Florida's First Coast of Golf, Inc. is a 501(c) 6, non-profit organization, designed to promote Northeast Florida as the premier destination for Florida golf vacations.

NORTH
FLORIDA'S
GOLF
TOURISM
MARKETING
AGENCY

1 IN 4 ROUNDS PLAYED BY TOURIST

\$2.2MM MARKETING EFFORT

504K GOLF TOURISM ROUNDS

NORTHEAST FLORIDA'S GOLF MARKETING AGENCY OF RECORD

132K GOLF TOURISM ROOM NIGHTS

80MM IMPRESSIONS

GENERATING OUT OF MARKET DEMAND

2,383,471 TOTAL NEFL ROUNDS PLAYED

Florida's of Golf
First Coast

FY23 CLAY COUNTY LEVERAGE & RESULTS

2M Total Marketing & Advertising Exposure

\$34,906 Clay County investment in Florida's First Coast of Golf

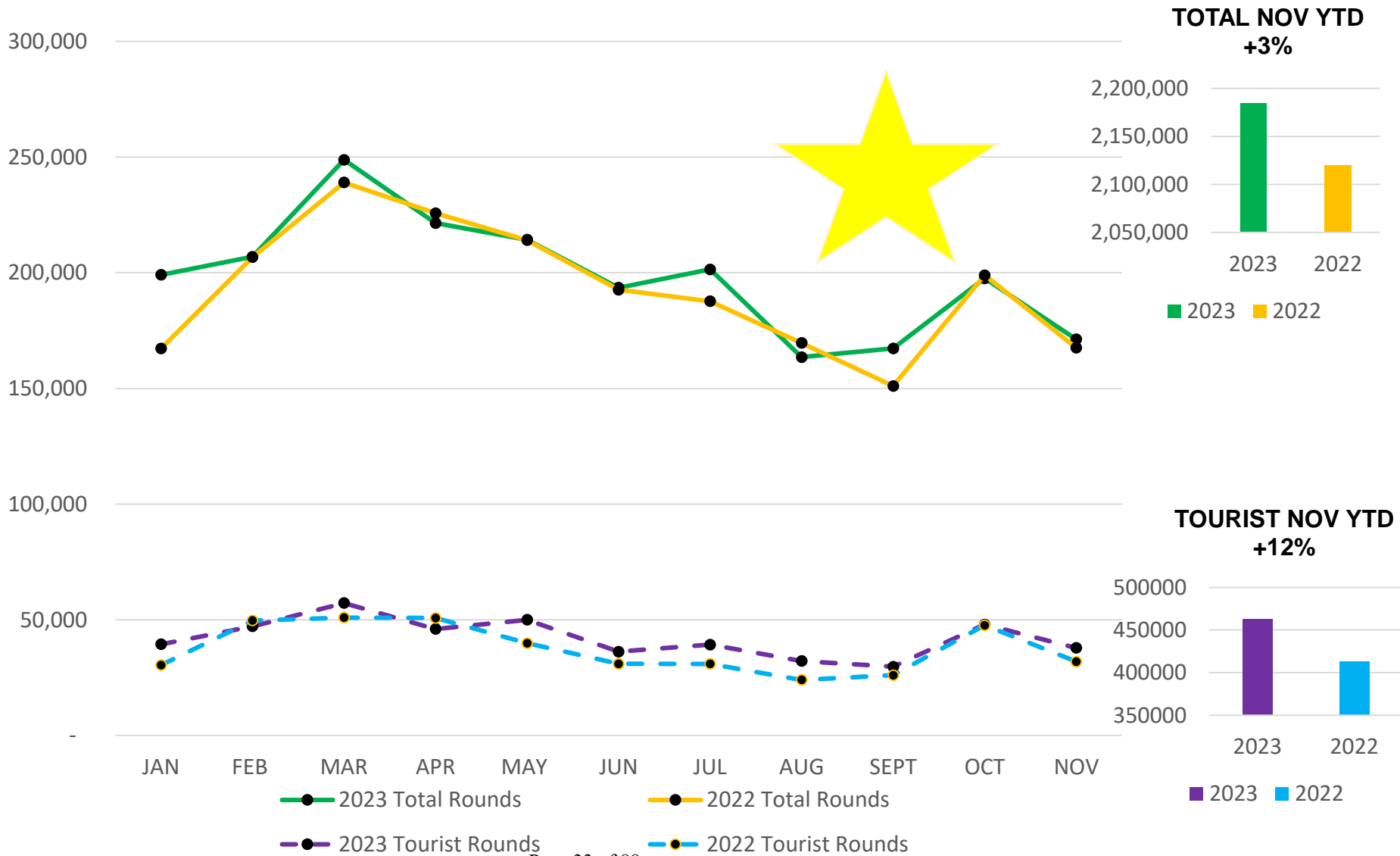
\$56 to \$1 Clay County spend to value ratio

14,732 Clay County Leisure Golf Travel Room Nights

\$1.88MM 2023 Direct Lodging Economic Impact 14,732 @ \$127.52ADR

\$53 to \$1 Direct Lodging Revenue to Clay investment

NORTHEAST FLORIDA ROUNDS UPDATE



MARKETING REACH

80MM Impressions across 50+ channels



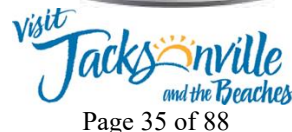
PROMOTIONS | EARNED MEDIA

FY 23 VALUE \$1,117,591 + 7%

IMPRESSIONS 29,114,000 +2%



DAILY NEWS



GLOBAL MARKETING PRESENCE FOR NEFL GOLF

Asia, South America, Europe, North America

50+

MARKETING PARTNERS ACTIVELY PROMOTE
NORTHEAST FLORIDA GOLF

24.6M

COMBINED ANNUAL WEBSITE VISITATION

433K

COMBINED GOLF TRAVELER EMAIL AUDIENCE

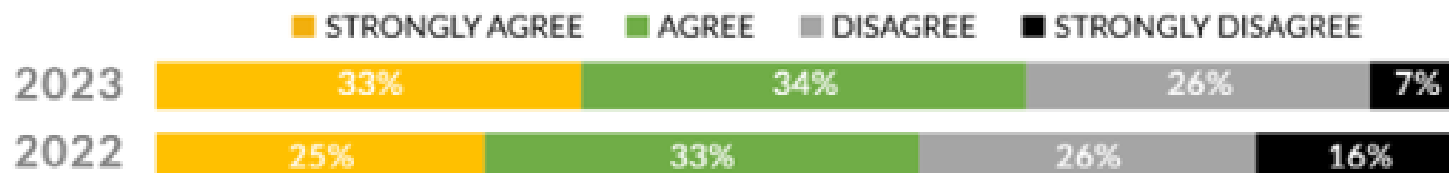
700K

COMBINED SOCIAL MEDIA FOLLOWING

The golf industry is booming.



Golf is doing a great job of attracting a younger participant.



The participation surge experienced in recent years will continue in 2024.



The golf economy has been incredibly hot over last 5 years

Golf course openings are up

Participation in all age groups are up

Participation across both genders are up

Total Rounds are up

Golf course closures are down

Tourist rounds are up

Capital improvements are up

NE FL has 73 courses, THE PLAYERS and PGA TOUR HQ

Off course participation is up | 27.9MM

Revenues are up

On course participation is up | 26.2MM

Golf is cool

Latent Demand is up | Doubled in 10 years

Golf is a 365 day a year tourist attraction

U.S. Golf Simulator Participants

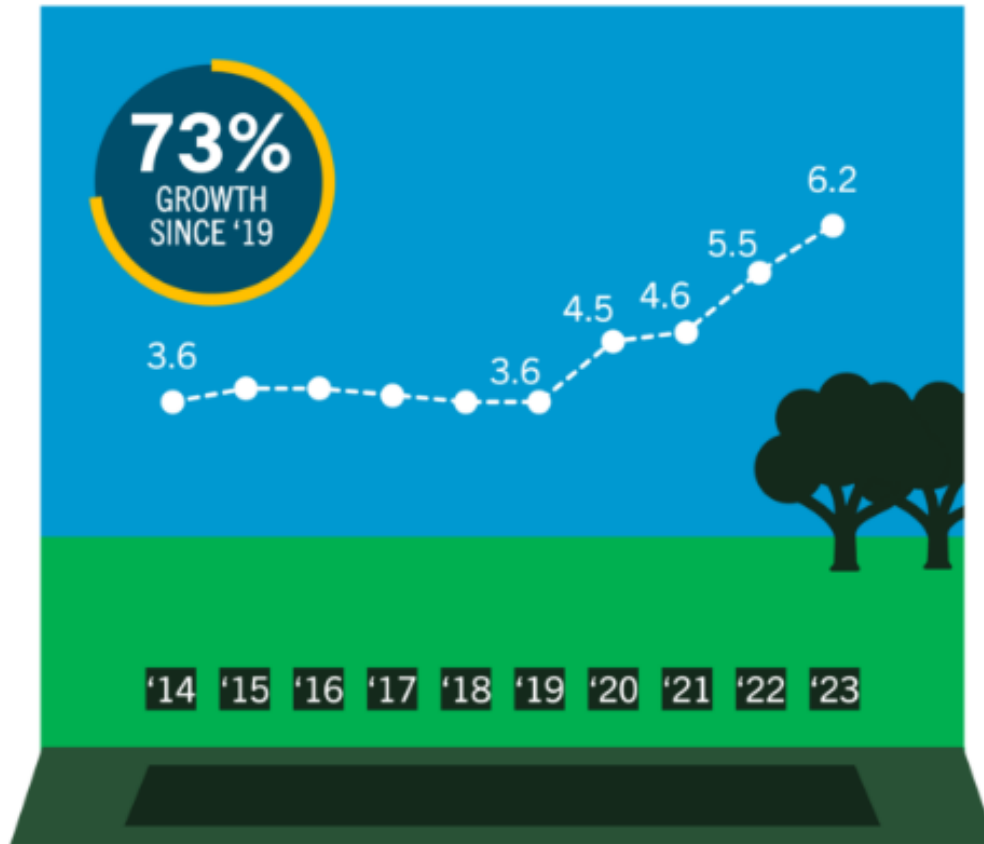
Age 6+, in Millions

6.2 MM Americans used golf simulator/entertainment venue last 12 mos. Plus 73% vs. 2019 which saw just under 4 million.

Leading Franchises: Topgolf Swing Suite, X Golf, Five Iron Golf, and Golf on Social

Engagement speaks to opportunity, 53% of golf simulator/entertainment participants are non-golfers/non-traditional.

