

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:

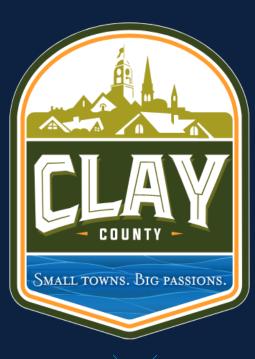
ATTACHMENTS:

Description

D Advanced Travel and Tourism Marketing Update March 2024

REVIEWERS:

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





BOARD REPORT December 2023 - January 2024

LET'S GO SOMEWHERE together.

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Our team is Your team.

Your Florida Project Manager



Adrianne Glass Account Executive





Laura English Tourism Manager



Jamie Hudgens Jacquelyn Manager Blackwell, **TMP** Content Marketing Senior Strategist





Tim Myers Creative Director





Lauren Fitch Media Buyer

Lauren Nolan Director Digital Operations



Chief Strategist



Natalie Pruitt President

+ corporate strategy, social, reporting, optimization teams





2

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).

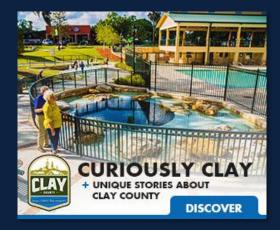


General Leisure Campaign



4









Targeted Display Results.

Impressions: 413,093

Clicks: 699

CTR: 0.17%

Total Exposure Time: 1,634 Hours

New Users: 99%



Bond with your buddies over great conversations and good times in Clay County, Florida Clay County, FL Tourism <

Experience events infused with local charm and warm southern hospitality. Dive into our calendar and discover the ideal event for you.





Learn more

exploreclay.com Perfect Bro Trip

Learn more exploreclay.com Explore Amazing Events





Paid Social Results.

Impressions: 2,059,134

Reach: 714,143

Clicks: 1,813

Post Reactions: 426

Post Shares + Post Saves: 17

New Users: 100%

6





Spotify Results.

Impressions: 350,600

Reach: 119,814

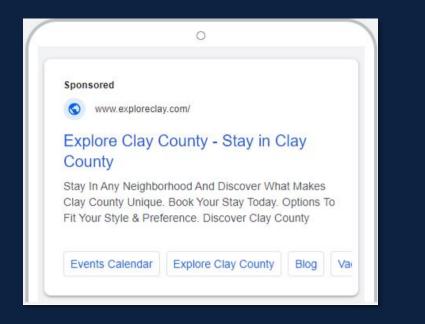
Clicks: 68

Completions: 169,000

Completion Rate: 98.61%

New Users: 100%

Paid Search Results.



Sponsored

S www.exploreclay.com/

Explore Clay County - Enjoy a Variety of Events

Clay County Is Packed With Events For The Year. Don't Miss Out On All That Is Happening. Our Calendar Is Full Of Live Shows, Fresh Food, And Family Fun. We Can't Wait To See You! Curiously Clay. Explore Clay County · Blog · Stay



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

8



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

Page 13 of 8

ADOANCE TRAVEL & TOURISI destination marketer





Highway 17 along the scenic St. Johns River! Immerse yourself in history, savorSee more



NEIGHBOD

exploreclay.com Journey With Us, Discover Penney Farms exploreclay.com Journey With Us, Discover Fleming Island



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.





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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	28,348	14,506	32s	0.60	4.70	51.17%	133,104
		100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	Avg 0%	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	Os	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.









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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



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Agenda Item Clay County Board of County Commissioners

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

TO: TDC DATE: 3/6/2024 Members

FROM: Kimberly Morgan

SUBJECT: Sports tourism update.

AGENDA ITEM TYPE:

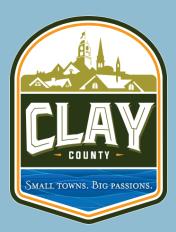
ATTACHMENTS:

Description

Quarterly report from Airstream Ventures

REVIEWERS:

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



SPORTS TOURISM PRESENTATION

QUARTERLY REPORT- MARCH 2024



ASSOCIATION TRIPS











SPORTS ETA (Portland, OR)

4/24 5/24

9/24

TEAMS (Anaheim, CA)

FLA SPORTS FNDTN

(Panama City, FL)

10/24

SPORTS (Wichita, KS)

Airstream Ventures	EVENTS	CLARY SMALL TOWNS. BIG PASSIONS
BOOKED EVENTS	IN SERIOUS TALKS	CONVERSATIONS
 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) 	 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) 	 US Austrialian Football League (2025) USA Archery (2024/25) USA Rifle (2025) 7 v 7 Football Events (2024) Bassmasters College Series (2025)





Agenda Item Clay County Board of County Commissioners

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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
- D Florida's First Coast of Golf Update

REVIEWERS:

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

Florida's of **Solf**

GOLF UPDATE

Florida's Goast of Go

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

Inside the ropes | Professional golfer





OUTSIDE THE ROPES

AMATEUR GOLFER

26.2MM

Anybody also feel like this??

