



TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

April 26, 2023, 3:30 PM

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

Call to Order

Present: Commissioner District 1 Chairman Mike Cella, Chairman
Steven Kelley
Brian Knight
Neil Porter
Gi Teevan
Randy Anderson
Kevin Robert
See Attachment A - Sign-In Sheet

Absent: Deborah Beals
Kimberly Evans
Connor Mathews, Manager of Tourism and Film Development Marketing

Staff Kimberly Morgan, Director of Tourism and Film Development

Present: Caroline Everill, Tourism Program 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 3:34 pm.

Hearing no comments, Chairman Mike Cella closed public comment at 3:34 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/April-26,-2023, beginning at 1:05 and ending at 13:31. Below is a summary of the discussion.

Kimberly Morgan, Director of Tourism and Film Development, stated that this would be the last meeting with EVOK and thanked them for being our Ad agency in such a pivotal

time in our growth; they helped us launch our first-ever destination website - Exploreclay.com.

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

Presentation Overview:

- SEO/WEB
- Google/PPC
- Social Media
- Newly Completed Projects

There were questions and discussions regarding the increase in SEO/Web by 42%, manpower, content, data regarding the increases, and OTT ads.

Chairman Mike Cella pointed out that there are four times a year when there is license for free fishing in Florida. So maybe we can coordinate with those dates to heavy up on our fishing reach for not only Florida residents but for visitors as well. You are required to have a license to fish.

- **License-Free Freshwater Days:**
 - First Consecutive Saturday and Sunday in April
 - Second Consecutive Saturday and Sunday in June
- **License-Free Saltwater Days:**
 - First Consecutive Saturday and Sunday in June
 - First Saturday in September
 - Saturday following Thanksgiving

There was continued discussion regarding areas for traffic and social media increases. Ms. Morgan noted that the contract continues through May with EVOK, so she would be in touch with Ms. Hayhurst.

2. Airstream Ventures – Quarterly Report

Quarterly report from Airstream Ventures. (L. Teitelbaum).

The presentation for the Airstream Ventures update can be seen at www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/April 26, 2023, beginning at 13:33 and ending at 30:05. Below is a summary of the discussion.

Lane Teitelbaum, Director of Sports Tourism, presented a PowerPoint presentation to the Council regarding the Airstream Adventures quarterly update. See Attachment C.

There were questions and discussions regarding MotoSurf vs. skateboard competition, enhancing events, this year vs. last year at MotoSurf for attendees and room nights, and

the overall experience.

3. Internship Presentation

Southern Rock Hall of Fame & Museum Presentation. (S. Keller).

The Internship presentation can be seen at www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/April 26, 2023, beginning at 30:10 and ending at 1:32:33. Below is a summary of the discussion.

Sandy Keller, Intern, presented a PowerPoint presentation to the Council regarding the Southern Rock Hall of Fame and Museum. See Attachment D.

Following the presentation, there were questions and discussions regarding the total ramp-up cost for Capricorn, the risk of another county doing the project, pros and cons for locations, legal form, funding, the location being near water and compatibly with other venues, rendering of potential museum, image, availability, and options at the port property, public vs. public-private, education aspect, and forming a sub-committee to continue the effort.

There was further discussion about the creation of a sub-committee and who would serve on the committee.

Discussion

There was no discussion.

Approval of Minutes

4. March 1, 2023 TDC Meeting Minutes

TDC Minutes from March 1, 2023.

Steven Kelly made a motion for approval of the March 1, 2023, TDC meeting minutes, seconded by Randy Anderson, which carried 7-0.

Budget

5. 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-video-archive/Committees/Tourist-Development-Council/April 26, 2023, beginning at 1:33:05 and ending at 1:36:17. Below is a summary of the discussion.

Kimberly Morgan, Director of Tourism and Film Development, addressed the Council regarding the Bed Tax Collection update. Ms. Morgan said we are sitting at 8% ahead of last year. They are watching things closely as the economy is shifting. There is good news and bad news - Good news is that we are in a budget-friendly destination, and the bad news is that means it usually takes a while for us to feel it. There are discussions with hoteliers all over the country and some inconsistencies with the data we are hearing. There are many variations of how long the economy will continue to flux with inflation etc. The MIS team has put together a snapshot of the hotel data; it does not include short-term rentals, giving a year-over-year occupancy comparison. See Attachment E. Ms. Morgan gave an overview of the data given.

6. Budget Review

- FY22-23 Budget
- Brief Update on FY23-24 Budget Projections (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/April 26, 2023, beginning 1:36:19 at and ending at 1:37:41. 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 not much has changed. Staff is still working through the budget and business plan the way it was discussed previously. The information attached to the agenda gives you an indicator of where monies are being spent. The 2023/2024 budget is in review currently. There will be an update with a more finalized version at the August meeting. This year's goal is to hit \$2M in bed tax collections but still basing next year's budget on the \$1.6M due to the uncertainty of the economy.

7. Event Marketing Grant Update

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

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/April 26, 2023, beginning at 1:37:42 and ending at 1:39:06. Below is a summary of the discussion.

Caroline Everill, Tourism Program Manager, addressed the Council regarding the Event Grant update. Ms. Everill said staff had received the reimbursement materials from the Military Museum - Hell Cat and MVPA. We are waiting on a few more documents from the military museum to get that submitted. The material was received for Cattle at the Cove a few days ago. There has been discussion regarding Spike Ball, and information has been received to get that going. We should receive all materials for MotoSurf soon as well.

8. TDC Grant Subcommittee Report

Grant Subcommittee meeting notes from March 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/April-26-2023, beginning at 1:39:09 and ending at 1:48:06. Below is a summary of the discussion.

Steven Kelley gave the Council an update regarding the TDC Grant Subcommittee Report from the meeting held on March 28, 2023. Mr. Kelley said there was discussion about the current algorithm and the proposed new one to accomplish our goal with bed tax dollars. The final suggestions will be determined at the next meeting. There was also discussion about sports tourism opportunities, the multi-sports complex, and how advantageous it is going to be of us to try and encourage using that for tourism. Mr. Kelley said at the next meeting they will be looking to review any changes to the grant guidelines and provide feedback for potential change to the scoring algorithm. The next proposed meeting is on June 12, 2023.

Ms. Morgan gave a rough-draft of grant history and gave an overview of the data provided. See Attachment F.

9. TDC Film Development Subcommittee Report

Film Development Subcommittee meeting notes from March 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/April-26-2023, beginning at 1:48:08 and ending at 1:50:43. Below is a summary of the discussion.

Kimberly Morgan, Director of Tourism and Film Development, addressed the Council regarding the TDC Film Development Subcommittee Report. Ms. Morgan said they are meeting with the High School Photo Journalist and Film Instructors next week to brainstorm and discuss ideas. They will be developing an internship to build out a database for linked sites which is basically a management tool. There were also discussions regarding permits to give viability of what filmmakers are doing here. It may be referred to as an application instead of a permit, and no fees will be associated.

Chairman Mike Cella spoke about the application for the student film festival.