GOLF IS COOL



Source: National Golf Foundation
November 2023

Note: Participants identified as those who hit balls in a golf simulator or into a screen with a launch monitor/shot tracker at a commercial location, golf facility, retail store, specialty clubfitter, or private home.

*2023 reflects an unofficial, year-end estimate



SENTIMENTS ON GOLF'S DRESS CODE

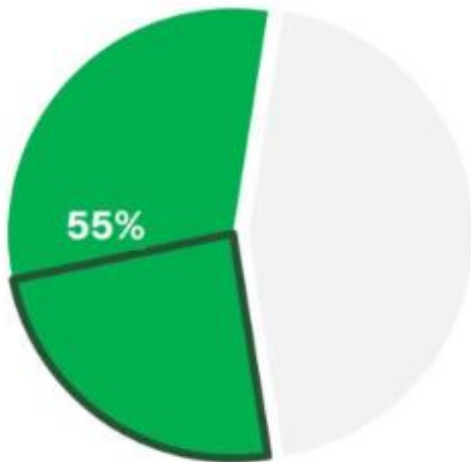


Competing Sentiments on Golf's Dress Code Operators vs. Golfers

■ Important/necessary in "all" or "most" cases*

Public Course Pros/GMs

Golfers



■ 44% of pros/GMs who view dress codes as important/necessary also agree that more people would find golf appealing if the dress code were relaxed

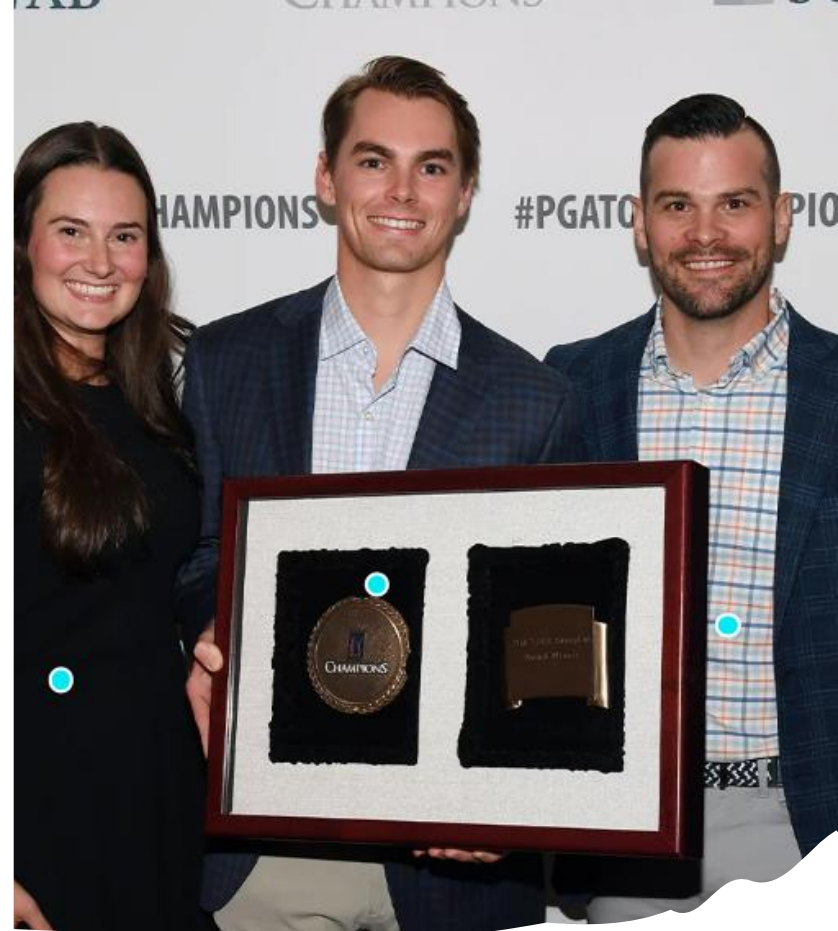
60% Golf professionals/GMs at public golf facilities responded that golfer dress code is necessary in "all" or "most" cases

44% of the same course professionals who endorse dress codes believe relaxed dress codes would make game more appealing for more ppl

They are RIGHT - Almost 70% of prospective non-golfers believe a relaxed dress code would increase their likelihood of playing on-course golf.

NEW GOLF PRODUCT & REINVESTMENT OVER \$148M | LAST 4 YEARS

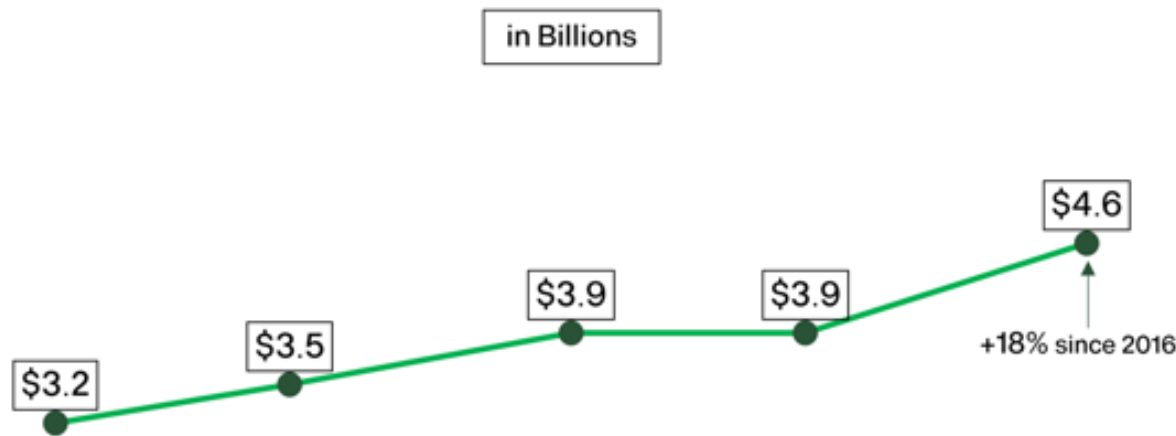




GOLF'S CHARITABLE IMPACT

YOY increases in golf rounds played in NEFL since 2019: +27% | +8% | +1% | +5% pales in comparison to what golf gives back to communities across the US.

Golf's Charitable Impact in the U.S.



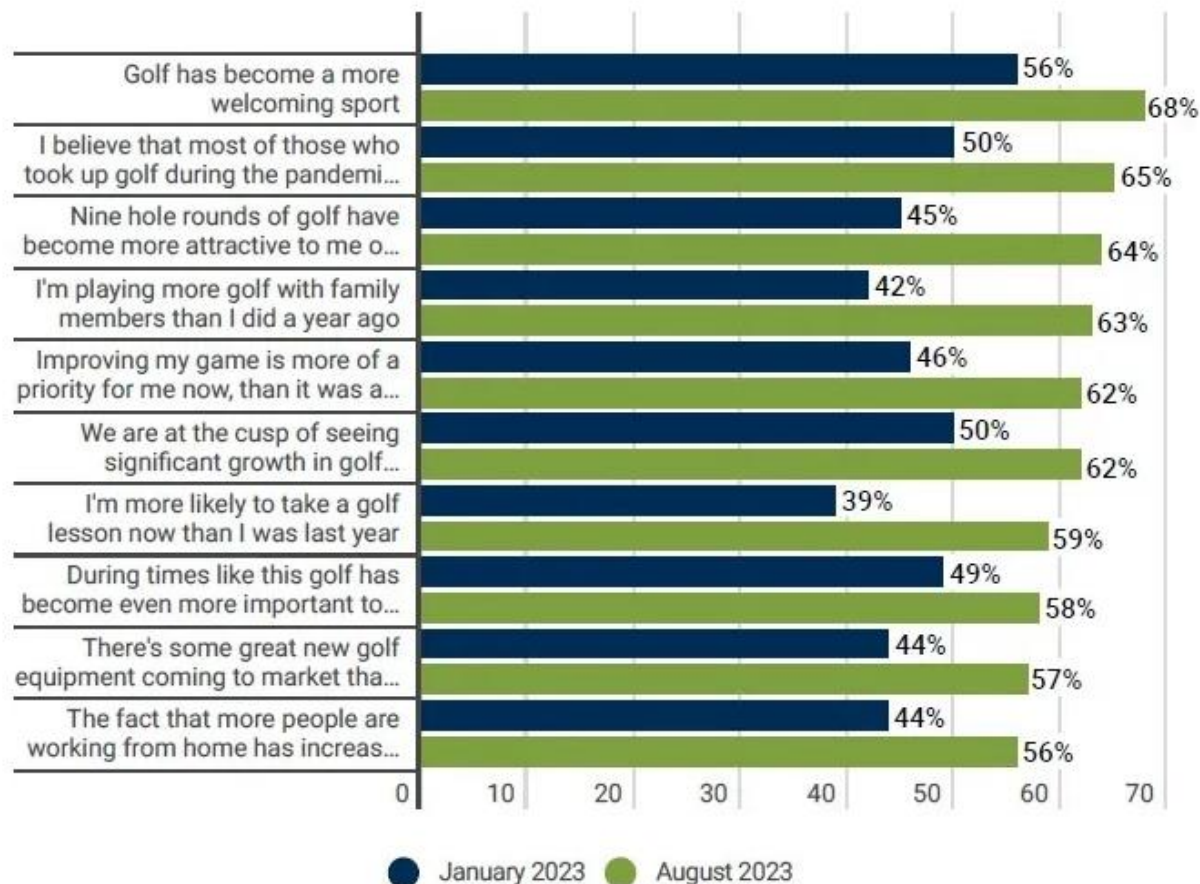
There's not a sport in America with as significant a charitable impact as golf

PGA TOUR, PGA TOUR Champions, LPGA helped generate over \$400 million in charitable giving in just a couple hundred communities.

