



TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

March 6, 2024

3:30 PM

Administration Bldg, 4th Floor,
BCC Meeting Room, 477 Houston St,
Green Cove Springs, FL 32043

Call to Order

Present: Commissioner District 1 Mike Cella, Chairman
Steven Kelley
Kimberly Evans
Neil Porter
David Diaz
Brian Knight
Kevin Robert
See Attachment A - Sign-In Sheet

Absent: Randy Anderson
Deborah Beals

Staff Present: Howard Wanamaker, County Manager
Courtney Grimm, County Attorney
Kimberly Morgan, Director of Tourism and Film Development
Samantha Kusters, Tourism Product Development Manager @ 4:25 pm
Stephanie Lamb, Program Manager

Chairman Mike Cella called the meeting to order at 3:31 pm.

Following the introductions of the TDC Members, Kimberly Morgan, Director of Tourism and Film Development, introduced the TDC staff members mentioned above.

Public Comments

Chairman Mike Cella opened the floor for public comment at 3:33 pm.

Hearing no comments, Chairman Mike Cella closed public comment at 3:33 pm.

Presentations

1. Advance Travel & Tourism Marketing Update (A. Glass)
Marketing update from the contracted advertising agency.

Advance Tourism and Travel update can be seen at

www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 6, 2024, beginning at 1:59 and ending at 22:22. Below is a summary of the discussion.

Adrienne Glass, Account Executive, and April Acevedo, Senior Campaign Specialist, presented a PowerPoint presentation via TEAMS - regarding the Advance Tourism and Travel update. See Attachment B. Topics of discussion were:

- Executive Summary

General Leisure Campaign:

- Targeted Display Results
- Paid Social Results
- Spotify Results
- Paid Search Results
- Geofencing Display Results

Hey Neighbor Campaign:

-

- Geofencing Display Results
- Paid Social Results
- Video

- Campaign Traffic
- New Campaigns

There were questions and discussions regarding conversions, social media platforms i.e., reels, YouTube, TikTok etc., Hey Neighbor input, artwork design, and new user percentages.

2. Airstream Ventures Sports Tourism Update (L. Teitelbaum)
Sports tourism update.

*Airstream Ventures update can be seen at
www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 6, 2024, beginning at 22:23 and ending at 35:03. Below is a summary of the discussion.*

Alan Verlander, CEO of Airstream Ventures, presented a PowerPoint presentation regarding the Airstream Ventures Report. See Attachment C. Discussion items:

- Association Trips
- Events: Booked - In-Serious talks - Conversations
- Annual Contract

There were questions and discussions regarding the cornhole tournament held at the Clay County Fairgrounds, high school cross-country meet, and having more "Home-Grown" events.

3. Florida's First Coast of Golf Update (D. Reese)

Update from marketing partner Florida's First Coast of Golf

Florida's First Coast Golf update can be seen at [www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 6, 2024](http://www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March%206%2C%202024), beginning at 35:05 and ending at 49:18. Below is a summary of the discussion.

David Reese, President of Florida's First Coast of Golf, presented a PowerPoint presentation regarding the Florida's First Coast of Golf update. See Attachment D. Discussion Topics:

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

There were questions and discussions regarding how FF CG can help attract some NCAA tournaments and data that can be provided.

4. Tourism Team Update (K. Morgan)

Tourism team update.

Tourism Team update can be seen at [www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 6, 2024](http://www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March%206%2C%202024), beginning at 49:20 and ending at 1:05:06. Below is a summary of the discussion.

Kimberly Morgan, Director of Tourism and Film Development, presented a PowerPoint presentation to the Council regarding the Tourism Update. See Attachment E. Discussion topics:

- Project Lists
- Special Projects
- Tax Savings from Tourism
- Clay County Strategic Plan
 - Community Health and Savings
 - Economic and Community Development
 - Good Governance
 - Infrastructure
 - Quality and Balanced Life
- Tourism Priority and Goals
- Clay County Tourism Strategic Plan Focus

- Amateur Sports
- Outdoor Adventure
- Arts and Culture
- Guiding Commercial Development
- Long-Term Visioning
- Tourism Promotion
- Branding Evaluation

There were questions and discussions regarding the long-term vision for tourism and the economic development report.

Discussion

5. Grant Summary (K. Morgan/ S. Lamb)

TDC grant summary as of 2.29.2024

Grant Summary Discussion can be seen at [www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 6, 2024](http://www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March%206,%202024), beginning at 1:05:13 and ending at 1:09:22 Below is a summary of the discussion.

Kimberly Morgan, Director of Tourism and Film Development, addressed the Council to provide an overview and details regarding the Grant Summary. See Attachment F.

There were questions and discussions regarding events that are covered in the budget and upcoming events that need to be funded.

Approval of Minutes

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

TDC meeting minutes from 1.10.24

Brian Knight made a motion for approval of the January 10, 2024, TDC meeting minutes, seconded by Steven Kelley, which carried 7-0.

Budget

7. FY23-24 Budget (K. Morgan)

Review FY23-24 budget.

FY 23/24 Budget can be seen at [www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 6, 2024](http://www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March%206,%202024), beginning at 1:09:54 and ending at 1:12:34. Below is a summary of the discussion.

Kimberly Morgan, Director of Tourism and Film Development, addressed the Council to provide an overview and information regarding the FY 2023/2024 budget. See

Attachment G.

Chairman Mike Cella noted that if there were any questions at a later time, Ms. Morgan would be available to answer them.

New Business

8. Historical Society of Penney Farms (K. Morgan)

Historical Society of Penney Farms is requesting funding to print a brochure.

Penney Farms discussion can be seen at [www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 6, 2024](http://www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March_6,_2024), beginning at 1:12:37 and ending at 1:44:50. Below is a summary of the discussion and vote.

Chairman Mike Cella opened the floor to discuss the grant request from Historical Society of Penney Farms.

Pat Garlinghouse, Penney Farms Historical Society, addressed the Council to provide details and information regarding the request from the Historical Society of Penney Farms and included a request for the Clay County Historical Society for the cost of printing brochures. See Attachment H.

Following all comments, questions, and discussions regarding the requests, Kevin Robert made a motion for approval as discussed, seconded by Neil Porter, which carried 7-0.

9. Lacrosse Tournament TDC Grant Request (K. Morgan/ S. Lamb)

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

Lacrosse TDC Grant Request can be seen at [www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 6, 2024](http://www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March_6,_2024), beginning at 1:44:57 and ending at 2:35:52. Below is a summary of the discussion and vote.

Kimberly Morgan, Director of Tourism and Film Development, addressed the Council to provide details and information regarding the grant request for \$30,000.00 for the Lacrosse Tournament - April 6-7, 2024 at the Clay County Regional Sports Complex.

Alan Verlander, CEO of Airstream Ventures, was present to provide in site and information for the grant request.

Following comments, questions and discussions regarding budget, costs, future events, sports complex, room nights, economic impact, and the grant request, Brian Knight made a motion for approval of the full amount. There were more comments and discussion regarding advertising, reimbursement, future events at the facility, guidelines,

the return of investment (ROI) and hotel stays. Kim Evans seconded the motion, which carried 7-0.

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 \$

KidsFest TDC Grant Request can be seen at www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 6, 2024, beginning at 2:35:54 and ending at 2:36:54. Below is a summary of the discussion and vote.

Kimberly Morgan, Director of Tourism and Film Development, addressed the Council to provide details and information regarding the grant request of \$3,500.00 for the Town of Orange Park KidsFest being held on April 20-21, 2024, at the Town Hall in Orange Park, Florida.

Keven Robert made a motion for approval of the \$3,500.00, seconded by Brian Knight, which carried 7-0.

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

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

Ignite Dance TDC Grant Request can be seen at www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 6, 2024, beginning at 2:37:13 and ending at 2:44:42. Below is a summary of the discussion and vote.

Kimberly Morgan, Director of Tourism and Film Development, addressed the Council to provide details and information regarding the grant request for \$5,000.00 for the Ignite Dance Competition to be held May 10-12, 2024, at the Thrasher-Horne Center.

There were questions and discussions regarding the economic impact, formula and calculations, budget, grant guidelines, scoring, room nights, funding, and location.

Steven Kelley made a motion for approval of \$5,000.00. There were more discussions regarding economic impact and funding; Brian Knight seconded the motion, which carried 7-0.

12. TDC Grant Subcommittee (S. Kelley)

Grant Subcommittee recommendations for grant guidelines for FY 24-25

TDC Grant Subcommittee can be seen at www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 6,

2024, beginning at 2:44:45 and ending at 3:04:40. Below is a summary of the discussion.

Steven Kelley addressed the Council to provided an overview and information regarding the TDC Grant subcommittee meeting. See Attachment I. Discussion topics were:

- Sports Complex - Multi-Use Fields
- Scoring Model
- Budget for Grants - Percentage vs a set amount
- Definitions and Maximum Limits
- Signature Events
- Special Events
- Community Event
- Event Grant Discussion
- Sports Event

During and after the update, there were comments, questions, and discussions regarding percentage vs set amount, algorithm, request for grants, previous and current process, expectations, grant awards, budget, sports emphasis and potential for the facility, reimbursement process, impact from events, building relationships, and responsibility for booking events at the sports complex.

Old Business

13. Legislative Update (K. Morgan)

Legislative updates from the 2024 State Legislative Session

Legislative Update can be seen at [www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 6, 2024](http://www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March_6,_2024), beginning at 3:04:42 and ending at 3:06:42. Below is a summary of the discussion.

Kimberly Morgan, Director of Tourism and Film Development, addressed the Council to provide an overview and details regarding the legislative update from the 2024 State Legislative Session. Topics of discussion:

- TDT
- Vacation Rental
- Restaurant Labor Law
- Visit Florida Funding

14. Upcoming Events (S. Lamb)

Brief overview of upcoming events

Upcoming Events can be seen at [www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 6, 2024](http://www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March_6,_2024), beginning at 3:06:43 and ending at 3:07:55. Below is a summary of the discussion.

Stephanie Lamb, Tourism Program Manager addressed the Council to provide information on some upcoming events. There are sixty-two local Clay County events between now and the next TDC meeting. See Attachment J. Events mentioned:

- Clay County Fair - April 4-14, 2024
- Lacrosse Tournament - April 6, 2024
- KidsFest - April 20-21, 2024
- Ignite Dance Competition - May 10-12, 2024

For more details please visit: www.exploreclay.com.