Before playing 18 holes vs. after playing 18 holes



TikTok @upunddowngell



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Hey!

I got an idea....

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

REGIONAL COOPERATION



FLORIDA'S GOLF AGENC



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. Page 30 of 88 NORTH FLORIDA'S GOLF TOURISM MARKETING AGENCY

1 IN 4 ROUNDS PLAYED BY TOURIST S2.2MM MARKETING EFFORT 504K GOLF TOURISM ROUNDS NORTHEAST FLORIDA'S GOLF MARKETING AGENCY OF RECORD 132K GOLF TOURISM ROOM NIGHTS BOMM IMPRESSIONS GENERATING OUT OF MARKET DEMAND 2,383,471 TOTAL NEFL ROUNDS PLAYED



Florida's of for the second se

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

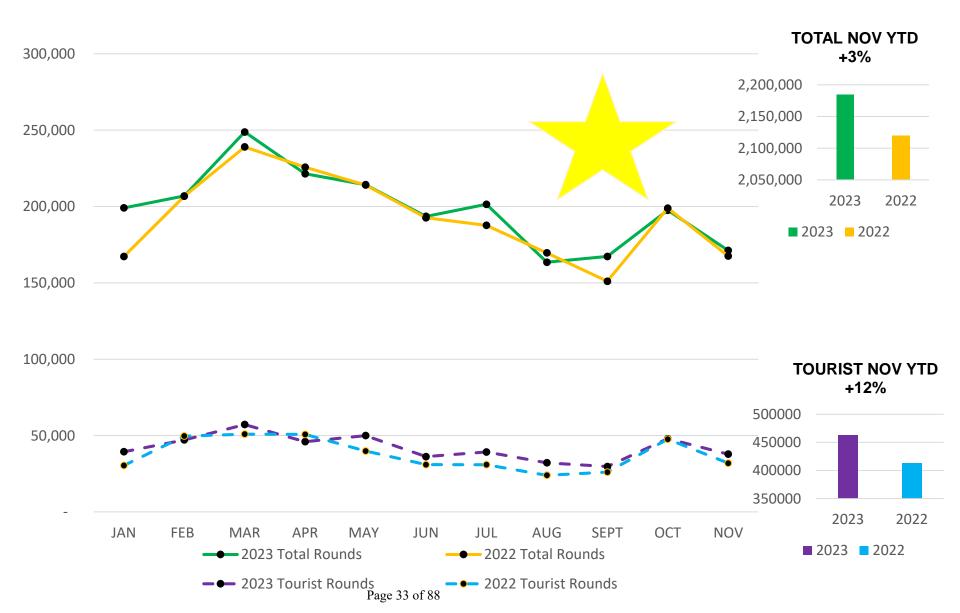
14,732 Clay County Leisure Golf Travel Room Nights

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

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

* Source Golf STR Report tracking travel rounds, Zartico & UNF Research Lab & FY23 FFCG Audit $_{Page \ 32 \ of \ 88}$

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%



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

COMBINED GOLF TRAVELER EMAIL AUDIENCE

700K

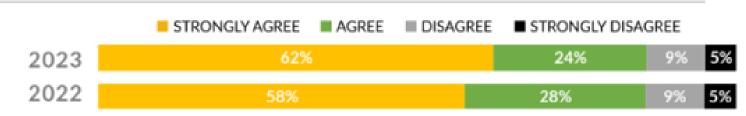
433K

COMBINED SOCIAL MEDIA FOLLOWING

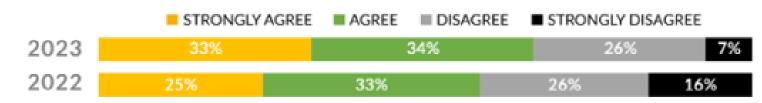




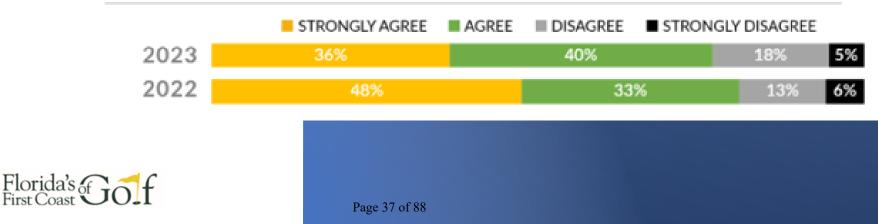
The golf industry is booming.