New Business

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/claycounty-tv-and-video-archive/Committees/Tourist-Development-Council/April 26, 2023](http://www.claycountygov.com/government/claycounty-tv-and-video-archive/Committees/Tourist-Development-Council/April%2026,%202023), beginning at 1:50:45 and ending at 1:53:51. 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 that we have been blessed beyond measure with our team. Ms. Mathews has done a lot on the marketing side. We are looking forward to starting the relationship with Advanced Travel and Tourism, our new ad agency; we are in the final contract negotiations. It is expected to go to the BCC on May 9, 2023. Ms. Everill has done a great job with grants and continues to the event calendar on the website, ensuring all the events are featured. Ms. Morgan said sadly, team member Betsy Carbajal, who significantly impacted our team, has to move due to her husband being transferred. We are looking for a new team member and have interviews coming up. Ms. Morgan thanked Ms. Carbajal for her contribution to finding new business contacts, building the database, and helping with the event permit process. Ms. Morgan said she also had a call today with Cycle-Here Media from St. Augustine, which has been hired by Visit Florida and has asked us to be part of their family campaign called "Your Family Has Got To Do This." It will be a minute-long segment, and we will have access to the B role they shoot and the still photography they take. Visit Florida will push it out on their platforms. It will focus on the treehouses at Camp Chowenwaw.

11. Legislative Update

- Legislative topics and talking points
- National Tourism Week- May 2023 (K. Morgan).

The discussion for the Legislative update can be seen at [www.claycountygov.com/government/claycounty-tv-and-video-archive/Committees/Tourist-Development-Council/April 26, 2023](http://www.claycountygov.com/government/claycounty-tv-and-video-archive/Committees/Tourist-Development-Council/April%2026,%202023), beginning at 1:53:52 and ending at 2:00:52. 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 the big bill we continue watching is HB753. That bill asks for different things that could cripple us. Ms. Morgan gave an overview of the bill and said when the session ends on May 5, 2023, they will move right into preparation due to the session being early next year. There are still vacation rental bills that we are watching. We are asking people to consider making calls to our delegation and ensure they know how harmful it would be for our industry and the mom-and-pop businesses that rely on us to do the marketing.

There was a brief discussion regarding marketing, advertising, and TDT dollars for neighboring counties.

Ms. Morgan gave an update for National Tourism Week. They plan to have something fun with Commissioners and have a half-day tour with the Tourism Team in their district. We have turned it into National Tourism Month. There will be a Proclamation at the BCC May 9, 2023, meeting.

Neil Porter left the meeting at 5:30 pm.

12. TDC Sports Grant Request
Pro Watercross Application. (C. Everill).

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/April 26, 2023](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/April%2026,%202023), beginning at 2:00:53 and ending at 2:18:51. Below is a summary of the discussion and the vote.

Caroline Everill, Tourism Program Manager, addressed the Council regarding the TDC Sports Grant Request. Ms. Everill said they have a request from Pro-Watercross. The event will happen on June 3rd and 4th, 2023, and they project there would be roughly 400 attendees. Ms. Everill reiterated the discussion regarding the current algorithm and gave an overview of the application submitted and attached to the agenda. They are requesting a grant amount of \$35,000.00.

There were questions and discussions regarding the algorithm, TV component, event marketing plan, Panama City events, moving to Clay County, accessibility, the pros of the event coming to Clay County, partnering with Bradford County, marketing, budget remaining for grants and success of the event.

Following the continued discussion regarding marketing, economic impact, and information provided to the Council, Brain Knight made a motion for approval for \$35,000.00, seconded by Randy Anderson, which carried 6-0.

13. TDC Event Grant Request
Rock the Box 3- An Evening with Aaron Lewis. (C. Everill).

The discussion for the TDC Event Grant Request can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/April 26, 2023](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/April%2026,%202023), beginning at 2:18:52 and ending at 2:21:30. Below is a summary of the discussion and vote.

Caroline Everill, Tourism Program Manager, addressed the Council regarding the TDC Event Grant Request. Ms. Everill said an application had been submitted by Rock-The-Box Event - An Evening with Aaron Lewis to be held in October at Thrasher-Horne with 700 attendees. Ms. Everill gave an overview of the application attached to the agenda. They are requesting a grant amount of \$3,000.00.

Following a brief discussion regarding attendance and the charity, Kevin Robert made a motion for approval of \$3,000.00, seconded by Randy Anderson, which carried 6-0.

14. Review Meeting Schedule

- 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/April 26, 2023](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/April%2026,%202023), beginning at 2:21:30 and ending at 2:21:44. Below is a summary of the discussion.

Chairman Mike Cella mentioned the upcoming TDC meetings as noted on the agenda and said there would be sub-committee meetings held in between those meeting.

Old Business

15. Upcoming Events Update

Please visit ExploreClay.com for the most up to date happenings in Clay County.
(C.Everill)

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/April 26, 2023](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/April%2026,%202023), beginning at 2:21:54 and ending at 2:24:38. Below is a summary of the discussion.

Caroline Everill, Tourism Program Manager, addressed the Council regarding the upcoming event update. Ms. Everill said CalaVida is happening this week in Green Cove Springs. The second annual Autism Carnival is this weekend; Vintage Market Days is happening at the fairgrounds. Orange Park Town Hal will be showing the movie - On Ward. There is a tentative date of May 12, 2023, for the 2023 "You Pick Sunflower Festival" at the Amazing Grace Farm. Ms. Everill said a 5K Fun Run is coming up called "Donut Get Caught"; as always, visit ExploreClay.com for more information.

Chairman Mike Cella said the College Drive Initiative would hold its Food Truck Night on Friday at the Thrasher-Horne Center.

Randy Anderson gave an overview of the Kid Fest event. Mr. Anderson said it was not as good as last year; numbers were down but not as low as they had been in the past. There is a lot of competition with all that is happening in the county. Mr. Anderson said that Orange Park will hold its first Concert After Dark, along with food trucks, on May 6, 2023, at the Town Hall.

Adjournment

Hearing no further business, Chairman Mike Cella adjourned the meeting at 5:58 pm.

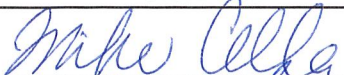
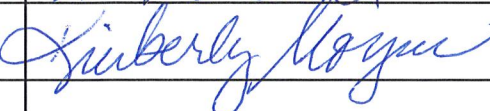
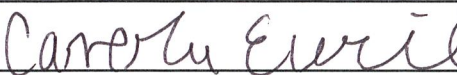
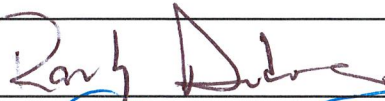
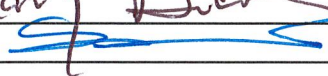

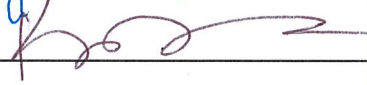

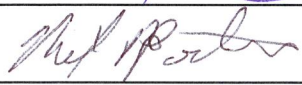
Attest:

Committee Chairman

Recording Deputy Clerk

Attachment
“A”
TDC Sign-In
Sheet

Tourist Development Council
 Wednesday, April 26, 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. Robeřt	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



