



## **TOURIST DEVELOPMENT COUNCIL**

### **AGENDA**

**May 24, 2017**

**3:00 PM**

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

---

#### **Call to Order**

#### **Public Comments**

#### **Presentations**

1. Thrasher-Horne Center for the Performing Arts & Conference Center

#### **Approval of Minutes**

2. Approval of March 22, 2017 TDC Minutes

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

3. 5-year history by month with projection for future

#### **5-year history of TDT collections**

#### **Budget**

4. Budget Review

#### **FY16-17 Budget**

5. FY 16-17 Special Event Grant Update

#### **Event Grants**

#### **New Business**

6. Out of Cycle Grant Request - Town of Penney Farms 90th Anniversary Celebration in September, 2017

#### **Out of Cycle Grant Request - Town of Penney Farms**

7. TDT Tax Collections Reminder

#### **TDT Tax Collections Reminder**

8. FY 17/18 Proposed Budget & Marketing Plan
9. Product Development Subcommittee
10. Director's Report

#### **Director's Report updating you on progress of various projects.**

11. Legislative update

#### **Legislative update on what issues impact the tourism industry and Clay County.**

#### **Old Business**

12. FY 17/18 Grant Application & Workshop

13. Consideration for increase from 3% to 4 or 5%

**TDT Increase**

14. AirBNB

15. Upcoming Events Update

**Upcoming Calendar of Events**

16. County-wide Branding Update

**County-wide Branding Update**

**Adjournment**



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, May 24 3:00 PM

TO:                      DATE:

FROM:

SUBJECT:

AGENDA  
ITEM  
TYPE:

---

ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	5/9/2017 - 3:11 PM	
County Manager	Kopelousos, Stephanie	Approved	5/10/2017 - 7:10 PM	



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, May 24 3:00 PM

TO:                      DATE:

FROM:

SUBJECT:

AGENDA  
ITEM  
TYPE:

---

ATTACHMENTS:

Description

- ▣ TDC Minutes of March 22, 2017

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	5/17/2017 - 4:26 PM	
County Manager	Slaybaugh, Jaclyn	Approved	5/19/2017 - 3:51 PM	



## TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

March 22, 2017

3:00 PM

Administration Building, 4th Floor, BCC Meeting Room

---

### **Call to Order**

The Clay County Tourist Development Council (TDC) met on 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.

TDC members introduced themselves.

### **Present:**

Connie Thomas  
Bob Olson  
Marina Mathews  
Pat Sickles  
Kathy White  
Steve Hart  
Susan Hill

### **Absent:**

Kelly Mosley

### **Public Comments**

James Otto, 2908 Blanding Boulevard, Middleburg, Florida, provided a Power Point presentation. He spoke about traffic on US Highway 17, impact fees, Spring Park, fairground improvements, tennis court repairs, and a sign purchased at the fairground office.

### **Presentations**

#### VIDEO 1. Fair Presentation

Tasha Hyder, General Manager, Clay County Fair, Inc., provided an overview of new events planned for the 2017 Clay County Fair. She announced that the Clay County Fair, Inc., purchased an LED sign at their office and it will be used throughout the year to advertise various events held at the fairgrounds. The fair updated their website launching a new appearance and user-friendly features. This year, all of the fair advertising

was cohesively combined into one unified theme. The booklet-style fair schedule was revised to small pocket-size. Ms. Hyder thanked the TDC for their support and invited them to attend their Ribbon Cutting Ceremony, on Thursday, March, 30, 2017, at 1:50 p.m.

Kimberly Morgan, Director of Tourism and Film Development, showed the TDC a plaque that was presented at the fair luncheon on March 21, 2017, where they were recognized as a Blue Ribbon Sponsor.

Connie Thomas arrived at 3:08 p.m.

### **Approval of Minutes**

#### VIDEO 2. January 25, 2017 TDC Meeting Minutes

Chairman Cella stated that the TDC meeting of August 19, 2017 was not included with the TDC Meeting Schedule listed on page two, item three, of the January 25, 2017 BCC Meeting Minutes.

After discussion, Pat Sickles moved, seconded by Kathy White, and carried 7-0, to approve the TDC Minutes of January 25, 2017, with the addition of the TDC meeting of August 19, 2017 on the TDC Meeting Schedule, page two, item three.

### **Bed Tax Collections Analysis**

#### VIDEO 3. Annual Analysis

Ms. Morgan, provided a five-year analysis of bed tax collections, including the annual analysis with data month-over-month and year-to-date data. The goal for this report is to help define need periods so they know when events should be recruited. Items 3 and 4 of the agenda were combined for discussion.

#### VIDEO 4. 5-Year History by Month With Projection for Future

Ms. Morgan, presented the five-year history by month with a projection for the future.

#### VIDEO 5. Consideration For Increase from 3% to 4% or 5%

Ms. Morgan provided a state-wide bed tax percentage comparison of Florida counties. She explained that Clay County is one of nine counties in the State that charge a 3 percent Tourist Development Tax (TDT). Flagler County recently voted to increase their TDT tax to 5 percent. More than 52 percent of the State's counties charge more than Clay County. If the County's TDT tax was increased by one cent, the TDC would have an additional \$203,688.13 that could be used for marketing.

Chairman Cella stated that an increase of funds is crucial to re-brand the County. The TDT has not increased since its inception. Raising the tax by one cent would

be consistent and comparable with our surrounding counties. If the TDC voted to increase the tax, it would be presented to the Board for their approval and then implemented. This will be placed on the May 24, 2017 TDC agenda for further discussion.

Ms. Morgan announced that she will present a budget and marketing plan for an additional one cent tax increase at their next TDC meeting.

County Attorney Grimm stated that if the TDC approved the tax increase and it was presented to a Board in June, a collection could begin as early as August.

### **Budget**

Ms. Morgan stated that she is diligently working to complete the 17/18 budget and a marketing plan to present at their May meeting.

### **New Business**

#### VIDEO 6. Priorities

Chairman Cella asked for priority recommendations.

Marina Mathews suggested: 1) A five-year strategic plan; and, 2) Funding to implement their plans and goals.

Bob Olson suggested: 1) A five-year or ten-year strategic plan; 2) Signature events; and, 3) Invest in infrastructure, specifically, the Clay County fairgrounds.

Susan Hill suggested enhancing the County's website. Chairman Cella stated that Ms. Morgan and the County's MIS Department are collaborating to enhance tourism on the County's website.

Pat Sickles suggested that lodging be included in their strategic planning.

Discussion ensued regarding the Outer Beltway, its interchanges, tolls and exits. Attracting tourism to our County by utilizing our water-ways was also discussed.

Chairman Cella suggested: 1) Creating an event that will attract tourists everyday.

Connie Thomas suggested: 1) Eco-tourism - opening up our water-ways for sporting activities.

Steve Hart announced that there will be a press conference this week regarding a bill sponsored by our Legislators for water restoration in our region. If approved, the bill will provide approximately 35 million dollars a year. Mr. Hart suggested the following priorities: 1) Marketing Clay County through social media; and, 2) More TDC participation in events such as Clay Day in Tallahassee, to market our County. The City of Keystone Heights has an airpark where a museum is being developed. The museum will have a flight simulator that could be one of those everyday events that Clay

County needs to attract tourism.

Kathy White suggested: 1) Including venues that will attract notoriety nationwide in their five-year plan; and, 2) Casinos.

Chairman Cella stated that their TDT funds can be used for infrastructure and facilities. He asked that additional ideas be forwarded to Ms. Morgan.

