



**TOURIST DEVELOPMENT COUNCIL
AGENDA**

November 6, 2024

3:30 PM

**Administration Building,
4th Floor, BCC Meeting Room, 477 Houston Street,
Green Cove Springs, FL 32043
November 6, 2024 3:30 PM**

Call to Order

Public Comments

Presentations

1. Advance Travel & Tourism Marketing Update (A. Glass)
Marketing update from the contracted advertising agency.
2. Airstream Ventures Sports Tourism Update (A. Verlander)
Sports tourism update.
3. Tourism Team Update (K. Morgan)
Tourism team update.

Discussion

Approval of Minutes

4. Tourist Development Council Meeting Minutes September 4, 2024
TDC meeting minutes from September 4, 2024.

Budget

5. TDC Event Marketing Grant Subcommittee Report (S. Lamb)
Review of TDC Subcommittee notes.
6. Event Marketing Grant Update (S. Lamb)
TDC grant summary as of 10/23/2024.
7. Inspire Dance Jacksonville Regional Dance Competition TDC Grant Request (K. Morgan/S. Lamb)
Inspire National Dance Jacksonville Regional Dance Competition - March 28-30, 2025 & April 11-13, 2025 at Thrasher-Horne Center. Requesting \$25,000 combined for the two events
8. FL Prep Lacrosse TDC Grant Request (K. Morgan/S. Lamb)
FL Prep Lacrosse - 2025 FL Prep Bash - November 23-24, 2024 at Plantation Sports Complex.
Requesting \$40,000

9. Budget Review (K. Morgan)
FY24-25 Budget as of October 29, 2024.

New Business

Old Business

10. Upcoming Events Update (S. Lamb)
Upcoming tourism events in Clay County.
November & December

Adjournment



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, November 6 3:30 PM

TO: TDC Members

DATE: 10/23/2024

FROM: Kimberly Morgan

SUBJECT: Marketing update from the contracted advertising agency.

AGENDA ITEM TYPE:

ATTACHMENTS:

Description

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	10/23/2024 - 5:19 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	10/23/2024 - 5:20 PM	AnswerNotes



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, November 6 3:30 PM

TO: TDC
Members

DATE: 10/23/2024

FROM: Kimberly
Morgan

SUBJECT: Sports tourism update.

AGENDA ITEM
TYPE:

ATTACHMENTS:

Description

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	10/23/2024 - 5:19 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	10/23/2024 - 5:21 PM	AnswerNotes



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, November 6 3:30 PM

TO: TDC
Members

DATE:

FROM:
Kimberly
Morgan

SUBJECT: Tourism team update.

AGENDA
ITEM
TYPE:

ATTACHMENTS:

Description

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	10/30/2024 - 9:36 AM	AnswerNotes



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, November 6 3:30 PM

TO: TDC Members

DATE:

FROM: Kimberly
Morgan

SUBJECT: TDC meeting minutes from September 4, 2024.

AGENDA ITEM
TYPE:

ATTACHMENTS:

Description

- TDC Meeting Minutes 8.4.24

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	10/23/2024 - 5:23 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	10/23/2024 - 5:23 PM	AnswerNotes



TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

September 4, 2024,
3:30 PM - Administration Bldg,
4th Floor, BCC Meeting Room,
477 Houston Street
Green Cove Springs, FL 32043
September 4, 2024 3:30 PM

Call to Order

Present: Commissioner District 1 Mike Cella, Chairman
Kimberly Evans
Neil Porter
David Diaz
Kevin Robert
Brian Knight
See Attachment A - Sign-In Sheet

Absent: Steven Kelley
Deborah Beals
Randy Anderson

Staff Present: Courtney Grimm, County Attorney
Kimberly Morgan, Director of Tourism and Film Development
Samantha Kosters, Tourism Product Development Manager
Stephanie Lamb, Program Manager
Cher Malta, Tourism Marketing Manager

Chairman Mike Cella called the meeting to order at 3:31 pm.

Public Comments

Chairman Mike Cella opened the floor for public comment at 3:33 pm.

Barbara Bujak, 1719 Grove Park Drive, Orange Park, Florida, addressed the Council to speak about smoking, vaping, etc., in Clay County parks and requested notification be published.

David Reese, President of Florida's First Coast of Golf, addressed the Council to express his gratitude for the TDC and their support and presented a token of appreciation to Commissioner Mike Cella and the Tourist Development Council.

Chairman Mike Cella thanked Mr. Reese for the recognition.

Hearing no other comments, Chairman Mike Cella closed public comment at 3:41 pm.

Presentations

1. Advance Travel & Tourism Marketing Update (L English)

Marketing update from the contracted advertising agency.

Travel and Tourism Update can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/committees/Tourist Development Council/September 9, 2024](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/committees/Tourist%20Development%20Council/September%209,%202024), beginning at 9:59 and ending at 19:44. Below is a summary of the discussion.

Laura English, Regional Sales Manager - Advance Travel and Tourism, presented a PowerPoint presentation regarding the Advance Tourism and Travel update. See Attachment B.

Topics of Discussion:

- Executive Summary
- General Leisure Campaign
 - Targeted Display Results
 - Paid Social Results
 - Spotify Results
 - YouTube Results
 - OTT/CTV Results
 - Paid Search Results
- Hey Neighbor Campaign
 - Geofencing Display Results
 - Paid Social Results
 - YouTube Results
 - OTT/CTV Results
- Campaign Traffic: Top Sources
- Updated Website - Launched May 6, 2024

There were questions and discussions regarding target markets, such as the General Campaign and Hey Neighbor Campaign. There were also positive comments regarding the partnership with Advance Travel and Tourism.

2. Airstream Ventures Sports Tourism Update (A. Verlander)

Sports tourism update.

Airstream Ventures Update can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/committees/Tourist Development Council/September 9, 2024](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/committees/Tourist%20Development%20Council/September%209,%202024), beginning at 19:49 and ending at 28:45. Below is a summary of the discussion.

Alan Verlander, CEO of Airstream Ventures, presented a PowerPoint presentation regarding the Airstream Ventures Report. See Attachment C.

Topics of Discussion:

- Association Trips
 - Portland, OR
 - Panama City, Florida
 - Wichita, KS
 - Huntsville, AL
- Event Report
 - Booked Events
 - In-Serious Talks
 - Conversations
- Annual Contract

There was clarification regarding the US Ultimate event for 2025.

3. Florida Recreation Development Assistance Program Briefing (M. Covey)

Florida Recreation Development Assistance Program Briefing

FRDAP discussion can be seen at www.claycountygov.com/government/clay-county-tv-and-video-archive/committees/Tourist_Development_Council/September_9,_2024, beginning at 28:48 and ending at 33:53. Below is a summary of the discussion.

Megan Covey, Grants Manager, presented a PowerPoint presentation to provide details and information regarding the Florida Recreation Development Assistance Program (FRDAP.) See Attachment D.

Topics of Discussion:

- What is FRDAP
- Important Considerations
- FRDAP Application and Project Timeline
- Potential Applications
 - Doctors Lake Park
 - Moody Park

There were questions and discussions regarding grant award process and recommendations for parks.

4. Tourism Team Update (K. Morgan)

Tourism team update.

Tourism Team update can be seen at www.claycountygov.com/government/clay-county-tv-and-video-archive/committees/Tourist_Development_Council/September_9,

2024, beginning at 33:57 and ending at 54:16. Below is a summary of the discussion.

Kimberly Morgan, Director of Tourism and Film Development, and the TDC Team presented a PowerPoint presentation to the Council regarding the Tourism Update. See Attachment E.

Topics of Discussion:

- Explore Clay App
 - Current Tours
 - App Downloads - Since January 1, 2024
- Facebook Metrics
- Instagram Metrics
- Industry Newsletter
- Consumer Newsletter
- Upcoming Marketing Campaigns
 - 904 Day - September 4, 2024
 - Military Promotion and Campaign
- County Strategic Plan
- Bed Tax Collections
- Hotel Data

There were comments and questions frequency of the newsletters, incentives for doing tours and measuring participation, goals for events, and decrease in the market for hotels and changes in the market over time.

