



## TOURIST DEVELOPMENT COUNCIL

### AGENDA

March 22, 2017

3:00 PM

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

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#### **Call to Order**

#### **Public Comments**

#### **Presentations**

1. Fair Presentation

#### **Approval of Minutes**

2. January 25, 2017 TDC Meeting Minutes

#### **Bed Tax Collections Analysis**

3. Annual Analysis
4. 5-Year History by Month With Projection for Future
5. Consideration For Increase from 3% to 4% or 5%

#### **Budget**

#### **New Business**

6. Priorities
7. TDC Subcommittee Recommendation for Promotional Grants
8. Director's Report
9. Legislative Update

#### **Old Business**

10. RV Parks
11. FY 16/17 Special Event Grant Update
12. AirBNB
13. Upcoming Events Update
14. Rebranding Update

#### **Adjournment**



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, March 22 3:00 PM

TO: County  
Commissioners

DATE: 3/9/2017

FROM: Ann Mitchell,  
Administrative Assistant

SUBJECT:

AGENDA ITEM TYPE:

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ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	3/10/2017 - 10:01 AM	



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Commissioners

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FROM: Ann Mitchell,  
Administrative Assistant

SUBJECT:

AGENDA ITEM TYPE:

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ATTACHMENTS:

Description

▣ 01-25-17 TDC Minutes

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	3/13/2017 - 11:27 AM	



**TOURIST DEVELOPMENT COUNCIL  
MEETING MINUTES**

**January 25, 2017**

**3:00 PM**

**Administration Building, 4th Floor, BCC Meeting Room**

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**Call to Order**

The Clay County Tourist Development Council (TDC) met at the above date and time in the BCC Meeting Room, 4th floor of the Clay County Administration Building, 477 Houston Street, Green Cove Springs, Florida.

Chairman Mike Cella called the meeting to order at 3:03 p.m.

**Present:**

Connie Thomas  
Pat Sickles  
Kelly Mosley  
Kathy White  
Marina Mathews  
Bob Olson

**Absent:**

Steve Hart

Bob Olson will arrive later in meeting.

Chairman Cella introduced new TDC member, Connie Thomas, Municipal Representative for the Town of Orange Park.

**Public Comments**

James Otto, 2908 Blanding Boulevard, Middleburg, Florida, stated that Public Comments should be at the beginning and the end of the meeting. He commented on the usage of the Green Cove Springs city pool and it being a part of Clay County's rebranding. He asked that funding be provided for domestic violence, roads, libraries, and saving our lakes and wants football removed from the school system. He commented that teachers should be more respected and believes that the Duval County Court System should be relocated to Clay County.

Bob Olson joined the meeting at 3:09 p.m.

**Approval of Minutes**

VIDEO 1. Approval of September 7, 2016 TDC Minutes



Pat Sickles moved, seconded by Bob Olson, and carried 6-0, to approve the TDC Minutes of September 7, 2016 as presented.

### **Update on TDT Collections**

#### VIDEO 2. Bed Tax Collections Analysis

Kimberly Morgan, Director of Tourism and Film Development, explained the new format of their bed tax collections analysis. The report presented to the TDC provided a five-year analysis of total bed tax collections. The collections reported for October and November, 2016 totaled \$103,167.00, similar to previous years.

Chairman Cella stated that the percentage increase from FY 14/15 to FY 15/16 was not as significant due to the loss of room inventory with hotel closures. Discussion ensued regarding the inventory and potential future development. There were also questions about whether assisted living facilities and RV Parks were required to pay the bed tax. Mrs. Morgan confirmed that assisted living facilities were not taxed and she would research the RV Parks' status for paying the TDC.

### **New Business**

#### VIDEO 3. Set Meeting Schedule

Chairman Cella expressed the importance of creating a schedule to move the TDC forward. He proposed a meeting on March 22, 2017, May 24, 2017 (Grants Award Meeting) and October 25, 2017 (first meeting of FY 17/18), all to be held at 3:00 p.m. in the BCC Meeting Room.

It was a consensus of the TDC members to accept the proposed TDC meetings as presented.

#### VIDEO 4. Budget

Chairman Cella commented that the budget oversight was an important part of the TDC Members' roll. He asked that Ms. Morgan explain their budget.

Ms. Morgan provided an overview of the budget detailing the Promotional Activities line which includes the Event Grants, allocation to the Thrasher-Horne Center for the Performing Arts. She stated that she would be applying for a VISIT FLORIDA reimbursable matching grant that could be used toward a Visitor Profile Research. The Visitor Profile Research Project will help us know where our visitors are coming from, what they are doing while they are here and overall perceptions of the destination. This data will help us make more strategic and intentional marketing decisions in the future.

Marina Mathews shared opportunities with website development and images. Ms. Morgan stated that those items are part of the 90-day plan. Chairman Cella shared that Ms. Morgan has been in the field accumulating photographs and the County's website

and Facebook page are sufficient until the visitor data to support our new efforts is complete. Ms. Morgan suggested they do an email campaign inviting local businesses to follow and share our social media efforts.

Pat Sickles stated that she would like to see more invested in the calendar.

Chairman Cella agreed and shared that this is one of the areas that Ms. Morgan is working to develop. He mentioned that he and Ms. Morgan had discussed a workshop for those who are applying for special event grants that would walk them through some marketing best practices to help their event be successful.

Bob Olson asked about their reserves stating that a lot of information needed to be reviewed. He asked if there were any restrictions on the funding and how it can be used.

Chairman Cella stated that there are no restrictions on the funding but it must be spent on projects that are in alignment with the Florida Statutes.

VIDEO 5. Special Event Grant Update

Chairman Cella stated that the bulk of their expenses are for grants. He asked Ms. Morgan to review the grant tracking sheet that tells TDC members where each applicant is in the grant process and their final reimbursement.

VIDEO 6. TDC Vacancy

Commissioner Cella stated that there was a hotelier vacancy. Sheila Schwartz, Watson Realty Property Management Division and Susan Hill, General Manager, Holiday Inn Orange Park, both submitted an application for Board consideration.

VIDEO 7. AirBNB

Chairman Cella commented that one of the first issues brought to his attention was AirBNB. As it relates to this Council, we have an interest in them paying their fair share as the regular hotels. Ms. Morgan stated that they will be researching the pros and cons of working with AirBNB and will report back to the TDC with a recommendation.

VIDEO 8. Director of Tourism & Film Development (90-Day Plan)

Ms. Morgan explained the high points of her plan stating that the main priorities are to mine content and build relationships, asking the TDC for their input to this plan. She also mentioned the addition of the first ever Clay Day in Tallahassee planned for March, 2017.

Marina Mathews asked about a logo. Ms. Morgan explained that the County is going through a County-wide rebranding process. A bid has been distributed and the project must be completed by June.

## VIDEO 9. Upcoming Events

Chairman Cella stated that he and Ms. Morgan met with Tasha Hyder, General Manager, Clay County Fair Association. Ms. Hyder shared all the new things that they will be doing at this year's fair. Ms. Morgan praised Bob Olson and the Thrasher-Horne Center for bringing Trace Adkins to town the same weekend that the Cattlemen's Association is bringing a rodeo to the Fairgrounds. Bob Olson stated that while this particular scenario wasn't intentional, it is an opportunity and will be used by businesses to be more strategic.