#### VIDEO 7. TDC Subcommittee Recommendation for Promotional Grants

Chairman Cella thanked the TDC Subcommittee for their effort to make the grant process efficient.

Ms. Morgan thanked the TDC Subcommittee for their time and expertise. She provided a Power Point presentation that included the following topics: The Process and Timeline, Three-tier Funding Categories, Budget Under Current Plan, Budget Under Revised Plan, Workshop Information, Scoring, Purpose, Soundness of Proposed Event, Stability and Management Capacity, Quality of Proposed Event, and The Application Process.

After discussion, Marina Mathews moved, seconded by Connie Thomas, and carried 7-0, to approve the TDC Subcommittee Recommendation for Promotional Grants as presented. This proposal will be presented to the Board for their consideration.

#### VIDEO 8. Director's Report

Ms. Morgan informed the TDC that the Visit Florida Marketing Grant for a digital marketing campaign has been submitted and notification should be received in June. Several event coordinators has contacted her about having an event in Clay County including; Vintage Days, a Robotics Competition - Clay County School Board, and a family reunion. She is working to connect those individuals with the appropriate venue. The Visitors Guide is almost complete and will be placed in the next edition of the Clay Today. New this season, is the "Top Ten Things to Do in Clay County", and a highlight on the County's independent restaurants. An update on her 90-day plan was provided. A budget and marketing plan will be presented at their next meeting. Country Music Television (CMT) was in town last week to work on a documentary of the Lynyrd Skynyrd Band, which will premiere in 2018. A special shout-out to the Clay County Archives and developer of the property for their knowledge and assistance. Lynrd Skynyrd wrote and practiced their music at the "Hell House", located on the property being developed.

Connie Thomas commented that more venues are needed to accommodate class reunions in the County. Event coordinators are seeking venues in our surrounding counties. Ms. Morgan stated that she would provide a venue list to the Clay County School Board for class reunions.

#### VIDEO 9. Legislative Update

Chairman Cella stated that tourism may take a hit this Legislative Session due to budget



constraints and regulations.

Ms. Morgan commented that Visit Florida is modeled by other states in our country. It works, but unfortunately, we are handing it over to our friends in Texas and California. She stated that she wasn't sure if vacation rental legislation would impact Florida significantly, but it may define what a vacation rental is and make it consistent state-wide.

### **Old Business**

#### VIDEO 10. RV Parks

Ms. Morgan stated that at their last meeting she was asked if RV Parks were required to pay tax. She reported that RV Parks and boat slips are required to pay tax, with the exception of the RV's at the fairgrounds during the Clay County Fair. This exemption is statute driven for fair associations throughout the State. She reported that Clay County has an RV Park at Whitey's and Gold Head Branch State Park.

Chairman Cella commented that it was unfortunate that the TDT is not enforced. There has been discussion with the Tax Collector's Office regarding a compliance notice and that may be considered in the future.

#### VIDEO 11. FY 16/17 Special Event Grant Update

Ms. Morgan provided an update on the FY 16-17 TDC Special Event Grants.

#### VIDEO 12. AirBNB

This item is Tabled to the next TDC Meeting of May 24, 2017.

#### VIDEO 13. Upcoming Events Update

Ms. Morgan provided an update on the 2017 Calendar of Events and informed the TDC that she has been working with the IT Department to get the events posted on the County's website. It will appear in the Visitors Guide.

Chairman Cella asked members to forward additional events to Ms. Morgan.

#### VIDEO 14. Rebranding Update

Chairman Cella commented that the Board approved Burdette-Ketchum, Jacksonville, Florida, for Clay County's re-branding. This firm is instrumental in numerous other projects in Duval County to brand Jacksonville. More information is forthcoming.

County Attorney Grimm stated that the previous motion made by the TDC to amend their Minutes of January 25, 2017, adding the TDC Meeting of August 19, 2017, should have been August 23, 2017.

After discussion, Bob Olson moved, seconded by Pat Sickles, and carried 7-0, to amend the previous motion adding the TDC Meeting of August 23, 2017, rather than August 19, 2017.

**Adjournment**

There being no further business, the Chairman adjourned the meeting at 5:06 p.m.

Attest:

---

Committee Chairman

---

Recording Secretary



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, May 24 3:00 PM

TO: TDC  
Members

DATE: 5/9/2017

FROM: Kimberly  
Morgan

SUBJECT: 5-year history of TDT collections

AGENDA ITEM  
TYPE:

---

BACKGROUND INFORMATION:

This document provides a 5-year history of TDT collections so that trends, opportunities and market disruption may be discovered.

ATTACHMENTS:

Description

- ▣ 5 Year TDT History

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	5/9/2017 - 4:57 PM	
County Manager	Kopelousos, Stephanie	Approved	5/10/2017 - 7:04 PM	

# Bed Tax Collections

TDT Collections as of May 9, 2017

	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2015-16 YTD Total	2016-17	2016-17 YTD Total	Monthly Change Over Prior Year	YTD Change Over Prior Year
October	\$ 36,327	\$ 36,279	\$ 37,544	\$ 40,775	\$ 47,452	\$ 51,105	\$ 51,105	\$ 52,353	\$ 52,353	2.44%	2.44%
November	\$ 32,707	\$ 39,001	\$ 35,267	\$ 42,220	\$ 41,860	\$ 47,348	\$ 98,453	\$ 50,814	\$ 103,167	7.32%	4.79%
December	\$ 28,991	\$ 30,375	\$ 35,938	\$ 37,256	\$ 40,439	\$ 40,608	\$ 139,061	\$ 42,758	\$ 145,925	5.29%	4.94%
January	\$ 39,184	\$ 38,493	\$ 42,500	\$ 39,465	\$ 47,582	\$ 51,080	\$ 190,141	\$ 46,949	\$ 192,874	-8.09%	1.44%
February	\$ 32,867	\$ 41,459	\$ 39,668	\$ 43,866	\$ 47,528	\$ 53,513	\$ 243,654	\$ 49,147	\$ 242,021	-8.16%	-0.67%
March	\$ 40,904	\$ 45,404	\$ 45,085	\$ 51,215	\$ 55,545	\$ 56,665	\$ 300,319	\$ 53,777	\$ 295,798	-5.10%	-1.51%
April	\$ 35,195	\$ 39,773	\$ 42,429	\$ 43,944	\$ 52,598	\$ 55,276	\$ 355,595				
May	\$ 35,392	\$ 40,754	\$ 43,436	\$ 43,152	\$ 54,908	\$ 55,962	\$ 411,557				
June	\$ 39,845	\$ 42,111	\$ 43,557	\$ 46,339	\$ 51,817	\$ 50,755	\$ 462,312				
July	\$ 35,373	\$ 40,544	\$ 41,493	\$ 45,284	\$ 53,124	\$ 49,984	\$ 512,297				
August	\$ 36,923	\$ 36,082	\$ 44,611	\$ 56,039	\$ 49,189	\$ 48,152	\$ 560,449				
September	\$ 30,981	\$ 32,545	\$ 38,721	\$ 39,633	\$ 47,977	\$ 44,796	\$ 605,245				
<b>Total</b>	<b>\$ 424,690</b>	<b>\$ 462,819</b>	<b>\$ 490,249</b>	<b>\$ 529,187</b>	<b>\$ 590,019</b>	<b>\$ 605,245</b>		<b>\$ 295,798</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)



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, May 24 3:00 PM

TO: TDC  
Members

DATE: 5/9/2017

FROM:  
Kimberly  
Morgan

SUBJECT: FY16-17 Budget

AGENDA ITEM  
TYPE:

---

BACKGROUND INFORMATION:

This shows all budgeted line items with actual and encumbered expenses.