Discussion

There was no discussion for this item.

Approval of Minutes

5. Tourist Development Council Meeting Minutes July 17, 2024
TDC meeting minutes from July 17, 2024.

Brain Knight made a motion for approval of the July 17, 2024, TDC minutes, seconded by Neil Porter, which carried 6-0.

Budget

6. Event Marketing Grant Update (S. Lamb)
TDC grant summary as of 8/26/2024.

*Event Marketing Grant update can be seen at
www.claycountygov.com/government/clay-county-tv-and-video-*

archive/committees/Tourist Development Council/September 9, 2024, beginning at 54:44 and ending at 58:38. Below is a summary of the discussion.

Stephanie Lamb, Program Manager, addressed the council to provide information and details regarding the Event Marketing Grant update. The information discussed can be found attached to the agenda.

Topics of Discussion:

- Closeout for FY23/24
- FY24/25

There were comments, questions, and discussions regarding the carry-forward funding.

7. 2025 Clay County Open TDC Grant Request (K. Morgan/S. Lamb)

2025 Clay County Open - February 5-7, 2025 at Eagle Harbor Golf Club. Requesting \$14,000.

TDC Grant Request can be seen at www.claycountygov.com/government/clay-county-tv-and-video-archive/committees/Tourist Development Council/September 9, 2024, beginning at 58:45 and ending at 1:10:44. Below is a summary of the discussion and vote.

Alan Verlander, CEO of Airstream Ventures, addressed the Council to provide details and information regarding the TDC grant request of \$14,000.00 for the 2025 Clay County Open to be held in 2025.

There were questions and discussions regarding the projected local attendees, how to create local involvement, participants and visitors for the tournament, marketing for the event, room nights, use of grant money, last year's grant, and the event's impact.

Following all discussions, Brain Knight made a motion for approval of \$14,000.00, seconded by Neil Porter, which carried 6-0.

8. Town of Orange Park Fall Festival TDC Grant Request (K. Morgan/S. Lamb)

Town of Orange Park Fall Festival - October 19 & 20, 2024 at Orange Park Town Hall. Requesting \$15,000.

TDC Grant Request can be seen at www.claycountygov.com/government/clay-county-tv-and-video-archive/committees/Tourist Development Council/September 9, 2024, beginning at 1:10:47 and ending at 1:20:22. Below is a summary of the discussion and vote.

Kimberly Morgan, Director of Tourism and Film Development, and Stephanie Lamb, Program Manager, addressed the Council to provide details and information

regarding the TDC grant request of \$15,000.00 for the Town of Orange Park Fall Festival to be held on October 19 - 20, 2024, at the Orange Park Town Hall.

There were questions and discussions regarding the economic investment and impact on the community and the event's timeline, which aligned with the air show and other events.

Kevin Robert made a motion for approval of the full amount of \$15,000.00; more discussion was had regarding the event bringing an opportunity to make Clay County a destination, air show event, impact of the event, and promoting the event; the motion was seconded by David Diaz, which carried 6-0.

9. Budget Review (K. Morgan)

- FY23-24 Budget as of August 26, 2024
- FY24-25 Proposed Budget & Business Plan

Budget Review can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/committees/Tourist Development Council/September 9, 2024](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/committees/Tourist%20Development%20Council/September%209,%202024), beginning at 1:20:30 and ending at 1:32:02. Below is a summary of the discussion.

Kimberly Morgan - Director of Tourism and Film Development, addressed the Council to provide details and an overview regarding the FY23/24 budget as of August 26, 2024, and the FY24/25 proposed budget and business plan. Some of the information discussed can be found attached to the agenda and in attachment F.

There were questions, discussions, and clarifications regarding operating expenditures, mobile visitor center, TDT changes, funding, indirect cost charges, building decrease, M & E capitalization increase, and reduction of product development.

10. TDC Event Marketing Grant Subcommittee Report (S. Kelley)

Review of TDC Subcommittee notes.

Subcommittee Report can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/committees/Tourist Development Council/September 9, 2024](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/committees/Tourist%20Development%20Council/September%209,%202024), beginning at 1:32:08 and ending at 1:34:00. Below is a summary of the discussion.

Stephanie Lamb, Tourism Manager, addressed the Council to provide details and an overview regarding the TDC Event Marketing Grant Subcommittee Report and the next steps for implementing the new grant guidelines. See Attachment G.

No action is needed by the Council.

New Business

11. Bartram Trail Society Update

The Bartram Trail Society of Florida is working with Clay County Tourism, Parks & Recreation, Preservation Board, and Archives to create the itinerary/trail, marketing materials and marketing tools for Clay County's portion of the Bartram Trail. They have included quotes for website work, signage, brochure development, and more to stay within the brand of the Bartram Society of Florida. <https://bartramtrailsociety.com/> Total request is \$43,500

Bartram Trail Society update can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/committees/Tourist Development Council/September 9, 2024](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/committees/Tourist%20Development%20Council/September%209,%202024), beginning at 1:34:03 and ending at 1:46:27. Below is a summary of the discussion and vote.

Kimberly Morgan, Director of Tourism and Film Development, addressed the Council to provide details and information for the Bartram Trail Society update. See Attachment H.

There were questions and discussions regarding tourism vs. parks, funding, participation by surrounding counties, timeline, spending cap, and opportunity to partner with others to promote the initiative, marketing and budget.

Following all discussions, Brian Knight made a motion for approval of a total of \$45,000.00, seconded by Kevin Robert, which carried 6-0.

12. Legislative Update (K. Morgan)

Legislative topics and talking points.

Legislative update can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/committees/Tourist Development Council/September 9, 2024](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/committees/Tourist%20Development%20Council/September%209,%202024), beginning at 1:46:34 and ending at 1:48:15. Below is a summary of the discussion.

Kimberly Morgan, Director of Tourism and Film Development, addressed the Council to provide details and information regarding the legislative update. The team is preparing for the legislative session, Florida Tourism Day, and Clay Day and touching on how the TDT issue impacts the TDC and, more importantly, its impact on local businesses.

There were comments regarding the discussion of the tourism budget during the session this year.

13. Review Meeting Schedule (K. Morgan)

November 6, 2024

Meeting Schedule update can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/committees/Tourist Development Council/September 9, 2024](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/committees/Tourist%20Development%20Council/September%209,%202024), beginning at 1:48:17 and ending at 1:49:41. Below is a summary of the

discussion.

As mentioned above, Chairman Mike Cella stated that the next TDC meeting would be held on November 6, 2024.

There were questions, discussions, and clarifications regarding meeting dates in 2025.

Following all discussions, the Council agreed that the TDC meeting for January should be held on January 8, 2025.

Old Business

14. Upcoming Events Update (S. Lamb)

Upcoming tourism events in Clay County.

9.4.24-11.6.24

Upcoming Events can be seen at www.claycountygov.com/government/clay-county-tv-and-video-archive/committees/Tourist_Development_Council/September_9,_2024, beginning at 1:49:42 and ending at 1:54:43. Below is a summary of the discussion.

Stephanie Lamb, Program Manager, addressed the Council to provide information for the Upcoming Event update. A list of events is attached to the agenda for review, or you can visit exploreclay.com or use the QR code provided. Events Highlighted:

- Rugby
- Balloon and Laser Show
- Fall Festival

There were comments and discussions regarding the balloon show (October 25-26, 2024 - Clay County Fairgrounds), marketing, generating hotel stays, and the expectation of ticket sales.

Adjournment

Hearing no further business, Chairman Mike Cella adjourned the meeting at 5:26 pm.

Attest:







Committee Chairman

Recording Deputy Clerk

B

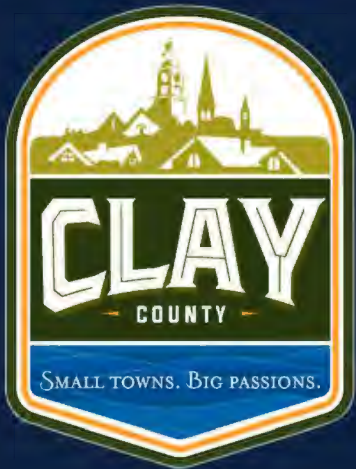
Attachment
“A”
TDC Sign-In Sheet

Tourist Development Council
 Wednesday, September 4, 2024
 3:30 p.m.