Kathy White explained that it would be great to plan an event around the historical Old Jail and Courthouse at Halloween, sharing the paranormal activity and promoting the railroad history. She commented that she saw one of the paranormal TV shows during a trip to Kansas that featured our Old Jail.

## VIDEO 10. Preparation for 2017-18 Event Grants

Chairman Cella spoke about the grant process and asked Bob Olson to provide an overview of the Subcommittee's Proposal. Mr. Olson thanked Marina Mathews and Kathy White for being part of the team that put this proposal together.

Chairman Cella asked that the Subcommittee meet to discuss a final version of the proposal for new grant guidelines, new grant application and a recommendation for the Board to review. Ms. Morgan will work with the subcommittee members to plan the meeting and have items ready for approval at their next TDC meeting.

## VIDEO 11. Strategic Plan Update

Chairman Cella asked TDC members to review the strategic plan done in 2010 by Urbanomics, Inc. Discussion ensued related to the findings in the study, their progress and potential next steps.

## VIDEO 12. Rebranding

There is a County-wide rebranding project currently on-going and will be completed June, 2017. The TDC will be updated as information becomes available.

### **Old Business**

## VIDEO 13. Florida's First Coast of Golf

Commissioner Cella asked Mrs. Morgan to provide an overview of this marketing partnership. Mrs. Morgan announced that the Florida's First Coast of Golf, a Northeast Florida marketing consortium, was named the International Golf Tour Operator North American Golf Destination of the Year. This award was voted on by 500 International golf

tour operators. Further, she explained that through this marketing collaboration, Clay County was represented at the International Golf Travel Market, where FFCOG had 68 appointments in three days. They also perform digital marketing through blogs and e-newsletters to their 84,000 subscribers, achieving a successful 20% open rate which equates to the national average. There are also opportunities to participate in media familiarization tours and tour operator familiarization tours. As we mine content, have new images, and build our new website, we will be able to provide FFCOG with more destination information to drive more golf business to our County. Clay County could not achieve this marketing exposure without the collaboration of this consortium. It is an annual investment of \$25,000.00.

Chairman Cella asked for a motion to approve a recommendation for this marketing investment.

After discussion, Bob Olson moved, seconded by Kathy White, and carried 6-0, to approve the FFCOG marketing investment as presented.

### **Clay Day**

The County is planning our first ever Clay Day in Tallahassee to showcase the assets of our County and meet with legislators to discuss the issues facing our County. This event is scheduled for March 9, 2017.

TDC members shared what is happening in their businesses.

### **Adjournment**

There being no further business, the meeting adjourned at 5:00 p.m.

Attest:

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Committee Chairman

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Recording Secretary



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Wednesday, March 22 3:00 PM

TO: County  
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DATE: 3/9/2017

FROM: Ann  
Mitchell

SUBJECT:

AGENDA ITEM  
TYPE:

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ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	3/10/2017 - 9:59 AM	
County Manager	Kopelousos, Stephanie	Approved	3/16/2017 - 3:19 PM	



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Administrative Assistant

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ATTACHMENTS:

Description

- ▣ Annual Bed Tax Totals Collection Analysis

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	3/10/2017 - 9:59 AM	
County Manager	Kopelousos, Stephanie	Approved	3/16/2017 - 3:18 PM	

# Bed Tax Collections

TDT Collections as of March 2017

	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	Monthly Change Over Prior Year	YTD Change Over Prior Year
October	\$ 36,327	\$ 36,279	\$ 37,544	\$ 40,775	\$ 47,452	\$ 51,105	\$ 44,796	-14.08%	-14.08%
November	\$ 32,707	\$ 39,001	\$ 35,267	\$ 42,220	\$ 42,789	\$ 47,220	\$ 53,422	11.61%	-0.11%
December	\$ 28,991	\$ 30,375	\$ 35,938	\$ 37,256	\$ 40,439	\$ 40,608	\$ 49,745	18.37%	6.10%
January	\$ 39,184	\$ 38,493	\$ 42,500	\$ 39,465	\$ 47,582	\$ 51,080	\$ 42,758	-19.46%	0.37%
February	\$ 32,867	\$ 41,459	\$ 39,668	\$ 43,866	\$ 47,528	\$ 53,513	\$ 46,949	-13.98%	-2.46%
March	\$ 40,904	\$ 45,404	\$ 45,085	\$ 51,215	\$ 55,545	\$ 56,665			
April	\$ 35,195	\$ 39,773	\$ 42,429	\$ 43,944	\$ 52,598	\$ 55,276			
May	\$ 35,392	\$ 40,754	\$ 43,436	\$ 43,152	\$ 54,908	\$ 55,962			
June	\$ 39,845	\$ 42,111	\$ 43,557	\$ 46,339	\$ 51,817	\$ 50,755			
July	\$ 35,373	\$ 40,544	\$ 41,493	\$ 45,284	\$ 53,124	\$ 49,984			
August	\$ 36,923	\$ 36,082	\$ 44,611	\$ 56,039	\$ 49,189	\$ 48,152			
September	\$ 30,981	\$ 32,545	\$ 38,721	\$ 39,633	\$ 47,977	\$ 44,796			
<b>Total</b>	<b>\$ 424,690</b>	<b>\$ 462,819</b>	<b>\$ 490,249</b>	<b>\$ 529,187</b>	<b>\$ 590,948</b>	<b>\$ 605,117</b>	<b>\$ 237,671</b>		

*Keep in mind that collections are generally a month behind the lodging sales transaction.*

Includes monthly collections and delinquent collections from previous month(s)

## Bed Tax Collections

Fiscal Year	Total Collections	Variance	%	Notes
FY16-17	\$237,671			Reporting Oct, Nov, Dec, Jan, Feb Collections
FY15-16	\$605,242	\$15,223	2.58009	Loss of inventory from Astoria Hotel changing 300 rooms to assisted living; Rodeway Inn closing
FY14-15	\$590,019	\$60,832	11.4954	
FY13-14	\$529,187	\$38,938	7.94249	
FY12-13	\$490,249	\$27,430	5.92672	
FY11-12	\$462,819	\$38,130	8.97833	
FY10-11	\$424,689	-\$11,030	-2.53145	
FY09-10	\$435,719	\$435,719		

*Numbers were confirmed by Finance on 1/23/17.*





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Tourism and Film Development	Morgan, Kimberly	Approved	3/10/2017 - 9:59 AM	
County Manager	Kopelousos, Stephanie	Approved	3/16/2017 - 7:58 AM	



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ATTACHMENTS:

Description

- ▣ Subcommittee Minutes 03-06-17

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	3/10/2017 - 10:00 AM	

## TDC Subcommittee Meeting Minutes

March 6, 2017 – 2:00pm – Urban Bean Coffee

In attendance: Bob Olson (Thrasher-Horne Performing Arts Center & Conference Center), Kathy White (Stay Suites of America) and Kimberly Morgan (Clay County Tourism).

Marina Mathews was out of town, but provided her approval of the plan as submitted via email.

The meeting was called to order at 2:10 pm.