ATTACHMENTS:

Description

- ▣ FY16-17 Budget - May 2017

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	5/9/2017 - 6:33 PM	
County Manager	Kopelousos, Stephanie	Approved	5/10/2017 - 7:04 PM	

**2016-17 TDC Budget  
as of 5/9/17**

Account #	Account Name	Budget	Expenditure	Encumbrance	Actual Expense	Balance
512000	Regular Salaries	56,473	22,107	30000	52,107	4,366
521000	FICA Taxes	4321	1603.96	2500	4,104	217
522000	Retirement Contributions	4280	1662.47	2500	4,162	118
523000	Health Insurance	17567	6314.28	8000	14,314	3,253
523100	Life Insurance	48	17.32	25	42	6
523200	Dental Insurance	181	52.64	120.32	173	8
531000	Professional Services	30,000	1800	28200	30,000	0
	Research		0	14400		
	Budget Transfer to Dues, Subscriptions		1000			
	Photographer			5000		
	Digital Content			8800		
	Budget Transfer to Legal Advertising		200			
	Budget Transfer to Telephone/Communications		600			
534500	Administrative Expense	17,907				
540000	Travel and Per Diem	1500	247.23	0	247	1,253
	Clay Day		179			
	NFHLA Rose Awards		47			
	Mileage		21.23			
	FADMO Marketing Summit					
	VISIT FLORIDA Governor's Conference on Tourism					
541100	Telephone/Communications	0	600	0	600	0
	Budget Transfer from Professional Services	600				
541200	Postage & Freight	200	22.46		22	178
546100	Repairs & Maintenance	0	0	0	0	0
547000	Printing & Binding	1500	93.59	121	215	1,285
	Business Cards		22.5		23	
	Purchasing Stamp		71.09		71	

	Tourism Summit Invitations			121		
548000	Promotional Activities	305,000	117,812	181680	299,492	5,508
	Clay Today		800	800		
	Visit Jacksonville		882	0		
	Our Country Day		0	1500		
	The Black Creek 5K		500	1500		
	Town of Orange Park - Fall Festival		10,000	0		
	City of Green Cove Springs - Christmas On Walnut		1,500	0		
	JC Penney Memorial Highway		1,450	0		
	Calavida		2,820	0		
	Moosehaven - Chili Cook Off		1,489	0		
	Moosehaven - July 4th		0	2450		
	Clay County Fair		0	50,000		
	City of Green Cove Springs		0	2350		
	City of Green Cove Springs		0	2500		
	Concert on the Green		0	1200		
	Military Museum - Hellcat Race		1,500	0		
	Military Museum - Armed Forces Day		0	2600		
	Jax Scottish Games & Festival		0	30000		
	St. Johns River State College/Thrasher Horne Center		70,000	55,000		
	FL First Coast of Golf	0	25,500	0		
	Digital Marketing Campaign	0	0	31200		
	VISIT FLORIDA Welcome Center Brochure Rack Space			580		
	Promotional Brochure Reprint		621			
	SpeedPro Imaging (tablecloth & retractables)	0	550	0		

	Budget Transfer from Promotional Activities to Office Supplies		200			
548003	Thrasher-Horne Center for the Arts	0	0	0	0	0
548004	Tourism Advertising/Marketing	0	0	0	0	0
548005	Reimbursement Grants	0	0	0	0	0
549200	Legal Advertising	200	0	0	0	200
	Public Notice Ads - 2/23/17 - Clay Today		32.2			
549300	Training & Certification	500	0	0	0	500
549999	Tax Collector Commission	11,000	5915.99	0	5,916	5,084
551000	Office Supplies	400	317.03	0	317	83
	Office Supplies (2/27/17)		89.29			
	Office Supplies (3/31/17)		97.55			
	Office Supplies (3/31/17)		67.46			
	Office Supplies (4/24/17)		23.45			
	Office Supplies (4/28/17)		39.28			
	Budget Transfer from Professional Services to Office Supplies	200				
552000	Operating Supplies	0	0	0	0	0
552300	Food	0	0	0	0	0
554000	Books, Publications, Dues, Membership	3,000	1549	2395	3,944	56
	FADMO Dues		1424			
	FL Humanities Council		125			
	VISIT FLORIDA Dues			395		
	Budget Transfer from Professional Services	1,000				
	STR			2000		
563000	Infrastructure	0	0	0	0	0
564200	M&E - Non-Capitalized	500	227	0	227	273
		454,777			415,883	22,387





Expenses within the line item that are already spent or encumbered

Budget Transfer

Planned projects for future yet to be approved, allocated or encumbered.

Budget Breakdown		Budget percentag e
Destination Marketing	89,553	18%
Sponsorship	125,000	27%
Event Grants	111,859	25%
Tourism Operations	94,974	20%
Unencumbered Funds	42,994	10%
	464,380	1



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, May 24 3:00 PM

TO: TDC  
Members

DATE: 5/9/2017

FROM:  
Kimberly  
Morgan

SUBJECT: Event Grants

AGENDA ITEM  
TYPE:

---

BACKGROUND INFORMATION:

We want you to be aware of the status of the grants that were awarded for FY16-17 including what is still encumbered and what has been reimbursed for marketing efforts.

ATTACHMENTS:

Description

- ▣ FY16-17 Special Event Grant Update

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	5/9/2017 - 6:43 PM	
County Manager	Kopelousos, Stephanie	Approved	5/10/2017 - 7:08 PM	

### 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	Variance
American Pride 4th of July	\$2,500	\$3,000	\$2,450	x			\$0
Armed Forces Car Show	\$2,600	\$3,000	\$2,600	x			\$0
Black Creek 5k	\$1,500	\$1,500	\$1,500	x	x	\$500	-\$1,000
Calavida	\$3,000	\$10,000	\$3,500	x	x	\$2,820	-\$680
Chili Cook off (Moosehaven)	\$1,500	\$3,000	\$3,000	x	x	\$1,489	-\$1,511
Christmas on Walnut Street	\$1,500	\$2,500	\$2,500	x	x	\$1,500	-\$1,000
Clay County Agricultural Fair	\$49,950	\$50,000	\$50,000	x			\$0
Concert on the Green	\$1,200	\$1,500	\$1,200	x			\$0
Hellcat 10 & 50	\$1,500	\$2,000	\$1,500	x	x	\$1,500	\$0
Memorial Day Riverfest	\$2,000	\$2,500	\$2,350	x			\$0
Our Country Day	\$1,500	\$1,500	\$1,500	x			\$0
Penney Farms Historic Run	\$1,450	\$1,500	\$1,450	x	x	\$1,450	\$0
Scottish Games & Festival	\$25,000	\$30,000	\$30,000	x			\$0
Soul Food Festival	\$1,750	\$2,000	\$1,820	x			\$0
Town of OP Fall Festival	\$5,000	\$15,000	\$10,000	x	x	\$10,000	\$0
<b>Totals</b>	<b>\$101,950</b>	<b>\$129,000</b>	<b>\$115,370</b>			<b>\$19,259</b>	<b>-\$4,191</b>

Updated May 9, 2017



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, May 24 3:00 PM

TO: TDC Members

DATE: 5/17/2017

FROM: Kimberly  
Morgan

SUBJECT:  
Out of Cycle Grant Request - Town of Penney Farms

AGENDA ITEM  
TYPE:

---

BACKGROUND INFORMATION:

Penney Farms is celebrating their 90th anniversary and will be hosting a commemorative event.