NAME	REPRESENTATION	SIGNATURE
Mike Cella	Chairman	
Randy Anderson	Town of Orange Park Council (Municipal)	
Brian Knight	Pragmatic Works (Citizen)	
Debbie Beals	Keystone Heights Realtor (Citizen)	
David Diaz	Car Club Events/Accommodations (Citizen)	
Kevin J. Robert	Robert Hospitality, LLC Hampton Inn/ Hilton Garden Inn (Accommodation)	
Kimberly Evans	Aon Hospitality (Accommodation)	
Steven Kelly	City of Green Cove Springs (Municipal)	
Neil Porter	Vacation Rental Owner (Accommodation)	
Courtney Grimm	County Attorney	
Kimberly Morgan	Director of Tourism & Film Development	

B

Attachment
“B”
Advanced Travel and Tourism
Update



ADVANCE
TRAVEL & TOURISM
destination marketers

BOARD REPORT
June 2024 - July 2024



LET'S GO SOMEWHERE
together.

LET'S GO SOMEWHERE **together**

Executive Summary .

- Over **2.92 million impressions** were delivered between June 2024 and July 2024, driving more than **32,000 visitors** to Exploreclay.com!
- The Display campaigns had more than **9,724 hours** of total exposure. This is equal to more than **405 days** of your ads being seen by your target markets.
- The Social Campaigns reached **181,203** potential travelers on Facebook and Instagram. The Social Campaigns achieved more than **17,000** clicks and the social target audience engaged with the ads over **7K** times.
 - The Advance campaigns accounted for over half of the total website traffic at **60%**.
- These users directly drove over **27,000 Pageviews** and performed a total of **78,292 Event Actions** on Exploreclay.com. In addition, the Engagement Rate of these users increased **5%** and their Average Engagement Time increased **25%** compared to the previous period.

General Leisure Campaign

Targeted Display Results.

Impressions: 1,529,794

Clicks: 12,637

CTR: 0.83%

Total Exposure Time: 9,724 Hours

New Users: 99%



LET'S GO SOMEWHERE **together**



Paid Social Results.

Impressions: 257,648

Reach: 127,819

Clicks: 11,421

Post Reactions: 372

Post Shares + Post Saves: 6 1

New Users: 100%

LET'S GO SOMEWHERE **together**

Spotify Results.

Impressions: 156,574

Reach: 229,229

Clicks: 49

Completions: 154,677

Completion Rate: 98.79%

New Users: 100%



YouTube Results.

Impressions: 188,304

Clicks: 147

Completed Views: 109,927

Completion Rate: 58.38%

New Users: 100%



OTT/CTV Results.

Impressions: 312,483

Completed Views: 307,411

Completion Rate: 98.38%

New Users: 100%



Paid Search Results.

Impressions: 13,918

Clicks: 2,047

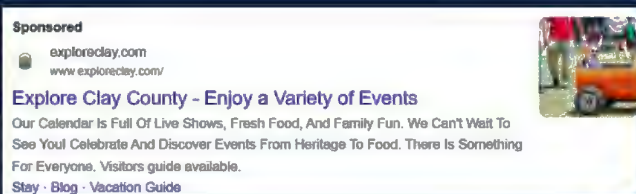
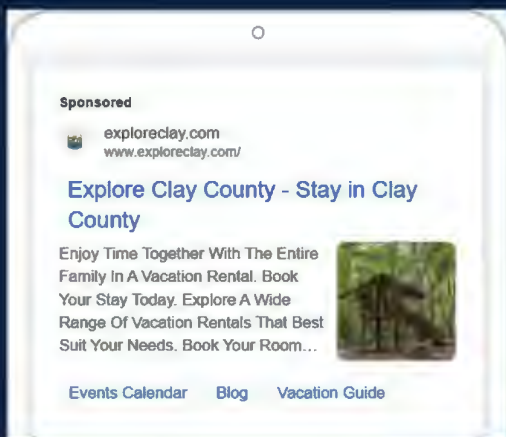
CTR: 14.71%

New Users: 97%

Engagement Rate 64%

Top Keywords:

“parks in clay county florida”
“things to do in clay county florida”
“events in clay county fl”
“clay county fl events”



Hey Neighbor Campaign



Geofencing Display Results.

Impressions: 141,243

Clicks: 1,425

CTR: 1.01%

New Users: 100%

436 devices were tracked back to Clay County from the Geofence Campaign

LET'S GO SOMEWHERE **together**

11



Paid Social Results.

Impressions: 158,463

Reach: 53,384

Clicks: 6,005

Post Engagements: 2,386

Post Shares + Post Saves + Post Reactions: 356

New Users: 99%

LET'S GO SOMEWHERE **together**

YouTube Results.

Impressions: 102,626

Clicks: 64

Completed Views: 60,919

Completion Rate: 59.36%

New Users: 100%



OTT/CTV Results.