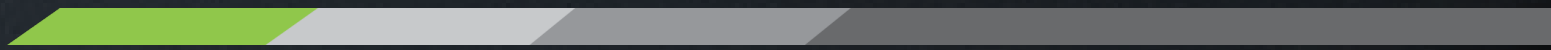
RESULTS WORKERS

 Google
Data Studio

evok
advertising

Reporting

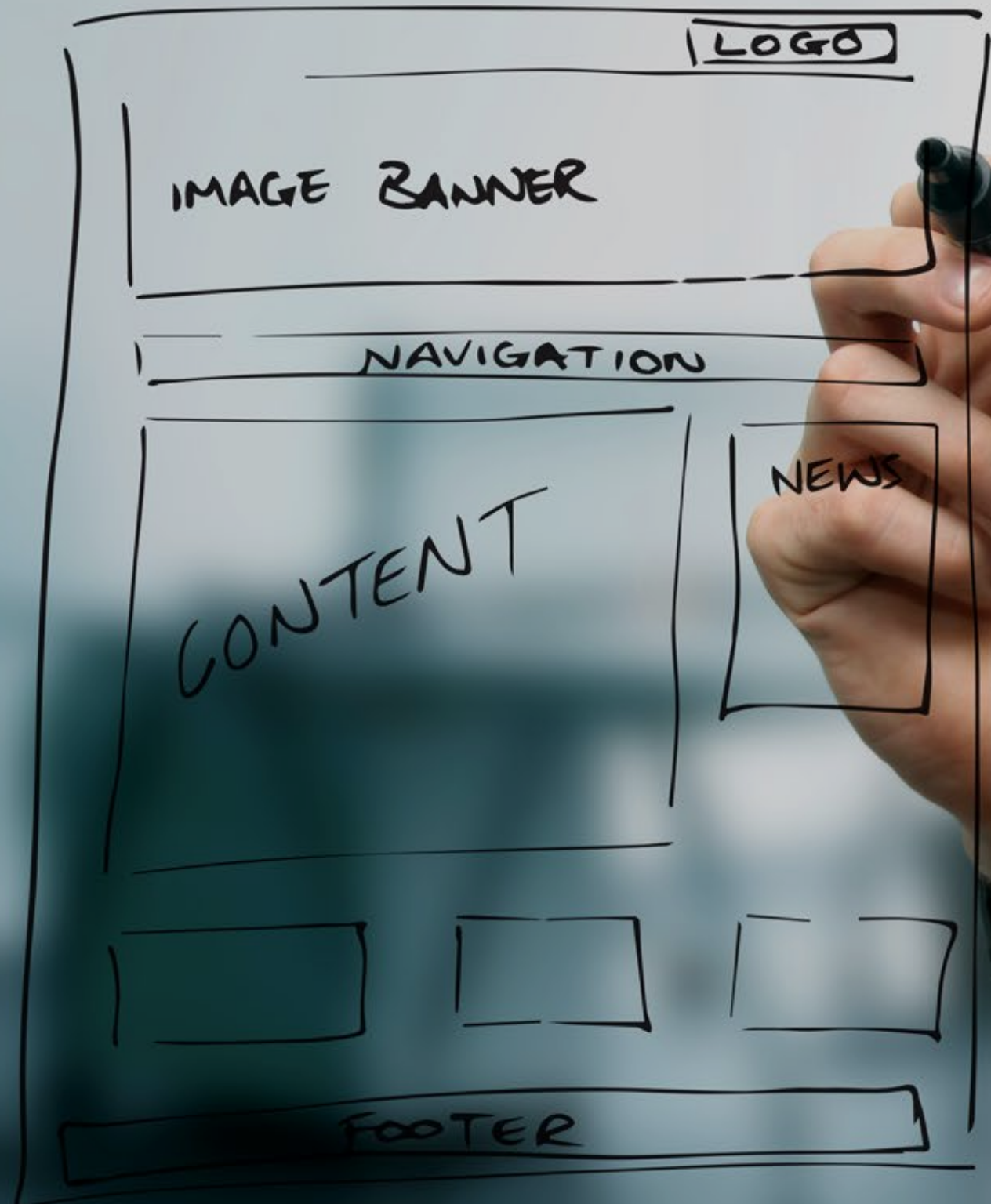
Clay County April TDC Meeting - 2023



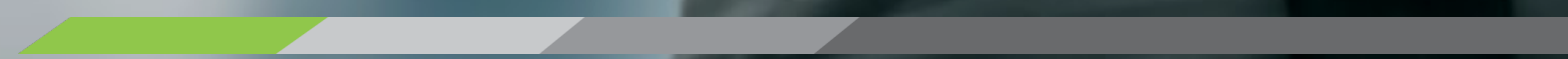
Agenda

- Performance Insights
 - ➔ SEO/WEB
 - ➔ Google/PPC
 - ➔ Paid Social Media
- Newly Completed Projects



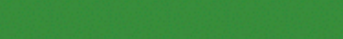











SEO/Web



SEO/Web

- March is the fourth straight month of increased website traffic growth
- Total Website Sessions
 - 38% increase YoY, 9% increase MoM
- Keyword Volume
 - 11% increase MOM
 - Keywords being searched on Google that are bringing users to the website

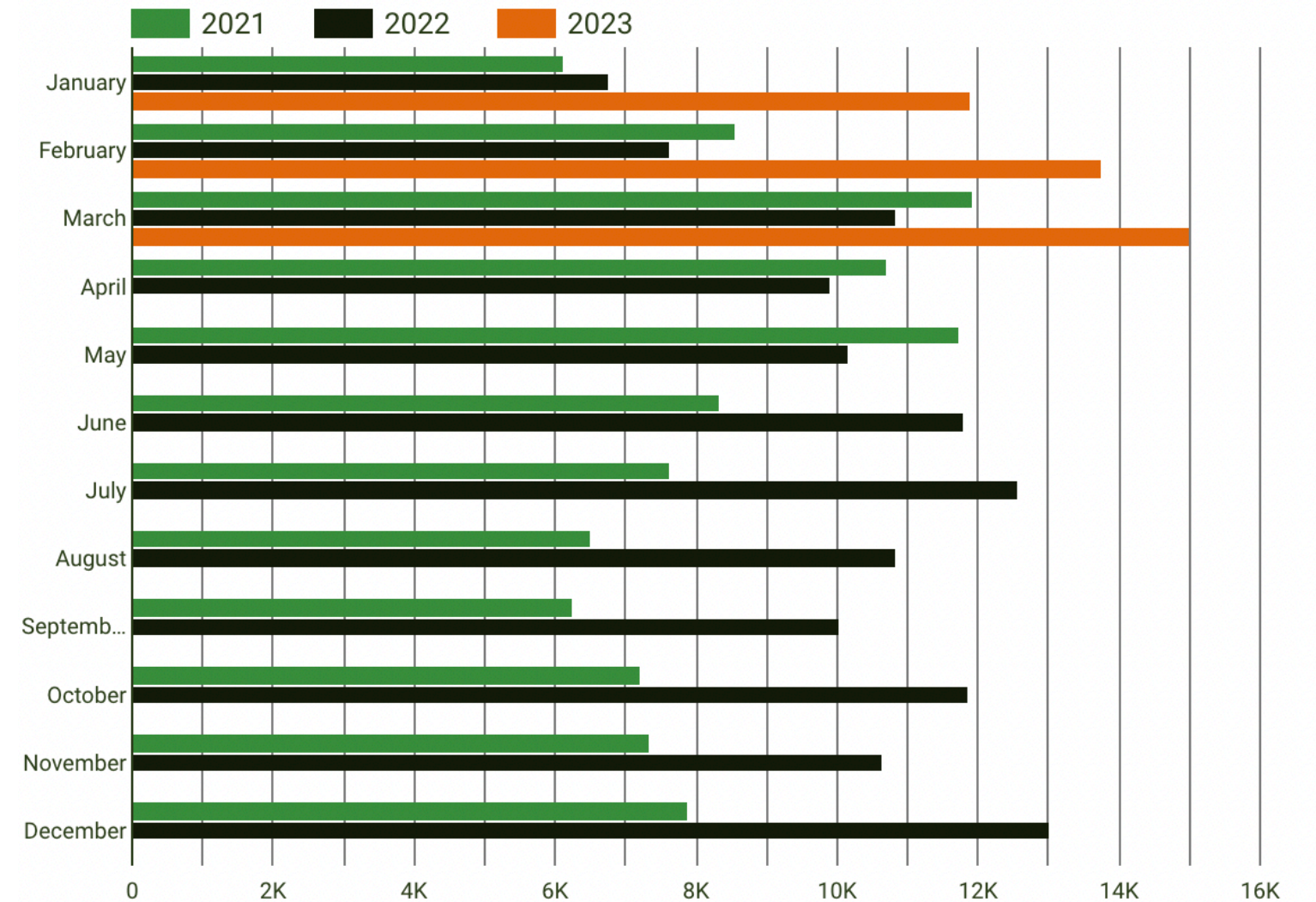
	Landing Page	Total Sessions
1.	/	6,210 
2.	/what-to-do/	1,195 
3.	/events/	702 
4.	/event/strawberry-fest-2023/	661 
5.	/venues/	649 
6.	/attraction/dreamette-ice-cream-...	311 
7.	/where-to-stay/	284 
8.	/event/clay-county-strawberry-fest/	200 
9.	/booking/sniktaw-farm/	176 
10.	/attraction/lolas-filipino-cafe-mini-...	118 