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

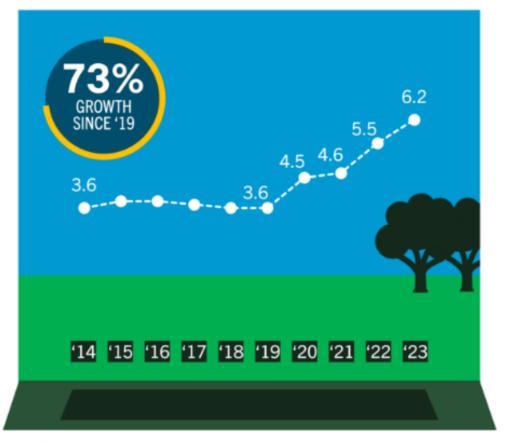
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Latent Demand is up | Doubled in 10 years

Golf is a 365 day a year tourist attraction

U.S. Golf Simulator Participants

Age 6+, in Millions



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



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 nongolfers/non-traditional.

GOLF IS COOL







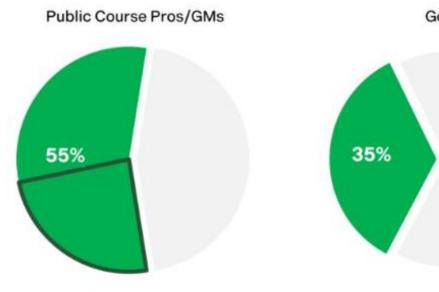
SENTIMENTS ON GOLF'S DRESS CODE



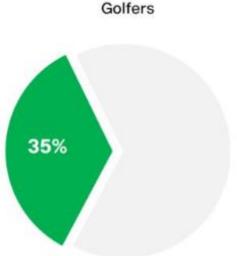


Competing Sentiments on Golf's Dress Code Operators vs. Golfers

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



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



NATIONAL GOLF FOUNDATION

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

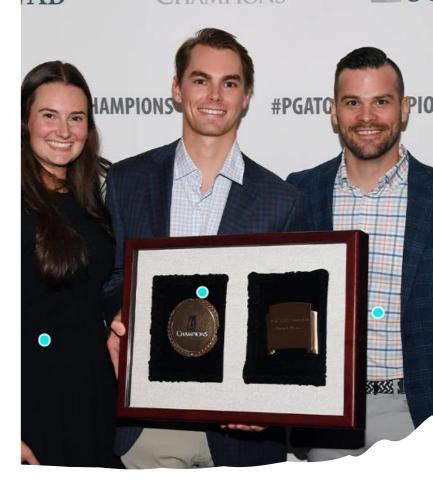
They are RIGHT - Almost 70% of prospective non-golfers believe a relaxed dress code would increase their likelihood of playing on-course golf.

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



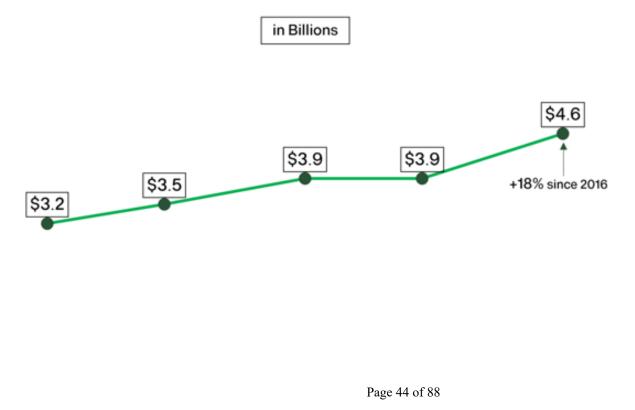
COUNTRY CLUB





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.