The group reviewed the proposal submitted to the TDC on March 23, 2016. The following topics were discussed:

- Out of Cycle grants should not be part of the percentage calculations, as it may be taking away resources from currently known needs. If an opportunity arises out of cycle, the TDC has the right to consider it and potentially use revenue from reserves or from unallocated/unencumbered line items.
- Mr. Olson raised the concepts of “self-sufficiency” and “matching grants” used by many other counties. The discussion focused on the “matching grants” approach and that after a certain time period of success events should match grant dollars and not a continued given outright approach. Ms. White suggested that these events should be sustainable on sponsorship revenue and enhanced by marketing grants. It was agreed that after three years as a signature event, the grants are matching grants.
- Ms. White spoke about the need for creating attractions to market and the need for connectivity (transportation). Mrs. Morgan spoke about the importance of packaging and building awareness.
- Mrs. Morgan suggested that the Grant Workshop engage the Small Business Development Center to share marketing, sponsorship and if necessary, financial management information for special event/non-profit organizations interested in growing their events. The sub-committee agreed with this concept and shared that it encouraged overall community business health, rather than just events.
- The breakdown of the promotions line will be as follows:
  - Promotions Line less \$125,000 (for Thrasher-Horne Center)
  - 35% for Destination Marketing
  - Remaining balance will be split 80% to Signature Events and 20% to Special Events
- Mrs. Morgan will review the state statute and will consult County legal department for interpretation of State Statute 125.0104 and the designated 35% for destination marketing.
- Mr. Olson shared 2 scenarios with the scoring matrix presented. Mrs. Morgan will work with the MIS department to see how technology could be useful in the scoring process. Mrs. Morgan would be responsible for scoring matrix presentation to the TDC. TDC will then have the opportunity to discuss the events, if necessary. Both Mr. Olson and Ms. White agreed that this scoring method will create a “merit based” and equitable approach towards the allocation of grant funds, reducing the emotion and politics as a driving force for the grant process.
- Mrs. Morgan suggested that we go ahead and decide what to do with any surplus or unused grant funds. Mr. Olson and Ms. White suggested that TDC decides where the surplus goes on an as needed basis.

- Mrs. Morgan will prepare a PowerPoint presentation explaining and summarizing these changes to the TDC.

#### **Timeline for implementation:**

- March 22 – TDC Meeting (we are double checking this due to Spring Break) – Make recommendations on the grant process to the TDC, requesting approval and move to the Board for next steps.
- March 28 – potentially on agenda for the Board of County Commissioners meeting. Subcommittee has requested guidance from Commissioner Cella on whether TDC representatives should be present at this meeting.
- April/May – Editing and Building new application, scoring matrix, finalizing Grant Guideline edits, etc.
- May 15 – Grant application goes live
- Week of May 22 – TDC Grant Workshop
- May 24 – TDC Meeting
- August 23 – TDC Meeting – Grants awarded

#### **Final Recommendations:**

#### **New budget allocations**

#### **Two Event Categories:**

- 1) Signature Events: An event attracting regional and/or national audiences with a minimum attendance of 20,000 having a significant level of economic impact on the county. (Maximum grant award of \$45,000 per event)
- 2) Special Events: One, two or multi-day events sponsored by non-profit organizations, entities or individuals which are open to the public such as festivals, community activities, chili cook-offs, historical events, art shows and other events (Maximum \$3,500 per event)

#### **New Evaluation Factors**

#### **New Grant Scoring Matrix**

#### **New Grant Guidelines**

#### **New Grant application**

Meeting adjourned at 4:15 pm.



## ***Tourist Development Subcommittee Proposal***

### **Members:**

Marina Matthews

Bob Olson

Jackie Slaybaugh

Susan Soltys

Kathy White

### ***Overview***

Our goal was to further develop the annual grant funding allocation process to identify an understandable, equitable, rational and more predictable approach for our annual grant submissions. The TDC Subcommittee focused on reviewing and enhancing our present policy document and application. Additionally, the TDC Subcommittee benchmarked various other counties TDC's approaches towards the application process and funds allocation. We combined these findings to design an approach which best fits the needs of Clay County.

### ***Our Proposal***

- Create a three tiered approach towards the grant funds allocation and categories
- Establish a percentage based approach towards the budget line funding allocation
- Implement a weighted funding allocation tool for the annual Special Event category distribution

### **Three Tier Funding Categories**

***Sponsorships:*** Ongoing major or highly visible events held throughout the year in the county by non-profit organizations, entities or individuals that attract a substantial number of visitors or tourists into Clay County.

***Signature Events:*** An event attracting regional and/or national audiences with a minimum attendance of 20,000 having a significant level of economic impact on the county. (Maximum \$45,000 per event)

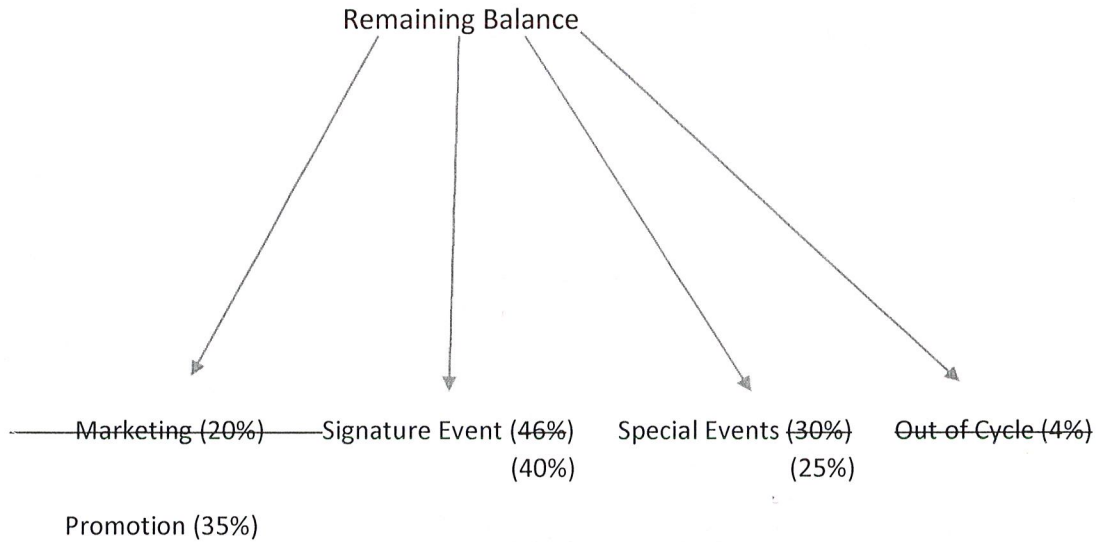
***Special Events:*** One, two or multi-day events sponsored by non-profit organizations, entities or individuals which are open to the public such as festivals, community activities, chili cook-offs, historical events, art shows and other events. (Maximum \$3,500 per event)

**Promotional Activities Funding Line Allocation**

Projected Budget Line

❖ Less Sponsorship Allocation (normally a set dollar amount)