<u>Is Funding Required (Yes/No):</u>	<u>If Yes, Was the item budgeted</u>
<b>Yes</b>	<u>(Yes\No\N/A):</u>
	<b>No</b>

There are funds available in the Promotional Activities line item.

<u>Sole Source (Yes\No):</u>	<u>Advanced Payment</u>
	<u>(Yes\No):</u>

ATTACHMENTS:

Description

- ▣ Penney Farms 90th Anniversary Grant Application

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	5/17/2017 - 11:11 AM	
County Manager	Slaybaugh, Jaclyn	Approved	5/19/2017 - 3:51 PM	

A new entry to a form/survey has been submitted.

**Form Name:** Clay County Tourist Development Council Grant Application FY 2016-17  
**Date & Time:** 05/16/2017 12:51 PM  
**Response #:** 38  
**Submitter ID:** 10414  
**IP address:** 23.126.200.38  
**Time to complete:** 40 min. , 27 sec.

---

**Survey Details: Answers Only**

---

**Page 1**

---

1. Town of Penney Farms  
Penney Farms Old-Fashioned Farm Day  
09/09/2017  
9:00 a.m. - 4:00 p.m.  
Kohler Park and Town streets  
[www.penneyfarmsfl.govoffice2.com](http://www.penneyfarmsfl.govoffice2.com)  
4100 Clark Avenue  
Penney Farms  
Florida  
32079-1041  
(904) 529-9078  
(904) 284-4405
2. [cathiepenneyfarms@bellsouth.net](mailto:cathiepenneyfarms@bellsouth.net)  
(904) 529-1496  
(904) 612-8464  
Requesting Organization's Net Reported Assets in 2015:  
\$6,148,819  
Amount requested from TDC Funds Dollar Amount: \$1,200
3. First Time Event  
Not answered  
0  
0  
0  
0  
This is the first year  
N/A  
N/A
4. The Old-fashioned Farm Day has been chosen as the event to celebrate our 90th anniversary as a municipality.  
It will show the public what Penney Farms used to be like and share the wonderful history of our town in the years of 1920 - 1940. It is planned to have a display of old farm equipment along one of our streets, exhibits of old-time crafts and demonstrations of former skills such as black-smith work which are seldom seen today. There will be country music, bands and singing groups as well as

story-telling, games and contests. Food trucks will be on hand for refreshments.

Objectives:

1. To celebrate the 90th of the Town
- 2, To share our rich history
3. To bring visitors and future residents to Penney Farms
4. To bring our community together for a common cause
5. To develop an event that could grow into an annual event

Projected # of hotel rooms:

20

Projected # of local participants:

1000

Projected number of out of town participants:

500

We are projecting using figures the number of persons who attend local activities from the retirement community and the town at large on a regular basis. Also we looked at events for scenic highway like the 5K run where persons come from surrounding counties and out -of--state and Penney Retirement Community events such as the annual Holiday Sale and the Circle of Family and Friends weekend.

Our committee is planning to do a great number of press releases; calendar requests; social media and on-line advertising and announcements on digital billboards ahead of the event.

We will also try to do some additional limited advertising for the event on radio and in other rural newspapers

5. Town of Penney Farms  
\$3,000  
Scenic Highway  
\$ 1,000  
Historical Society  
\$250  
Community Sponsors  
\$3,000 anticipated  
Vendors  
\$500  
\$7,750
6. Bradford County Telegraph  
\$300  
Gainsville Sun  
\$350  
Palatka Daily News  
\$250  
Baker County Press  
\$200  
Ocala Star Banner  
\$120  
Not answered  
Not answered  
Not answered

Not answered  
Not answered  
Not answered  
Not answered  
Not answered  
Not answered  
Not answered

**7.** Advertising Budget for the event: \$1,500

- 8.**
1. Visitors and relatives of residents will be encouraged to come and stay in the County.
  2. If hotels wish to have coupons to hand out to attendees with special offers we will promote
  3. The J.C. Penney Memorial Scenic Highway will have a booth where hotel promotions can be handed out.
  4. A visitor board showing nearby eating places, other weekend activities and future events can be made available
  5. Tourist " Welcome to the County" materials can be handed out if provided by TDC.
- With or without a TDC grant the Town of Penney Farms will solicit sponsors among businesses associated with agriculture and related interests, individuals and groups interested with history or the preservation of the small town atmosphere in the future.





Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, May 24 3:00 PM

TO: TDC  
Members

DATE: 5/9/2017

FROM: Kimberly  
Morgan

SUBJECT: TDT Tax Collections Reminder

AGENDA ITEM  
TYPE:

---

BACKGROUND INFORMATION:

Proposed method of reminding all lodging establishments that accommodate leases of less than 6 months that they are subject to the FL State Statute 125.0104 for TDT.

ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	5/9/2017 - 5:30 PM	
County Manager	Kopelousos, Stephanie	Approved	5/10/2017 - 7:10 PM	



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, May 24 3:00 PM

TO: TDC  
Members

DATE: 5/9/2017

FROM:  
Kimberly  
Morgan

SUBJECT:

AGENDA ITEM  
TYPE:

---

BACKGROUND INFORMATION:

You'll find attached the proposed FY17-18 Budget and Marketing Plan, including performance measurements.

ATTACHMENTS:

Description

- ▣ Proposed FY17-18 Budget
- ▣ Proposed FY17-18 Marketing Plan

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	5/9/2017 - 5:09 PM	
County Manager	Kopelousos, Stephanie	Approved	5/10/2017 - 7:08 PM	

## 2017-18 Proposed TDC Budget

Account #	Account Name	Budget	w/additional 1%	Notes/Variance
512000	Regular Salaries	74,701	74,701	
5210000	FICA Taxes	5715	5715	
522000	Retirement Contributions	5956	5956	
523000	Health Insurance	17567	17567	
523100	Life Insurance	48	48	
523200	Dental Insurance	181	181	
531000	Professional Services	47,400	122,400	
	Public Relations Software	12,000	12,000	
	Event Coordination Contract	12,000	12,000	
	Research	8,400	8,400	
	Video Production (b-roll, video production, commercial, etc.)	0	20,000	New
	Content Program (for Press Releases, Newsletters, blogs, etc.)	0	30,000	New
	Digital Content	15,000	15,000	
	Strategic Plan	0	25,000	New
534500	Administrative Expense (3%)	17,500	23,700	Direct Costs
540000	Travel and Per Diem	5250	7750	
	FADMO Marketing Summit (May)	1500	1500	
	FADMO Annual Meeting (Dec)	1500	1500	
	DMAI Annual Conference	0	2500	New
	Governor's Conf on Tourism (Sept)	1500	1500	
	FL Tourism Day	500	500	
	Clay Day	250	250	
541100	Telephone/Communications	600	600	
541200	Postage & Freight	200	587	
546100	Repairs & Maintenance	0	0	
547000	Printing & Binding	1500	1500	
548000	Promotional Activities	10,500	10,500	
	Community Events	500	500	
	County Sponsored Events	10,000	25,000	
548003	Thrasher-Horne Center for the Arts	125000	125000	
548004	Tourism Advertising/Marketing	109,800	154,245	
	FL First Coast of Golf	25,500	25,500	
	Digital Marketing Campaign	50,000	50,000	
	Familiarization Tours	0	16,000	New