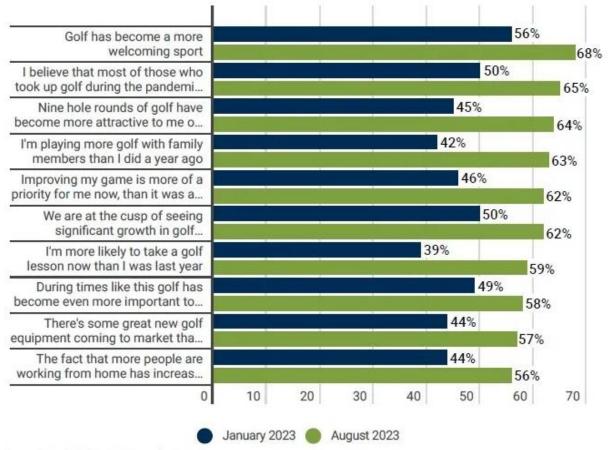
There's not a sport in America with as significant a charitable impact as golf

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.



What golfers are thinking



Source: Sports & Leisure Research Group

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SPORTS & LEISURE TRAVEL

Florida's of Solf

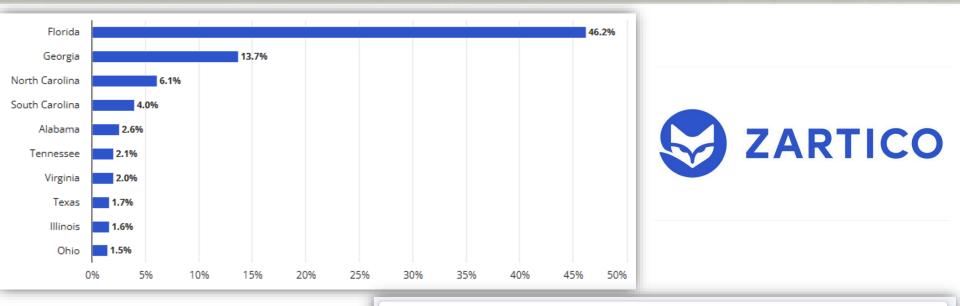
GOLF DEMAND MARKETS

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

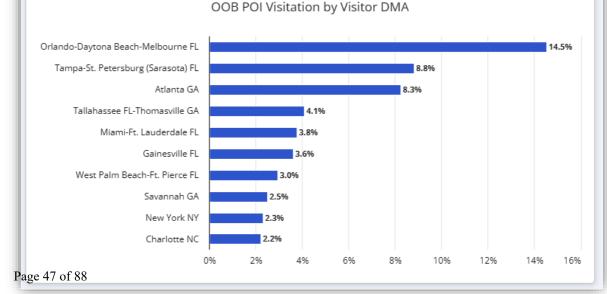
NO.	ORIGIN MSA
1	Atlanta, GA
2	New York-Northern New Jersey-Long Island, NY-NJ- CT-PA
3	Washington-Baltimore, DC-MD-VA-WV
4	Boston-Worcester-Lawrence, MA-NH-ME-CT
5	Chicago-Gary-Kenosha, IL-IN-WI
6	Orlando, FL
7	Tampa-Saint Petersburg-Clearwater, FL
8	Detroit-Ann Arbor-Flint, MI
9	Philadelphia-Wilmington-Atlantic 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

Florida's Goff ZARTICO First Coast Goff OCTOBER 2023

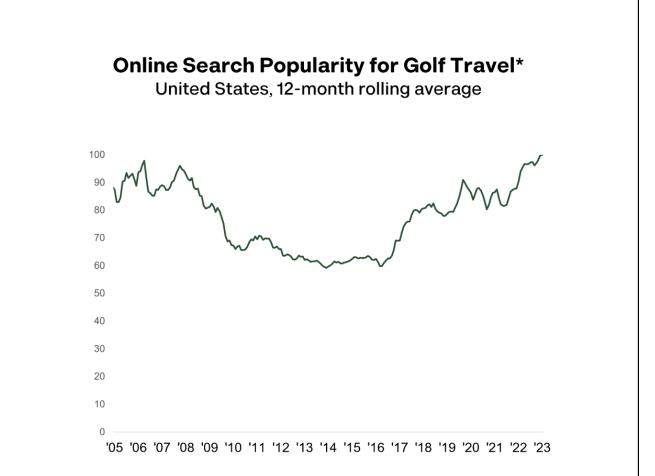


Zartico cell phone tracking technology gives insight into the balance of visitors and local resident mix playing our region's golf courses