Impressions: 60,792

Completed Views: 59,935

Completion Rate: 98.59%

New Users: 100%



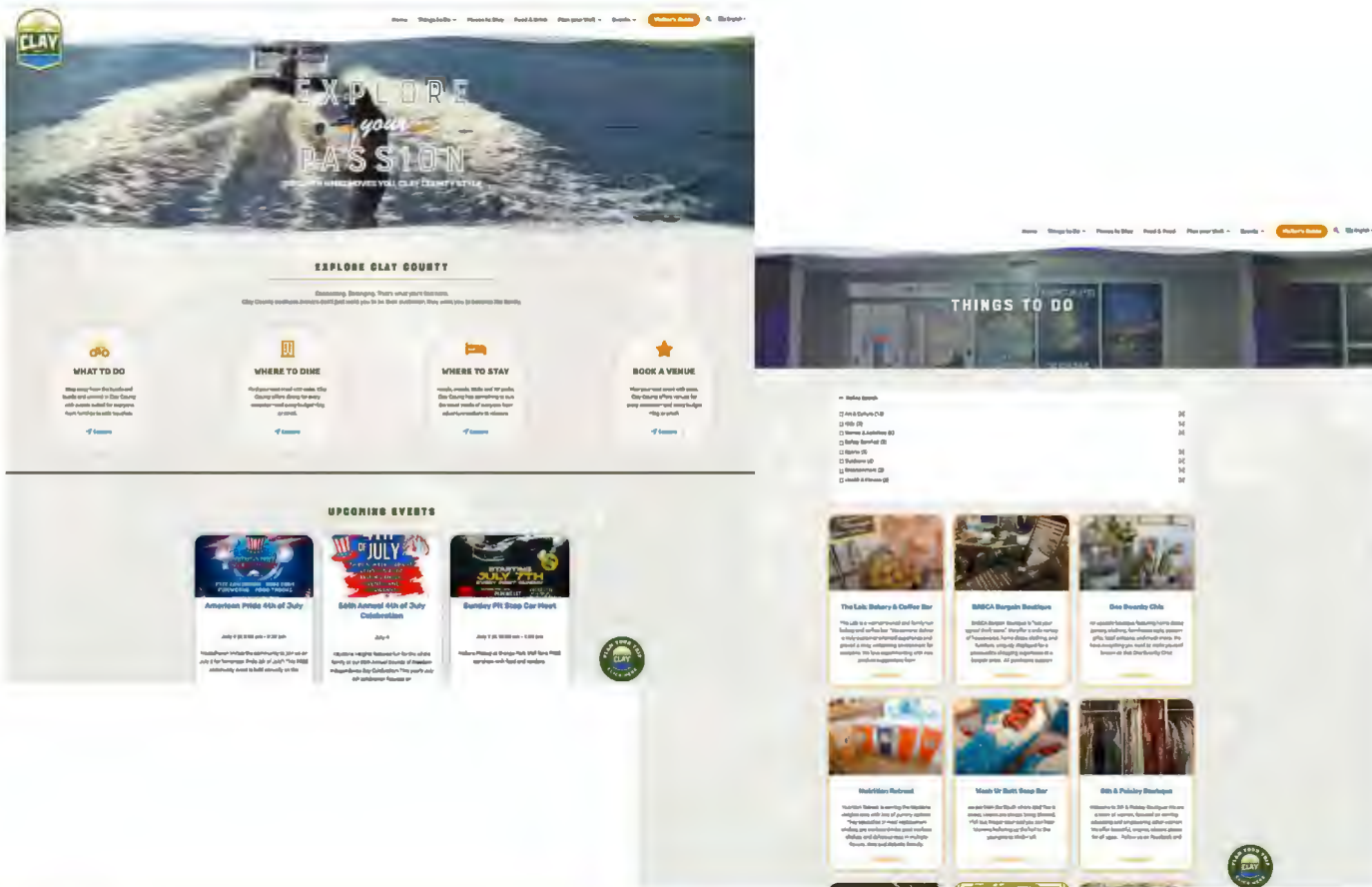
Campaign Traffic. Top Sources

Session source / medium	↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events
	29,367 100% of total	34,804 100% of total	13,359 100% of total	26s Avg 0%	0.45 Avg 0%	4.99 Avg 0%	38.38% Avg 0%	173,761 100% of total
1 advance / display	9,676	11,531	1,523	2s	0.16	3.11	13.21%	35,869
2 google / organic	6,550	7,943	4,981	41s	0.76	5.95	62.71%	47,254
3 facebook / paid	4,489	5,043	1,932	21s	0.43	4.73	38.31%	23,852
4 google / cpc	3,185	3,830	1,547	28s	0.49	4.53	40.39%	17,357
5 (direct) / (none)	2,280	2,727	1,249	46s	0.55	5.88	45.8%	16,042
6 m.facebook.com / referral	1,045	1,070	636	10s	0.61	4.95	59.44%	5,301
7 bing / organic	407	527	403	1m 31s	0.99	8.50	76.47%	4,482
8 lm.facebook.com / referral	356	424	152	17s	0.43	4.67	35.85%	1,978
9 (not set)	217	175	50	5m 23s	0.23	32.75	28.57%	5,732
10 l.facebook.com / referral	217	313	212	1m 05s	0.98	11.49	67.73%	3,595

Advance Campaigns drove 60% of total website traffic and 99% of the Advance traffic were new users.

Advance Campaigns drove 5,047 engaged sessions and had an engagement rate of 24.31%.

Updated Website. Launched on 5/6



Website Performance YOY for June and July 2024

- Pageviews increased 14%.
 - *This is an additional 6,836 pages viewed.*
- Page Scrolls increased 29%.
 - *This is an additional 2,360 users consuming over 90% of the page.*
- Average Engagement Time per Session increased 28%.
- Total Engaged Sessions increased 19%.

Thank You

Attachment
“C”
Airstream Ventures
Update



SPORTS TOURISM PRESENTATION

QUARTERLY REPORT- September 2024



ASSOCIATION TRIPS



4/24

SPORTS ETA (Portland, OR)



5/24

FLA SPORTS FNDTN (Panama City, FL)



10/24

SPORTS (Wichita, KS)



10/24

ACES (Huntsville, AL)



EVENT REPORT

BOOKED EVENTS-15

American Cornhole Regional (Feb. 24)

Minor League Golf Tour (Feb. 24)

Inspire Dance Competition (March 24)

NFL Flag Football (April 24)

MotoSurf (May 2024)*

SpikeBall (June 24)

Youth LAX Showcase (June 24) - **cancelled**

Youth LAX Showcase (Sept. 24)

Hurricane Jr. Golf Tour (Sept. 24)

Clay County Cross Country Invitational (Sept. 24)

FC Rugby (Oct. 24)

UFFL (Oct. 24)

NIRSA (Dec. 24)

Minor League Golf Tour (Feb. 25)

UFFL (Oct. 25)

*National TV-CBS Sports Network

IN SERIOUS TALKS

US Ultimate (2025)

ACL - Regional (June 25)

Two Youth Lacrosse Events (24/25)

BID: NCAA Golf Regional (26/27)

Pro Watercross (2025)

Ozark Fishing (2025)

~~BID: US Cycling Championship (25/26)~~

CONVERSATIONS

USA Archery (2025-2027)

Spikeball - 'Major' event (2025)

Spring Break Lacrosse College Round Robin (2025)

Bassmasters College Championship (2025)

Powerlifting America (2024-25)

PDGA (2025)

Disc Golf Pro Tour (2025)

B.A.S.S Fishing Tour (2025)

DODDS Diving (2025)

7v7 Football (2025)

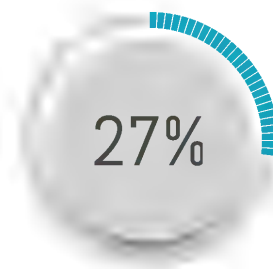
ANNUAL CONTRACT

FEB 2024-JAN 2025

\$66,000 per year

2023-2024 TOURISM IMPACT VS.
CONTRACT

TOTAL VALUE



*(Room night values, impact values,
marketing values)*



EVENTS

GOAL: 11
ACTUAL: 6*

ROOM NIGHTS

GOAL: 2,000
ACTUAL: 500*

TOURISM IMPACT

GOAL: \$1 MM
ACTUAL: \$270k*

* Cancelled event: 2,000 Hotel Nights | \$1 mm Impact

Attachment
“D”
FRDAP Update

SFY 2025-2026 FRDAP GRANT DISCUSSION



WHAT IS FRDAP?

The Florida Recreation Development Assistance Grant Program (FRDAP) is a competitive, state funded grant program which provides assistance to local governments for the creation of and improvements to outdoor parks.

Local governments may request up to \$200,000 in Grant funding per park on an annual basis.

Local governments may submit two applications per annual application cycle.

IMPORTANT CONSIDERATIONS

Projects must develop outdoor recreational sites and facilities owned or leased by the local government.

Projects which request more than \$150,000 of grant funding must provide a 1 to 1 local match.

Allowable sources for local match are cash, in-kind services, and land value.

Funds are available for future projects costs or project costs which occurred within one (1) year of project approval.

FRDAP APPLICATION & PROJECT TIMELINE

Application

Applications are due September 30, 2024. FDEP Land & Grants Section ranks applications according to Florida Administrative Code 62D-5.

Funding

FDEP Land & Grants Section submits the ranked priority list to State Legislature for consideration during state budgeting process.

Award

Awards are contingent upon legislative approval and issued after July 1.

Project Timeline

Awarded local governments have up to three (3) years to complete the project.

Closeout

Completed projects must designate the use of the site for public use and the benefit of the general public.