Adjournment

15. 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

Future Meetings discussion can be seen at [www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 6, 2024](http://www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March_6,_2024), beginning at 3:08:04 and ending at 3:12:18. Below is a summary of the discussion.

Chairman Mike Cella reiterated the future meeting dates as listed above.

Chairman Cella spoke about the Northeast Florida Annual Rose Award ceremony and congratulated two Clay County award winners:

- Tiffany Luna - Courtyard by Marriott Jacksonville/Orange Park - Bartender/Mixologist
- Darloni Fleming - Jeremiah's Italian Ice/Fleming Island - Restaurant Server - Quick Service

There were comments and discussion regarding attendance to the NEF Annual Rose Award ceremony and Visit Florida contribution to nominees.

Hearing no further business, Chairman Mike Cella adjourned the meeting at 6:44 pm.

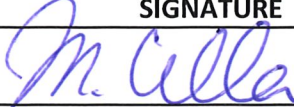
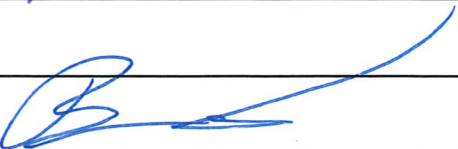
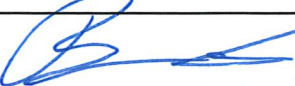


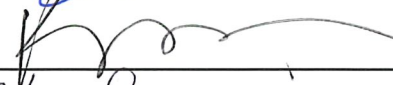
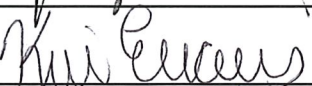



Attest:

Committee Chairman

Recording Deputy Clerk

Attachment
“A”
TDC Sign-In Sheet

Tourist Development Council
Wednesday, March 6, 2024
3:30 p.m.

NAME	REPRESENTATION	SIGNATURE
Mike Cella	Chairman	
Randy Anderson	Town of Orange Park Council (Municipal)	
Brian Knight	Pragmatic Works (Citizen)	
Debbie Beals	Keystone Heights Realitor (Citizen)	
David Diaz	Car Club Events/Accommodations (Citizen)	
Kevin J. Robert	Robert Hospitality, LLC Hampton Inn/ Hilton Garden Inn (Accommodation)	
Kimberly Evans	Aon Hospitality (Accommodation)	
Steven Kelly	City of Green Cove Springs (Municipal)	
Neil Porter	Vacation Rental Owner (Accommodation)	
Courtney Grimm	County Attorney	In Attendance
Kimberly Morgan	Director of Tourism & Film Development	

Attachment

“B”

**Advance Travel and Tourism
Presentation**



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

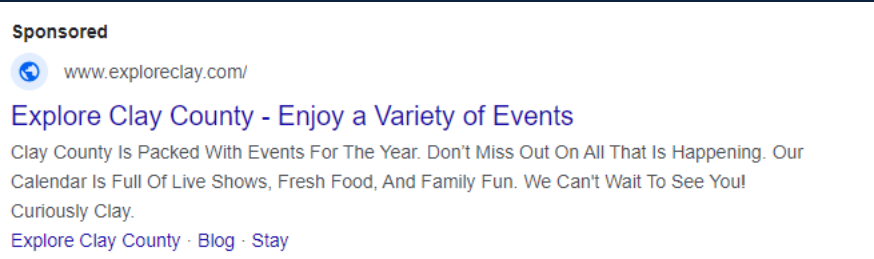
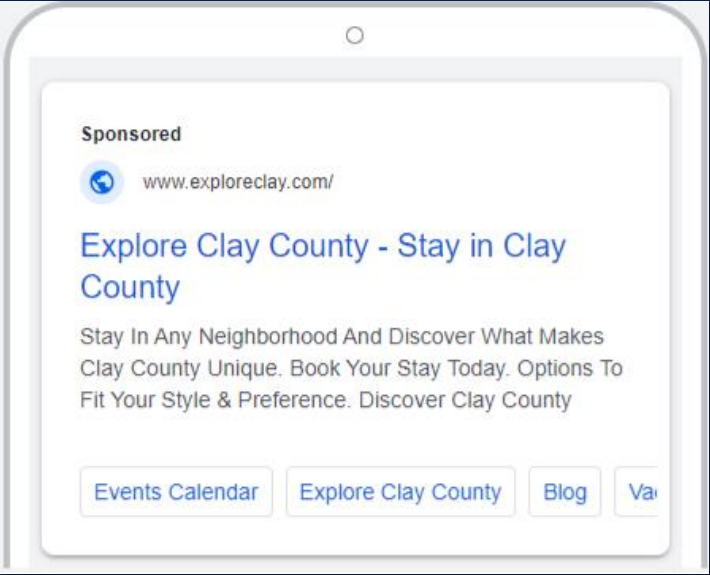
Completions: 169,000

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

Attachment

“C”

Airstream Ventures

Sports Tourism

Presentation



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

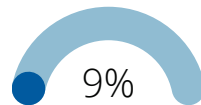


FEB 2024- JAN 2025

\$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

Attachment

“D”

**Florida’s First Coast of Golf
Presentation**

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
First Coast of Golf

FY23 CLAY COUNTY LEVERAGE & RESULTS

2M Total Marketing & Advertising Exposure

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

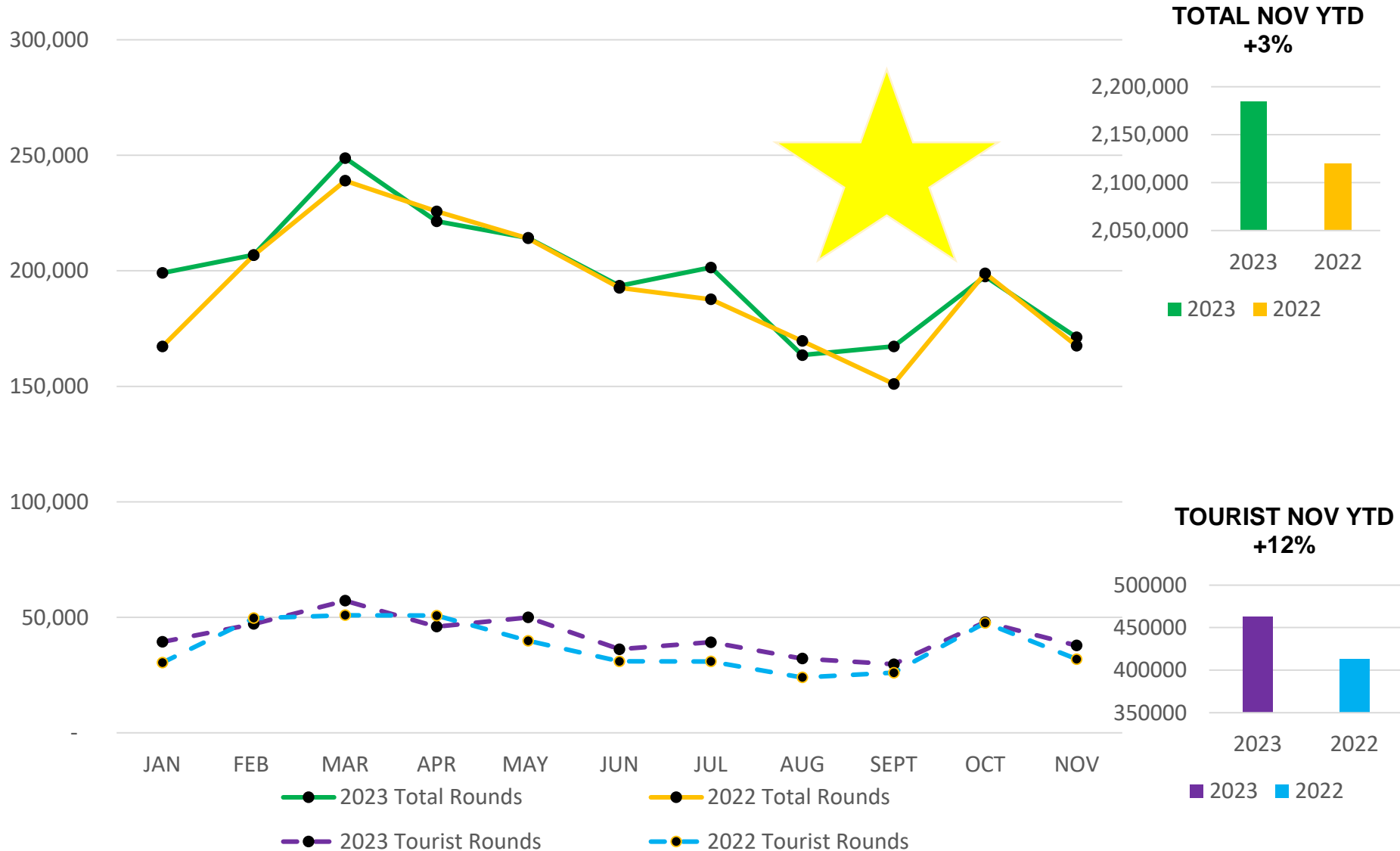
\$56 to \$1 Clay County spend to value ratio

