



**TOURIST DEVELOPMENT COUNCIL  
MEETING MINUTES**  
March 1, 2023, 3:30 PM  
Administration Building, 4th Floor,  
BCC Meeting Room, 477 Houston Street,  
Green Cove Springs, FL. 32043

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**Call to Order**

**Present:** Commissioner District 1 Chairman Mike Cella  
Deborah Beals  
Gi Teevan  
Steven Kelly  
Brian Knight  
Neil Porter  
Kimberly Evans  
See Attachment A - Sign-In Sheet

**Absent:** Randy Anderson  
Kevin Robert

**Staff Present:** Howard Wanamaker, County Manager  
Courtney Grimm, County Attorney  
Kimberly Morgan, Director of Tourism and Film Development  
Connor Mathews, Manager of Tourism and Film Development Marketing  
Caroline Everill, Tourism Program Manager  
Betsy Carbajal, Tourism Product Development Manager

Chairman Mike Cella called the meeting to order at 3:33 pm.

**Public Comments**

Chairman Mike Cella opened the floor for public comment at 3:35 pm.

Hearing no comments, Chairman Mike Cella closed public comment at 3:35 pm.

**Presentations**

1. EVOK Marketing Update  
Quarterly marketing update from EVOK Advertising. (L. Hayhurst)

*The presentation for the EVOK Marketing update can be seen at [www.claycountygov.com/government/Committees/Tourist-Development-Council/March 1, 2023](http://www.claycountygov.com/government/Committees/Tourist-Development-Council/March_1,_2023), beginning at 1:54 and ending at 9: 17. Below is a summary of the discussion.*

Lindsay Hayhurst, Account Manager, presented a PowerPoint presentation to the Council regarding the EVOK Marketing update. See Attachment B.

Brian Knight asked what accounted for the huge growth and uptick in the year-to-year percentage. Ms. Hayhurst said possibly the increase in the advertising spend this year vs. last year could be accounted for in the bump in the metrics.

Chairman Mike Cella said, given what we are spending and how we are working social media to point back to our webpage, what is the impression of where we are at this point. Ms. Hayhurst said all of the metrics

and data that have been collected have been positive.

Mr. Knight asked how our spend is compared to other counties our size. Ms. Hayhurst said there is a modest amount of spend and performs better than other travel and tourism clients.

## 2. Airstream Ventures- Quarterly Report

Quarterly report from Airstream Ventures. (L. Teitelbaum)

*The presentation for the Airstream Ventures - Sports Event update can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 1, 2023, beginning at 9:18 and ending at 31:44](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 1, 2023, beginning at 9:18 and ending at 31:44). Below is a summary of the discussion.*

Alan Verlander, Chief Executive Officer, presented a PowerPoint presentation to the council regarding the upcoming Airstream Adventures quarterly update. See Attachment C.

Steven Kelly asked for clarification on where indoor events can be held and who can be engaged to hold those events. Mr. Verlander gave examples of indoor facilities that could hold indoor events, discussed cost, and said the sports complex would be a game changer.

Following the discussion regarding neighboring counties that hold events, an indoor facility, funding, and events that could take place in the facilities, Chairman Mike Cella asked if we should peruse events by event promoters, come up with our own events, for example, basketball, lacrosse, soccer, or have a mix. Mr. Verlander said a lot of counties, including Jacksonville, build a complex like this and turn it over to a group to run it, and other people cannot use it; Clay County is keeping it very Switzerland, which is important, Mr. Pierce has a great plan for the complex that will allow so many different events.

Kimberly Evans suggested speaking to Marcus Miller, Athletic Director at Oakleaf High School, their hotel in Middleburg that is greatly impacted by what he is doing at the school. Ms. Morgan said they just had a meeting and did some information fact-finding. In the next interaction of web development and marketing, they will establish marketing material and event kits for the Athletic Directors to use to make it easy for them to book rooms and market the destination. Chairman Mike Cella said it does help to have John Sgromolo, County Wide Athletic Director, because he understands and encourages it. Over the last couple of years, we have seen an increase in all those kinds of things because of his enthusiasm.

## 3. Northeast FL Sports Complex Update

An update on the Northeast Florida Sports Complex. (J. Pierce)

*The presentation for the Northeast Florida Sports Complex update can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/JMarch 1, 2023, beginning at 31:48 and ending at 45:24](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/JMarch 1, 2023, beginning at 31:48 and ending at 45:24). Below is a summary of the discussion.*

Justin Pierce, Director of Parks and Recreation, addressed the Council regarding the Northeast Florida Sports Complex. See Attachment A. Mr. Pierce gave details on the progress of the development at the complex, a 250-acre parcel with phase one being 48 acres, which includes 18 multi-purpose fields. The field dimensions are 360 x 225, allowing full soccer, lacrosse, or football game on one field instead of having to combined fields. There will be ten restroom stalls, five men - five women, and a 3/4 of a mile stabilized trail. There will be a monument sign and three shade structures for teams to congregate between games to stay out of the Florida heat. There will be 375 parking spaces plus eight handicapped spaces. Groundbreaking began this past Monday. It is a group effort internally working on the project; they met with Carlton Construction every Monday but will start shifting to every other Monday. Their team is working on stabilization, pulling stumps, site prep, and putting in silt fence around the perimeter of the property. Mr. Pierce said there would be a groundbreaking ceremony on March 28, 2023, at 10:00 am. Completion of the project is scheduled for November 2023.

Gi Teevan asked for clarification regarding the entry and exit to the complex. Mr. Pierce said they are having conversations internally with the engineering team and FDOT to look at alternative solutions. After the continued discussion regarding traffic, Brian Knight asked how many additional phases there would be at the complex. Mr. Pierce said it is TBD; the main focus is to complete phase one, and there is excitement for what could be phase two or three. Chairman Mike Cella gave examples for the next phases and possibilities at the complex.