Potential Applications

Doctors Lake Park*

**\$200,000 from FRDAP
Project in CIP**

Moody Park

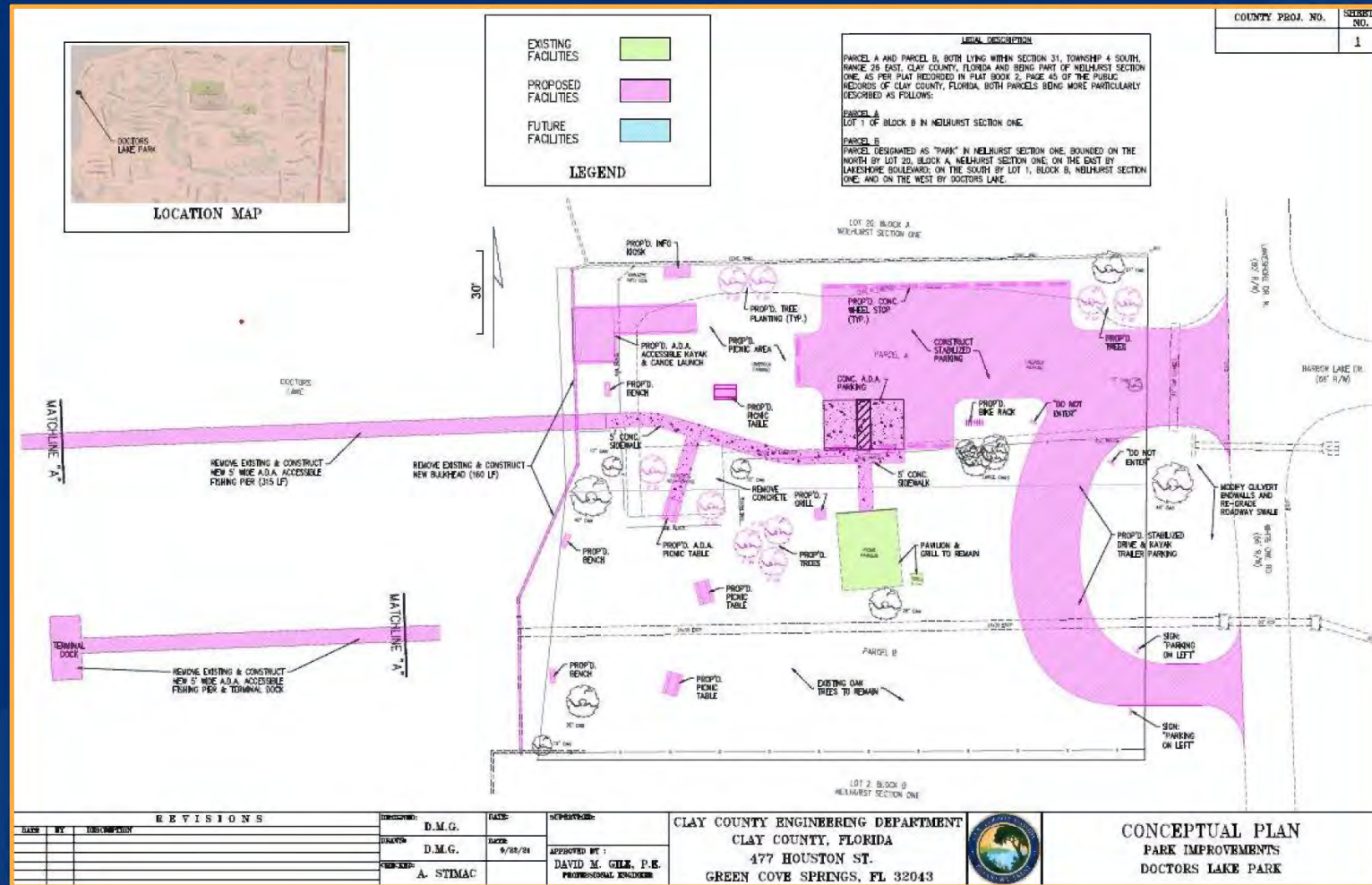
**\$200,000 from FRDAP
Project in CIP**

*The Doctors Lake Park application will be submitted as a retroactive project as the project is currently under design. Retroactive projects are eligible if they otherwise meet rule criteria, funds are available, and project costs have occurred within one (1) year prior to the approval of funding.

Doctors Lake Park

Improvements

- Fishing Pier Renovation
- Kayak/Canoe Launch
- Replace 180' of Bulkhead
- Replace Parking Lot
- Install ADA Sidewalks
- Install Picnic Tables
- Install Grills
- Install Benches
- Landscaping



Doctors Lake Park

Improvements

- Fishing Pier Renovation
- Kayak/Canoe Launch
- Replace 180' of Bulkhead



- Replace bulk head along waterfront



- Install Kayak/Canoe Launch along bulkhead north of existing pier

Doctors Lake Park

Improvements

- Create Paved Parking Lot
- Relocate ADA Parking
- Repurpose Existing ADA Parking Area



- Construct paved parking lot adding an additional entrance for kayak/canoe trailering



- Relocate existing ADA parking across from Pavilion
- Current space transition to ADA accessible picnic area

Doctors Lake Park

Improvements

- Add Trees/Landscaping
- Add Picnic Tables & Benches
- Install ADA access to Pavilion



- Add landscaping, picnic tables, and grills throughout existing Green Space



- Existing Pavilion will remain in place.
- Sidewalk will connect pavilion to relocated ADA parking

Moody Ave Park

Potential Improvements

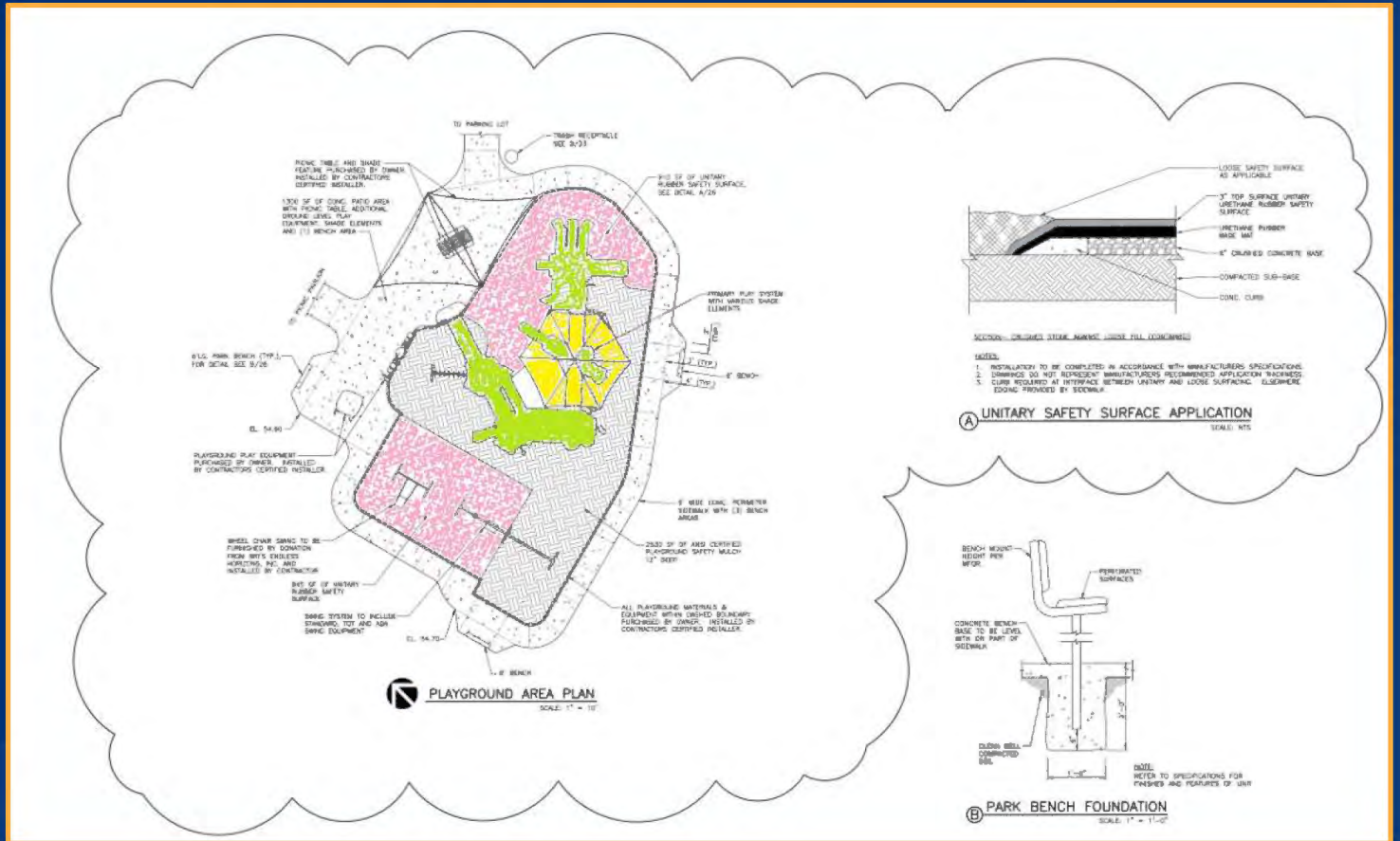
- Replace Rubber Surfacing
- Replace Multi-Use Unit
- Replace Drainage System