Florida's of Solf

NGF ONLINE SEARCH POPULARITY FOR GOLF TRAVEL



Source: Google (NGF analysis)

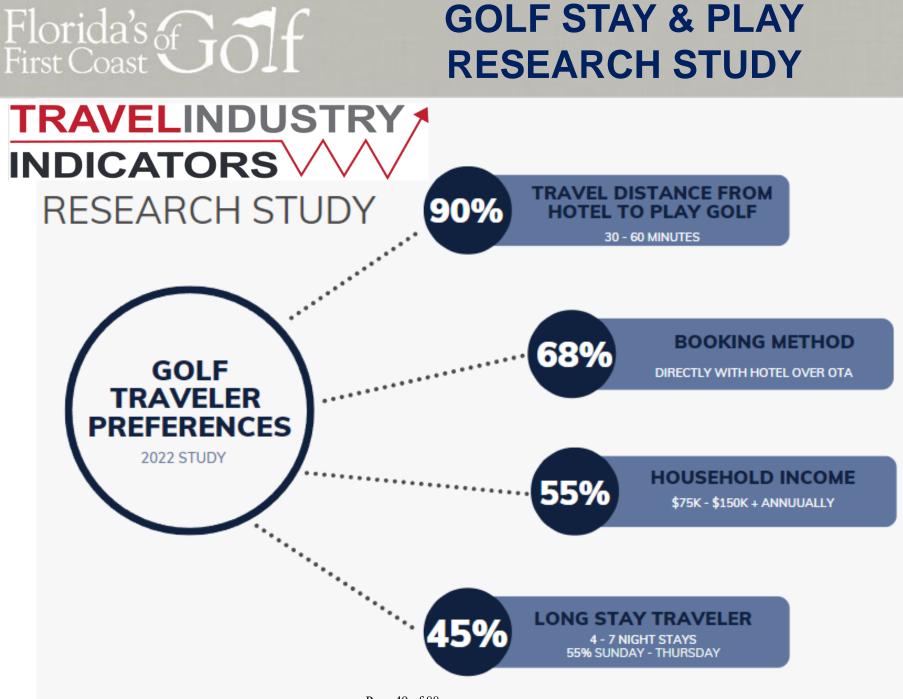
June 2023

*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. Page 48 of 88 **NGF**

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



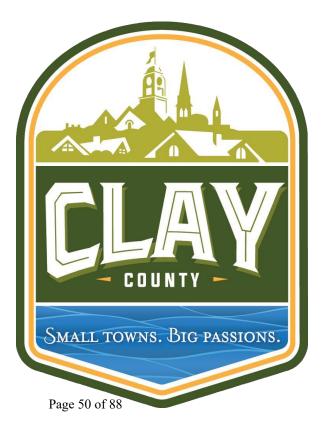


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Florida's of **50**f



Florida's of forf





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

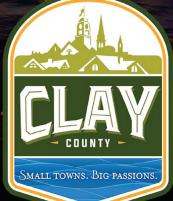
March 2024 Tourism Team Update

REVIEWERS:

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

MARCH 2024

TOURISA DEPT UPDATE



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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

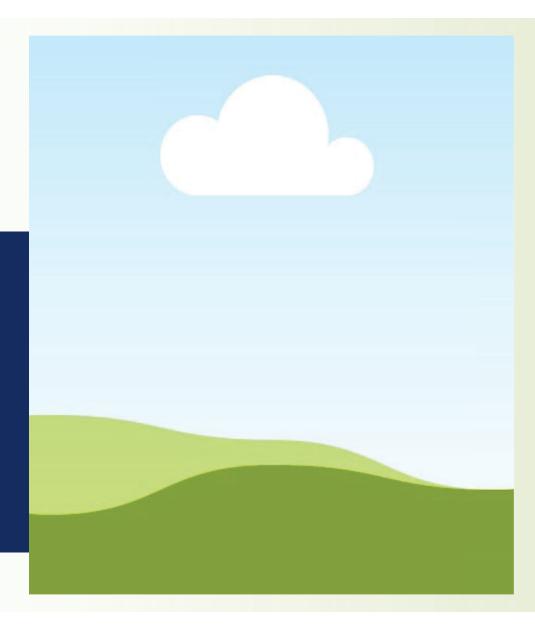
- North FL Regional Council Ecotourism Steering Committee
- Bikeways, Blueways & Trails
- Assisting with Arts Council

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	Strategi	c Plan		
Communit Saf		Economic & Community Development			
Good Gov	vernance	Infrast	ructure		
	Quality & B 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):

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



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.