SEO/Web

- Organic website sessions
 - increased 4.9% MoM and 42.4% YoY
- New organic website sessions
 - increased 7.1% MoM and 42.9% YoY
- Organic search volume is up 22.53% MoM
 - increased 7.1% MoM and 42.9% YoY

Traffic Trends: Total Sessions by Month

Objective: Increase Sessions YoY



SEO/Web

Top 5 Search Queries

- dreamette
- clay county fairgrounds
- anime bar
- leaderboard arcade
- open road bicycles



Google/PPC



Google/PPC

Travel & Hospitality Industry Benchmarks

Avg. CTR for Search






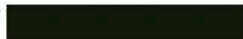







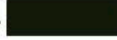


















4.68%

Avg. CPC for Search

\$1.53

Google AdWords: Summary of Search Campaigns this Month

Objective: Increase Impressions, Clicks and CTR.

Campaign	Impressions	Clicks ▾	CTR	CPC
Fishing	6,131 	770 	12.56% 	\$0.65 
Wedding/Event Venue	5,320 	607 	11.41% 	\$0.64 
Events/Fairs/Activities	2,982 	393 	13.18% 	\$0.59 
Outdoor Activities	3,566 	284 	7.96% 	\$0.65 
Springs & Water Activities	1,387 	276 	19.9% 	\$0.65 
Places to Stay & Camping	3,352 	250 	7.46% 	\$0.66 
Golf	789 	53 	6.72% 	\$0.66 
Restaurants	114 	5 	4.39% 	\$0.64 
Grand total	23,641	2,638	11.16%	\$0.64



Social Media

Paid Social Media

- 2,984 Link clicks for the Website Traffic Ads
- 1,566 Link clicks for the Foodie instant experience ad
- 2,094 Engagements garnered for Promoted Posts
- 653 Link clicks for the Promoted Posts Blog Entries
- 25,036 ThruPlays for the Video Views campaign



 **Clay County, FL Tourism** ✓
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.



Where to Eat in Clay County

Paid Social Media

- New graphics for paid social

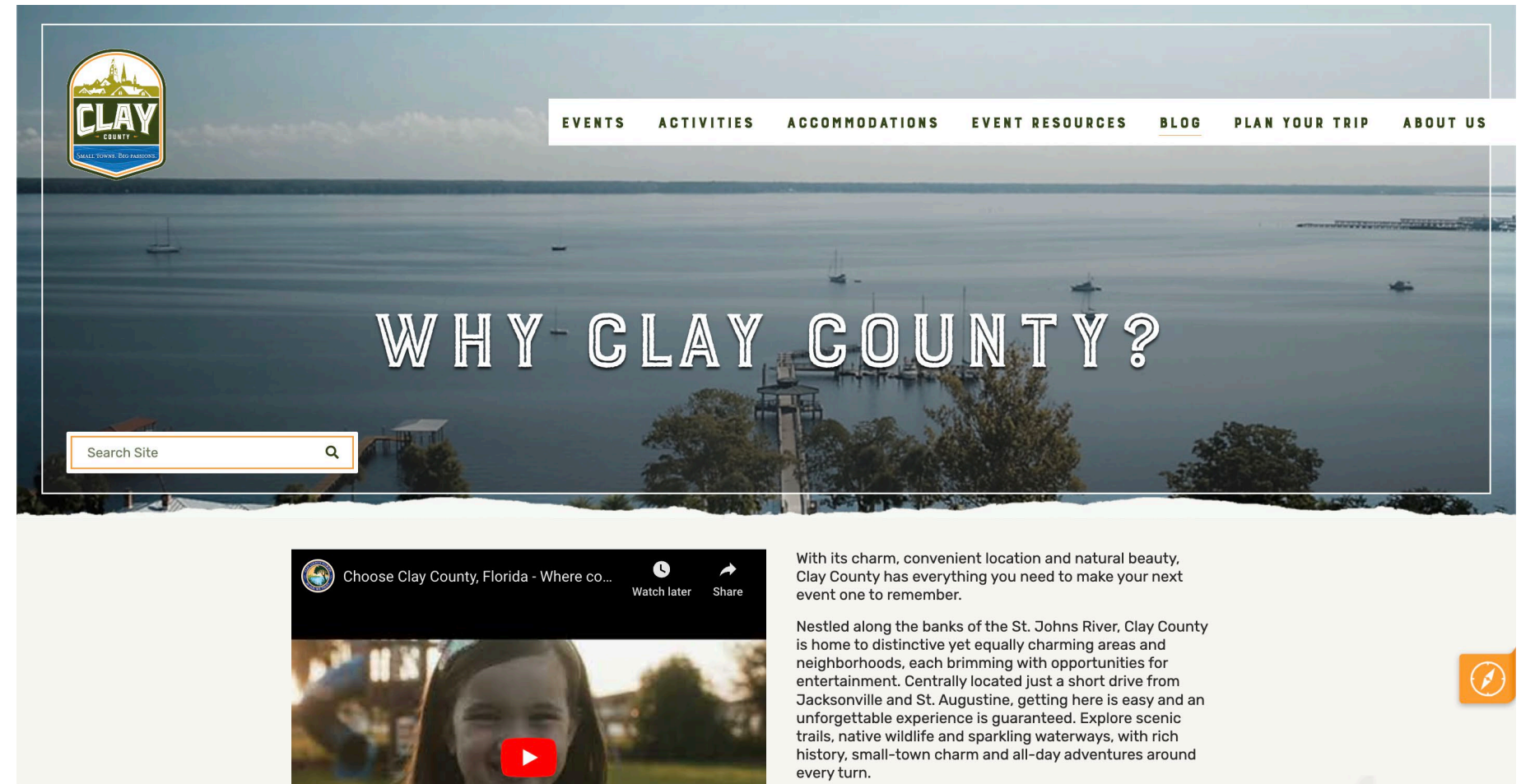


Newly Completed Projects



Newly Completed Projects

- Completed Webpages
 - ➔ Sports Tourism
 - ➔ Events Resources
 - ➔ Medical Tourism
 - ➔ Why Clay County?
- Rolling out new design for the neighborhood pages next



**IDEAS.
WORK.**

RESULTS.