Moody Ave Park

Potential Improvements

- Replace Rubber Surfacing
- Replace Multi-Use Unit
- Replace Drainage System



- Poured in-place rubberized mulch installed in 2012
- Drainage system runs under park structure, parking lot, and ties into existing ponds



THANK YOU

Q & A

Megan Covey, Grants Director

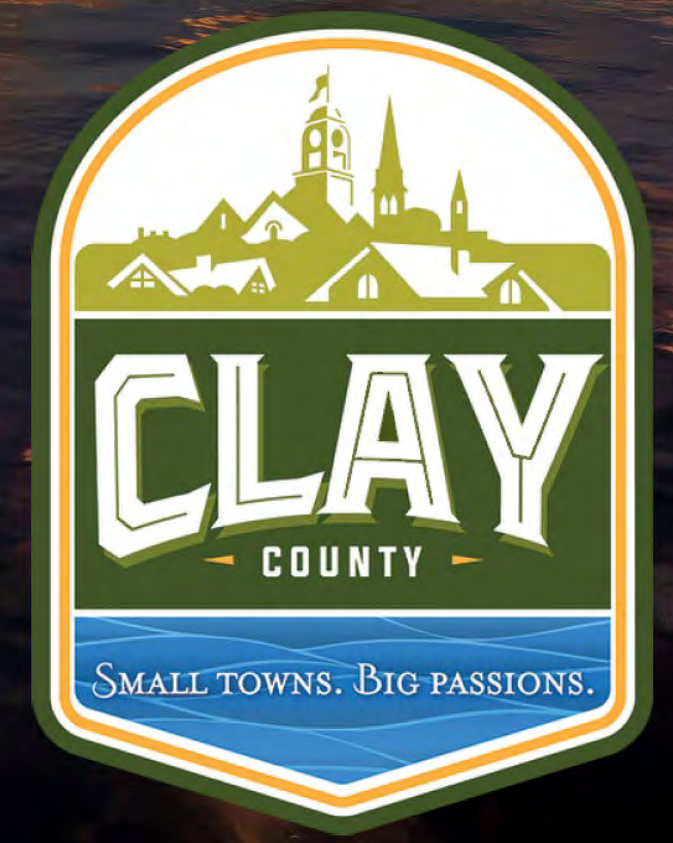
Megan.Covey@claycountygov.com

904-295-4151

**Attachment
“E”
Tourism Team
Update**

SEPT 2024

TOURISM
DEPT
UPDATE



Explore Clay App

Current Tours

- Caffeinated in Clay
- Regional Sports Complex
- Golf Courses
- Celebrate Clay History!

App Downloads Since Jan. 1, 2024

- iOS: 1226
- Android: 120



WELCOME TO CLAY COUNTY! Upcoming Tours

Let us be your guide. Download the **Explore Clay app** to build your own tour of shopping, dining, and more.



- Lynyrd Skynyrd Itinerary

FEATURES

- Parks Passport
- Historic Houses Tours

PLAN YOUR STAY
Discover ideas to make your stay even more exciting. Save your ideas and map out your itinerary.

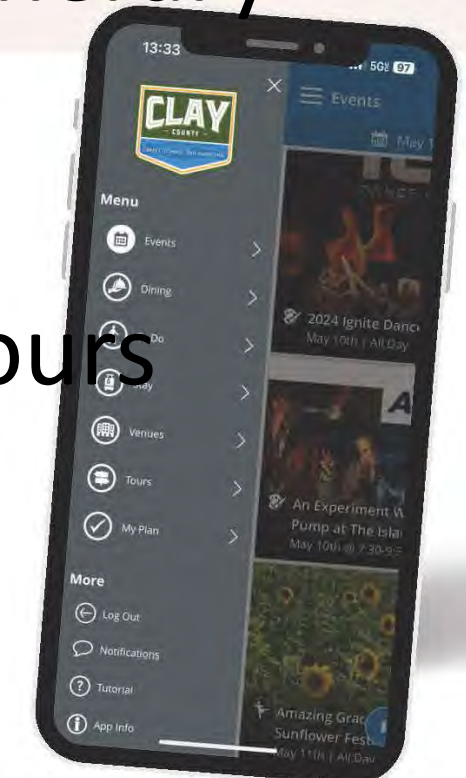
THINGS TO DO

Whether you're looking for scenic views or outdoor adventure, the possibilities are endless.

DINING

You'll find a diverse range of culinary delights to satisfy your cravings.

- For each region



Scan the **QR code** to download the Explore Clay app on your Android or iPhone. You could also search 'Explore Clay' in the Google Play or App Store.



Metrics

Reach – 659.7K ↓ 21%

 Organic – 294,321 ↑ 53.3%

 Paid – 429,671 ↓ 36.0%

Followers - 10,096 ↑ 9%

May 1, 2024 – Aug. 27, 2024



Metrics

Reach – 20,214 ↓ 97%

Organic – 1,526 ↑ 42.9%

Paid – 18,914 ↓ 18,914%

Followers – 603 ↑ 22%

[Contact Us](#) [Submit an Event](#) [ExploreClay.com](#)



Welcome to the first edition of the Clay County Tourism Industry Newsletter! Use this newsletter to stay in the know about Explore Clay's upcoming marketing campaigns, events, and ways the Tourism Department can help you with your business.

UPCOMING CAMPAIGNS

If you would like to be considered for inclusion in Explore Clay's upcoming marketing initiatives, please submit your information via the links below by the provided deadlines.



Entertainment

Holiday Happenings & Festivities
Spotlight on holiday happenings, including Halloween, Christmas, New Years and other wintertime events taking place.
Deadline: August 15

[Submit Post](#)



Christmas Shopping in Clay
Featuring special discounts, events and curated holiday deals to make Christmas shopping seamless and enjoyable.
Deadline: August 15

[Submit Post](#)


BUSINESS TOOLKIT

The Explore Clay mobile app is a great tool for all visitors and locals to get the scoop on all things happening in Clay. Local Clay County businesses can get their businesses and events listed on the app for free.

EXPLORE CLAY APP

- 📍 SUBMIT YOUR EVENT
- 📍 LIST YOUR BUSINESS
- 📍 FEATURE PROMOS

[DOWNLOAD](#)



SUBMIT YOUR EVENT
DISPLAYED ON EXPLORECLAY.COM & MOBILE APP


VISITFLORIDA.com hosts more than 20 million visits to the site, providing a valuable resource for inspiration and travel planning to visit the Sunshine State. Is your business there? If not, claim your Free Web Listing, which includes an image, description, contact information, amenities, and interactive map

FREE WEBSITE LISTING
ON VISITFLORIDA.COM

VISIT FLORIDA

Apply today at
VISITFLORIDA.org/join

[Contact Us](#)



Industry Newsletter

Audience: Tourism industry related businesses

Stay up to date on current Explore Clay marketing campaigns and initiatives

Easily submit info related to events, deals and promotions, and business updates to be featured on Explore Clay website and mobile app

Edition #1 sent in August!

700+ Tourism related businesses subscribed

Consumer Newsletter

Coming Soon!

Audience: Visitors and locals interested in Clay County leisure Features what's new in Clay, events, local guides, relevant stories, mobile app, and more.

Nearly 10K current subscribers to tourism-related topics

#ExploreClay

Thanks for sharing your nature photos in Clay County! From gorgeous sunsets in Moosehaven to flowing spring water in Spring Park, Clay County has so many beautiful sights to see. Never stop exploring!



Mikell Whitehead Daynevision2020 Traci Miller

Reach – 243,700

Followers – 2,521

THE CLAY COUNTY COUPLE'S WEEKEND ITINERARY

[READ MORE](#)

YOUR LOCAL GUIDE!

- PLAN YOUR STAY
- INTERACTIVE TOURS
- FIND LOCAL DINING

[DOWNLOAD](#)



Things to Do Destination Guide ExploreClay.com



HEY NEIGHBOR!