	Visitors Guide	1,600	1,600	
	NCAA Golf Championship Co-op Ad	2,500	2,500	
	Outdoor Travel Writers Assn	3,500	3,500	
	Other Destination Marketing	26,700	55,145	
548005	Reimbursement Grants	111,000	150,000	
	Signature Events	89,000	120,000	
	Special Events	22,000	30,000	
549200	Legal Advertising	200	200	
549300	Training & Certification	2500	3000	
551000	Office Supplies	500	500	
552000	Operating Supplies	100	100	
552300	Food	2000	2000	
554000	Books, Publications, Dues, Membership	6,850	8,250	
	FADMO Dues	1425	1425	
	VISIT FLORIDA Dues	400	400	
	STR	2000	2000	
	FL Humanities Council	125	125	
	YMRC (Your Military Reunion Connection)	1400	1400	
	Southeast Tourism Society	700	700	
	Destination Marketing Assn International	0	1400	New
	Visit Jacksonville	800	800	
563000	Infrastructure	0	0	
564200	M&E - Non-Capitalized	500	500	
	Reserve	40432	75000	
	<b>Total</b>	<b>586,000</b>	<b>790,000</b>	

Expenses within the line item

Budget Breakdown	3% TDT	4% TDT	budget percentage 3% / 4%
Destination Marketing	157,200	276,645	27% / 35%
Sponsorship	125,000	125,000	21% / 16%
Event Grants	111,000	150,000	19% / 19%
Tourism Operations	192,800	238,355	33% / 30%
	586,000	790,000	



## **Division Description:**

The Tourism & Film Development Division is responsible for planning, organizing and directing tourism activities and functions in the county. The division is responsible for developing marketing and public relations strategies and creating promotional/advertising materials (Internet, social media, articles, print advertising, brochures and visitor's guides) to brand an image of the county to leisure visitors and potential groups (i.e.: military reunions, small corporate and/or association meetings, etc.). Additionally the division administers budgetary allocations under established county ordinance and state law for the appropriate expenditures of the Tourist Development Trust Fund; serves as a direct liaison to the Tourist Development Council (TDC), representatives of the film industry and special event and sports tournament organizers; and implements and provides guidance to community special event organizers to help improve tourism participation.

## **Division Mission:**

The Tourism & Film Development Division's mission is to strengthen the county's economy by developing awareness of the county's unique natural, recreational, historical and cultural assets to leisure travelers. With guidance from the Clay County Tourist Development Council, the Board of Commissioners and County Manager, the division strives to promote quality special events, sports tournaments and visitor experiences while encouraging preservation of the county's quality of life.

## **FY2016-17 Accomplishments:**

- Tourist Development Tax collections were \$605,000 for FY15-16, a 2.5% increase although hotel room inventory decreased by 500 units.
- Created an industry product database that serves as an inventory of all of Clay County's tourism product. This inventory includes, but is not limited to the following businesses: accommodations, meeting facilities, dining & nightlife, attractions, retail shopping, golf courses, events, spa services, etc.
- Connected CMT documentary team to the Clay County Archives and local developer to gain history and access to a variety of significant sites related to Lynyrd Skynyrd. Documentary is expected to premiere on CMT in 2018.
- With the guidance of the TDC, restructured the event grant standards, application and metrics to encourage event growth.
- Began a referral process with the Parks & Recreation department so that they refer to tourism any inquiries that could not be serviced by Parks & Recreation facilities in an effort to keep the business in Clay County.
- Launched Clay County's first visitor profile research project.
- Initiated Clay County's first digital marketing campaign that includes social media advertising and retargeting.

- Established a Clay County photo library to be used to brand the County in social media, publications, documents (internal and external), reports, presentations, etc. Worked with MIS to give access to designated images to various departments.
- Collaborated with county departments with consistent interaction with the media to utilize one master media list.
- Hosted an industry strategic planning session to build future marketing and sales activities.

## **FY2017-18 Goals & Objectives**

**Strategy:** Improve and encourage engagement of the local tourism industry business community to ensure that their business needs, strengths and assets are included in the county's tourism marketing and sales efforts.

**Objective:** Engage at least one representative from each of the recognized hospitality/tourism sectors (accommodations, attractions/things to do, dining & nightlife, retail shopping, golf courses, events, meeting space/venues, etc.) in content development, communication updates, calendar of events updates and other strategic destination marketing and communications efforts.

### **Tactics:**

- Conduct an annual Tourism Summit to create an opportunity for both input into the county's marketing and sales efforts, developing unified market solutions, and education sessions related to tourism related trends and marketing and sales best practices.
- Continuously update database of tourism related businesses that include business name, address, phone number, brief description and contact information for marketing and sales contacts.
- Distribute monthly communication to the tourism industry to encourage consistent messaging about things to see and do, upcoming events and general department activity.

**Strategy:** Attract more leisure visitors to Clay County via various information distribution channels.

**Objective:** Increase annual TDT collections by a minimum of 2% over FY16-17.

### **Tactics:**

- Work with MIS to develop a social media strategy that highlights events, attractions and unique/original content that engages the consumer.
- Work with MIS to revamp the website with easier navigation, developing relevant content and visitor friendly tools and resources.
- Continue the digital marketing campaign that began in FY16-17.
- Continue to encourage marketing best practices and tools to Special Event Grant recipients.
- Pursue new events produced by the county – BBQ Championship, Cycling Race, etc.
- Develop an intensive public relations strategy targeting niche markets that fit our visitor profile.

- Continue Visitor Profile and Destination Research to help us target the right audience for our destination.
- Create a Visitors Guide two times per year to promote destination assets.
- Provide VISIT FLORIDA with adequate content to promote our area in their content.
- **Generate video content that includes but is not limited to b-roll footage, video storytelling and 30-second commercial(s) for the website, digital campaigns, collaborative destination videos, etc.**
- **Create additional content for press releases, newsletters and blogs**

**Objective:** Work with Florida's First Coast of Golf (FFCG) to increase the tourist rounds of golf played and golf travel room nights in Clay County and increasing golf course participation by 50% and 25 mentions in FFCG content.

**Tactics:**

- Build a relationship with all the Clay County golf courses so that they are aware of the marketing and sales efforts with FFCG and Clay County Tourism.
- Supply FFCG with content to be used in digital marketing campaigns, videos and all content used in FFCG's marketing and sales efforts.
- FFCG supply Clay County Tourism with golf centric content for use on its site.
- Participate in a FFCG golf media familiarization tour and/or golf tour operator familiarization tour.

**Objective:** Join and be an active participant in the Florida Outdoor Writers Association to gain a minimum of 10 trusted media contacts that produce 10 mentions/stories about Clay County destination assets.

**Tactics:**

- Join the Outdoor Writers Association and participate in their meetings and opportunities.
- Begin gathering information about hosting an outdoor writers' familiarization tour.
- Invite at least 3 media writers to Clay County to introduce them to our natural destination product and assets.

**Strategy:** Pursue group business that will fill our destination's need periods and pursue markets that will provide the opportunity for leisure retargeting for future return visits.

**Objective:** Distribute 10 group leads to area hoteliers.

**Tactics:**

- Continue to work with MIS to revamp the website with easier navigation, developing relevant content and group friendly tools and resources.
- Invite military reunions to enjoy the three area military museums in Clay County.



- Pursue sports tournaments like pickle ball, frisbee golf, etc.
- Pursue corporate and small association meetings for which Clay County is strategically courting for economic development economic growth (suppliers to current manufacturers, medical, aviation, etc.)

**Strategy:** Continuously evaluate Clay County's product and communicate assets and deficiencies in an effort to continue to build successful tourism experiences.

**Objective:** Keep an inventory of destination product assets and share that with county leadership and industry professionals.