### **Discussion**

There was no discussion.

### **Approval of Minutes**

4. Minutes from TDC January 11, 2023

TDC Minutes from January 11, 2023

Steven Kelly made a motion for approval of the January 11, 2023, TDC meeting minutes, seconded by Brian Knight, which carried 7-0.

### **Budget**

5. Ordinance Change Update

Amendment to Clay County Ordinance 88-69. (K. Morgan)

*The discussion for the Ordinance Change update can be seen at [www.claycountygov.com/government/committees/Tourist-Development-Council/March 1, 2023](http://www.claycountygov.com/government/committees/Tourist-Development-Council/March_1,_2023), beginning at 46:08 and ending at 53:23. Below is a summary of the discussion.*

Kimberly Morgan, Director of Tourism and Film Development, addressed the Council regarding the Ordinance Change. Ms. Morgan noted that since the last meeting, they had worked with the Tax Collectors Office, and according to state statute, we are required to collect the TDT, and then auditing authority is provided. Ms. Morgan gave examples of how that happens and gave details about the change and said it does not change the process of anything that the hoteliers or overnight accommodations go through; it means that our local tax collector can maybe find some additional overnight accommodations to collect from, primarily short-term vacation rentals that are not using Airbnb.

Following the continued discussion regarding the collection of taxes, exemptions for short-term rentals, and the purpose of the audit, Chairman Mike Cella asked about the status of the software that was available. Ms. Morgan said that demos are scheduled with four different companies that specialize in vacation rental software for not only the compliance piece for the Tax Collector, but we do not have any data on the behavior of the vacation rental consumer, i.e., when do they book, how far do they travel, do they drive or fly, that information is important and we have no way to capture that currently so we will research that and find something that works for both of us. Ms. Teevan asked if we have information on how many are VRBO. Ms. Morgan answered no and gave information about what usually happens.

6. Bed Tax Collections Update

A five-year trend report of Tourist Development Tax (TDT) collections. (K. Morgan)

*The discussion for the Bed Tax Collections update can be seen at [www.claycountygov.com/government/clay-county-tv-and-videoarchive/Committees/Tourist-Development-Council/March 1, 2023](http://www.claycountygov.com/government/clay-county-tv-and-videoarchive/Committees/Tourist-Development-Council/March_1,_2023), beginning at 53:24 and ending at 55:06. Below is a summary of the discussion.*

Kimberly Morgan, Director of Tourism and Film Development, addressed the Council regarding the Bed Tax Collection update and gave an overview of the data attached to the agenda. Ms. Morgan said the five-year history is based on occupancy. Not when it was collected but when the consumer actually stayed in the overnight accommodation. So, we are roughly two months behind, and the November numbers are down. There is no rational reason, except maybe people were preparing for Christmas or the consumer was starting to feel some of the squeeze from inflation. Ms. Morgan said she did hear that we had an amazing February, March is also looking strong, and December was stronger than normal.

#### 7. Budget Review

FY22-23 Budget. (K. Morgan)

*The discussion for the Budget Review can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 1, 2023](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 1, 2023), beginning at 55:11 and ending at 56:10. Below is a summary of the discussion.*

Kimberly Morgan, Director of Tourism and Film Development, addressed the Council regarding the budget review. Ms. Morgan said they give the Council a monthly budget overview, so they know where they are spending dollars and what it goes towards. That information is attached to the agenda. Ms. Morgan noted to keep in mind that some line items are a steady spend and some that they wait on; it is all about timing.

#### 8. Event Grant Update

FY22-23 TDC Event Grant tracking. (C. Mathews)

*The discussion for the Event Marketing Grant update can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 1, 2023](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 1, 2023), beginning at 56:10 and ending at 58:15. Below is a summary of the discussion.*

Caroline Everill, Tourism Program Manager, addressed the Council regarding the event grant update. Ms. Everill said that for the Orange Park fall Fest and the Moosehaven Chili Cook-off, they had received the post report and submitted it. In addition, the post-event documents for Christmas-On-Walnut-Street were submitted today, and she is working on getting the information submitted to the Clerk's Office. Ms. Everill pointed out that at the bottom of the report attached to the agenda, there was an error in the dollar amount of \$25,000.00, so a corrected document was given to the Council with the amount being \$32,500.00. See Attachment E.

### **New Business**

#### 9. TDC Sports Grant Requests

MotoSurf and Spikeball Applications

*The discussion for the TDC Sports Grant requests can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 1, 2023](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 1, 2023), beginning at 58:19 and ending at 1:43:28. Below is a summary of the discussion and the vote for this agenda item.*

Caroline Everill, Tourism Program Manager, addressed the Council regarding the TDC Sports Grant Request. Ms. Everill gave an overview of the attached scoring sheets for MotoSurf Games and the Florida Roundnet Open - Spikeball.

- MotoSurf - Overall score 160 points - Ask was for \$40,000.00 and the algorithm suggested \$22,000.00
- SpikeBall - Overall score is 140 points - Ask was for \$2,135.00 and the lag suggested \$854.00

Ms. Everill noted that both of these events, for areas of improvement, were lacking in the commitment to the expansion of tourism in Clay County, i.e., bringing in physical people to the event, and they did not fall

into the county's need period.

Kimberly Morgan, Director of Tourism and Film Development, said she believed this would be the perfect opportunity to talk about scoring events with the subcommittees recommended changes to see the change. When talking to the organizer, this would be a make-or-break decision today on the recommendation for the grant amount. So if they do not get their ask, they may pull their event from Clay County.