Remaining Balance

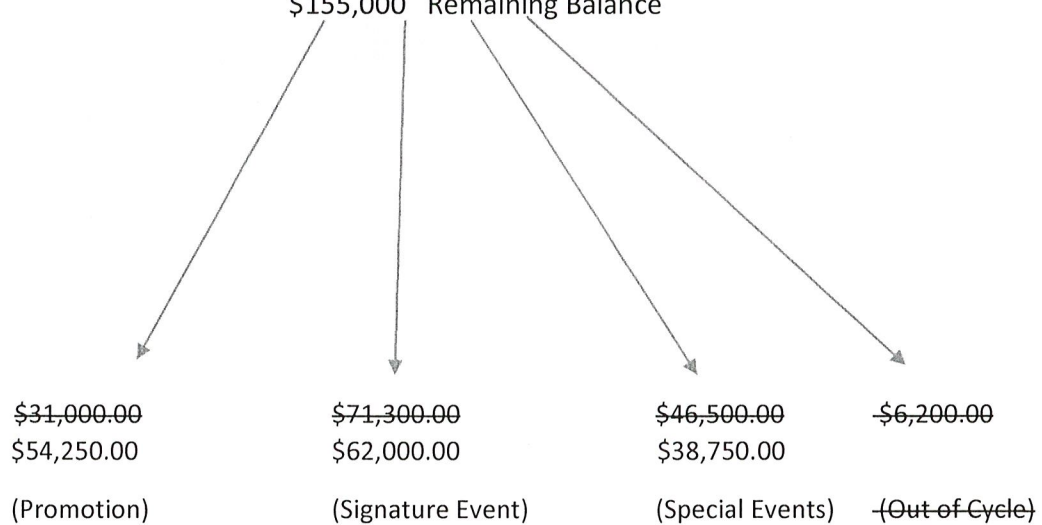


**Example of Funding Line Allocation**

\$280,000 -- Projected Budget Line

❖ \$125,000 --Less Sponsorship Allocation

\$155,000 Remaining Balance



### **Benefits**

- ❖ Event applications funding are determined based on the relative importance of identified factors to help boost our TDC efforts and to establish optimal use of our resources.
- ❖ The tool provides a structured, consistent and coherent way for both the applicants to submit/identify information most important to the TDC and for the TDC to ensure consistency in the allocation of funds.
- ❖ The structure also builds an incentive based approach for events to strive on reaching the most significant level of a signature event.
- ❖ The funds allocation at the Special Events level is objective, equitable and fair approach towards resource distribution. Additionally, by identifying a maximum funding level, it provides a reasonable assurance of general levels of TDC funding for events.

### **The Road Ahead**

- ~~❖ Further develop the evaluation factors with point's assigned methodology.~~
- ❖ Conduct a review of our present application and make adjustments to align with the needed information for our evaluation factors.
- ❖ Review both concepts of "matching funds" and event "self-sufficiency" to identify how we can apply it in our policy/process.
- ❖ Develop an education workshop approach for both applicants and TDC members.
- ❖ *Review the present process for post event reporting*



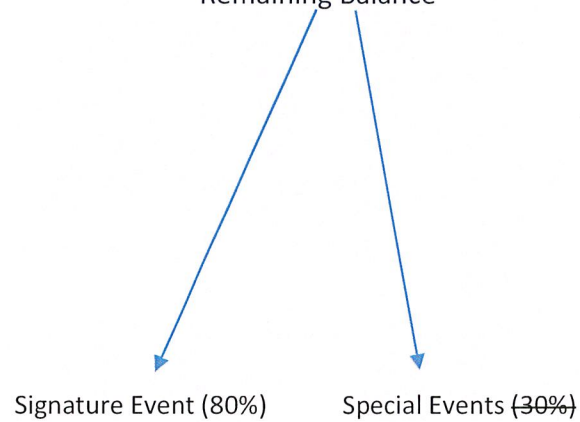
March 6, 2017

**Promotional Activities Funding Line Allocation**

Projected Budget Line

- ❖ Less Sponsorship Allocation (normally a set dollar amount)
- ❖ Promotion of Budget Line (35%)

Remaining Balance



**Example of Funding Line Allocation**

\$305,000 -- Projected Budget Line

- ❖ \$125,000 --Less Sponsorship Allocation
- ❖ \$105,750 --Promotion Allocation

\$74,250 Remaining Balance



## ***Evaluation Factors***

### ***(A) Commitment to the Expansion of Tourism in Clay County – Maximum 25 points***

**Purpose:** The grant request is evaluated based on the overall impact the event will have on the community and county. The request illustrates evidence that the event serves to attract out-of-county tourists/visitors.

***High Value Visitors*** – those tourists/visitors from areas outside of Clay County staying overnight in paid accommodations.

***Day Visitors*** – those tourists/visitors from areas outside of Clay County but not spending the night.

#### **Points Assigned:**

- (1) *High Impact (25 points):* Over 50 estimated room nights involving high value visitors and/or 4,000 day visitors.
- (2) *Medium Impact (15 points):* Over 25 estimated room nights involving high value visitors and/or 2,000 day visitors.
- (3) *Low Impact (5 points):* Less than 25 estimated room nights involving high value visitors and/or less than 2,000 day visitors.

### ***(B) Soundness of Proposed Event – Maximum 25 points***

**Purpose:** The grant request is evaluated based on the event illustrating clearly identified objectives, other additional funding sources being used, and an out-of-county advertising plan.

- (1) Illustrated clearly identified objectives
  - a. *Clearly defined on application (5 points)*
  - b. *Not defined well or at all on the application (0 points)*
- (2) Additional Funding sources
  - a. *Specific additional funding sources defined on application (10 points)*
  - b. *Additional funding sources identified but no specific funding sources (5 points)*
  - c. *Not defined on the application (0 points)*
- (3) Out-of County advertising plan
  - a. *Specifically defined on application (10 points)*
  - b. *Identified but not specifically defined on the application (5 points)*
  - c. *Not defined on the application (0 points)*

### ***(C) Stability and Management Capacity – Maximum 25 points***

**Purpose:** The grant request is evaluated based on the event having a proven record or demonstrated capacities of the organization to successfully develop resources, effectively plan, organize and implement the proposed event.

- (1) How long has the event existed?

## ***Evaluation Factors***

- a. Third year or more (10 points)
  - b. Second year (5 points)
  - c. First year (0 points)
- (2) For past events, was all the TDC grant documentation requirements submitted and adhered to as published in policy?
- a. All documentation properly submitted & grant funds used appropriately as well as outlined in the grant request. (10 points)
  - b. Documentation submitted but incomplete and/or grant funds not fully used or as outlined on the grant request. (5 points)
  - c. Documentation not submitted as required and/or grant funds not used as outlined in the grant request. (0 points)
- (3) Does event plan to use a visitor survey to capture data for future improvements and was a sample copy provided in the application package?
- a. Yes and sample included in the package (5 points) *Yes and zipcode info will be shared w/ TDC following event.*
  - b. No survey planned (0 points)

### ***(D) Quality of Proposed Event – Maximum 25 points***

**Purpose:** The grant request is evaluated based on the event attracting residents and visitors to Clay County with a high quality experience and provides a significant benefit to Clay County. Also, without TDC funding assistance, the event would not take place in Clay County.