Clay County has plenty of things to do and see! This month don't miss out on a full calendar of [events](#). Be sure to check out new Clay County businesses like [Barley and Pie](#) and [1928 Cuban Bistro](#) too. Stay up to date with the latest happenings by visiting [ExploreClay.com](#) or downloading the Explore Clay app on your phone. We'll see you around!

UPCOMING EVENTS

 <p>Charlotte's Web the Musical</p> <p>This exciting, new musical version of Charlotte's Web brings a new dimension to E.B. White's be-loved classic</p> <p>Learn More</p>	 <p>Food Truck Fridays in Green Cove Springs</p> <p>Green Cove Springs Food Truck Friday is held every first Friday of the month from March to November. Featuring local food trucks and live music.</p> <p>Learn More</p>	 <p>4th of July in Moosehaven</p> <p>Moosehaven invites the community for "American Pride 4th of July"! This event is held on the banks of the St. John's River.</p> <p>Learn More</p>
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SPEND THE NIGHT

[VIEW OVERNIGHT ACCOMMODATIONS](#)

Upcoming Marketing Campaigns

904 Day - September 4

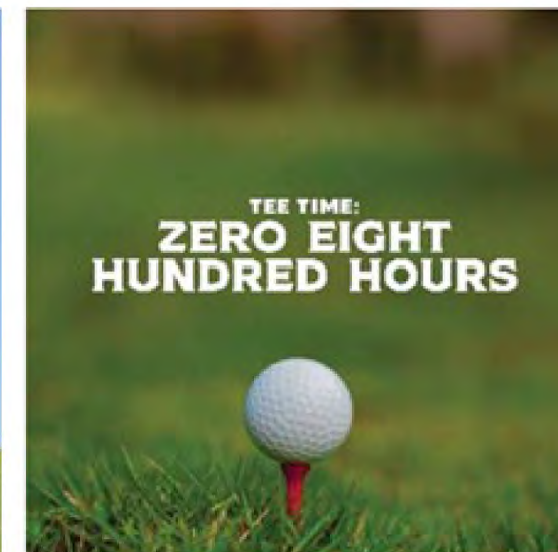
Marketed throughout the greater Jacksonville market on social media and a variety of other distribution channels.

Great part of our local campaign

Military Promotion & Campaign

Partnership with Florida's First Coast of Golf and VISIT FLORIDA

Radio promotion in Atlanta - contest for Veterans +1 to experience NE FL Veterans Day Weekend
Additional Advertising and Promotions run October - January in FL, VA, DC NY, Colorado Springs/Denver, Boston, San Diego, etc.



County Strategic Plan - ECD2.T2 – Attract 20 new multi-day tourism events within the county generating overnight stays

**Sports Tourism Initiative
Military Reunions**

Actualized (Occurred):

2

Booked for Future:

6

Bed Tax Collections

Bed Tax Collections - Calendar Year

Updated 8/26/2024

	2019	2020	2021	2022	2023	2023 YTD Total	2024	YTD	Monthly Change Over Prior Year	YTD Change Over Prior Year
January	\$ 86,034	\$ 105,097	\$ 82,679	\$ 142,865	\$ 105,645	\$ 105,645	\$ 135,743	\$ 135,743	28.49%	28.49%
February	\$ 79,015	\$ 90,601	\$ 83,180	\$ 116,170	\$ 150,109	\$ 255,754	\$ 137,921	\$ 273,664	-8.12%	7.00%
March	\$ 90,939	\$ 109,728	\$ 102,906	\$ 126,134	\$ 139,686	\$ 395,439	\$ 144,380	\$ 418,044	3.36%	5.72%
April	\$ 97,276	\$ 118,673	\$ 106,613	\$ 136,608	\$ 157,533	\$ 552,972	\$ 179,844	\$ 597,888	14.16%	8.12%
May	\$ 129,815	\$ 89,096	\$ 136,442	\$ 138,587	\$ 195,537	\$ 748,510	\$ 162,166	\$ 760,055	-17.07%	1.54%
June	\$ 112,162	\$ 44,965	\$ 142,763	\$ 161,106	\$ 159,023	\$ 907,533	\$ 166,023	\$ 926,078	4.40%	2.04%
July	\$ 119,454	\$ 66,955	\$ 143,327	\$ 151,781	\$ 161,810	\$ 1,069,343	\$ 149,731	\$ 1,075,810	-7.46%	0.60%
August	\$ 108,509	\$ 88,212	\$ 147,415	\$ 142,622	\$ 153,754	\$ 1,223,097		\$ 1,075,810	-100.00%	-12.04%
September	\$ 106,893	\$ 94,377	\$ 127,911	\$ 159,872	\$ 150,344	\$ 1,373,441		\$ 1,075,810	-100.00%	-21.67%
October	\$ 99,690	\$ 87,964	\$ 128,508	\$ 139,963	\$ 142,115	\$ 1,515,556		\$ 1,075,810	-100.00%	-29.02%
November	\$ 91,019	\$ 85,276	\$ 118,348	\$ 135,742	\$ 131,870	\$ 1,647,426		\$ 1,075,810	-100.00%	-34.70%
December	\$ 100,614	\$ 93,471	\$ 122,232	\$ 143,291	\$ 135,743	\$ 1,783,169		\$ 1,075,810	-100.00%	-39.67%
	\$ 1,221,418	\$ 1,074,416	\$ 1,442,324	\$ 1,694,740	\$ 1,783,169		\$1,075,810			

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

Hotel Data

Current Month - July 2024 vs July 2023

	Occ %		ADR		RevPAR		Percent Change from July 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	Clay County, FL+	69.8	73.7	118.41	122.53	82.70	90.36	-5.3	-3.4	-8.5	-8.7	-0.2
Alachua County, FL	56.7	59.8	104.08	101.50	58.98	60.72	-5.3	2.5	-2.9	-6.1	-3.3	-8.4
Duval County, FL	67.1	68.6	112.18	113.97	75.31	78.19	-2.1	-1.6	-3.7	-1.2	2.6	0.4
Putnam County, FL	52.0	54.5	101.24	102.14	52.64	55.70	-4.7	-0.9	-5.5	-5.5	0.0	-4.7
St. Johns County, FL	65.4	66.2	171.53	180.61	112.24	119.63	-1.2	-5.0	-6.2	-4.8	1.5	0.3

Year to Date - July 2024 vs July 2023

	Occ %		ADR		RevPAR		Percent Change from YTD 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	Clay County, FL+	76.1	78.8	126.99	129.17	96.66	101.76	-3.4	-1.7	-5.0	-5.2	-0.2
Alachua County, FL	64.6	65.0	121.37	117.64	78.39	76.49	-0.7	3.2	2.5	-1.4	-3.8	-4.4
Duval County, FL	70.1	72.3	117.54	119.93	82.36	86.66	-3.0	-2.0	-5.0	-3.5	1.6	-1.5
Putnam County, FL	61.7	64.2	113.35	117.57	69.94	75.45	-3.8	-3.6	-7.3	-7.3	0.0	-3.8
St. Johns County, FL	67.7	70.6	182.96	187.36	123.95	132.30	-4.1	-2.3	-6.3	-4.0	2.5	-1.7



Q & A

Thank You!