Ms. Morgan said one of the things found in the subcommittee was that first-time events were penalized. That has been discussed to be a recommended change in the grant guidelines.

Ms. Everill gave an overview of how the scoring is done using the current algorithm and gave details of the recommended changes.

Gi Teevan asked how the number of attendees was determined for MotoSurf. Did they reference last year's numbers. Ms. Morgan said it is an "eyeball" thing. Ms. Teevan asked for clarification regarding out-of-town attendees. Ms. Morgan said she was unsure where they came up with that number. However, she can say that staff will be working with them more robustly this year on a marketing plan.

The Council, staff, Mr. Verlander, and Mr. Teitelbaum continued discussing attendees, algorithm, marketing, and the ask for each event; Gi Teevan made a motion for approval of \$40,000.00 for the MotoSurf event, seconded by Deborah Beals, which carried 7-0.

Gi Teevan made a motion for approval of \$2,135.00 for the Spikeball event, seconded by Brian Knight, which carried 7-0.

#### 10. Director's Report

- Performance Measurements
- Project Update.

(K. Morgan)

*The discussion for the Director's Report can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 1, 2023](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March_1,_2023), beginning at 1:43:28 and ending at 1:50:58. Below is a summary of the discussion.*

Kimberly Morgan, Director of Tourism and Film Development, addressed the Council regarding the Director's report. Ms. Morgan said the team has been working on a ton of different projects. There was a quarterly hotel meeting with the hoteliers and staff continues to see more engagement. The North Florida Restaurant and Lodging Local Chapter which is the Northeast Florida Region of the Restaurant and Lodging Association had more Clay County nominees for the ROSE Award than we have ever had with eight nominations. Clay County had their first ROSE Award winner at the event held on February 21, 2023. There will be more information coming regarding the winner and to celebrate. There is hopes for more nominees and winners next year.

Ms. Morgan said that they are looking for new office space for the team and will have updates at a later time. Also, Betsy Carbajal will be leaving the team due to her husband being transferred, so the position has been posted.

Ms. Morgan said the North Florida Regional Council has taken Eco-Tourism as their main project. Anyone that is affiliated with that rather it be parks, trail managers, river keepers, fishing charters, etc., there will be a meeting with them and there will be a steering committee that would focus on connectivity of trails and researching what can be done from a marketing standpoint.

Ms. Morgan also had a brief discussion regarding the performance measurements and the cards presented to businesses that explain what the tourism department can do for them. See Attachment F. There is also a card that explains film development.

#### 11. Legislative Update

- Legislative topics and talking points

- FL Tourism Day- March 22, 2023
- National Tourism Week- May 2023.

(K. Morgan)

*The discussion for the Legislative update can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist\\_Development-Council/March 1, 2023](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist_Development-Council/March_1,_2023), beginning at 1:51:05 and ending at 1:54:27. Below is a summary of the discussion.*

Kimberly Morgan, Director of Tourism and Film Development, addressed the Council regarding the Legislative Update. Ms. Morgan said that sessions have started meeting. There are two big things:

1. Visit Florida Funding - Set in the preliminary budget to be \$100M
2. Expansion of TDT Spending and Permissible Uses - While this does not impact us directly, it is for Gulf Counties and Atlantic Counties - The only Atlantic County is Nassau- the challenge is the expansion of TDT use - The counties want to spend TDT funding on emergency services. There may be a time when a visitor needs emergency serviced but not on a daily basis. If we expand the TDT permissible uses that county list can expand and other counties can partake in that use and we do not want this to pass in Tallahassee

Florida Tourism Day is March 22, 2023 and National Tourism Week is the first week of May. Staff does have some plans and will give more information at a later date. Clay Day is on April 19 and April 20, 2023 in Tallahassee.

#### 12. FL Restaurant & Lodging Association NE Florida ROSE Awards

The Florida Restaurant and Lodging Association will be hosting the northeast Florida's ROSE Awards on February 21, 2023.

The discussion for Florida Restaurants and Lodging Association Northeast Florida ROSE Awards was covered during item 10 - Director's Report.

#### 13. TDC Member Appointments

Kimberly Evans' appointment ends 3/9/23

Neil Porter's appointment ends 7/26/23

Gi Teevan's appointment ends 7/26/23

*The discussion for the TDC member appointments can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 1, 2023](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March_1,_2023), beginning at 1:54:34 and ending at 1:59:14. Below is a summary of the discussion.*

Kimberly Morgan, Director of Tourism and Film Development, addressed the Council to discuss TDC Member appointments. Ms. Morgan said that when agreeing to serve you serve for a term. Both Kimberly Evans and Neil Porter came in mid-term and are accommodation seats which are hard to fill. Staff will be requesting their term be continued for another four years, and they both have agreed. Gi Teevan has served for five years and has decided to vacate her seat at the end of her term in July.

Ms. Morgan thanked Ms. Teevan for her service to the community and TDC. Ms. Teevan was thankful for being allowed to serve. Chairman Mike Cella thanked Ms. Teevan for her contribution to the TDC and said they would be promoting the open seat which is a citizen's seat. Ms. Morgan said that the TDC has been made a committee that is accepting applications. There have been two applications received at this time, and according to state statute there are requirements that have to be met and those applications are being reviewed. The applicants that meet those requirements will be presented to the BCC.

### **Old Business**

#### 14. Event Grant Subcommittee Report

Event Grant Subcommittee meeting notes from February 8, 2023. (S. Kelley).