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

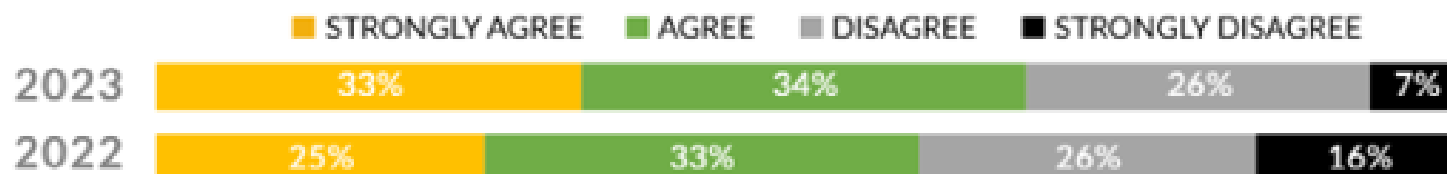
700K

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

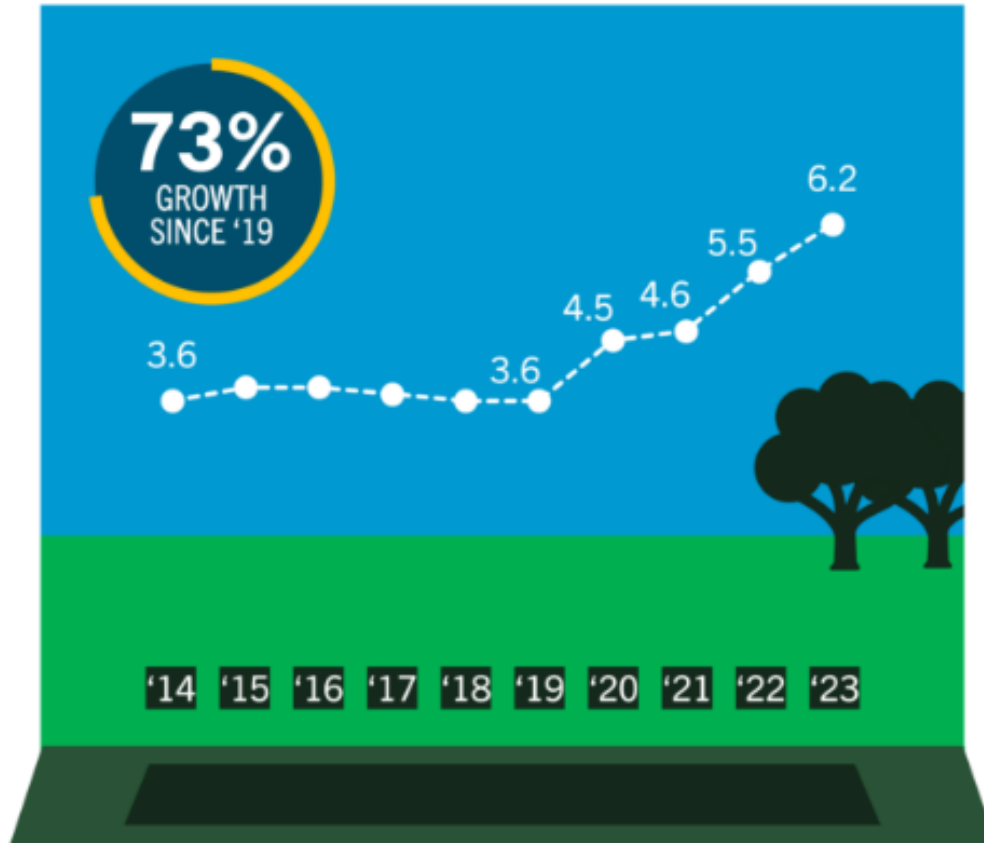
Golf is cool

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

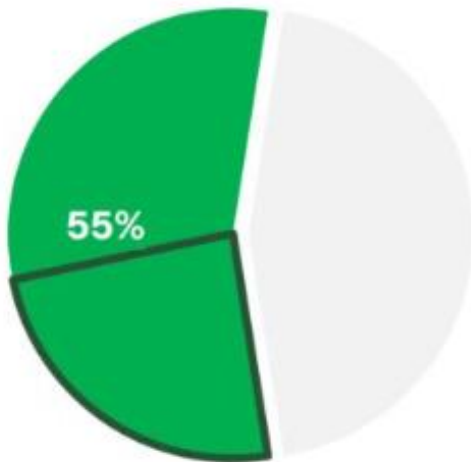


Competing Sentiments on Golf's Dress Code Operators vs. Golfers

■ 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

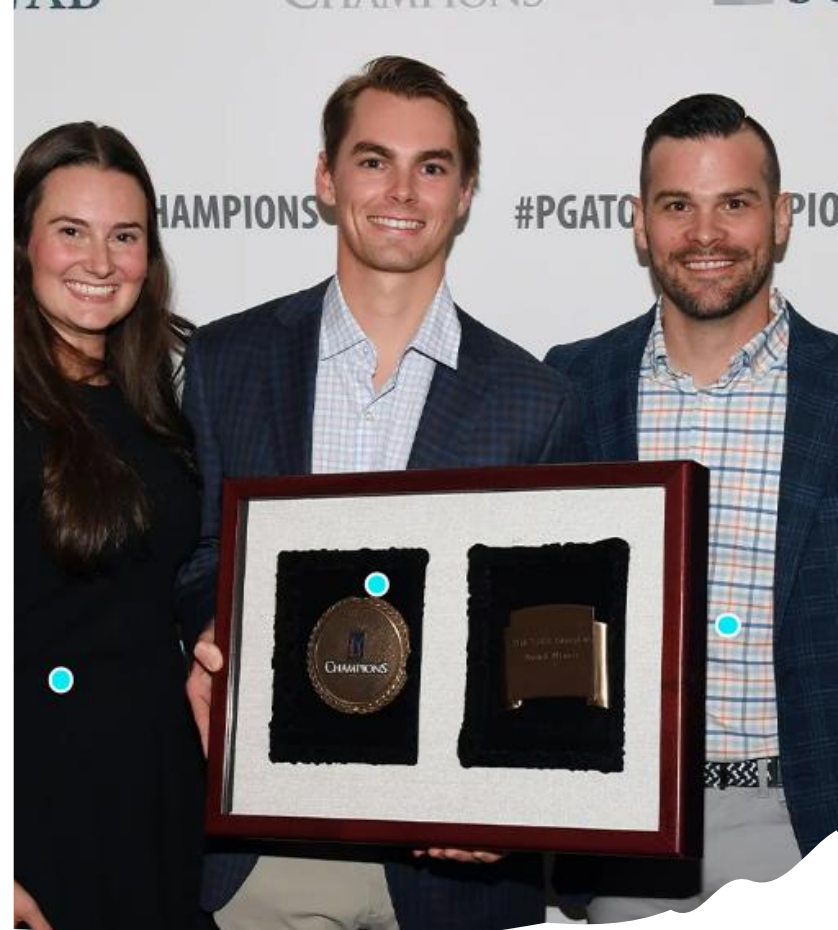
60% Golf professionals/GMs at public golf facilities responded that golfer dress code is necessary in "all" or "most" cases

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

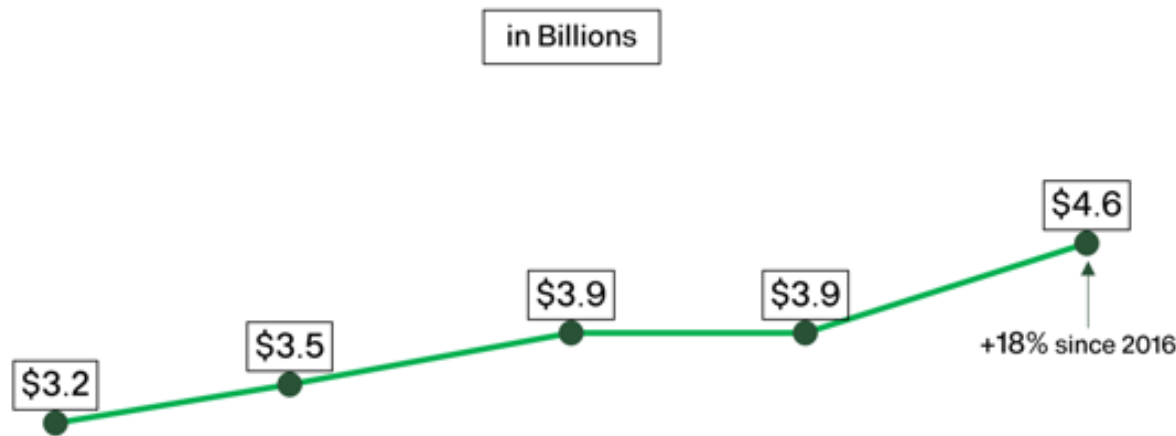




GOLF'S
CHARITABLE
IMPACT

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.



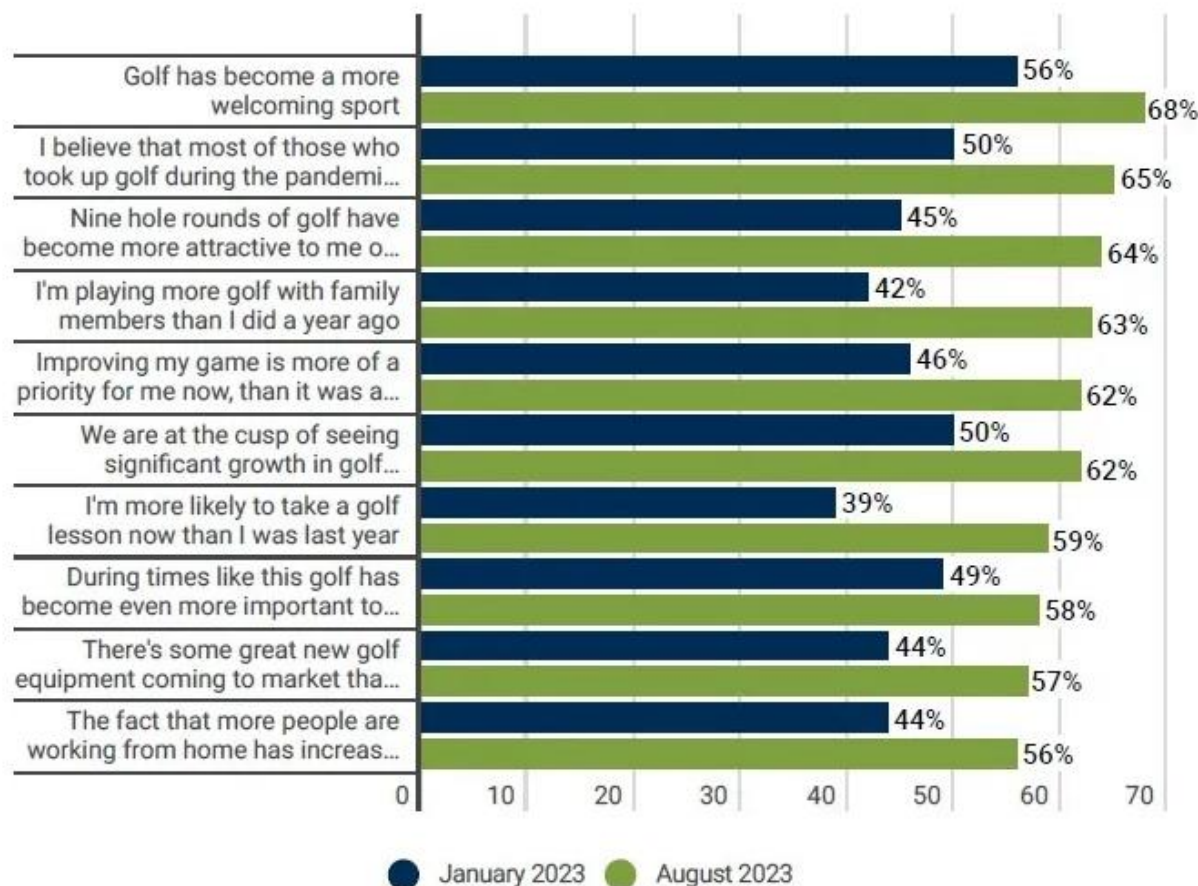
There's not a sport in America with as significant a charitable impact as golf

