



TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

November 7, 2022, 3:00 PM
Administration Building, 4th Floor,
BCC Meeting Room,
477 Houston Street,
Green Cove Springs, FL. 32043

Call to Order

Present: Commissioner District 1 Mike Cella - Chairman
Deborah Beals
Neil Porter
Kimberly Evans
Randy Anderson
Kevin Robert
See Attachment A.

Absent: Brian Knight
Gi Teevan
Steven Kelly

Staff Present: County Attorney Courtney K. Grimm
Director of Tourism & Film Development Kimberly Morgan
Tourism Assistant Connor Mathews

Chairman Mike Cella called the meeting to order at 3:04 pm.

Public Comments

Chairman Mike Cella opened the floor for public comment at 3:05 pm.

Hearing no comment, Chairman Mike Cella closed the public comment at 3:05 pm.

Presentations

1. EVOK Quarterly Report
Quarterly marketing update from EVOK Advertising.

Larry Meador, President of EVOC, presented a PowerPoint presentation to the Council attached to the agenda regarding the quarterly marketing report. The presentation can be seen in its entirety at www.claycountygov.com/government/clay-county-tv-and-video/archive-committees-Tourist-Development-Council - at 1:48 and ending at 7:00 with Mr. Meador taking questions from the Council.

Chairman Mike Cella referenced a slide that represents "Key Highlights" and said he

thought golf would be a much higher score for us or maybe there is competition there. Mr. Meador said there is quite a bit of competition. Most of the search is coming from a GEO. So, when they are doing the search terms, they look for people that are in what we consider to be a doughnut area and you are a drive market. The focus is not on key words locally, we are going to assume that people here within this market are going to know where the golf courses are and such. But in a 2-to-4-hour radius the problem is people do not travel 4 hours to golf. That activity does not bode well for tourism it is usually an add-on when someone is coming into market. Ms. Morgan noted that in terms of golf and our relationship with Florida's First Coast of Golf, that September is traditionally the lowest traffic month because of the heat and school starting back, etc. Ms. Beals asked what the top season for golf is here. Ms. Morgan said it is the spring. Ms. Beals asked for clarification regarding the google analytics vs the G4. Mr. Meador said G4 is more complex. They are producing content on this currently doing a three-part blog series that explains. There is a limited amount of time to move from google to G4, so they took the initiative and moved all their clients to G4. Ms. Beals said so we should be able to see more information. Ms. Morgan answered right and really since the migration has happened staff will be able to have analytics that some people may not because we have made the shift. The measurements are different engagement points where traditionally we had looked at how long someone was at the site and where they were going and now, we are actually looking at what they are doing on the page.

2. Airstream Ventures- Quarterly Report

Quarterly report from Airstream Ventures.

Alan Verlander, CEO of Airstream Ventures, presented a PowerPoint presentation attached to the agenda to the Council regarding Airstream Ventures' quarterly report. The presentation can be seen at [www.claycountygov.com/government/claycounty-tv-and-video archive - committees - Tourist Development Council - 12:15, at 23:44](http://www.claycountygov.com/government/claycounty-tv-and-video/archive-committees-Tourist%20Development%20Council-12:15,at%2023:44), Mr. Verlander stopped the presentation and asked the Council if they had any questions regarding events.

Deborah Beal asked for an update regarding street soccer vs. kickball. Mr. Verlander said street soccer is gaining popularity because of COVID and people just wanting to get outside. There has been discussion about street soccer but nothing serious right now.

Kimberly Evans asked after attending the associations if a report was brought back to the TDC. Mr. Verlander said there is a summary typed of every convention and given to Ms. Morgan. Ms. Morgan said they also have weekly calls. Chairman Mike Cella noted another sport that is not thought about a lot is wrestling, and during the pandemic, there was a successful high school wrestling event at the fairgrounds. That sport has a great following and could have opportunities for us down the road. Mr. Verlander said it is growing by leaps and bounds. The fairgrounds can be used for many events if they had the flooring and gave an example of the college wrestling held at JU. Chairman Cella asked if that was an event that airstream created. Mr. Verlander said they did, and they are trying to create more events like that in Clay County, i.e., the cross-country event that would be created from scratch because we see the ability to do more here.