Attachment

“C”

Airstream Presentation



Sports Tourism Presentation

Quarterly Report-April 2023



ASSOCIATION TRIPS

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)



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 (2024)
- NXL Paintball Championships (2024)
- ACL Florida Open Championship (2023/24)
- Parkour (2024)

CONVERSATIONS

- AJGA Event (2023)
 - US Archery (2024)
 - NAIA Championship Lax (2024)
 - World Axe Throwing League (2024)
- 
- 



MOTOSURF MOTOSKATE RECAP

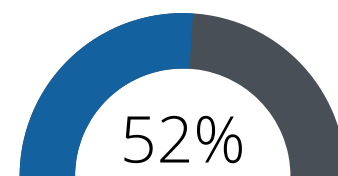
ANNUAL CONTRACT

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: 4

ROOM NIGHTS



GOAL: 1,500

ACTUAL: 515

TOURISM IMPACT



GOAL: \$750,000

ACTUAL: \$395,000

Attachment

“D”

**Southern Rock Hall of Fame
Presentation**



SOUTHERN ROCK HALL OF FAME & MUSEUM

An Entertainment Destination

CONTENT

Vision

Proofs of Concept

Locations

Marketing & Fundraising

Ramp-up Example

Structure & Funding

Next Steps



VISION: TOURISM STRATEGIC PLAN

HIGHLIGHTS:

- CLAY COUNTY IS AN ENTERTAINMENT-CENTRIC COMMUNITY
- CLAY COUNTY IS IN A UNIQUE POSITION TO LEVERAGE ITS SOUTHERN ROCK ROOTS
- THE YOUNGER DEMOGRAPHIC IS INTERESTED IN MUSIC-RELATED TOURISM

STRATEGIC PLAN RECOMMENDATIONS:

- CREATE A SOUTHERN ROCK HISTORICAL SOCIETY / NONPROFIT
- BUILD A HALL OF FAME MUSEUM, INDOOR PERFORMANCE SPACE, AND AMPHITHEATER
- BRING IN >30K NEW VISITORS WITH A SOUTHERN ROCK FESTIVAL - UTILIZE ALL ARTS VENUES FOR COUNTY-WIDE PROGRAMS

Purpose of my internship...Exploration of which parts are feasible.



VISION: DISCOVERY INTERVIEWS

COUNTY & CITY LEADERS

COUNTY COMMISSIONERS

CITY MANAGERS

ECONOMIC DEVELOPMENT

TOURISM DEPARTMENT

GRANTS/SPONSORSHIP DEPT.

HISTORICAL ARCHIVES

COMMUNITY SUPPORTERS

NONPROFIT ORGANIZATIONS

MUSICIANS

BUSINESS DEVELOPERS

ARTS & CULTURE ORGANIZATIONS

LEGACY BAND MEMBERS & FAMILY

SUBJECT MATTER EXPERTS

MARKETING

BRANDING

TOURISM MANAGERS

FLORIDA ENTERTAINMENT ASSN.

MUSIC INDUSTRY PROFESSIONALS

MUSEUM MANAGERS

Over 40 interviews

VISION: CELEBRATING SOUTHERN ROCK

The Allman
Brothers
Band

The Marshall
Tucker Band

Lynyrd
Skynyrd

.38 Special

Molly
Hatchet

Atlanta
Rhythm
Section

Blackfoot

Charlie
Daniels
Band

The Outlaws

Tom Petty

& more

“We have a responsibility to educate the younger generation about the greatest musicians in our history.”



VISION: AN ENTERTAINMENT DESTINATION

HALL OF FAME MUSEUM

20,000 SF +

ARTIFACTS & INTERACTIVE EXHIBITS

ROTATING GALLERY

HISTORIC TOURS

SCHOOL-AGED FIELD TRIPS

EDUCATION PROGRAMS

MERCHANDISE/GIFT SHOP

PRIVATE EVENTS

MEMBERSHIPS & VIP PACKAGES

BOUTIQUE OUTDOOR AMPHITHEATER

2000-3000 PEOPLE

OUTDOOR BANDSHELL

LAWN / FLEX-SPACE FOR:

COMMUNITY DAILY ACTIVITIES

& SMALL FESTIVAL GROUNDS

GALA VENUE

INDUCTION CEREMONIES

500+ SEATS

PERFORMANCE STAGE

PRIVATE EVENTS

IN-HOUSE KITCHEN (LEASE OPP)

Revenue Streams

VISION: AN ENTERTAINMENT DESTINATION

MUSIC BUSINESS / EDUCATION CENTER

DIY "TEACH & DO" STUDIO

CO-LAB BAND ROOM

RECORDING STUDIO

REHEARSAL ROOMS

DESIGN & PRINT SHOP

PERFORMANCE STAGE

LIBRARY

WORKSHOPS, SEMINARS, PANEL
DISCUSSIONS, MASTER CLASSES

PROFESSIONAL DEVELOPMENT
CERTIFICATION PROGRAM

AFTER SCHOOL LESSONS

SUMMER CAMPS

YOUTH COMMUNITY BAND ENSEMBLES

Revenue Streams

PROOF OF CONCEPT: NATIONAL

- SOUTHERN ROCK EXHIBIT AT THE GRAMMY MUSEUM MISSISSIPPI
- MUSCLE SHOALS SOUND MUSEUM – MUSCLE SHOALS, AL
- FINLAND BOOK ABOUT SOUTHERN ROCK & “BROTHERS & SISTERS” ALLMAN BROTHERS BOOK TO BE RELEASED IN JULY
- THE BIG HOUSE – THE ALLMAN BROTHERS BAND MUSEUM – MACON, GA
- SOUTHERN ROCK WOODSTOCK – 5 FESTIVALS THIS SUMMER!
- MERCER MUSIC AT CAPRICORN - 2020 – REVIVED THE OLD RECORDING STUDIO & BUILT A MUSEUM + REHEARSAL ROOMS, PERFORMANCE STAGE, & BUSINESS SERVICES OFFICES TO BE LEASED OUT FOR ARTIST SERVICES SUCH AS LEGAL, MGMT., PUBLISHING, ETC. – MACON, GA

Jacksonville area artists are going out of state for services.