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

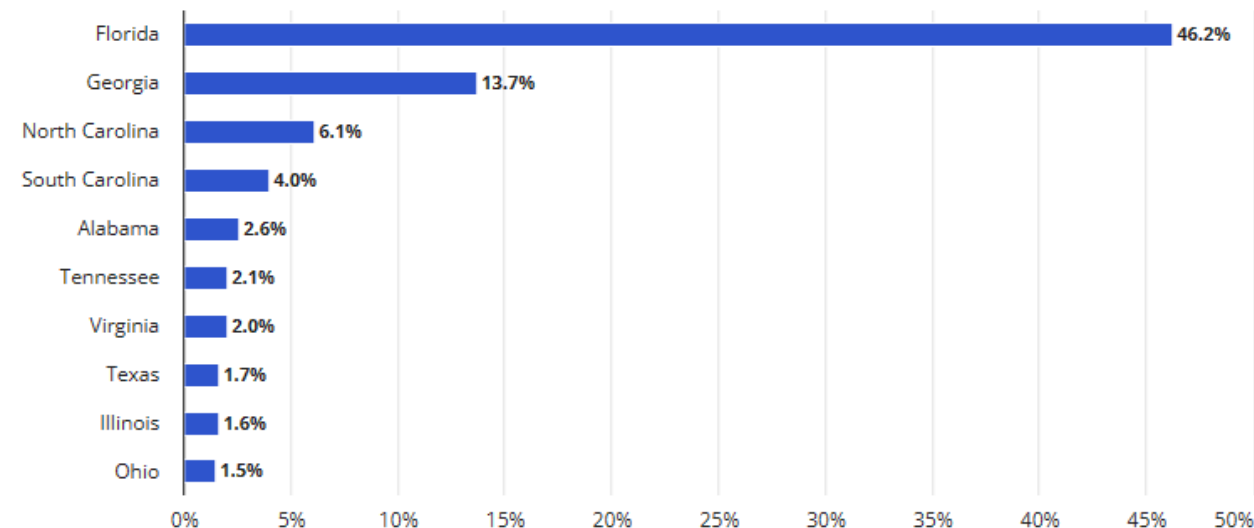


Source: Sports & Leisure Research Group

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

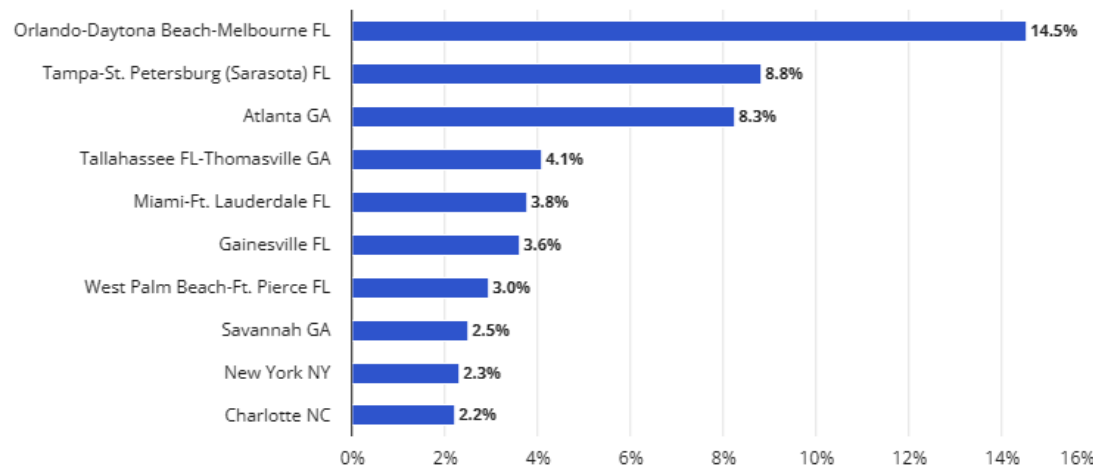
NO.	ORIGIN MSA
1	Atlanta, GA
2	New York-Northern New Jersey-Long Island, NY-NJ-CT-PA
3	Washington-Baltimore, DC-MD-VA-WV
4	Boston-Worcester-Lawrence, MA-NH-ME-CT
5	Chicago-Gary-Kenosha, IL-IN-WI
6	Orlando, FL
7	Tampa-Saint Petersburg-Clearwater, FL
8	Detroit-Ann Arbor-Flint, MI
9	Philadelphia-Wilmington-Atlantic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

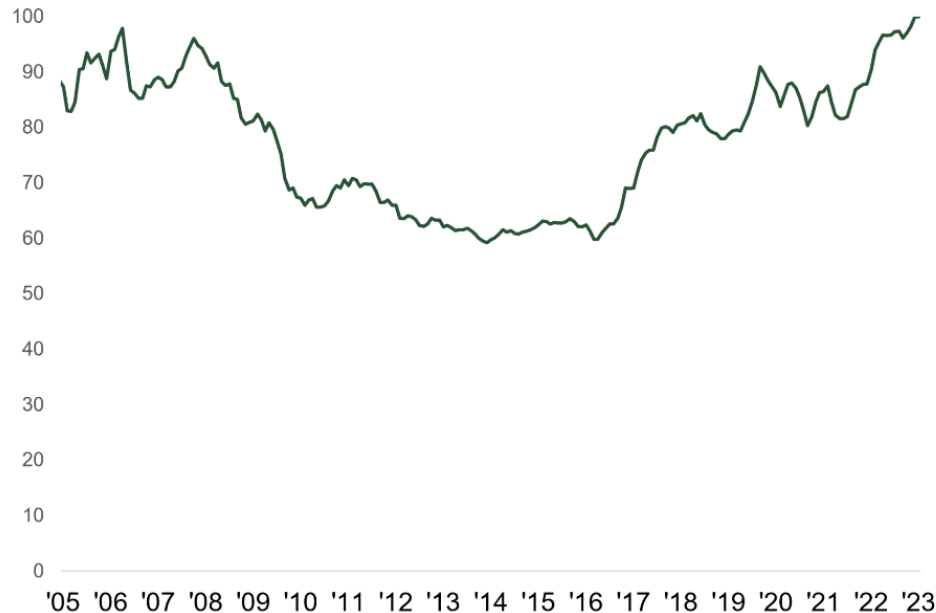
OOB POI Visitation by Visitor DMA



NGF ONLINE SEARCH POPULARITY FOR GOLF TRAVEL

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



90%

**TRAVEL DISTANCE FROM
HOTEL TO PLAY GOLF**

30 - 60 MINUTES

68%

BOOKING METHOD

DIRECTLY WITH HOTEL OVER OTA

55%

HOUSEHOLD INCOME

\$75K - \$150K + ANNUALLY

45%

LONG STAY TRAVELER

4 - 7 NIGHT STAYS
55% SUNDAY - THURSDAY

Florida's of Golf
First Coast



Attachment

“E”

Tourism Department Update

MARCH 2024

TOURISM DEPT UPDATE





PROJECT LIST

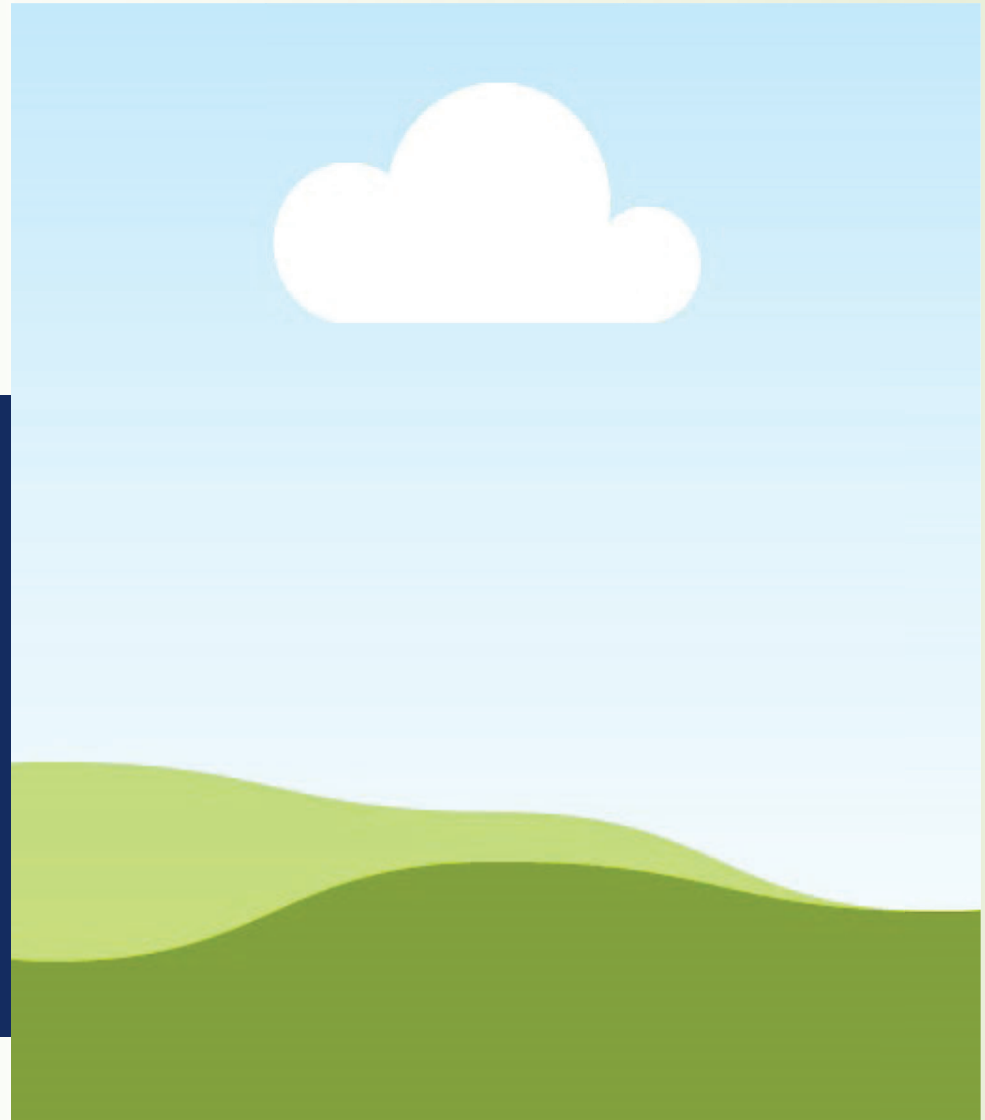
- Staff Training
- Leisure and Local Campaign Video Shoot
- Sports Tourism Familiarization Tour
- American Cruise Lines
- Visit Widget
- New Tourism Office and Visitor Center
- Film Leads