Mr. Verlander began the presentation again to discuss the annual contract/October

2022-Setpemebr 2023 - at 29:16 and ended at 30:18. Mr. Verlander discussed the goals for events, room nights, and tourism impact. There were no other questions from the Council.

Discussion

There was no discussion.

Approval of Minutes

3. Minutes from TDC Meeting October 10, 2022
TDC Meeting Minutes from October 10, 2022.

Neil Porter made a motion for approval of the October 10, 2022, TDC meeting minutes, seconded by Deborah Beals, which carried 6-0.

Budget

4. Budget Review
 - Final FY 21-22 Budget
 - FY 22-23 Budget
 - (K. Morgan)

Kimberly Morgan, Director of Tourism & Film Development, apologized for not having the information on the agenda and said that they have not closed out this year or 21/22, but some purchase orders need to be closed out. The FY21/22 budget is what was given to the Council. See Attachment B. There will be a very different budget for the 22/23 year in January. In the 21/22 year, there was one fund and one cost center; for 22/23, those will be separated into two. On the handout, you can see how staff has tracked each cent that is required from state statute 125.014. Staff has started to create the fund and budget based on those pennies. So, the first three pennies will be one cost center and fund, and the fourth and sixth penny will be another fund and cost center; we do not qualify for the fifth penny. So, there will be two sets of financials in January; they are still working out the revenues because they have been separated. Nothing has changed from an allocation standpoint.

Ms. Deborah Beals asked for clarification for the reference instead of a number on the handout. Mr. Robert said there was an error in the formulas. Ms. Morgan Said she would fix it before the next meeting.

Chairman Mike Cella asked for the status of Wonder Media. Ms. Morgan said the contract is being finalized, and we are getting ready to shoot a sports video that will feature two of our sports fields, the Thrasher-Horne Center and the Fairgrounds, and tease the new sports complex and gun range as much as possible. A neighborhood video is also being worked on that features the seven neighborhoods to include the four municipalities plus Middleburg, Oakleaf, and Fleming Island. Wonder Media also has a visitor tv program for all the hotels and airports. These videos will continue to be part of

our video library and be visible to travelers. Chairman Cella asked if we are able to utilize those videos after they are done. Ms. Morgan answered yes.

Mr. Kevin Robert asked what the fifth pennies is that we do not qualify for. Ms. Morgan said it is for an ultra-tourism destination where you must collect \$500,000.00 for one penny. It is for the big leagues like Miami, Tampa, and Orlando.

Ms. Beals asked if there would be commercials for events. Ms. Morgan said that is one of the things they are working on and part of the local campaign they are hoping to launch.

5. Event Grant Update

- FY 21-22 Grant Final Report
- FY 22-23 Status Update for Marketing and Sports Grants
- TDC Marketing Grant Subcommittee Report
- (C. Mathews)

Kimberly Morgan, Director of Tourism and Film Development, said that Ms. Mathews would go over where we stand with the event grants; however, we did receive a last-minute application. They made the deadline, but we could not add it to the agenda due to technical issues. See Attachment C.

Connor Mathews, Tourism Assistant, discussed the final event grant list for FY21/22 attached to the agenda. It shows a few highlighted events, with one being the usual BASCA, because it happened so close to the end of the fiscal year and is the first carry-forward we ask for in the budget because the grant guidelines do iron out 60 business days for that process. Ms. Mathews said the fair is still in review and is waiting for official signatures and should be paid within the week. Also, the Girls Lacrosse Showcase from May 28 and 29 was submitted this morning.

Chairman Mike Cella said he was looking at the variance amount of \$60,471.00, which is the monies left over after all the other accounts have been closed out. Ms. Mathews said the money was left unused in the allocated awards. Chairman Cella said after we use the \$45,000.00 and the \$3,500.00, we would be down to about \$12,000.00. Ms. Mathews answered correct. Chairman Cella explained to the new members that the \$12,000.00 left over would be round over to the new year grants and take a certain percentage of that and put it back in product development and hold some of it for last minute or outside grants that we may not expect.