4 of 5 golf courses hosted some kind of charitable golf event in the past year. That's over 11,000 locations for giving. And much of this charity — over 90% — is coming from events held at courses in your community, or those like them. Consider that, in a lot of cases, golf course operators are demonstrating their generosity by donating tee times or discounting green fees deeply, further helping charity efforts.

SPORTS & LEISURE TRAVEL

What golfers are thinking

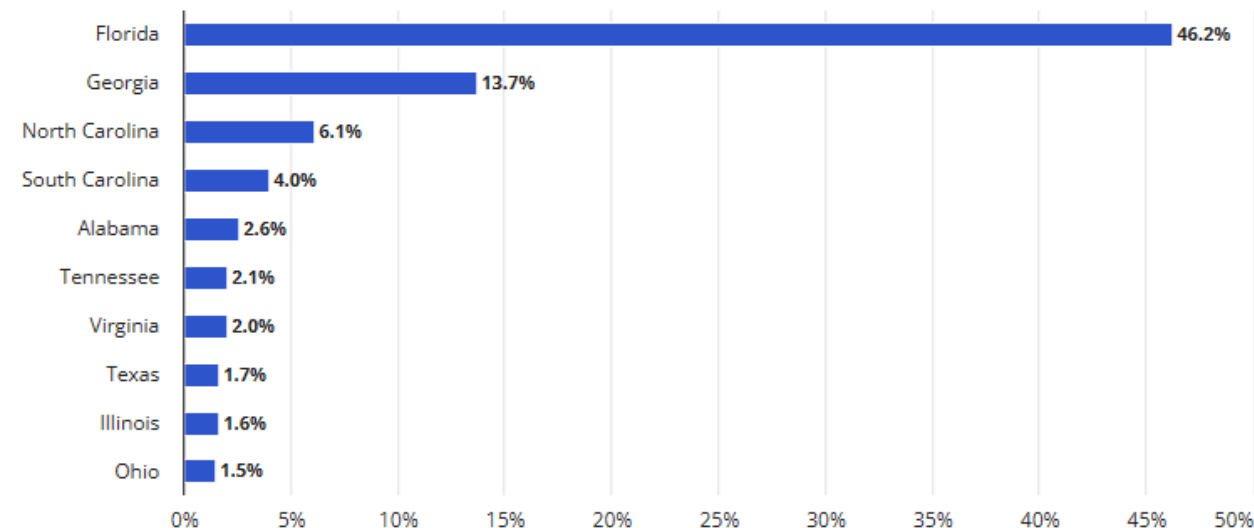


Source: Sports & Leisure Research Group

NEFL WEBSITE
FLORIDA
GEORGIA
VIRGINIA
NEW YORK
NORTH CAROLINA
OHIO
TEXAS
ILLINOIS
MASSACHUSETTS
PENNSYLVANIA

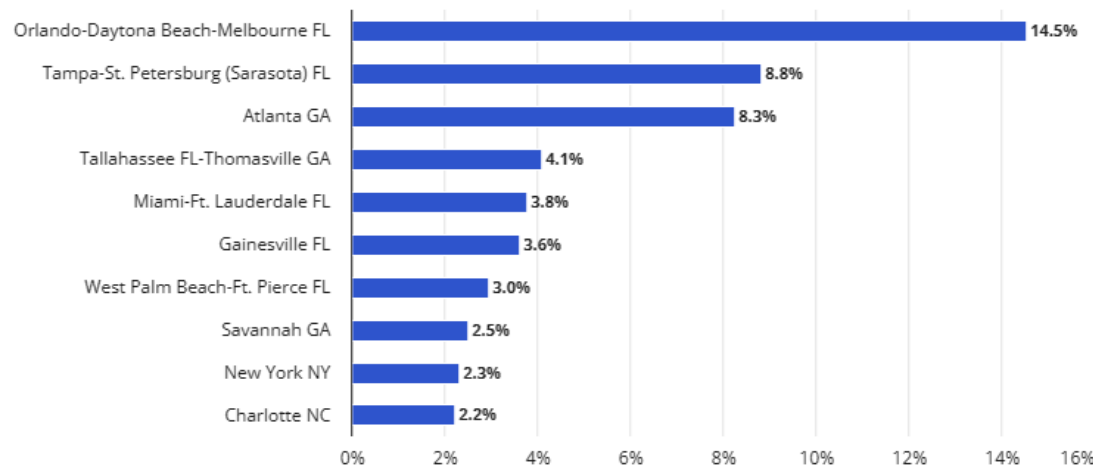
NO.	ORIGIN MSA
1	Atlanta, GA
2	New York-Northern New Jersey-Long Island, NY-NJ-CT-PA
3	Washington-Baltimore, DC-MD-VA-WV
4	Boston-Worcester-Lawrence, MA-NH-ME-CT
5	Chicago-Gary-Kenosha, IL-IN-WI
6	Orlando, FL
7	Tampa-Saint Petersburg-Clearwater, FL
8	Detroit-Ann Arbor-Flint, MI
9	Philadelphia-Wilmington-Atlantic City, PA-NJ-DE-MD
10	Charlotte-Gastonia-Rock Hill, NC-SC
11	Gainesville, FL
12	Miami-Fort Lauderdale, FL
13	Dallas-Fort Worth, TX
14	Nashville, TN
15	Minneapolis-Saint Paul, MN-WI
16	Hartford, CT
17	Norfolk-Virginia Beach-Newport News, VA-NC
18	Seattle-Tacoma-Bremerton, WA
19	West Palm Beach-Boca Raton, FL
20	Cincinnati-Hamilton, OH-KY-IN

[CLICK HERE FOR LIVE DOCUMENT](#)



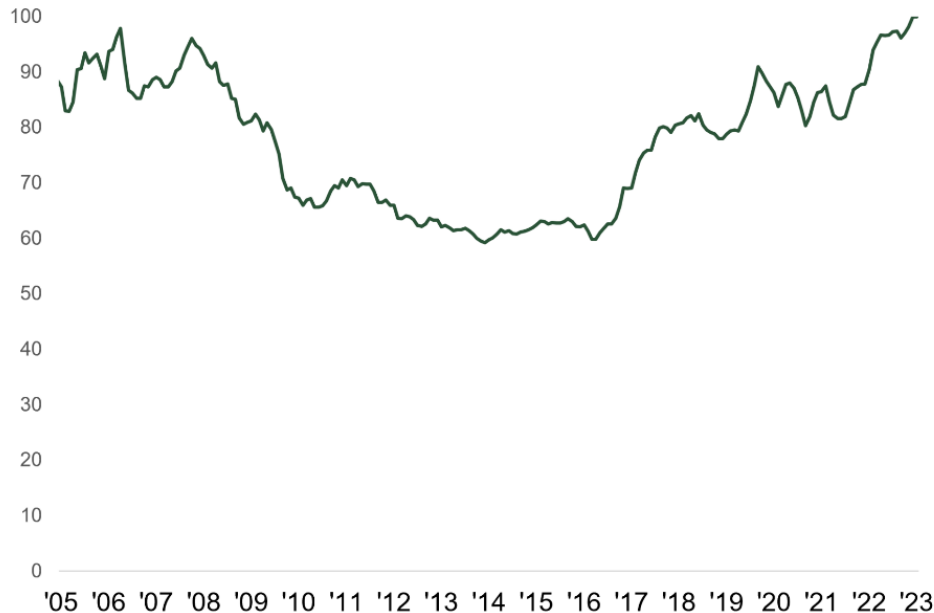
➤ Zartico cell phone tracking technology gives insight into the balance of visitors and local resident mix playing our region's golf courses

OOB POI Visitation by Visitor DMA



Online Search Popularity for Golf Travel*

United States, 12-month rolling average



Source: Google (NGF analysis)
June 2023

*Results include searches containing the words "golf trip" or "golf trips" or "golf trip ideas" or "golf trip destinations" or "golf destinations" or "golf vacations"; Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A value of 0 means there was not enough data for this term.