**Tactics:**

- Create a tourism destination fact sheet with county area and municipality descriptions, assets and information.
- Be a resource for events seeking a venue within the county
- Be a resource for tourism related businesses that may need destination research, calendar information, etc. for efforts of starting a new business, relocating or expanding their business to Clay County.
- Update the county on needs and/or enhancements that are needed within the county to continue to attract visitors.
- **Develop a 10-year strategic plan for Clay County Tourism.**

**Strategy:** Provide assistance to film/TV crews that are seeking information about a topic, filming site selections or general information for their project.

**Objective:** Respond to 5 film/TV leads from the state of FL Film Office and service a minimum of 2 film crews.

**Tactics:**

- Coordinate any premiere events for film/TV projects developed in prior years.
- Develop a film/TV fact sheet for the destination
- Develop a film/TV section on the website

## **Performance Measurements:**

Number of Special Events Supported by Grants: 15

Number of Special Events Serviced: 20

Number of Published Articles: 35

Group Leads: 10

Film/TV lead responses: 5

**Social Media Engagement:**

Facebook

- Increase Facebook followers from 2,900 to 5,000, a 72% increase.
- Local base (numbers) – currently 2,100 to 2,500
- Out of County base (numbers) – currently 800 to 2,500

Instagram: Create an Instagram account that will have at least 2,500 followers in the first year.

YouTube: Create a YouTube Channel that will have at least 2,500 followers in the first year.



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, May 24 3:00 PM

TO:                      DATE:

FROM:

SUBJECT:

AGENDA  
ITEM  
TYPE:

---

ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	5/9/2017 - 4:22 PM	
County Manager	Kopelousos, Stephanie	Approved	5/10/2017 - 7:08 PM	



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, May 24 3:00 PM

TO: TDC Members

DATE: 5/9/2017

FROM: Kimberly Morgan

SUBJECT: Director's Report updating you on progress of various projects.

AGENDA ITEM TYPE:

---

BACKGROUND INFORMATION:

Director's Report updating you on progress of various projects.

**ATTACHMENTS:**

Description

No Attachments Available

**REVIEWERS:**

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	5/9/2017 - 5:31 PM	
County Manager	Kopelousos, Stephanie	Approved	5/10/2017 - 7:08 PM	



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, May 24 3:00 PM

TO: TDC Members

DATE: 5/9/2017

FROM: Kimberly Morgan

SUBJECT: Legislative update on what issues impact the tourism industry and Clay County.

AGENDA ITEM TYPE:

---

BACKGROUND INFORMATION:

Legislative update on what issues impact the tourism industry and Clay County.

**ATTACHMENTS:**

Description

No Attachments Available

**REVIEWERS:**

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	5/9/2017 - 6:44 PM	
County Manager	Kopelousos, Stephanie	Approved	5/10/2017 - 7:08 PM	



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, May 24 3:00 PM

TO:                      DATE:

FROM:

SUBJECT:

AGENDA  
ITEM  
TYPE:

---

ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	5/9/2017 - 5:25 PM	
County Manager	Kopelousos, Stephanie	Approved	5/10/2017 - 7:08 PM	



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, May 24 3:00 PM

TO: TDC  
Members

DATE: 5/9/2017

FROM:  
Kimberly  
Morgan

SUBJECT: TDT Increase

AGENDA ITEM  
TYPE:

---

BACKGROUND INFORMATION:

At the March 22, 2017 meeting, this topic was on the TDC agenda for the first time. TDC members agreed that it is worth considering, however, there must be a plan for the additional dollars. During the presentation of the proposed FY17-18 Budget and Marketing Plan, you were introduced to those plans for those additional funds.

ATTACHMENTS:

Description

- ▣ Statewide TDT Analysis

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	5/9/2017 - 5:24 PM	
County Manager	Kopelousos, Stephanie	Approved	5/10/2017 - 7:07 PM	

## Bed Tax Percentage Comparison

TDT percentage	Number of Counties charging that percentage	Percentage of the state at that TDT rate
No TDT	4	5.97%
2%	12	17.91%
3%	9	13.43%
4%	13	19.40%
5%	22	32.84%
6%	7	10.45%
	67	100.00%

1. More than 52% of the state is charging more than Clay County, giving them a competitive advantage by having more dollars to invest in destination marketing and product development.
2. Less than a quarter of the state has a TDT less than Clay County.
3. FY15-16 Lodging Sales totaled \$20,368,812. 1% of that total equates to \$203,688.13.

### Neighboring or Nearby Counties

Alachua	5%
Baker	3%
Bradford	4%
Clay	3%
Duval	6%
Flagler	4%
Nassau	4%
Putnam	4%
St. Johns	4%





## COUNTY LOCAL OPTION TRANSIENT RENTAL TAX RATES GROUPED BY ADMINISTRATION

### (Tourist Development Tax Rates)

State sales and use tax, discretionary sales surtax, and local option transient rental taxes are all imposed on rentals or leases of accommodations in hotels, motels, apartments, rooming houses, mobile home parks, RV parks, condominiums, or timeshare resorts for a term of six months or less. Counties may levy a new local option transient rental tax or change the local option tax rate at any time throughout the year.