- (1) *High Impact.* Recurring event with increasing level of participation and significant economic impact to county. Event uses a systematic approach towards data collection and analysis. (25 points)
- (2) *Medium Impact.* Recurring event with steady level of participation and economic impact to county. (15 points)
- (3) *Low Impact.* First year event with level of impact unknown, does have positive anticipated level of participation and economic impact county. Recurring event with declining level of participation and economic impact to county. (5 points)

## ***Decision Matrix Allocation Formula/Tool***

### ***Option A:***

Event 1

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	10	4	40
Factor B	15	3	45
Factor C	25	2	50
Factor D	15	1	15

Points Score: 150

Event 2

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	5	4	20
Factor B	15	3	45
Factor C	20	2	40
Factor D	15	1	15

Points Score: 120

Event 3

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	5	4	20
Factor B	25	3	75
Factor C	25	2	50
Factor D	15	1	15

Points Score: 160

Event 4

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	15	4	60
Factor B	20	3	60
Factor C	20	2	40
Factor D	15	1	15

Points Score: 175

Event 5

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	5	4	20
Factor B	15	3	45
Factor C	25	2	50
Factor D	15	1	15

Points Score: 130

Event 6

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	15	4	60
Factor B	15	3	45
Factor C	20	2	40
Factor D	15	1	15

Points Score: 160



Event 7

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	5	4	20
Factor B	25	3	75
Factor C	20	2	40
Factor D	15	1	15

Points Score: 150

Event 8

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	5	4	20
Factor B	15	3	45
Factor C	15	2	30
Factor D	15	1	15

Points Score: 110

Event 9

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	15	4	60
Factor B	20	3	60
Factor C	20	2	40
Factor D	15	1	15

Points Score: 175

Event 10

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	5	4	20
Factor B	25	3	75
Factor C	25	2	50
Factor D	15	1	15

Points Score: 160

Event 11

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	5	4	20
Factor B	25	3	75
Factor C	20	2	40
Factor D	15	1	15

Points Score: 150

Event 12

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	5	4	20
Factor B	20	3	60
Factor C	25	2	50
Factor D	15	1	15

Points Score: 145

Event 13

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	0	4	0
Factor B	0	3	0
Factor C	0	2	0
Factor D	0	1	0

Points Score: 0

Event 14

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	0	4	0
Factor B	0	3	0
Factor C	0	2	0
Factor D	0	1	0

Points Score: 0

Event 15

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	0	4	0
Factor B	0	3	0
Factor C	0	2	0
Factor D	0	1	0

Points Score: 0



**Option A Summary Score Sheet:**

	<u>Pts Score</u>	<u>Allocation %</u>	<u>Funding</u>	<u>Requested</u>	<u>Final Allocation</u>
Event 1	150.000	0.084	\$2,521.01	\$3,000.00	\$3,000.00
Event 2	120.000	0.067	\$2,016.81	\$3,000.00	\$3,000.00
Event 3	160.000	0.090	\$2,689.08	\$1,500.00	\$1,500.00
Event 4	175.000	0.098	\$2,941.18	\$10,000.00	\$3,500.00
Event 5	130.000	0.073	\$2,184.87	\$3,000.00	\$3,000.00
Event 6	160.000	0.090	\$2,689.08	\$2,500.00	\$2,500.00
Event 7	150.000	0.084	\$2,521.01	\$1,500.00	\$1,500.00
Event 8	110.000	0.062	\$1,848.74	\$2,000.00	\$2,000.00
Event 9	175.000	0.098	\$2,941.18	\$2,500.00	\$1,500.00
Event 10	160.000	0.090	\$2,689.08	\$1,500.00	\$1,500.00
Event 11	150.000	0.084	\$2,521.01	\$1,500.00	\$1,500.00
Event 12	145.000	0.081	\$2,436.97	\$2,000.00	\$1,750.00
Event 13	0.000	0.000	\$0.00		
Event 14	0.000	0.000	\$0.00		
Event 15	0.000	0.000	\$0.00		
			Total	\$34,000.00	\$26,250.00
Total Pts	1785.0000			Funds Avail: \$30,000.00	

Out of County Shown Budget

### ***Decision Matrix Allocation Formula/Tool Option B***

Event 1

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	10	4	40
Factor B	15	3	45
Factor C	25	2	50
Factor D	15	1	15

Points Score: 150

Event 2

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	5	4	20
Factor B	15	3	45
Factor C	20	2	40
Factor D	15	1	15

Points Score: 120

Event 3

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	5	4	20
Factor B	25	3	75
Factor C	25	2	50
Factor D	15	1	15

Points Score: 160

Event 4

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	15	4	60
Factor B	20	3	60
Factor C	20	2	40
Factor D	15	1	15

Points Score: 175

Event 5

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	5	4	20
Factor B	15	3	45
Factor C	25	2	50
Factor D	15	1	15

Points Score: 130

Event 6

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	15	4	60
Factor B	15	3	45
Factor C	20	2	40
Factor D	15	1	15

Points Score: 160

Event 7

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	5	4	20
Factor B	25	3	75
Factor C	20	2	40
Factor D	15	1	15

Points Score: 150

Event 8

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	5	4	20
Factor B	15	3	45
Factor C	15	2	30
Factor D	15	1	15

Points Score: 110

Event 9

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	15	4	60
Factor B	20	3	60
Factor C	20	2	40
Factor D	15	1	15

Points Score: 175

Event 10

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	5	4	20
Factor B	25	3	75
Factor C	25	2	50
Factor D	15	1	15

Points Score: 160

Event 11

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	5	4	20
Factor B	25	3	75
Factor C	20	2	40
Factor D	15	1	15

Points Score: 150

Event 12

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	5	4	20
Factor B	20	3	60
Factor C	25	2	50
Factor D	15	1	15

Points Score: 145



Event 13

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	25	4	100
Factor B	25	3	75
Factor C	25	2	50
Factor D	25	1	25

Points Score: 250

Event 14

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	0	4	0
Factor B	0	3	0
Factor C	0	2	0
Factor D	0	1	0

Points Score: 0

Event 15

	<u>Points Assigned</u>	<u>Weight</u>	<u>Total</u>
Factor A	0	4	0
Factor B	0	3	0
Factor C	0	2	0
Factor D	0	1	0

Points Score: 0

**Option B Summary Score Sheet:**

	<u>Pts Score</u>	<u>Allocation %</u>	<u>Funding</u>	<u>Requested</u>	<u>Final Allocation</u>
Event 1	150.000	0.074	\$2,948.40	\$3,000.00	\$3,000.00
Event 2	120.000	0.059	\$2,358.72	\$3,000.00	\$3,000.00
Event 3	160.000	0.079	\$3,144.96	\$1,500.00	\$1,500.00
Event 4	175.000	0.086	\$3,439.80	\$10,000.00	\$3,500.00
Event 5	130.000	0.064	\$2,555.28	\$3,000.00	\$3,000.00
Event 6	160.000	0.079	\$3,144.96	\$2,500.00	\$2,500.00
Event 7	150.000	0.074	\$2,948.40	\$1,500.00	\$1,500.00
Event 8	110.000	0.054	\$2,162.16	\$2,000.00	\$2,000.00
Event 9	175.000	0.086	\$3,439.80	\$2,500.00	\$1,500.00
Event 10	160.000	0.079	\$3,144.96	\$1,500.00	\$1,500.00
Event 11	150.000	0.074	\$2,948.40	\$1,500.00	\$1,500.00
Event 12	145.000	0.071	\$2,850.12	\$2,000.00	\$1,750.00
Event 13	250.000	0.123	\$4,914.00	\$10,000.00	\$3,500.00
Event 14	0.000	0.000	\$0.00		
Event 15	0.000	0.000	\$0.00		
			Total:	\$44,000.00	\$29,750.00
Total Pts	2035.0000			Funds Avail:	\$40,000.00

Out of County Shown Budget

## CLAY COUNTY TOURIST DEVELOPMENT COUNCIL GRANT FUNDING GUIDELINES

### PURPOSE:

This document sets forth the guidelines and categories for requests for funds from Tourist Development Taxes. Applications for TDC funding will be accepted from **non-profit** organizations that plan to hold events or activities within Clay County that have shown to attract substantial publicity for Clay County or have the potential to attract out-of-town visitors who will occupy overnight accommodations.