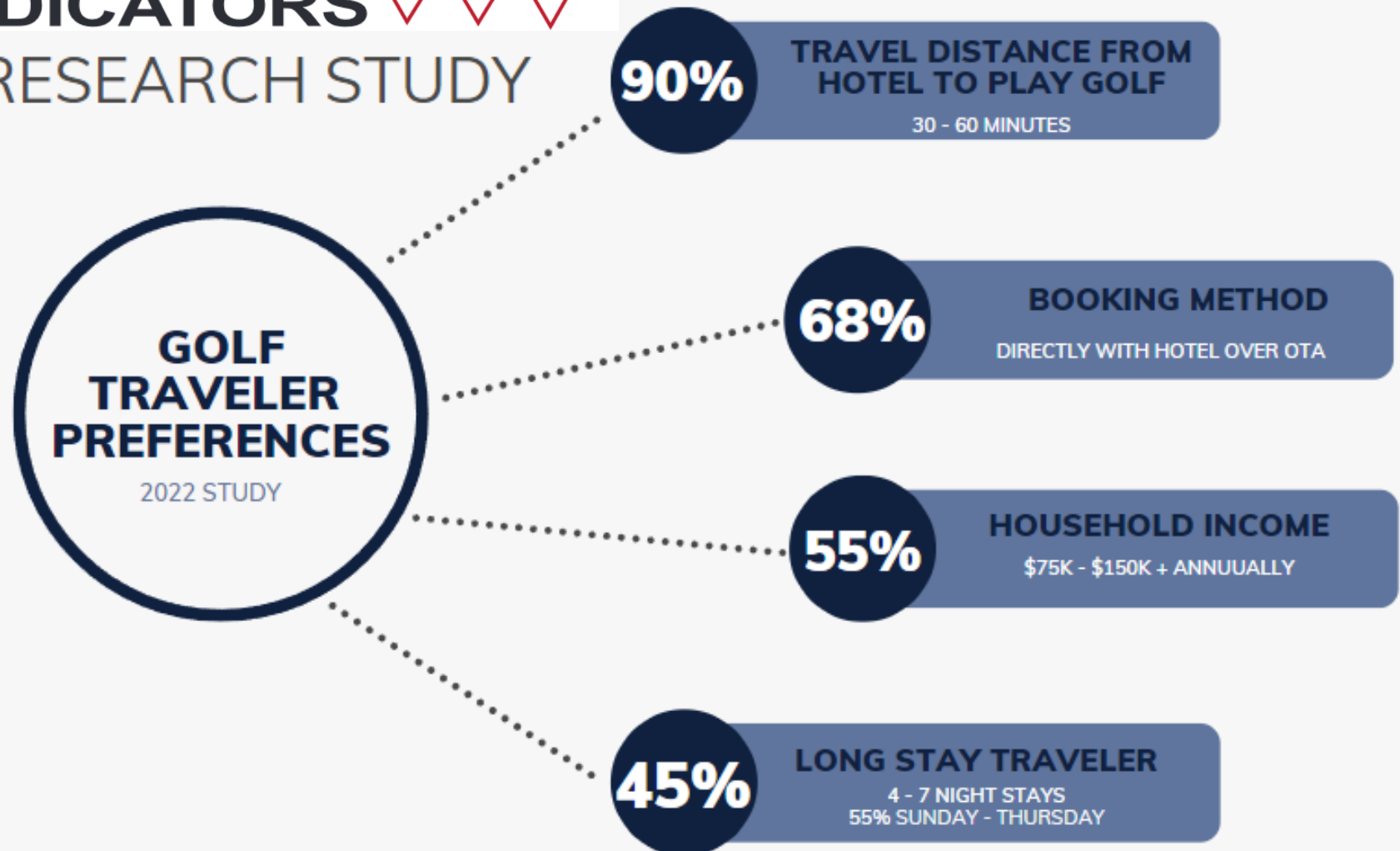
The analysis above uses a 12-month rolling average and is re-indexed so that the peak point has a value of 100.
This graphic can only be republished in its original form. Data herein cannot be visually repurposed without permission from NGF.



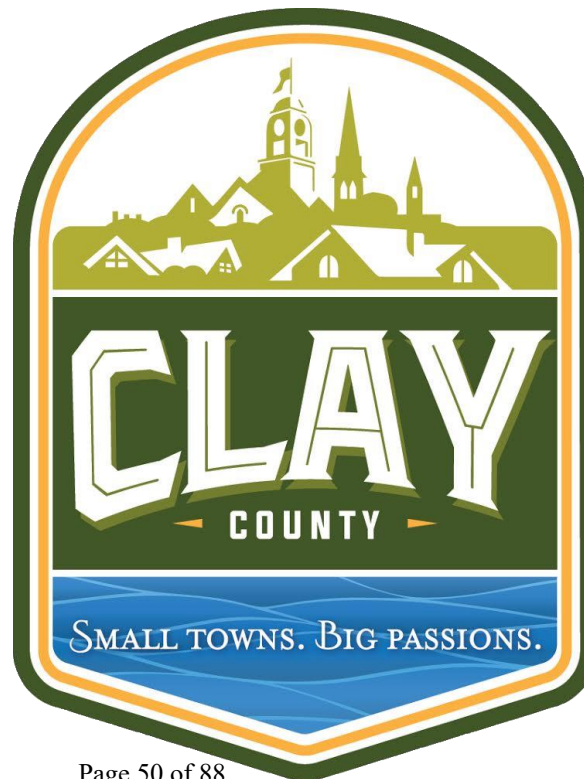
Online search popularity for golf travel bags is maintaining at a level 30% ahead of pre-pandemic

TRAVEL INDUSTRY INDICATORS

RESEARCH STUDY



Florida's of Golf
First Coast





Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, March 6 3:30 PM

TO: DATE: 3/6/2024

FROM:
Kimberly
Morgan

SUBJECT: Tourism team update.

AGENDA ITEM
TYPE:

ATTACHMENTS:

Description

- March 2024 Tourism Team Update

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	3/1/2024 - 1:36 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	3/1/2024 - 10:52 PM	AnswerNotes

MARCH 2024

TOURISM DEPT UPDATE





PROJECT LIST

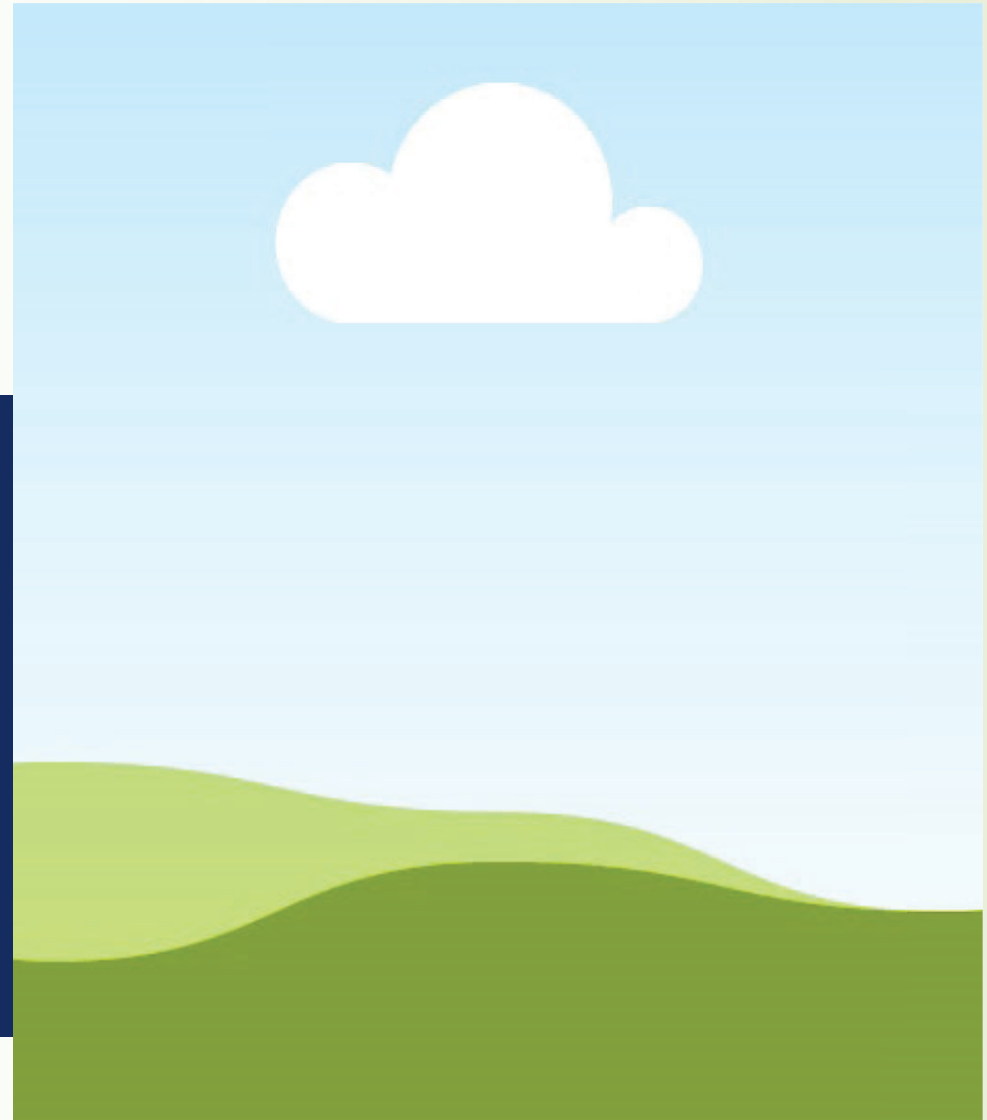
- Staff Training
- Leisure and Local Campaign Video Shoot
- Sports Tourism Familiarization Tour
- American Cruise Lines
- Visit Widget
- New Tourism Office and Visitor Center
- Film Leads

SPECIAL PROJECTS

- North FL Regional Council Ecotourism Steering Committee
- Bikeways, Blueways & Trails
- Assisting with Arts Council

Tax Savings from Tourism

- Tax savings per household is \$288.79 (down 1.12%)
- 10.6% increase in households and 9.4% increase in taxes from Tourism Tax savings would be \$319.42 if no increase in households



Clay County Strategic Plan

**Community Health &
Safety**

**Economic &
Community
Development**

Good Governance

Infrastructure

**Quality & Balanced
Life**

Economic & Community Development

Priority: Advance community development by making Clay County more attractive, economically stronger, socially diverse, and resilient while maintaining the character of the county and protecting the natural environment.