COUNTY	ADMINISTERED BY	TOURIST DEVELOPMENT	TOURIST IMPACT	CONVENTION DEVELOPMENT	TOTAL TRANSIENT RENTAL RATE*	KNOWN FUTURE CHANGES
CALHOUN	N/A	NONE	NONE	NONE	NONE	
LAFAYETTE	N/A	NONE	NONE	NONE	NONE	
LIBERTY	N/A	NONE	NONE	NONE	NONE	
UNION	N/A	NONE	NONE	NONE	NONE	
BRADFORD	Fl Dept of Revenue	4.0%	0.0%	0.0%	4.0%	
CITRUS	Fl Dept of Revenue	5.0%	0.0%	0.0%	5.0%	
COLUMBIA	Fl Dept of Revenue	5.0%	0.0%	0.0%	5.0%	
DESOTO	Fl Dept of Revenue	3.0%	0.0%	0.0%	3.0%	
DIXIE	Fl Dept of Revenue	2.0%	0.0%	0.0%	2.0%	
FLAGLER	Fl Dept of Revenue	4.0%	0.0%	0.0%	4.0%	
FRANKLIN	Fl Dept of Revenue	2.0%	0.0%	0.0%	2.0%	
GADSDEN	Fl Dept of Revenue	2.0%	0.0%	0.0%	2.0%	
GILCHRIST	Fl Dept of Revenue	2.0%	0.0%	0.0%	2.0%	
GLADES	Fl Dept of Revenue	2.0%	0.0%	0.0%	2.0%	
HAMILTON	Fl Dept of Revenue	3.0%	0.0%	0.0%	3.0%	
HARDEE	Fl Dept of Revenue	2.0%	0.0%	0.0%	2.0%	
HENDRY	Fl Dept of Revenue	3.0%	0.0%	0.0%	3.0%	
HOLMES	Fl Dept of Revenue	2.0%	0.0%	0.0%	2.0%	
JACKSON	Fl Dept of Revenue	4.0%	0.0%	0.0%	4.0%	
JEFFERSON	Fl Dept of Revenue	2.0%	0.0%	0.0%	2.0%	
LEVY	Fl Dept of Revenue	2.0%	0.0%	0.0%	2.0%	
MADISON	Fl Dept of Revenue	3.0%	0.0%	0.0%	3.0%	
OKALOOSA (1)	Fl Dept of Revenue	5.0%	0.0%	0.0%	5.0%	
OKEECHOBEE	Fl Dept of Revenue	3.0%	0.0%	0.0%	3.0%	
PASCO	Fl Dept of Revenue	2.0%	0.0%	0.0%	2.0%	
SUMTER	Fl Dept of Revenue	2.0%	0.0%	0.0%	2.0%	
WAKULLA	Fl Dept of Revenue	4.0%	0.0%	0.0%	4.0%	
WASHINGTON	Fl Dept of Revenue	3.0%	0.0%	0.0%	3.0%	
ALACHUA	County Since 7/01	5.0%	0.0%	0.0%	5.0%	
BAKER	County Since 5/00	3.0%	0.0%	0.0%	3.0%	
BAY (2)	County Since 1/94	5.0%	0.0%	0.0%	5.0%	
BREVARD	County Since 10/92	5.0%	0.0%	0.0%	5.0%	
BROWARD **	County Since 3/94	5.0%	0.0%	0.0%	5.0%	
CHARLOTTE	County Since 9/90	5.0%	0.0%	0.0%	5.0%	
CLAY	County Since 1/89	3.0%	0.0%	0.0%	3.0%	
COLLIER	County Since 1/93	4.0%	0.0%	0.0%	4.0%	
DUVAL	County Since 12/90	4.0%	0.0%	2.0%	6.0%	
ESCAMBIA	County Since 6/89	4.0%	0.0%	0.0%	4.0%	
GULF	County Since 6/01	5.0%	0.0%	0.0%	5.0%	Rate will return to 4% on 1/01/20
HERNANDO	County Since 1/93	5.0%	0.0%	0.0%	5.0%	
HIGHLANDS	County Since 1/14	2.0%	0.0%	0.0%	2.0%	
HILLSBOROUGH	County Since 1/92	5.0%	0.0%	0.0%	5.0%	
INDIAN RIVER	County Since 10/00	4.0%	0.0%	0.0%	4.0%	
LAKE	County Since 11/98	4.0%	0.0%	0.0%	4.0%	
LEE	County Since 5/88	5.0%	0.0%	0.0%	5.0%	
LEON	County Since 10/94	5.0%	0.0%	0.0%	5.0%	
MANATEE	County Since 10/89	5.0%	0.0%	0.0%	5.0%	
MARION	County Since 4/08	4.0%	0.0%	0.0%	4.0%	
MARTIN	County Since 11/02	5.0%	0.0%	0.0%	5.0%	
MIAMI-DADE ** (3)	County Since 4/86	3.0%	0.0%	3.0%	6.0%	
MONROE	County Since 1/91	4.0%	1.0%	0.0%	5.0%	
NASSAU (4)	County Since 5/89	4.0%	0.0%	0.0%	4.0%	
ORANGE	County Since 1/92	6.0%	0.0%	0.0%	6.0%	
OSCEOLA	County Since 5/92	6.0%	0.0%	0.0%	6.0%	
PALM BEACH	County Since 1/93	6.0%	0.0%	0.0%	6.0%	
PINELLAS	County Since 10/90	6.0%	0.0%	0.0%	6.0%	
POLK	County Since 1/94	5.0%	0.0%	0.0%	5.0%	
PUTNAM	County Since 4/99	4.0%	0.0%	0.0%	4.0%	
ST JOHNS	County Since 8/88	4.0%	0.0%	0.0%	4.0%	
ST LUCIE	County Since 5/91	5.0%	0.0%	0.0%	5.0%	Rate will return to 3% on 1/1/43
SANTA ROSA	County Since 5/94	5.0%	0.0%	0.0%	5.0%	
SARASOTA	County Since 6/92	5.0%	0.0%	0.0%	5.0%	
SEMINOLE	County Since 9/93	5.0%	0.0%	0.0%	5.0%	
SUWANNEE	County Since 11/01	3.0%	0.0%	0.0%	3.0%	Rate will return to 2% on 7/01/21
TAYLOR	County Since 7/06	5.0%	0.0%	0.0%	5.0%	
VOLUSIA (5)	County Since 4/90	3.0%	0.0%	3.0%	6.0%	
WALTON (6)	County Since 10/91	4.0%	0.0%	0.0%	4.0%	

\*The total transient rental rate includes the local option taxes levied on: tourist development tax authorized by section (s.) 125.0104, Florida Statutes (F.S.), tourist impact tax authorized by s. 125.0108, F.S., and convention development tax authorized by s. 212.0305, F.S.

\*\*In addition to county-wide transient rental tax rates listed in this table, Florida law authorizes certain cities in Broward and Miami-Dade counties to impose a local option municipal resort tax on transient rental transactions and on the sale of food and beverages consumed in restaurants and bars. For complete information and definitions, see Chapter 67-930, Laws of Florida, as amended by Chapters 82-142, 83-363, 93-286, and 94-344, Laws of Florida.

These counties currently do not levy a local option transient rental tax.

Call 800-352-3671 if you have questions about local option transient rental rates administered by the Department of Revenue.

Contact your local county taxing authority to verify tax rates and to find information about collecting and paying locally administered taxes. Counties who self-administer the transient rental rate are not required by law to notify the Department of local tax rate changes; therefore, the tax rates in this chart may not be current. The tax rates for certain jurisdictions within a county may vary. See the information following this chart. The date in the "administered by" column is the date that the county began to administer the local transient rental tax (not the date that the tax was imposed).



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, May 24 3:00 PM

TO:                      DATE:

FROM:

SUBJECT:

AGENDA  
ITEM  
TYPE:

---

ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	5/17/2017 - 11:11 AM	
County Manager	Slaybaugh, Jaclyn	Approved	5/19/2017 - 3:51 PM	



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, May 24 3:00 PM

TO: TDC  
Members

DATE: 5/9/2017

FROM:  
Kimberly  
Morgan

SUBJECT: Upcoming Calendar of Events

AGENDA ITEM  
TYPE:

---

BACKGROUND INFORMATION:

Upcoming Calendar of Events

ATTACHMENTS:

Description

- ▣ Summer Events

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	5/9/2017 - 6:37 PM	
County Manager	Kopelousos, Stephanie	Approved	5/10/2017 - 7:10 PM	

# Clay County Summer Calendar of Events

## May

27 – [Food Truck Takeover](#) – Orange Park Town Hall - Hey Orange Park, we're back! Join us for our Food Trucks Takeover! We are bringing you the area's premiere food trucks that can't wait to serve you! We will be located at the Orange Park Town Hall at 2042 Park Avenue from 11-4pm for this Takeover, so mark your calendars and invite all your friends! Stay tuned for more details!

27 – 28 – [Clay County Watermelon Festival](#) – Clay County Fairgrounds – 10am – 5pm, Admission: \$7 adults, Kids 2 and under free. Free bounce houses, watermelon eating contest, seed spitting contest, live entertainment, arts and crafts, displays, food vendors, free games for kids, train rides, pony rides, free petting zoo and much more.

28 - [Concert on the Green](#), St. Johns Country Day School – Bring your lawn chair or blanket so you can soak in the beauty of an outdoor concert by the Jacksonville Symphony Orchestra followed by fireworks.

29 – [Memorial Day Riverfest](#), Green Cove Springs – Everyone is invited to the 29<sup>th</sup> Annual Memorial Day RiverFest in Spring Park to enjoy the wide range of events including the Opening Ceremonies honoring local veterans. You'll also delight in the food, arts and crafts booths and live entertainment. The day concludes with an amazing fireworks display.

29 – [Memorial Day Remembrance](#), Magnolia Cemetery, Orange Park – The town remembers in an annual Memorial Day service that is held at the Magnolia Cemetery on Kingsley Avenue. Join us for a flag ceremony, playing of Taps and words from special speakers.