The Clay County Board of County Commissioners (BCC) administers the funds collected from the tourist development tax on occupied overnight accommodations, including hotel & motel rooms, campsites and apartment leases of less than six months. The purpose of the tax, as outlined in Florida Statutes Section 125.0104, is to provide funds to implement programs to increase the amount of tourist activity in counties within Florida.

The funds allocated by the Board of Commissioners (BCC) will eventually be returned to the BCC through the collection of tourist development tax dollars generated by overnight stays or from sales tax collected on fuel, meals, retail items, admissions, etc. charged by local merchants.

### LEGISLATIVE AUTHORITY/TDC HISTORY:

The Florida State Legislature enacted the Local Option Tourist Development Act (Section 125.0104, Florida Statutes) in response to the growing need of Florida counties to provide additional revenue sources for Tourist Development in an effort to stimulate the local economy. In response to this need, in 1988, the voters of Clay County approved a two (2) percent Tourist Development Tax to be charged on occupied overnight accommodations including hotel and motel rooms, campsites, RV parks and apartment leases of less than six months. A Tourist Development Council (TDC) was also created in 1988 to assist the Board of County Commissioners (BCC) in planning ways in which to use the revenues received through the Tourist Development Tax based on statutory guidelines. The tax was increased to three (3) percent in 1999. In The Clay County Board of County Commissioners has the final determination of the allocation of TDC funds within the confines of F.S. 125.0104.

### ALLOCATION OF THE TOURIST DEVELOPMENT TAX:

The current percentage breakdown of the tourist development taxes collected monthly in Clay County is as follows:

- ~~\$125,000-32%~~ to the Thrasher-Horne Center for the Arts;
- ~~50~~15% to Grants for Special Events
- 35% for Destination Marketing and
- 18% Remaining Balance to Tourism Office Administration and Operations;

-continued-



## TIMETABLE FOR REVIEW:

The Tourism Office will distribute applications to non-profit organizations that express an interest in receiving funds for Fiscal Year 2016/17. The grant application is also available online and can be accessed from the tourism division homepage at [www.exploreclay.com](http://www.exploreclay.com).

~~continued~~

Projects must meet the guidelines and criteria outlined in this document and must apply to event expenses from October 1, 2016 through September 30, 2017.

**Please Note: All grant applications for funding for FY 2016/17 must be received by 4:30 p.m. on June 15, 2016. Grant money will be paid on a reimbursement basis only, no monies will be distributed up front.**

Applications may be submitted by email, mailed or hand delivered to Ann Mitchell/Kimberly Morgan, TDC Recording Secretary/Director of Tourism & Film Development, P.O. Box 1366, 477 Houston Street, Green Cove Springs, FL 32043.

Mrs. Mitchell's Morgan's office is located on the 4th floor of the Clay County Administration Building. The office is open during the hours of 8 a.m. to 4:30 p.m. For further information, telephone the Tourism Office at (904) 278-3737.

## APPLICATION AND EVALUATION PROCEDURE:

Applicants are required to direct all questions regarding their request for funding to the Tourism Office at (904) 278-3737. Applicants are encouraged to not make contact with TDC members or the Clay County Board of Commissioners concerning their grant request.

The Director of Tourism or his/her designee will review all applications to determine if they meet the established criteria for funding. Applications deemed incomplete or lacking sufficient detail will be returned.

Each grant application will receive an electronically generated metrics that will be reviewed by the Director of Tourism. If any metrics changes are necessary, the Director of Tourism has the authority to make those changes based on reviewing the grant application and alignment with the stated criteria and scoring. The changes described above must be made prior to TDC member review.

TDC members will receive the electronically generated metrics described above and a copy of each grant application for their review and consideration and will score them based on approved evaluation criteria (see page 4). ~~TDC members will submit the scores back to staff who will combine and average the scores.~~ At the awards meeting, a preliminary score the electronically generated metrics and suggested awards will have been assigned and TDC members will have an opportunity to confer and ask questions, if desired, of the applicants. The TDC will vote on each qualifying applicant and prepare, in priority order, their recommendations for funding for Fiscal Year 2016/17. Funding recommendations will then be presented to the Clay County Board of County Commissioners for final approval.

**Grant requests that are not recommended for funding by the BCC will not be permitted to come back to either the TDC, BCC or County Manager until the following fiscal year.**

-continued-

Form

All materials submitted with applications will become a matter of public record, open to inspection by any citizen of the State of Florida subject to Chapter 119, Florida Statutes.

Form

## OVERALL GUIDELINES

Applications must conform to the guidelines specified by the Tourist Development Council. Applications that do not conform to these guidelines will not be considered for funding. The funding limits are subject to approval by the Tourist Development Council (TDC) who then forwards the funding recommendation(s) to the Board of County Commissioners (BCC). As the administrators of the Tourist Development Tax Fund, the BCC may increase or decrease funding and has the final approval or denial of grants.

Use of TDC funding by grant recipients for an activity, service, venue or event must have as one of its main purposes the attraction of tourists.

~~One and two day community special events will be limited to \$1,500. High profile events that attract substantial visitors, publicity or significantly enhance the county's marketability as a tourist destination may be considered for additional funding.~~

TDC funds used for advertising and promotion of special events must be placed in out-of-Clay County media. This is to ensure that funds will be used to attract event participants who reside outside of Clay County and who may stay at least one night in paid lodging. No media expenditures within Clay County will be reimbursed.

**Organizations receiving TDC grant funding are required to have their promotional advertising (print, radio & TV) pre-approved by the Director of Tourism in advance of publication or airing.**

This pre-approval ensures that "Paid for by Clay County Tourist Development Tax Funds" appears in advertising that will later be submitted for reimbursement. Ad copy or scripts may be ~~faxed to (904) 278-4731~~ emailed to [Kimberly.morgan@claycountygov.com](mailto:Kimberly.morgan@claycountygov.com).

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Please contact the Tourism Director at (904) 278-~~3737~~ 3734 with any questions concerning allowable reimbursable expenses.

### Eligible Organizations

Grants are limited to not-for-profit organizations under Section 501 of the Internal Revenue Code.

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### Three Tier Funding Categories

Sponsorships: Ongoing major or highly visible events held throughout the year in the county by non-profit organizations, entities or individuals that attract a substantial number of visitors or tourists into Clay County.

Signature Events: An event attracting regional and/or national audiences with a minimum attendance of 20,000 having a significant level of economic impact on the county. (Maximum \$45,000 per event)

Special Events: One, two or multi-day events sponsored by non-profit organizations, entities or individuals which are open to the public such as festivals, community activities, chili cook-offs, historical events, art shows and other events. (Maximum \$3,500 per event)

### Sponsorship/Special Event Guidelines

1. Event must take place within Clay County and be accessible to the public and to disabled persons.
2. Out-of-cycle grant applications will be considered on a case-by-case basis only.
3. The [online](#) TDC Grant Application form must be typed and filled in completely.
4. Multiple events by the same organization must be separate and distinct applications with separate summaries and budgets.
5. All event expenditures are on a reimbursement basis only. No funds will be forwarded in anticipation of the receipt of an invoice.