ECD2 - Enhance our tourism economy to attract a variety of cultural, dining, and entertainment opportunities.

ECD2.T2 - Attract 20 new multi-day tourism events within the county generating overnight stays

ECD2.T2 – Attract 20 new multi-day tourism events within the county generating overnight stays

Sports Tourism Initiative Military Reunions

Actualized (Occurred):

1

Booked for Future:

5

Clay County Tourism Strategic Plan

- A. Amateur Sports – Supporting youth and amateur sports tourism development through targeted marketing and facility development.
- B. Outdoor Adventure – Catering to the growing outdoor adventure travel base through investment in creating signature parks, trails and events with visitor appeal.
- C. Arts & Culture – Showcasing Clay County's past, present and future to visitors and residents via public art, event programming, attraction development, support for local arts groups and targeted marketing.
- D. Guiding Commercial Development – Establishing priorities, principals and a guiding vision to encourage and inspire developers to invest in creating signature destinations while also protecting the unique and authentic character of Clay County.
- E. Long-Term Visioning – Laying the foundation for an iconic Riverfront destination in the future, while also monitoring emerging trends in the visitor and events industry that could inform future development.
- F. Tourism Promotion – Developing research-based marketing initiatives that will position Clay County and its Tourism Department for success in the near and long-term.
- G. Branding – Evaluating and adjusting the branding of Clay County to best communicate its current and future core pillars as a destination.



A. AMATEUR SPORTS: Recommendations

Unique Events



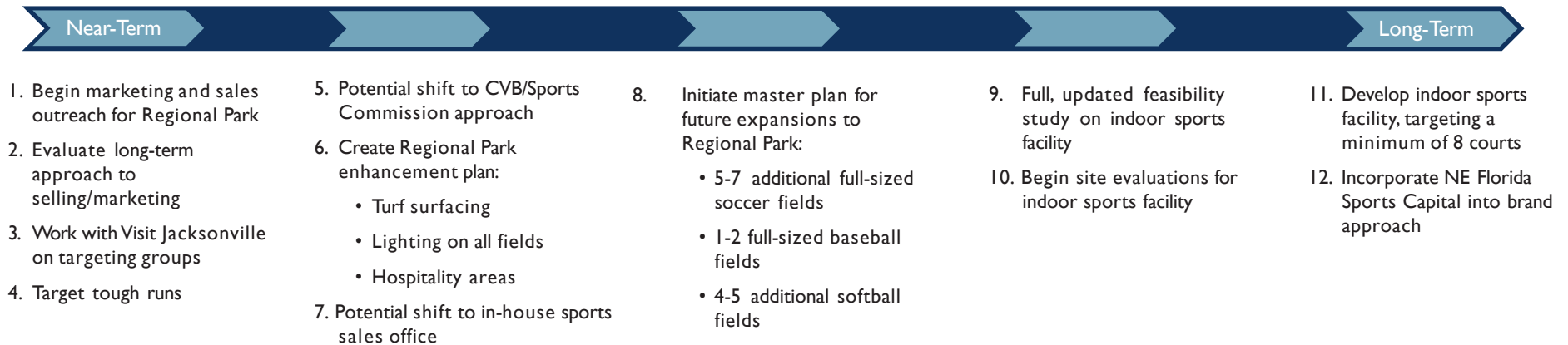
Lighted Fields



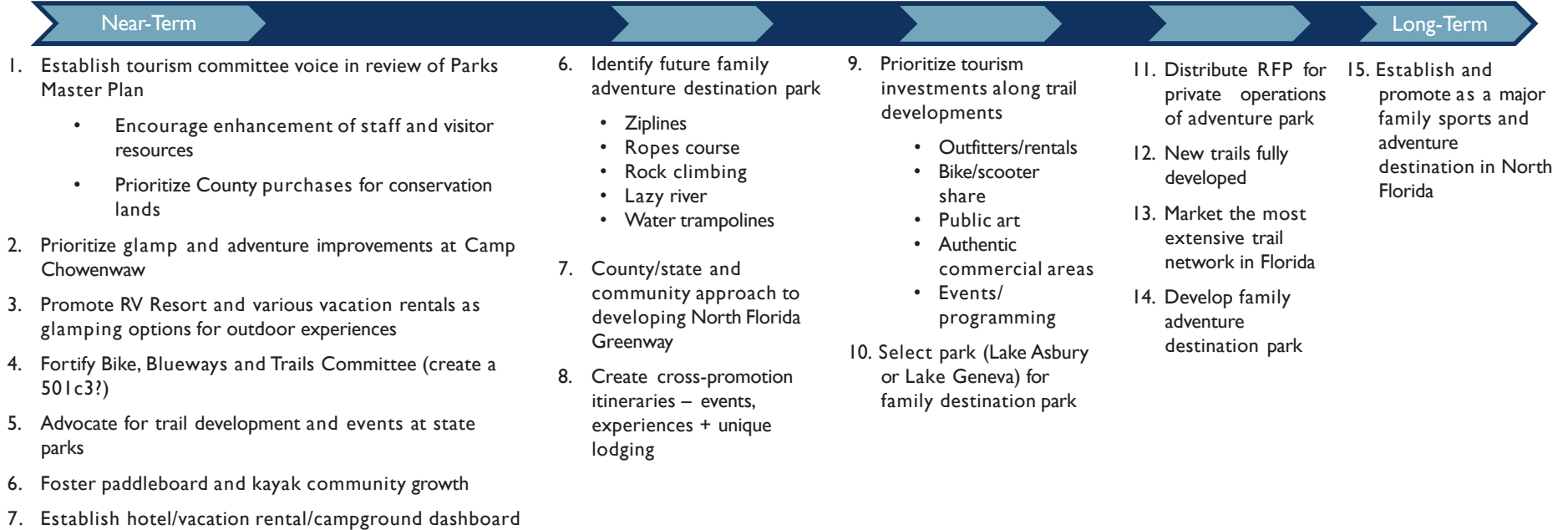
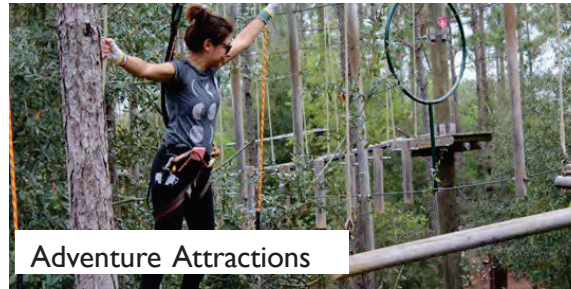
Indoor Complex



It will likely take between eight and ten years to fully implement each of the recommendations discussed above. The County, various sports clubs and potential facility management firms will have to work together in order to undertake these initiatives and product developments. We have summarized the primary initiatives and milestones for the County and local communities, placing them generally in a time sequence from near-term to long-term.



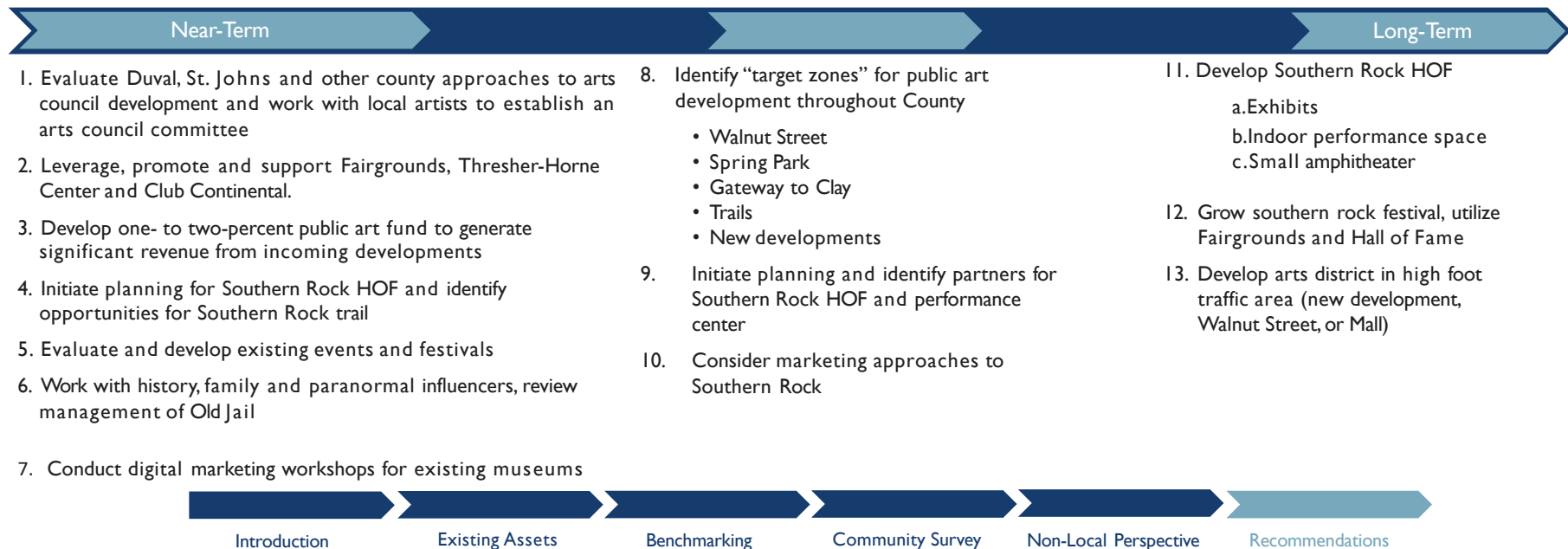
B. OUTDOOR ADVENTURE: Recommendations



C. ARTS & CULTURE: Recommendations



We have summarized the primary Arts & Culture-related initiatives and milestones for the County, placing them generally in a time sequence from near-term to long-term.