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

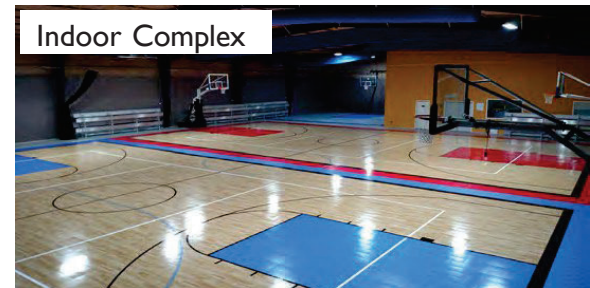
Unique Events



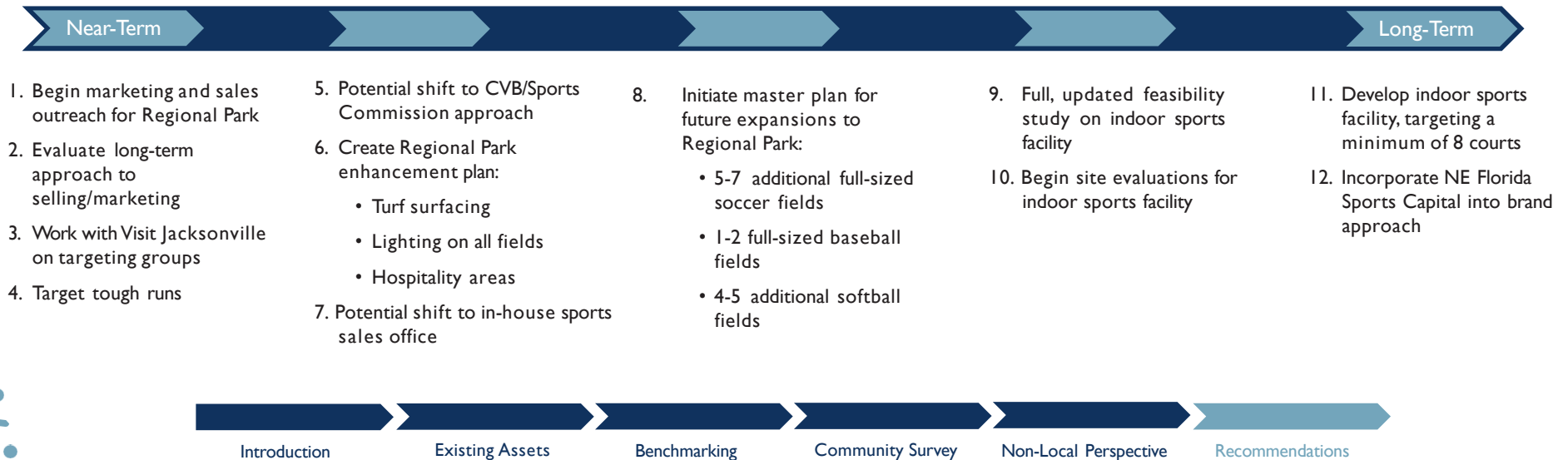
Lighted Fields



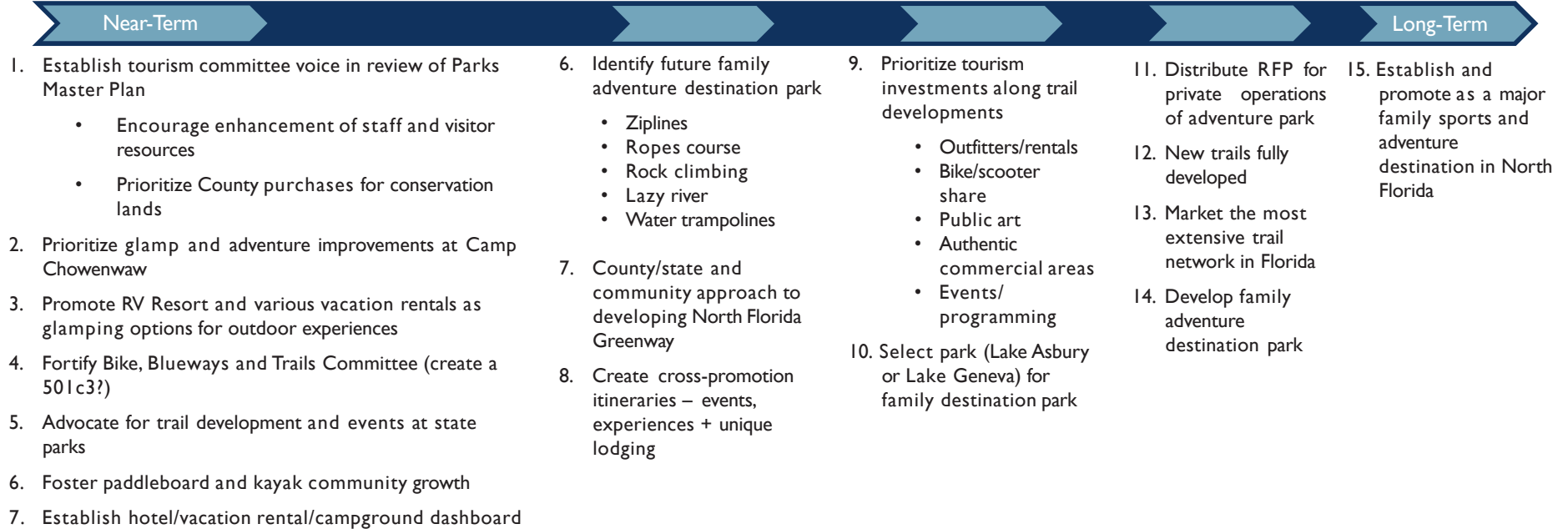
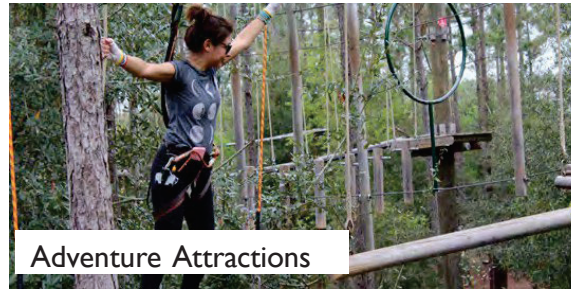
Indoor Complex



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

Festivals



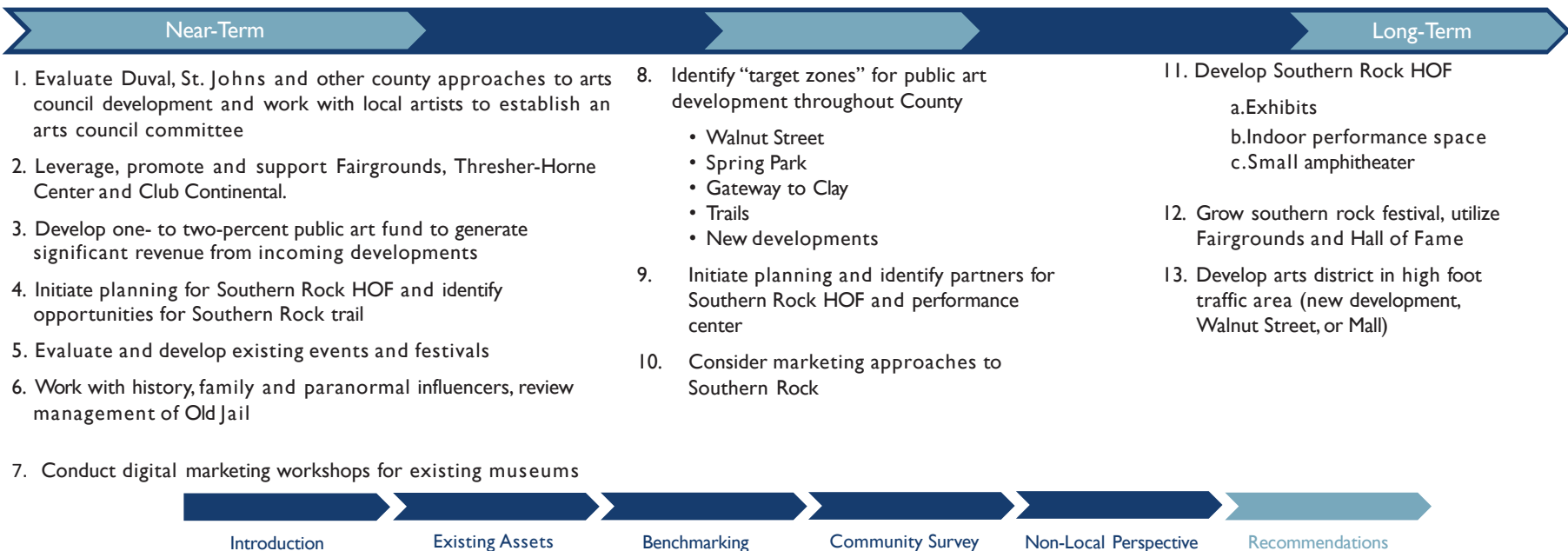
Public Installations



Music Hall of Fame



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



Near-Term

Long-Term

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.