Near-Term

- 1. Begin marketing and sales outreach for Regional Park
- 2. Evaluate long-term approach to selling/marketing
- 3. Work with Visit Jacksonville on targeting groups
- 4. Target tough runs

- 5. Potential shift to CVB/Sports Commission approach
- 6. Create Regional Park enhancement plan:
 - Turf surfacing
 - Lighting on all fields
 - Hospitality areas
- 7. Potential shift to in-house sports sales office

- Initiate master plan for future expansions to Regional Park:
 - 5-7 additional full-sized soccer fields
 - 1-2 full-sized baseball fields
 - 4-5 additional softball fields

- 9. Full, updated feasibility study on indoor sports facility
- Begin site evaluations for indoor sports facility
- Develop indoor sports facility, targeting a minimum of 8 courts

Long-Term

 Incorporate NE Florida Sports Capital into brand approach



Introduction Existing Assets

Benchmarking

8.

Community Survey

rey Non-Local Perspective

ctive Recommendations

59

B. OUTDOOR ADVENTURE: Recommendations







Near-Term

- I. Establish tourism committee voice in review of Parks Master Plan
 - Encourage enhancement of staff and visitor ٠ resources
 - ٠ Prioritize County purchases for conservation lands
- 2. Prioritize glamp and adventure improvements at Camp Chowenwaw
- 3. Promote RV Resort and various vacation rentals as glamping options for outdoor experiences
- 4. Fortify Bike, Blueways and Trails Committee (create a 501c3?)
- 5. Advocate for trail development and events at state parks
- 6. Foster paddleboard and kayak community growth
- 7. Establish hotel/vacation rental/campground dashboard

Introduction

- 6. Identify future family adventure destination park
 - Ziplines
 - Ropes course
 - Rock climbing
 - Lazy river
 - Water trampolines
- 7. County/state and community approach to developing North Florida Greenway
- 8. Create cross-promotion itineraries – events. experiences + unique lodging

Benchmarking

- 9. Prioritize tourism investments along trail developments
 - Outfitters/rentals
 - Bike/scooter share
 - Public art
 - Authentic commercial areas
 - Events/ programming
- 10. Select park (Lake Asbury or Lake Geneva) for family destination park

Community Survey

- II. Distribute RFP for private operations of adventure park
- 12. New trails fully developed
- 13. Market the most extensive trail network in Florida
- 14. Develop family adventure
 - destination park

Recommendations

15. Establish and promote as a major family sports and adventure destination in North Florida

Long-Term

Non-Local Perspective

Existing Assets

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.

Near-Term

- I. Evaluate Duval, St. Johns and other county approaches to arts council development and work with local artists to establish an arts council committee
- 2. Leverage, promote and support Fairgrounds, Thresher-Horne Center and Club Continental.
- 3. Develop one- to two-percent public art fund to generate significant revenue from incoming developments
- 4. Initiate planning for Southern Rock HOF and identify opportunities for Southern Rock trail
- 5. Evaluate and develop existing events and festivals
- 6. Work with history, family and paranormal influencers, review management of Old Jail

- Identify "target zones" for public art 8. development throughout County
 - Walnut Street
 - Spring Park
 - Gateway to Clay
 - Trails
 - New developments
- Initiate planning and identify partners for 9. Southern Rock HOF and performance center
- 10. Consider marketing approaches to Southern Rock

Long-Term

II. Develop Southern Rock HOF

a.Exhibits

- b.Indoor performance space c.Small amphitheater
- 12. Grow southern rock festival, utilize Fairgrounds and Hall of Fame
- 13. Develop arts district in high foot traffic area (new development, Walnut Street, or Mall)

7. Conduct digital marketing workshops for existing museums



Benchmarking

Community Survey

Non-Local Perspective



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.

9.

- I. 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.
- 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.
- 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).
 - Introduction

Benchmarking

Community Survey N

any new attraction/resort.

8. Consider advancing the Walnut Street Plan

with an eye towards the visitor industry:

Finalize a set of incentives or a "tool box" to

breweries/distilleries and location-based

convention or conference space as part of

public art, nighttime activation, unique

restaurant, green space development.

help attract unique restaurants,

10. Select site for major attraction/resort

11. Prioritize/incentivize development of

entertainment.

property.

rvey Non-Local Perspective

Recommendations

- II. Major attraction/resort opens.
- Incorporate attraction/resort within marketing to traveling sports and adventure families.
- Walnut Street redevelopment completed.
- 14. Create marketing focus for Walnut Street.
- Consider long-term opportunities to develop a convention center.