D. GUIDING DEVELOPMENT: Recommendations



There are numerous specific action items that the County and local communities will have to undertake as part of implementing recommendations presented herein. Many of these are relatively simple to implement, requiring little or no funding; and others will represent significant initiatives that involve public/private partnerships and targeted public investment. We have summarized the primary initiatives and milestones for the County and local communities, placing them generally in a time sequence from near-term to long-term.

1. Establish tourism development and character protection committee(s).
2. Partner with building owners to help fill vacant storefronts with entrepreneurs in the restaurant, retail and other hospitality sectors.
3. Develop a communications approach targeting private developers that highlights the County's desire for unique restaurants, breweries/distilleries and location-based entertainment.
4. Advocate for near-term East/West transportation corridors connecting First Coast Expressway.
5. Work with the development community to identify desired locations for future hotel development, with priority for emerging/lifestyle brands, and location near Regional Park and outdoor assets.
6. Begin discussions with major attraction developers.
7. Identify incentives that can be offered to major attraction developer(s).
8. Consider advancing the Walnut Street Plan with an eye towards the visitor industry: public art, nighttime activation, unique restaurant, green space development.
9. Finalize a set of incentives or a "tool box" to help attract unique restaurants, breweries/distilleries and location-based entertainment.
10. Select site for major attraction/resort property.
11. Prioritize/incentivize development of convention or conference space as part of any new attraction/resort.
11. Major attraction/resort opens.
12. Incorporate attraction/resort within marketing to traveling sports and adventure families.
13. Walnut Street redevelopment completed.
14. Create marketing focus for Walnut Street.
15. Consider long-term opportunities to develop a convention center.





The long term vision projects will require patience, consistent leadership, and a broad vision that can bring a variety of stakeholders together in a collaborative process. Projects of this type can “simmer” for several years, before experiencing phases of significant progress.

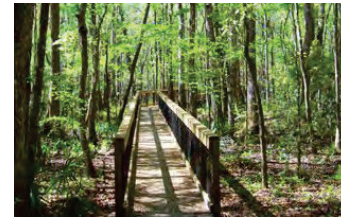
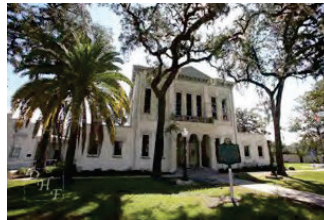
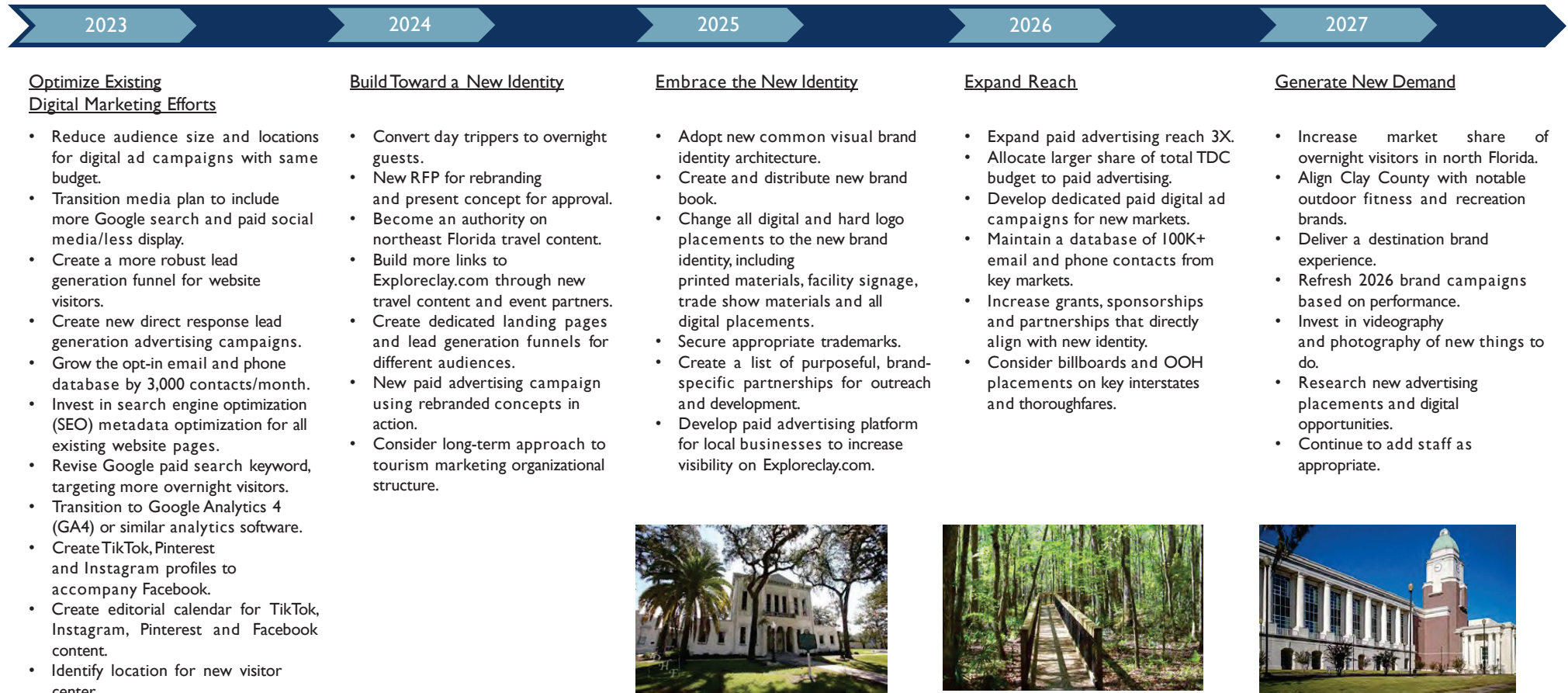
It will be critical for the County to consider these types of transformational projects as central to the growth of the visitor sector and residential development.

A broad summary of the project concept, planning and development steps that will need to be addressed are summarized to the right.

1. Identify local stakeholders that should be involved in initial planning discussions for targeted large scale sites. Focus on identifying a planning leader or champion that can keep project momentum on track.
2. The stakeholder group with County staff should identify a timeline for major project milestones, including necessary governmental approvals, public funding sources (particularly for environmental remediation), parcel acquisition/control, and other major planning initiatives.
3. Once public sector stakeholders have coalesced around a potential project vision, efforts to identify governmental agencies and/or private sector owners that will have to be included in project development initiatives should be undertaken.
4. Once a path for future development begins to solidify, develop initial viability research for specific project components including residential, retail, event space, marina, hotel, attraction, public park space, location-based entertainment/attraction, and other elements that help attract visitors and benefit local quality of life.
5. Working with stakeholders, retain planners to develop very early conceptual plans for the sites. Undertake a plan to solicit broader public sector input into project priorities.
6. Continue to develop public/private sector funding plans. Depending on site ownership, consider various request for development proposals from the private sector.



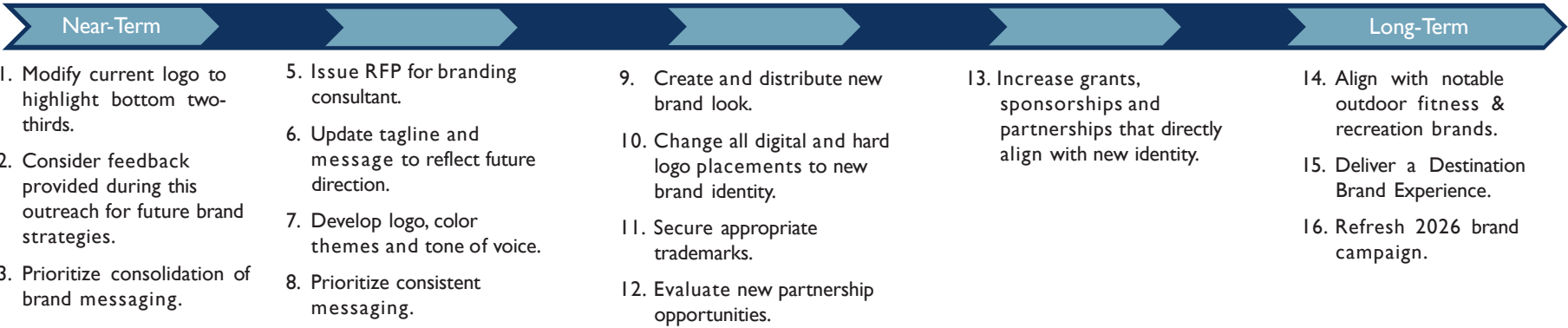
F. TOURISM PROMOTION: Recommendations



G. BRANDING: Recommendations



We have summarized the primary initiatives and milestones for the County, placing them generally in a time sequence from near-term to long-term.