Ms. Mathews discussed the grant application for Cattle at the Cove, which they had technical issues with. See Attachment C. They did make the deadline, but staff was unaware due to the issues. They are requesting \$10,000.00 for a sports event grant; after scoring with the allocation formulas, the application scored at 120 points, so the allocation formula recommended a grant of \$4,000.00. Chairman Mike Cella asked for an explanation of the event. Ms. Mathews said the sports grant guidelines refer to a "sports event" as something with a governing body. In Cattle at the Cove, that is the Cattleman's Association, they grade and score cattle on weight, fat, breed, and look. Ms. Morgan noted they also do showmanship competitions. Ms. Kimberly Evans asked if this

event had happened before. Ms. Mathews said the 2023 event would be the third year, but this is the first year they have requested a grant.

Following the discussion regarding attendees and room nights, Kevin Robert made a motion for approval of the staff's recommendation of \$4,000.00, seconded by Kimberly Evans, which carried 6-0.

Ms. Mathews said the next piece of information is regarding the 22/23 grant outlook attached to the agenda. No one has submitted their information yet, so it is just the bare bones. The Cattle at the Cove will be added once it goes through the F & A and BCC.

Ms. Mathews addressed the Council regarding the TDC Marketing Grant Subcommittee. The committee met in the conference room on October 24, 2022, at 9:30 am. There was a discussion about grants, and we refocused on those, making sure what questions to ask. They would evaluate the guidelines and research other destinations to see if we are at standard of everyone else. The committee will be providing notes and edits at our next TDC meeting. Chairman Mike Cella asked who was on the subcommittee. Ms. Mathews said the members include - Kevin Robert, Kimberly Evans, Gi Teevan, and Steven Kelley.

6. Film Development Subcommittee Update

A report from the October 24, 2022 Film Development Subcommittee meeting. (K. Evans)

Kimberly Evans, Chairman of the Film Development Subcommittee, gave the Council an update. Ms. Evans said they met on October 24, 2022, and had a great meeting. Ms. Morgan told them that we have been in the film world very reactive. In the 90s, we did have a flurry of film in Green Cove Springs. There is a lot of money to be brought in with the economic impact of film development. So, there was a discussion on how we get our start and where to get our synergy. There are three goals:

1. Researching smaller destinations - Who does this as a small destination well.
2. Require Permits - So we know who is here and what they are doing.
3. Evaluate the current web content in relation to the film industry.

The committee would meet again on December 7, 2022.

Chairman Mike Cella said there had been filmmakers approach us. Would it be worthwhile to reach out to them about attending one of the meetings. Ms. Morgan said most definitely. They have engaged with a filmmaker that has reached out and volunteered to help with projects. Chairman Cella said having someone like Airstream jump started having sporting events; maybe it can be a discussion at the next meeting and determine if a consultant or firm could help get us in the right place.

Mr. Kevin Robert said there was a discussion for a lobbyist or a contractor that could

help out, but it was also about incentives and what they are looking for to do something in the area. Chairman Cella said it is usually money, but that is fine; it works to our advantage to have someone attend events or conferences.

New Business

7. Director's Report

Final review of 2018 Tourism Strategic Plan and accomplishments. (K. Morgan)

Kimberly Morgan, Director of Tourism & Film Development, addressed the Council regarding the final review of TDC 2018 strategic plan. Ms. Morgan said since we have a new plan, we thought it would be good to tell the council what was accomplished in the 2018 strategic plan.