## June

1 – ONECLAY STEM – Robot Rumble – Clay County Fairgrounds – Exhibit Building – Come watch elementary through high school students compete in a fun Robotics Competition.

3 – [Touch A Truck Event](#), Orange Park Mall – Orange Park Mall and Clay County Emergency Management team up to help people learn more about emergency preparedness and meet courageous representatives from all the agencies who help us in times of need while discovering different kinds of trucks and emergency vehicles.

3 – First Coast Hunter Jumpers, Clay County Fairgrounds – Equestrian Facilities

3 - 4 – [Gun Trader Gun Show](#) – Clay County Fairgrounds – Exhibit Building #1 - Unlike other promotions, Gun Trader Gun Shows doesn't fill shows with the typical flea market goods you find at so many shows. Gun Trader has put the shooter, hunter and gun collector first. Our vendors bring the finest in firearms, ammo, parts, accessories and more.

Clay County Tourism & Film Development Department  
P.O. Box 1366 \* 477 Houston Street, 4<sup>th</sup> Floor  
Green Cove Springs, FL 32043

Phone: 904-278-3734 \* [Kimberly.morgan@claycountygov.com](mailto:Kimberly.morgan@claycountygov.com) \* [www.exploreclay.com](http://www.exploreclay.com)



4 - [Farmer's & Art Market](#), Orange Park Town Hall, 10:00 am – 3:00 pm – Voted Best Farmer's Market in Northeast Florida! With over 100 vendors selling fresh, local produce and homemade crafts, live music and great food, it's sure to be fun for the entire family! Our season runs September – June. Join us on the first Sunday of each month.

9 - 10 – [Kids Fest "The Funnest Event in Town,"](#) has been voted Best Kids Entertainment two years in a row! Now in its fourth year, this event will be packed with exciting games and activities, fascinating displays, interactive shows, live music, great food and shopping! This event is designed with children 12 and younger in mind. Expect more free and low-cost activities than ever before! Admission is free!

10 – [Clay County Seafood, Barbeque Music Festival](#) – Clay County Fairgrounds – Midway, Exhibit Building - Family event offering barbecue and seafood from some of the area's best vendors with entertainment for the entire family!

10 – [KidX Desserts with Dad](#), Orange Park Mall – Prepare for Father's Day and show your dad some appreciation with some special treats.

16 – [Reel Fun Night](#), Orange Park Town Hall, 6:00 -9:00 pm - Bring a blanket or a chair, and join us at Town Hall Park for a movie and fun. All movies are family friendly.

17 – [Third Saturday](#) - 3rd Saturday Market in the Park is an opportunity to shop and meet local business owners, vendors and craftspeople while enjoying our beautiful, historic small town and park on the St John's River. Shop local, relax, and enjoy your Saturdays again! Every third Saturday from 10:00am to 2:00pm at Spring Park located at the corner of Walnut Street and Magnolia Avenue in Green Cove Springs. Free to the public.

17 – [Northeast Florida Dressage Association](#) – Clay County Fairgrounds - Equestrian Facilities

18 - [Farmer's & Art Market](#), Orange Park Town Hall, 10:00 am – 3:00 pm – Voted Best Farmer's Market in Northeast Florida! With over 100 vendors selling fresh, local produce and homemade crafts, live music and great food, it's sure to be fun for the entire family! Our season runs September – June. Join us on the first Sunday of each month.

20 – [Mamma Mia](#), Thrasher-Horne Center for the Arts and Conference Center - A mother. A daughter. Three possible dads. And a trip down the aisle you'll never forget! Over 50 million people all around the world have fallen in love with the characters, the story and the music that make Mamma Mia! The ultimate feel-good show!

24 – [Freedom Festival](#), Orange Park Mall – A great event for the whole family with a concert, fun and games, bounce houses, military museum, food truck wars, musical performances and a fireworks grand finale! Country Star TBD.

## July

4 – [American Pride 4<sup>th</sup> of July](#), Join the Town of Orange Park and Moosehaven on the 4th as we celebrate America with the American Pride Fourth of July event. The event includes vendors, crafts, food and a spectacular fireworks display over the St. Johns River. Moosehaven handles all of the organizing for this event, more information can be found at: [www.moosehaven.org/Group/Events.asp](http://www.moosehaven.org/Group/Events.asp)

4 – [Our Country Day](#), Keystone Heights – For more than 40 years, the City of Keystone Heights has invited people to their two-day festivities which include a street dance, 5k run, baby crawl, parade, dog show, arts & craft vendors, food vendors and an evening fireworks display at Keystone Beach. [www.ourcountryday.com](http://www.ourcountryday.com)

Clay County Tourism & Film Development Department  
P.O. Box 1366 \* 477 Houston Street, 4<sup>th</sup> Floor  
Green Cove Springs, FL 32043

Phone: 904-278-3734 \* [Kimberly.morgan@claycountygov.com](mailto:Kimberly.morgan@claycountygov.com) \* [www.exploreclay.com](http://www.exploreclay.com)

4 – [Middleburg Independence Day Parade](#), Middleburg – This annual event, sponsored by the Middleburg Civic Association, features an array of marching units, vehicles, floats and horse troops. [www.middleburgcivicasociation.com](http://www.middleburgcivicasociation.com)

14 – [Reel Fun Night](#), Orange Park Town Hall, 6:00 -9:00 pm - Bring a blanket or a chair, and join us at Town Hall Park for a movie and fun. All movies are family friendly.

15 - [Third Saturday](#) - 3rd Saturday Market in the Park is an opportunity to shop and meet local business owners, vendors and craftspeople while enjoying our beautiful, historic small town and park on the St John's River. Shop local, relax, and enjoy your Saturdays again! Every third Saturday from 10:00am to 2:00pm at Spring Park located at the corner of Walnut Street and Magnolia Avenue in Green Cove Springs. Free to the public.

22 - [Northeast Florida Dressage Association](#) – Clay County Fairgrounds - Equestrian Facilities

## **August**

11 – [Reel Fun Night](#), Orange Park Town Hall, 6:00 -9:00 pm - Bring a blanket or a chair, and join us at Town Hall Park for a movie and fun. All movies are family friendly.

11-31 – [Shrek](#) – Orange Park Community Theatre – Weekend Performances Only

19 - [Third Saturday](#) - 3rd Saturday Market in the Park is an opportunity to shop and meet local business owners, vendors and craftspeople while enjoying our beautiful, historic small town and park on the St John's River. Shop local, relax, and enjoy your Saturdays again! Every third Saturday from 10:00am to 2:00pm at Spring Park located at the corner of Walnut Street and Magnolia Avenue in Green Cove Springs. Free to the public.

19 - [Northeast Florida Dressage Association](#) – Clay County Fairgrounds - Equestrian Facilities

Clay County Tourism & Film Development Department  
P.O. Box 1366 \* 477 Houston Street, 4<sup>th</sup> Floor  
Green Cove Springs, FL 32043

Phone: 904-278-3734 \* [Kimberly.morgan@claycountygov.com](mailto:Kimberly.morgan@claycountygov.com) \* [www.exploreclay.com](http://www.exploreclay.com)



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, May 24 3:00 PM

TO: TDC  
Members

DATE: 5/9/2017

FROM:  
Kimberly  
Morgan

SUBJECT: County-wide Branding Update

AGENDA ITEM  
TYPE:

---

BACKGROUND INFORMATION:

County-wide Branding Update

ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	5/9/2017 - 5:33 PM	
County Manager	Kopelousos, Stephanie	Approved	5/10/2017 - 7:07 PM	