Q & A

Thank You!



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, March 6 3:30 PM

TO: TDC
Members

DATE: 3/1/2024

FROM: Kimberly
Morgan

SUBJECT: TDC grant summary as of 2.29.2024

AGENDA ITEM
TYPE:

ATTACHMENTS:

Description

- ▢ FY23-24 TDC Grant Tracking February

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	3/1/2024 - 5:00 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	3/1/2024 - 10:22 PM	AnswerNotes

FY 23-24 Event Marketing Grants

Event Name	Event Date	FY 23-24 Grant Award Amount	Reimbursement Due (60 Business days)	Reimbursement Info Received	Paid	Variance	BCC Approve Date
BASCA 5k *	9/28/2023	\$ 2,500		x	\$ 2,500	\$ -	8/8/2022
Rock The Box	10/7/2023	\$ 3,000		x	\$ 3,000	\$ -	5/9/2023
Orange Park Fall Fest	10/21-22/2023	\$ 15,000		x	\$ -	\$ 15,000	8/22/2023
Moosehaven Chili Cookoff	11/11/2023	\$ 3,500			\$ -	\$ 3,500	10/24/2023
Christmas on Walnut Street	12/2/2023	\$ 3,000			\$ -	\$ 3,000	8/22/2023
Hometown Holiday	12/9/2023	\$ 3,500			\$ -	\$ 3,500	10/24/2023
Clay County Agicultural Fair	4/4-14/24	\$ 45,000			\$ -	\$ 45,000	8/22/2023
American Pride 4th of July	7/4/2024	\$ 3,500			\$ -	\$ 3,500	10/24/2023
Totals		\$ 79,000			\$ 5,500	\$ 73,500	

Updated February 26, 2024

FY 23-24 Sports Grants

Event Name	Event Date	FY 23-24 Grant Award Amount	Reimbursement Due (60 Business days)	Reimbursement Info Received	Paid	Variance	BCC Approve Date
High School 9:12*	9/9/2023	\$ 7,500			\$ -	\$ 7,500	8/22/2023
Cattle at the Cove	1/28/2024	\$ 5,000			\$ -	\$ 5,000	10/24/2023
MotoSurf	5/1/2024	\$ 30,000			\$ -	\$ 30,000	10/24/2023
Whistling Death*	9/9/2023	\$ 1,500			\$ -	\$ 1,500	8/22/2023
First Coast Rugby Classic	10/28/2023	\$ 7,000			\$ -	\$ 7,000	8/22/2023
Inspire Dance Competition	4/12-14/2024	\$ 18,000			\$ -	\$ 18,000	10/24/2023
Minor League Golf Tour	2/26-28/2024	\$ 12,000			\$ -	\$ 12,000	11/28/2023
Scottish Masters Athletic Inc.	10/5-6/2024	\$ 15,000			\$ -	\$ 15,000	11/28/2023
East Coast Baggers Cornhole (ACL)	2/3-4/2024	\$ 7,500		x	\$ -	\$ 7,500	10/24/2023
NE FL Scottish Highland Games & Festival	2/24/2024	\$ 40,000					1/23/2024
Totals		\$ 143,500			\$ -	\$ 103,500	

Updated February 26, 2024

	\$ 300,000	\$ 222,500	\$ 77,500			
FD1071- CC1253- SC548005				\$ 300,000	\$ 5,500	\$ 294,500



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, March 6 3:30 PM

TO: TDC
Members

DATE: 3/1/2022

FROM:
Kimberly
Morgan

SUBJECT:

AGENDA ITEM
TYPE:

BACKGROUND INFORMATION:
TDC meeting minutes from 1.10.24

ATTACHMENTS:
Description
No Attachments Available

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Schull, Dawn	Approved	3/12/2024 - 10:10 AM	Item Pushed to Agenda



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, March 6 3:30 PM

TO: TDC
Members

DATE: 3/6/2024

FROM:
Kimberly
Morgan

SUBJECT: Review FY23-24 budget.

AGENDA ITEM
TYPE:

ATTACHMENTS:

Description

- ▣ 2-27-24_Budget_vs._Actuals_(Spend)

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	3/1/2024 - 1:34 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	3/1/2024 - 10:20 PM	AnswerNotes

Budget vs. Actuals (Spend)

Organization: Cost Center: CC1164 Tourism (1st 2nd and 3rd cent)
Cost Center: CC1253 Tourism (4th and 6th Cent)
Budget Structure: Clay County Annual Operational Budget
Budget Name: FY 23-24
Period: FY23-24 - Sep

Program	Project	Grant	Fund	Cost Center	Spend Category	Budget Amount	Requisitioned Amount	Purchase Order Amount	Actuals Amount	Expenses Total		Balance		Burn Rate - Total	Burn Rate - Actuals
(Blank)	PRJ100173 Fairgrounds Sewer Improvements	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Infrastructure (563000)	645,000.00	0	0	0	0		645,000		0.00%	0.00%
(Blank)	PRJ100470 Tourism Office Relocation to First Floor Admin. Building	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Buildings (562000)	92,750.00	0.00	4.62	9,436.44	9,441		83,309		10.18%	10.17%
(Blank)	PRJ100470 Tourism Office Relocation to First Floor Admin. Building	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Freight and Postage (542000)	5,000.00	0	0	0	0		5,000		0.00%	0.00%
(Blank)	PRJ100470 Tourism Office Relocation to First Floor Admin. Building	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Machinery and Equipment - Capitalized (564100)	15,000.00	0	0	0	0		15,000		0.00%	0.00%
(Blank)	PRJ100470 Tourism Office Relocation to First Floor Admin. Building	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Machinery and Equipment - Non-Capitalized (564200)	15,000.00	0.00	2,903.93	0	2,904		12,096		19.36%	0.00%
(Blank)	PRJ100524 Monument Signs	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Product Development (580100)	70,000.00	0	0	0	0		70,000		0.00%	0.00%
(Blank)	PRJ100534 Regional Park Promotion	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Product Development (580100)	200,000.00	0	0	0	0		200,000		0.00%	0.00%

Budget vs. Actuals (Spend)

Program	Project	Grant	Fund	Cost Center	Spend Category	Budget Amount	Requisitioned Amount	Purchase Order Amount	Actuals Amount	Expenses Total		Balance		Burn Rate - Total	Burn Rate - Actuals
(Blank)	PRJ100620 Hotel Feasibility Study	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Professional Services (531000)	146,000.00	(6,000.00)	146,000.00	0	140,000		6,000		95.89%	0.00%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Books, Publications, Subscriptions, and Memberships (554000)	25,790.00	0.00	1,300.00	3,801.00	5,101		20,689		19.78%	14.74%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Dental Insurance (523200)	1,092.00	0	0	189.85	190		902		17.39%	17.39%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	FICA Taxes (521000)	20,780.00	0	0	5,140.31	5,140		15,640		24.74%	24.74%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Food (552300)	2,000.00	0	0	323.46	323		1,677		16.17%	16.17%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Freight and Postage (542000)	10,000.00	0	0	62.94	63		9,937		0.63%	0.63%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Health Insurance (523000)	81,207.00	0	0	12,330.48	12,330		68,877		15.18%	15.18%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Life Insurance (523100)	264.00	0	0	51.94	52		212		19.67%	19.67%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Machinery and Equipment - Non-Capitalized (564200)	2,600.00	0	0	0	0		2,600		0.00%	0.00%

Budget vs. Actuals (Spend)

Program	Project	Grant	Fund	Cost Center	Spend Category	Budget Amount	Requisitioned Amount	Purchase Order Amount	Actuals Amount	Expenses Total		Balance		Burn Rate - Total	Burn Rate - Actuals
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Office Supplies (551000)	5,000.00	0.00	500.00	93.78	594		4,406		11.88%	1.88%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Operating Supplies (552000)	5,100.00	0.00	450.00	122.15	572		4,528		11.22%	2.40%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Overtime (514000)	300.00	0	0	15.08	15		285		5.03%	5.03%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Product Development (580100)	50,000.00	0.00	25,000.00	0	25,000		25,000		50.00%	0.00%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Professional Services (531000)	133,000.00	0.00	2,400.00	8,000.00	10,400		122,600		7.82%	6.02%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Regular Salaries (512000)	268,562.00	0	0	68,852.14	68,852		199,710		25.64%	25.64%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Retirement Contributions (522000)	38,597.00	0	0	9,345.13	9,345		29,252		24.21%	24.21%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Software Subscriptions (554200)	57,000.00	0.00	0.00	14,235.04	14,235		42,765		24.97%	24.97%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Sports Sales and Marketing (548009)	82,500.00	0.00	33,000.00	33,000.00	66,000		16,500		80.00%	40.00%

Budget vs. Actuals (Spend)