Strategies:

- Staffing - They are in the second interview phase for the third member of the team and there will be discussions regarding a fourth member and how to deploy that position later this week.
- Tourism Marketing and Advertising - At the time of this plan, we had not launched exploreclay.com and not really done any type of marketing or advertising, so we have done that and developed strategic partnerships with Florida's First Coast of Golf and Visit Florida, which are industry standards. We sent out our first RFP for an advertising agency, hence our contract with EVOK
- Community Stakeholder Relations - We have built a data base of 400 local businesses that are product we market and sell. We know we cannot do it alone, so we have engaged with the Chamber, EDC, all the municipalities and their entities from an economic development standpoint and their government entities. There are monthly meetings with each municipality.
- Sales - We have been able to think outside of the box with different types of sports tourism and events. There has been success with bringing non-traditional sports events to the area
- Public Relations and Communications - This is an area that still need to be improved on. Staff did attend a media "meet up" and met with twenty different media outlets that were either bloggers, social influencers, wrote for magazines, or had a TV show. Moving forward trying to get our story told.
- Product Development - There have been passport programs developed. The savings pass and the history passport and working on the coffee house tour. Previewing the drafts for the monument welcome signage. They will be at the Orange Park Mall and in Oakleaf along the Duval/Clay County line.
- Visitor Services - The visitor centers are close to being operational. Content is needed for the Town of Orange Park and that could be up and running in the next couple of weeks. The technology is being finalized and the visitor centers would be up in the municipal City Halls. The visitor and event venue guides are downloadable from our website.

Chairman Mike Cella said we have certainly come a long way since the first meeting that he chaired, and it was just Ms. Morgan in the tourism department.

8. 2023 Meeting Dates

First week or Monday of the second week:

- January 4 at 3:30 pm - F&A January 17- BCC January 25
- March 1 at 3:30 pm - F&A March 14- BCC March 21
- April 26 at 3:30 pm - F&A May 16- BCC May 23
- August 2 at 3:30 pm - F&A August 15- BCC August 22
- October 4 at 3:30 pm - F&A October 17- BCC October 24
- November 1 at 3:30 pm - F&A November 21- BCC November 28 (K. Morgan)

Kimberly Morgan, Director of Tourism, addressed the Council regarding the 2023 TDC meeting dates. The dates are mostly on a Wednesday and coincide with the Finance and Audit, and BCC meetings.

Following the discussion regarding the scheduled dates and day of the week for the meetings, Neil Porter made a motion for approval of the TDC 2023 Meeting Dates, seconded by Deborah Beals, which carried 6-0.

9. Tourism Strategic Plan - Next Steps

Prioritize the Strategic Plan recommendations:

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

(K. Morgan)

Kimberly Morgan, Director of Tourism & Film Development, addressed the Council regarding the next steps for Tourism Strategic Plan. Ms. Morgan thanked the Council for taking the attached survey and noted that staff had forgotten an item: the Long-Range Vision and suggested focusing on the big seven. Staff will then do a revised business plan to present to the Council at the January meeting. From the overall seven, the top-rated priorities were:

- Amateur Sports and Guiding Development (Tied)
- Outdoor Adventure
- Tourism Promotion
- Long-Term Visioning
- Branding
- Arts and Culture

Ms. Morgan asked the Council their thoughts on the priorities after taking the survey. Chairman Mike Cella said it goes along with his thinking of let's go with what we already have in terms of amateur sports. Guiding commercial development is important because we need to bring those individuals with us to succeed with public/private partnerships for indoor multi-functional buildings. We need promotion to get people to attend the events as we go along. With long-term visioning, a lot of the long-term things are big and take a long time, money, and coordination. Branding is important, but at the same time, we are in the middle of this and hate to take a timeout and do another RFP and hate for someone to come in and charge us a lot of money to put up another logo.

Following the continued discussion amongst the Council regarding the priorities and the importance of branding, Chairman Mike Cella asked Alan Verlander, CEO of Airstream Ventures, to give his thoughts on branding. Mr. Verlander said that a brand might not be what draws people in; it is a facility, hotel, or experience. Once people get here to Clay County, they have a phenomenal experience. Ms. Morgan said the key point is that the brand is not just the logo but the entire experience. Chairman Cella asked for Mr. Meador's input as well. Mr. Meador said they developed Marion County's logo and developed two logos. One for the vision of the county and one for historic nature. The logo they liked was for the vision of the county and where they were headed. A brand logo and identity must tell the story of who you are. Mr. Meador described building a new website.