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Existing Assets



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, locationbased 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.

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F. TOURISM PROMOTION: Recommendations

2023	2024	2025	2026	2027
<u>Optimize Existing</u> Digital Marketing Efforts	Build Toward a New Identity	Embrace the New Identity	Expand Reach	Generate New Demand
 Reduce audience size and locations for digital ad campaigns with same budget. Transition media plan to include more Google search and paid social media/less display. Create a more robust lead generation funnel for website visitors. Create new direct response lead generation advertising campaigns. Grow the opt-in email and phone database by 3,000 contacts/month. Invest in search engine optimization (SEO) metadata optimization for all existing website pages. Revise Google paid search keyword, targeting more overnight visitors. Transition to Google Analytics 4 	 Convert day trippers to overnight guests. New RFP for rebranding and present concept for approval. Become an authority on northeast Florida travel content. Build more links to Exploreclay.com through new travel content and event partners. Create dedicated landing pages and lead generation funnels for different audiences. New paid advertising campaign using rebranded concepts in action. Consider long-term approach to tourism marketing organizational structure. 	 Adopt new common visual brand identity architecture. Create and distribute new brand book. Change all digital and hard logo placements to the new brand identity, including printed materials, facility signage, trade show materials and all digital placements. Secure appropriate trademarks. Create a list of purposeful, brand- specific partnerships for outreach and development. Develop paid advertising platform for local businesses to increase visibility on Exploreclay.com. 	 Expand paid advertising reach 3X. Allocate larger share of total TDC budget to paid advertising. Develop dedicated paid digital ad campaigns for new markets. Maintain a database of I00K+ email and phone contacts from key markets. Increase grants, sponsorships and partnerships that directly align with new identity. Consider billboards and OOH placements on key interstates and thoroughfares. 	 Increase market share of overnight visitors in north Florida. Align Clay County with notable outdoor fitness and recreation brands. Deliver a destination brand experience. Refresh 2026 brand campaigns based on performance. Invest in videography and photography of new things to do. Research new advertising placements and digital opportunities. Continue to add staff as appropriate.
 (GA4) or similar analytics software. Create TikTok, Pinterest and Instagram profiles to accompany Facebook. Create editorial calendar for TikTok, Instagram, Pinterest and Facebook content. 				

· Identify location for new visitor center.









Introduction

Existing Assets

Benchmarking

Community Survey

Non-Local Perspective

Recommendations

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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.

2. Consider feedback message to reflect future logo placements to new align with new identity. 15. I provided during this direction. brand identity. I outreach for future brand 7. Develop logo, color II. Secure appropriate 16. I	recreation brands. 15. Deliver a Destination Brand Experience.		
2. Consider feedback message to reflect future logo placements to new align with new identity. 15. I provided during this direction. brand identity. I outreach for future brand strategies. 7. Develop logo, color II. Secure appropriate 16. I			
strategies. II. Secure appropriate I6. I	 Deliver a Destination Brand Experience. 		
	 Refresh 2026 brand campaign. 		
3. Prioritize consolidation of brand messaging. 8. Prioritize consistent 12. Evaluate new partnership opportunities. 0			

Community Survey

Non-Local Perspective

Recommendations

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Benchmarking

Existing Assets

Introduction





Thank You!

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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

B FY23-24 TDC Grant Tracking February

REVIEWERS:

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

				Reimbursement						
		FY 23	3-24 Grant	Due (60 Business	Reimbursement					
Event Name	Event Date	Awa	rd Amount	days)	Info Received		Paid		Variance	BCC Approve Date
BASCA 5k *	9/28/2023	\$	2,500		х	\$	2,500	\$	-	8/8/2022
Rock The Box	10/7/2023	\$	3,000		х	\$	3,000	\$	-	5/9/2023
Orange Park Fall Fest	10/21-22/2023	\$	15,000		х	\$	-	\$	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			Ś	5,500	Ś	73,500	

Updated February 26, 2024

			FY 2	23-24 Sports Gra	ints			
				Reimbursement				
		FY 2	23-24 Grant	Due (60 Business	Reimbursement			
Event Name	Event Date	Awa	ard Amount	days)	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
Tourism and Film Developmen	Schull, Dawn t	Approved	3/12/2 AM

Comments

/2024 - 10:10 I

Item Pushed to Agenda



Agenda Item Clay County Board of County Commissioners

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

TO: TDC DATE: 3/6/2024 Members

FROM: Kimberly Morgan

SUBJECT: Review FY23-24 budget.