*The discussion for the Event Grant Subcommittee Report can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 1, 2023](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 1, 2023), beginning at 1:59:12 and ending at 2:05:40. Below is a summary of the discussion.*

Steven Kelly addressed the Council regarding the Event Grant Subcommittee report. Mr. Kelly said much of what was discussed at the meeting had been touched on today and gave an overview of the information attached to the agenda. They reviewed the grant agreements and provided feedback. Mr. Kelly spoke about the grant cycles and options for the future. The Committee also discussed sports grants and changing the algorithm to adjust the scoring. They also discussed the sports event grants and changing the maximum to \$35,000.00 with a \$10,000.00 room night bonus. Mr. Kelly said they would provide feedback on the algorithm at the next meeting, go through the grant guidelines, and hope to have the grant agreement back as well.

15. Film Development Subcommittee Report

Film Development Subcommittee meeting notes from February 8, 2023. (K. Evans)

*The discussion for the Film Development Subcommittee Report can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 1, 2023](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 1, 2023), beginning at 2:05:41 and ending at 2:09:33. Below is a summary of the discussion.*

Kimberly Evans addressed the Council regarding the Film Development Subcommittee report. Ms. Evans noted that Van Royal attended the meeting because of his son's involvement and his knowledge regarding the film making industry along with Eric Wood, Clay County citizen who is from the industry. She gave an overview of the discussion held during the meeting and said it was brought back to being aware that people are in our community making film or wanting to know so there will be a development of the permit with no charge. That way we know what is going on and then assisting in any of their needs. That allows us to provide more resources, so we build up a bank of pictures and content. Ms. Evans also mentioned partnering with the county's Culinary and Hospitality Citizen's Advisory to have a competition for students in photography to gather the content.

Chairman Mike Cella said he thought about the same thing but maybe it is not just pictures but have videos as well.

16. Review Meeting Schedule

- April 26, 2023
- August 2, 2023
- October 4, 2023
- November 1, 2023?

*The discussion to review the meeting schedule can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/JMarch 1, 2023](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/JMarch 1, 2023), beginning at 2:09:34 and ending at 2:10:17. Below is a summary of the discussion.*

Chairman Mike Cella said the upcoming TDC meetings would be held on:

- April 26, 2023
- August 2, 2023
- October 4, 2023
- November 1, 2023

17. Upcoming Events Update

Please visit [ExploreClay.com](http://ExploreClay.com) for the most up to date happenings in Clay County. (C. Mathews)

*The discussion for the Upcoming Events update can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March 1, 2023](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/March-1,-2023), beginning at 2:10:22 and ending at 2:13. Below is a summary of the discussion.*

Caroline Everill, Tourism Program Manager, addressed the Council regarding the upcoming event update. Ms. Everill said there are a lot of events coming up; this weekend is Carrie Clark Day, the Strawberry Fest, and Orange Park Farmers Market. On March 11, 2023, the Veterans Appreciation Day event will be held, there is also the Cliffhangers Gun Show, and closer to the end of the month, there will be the Clay County Agricultural Fair.

For more information, please check [www. ExploreClay.com](http://www.ExploreClay.com).

Chairman Mike Cella noted the new edition of Explore Clay.

### **Adjournment**

Steven Kelly said the first Food Truck Friday of the year is Friday, March 3, 2023, and mentioned the amount of traffic the Red Door, the alleyway, and the park bring and what opportunities that could bring for Tourism.

Chairman Mike Cella noted the Food Truck Fridays will be the first Fridays of the month instead of the second Friday.

Hearing no further business, Chairman Mike Cella adjourned the meeting at 5:47 pm.

Attest:

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Committee Chairman

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Recording Deputy Clerk


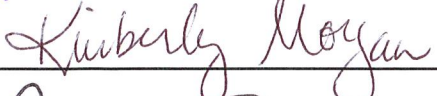


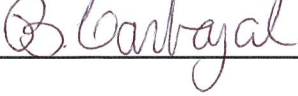
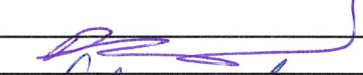
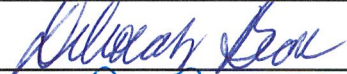

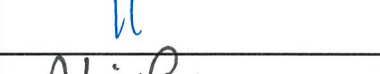




**Attachment**

**“A”**

**TDC Sign-In Sheet**

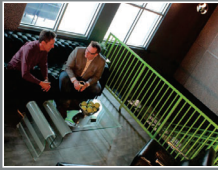
Tourist Development Council  
 Wednesday, January 11, 2023  
 3:30 p.m.

NAME	REPRESENTATION	SIGNATURE
Mike Cella	Chairman	
Kimberly Morgan	Director of Tourism & Film Development	
Connor Mathews	Tourism & Film Development Marketing Manager	
Caroline Everill	Tourism Program Manager	
Betsy Carbajal	Tourism Product Development 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”**

**EVOK Presentation**



IDEAS  
WORK  
RESULTS



Google  
Data Studio



# Reporting

January - 2023



# Agenda

- Executive Summary
  - ☐ SEO/WEB
  - ☐ Google/PPC
  - ☐ Social
  - ☐ Media
- Action Items











# Executive Summary

# Executive Summary

- Another month of growth for Clay County
- Total website sessions were 11,881
  - ☞ 75% increase YoY
- New website sessions were 10,545
  - ☞ 81% increase YoY
- Pageviews were 18,370
  - ☞ 64% increase YoY