Ms. Morgan gave the Council a snapshot of the efforts for the top three priorities.

Old Business

10. Visitor Center Update

Update on the Visitor Center Project. (K. Morgan)

Kimberly Morgan, Director of Tourism and Film Development, said she had no further information regarding the Visitor Center update.

11. Upcoming Events Update

Please check www.ExploreClay.com for an event calendar and the most up to date happenings in Clay County. (C. Mathews)

Connor Mathews, Tourism Assistant, said that there are tons of upcoming events. In December alone in two weekends there are approximately fifteen events happening. Ms. Mathews said just this weekend alone there is:

- Food Truck Friday
- Veterans Events - Orange park - Green Cove Springs - Keystone Heights
- Krawl'n for the Fallen - Friday, November 11, 2022, through November 13, 2022
- Moosehaven Chili Cook-off - Saturday, November 12, 2022 - 10:00 am until 3:00 pm.

Ms. Mathews said as always if you are looking for the most updated information go to:

- www.exploreclay.com - Event Calendar

Kimberly Morgan, Director of Tourism and Film Development, said on December 3, 2022, is the Keystone Heights Airport 80th Anniversary Celebration and the Green Cove Springs Christmas Parade will happen on the same day at 6:00 pm. Then the following weekend there will be the Orange Park Hometown Holidays and the Middleburg Christmas Parade. Ms. Morgan said the Saturday after Thanksgiving is Shop Small Saturday.

Adjournment

Hearing no further business, Chairman Mike Cella adjourned the meeting at 4:47 pm.

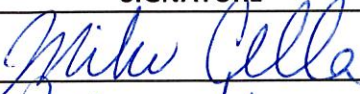

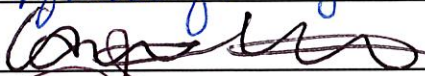


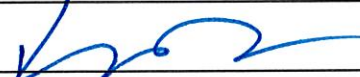


Attest:

Committee Chairman

Recording Deputy Clerk

Attachment
“A”
Sign-In Sheet

Tourist Development Council
Monday, November 7, 2022
3:00 p.m.

NAME	REPRESENTATION	SIGNATURE
Mike Cella	Chairman	
Kimberly Morgan	Director of Tourism & Film Development	
Connor Mathews	Tourism & Film Development Marketing Manager	
Randy Anderson	Town of Orange Park Council (Municipal)	
Brian Knight	Pragmatic Works (Citizen)	
Debbie Beals	Keystone Heights Realtor (Citizen)	
Gi Teevan	Event Planner (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)	

**Attachment
“B”
TDC Budget**

Approved FY21-22 TDC Budget

Updated 11/1/22

Revenue

Account Name	FY21-22
Fund Balance Carry Forward	\$4,270,927
Taxes (TDT)	\$1,505,189
Miscellaneous Revenue	\$13,911
Other Financing Sources - Non Revenues	\$20,000
Total Estimated Revenues	\$5,810,027
Statutory Reserve (Less 5% per F.S. 129.01)	-\$110,319
Total Estimated Revenues	\$5,699,708

Expenses

Account #	Account Name	Approved FY 21-22	Expenditure to Date	Encumbrance	Actual Expense	Balance	TDT %
512000	Regular Salaries	\$89,905	\$104,813	-\$14,908	\$89,905	\$0	1 - #2
514000	Overtime	\$1,500	\$924	\$0	\$924	\$576	1 - #2
	Budget Transfer from Product Development	\$1,500					
521000	Benefits (FICA, Retirement Contributions)	\$16,752	\$19,538	-\$2,786	\$16,752	\$0	1 - #2
523000	Insurance (Health, Dental, Life)	\$19,615	\$21,909	-\$2,294	\$19,615	\$0	1 - #2
531000	Professional Services	\$439,912	\$313,138	\$323,339	\$636,477	-\$196,565	
	Wander Media (Visitor TV)	\$15,000					
	FL First Coast of Golf	\$12,500	\$12,500				
	Video/Photography	\$25,000			\$0	\$25,000	
	Research	\$25,000	\$19,125		\$19,125	\$5,875	
	Bandwango	\$14,500			\$0	\$14,500	2 - #2
	Content Development	\$44,000	\$4,800	\$14,400	\$19,200	\$24,800	
	Website Development/Enhancements	\$10,000	\$2,265	\$4,000	\$6,265	\$3,735	
	Strategic Plan	\$125,000		\$125,000	\$125,000	\$0	
	Agency Services (Retainer, SEO, Photography, Video)	\$178,912	\$100,139	\$179,939	\$280,078	-\$101,166	