PROOFS OF CONCEPT: LOCAL

- CLAY FAIR EXHIBIT BY ARCHIVES OFFICE
- GALLERY SHOW AT THE THRASHER-HORNE CENTER
- BENEFIT CONCERTS BY ST. MICHAELS SOLDIERS AT THE THRASHER-HORNE CENTER
- THE GREAT SOUTHERN ROCK REVIVAL –JAX BEACH
- SOUTHERN ROCK AT JACKSONVILLE AREA MUSIC MUSEUM
- FOOD TRUCK FRIDAY – THE CURT TOWNE BAND BRINGS >10,000 PPL

The Clay County and surrounding communities support Southern Rock!

PROOF OF CONCEPT: CASE STUDY

THE BIG HOUSE – ALLMAN BROTHERS MUSEUM – MACON, GA

- SUSTAINABLE OPERATIONS (OPENED IN 2009)
- REVENUE STREAMS:
 - ADMISSION FEES
 - GIFTS/GRANTS/DONATIONS
 - MERCHANDISE SALES
 - FUNDRAISING EVENTS
 - MEMBERSHIP SALES
 - VENUE RENTALS



990 financials on next slide

PROOF OF CONCEPT: CASE STUDY

Section B. Total Support

Calendar year (or fiscal year beginning in) ►		(a) 2015	(b) 2016	(c) 2017	(d) 2018	(e) 2019	(f) Total
9	Amounts from line 6. . .	480,663	509,140	694,188	611,996	738,156	3,034,143
10a	Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources. .	5,598	3,820	7,819	4,642	12,295	34,174
b	Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975.						
c	Add lines 10a and 10b.	5,598	3,820	7,819	4,642	12,295	34,174
11	Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on.						
12	Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.) . .						
13	Total support. (Add lines 9, 10c, 11, and 12.) . .	486,261	512,960	702,007	616,638	750,451	3,068,317

Market Opportunity: This is just one band!



LOCATIONS CONSIDERATIONS

1. BEST BET

PROS:

- RECENT CHANGE OF PURPOSE
- SPACE TO BUILD/PARKING

CONS:

- UNKNOWN MGMT. INTEREST
- TOTAL REDEVELOPMENT
- TRAFFIC/CONGESTED AREA

2. ORANGE PARK MALL

PROS:

- EXISTING SPACES
- PARKING

CONS:

- UNKNOWN MGMT. INTEREST
- TRAFFIC/CONGESTED AREA
- DISTANCE FROM ST. AUGUSTINE

LOCATIONS CONSIDERATIONS

3. THRASHER-HORNE CENTER & ST. JOHNS RIVER STATE COLLEGE

PROS:

- EXISTING SPACES

CONS:

- UNCERTAIN OF MGMT. INTEREST
- DISTANCE FROM MAIN ARTERY

4. FAIRGROUNDS

PROS:

- LOCATED OFF OF NEW HWY 23
- COUNTY OWNED SECTIONS

CONS:

- CONGESTED TRAFFIC FOR LARGE EVENTS
- UNCERTAIN INTEREST...FAIR BOARD MARKET STUDY
- ADDITIONAL LAND & BUILDINGS REQUIRED
- NO SERVICES NEARBY

LOCATIONS CONSIDERATIONS

5. DOWNTOWN GREEN COVE SPRINGS

PROS:

- COMMUNITY SUPPORT

CONS:

- PRICE OF LAND
- PARKING NEEDED
- TRAFFIC/CONGESTED AREA

6. REGIONAL SPORTS COMPLEX

PROS:

- COUNTY OWNED SECTIONS

CONS:

- ADDITIONAL BUILDINGS REQUIRED
- NO SERVICES NEARBY
- PURPOSE CONFLICT
- CAMP BLANDING NOISE AND LIGHT ORDINANCE

LOCATIONS CONSIDERATIONS

6. REYNOLDS PARK/PORT AREA

PROS:

- MAIN ARTERY
- EXISTING BUILDINGS, CLEARED FIELDS, RV, UTILITIES, BOAT ACCESS
- TEMP SPACE FOR FUTURE DEVELOPMENT
- FUTURE DEVELOPMENT INCLUSION

CONS:

- FUTURE DEVELOPMENT INCLUSION
- SHORT-TERM DEVELOPMENT RESTRICTIONS

7. PROPERTY FOR SALE

LOT SIZE:

- ~ 5 ACRES

LOTS AVAILABLE:

- WORK WITH THE ECONOMIC DEVELOPMENT COMMISSION AND THE COUNTY'S PROPERTY MGMT. TEAM TO IDENTIFY AN APPROPRIATE PROPERTY



MARKETING & FUNDRAISING

Marketing Partners – In State

- Clay County Tourism Department
- St Johns County Tourism Department
- Duval County Tourism Department
- Concert/Festival Promoters
- Florida Attractions Association
- Florida Museum Association
- Visit Florida

MARKETING & FUNDRAISING

Marketing Partners – Out of State

- Muscle Shoals/ North Alabama Tourism Association
- Macon, GA Tourism Department
- The Big House Museum
- Capricorn Studios
- American Music Triangle - Road Trip
- Other Music Hall Of Fame & Museums
- Southern Rock Woodstock & Other Related Festivals

MARKETING & FUNDRAISING

Grant Opportunities

- FLORIDA DEPT OF STATE DIVISION OF ARTS & CULTURE
 - Cultural Facilities Grant
 - Cultural Endowment Program
- FLORIDA DEPT OF STATE DIVISION OF HISTORICAL RESOURCES
 - Preservation Grant Programs
- EXHIBIT AND CURATION GRANTS – Various Sources
- FLORIDA ASSOCIATION OF MUSEUMS – Various Resources



MARKETING & FUNDRAISING

Sponsorships

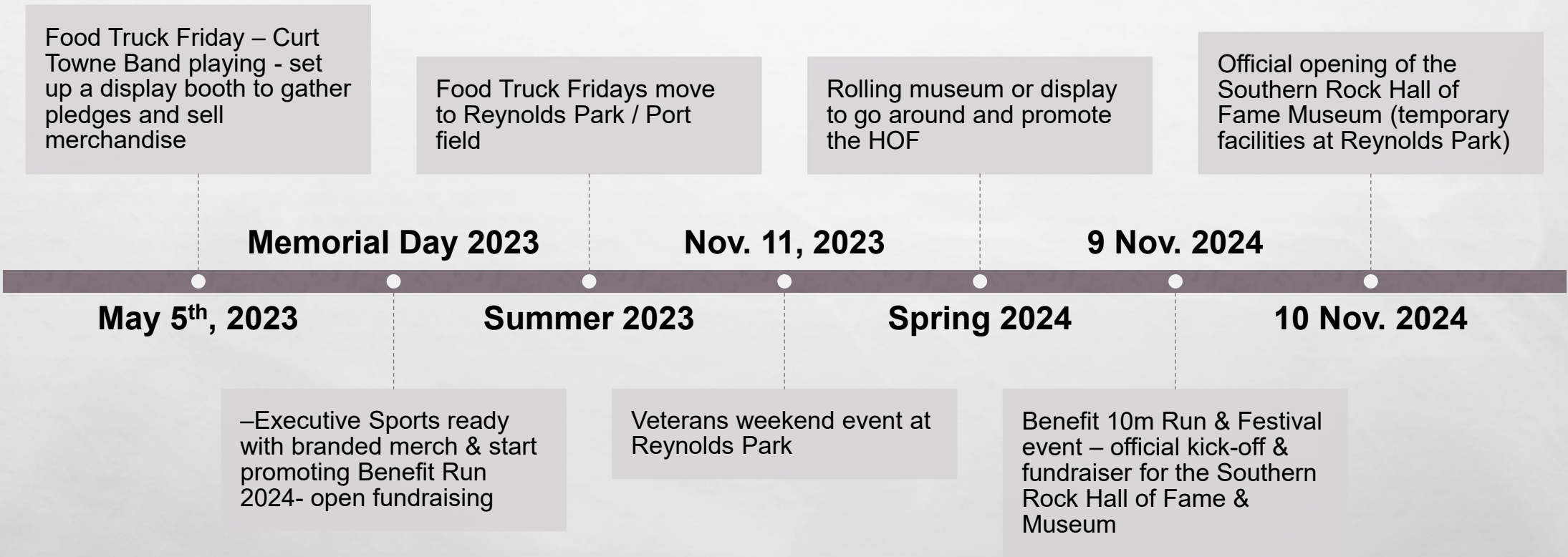
- Local – corporate sponsors
- Outside of area – focus on sponsors from the music industry