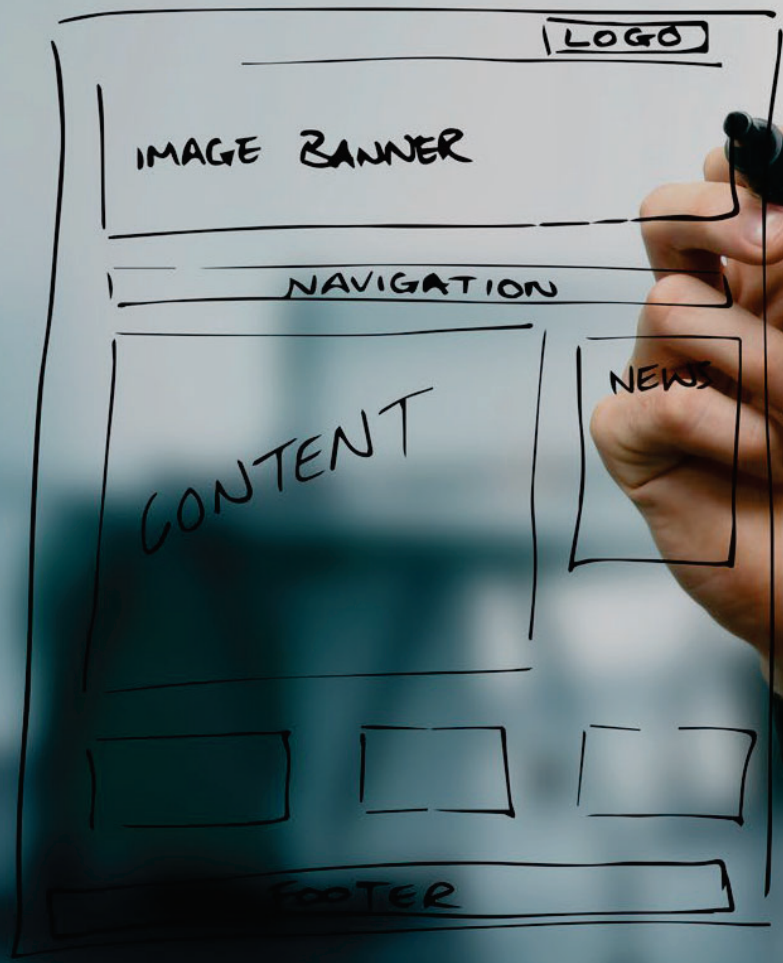
	Landing Page	Total Sessions
1.	/	5,957 
2.	/venues/	1,119 
3.	/what-to-do/	946 
4.	/events/	628 
5.	/where-to-stay/	190 
6.	/booking/sniktaw-farm/	176 
7.	/upcoming-events-attractions-202...	72
8.	/event/northeast-florida-scottish-...	70
9.	/lodging/camp-blanding-recreatio...	61
10.	/event/cattle-at-the-cove/	44

# Executive Summary

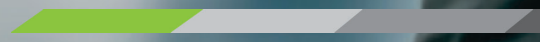
- Top traffic breakdown
  - Atlanta – 1,934 sessions
  - Jacksonville - 982 sessions
  - Orlando - 551 sessions
  - Tampa - 306 sessions







# SEO/Web

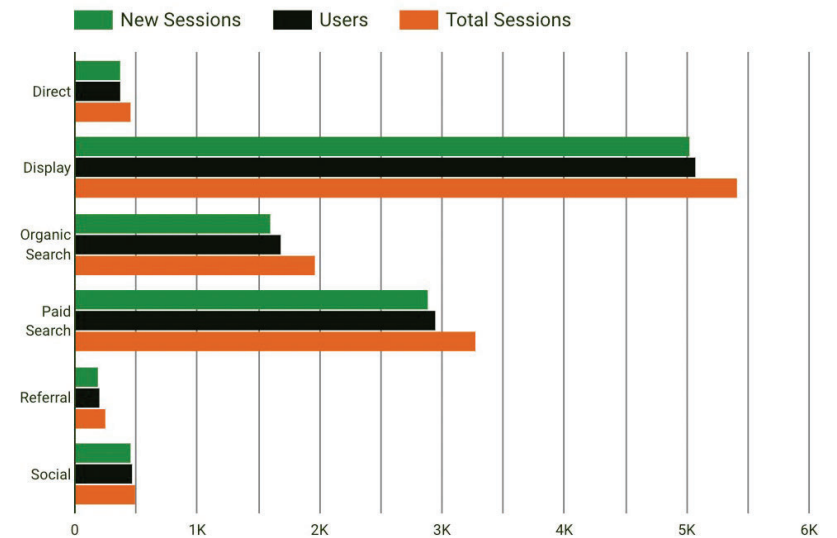


# SEO/Web

- Organic website sessions up 75% YoY
  - +30.7 increase MoM
- New organic website sessions are up 75.7% YoY
  - +27.6% increase MoM
- Organic search volume is up 22.53% MoM

**Traffic by Channel: Traffic Metrics by Month**

*Objective: Comparison of New Users, Users and Sessions by Channel*



# SEO/Web

- Top 5 Organic Search Queries

- ☞ Skate Station
- ☞ Dreamette
- ☞ Clay County Fairgrounds
- ☞ Whitey's Fish Camp
- ☞ Leaderboard Arcade



# Google/PPC



# Google/PPC

## Travel & Hospitality Industry Benchmarks

Avg. CTR for Search

Avg. CPC for Search

**4.68%**

**\$1.53**

### Google AdWords: Summary of Search Campaigns this Month

Objective: Increase Impressions, Clicks and CTR.