	Budget Transfer from Product Development to Professional Services (added to budgeted \$75k Strategic Plan)	\$50,000					
	Budget Transfer to Other Contractual Services	\$10,000					
	Overall Promotional Activities	\$1,056,632	\$543,482	\$0	\$543,482	\$579,150	
548000	Promotional Activities	\$13,500	\$2,801	\$0	\$2,801	\$10,699	3 - #1
	Community Events	\$500					
	County-Sponsored Events/Promotions	\$5,000					
	Visitor Center Equipment/Software	\$8,000	2801.31				
	Budget Transfer from Promotional Activity to M&E Non-Capitalized	\$8,000					
548003	Thrasher-Horne Center for the Arts	\$125,000	\$125,000	\$0	\$125,000	\$0	3 - #5
548004	Tourism Advertising/Marketing	\$330,688	\$166,025	\$0	\$166,025	\$164,663	3 - #6
	Visitors Guide	\$15,000			\$0	\$15,000	
	Specialty Items	\$30,000			\$0	\$30,000	
	Advertising Agency Marketing	\$143,303		\$133,800	\$133,800	\$9,503	
	Florida Country Magazine	\$3,540	\$590		\$590	\$2,950	
	Google/Trip Advisor Audit (VF Co-op)	\$7,295			\$0	\$7,295	
	Undiscovered FL (VF Co-op)	\$7,585			\$0	\$7,585	
	VISIT FL Vacation Guide (VF Co-op)	\$7,965	\$7,965	\$0	\$7,965	\$0	
	Madden Media (VF Co-op)	\$16,000			\$0	\$16,000	
	Local Campaign	\$100,000			\$0	\$100,000	
548005	Reimbursement Grants	\$485,000	\$154,890	\$0	\$154,890	\$330,110	3 - #1
	Signature Events	\$115,000	\$0				
	Special Events	\$83,000	\$5,529				
	Encumbered Events from Previous FY and Balance	\$187,000					
	Sports Events	\$100,000					
548006	FL First Coast of Golf	\$26,444	\$25,500	\$0	\$25,500	\$944	4 - #1
548008	Familiarization Tours	\$10,000	\$3,265	\$0	\$3,265	\$6,735	4 - #1
	Airstream Ventures Site Visits	\$5,000					
	Other Site Visits (Media, Reunion, Etc.)	\$5,000	\$3,265	\$0	\$3,265	\$1,735	
548009	Sports Sales and Marketing	\$66,000	\$66,000	\$0	\$66,000	\$0	4 - #1
	Airstream Ventures	\$66,000	\$66,000	\$0			
534000	Other Contractual Services	\$11,500	\$11,154	\$0	\$11,154	\$346	4 - #1
	Budget Transfer from Professional Services	\$10,000					