Introduction

Existing Assets

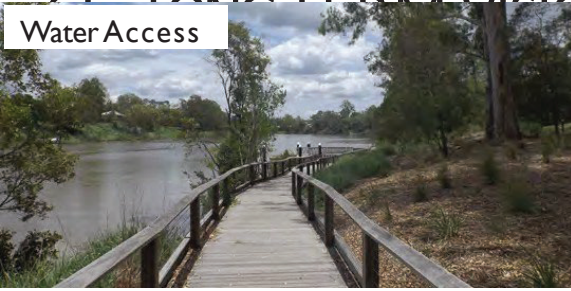
Benchmarking

Community Survey

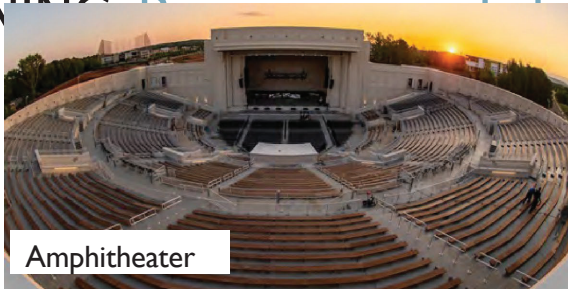
Non-Local Perspective

Recommendations

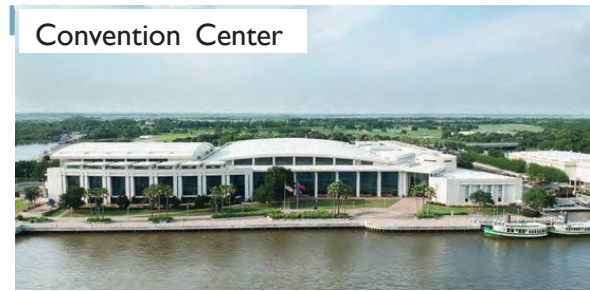
Water Access



Amphitheater



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.

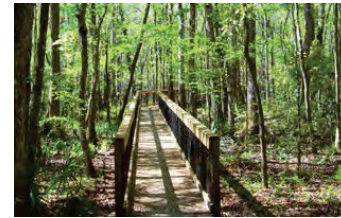
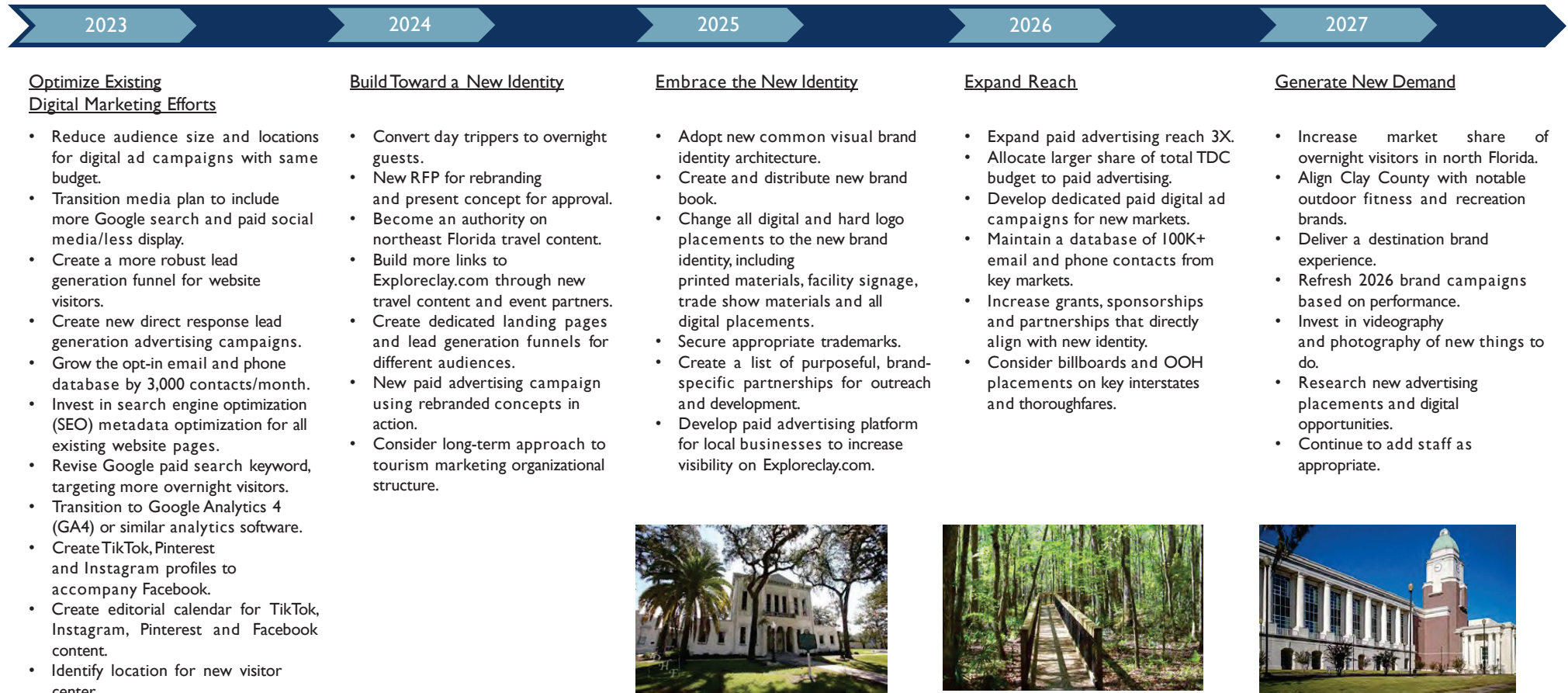
It will be critical for the County to consider these types of transformational projects as central to the growth of the visitor sector and residential development.

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.



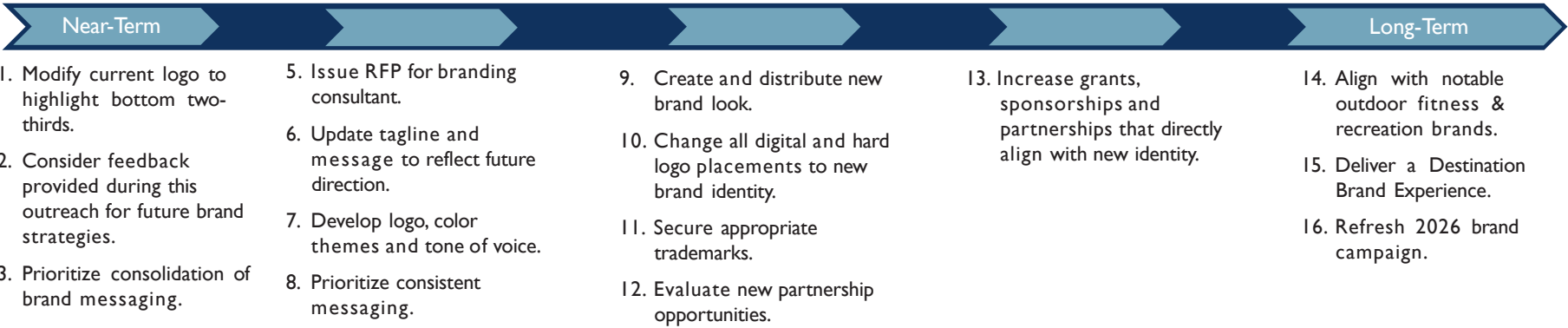
F. TOURISM PROMOTION: Recommendations



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!

Attachment
“F”
Events Marketing Grants
Report

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		x	\$ -	\$ 3,000	8/22/2023
Hometown Holiday	12/9/2023	\$ 3,500		x	\$ -	\$ 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 March 5, 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			\$ 1,481	\$ 19	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			\$ 1,481	\$ 102,019	

Updated March 5, 2024

	\$ 300,000	\$ 222,500	\$ 77,500				
FD1071- CC1253- SC548005				\$ 300,000	\$ 6,981	\$ 293,019	

Attachment

“G”

TDC FY 23/24 Budget

Budget vs. Actuals (Spend)

02:17 PM
03/06/2024
Page 1 of 5

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)

02:17 PM
03/06/2024
Page 2 of 5

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	5,801.00	7,101	18,689	27.53%	22.49%
(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	204.88	205	887	18.76%	18.76%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	FICA Taxes (521000)	19,354.00	0	0	5,649.11	5,649	13,705	29.19%	29.19%
(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	13,413.80	13,414	67,793	16.52%	16.52%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Life Insurance (523100)	264.00	0	0	57.88	58	206	21.92%	21.92%
(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)

02:17 PM
03/06/2024
Page 3 of 5

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	105.53	106		194		35.18%	35.18%
(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	800.00	9,600.00	10,400		122,600		7.82%	7.22%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Regular Salaries (512000)	249,940.00	0	0	75,646.42	75,646		174,294		30.27%	30.27%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Retirement Contributions (522000)	36,072.00	0	0	10,279.38	10,279		25,793		28.50%	28.50%
(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)

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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	1,260.71	1,261	4,789	20.84%	20.84%
(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	0.00	34,906.00	34,906	1,094	96.96%	96.96%
(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)

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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)	300,000.00	0.00	104,519.03	6,980.97	111,500		188,500		37.17%	2.33%
(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						2,986,798.00	(6,000.00)	750,350.28	234,599.13	978,949		2,007,849		32.78%	7.85%

Attachment
“H”
Historical Society
Request

Clay County Historical Society

History Museum and Railroad Collection



915 Walnut Street
Green Cove Springs, FL 32043
(904) 284-9644

HOURS

Sunday 2 p.m. until 5 p.m.
(except some holiday periods)

Donations accepted

SPECIAL TOURS

By prior arrangement

*New Members & Volunteers are
Always Welcome*

Historic Triangle

The property in Green Cove Springs, FL with the 1890 Historic Courthouse, the Clay County Historical Museum, Veterans Memorial and the 1894 Historic Jail/Archives has become known as the Historic Triangle.