Campaign	Impressions	Clicks ▾	CTR	CPC
Wedding/Event Venue	9,967	1,114	11.18%	\$0.60
Fishing	3,900	536	13.74%	\$0.61
Events/Fairs/Activities	2,270	479	21.1%	\$0.58
Outdoor Activities	2,814	286	10.16%	\$0.60
Places to Stay & Camping	2,201	181	8.22%	\$0.62
Springs & Water Activities	911	172	18.88%	\$0.60
Golf	677	45	6.65%	\$0.60
Restaurants	71	5	7.04%	\$0.59

Grand total

22,811

2,818

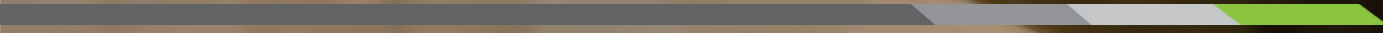
12.35%

\$0.60





# Social Media



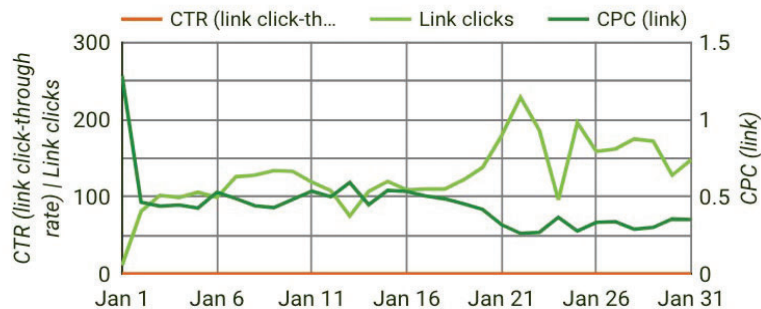
# Paid Social Media

- 2,513 Engagement/reactions on promoted posts
- 3,428 Link clicks for the website traffic ads
- The foodie ad traffic campaign ad had the most link clicks with 1,733 (95% increase MOM)

## Clicks

by Cost, CPC, and CTR

Link clicks	CPC (link)	CTR (link click-through rate)
3,967	\$0.40	1.06%
▲ 65.6%	▼ -39.6%	▲ 19.4%



**Clay County, FL Tourism** Verified Sponsored

What's on the menu for your next trip to Clay County? From classic diners to unique eateries, there's a plate for every palate.

**Unexpected SIZZLE.**

**Where to Eat in Clay County**

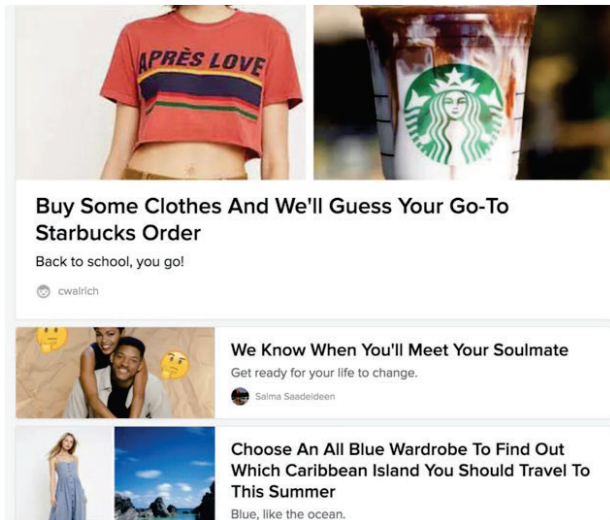
# Media





# Paid Media

- Various sponsored content ads
  - Over 125,823 impressions, 780 clicks and a CTR of 0.62%



**Buy Some Clothes And We'll Guess Your Go-To Starbucks Order**  
Back to school, you go!  
cwalrich

**We Know When You'll Meet Your Soulmate**  
Get ready for your life to change.  
Salma Saadeideen

**Choose An All Blue Wardrobe To Find Out Which Caribbean Island You Should Travel To This Summer**  
Blue, like the ocean.



### Find Unexpected Adventure in Family-Friendly Florida

Go off the beaten path and explore picnic-ready parks, miles of trails & endless waterways in Clay County

Sponsored by Clay County



### Shop for Unique Finds and Hidden Gems

Whether it's a gift for someone special or treating yourself, Clay County has something for everyone

Sponsored By Clay County



PAID CONTENT BY CLAY COUNTY

### Discover An Outdoor Lover's Dream Come True

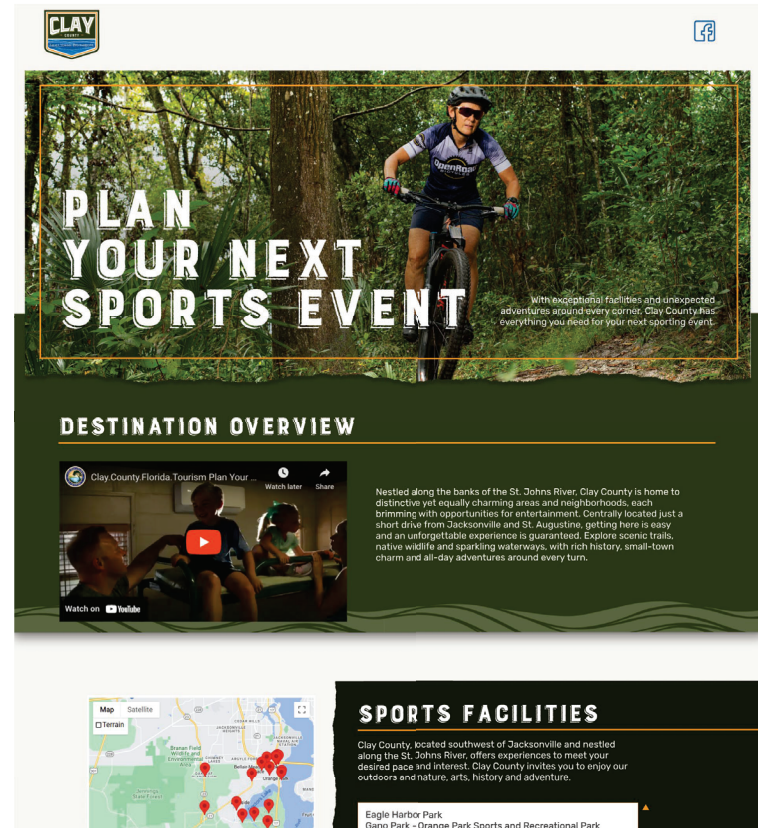
The excitement never stops with biking, hiking, boating and more. Adventure is year-round in sunny Clay County, Florida