Program	Project	Grant	Fund	Cost Center	Spend Category	Budget Amount	Requisitioned Amount	Purchase Order Amount	Actuals Amount	Expenses Total		Balance		Burn Rate - Total	Burn Rate - Actuals
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Tax Collector Commission (549999)	28,800.00	0	0	5,050.99	5,051		23,749		17.54%	17.54%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Telecommunication Services (541100)	3,579.00	0	0	901.96	902		2,677		25.20%	25.20%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Thrasher-Horne Center - Arts (548003)	125,000.00	0.00	125,000.00	0	125,000		0		100.00%	0.00%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Training and Certification (555000)	7,200.00	0	0	0	0		7,200		0.00%	0.00%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Travel and Per Diem (540000)	6,050.00	0.00	0.00	919.22	919		5,131		15.19%	15.19%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Familiarization Tours Grant (548008)	10,000.00	0	0	0	0		10,000		0.00%	0.00%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Florida First Coast Of Golf Grant (548006)	36,000.00	0.00	34,906.00	0	34,906		1,094		96.96%	0.00%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Other Contractual Services (534000)	1,500.00	0.00	0.00	1,200.00	1,200		300		80.00%	80.00%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Printing And Binding (547000)	50,000.00	0.00	0.00	255.08	255		49,745		0.51%	0.51%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Professional Services (531000)	157,000.00	0.00	79,240.00	0	79,240		77,760		50.47%	0.00%

Budget vs. Actuals (Spend)

Program	Project	Grant	Fund	Cost Center	Spend Category	Budget Amount	Requisitioned Amount	Purchase Order Amount	Actuals Amount	Expenses Total		Balance		Burn Rate - Total	Burn Rate - Actuals
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Promotional Activities (548000)	1,500.00	0	(259.30)	259.30	0		1,500		0.00%	17.29%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Reimbursement Grants (548005)	188,668.00	0.00	104,519.03	6,980.97	111,500		77,168		59.10%	3.70%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Tax Collector Commission (549999)	19,200.00	0	0	3,367.31	3,367		15,833		17.54%	17.54%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Tourism Advertising / Marketing (548004)	291,000.00	0.00	231,892.00	2,385.00	234,277		56,723		80.51%	0.82%
Total						2,898,039.00	(6,000.00)	786,856.28	186,319.57	967,176		1,930,863		33.37%	6.43%



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, March 6 3:30 PM

TO: TDC Members

DATE: 3/1/2024

FROM: Kimberly Morgan

SUBJECT: Grant Subcommittee recommendations for grant guidelines for FY 24-25

AGENDA ITEM TYPE:

ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	3/1/2024 - 5:02 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	3/1/2024 - 10:29 PM	AnswerNotes



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, March 6 3:30 PM

TO: TDC Members

DATE: 3/6/2024

FROM: Kimberly Morgan

SUBJECT: Lacrosse tournament - April 6-7, 2024 at the Clay County Regional Sports Complex. Requesting \$

AGENDA ITEM TYPE:

ATTACHMENTS:

Description

- FL Prep Lacrosse Tournament TDC Grant Application Cover Sheet

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Schull, Dawn	Approved	3/12/2024 - 10:27 AM	Item Pushed to Agenda



SPORTS EVENT GRANT FUNDING

Application Scoring Sheet

Organization Name: FL Prep Lacrosse

Event Name: Clay County Showcase Open

Event Date: April 5-7 2024

Event Time: _____

Event Location Clay County Regional Sports Complex

Projected Number of Event Attendees: 1400

Projected Local (Clay County) Event Attendees: 150

Projected Out of Town (OOT) Event Attendees: 1350

Projected Number of Hotel Room Nights: 1,000 Room Nights (500 rooms x2 nights)

Projected Direct Economic Impact: \$161,000

Event History

Date of Past Event: First Time Event

Location of Past Event: N/A

Past Event Attendance: N/A

Event Marketing Plan: X

Event Emergency Plan: X

Visitor Survey: X

TDC Grant Request: \$30,000

Application Score: 120 (40%)

Staff Recommended Grant Award: \$12,000



SPORTS EVENT GRANT FUNDING

Application Scoring Sheet

Application Score Breakdown

1. Commitment to the Expansion of Tourism in Clay County 20 Maximum 25 pts x 4

Score: 80

2. Soundness of Proposed Event: 5 Maximum 25 pts x 3

Score: 15

3. Stability and Management Capacity 5 Maximum 25 pts x 2

Score: 10

4. Quality of Proposed Event 15 Maximum 25 pts x 1

Score: 15

Areas of Improvement:

1. Penalized because of 1st year event
2. Need to be more specific about where visitors are coming from
3. Need period



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, March 6 3:30 PM

TO: TDC Members

DATE: 3/6/2024

FROM: Kimberly Morgan

SUBJECT: Town of Orange Park KidsFest - April 20-21, 2024 at the Town of Orange Park
Town Hall Park. Requesting \$

AGENDA ITEM TYPE:

ATTACHMENTS:

Description

- ▢ Town of Orange Park Kids Fest 2024 Application Cover Sheet

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Schull, Dawn	Approved	3/12/2024 - 12:54 PM	Item Pushed to Agenda



SPECIAL EVENT GRANT FUNDING

Application Scoring Sheet

Organization Name: Town of Orange Park

Event Name: Kids Fest 2024

Event Date: April 20 & 21, 2024

Event Time: 10am - 4pm

Event Location Town Hall Park - 2042 Park Ave

Projected Number of Event Attendees: 10,000

Projected Local (Clay County) Event Attendees: 5,000

Projected Out of Town (OOT) Event Attendees: 5,000

Projected Number of Hotel Room Nights: 16

Projected Direct Economic Impact: \$575,000

Event History

Date of Past Event: April 22 & 23, 2023

Location of Past Event: Town Hall Park - 2042 Park Ave

Past Event Attendance: 8,000

Event Marketing Plan: X

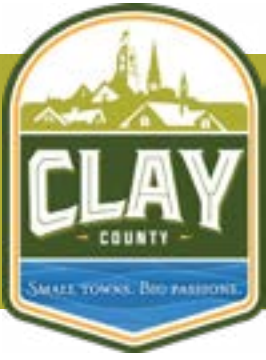
Event Emergency Plan: X

Visitor Survey: X

TDC Grant Request: \$3,500

Application Score: 250

Staff Recommended Grant Award: \$3,500



SPECIAL EVENT GRANT FUNDING

Application Scoring Sheet

Application Score Breakdown

1. Commitment to the Expansion of Tourism in Clay County 25 Maximum 25 pts x 4

Score: 100

2. Soundness of Proposed Event: 25 Maximum 25 pts x 3

Score: 75

3. Stability and Management Capacity 25 Maximum 25 pts x 2

Score: 50

4. Quality of Proposed Event 25 Maximum 25 pts x 1

Score: 25

Areas of Improvement:

1. Include zip code in visitor survey
- 2.
- 3.



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, March 6 3:30 PM

TO: TDC Members

DATE: 3/6/2024

FROM: Kimberly Morgan

SUBJECT: Ignite Dance Competition - May 10-12, 2024 at the Thrasher-Horne Center.
Requesting \$

AGENDA ITEM TYPE:

ATTACHMENTS:

Description

- ▢ Ignite Dance Competition Application Cover Sheet

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Schull, Dawn	Approved	3/12/2024 - 1:03 PM	Item Pushed to Agenda



SPORTS EVENT GRANT FUNDING

Application Scoring Sheet

Organization Name: Ignite Dance Competition

Event Name: Ignite Dance Competition | Jacksonville Regional

Event Date: Friday-Sunday, May 10-12, 2024

Event Time: _____

Event Location Thrasher Horne Center 283 College Drive, Orange Park, FL 32065

Projected Number of Event Attendees: 350-400 dancers competing over the course of the weekend. In addition, the dancer's families and friends will be attendance.

Projected Local (Clay County) Event Attendees: 92 dancers and their families

Projected Out of Town (OOT) Event Attendees: 308 dancers and their families

Projected Number of Hotel Room Nights: 50

Projected Direct Economic Impact: \$353,280

Event History

Date of Past Event: 2023

Location of Past Event: Asheville, NC | Asheville Nationals Thomas Wolfe Auditorium

Past Event Attendance: 506 participants & families

Event Marketing Plan: X

Event Emergency Plan: X

Visitor Survey: _____

TDC Grant Request: \$5,000

Application Score: 100

Staff Recommended Grant Award: \$2,000



SPORTS EVENT GRANT FUNDING

Application Scoring Sheet

Application Score Breakdown

1. Commitment to the Expansion of Tourism in Clay County 10 Maximum 25 pts x 4

Score: 40

2. Soundness of Proposed Event: 5 Maximum 25 pts x 3

Score: 15

3. Stability and Management Capacity 10 Maximum 25 pts x 2

Score: 20

4. Quality of Proposed Event 25 Maximum 25 pts x 1

Score: 25

Areas of Improvement:

1. Need period
- 2.
- 3.



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, March 6 3:30 PM

TO: TDC Members

DATE: 3/1/2024

FROM: Kimberly Morgan

SUBJECT: Legislative updates from the 2024 State Legislative Session

AGENDA ITEM TYPE:

ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	3/1/2024 - 1:38 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	3/1/2024 - 10:27 PM	AnswerNotes



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, March 6 3:30 PM

TO: TDC
Members

DATE:

FROM: Kimberly
Morgan

SUBJECT: Brief overview of upcoming events

AGENDA ITEM
TYPE:

ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	3/1/2024 - 5:02 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	3/1/2024 - 10:54 PM	AnswerNotes



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, March 6 3:30 PM

TO: TDC
Members

DATE: 3/1/2024

FROM: Kimberly
Morgan

SUBJECT:
May 8, 2024 - 3:30pm - BCC Board Room
July 17, 2024 - 3:30pm - BCC Board Room
September 4, 2024 - 3:30pm- BCC Board Room
November 6, 2024 - 3:30pm - BCC Board Room

AGENDA ITEM
TYPE:

ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	3/1/2024 - 5:10 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	3/1/2024 - 10:16 PM	AnswerNotes