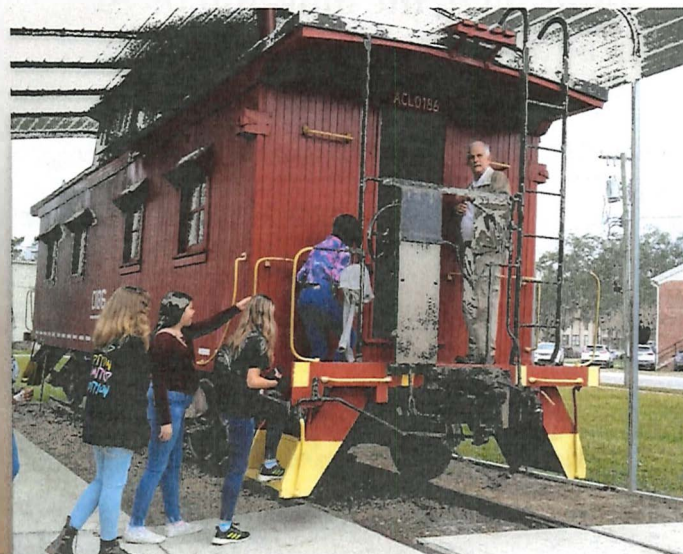
In 1992, the Bud Hess Railroad Collection with an authentic station house, and a fully equipped red wooden caboose was added.

Committed to promoting awareness of local history and
safeguarding as much as possible to share with future generations

Clay County Historical Society
915 Walnut Street
Green Cove Springs, FL 32043



www.claycountyhistoricalsociety.org



Clay County

Clay County, Florida was named for Henry Clay and carved out of Duval County South of McGirt's Creek to Bellamy Road in 1858.

Not a Floridian, Henry Clay represented Kentucky both in the Senate and in the US House of Representatives. He was known as the "great compromiser".and was a guiding force in American political life in the early 1800's. He promoted the "American System"; his plan to support domestic industry and agriculture through improved transportation routes, a protective tariff, and a national bank.

Green Cove Springs is the County Seat of Clay County and home of the Clay County Historical Society Museum in the Courthouse Annex.

Clay County Historical Society

The Clay County Historical Society was organized in 1966 to perpetuate and share the history of Clay County. Our vision is to become the Clay County hub for historical preservation.

Since opening in 1975, the Historical Museum has been managed by volunteer members. The museum has a Country Store, Early Kitchen, Doll Room, Vault Room and Music Room featuring the Slim Whitman Collection. In addition to the museum there is a railroad collection including a red wooden caboose, a train station and hand cart.

Meetings of the Historical Society are held bi monthly on the 4th Monday at 6:30 p.m. in the 1890 Historic Courthouse. Meetings, Events and Speakers are posted at www.claycountyhistoricalsociety.com

Clay County Historical Society
915 Walnut Street
Green Cove Springs, FL 32043

Membership Donation : \$15.00

Optional donation _____

Total: _____

Name _____

Address _____

E mail _____

Phone _____

I am interested in:

☐ Historic Sites ☐ Museum

☐ Membership ☐ Publicity

☐ Events ☐ Fund Raising

www.claycountyhistoricalsociety.org

Phone: (904) 284-9644

info@claycountyhistoricalsociety.org



Get Involved

Your support helps us continue to preserve the rich history of Penney Farms for future generations and provide fun and educational programs to the community. As a member you receive the benefits of museum exhibits and activities, historical photographs and archives, and more importantly, you will be proud to know you support our mission to keep our history alive, preserved, and treasured by all.

Historical Society of Penney Farms

4100 Clark Avenue
P.O. Box 1041
Penney Farms, FL 32079

Membership Donation: \$10
(Optional) Additional: _____
Total: _____

Name _____

Address _____

Phone _____

Email Address _____

I am interested in:

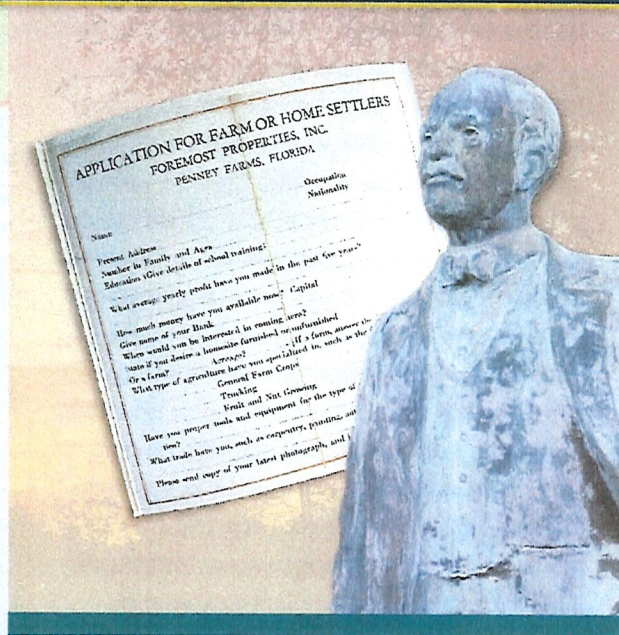
☐ Historic Sites ☐ Museum
☐ Membership ☐ Publicity
☐ Events ☐ Fund Raising



www.HistoricalSocietyofPenneyFarms.org

Phone: (904) 742-1344

Email: info@historicalsocietyofpenneyfarms.org



After the Great Depression, Foremost Dairies continued an application process similar to J.C. Penney's to attract stable, industrious families to farm small plots of land as homesteaders and to work on dairy, poultry or truck farms. There were mules to rent and equipment for reasonable fees as well as feeds, seeds and fertilizer at wholesale prices. A grocery store, gas stations, a post office, a hotel, garage and drug store grew to meet the needs of the thriving community.

Prevailing and guiding principle
of J.C. Penney:

*Do unto others as you would have
them do unto you.*

Matthew (7:12)

Technical support for the creation of this brochure was provided by the JC Penney Memorial Scenic Highway and the Florida Department of Transportation.

Historical Society of Penney Farms
4100 Clark Avenue
P.O. Box 1041
Penney Farms, FL 32079



4100 Clark Ave.
Penney Farms, FL
(904) 742-1344

info@HistoricalSocietyofPenneyFarms.org

HistoricalSocietyofPenneyFarms.org

A Brief History of the Town of Penney Farms

Long before Penney Farms there was a settlement called Long Branch, Florida. Dowling Lumber and Florida Farms and Industries provided employment to the sparsely populated community. Then the Florida Land Boom directed the nation's attention to Florida and in 1925, the department store pioneer J. C. Penney arrived. He purchased 120,000 acres in Long Branch as well as property including a saw mill and a hotel in Green Cove Springs hoping to develop a self sustaining farming community with offices in the nearby town. Bad weather, the real estate decline and the stock market crash pressed Penney to slow, but not squelch his idea for this farming community. As things turned out, a sixty acre site for his Memorial Home Community, now Penney Retirement Community, survived and is part of the Town of Penney Farms. As the population grew it sported a school, church, hotel, gas station, store, jail, fire station, golf course, air field and swimming pool. Today, there is Penney Retirement Community, New Hope Community, an auto repair business, private homes, Town Hall, a Historical Museum, a beautiful passive park and lovely section of the Florida Scenic Highway.



Historical Society of Penney Farms Town of Penney Farms Historical Museum

The Historical Society of Penney Farms was established in 2004 and, thanks to support from local and county governments, the organization moved into the renovated space of the former Penney Farms Fire Station in 2022. This move created a venue to hold meetings and events as well as display material of historical value that had been collected and preserved. The mission of the Historical Society is to *educate the community about its rich and dynamic history, and maintain the museum as a repository for archival materials.*

For more information about hours, monthly meetings and guest speakers please visit online at:

HistoricalSocietyofPenneyFarms.org

Centennial years are approaching for The Penney Memorial Church and Memorial Home Community developed by JC Penney in 1926 as well as the Town of Penney Farms, incorporated by the State of Florida in 1927.

Attachment
“I”
Subcommittee Minutes

TDC Grant Subcommittee Meeting

February 20, 2024 – 8:30 am – Clay County Administration Conference Room A



Agenda

I. Budget for Grants

- A. 13.5% of the budget (with all additions - \$250,000)
- B. We've added another \$50,000 from reserves to bring the total budget allocation for FY23-24 to \$300,000. – Kimberly – going from \$238k to \$300k
 - Scottish games receiving \$40k, depleting the grant funds. Need to revisit how much money is being given out with no guaranteed ROI. No required out of town marketing.
 - Not sustainable because we are dipping into reserves.
- C. Do we need to stick with a percentage or flat amount?
 - How to approach in the future. There are set grant amounts every year, but how does that look in the future with increased sporting events.
 - Trackable ROI/stay to play
 - We can apply for grants to Florida Sports Association
 - Share costs with other counties because they are sharing in the hotel stays
 - May need to create a grant maximum amount or need event information, ie hotel stays
 - Push to move to flat amount

II. Definitions and Maximum Limits

- A. Need Period – Jan, July, Aug, Sept, Oct, Nov, Dec
 - Based on historic occupancy
 - October has never been a need period, except for last year, optimistic for this year, still leave it as a need for 2024
- B. New Bid Scoresheet
 - Kevin created two different sheets. Landscape version has a section for definitions. Has breakdown for hotel stays
 - What was our biggest generator for hotel stays? USA Cycling 2021, over 1000 stays
 - Need 5 tabs
 - Kimberly tested new scoresheet with Minor League Golf.
 - Steven - Maximum award, needs to meet higher standards. Lean on a scoring system that cannot be manipulated. Supply ticket sales data, stay to play data, after repot scorecard, event during need period.
 - Can eliminate the "ask"
 - How to not penalize first-time events – with no previous data
 - Need ticket sales data, room night data