# Action Items



# Action Items

- New web pages coming soon
  - ➔ Sports Tourism page
  - ➔ Events Resources page
  - ➔ Medical Tourism page
  - ➔ Quality of Life page
- Rolling out new itineraries



**IDEAS.**  
**WORK.**  
**RESULTS.**

**Attachment**  
**“C”**  
**Airstream Presentation**



# Sports Tourism Presentation

---

Quarterly Report-March 2023





# ASSOCIATION TRIPS



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



**5/23**

SPORTS ETA (Kansas City)

Florida Sports Foundation Summit  
Location (Palm Beach)

**8/23**

CONNECT SPORTS (Minneapolis, MN)

**9/23**



SPORTS (South Bend, IN)

**10/23**

TEAMS (Palm Beach, FL)

# EVENTS

## BOOKED EVENTS

- Kayak Bass Fishing (2023)
- Two Youth Lacrosse Tournaments (2023)
- InSpire Dance Competition (2023)
- SPIKE BALL (2023)
- MOTOSURF/MOTOSKATE (2023) 
- Pro Watercross (2023/24) 
- High School Cross Country Meet (2023)

## "IN SERIOUS TALKS"

- E-Sports Event (2023)
- NXL Paintball Championships (2023/24)
- US Strong Man Competition (2023/23)

## CONVERSATIONS

- AJGA Event (2023)
- US Archery (2023/24)
- NAIA Championship Lax (2024)
- World Axe Throwing League (2024)
- ACL Florida State Championships (2023)







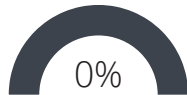
# ANNUAL CONTRACT

FEB 2023-JAN 2024

\$66,000 per year

2023 TOURISM IMPACT VS. CONTRACT

2023 TOTAL VALUE  
\$750,000



(Room night values, impact values,  
marketing values)