-continued-

5. \_\_\_\_\_
6. A complete **detailed** project budget must be submitted that includes all expenses, media placements with corresponding costs and other promotional expenses.
6. \_\_\_\_\_
- \_\_\_\_\_ The complete detailed project budget must include all revenues.
7. \_\_\_\_\_
8. TDC funds granted to recipients must be used for an activity, service, venue or event that has as one of its main purposes the attraction of tourists.
7. TDC funds granted to recipients must be used for an activity, service, venue or event that has as one of its main purposes the attraction of tourists.

## CRITERIA FOR EVALUATION OF APPLICATIONS

Applications will be scored by members of the Tourist Development Council in five-four (54) categories with a maximum score of one hundred (100) points per applicant.

### I. Commitment to the Expansion of Tourism in Clay County – Maximum 25 points

Purpose: The grant is evaluated based on the overall impact the event will have on the community and county. The request illustrates evidence that the event serves to attract out of county tourists/visitors. Evidence that the event serves to attract out-of-county visitors-generating overnight stays; will be marketed to the fullest extent possible in an effective and efficient manner; demonstrates a willingness of the organizer to work with the tourism industry; commits to develop other funding sources in subsequent years.

High Value Visitors – those tourists/visitors from areas outside of Clay County staying that stay overnight in paid accommodations

Day Visitors – those that tourists/visitors are from outside the of Clay County area but do not spending the night not stay in overnight paid accommodations

- High Impact (25 points): More than 50 estimated room nights involving high value visitors and/or 4,000 day visitors (25 points)
- Medium Impact (15 points): More than 25 estimated room nights involving high value visitors and/or 2,000 day visitors (15 points)
- Low impact (5 points): Less than 25 estimated room nights involving high value visitors and/or less than 2,000 day visitors (5 points)

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### II. Out of County Promotion – Maximum 25 points

The out-of-county advertising is well thought out and detailed to show the potential broad awareness of the event in out-of-market media.

### III. II. Soundness of Proposed Project Event – Maximum 20-25 points

Purpose: The grant request is evaluated based on the event illustrating clearly identified objectives, other additional funding sources being used and an out of county advertising plan. The project has clearly identified objectives; has a realistic timetable for implementation; has additional funding sources available that will be utilized; advertising/marketing plan; will accomplish its stated objectives.

- 1) Illustrated clearly identified oObjectives
  - a) Clearly defined on application (5 points)
  - b) Not defined well or at all on the application (0 points)

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2) Additional Funding Sources/Budget

- a) Specific additional funding sources defined on application (10 points)
- b) Additional funding sources identified but no specific funding sources (5 points)
- c) Not defined on the application (0 points)

3) Out of County Advertising/Marketing Plan

- a) Specifically defined on the application (10 points)
- b) Identified but not specifically defined on the application (5 points)
- c) Not defined on the application (0 points)

**IV.III. Stability and Management Capacity** – Maximum 21525 points

Purpose: The grant request is evaluated based on the event having a proven record or demonstrated capacities of the organization to successfully develop resources, effectively plan, organize and implement the proposed event. A proven record or demonstrated capacities of the organization to successfully develop resources, effectively plan, organize and implement the proposed event.

1) How long has the event existed?

- a) Third year or more (10 points)
- b) Second year (5 points)
- c) First year (0 points)

2) Event History Documentation – For past events, was all the TDC grant documentation requirements submitted and adhered to as published in policy?

- a) All documentation properly submitted and grant funds appropriately used as well as outlined in the grant request (10 points)
- b) Documentation submitted but incomplete and/or grant funds not fully used or as outlined on the grant request.as agreed. (5 points)
- c) Documentation not submitted as required and/or grant funds as used as agreed. (0 points)

3) Visitor Survey – ~~Share Results With TDC~~ Does the event plan to use a visitor survey to capture data for future improvements and was a sample copy provided in the application package?

- a) Yes, ~~and sample survey~~ included in the application and agrees to share zip code information with the TDC following the event (5 points)
- b) No survey planned (0 points)

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V-IV. Quality of Uniqueness of Proposed Project Event – Maximum of 15-25 points

Event attracting Extent to which the event attracts residents and visitors to Clay County with a high quality experience with a significant benefit to Clay County. that is of significant merit and that, wWithout TDC funding assistance, would not take place in Clay County.

Purpose: The grant request is evaluated based on the event attracting residents and visitors to Clay County with a high quality experience and provides a significant benefit to Clay County. Also, without TDC funding assistance, the event would not take place in Clay County.

- 1) High Impact – Recurring event with increasing levels of participation and signigicant economic impact. Event uUses of a -systemic approach to data collection and analysis (25 points)
- 2) Medium Impact – Recurring event with steady level of participation and economic impact to the country (15 points)
- 3) Low impact – First year event with level of impact unknown, does have positive anticipated level of participation and economic impact to the county OR a recurring event with a declining level of participation and economic impact to the county. (5 points)

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## Reimbursement Procedures

A representative or designee from your organization MUST submit the following materials in the order listed for reimbursement **within 60 days** of the event:

- (1). Signed and notarized copy of Reimbursement Affidavit (included with the application).
- (2). Duplicate of all advertisements. "Paid for by Clay County Tourist Development Tax Funds" must be visible on all advertising. Attach copy of newspaper, magazine or professional periodicals showing coverage of event. Radio, TV and internet advertising must also say "Paid for by Clay County Tourist Development Tax Funds" in the announcement (submit duplicate of tape, CD or DVD used.) Please contact Kimberly Morgan, Director of Tourism & Film Development, if you are considering digital advertising efforts (i.e.: Facebook advertising, Google AdWords, etc.)

Attach copy of written ad approval to paperwork submitted for reimbursement.

- (3). Invoices being submitted for reimbursement MUST be attached to a copy (showing both front and back) of the cancelled check(s) used for payment and a copy of the bank statement.

Corporate credit cards in the name of the organization approved by the Board of Commissioners for TDC funding (i.e., North Florida Hunter Jumper Association) may be used to pay invoices that will be submitted for reimbursement.

PLEASE NOTE: personal credit cards of organization members (i.e., John Q. Smith) used for payment of products or services will not be reimbursed.

The above items must be submitted **WITHIN 60 DAYS AFTER THE EVENT** before reimbursement will be made.

Submit ALL reimbursement materials to:

~~Ann Mitchell~~ Kimberly Morgan, TDC Recording-  
Secretary  
Director of Tourism & Film  
Development

477 Houston Street, P.O. Box 1366  
4th Floor, Clay County Administration Building Green Cove  
Springs, FL 32043.

After submitting the above materials, your request will be forwarded to the Clay County Finance Department for processing and reimbursement. If all materials are in order, a check should be issued from the Finance Department in about 30 days. All funds received will be subject to audit by the County auditor or their designee.



CLAY COUNTY TOURIST DEVELOPMENT COUNCIL  
GRANT REIMBURSEMENT AFFIDAVIT  
(TO BE SUBMITTED WITHIN 60 DAYS AFTER THE EVENT)

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I \_\_\_\_\_, AUTHORIZED REPRESENTATIVE  
OF \_\_\_\_\_, VERIFY THAT THE ATTACHED  
INVOICES ARE DUE AND PAYABLE IN ACCORDANCE WITH THE GRANT  
APPROVED FOR \$ \_\_\_\_\_ BY THE BOARD OF COUNTY COMMISSIONERS  
ON \_\_\_\_\_.