Fundraising

- Benefit concerts, events & VIP experiences
- Benefit run & festival (partner w/ Executive Sports)
- Crowdfunding & pledges
- Rolling museum & pop-up displays
- Individual & family donors



RAMP UP OPPORTUNITY – EXAMPLE



Sample of the first 18-months – overall, this project is expected to take 3-5 years to build



STRUCTURE/FUNDING OPTIONS

- HALL OF FAME MUSEUM – NONPROFIT
- HALL OF FAME INDUCTION/GALA VENUE – COUNTY OR NONPROFIT
- AMPHITHEATER – PROMOTER, COUNTY, OR NONPROFIT
- MUSIC BUSINESS/EDUCATION CENTER – PRIVATE, NONPROFIT, OR SCHOOL PARTNERSHIP
- RESTAURANT – PRIVATE

\$1.00 = \$5.00

Museums and other nonprofit cultural organizations return more than \$5 in tax revenue for every \$1 they receive in funding from all levels of government.



NEXT STEPS: TDC RECOMMENDATION ON STRUCTURE

COUNTY RUN

- EXPLORE LOCATIONS FURTHER
- EXPLORE REGIONAL MODELS
(ST JOHNS AMP VS DAILY'S)
- HIRE MANAGEMENT

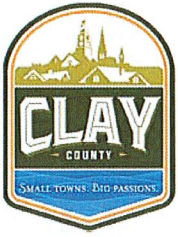
PUBLIC-PRIVATE PARTNERSHIP

- EXPLORE LOCATIONS FURTHER
- WHAT PIECE(S) WOULD THE
COUNTY LEAD?
- START W/ MUSEUM + REVENUE
GENERATOR (MERCH, GALA VENUE)
- CONCESSIONS & INCENTIVES FOR
DEVELOPERS
- NONPROFIT FORMATION
- HIRE MANAGEMENT

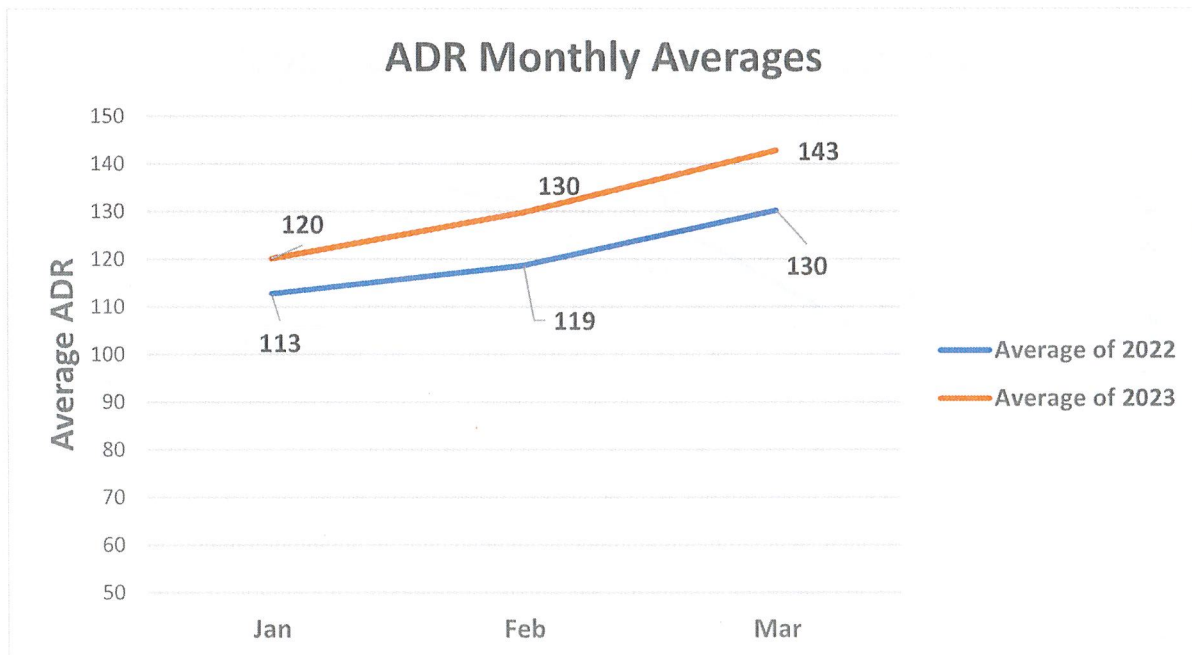
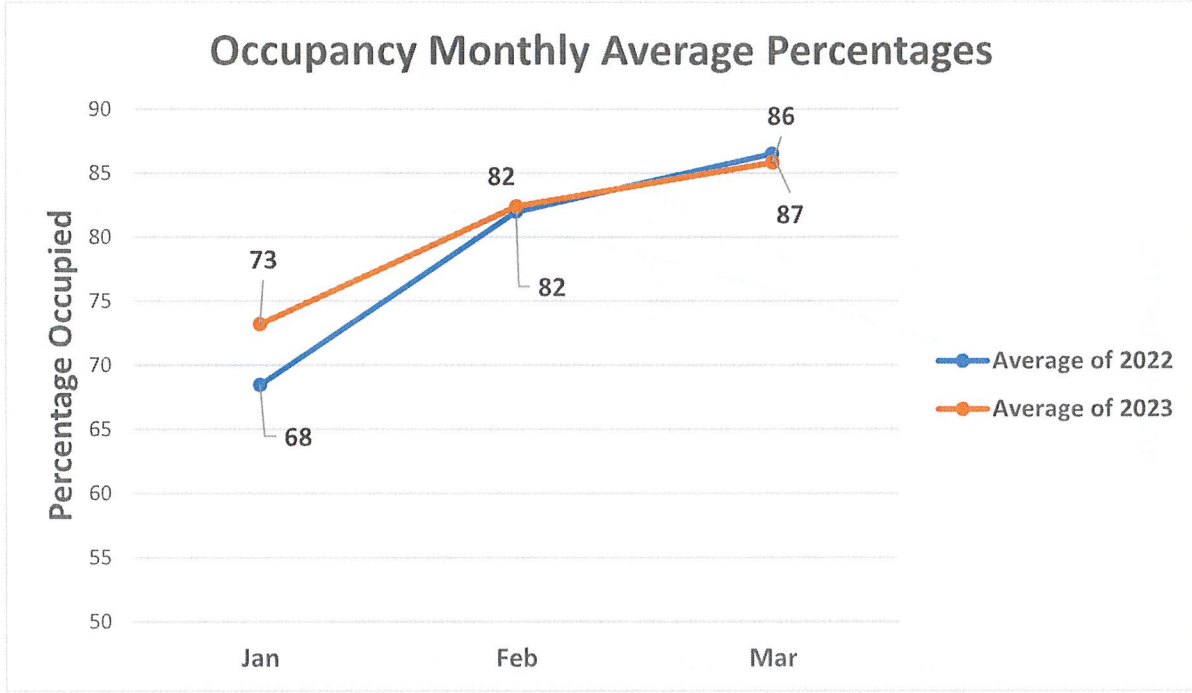
PRIVATE RUN