**EVENTS**



GOAL: 7

ACTUAL: 0

**ROOM NIGHTS**



GOAL: 1,500

ACTUAL: 0

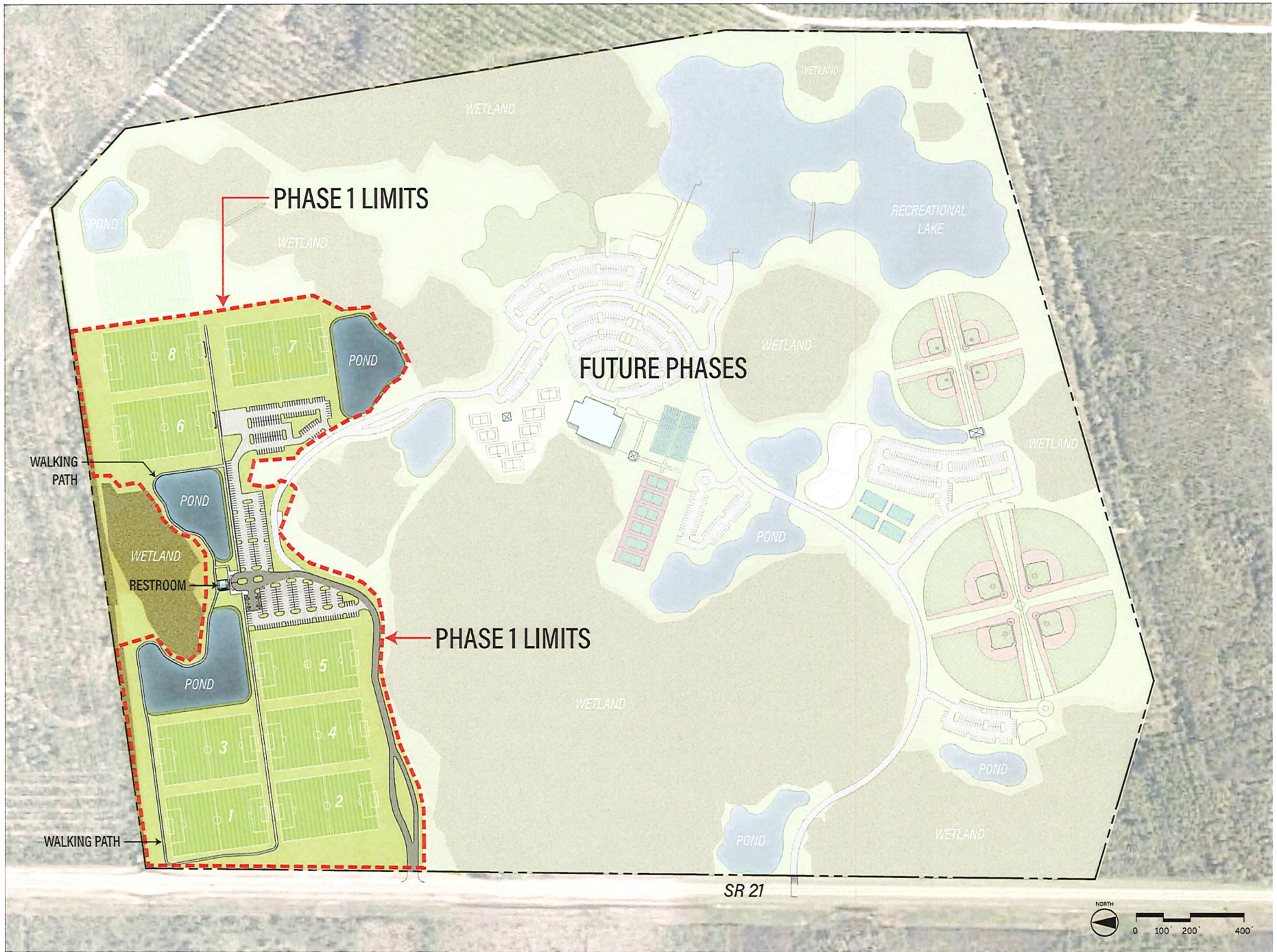
**TOURISM IMPACT**



GOAL: \$750,000

ACTUAL: \$0,000

**Attachment**  
**“D”**  
**Sports Complex**



121099.01

January 31, 2023

# Clay County Regional Park | Park Master Plan

**Attachment**

**“E”**

**Event Grant Update Correction**

**FY 22-23 Event Marketing Grants**

Event Name	Event Date	FY 22-23 Grant Award Amount	Reimbursement Due (60 Business days)	Reimbursement Info Received	Paid	Variance
Military Museum- Whistling Death	10/1/2022	\$ 677.00	12/29/2022	x	N/A	\$677
Orange Park Fall Fest	10/15-16/2022	\$ 14,000.00	1/13/2023	x	\$ 13,762	\$ 238
Moosehavent Chili Cookoff	11/12/2022	\$ 10,000.00	2/9/2023	x	\$ 9,979.75	\$20
Christmas on Walnut Street	12/3/2022	\$ 3,000.00	3/1/2023			
Hometown Holiday	12/9-10/2022	\$ 3,500.00	3/10/2023			
Military Museum - HellCat	1/21/2023	\$ 2,020.00	4/17/2023			
MVPA- Winter Rally and Swap Meet	2/24-26/2023	\$ 3,500.00	5/22/2023			
Clay County Agricultural Fair	3/30-4/9/2023	\$ 45,000.00	7/4/2023			
Kids Fest	4/22-23/2023	\$ 3,500.00	7/20/2023			
Memorial Day RiverFest	5/29/2023	\$ 3,000.00	8/22/2023			
American Pride 4th of July	7/4/2023	\$ 10,000.00	9/27/2023			
BASCA 5k	Sept. 2023	\$ 2,500.00	TBD			
<b>Totals</b>		<b>\$100,697</b>			<b>\$ 23,741.96</b>	<b>\$935</b>

Updated February 13, 2023

**FY 22-23 Sports Grants**

Event Name	Event Date	FY 22-23 Grant Award Amount	Reimbursement Due (60 Business days)	Reimbursement Info Received	Paid	Variance
Black Creek Paddling Festival	12/7-9/2022	\$ 3,500.00	3/8/2023	x	\$ 3,500.00	\$ -
Cattle at the Cove	1/27-28/2023	\$ 4,000.00	4/25/2022			
Scottish Highland Games and Festival	2/25/2023	\$ 25,000.00	5/19/2023			
<b>Totals</b>		<b>\$32,500</b>			<b>\$3,500</b>	<b>\$0</b>

Updated March 1, 2023

FD1071- CC1253- 548005

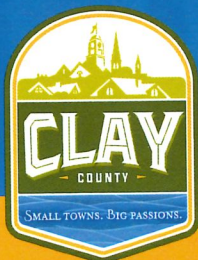
**Attachment**  
**“F”**  
**Introduction Cards**



## WHAT CAN THE TOURISM TEAM DO FOR YOU?

Our goal as the Tourism Department is to market Clay County as a top destination for visitors. So, we invite the community to help us tell the story of Clay County and encourage travelers to explore their passion. Whether they're looking to immerse themselves in arts and culture or take on an open-air adventure, we want to guide them toward the best, local options.

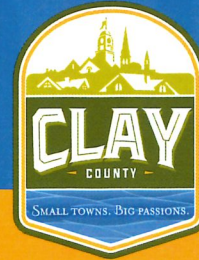
Our destination marketing efforts are funded by a five percent Tourist Development Tax on overnight accommodations. As we work to grow overnight tourism, we welcome locals like you to help us share the authenticity of Clay County. See reverse side to find out how we serve our community, and how you can be part of our impact.



## WHAT CAN THE FILM DEPARTMENT DO FOR YOU?

The Tourism & Film Development Department is responsible for marketing Clay County as a designated film location. We welcome travel media and filmmakers to capture our community's small-town charm for assignments and travel stories.

Whether you're here to highlight Clay County's hot spots or share hidden gems, our team can assist you in the process. See reverse side to find out how our team serves filmmakers and travel media.





## HOW OUR MARKETING TEAM SERVES CLAY COUNTY

- Promoting local businesses and events to visitors
- Offering assistance in finding the right venue, accommodation, activity for your next event or outing
- Providing reimbursable marketing grants to special events
- Helping local businesses market to visitors

For more information on how we can highlight your local business to drive tourism, visit [ExploreClay.com](https://www.exploreclay.com) or call us at 904-278-3734.



## HOW OUR FILM DEPARTMENT SERVES FILMMAKERS & TRAVEL MEDIA

- Assisting site selectors with filming locations, accommodations and group event services
- Connecting filmmakers with other film industry professionals such as filmmakers, actors and service providers
- Providing information about road closure requests, permits and other agency services

For more information on how we can assist you with your film project, visit [ExploreClay.com](https://www.exploreclay.com) or call us at 904-278-3734.