	EDC Video Co-op	\$10,000	\$10,000				
	Visit Jacksonville	\$1,500	\$1,154				
534500	Administrative Expense (3%)	\$0	\$0	\$0	\$0	\$0	1- #2
540000	Travel and Per Diem	\$8,100	\$2,156	\$0	\$2,156	\$5,944	1- #2
	Destinations FL Marketing Summit (May)	\$1,500					
	Destinations FL Annual Meeting (Oct)	\$1,500	\$0	\$0	\$0		
	Governor's Conference on Tourism (Sept)	\$1,500					
	STS Marketing College (June)	\$1,800					
	FL Outdoor Writers Association (Aug)	\$1,500					
	Clay Day (2021)	\$300	\$139				
541100	Telephone/Communications	\$2,500	\$1,194	\$0	\$1,194	\$1,306	1 - #2
542000	Postage & Freight	\$1,000	\$627	\$0	\$627	\$373	1 - #2
546100	Repairs & Maintenance	\$0	\$0	\$0	\$0	\$0	
547000	Printing & Binding	\$10,000	\$1,020	\$0	\$1,020	\$8,980	3 - #1
549200	Legal Advertising	\$0	\$0	\$0	\$0	\$0	1 - #2
555000	Training & Certification	\$1,200	\$794	\$0	\$794	\$406	1 - #2
549999	Tax Collector Commission	\$24,369	\$28,806	\$0	\$0	\$24,369	1 - #2
551000	Office Supplies	\$1,000	\$729	\$0	\$729	\$271	1 - #2
552000	Operating Supplies	\$3,000	\$119	\$0	\$119	\$2,881	1 - #2
552300	Food	\$2,000	\$0	\$0	\$0	\$2,000	1 - #2
554000	Books, Publications, Dues, Membership	\$17,320	\$17,010	\$595	\$17,605	-\$285	1 - #2
	Destinations FL Dues (formerly FADMO)	\$3,250	\$3,515	\$0			
	VISIT FLORIDA Dues	\$1,200	\$3,000	\$0			
	Bike Florida	\$1,000	\$0	\$0	\$0		
	FRLA Dues	\$95	\$0	\$95			
	Hotel Forecasting (STR)	\$7,000	\$7,000	\$0			
	FL Outdoor Writers Assn (FOWA)	\$175	\$175	\$0			
	FL Sports Foundation	\$2,000	\$2,000	\$0			
	FL Paddling Trail		\$0	\$50			
	FL Festival, Fairs & Events Assn	\$450	\$0	\$450			
	Southeast Tourism Society	\$800	\$775	\$0			
	Budget Transfer from Product Development to Books, Memberships, etc.	\$1,800	\$0	\$0			

563000	Infrastructure - Improvements Other than Buildings (Fairgrounds) Encumbered	\$655,795	\$32,163	\$0	\$32,163	\$623,632	3 - #6
	CCUA Build	\$655,795	\$32,163	\$0	\$32,163	\$623,632	
564200	M&E - Non-Capitalized	\$8,500	\$3,051	\$0	\$3,051	\$5,449	1 - #2
	Budget Transfer from Promotional Activity to M&E Non-Capitalized	\$8,000					
580100	Product Development	\$638,500	\$85,000	\$5,000	\$90,000	\$548,500	
	Product Development Sponsorships	\$0	\$0	\$0		\$0	3 - #6
	Product Development Grants	\$0	\$0	\$0		\$0	3 - #6
	Nitro Rallycross Grant	\$75,000	\$75,000	\$0	\$75,000	\$0	
	Orange Park Mall Ampitheater PD Grant	\$125,000	\$0	\$0	\$0	\$125,000	
	Fair Association Strategic Plan	\$15,000	\$10,000	\$5,000	\$15,000	\$0	
	NE FL Sports Complex	\$200,000	\$0	\$0	\$0	\$200,000	3-#3
	Monument Welcome Signage	\$100,000	\$0	\$0	\$0	\$100,000	
	Product Development	\$120,000	\$0	\$0	\$0	\$120,000	3-#6
	Budget Transfer from Product Development to Overtime	\$1,500				\$1,500	
	Total	\$1,266,393					

Contingency (10% of spend)	\$300,000	
Cash (20% of spend)	\$600,000	
TOTAL	\$2,166,393	

Carry over from previous year
Expenses allocated within the line item for FY21-22

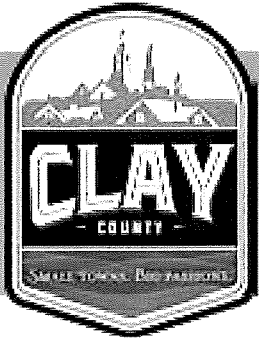
Budget Transfers
New Group under main line item