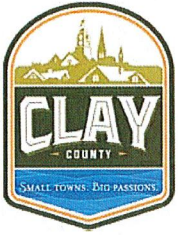
- NONPROFIT FORMATION
- TEMPORARY LOCATION TILL
DEVELOPMENT GOALS MET
- CONCESSIONS & INCENTIVES
FOR DEVELOPERS
- HIRE MANAGEMENT

Attachment
“E”
Hotel Data

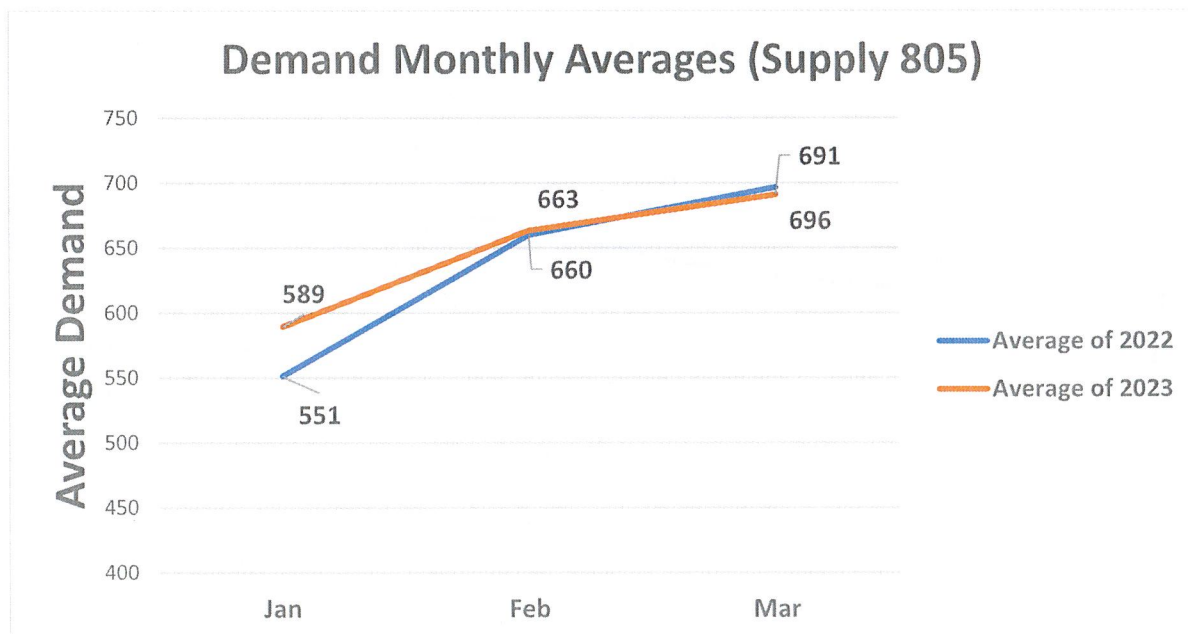
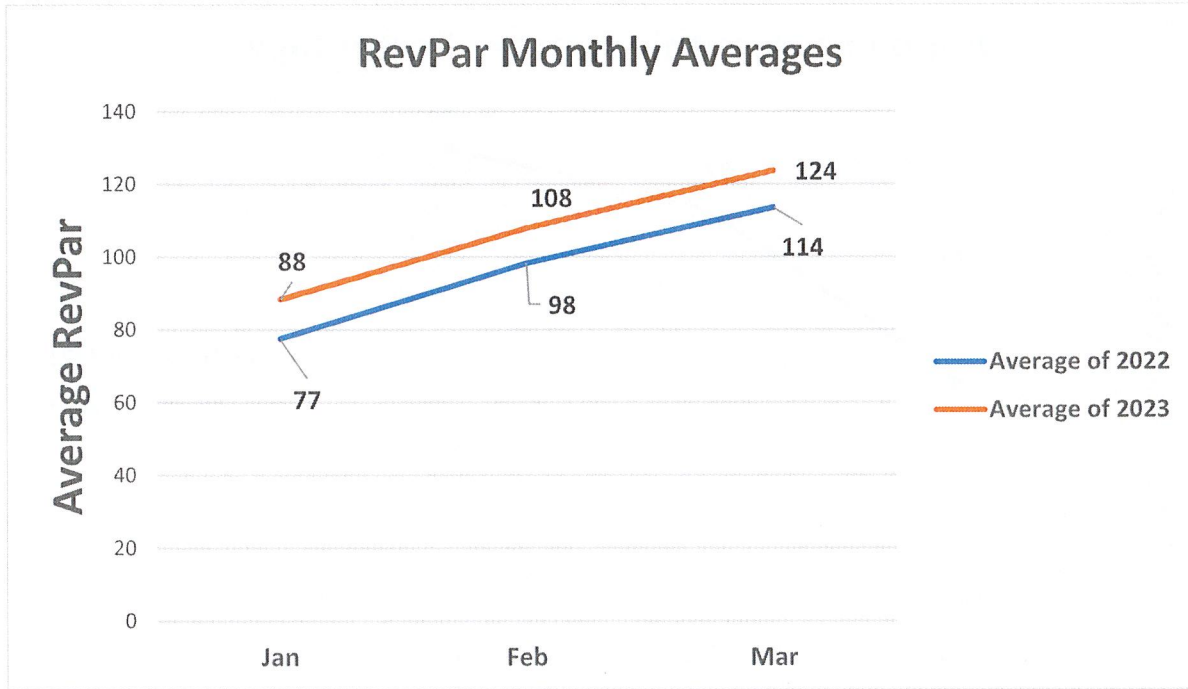


Clay County Tourism Department Monthly Analytics as of 4/1/2023





Clay County Tourism Department Monthly Analytics as of 4/1/2023



Attachment
“F”
Grant History

TDC Event Grant History Budget vs. Actuals

	Signature Events		Special Events		Sports Events		Total		Percentage of Budget	
	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual
FY18-19	90000	89274	29000	22514			119000	111788		12.20%
FY19-20	115000	95000	27345	47620			142345	142620		9%
FY20-21	95000	80834	30210				125210	80834		16.50%
FY21-22	102000	96708	33672	26684	130500	113267	266172	236659		18.87%
FY22-23*	79000	79000	21697	20000	74635	3500	175332	102500		33.65%

14.70%

*split the budget into two different cost centers