SIGNED \_\_\_\_\_

SWORN TO AND SUBSCRIBED BEFORE ME THIS \_\_\_\_\_ DAY OF  
\_\_\_\_\_ 20 \_\_\_\_\_.

NOTARY SIGNATURE:

COMMISSION EXPIRES:

\_\_\_\_\_  
\_\_\_\_\_  
APPROVED FOR PAYMENT BASED ON ATTACHMENTS:

\_\_\_\_\_  
**S.C. Kopelousos, County Manager**

\_\_\_\_\_  
Date



### **Post Event Comments**

Thank you, in advance, for taking the time to answer the three questions below. The Tourism Office is always looking for ways to make improvements and strive to ensure that your experience in working with us is a pleasant one.

1. What worked well for your event in Clay County?
  
  
  
  
  
  
  
  
  
  
2. What didn't work well?
  
  
  
  
  
  
  
  
  
  
3. What could we do to make your event more successful?

## TDC Grant Application

[Save Progress](#)

**Clay County Tourist Development Council Grant Application FY  
2015/16  
(October 1, 2015 through September 30, 2016)  
Deadline for Applications: 4:30 p.m. on June 26, 2015**

I. General Information- To assist us in evaluation the tourism impact your event may have on Clay County and to better understand what support you are requesting, the following questions must be answered in full. Please type your answers.

## 1. Organization Information \*

Name of Organization

Name of Event

Date of Event

Time(s) of Event

Location of Event

Website

Organizations Address- Street

City

State

(Select State)



Zip Code

Phone

ext.

Fax

ext.

## 2. Primary Contact Person Information \*

Your Email Address

Home Phone

ext.

Cell Phone

ext.

Requesting Organizations Net Reported Assets in 2015

Amount Requested from TDC Funds Dollar Amount

3. II. Previous Event Information- Please indicate the experience your organization has had with other events or your experience with this event in past years. If your organization has received TDC funding in the past, please include a copy of your Grant Reimbursement Affidavit with post event comments and suggestions.

Name of Event

Date of Past Event

Location of Past Event

Number of Participants

Estimated Economic Impact

Hotel Room Nights

## 4. III. 2015/16 Event Information \*

HOW MANY YEARS HAS THE EVENT EXISTED?

WHAT METHOD WAS USED TO CAPTURE NUMBER OF PARTICIPANTS AND HOTEL ROOM NIGHTS?

OF THE NUMBER OF PARTICIPANTS, HOW MANY WERE <sup>DAY</sup> VISITORS?

DAY VISITORS - IS DEFINED AS THOSE TOURISTS/VISITORS FROM OUTSIDE OF CLAY COUNTY BUT NOT SPENDING THE NIGHT.

Describe the Event and Purpose of it (INCLUDE OBJECTIVES)

Projected Number of Local Participants

PROJECTED NUMBER OF HOTEL ROOM NIGHTS

Projected Number or Out-of-Town Participants

What Method was Used to Determine Your Answers Concerning Participants Above?

5. Provide a List of Other Event Sponsors and the Amount(s) of their sponsorship: \*



Event SPONSOR

Amount: \$

Event SPONSOR

Amount: \$

Event SPONSOR

Amount: \$

Event SPONSOR

Amount: \$

Event SPONSOR

Amount: \$

Total Additional Funds Amount: \$

6. IV. Project Expenses Intended Expenditure of Tourist Development Tax Funds- Please provide a detailed, itemized summary indication the intended use of TDC funds. Please be as explicit as possible, including publication names, radio station names, TV stations, etc. and how much money will be expended for each. An example of a submission that will be returned for more detail is: Print Advertising- \$5000.00 Radio Advertising- \$3000.00 An example of a submission providing detailed information would be: Radio Advertising: WINDFM- 30 second spot Cost: \$1500.00 Print Advertising: 1/4 page Gainesville Sun Cost: \$1000.00

Advertising In

Amount: \$

Advertising In

Amount: \$

Advertising In

Amount: \$

Advertising In

Amount: \$

Advertising In

Amount: \$

Advertising In

Amount: \$

Advertising In

Amount: \$

Advertising In

Amount: \$

Advertising In

Amount: \$

Advertising In

Amount: \$

7. What is the Dollar Amount Budgeted by Your Organization for Advertising this Event?

Total Amount: \$

8. V. What will be the Benefits to Clay County Hotels & Tourism from this Event?



What Alternative Source of Revenue will You Seek if Your Request is not Eligible for Funding?

**ALL APPLICATIONS ARE REIMBURSEMENT ONLY.  
NO MONIES WILL BE DISTRIBUTED UP FRONT**

**Email Disclaimer: Please Note- "Under Florida law, e-mail addresses are public records. If you do not want your e-mail address released in response to a public-records request, do not send electronic mail to this entity. Instead, contact this office by phone or in writing."**

To receive a copy of your submission, please fill out your email address below and submit.

**Email Address**

**SUBMIT**

**Save Progress**

**Page 1 / 1**



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, March 22 3:00 PM

TO: County  
Commissioners

DATE: 3/9/2017

FROM: Ann Mitchell,  
Administrative Assistant

SUBJECT:

AGENDA ITEM TYPE:

---

ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	3/10/2017 - 10:00 AM	



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- ▣ Grant Tracking Form

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	3/10/2017 - 10:01 AM	

### FY 16-17 TDC Special Event Grants

Special Event	FY 15-16 Amount	FY16-17 Request	Approved Reimbursable Grant Amount	Grant application Rec'd	Reimbursement Info Received	Paid
American Pride 4th of July	\$2,500	\$3,000	\$2,450	x		
Armed Forces Car Show	\$2,600	\$3,000	\$2,600	x		
Black Creek 5k	\$1,500	\$1,500	\$1,500	x	x	\$500
Calavida	\$3,000	\$10,000	\$3,500	x	x	\$2,820
Chili Cook off (Moosehaven)	\$1,500	\$3,000	\$3,000	x	x	\$1,489
Christmas on Walnut Street	\$1,500	\$2,500	\$2,500	x	x	\$1,500
Clay County Agricultural Fair	\$49,950	\$50,000	\$50,000	x		
Concert on the Green	\$1,200	\$1,500	\$1,200	x		
Hellcat 10 & 50	\$1,500	\$2,000	\$1,500	x	x	\$1,500
Memorial Day Riverfest	\$2,000	\$2,500	\$2,350	x		
Our Country Day	\$1,500	\$1,500	\$1,500	x		
Penney Farms Historic Run	\$1,450	\$1,500	\$1,450	x	x	\$1,450
Scottish Games & Festival	\$25,000	\$30,000	\$30,000	x		
Soul Food Festival	\$1,750	\$2,000	\$1,820	x		
Town of OP Fall Festival	\$5,000	\$15,000	\$10,000	x	x	\$10,000
<b>Totals</b>	<b>\$101,950</b>	<b>\$129,000</b>	<b>\$115,370</b>			<b>\$19,259</b>





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Tourism and Film Development	Morgan, Kimberly	Approved	3/10/2017 - 10:01 AM	
County Manager	Kopelousos, Stephanie	Approved	3/16/2017 - 3:19 PM	



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Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	3/10/2017 - 10:01 AM	
County Manager	Kopelousos, Stephanie	Approved	3/16/2017 - 7:58 AM	



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