- If ticketed event, we may be able to help with geo-tracking that we may be able to help with.
- Get creative with check-ins. Use Eventbrite for free events
- Steven questions what happens if there are less hotel stays than estimated, how does that effect next year's ask?
- Samantha brings up the definition of Tourism, these organizations are not understanding that the grant money is coming from tourism so they may not understand why this data is important. Education programs for grants is coming back - Kimberly

C. Signature Event

- Reimbursement of marketing expenses
 - Grant recipient plans/purchases marketing
 - Marketing match continues
- Current max = \$45k Suggested new max = \$20k?
 - Kevin points out that this can be figured out using the scoresheet.
 - Steven - \$20k max for Signature Event, having to meet all the markers. \$2500 for every 500 room nights, extra 5k for need period. Can get up \$30k. Use post event data to award money. Requires a more accurate pre-event estimate.
 - Kimberly – Do we just use one grant for sports and signature events?
 - Different events, grants are used differently
 - Add multipliers to events, ie prove there is a media outreach for an extra 20%
 - We have been too generous in previous events. Put a cap on events and/or make it more uniform for all events. More transparent for the TDC
 - Require data, money should still be used for marketing
 - Provide marketing performance review
 - List of agencies/influencers provided and list of services if they want us to do it
 - Consult with event planner, see target audience, deeper buy into what we are already doing.
- Max award only given for Need Period business
- Attendance 20,000 or more (may be multi-day)
- Must have/supply history of room night generation

D. Special Event

- Reimbursement of marketing expenses
 - Option 1: Grant recipient plans/purchases marketing
 - Option 2: Grant award will be planned/purchased/executed by Tourism Dept.'s advertising agency in special contract amendment
- Current max = \$3,500
- Max award only given for Need Period business

- Attendance less than 20,000
- Must have/supply history of room night generation

E. Community Event

- \$1,000 Grant award will be planned/purchased/executed by Tourism Dept.'s advertising agency in special contract amendment
 - Samantha – Is there a maximum number of times they can receive this grant? The goal is to grow the event and evolve beyond the need for a grant
 - Less and less handholding over the years, they are given the steps on how to create their own marketing plan
- Majority of attendance is from within a 100-mile radius

F. Event Grant Discussion

- Kimberly – We are no longer viewed as a sponsor because the grants are reimbursable.
 - The Fair and Scottish games no longer list us as a sponsor, no banner
 - Sponsorship may be reframed as a requirement in the future

G. Sports Events

- More emphasis on pursuit of this business
- Must have/supply history of room night generation
- Currently no max award Suggested max award = \$20k
- Max award only given for Need Period business
- Permissible expenses
 - Marketing to increase attendance/ticket sales (advertising, promotions, etc.)
 - Site fees/costs (venue rental, insurance, etc.)
 - Bid Fees, Rights and Sanction Fees

H. Evaluate form

- Steven – Simplify form by adding definitions and max amounts.
- May need a custom calculation for Clay County
 - Signature: Calculation for max/minimum amount. Clear additional amounts: hotel stays, need period, attendees
 - Need more specific to Clay County spend amount per person. \$115/per person for accommodations is what we are using now

I. Do we implement this form for all grants?

- Economic impact calculator

III. TDC Meeting 3/6/24

IV. Next Grants Subcommittee meeting – TBD

V. Adjourn

Attachment
“J”
Clay County Events

Upcoming Clay Events: 6/6-5/12

Event Name	Date(s)	Time(s)	Location
1 Dreamland Carnival 2024	2/29-3/10	12:00-11:00 PM	Orange Park Mall
2 Look Up at the Stars	3/8-3/9	7:00 PM - 9:00 PM	Mike Roess Gold Head Branch State Park
3 Pride and Prejudice	3/8-3/10	7:30 PM - 9:30 PM	The Island Theater
4 Carrie Clarke Day 2024	3/9	11:00 AM - 4:00 PM	Clarke House Park
5 Starship Featuring Mickey Thomas	3/9	7:30 PM - 10:00 PM	Thrasher-Horne Center
6 Clarke House Historic House Tours	3/10	2:00 PM - 4:00 PM	Clarke House Park
7 Spotlight Kids: Seussical The Musical TYA	3/11-3/16	11:00 AM - 2:00 PM	Spotlight Center
8 Almost ABBA – #1 Tribute to ABBA	3/15	7:30 PM - 10:00 PM	Thrasher-Horne Center
9 Lucky Charms Custom Charm Bar	3/15	6:00 PM - 9:00 PM	5th & Paisley Boutique
10 Scottish Highlands Painting Class	3/15	6:00 PM - 9:00 PM	Walnut Street
11 3rd Saturday Market in the Park	3/16	10:00 AM - 2:00 PM	Green Cove City Hall Front Parking Lot
12 Cute as a Bunny Hop	3/16	11:00 AM - 1:00PM	The Orange Park Mall
13 Hickory Trail Nature Hike	3/16	9:00 AM - 10:00 AM	Camp Chowenwaw Park
14 Military Appreciation Day 2024	3/16	9:00 AM - 3:00 PM	Clay County Fairgrounds
15 Moosehaven Easter Festival 2024	3/16	10:00 AM - 1:00 PM	Moosehaven
16 The Rat Pack	3/16	7:30 PM - 9:30 PM	Thrasher-Horne Center
17 Braden Carlisle Magic Show	3/17	6:30: PM - 8:30 PM	The Island Theater
18 Clay & Water 2024	3/17-3/21	7:00 PM - 10:00 PM	McCormick Hall
19 Orange Park Farmers' Market	3/17	10:00 AM - 2:00 PM	Orange Park Town Hall
20 Saint Patrick's Day at Talons	3/17	2:00 PM - 8:00 PM	Talons Restaurant at Eagle Harbor Golf Club
21 St. Patrick's Day Bash 2024	3/17	2:00 PM - 9:00 PM	Fleming Island Golf Club
22 College Drive Food Truck Night	3/22	5:30 PM - 8:00 PM	Asbury United Methodist Church
23 Bunny Breakfast at Magnolia Point	3/23	8:30 AM - 12:30 PM	Magnolia Point Golf & Country Club
24 Old Fashioned Farm Day Town of Penney Farms	3/23	10:00 AM - 3:00 PM	Kohler Park
25 Tuner Fest Florida 2024	3/23	9:00 AM - 6:00 PM	Florida International Rally & Motorsport Park
26 Vietnam Veterans Day Ceremony 2024	3/23	10:00 AM	TAPS Monument
27 World Ballet Series: Swan Lake 2024	3/29	7:00 PM - 10:00 PM	Thrasher-Horne Center
28 Florida Gravel Grinder Cycling Event	3/30	9:00 AM - 3:00 PM	Jennings State Forest
29 Moccasin Slough Nature Hike	4/1	9:00 AM - 10:00 AM	Moccasin Slough Park
30 Clay County Agricultural Fair	4/4-4/14	Times Vary	Clay County Fairgrounds
31 Clue On Stage	4/4-4/20	12 PM & 7 PM	Spotlight Center
32 Dinosaur World LIVE	4/4	7:00 PM - 9:30 PM	Thrasher-Horne Center
33 Green Cove Springs Food Truck Friday	4/5	5:00 PM - 9:30 PM	Spring Park
34 Fleming Island Saturday Market	4/6	9:30 PM - 2:00 PM	Village Square Shopping Center
35 Lacrosse Tournament 2024	4/6-4/7	TBD	Regional Sports Complex
36 Orange Park Farmers' Market	4/7	10:00 AM - 2:00 PM	Orange Park Town Hall
37 Spamalat at The Island Theater	4/12-4/21	7:30 PM - 9:30 PM	The Island Theater
38 Operation Outdoor Freedom Pioneer Trail	4/13	TBD	Middleburg, FL
39 Seamark Ranch 11th Annual Mudrun	4/13	6:30 AM - 11:30 AM	Seamark Ranch
40 Andrew Ratliff Magic Show	4/14	7:00 PM - 9:00 PM	The Island Theater
41 Clarke House Historic House Tours	4/14/-4/15	2:00 PM - 4:00 PM	Clarke House Park
42 God of Carnage	4/19	TBD	Orange Park Community Theatre
43 3rd Saturday Market in the Park	4/20	10:00 AM - 2:00 PM	City Hall Front Parking Lot
44 Kids Fest – Town of Orange Park	4/20-4/21	10:00 AM - 4:00 PM	Orange Park, FL
45 Middleburg Spring Festival 2024	4/20	11:00 AM - 3:00 PM	Middleburg Civic Association
46 Whitey's Rib + Sides Cook Off 2024	4/21	4:00 PM	Whitey's Fish Camp
47 CalaVida 2024	4/22-4/26	6:00 PM - 8:00 PM	Green Cove Springs
48 Gilligan's Island the Musical	4/25-5/12	12 PM & 7 PM	Spotlight Center
49 College Drive Food Truck Night	4/26	5:30 PM - 8:00 PM	Asbury United Methodist Church
50 Hope Ignited Mom Comm 2024	4/26-4/27	3:30 PM	The Springs Church
51 RAIN- A Tribute to the Beatles	4/30	7:30 PM - 9:30 PM	Thrasher-Horne Center
52 Moccasin Slough Nature Hike	5/1	9:00 AM - 10:00 AM	Moccasin Slough Park
53 Sawyer Brown at Thrasher-Horne Center	5/1	7:30 PM - 10:00 PM	Thrasher-Horne Center
54 An Experiment With An Air Pump	5/3-5/12	7:30 PM - 9:30 PM	The Island Theater
55 Green Cove Springs Food Truck Friday	5/3	5:00 PM - 9:30 PM	Spring Park
56 Vintage Market Days	5/3-5/5	10:00 AM - 4:00 PM	Clay County Fairgrounds
57 Fleming Island Saturday Market	5/4	9:30 PM - 2:00 PM	Village Square Shopping Center
58 Orange Park Farmers' Market	5/5	10:00 AM - 2:00 PM	Orange Park Town Hall
59 Trace Adkins	5/9	7:30 PM - 10:00 PM	Thrasher-Horne Center
60 2024 Ignite Dance Competition	5/10-5/12	TBD	Thrasher-Horne Center
61 2024 MotoSurf Games	5/10-5/12	TBD	Keystone Beach
62 Amazing Grace Family Farms Sunflower Festival	5/11	TBD	Amazing Grace Family Farms