AGENDA ITEM TYPE:

ATTACHMENTS:

Description

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

REVIEWERS:

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

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%

Program	Project	Grant	Fund	Cost Center	Spend Category	Budget Amount	Requisitioned Amount	Purchase Order Amount	Actuals Amount	Expenses Total	Balance	Burn Rate I - 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%

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%

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	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	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)		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%

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	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	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%



> 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

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



> 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

D FL Prep Lacrosse Tournament TDC Grant Application Cover Sheet

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



Sports Event Grant Funding

Application Scoring Sheet

Organization Name: FL P	rep Lacrosse					
Event Name: Clay	County Showcase Open					
Event Date: April 5-7 2024						
Event Time:						
Event Location Clay County Regional Sp	ports 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: \$10	61,000					
Event History						
Date of Past Event: First Time Event						
Location of Past Event: N/A						
Past Event Attendance: N/A						
Event Marketing Plan: X	TDC Grant Request: \$30,000					
Event Emergency Plan:X	Application Score: 120 (40%)					
Visitor Survey: X	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	y 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



> 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

D Town of Orange Park Kids Fest 2024 Application Cover Sheet

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

Organiz	ation Name:	Town of Orange	own of Orange Park			
E	Event Name:	Kids Fest 2024				
Event Date:	vent Date: April 20 & 21, 2024					
Event Time:	10am - 4pm			_		
Event Location	Town Hall Park - 2	2042 Park Ave		_		
Projected Numbe	er of Event Attende	es: 10,000		_		
Projected L	ocal (Clay County)	Event Attendees:	5,000	_		
Projected C	out of Town (OOT)	Event Attendees:	5,000	_		
Projected Numbe	er of Hotel Room N	lights: <u>16</u>		_		
Projected Direct	Economic Impact:	\$575,000		_		
Event Hist	ory					
Date of Past Ever	nt: April 22 & 23	, 2023		_		
Location of Past	Event: Town Hall	Park - 2042 Park	Ave	_		
Past Event Attend	lance: 8,000			_		
Event Marketing	Plan: X		TDC Grant Request:	\$3,500		
Event Emergency	7 Plan: X	_	Application Score:	250		
Visitor Survey:	\$3,500					



Special Event Grant Funding Application Scoring Sheet

Application Score Breakdown

1. Commitment to the Expansion of Tourism in Clay	⁷ County <u>25</u>	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.



> 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 \$

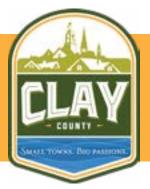
AGENDA ITEM TYPE:

ATTACHMENTS:

Description

Ignite Dance Competition Application Cover Sheet

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



Sports Event Grant Funding Application Scoring Sheet

Organiz	zation Name:	Ignite Dance Co	mpetition					
Ι	Event Name:	Ignite Dance Co	mpetition Jacksonville Region	al				
Event Date:	Friday-Sunday, Ma	y 10-12, 2024						
Event Time:								
Event Location	Thrasher Horne Ce	enter 283 College	Drive, Orange Park, FL 32065					
Projected Numb	er of Event Attende		ncers competing over the cour nilies and friends will be attend	se of the weekend. In addition, the				
Projected L	ocal (Clay County)		92 dancers and their familie					
Projected C	Out of Town (OOT)	Event Attendees:	308 dancers and their familie	es				
	Projected Number of Hotel Room Nights: 50 Projected Direct Economic Impact: \$353,280							
Event Hist	tory							
Date of Past Ever	nt: 2023							
	Location of Past Event: Asheville, NC Asheville Nationals Thomas Wolfe Auditorium							
Past Event Attendance: 506 participants & families								
Event Marketing	Plan: X		TDC Grant Request:	\$5,000				
Event Emergency	y Plan: X	_	Application Score:	100				
Visitor Survey:		—— Staff Re	commended Grant Award:	\$2,000				



Sports Event Grant Funding

Application Scoring Sheet

Application Score Breakdown

1. Commitment to the Expansion of Tourism in Clay	County	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:		
 Need period 2. 		
3.		



> 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

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



> 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

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



> 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

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