Budget Breakdown	Total	Percentage of available budget	Percentage of whole budget	FY 19-20	(+/-)
Destination Marketing/Tourism Operations	\$1,322,049	51%	32.04%	17.35%	84.66%
Sponsorship	\$125,000	5%	3.03%	4.47%	-32.23%
Event Grants	\$485,000	18.87%	11.75%	5.96%	97.21%
Product Development	\$638,500	24.84%	15.47%	21.32%	-27.42%
Total	\$2,570,549	62.30%	62.30%	49.11%	26.85%

Other Expenses (Encumbered Projects, Contingency, CASH, etc.)* Requires BCC Approval	\$1,555,795	37.70%	37.70%	50.89%	-25.91%
Fund Balance Total	\$4,126,344				

TDT Authorized Uses Breakdown	Total	Permissible Use
1st Penny - #2	#REF!	Operation of CVB
2nd Penny - #2	\$439,912	Operation of CVB
3rd Penny - #1	#REF!	Marketing
3rd Penny - #3	\$325,000	Convention Centers, Sports Stadiums, Auditoriums
3rd Penny - #6	\$915,795	Public Facilities / Increase tourist activities
4th Penny - #1	#REF!	Marketing
6th Penny - #1	\$330,688	Marketing
Total	#REF!	
Previously encumbered	\$3,370,927	
Total	#REF!	
Cash+Contingency	\$900,000	
Fund Balance Total	#REF!	

Attachment
“C”
Application
Sports Events



SPORTS EVENT GRANT FUNDING

Application Scoring Sheet

Organization Name: Clay County Cattlemen's Association

Event Name: Cattle at the Cove

Event Date: 1/27-28/2023

Event Time: _____

Event Location Clay County Fairgrounds

Projected Number of Event Attendees: 300

Projected Local (Clay County) Event Attendees: 30

Projected Out of Town (OOT) Event Attendees: 270

Projected Number of Hotel Room Nights: 53

Projected Direct Economic Impact: In and out of state: \$13,800.00

Event History

Date of Past Event: 2022

Location of Past Event: Clay County Fairgrounds

Past Event Attendance: 15 out of state =53 room nights

Event Marketing Plan: Y

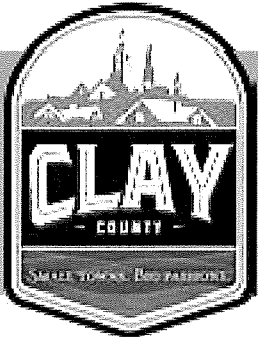
Event Emergency Plan: Memo to Event Manager at the Fairgrounds

Visitor Survey: Y

TDC Grant Request: \$ 10,000.00

Application Score: 120 pts

Staff Recommended Grant Award: \$ 4,000.00



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 pts

2. Media Value of Proposed Event: ——— Maximum 25 pts x 3

Score: 15 pts

3. Quality of Proposed Event ——— Maximum 25 pts x 2

Score: 40 pts

4. Stability and Management Capacity ——— Maximum 25 pts x 1

Score: 25 pts

Areas of Improvement:

1. Marketing and Media Plan
2. Earned Media Value: Under \$5,000
3. Commitment to the Expansion of Tourism in Clay County: Overnight Visitors and Day Visitors

Sports Events	Pts Score	Allocation %	Allocation Model Funding	Requested	Recommended Funding	Final Allocation
Black Creek Paddling Festival (12/7-9/2022)	160.0	0.550	\$ 1,925.00	\$3,500.00	\$1,925.00	\$3,500.00
Scottish Highland Games (2/25/2023)	190.0	0.650	\$ 22,750.00	\$35,000.00	\$22,750.00	\$25,000.00
Cattle at the Cove	120.0	0.400	\$ 4,000.00	\$10,000.00	\$4,000.00	
	Total			\$48,500.00	#N/A	\$28,500.00
Total Pts	470.0	Funds	Funds Available:	\$100,000.00	Funds Remaining:	\$71,500.00