Attachment
“F”
Budget Review

COST CENTER:	TOTAL COMBINED		
---------------------	-----------------------	--	--

511000 - Executive Salaries	\$ -		\$ -
512000 - Regular Salaries and Wages	\$ 323,562	\$ 249,940	\$ 281,471
513000 - On Call Allowance	\$ -		\$ -
514000 - Overtime	\$ 300	\$ 300	\$ 1,000
516000 - Personnel Services - Constitutional Officer	\$ -		\$ -
516001 - Personnel Services - Constitutional Officer Election Recount	\$ -		\$ -
516100 - Comp Annual/Sick Leave	\$ -		\$ -
516200 - Personnel Services - BCC Security Constitutional Officer	\$ -		\$ -
521000 - FICA Taxes	\$ 24,780	\$ 19,354	\$ 21,605
523000 - Retirement Contributions	\$ 45,597	\$ 36,072	\$ 39,958
524000 - Health Insurance	\$ 71,640	\$ 81,207	\$ 41,568
524100 - Life Insurance	\$ 264	\$ 264	\$ 516
524200 - Dental Insurance	\$ 1,092	\$ 1,092	\$ 840
524300 - Retiree's Insurance	\$ -		\$ -
525000 - Workers' Compensation	\$ -	\$ -	\$ 452
525000 - Unemployment Compensation	\$ -		\$ -
TOTAL PERSONNEL SERVICES	\$ 467,235	\$ 388,229	\$ 387,410

Personnel

OPERATING EXPENDITURES SCHEDULE:	ADOPTED FY 23/24 BUDGET	AMENDED FY 23/24 BUDGET	FY 24/25 BUDGET
524001 - Administration Fees			
524002 - Claims Payments			
531000 - Professional Services	\$ 315,000	\$ 315,000	\$ 178,177
Video/Photography			
Content Development			
Public Relations efforts			
PRJ100620 Hotel Feasibility Study			
531002 - KH Lakes Project	\$ -	\$ -	\$ -
531003 - Professional Services – NOC	\$ -	\$ -	\$ -
531006 - Professional Services - PFM	\$ -	\$ -	\$ -
531200 - Legal	\$ -	\$ -	\$ -
531300 - Engineering, Architectural, and Appraisal	\$ -	\$ -	\$ -
531400 - Medical, Dental, and Related	\$ -	\$ -	\$ -
532000 - Accounting and Auditing	\$ -	\$ -	\$ -
533000 - Court Reporter Services	\$ -	\$ -	\$ -
534000 - Other Contractual Services	\$ 1,500	\$ 1,500	\$ 1,500
534001 - Deceased Transport	\$ -	\$ -	\$ -
534002 - Transportation TD	\$ -	\$ -	\$ -
534003 - Transportation	\$ -	\$ -	\$ -
534004 - Transportation - 5311 Operations Grant	\$ -	\$ -	\$ -
534101 - Out County Indigent Care	\$ -	\$ -	\$ -
534200 - Child Support Enforcement	\$ -	\$ -	\$ -
534300 - Medicaid Assistance	\$ -	\$ -	\$ -
534400 - Burial Of Paupers	\$ -	\$ -	\$ -
534500 - Administrative Expense	\$ -	\$ -	\$ -
534600 - Temp Labor - Billing, Collection, and Management	\$ -	\$ -	\$ -
534800 - Security	\$ -	\$ -	\$ -
534900 - Food Services	\$ -	\$ -	\$ -
540000 - Travel and Per Diem	\$ 6,050	\$ 6,050	\$ 13,630
Local Mileage			
Chamber Events/Industry Events Tourism Attends			
Destinations FL Marketing Summit (May)			

Professional Services

Marketing

Travel & PerDiem

Destinations FL Annual Meeting (Oct)				
Governor's Conference on Tourism (Sept)				
STS Marketing College (June)				
STS Connections				
FL Tourism Day				
Sports ETA				
TEAMS				
FL Sports Foundation Summit				
ESTO				
Clay Day				
541100 - Telephone and Communications	\$ 3,579	\$ 3,579	\$ 3,758	Operating
541300 - Telephone Charges (IGS)	\$ -	\$ -	\$ -	
541400 - Computer Services (IGS)	\$ -	\$ -	\$ -	
542000 - Freight and Postage	\$ 1,000	\$ 1,000	\$ 10,500	Operating
Freight and Postage FY24-25				
PRJ100470 Tourism Office				
543000 - Utility Services	\$ -	\$ -	\$ -	
544000 - Rentals And Leases	\$ 3,000	\$ 3,000	\$ 3,000	Operating
PRJ100534 Regional Park				
545000 - Insurance	\$ -	\$ -	\$ -	
545100 - General Liability Insurance (IGS)	\$ -	\$ -	\$ -	
545200 - Property Insurance (IGS)	\$ -	\$ -	\$ -	
545300 - Automobile Insurance (IGS)	\$ -	\$ -	\$ -	
546100 - Repairs and Maintenance	\$ -	\$ -	\$ -	
546110 - Software Maintenance/Subscriptions	\$ 57,000	\$ 57,000	\$ 70,425	Operating
Passport Tool				
UGC Gatherer (User Generated Content)				
Research				
Hotel Forecasting				
Short Term Rental Compliance				
Nimble				
County Visit Measurement Tool (Placer.AI)				
546200 - Repairs and Maintenance - Vehicles	\$ -	\$ -	\$ -	
546400 - Vehicle Maintenance (IGS)	\$ -	\$ -	\$ -	
547000 - Printing and Binding	\$ 50,000	\$ 50,000	\$ 50,000	Operating
548000 - Promotional Activities	\$ 1,500	\$ 1,500	\$ 1,000	Marketing
548001 - Election Grants	\$ -	\$ -	\$ -	
548002 - Election Grants Match - Constitutional Officer	\$ -	\$ -	\$ -	
548003 - Thrasher-Horne Center - Arts	\$ 125,000	\$ 125,000	\$ 125,000	Grant - Thrasher-Horne
548004 - Tourism Advertising and Marketing	\$ 366,000	\$ 366,000	\$ 368,413	Marketing
548005 - Reimbursement Grants	\$ 150,000	\$ 300,000	\$ 250,000	Reimbursable Grant

548006 - Florida First Coast Of Golf Grant	\$ 35,000	\$ 35,906	\$ 42,000	Marketing
548007 - Digit Marketing Campaign Grant	\$ -	\$ -	\$ -	
548008 - Familiarization Tours Grant	\$ 10,000	\$ 10,000	\$ 10,000	Marketing
548009 - Sports Sales and Marketing	\$ 82,500	\$ 82,500	\$ 91,500	Marketing
548010 - Nitro Rally Promotion	\$ -	\$ -	\$ -	
548100 - Park Events	\$ -	\$ -	\$ -	
548200 - Veterans Day Event	\$ -	\$ -	\$ -	
549100 - Other Current Charges	\$ -	\$ -	\$ -	
549103 - OCC - Insurance Deductible	\$ -	\$ -	\$ -	
549104 - PEMT - MCO - IGT	\$ -	\$ -	\$ -	
549200 - Legal Advertising	\$ -	\$ -	\$ -	
549400 - Solid Waste Exemptions	\$ -	\$ -	\$ -	
549500 - Indirect Costs Charges	\$ 108,255	\$ 108,255	\$ -	
549800 - Program Services	\$ -	\$ -	\$ -	
549900 - Expense Other Than Salaries - Constitutional Officer	\$ -	\$ -	\$ -	
549902 - Credit Card Fees	\$ -	\$ -	\$ -	
549999 - Tax Collector Commission	\$ 48,000	\$ 48,000	\$ 51,840	Operating
551000 - Office Supplies	\$ 5,000	\$ 5,000	\$ 5,250	Operating
552000 - Operating Supplies	\$ 5,100	\$ 5,100	\$ 5,355	Operating
552032 - Fuels and Lubricants	\$ -	\$ -	\$ -	
552050 - Fuel (IGS)	\$ -	\$ -	\$ -	
552100 - Inventories	\$ -	\$ -	\$ -	
552160 - Uniforms	\$ -	\$ -	\$ -	
552300 - Chemicals and Lab Supplies	\$ -	\$ -	\$ -	
552400 - Food	\$ 2,000	\$ 2,000	\$ 2,100	Operating
552402 - Donated Supplies	\$ -	\$ -	\$ -	
552700 - Computer Software	\$ -	\$ -	\$ -	
553000 - Road Materials and Supplies	\$ -	\$ -	\$ -	
554000 - Books, Publications, Dues, and Membership	\$ 25,790	\$ 25,790	\$ 13,395	Operating
Destinations FL Dues				
VISIT FL Dues				
FRLA Dues				
FL Sports Foundation				
Sports Organizations (estimate)				
Destinations International				
Southeast Tourism Society				
555000 - Training and Certification	\$ 7,200	\$ 7,200	\$ 11,525	Operating
Miscellaneous Webinars				
Destinations FL Marketing Summit (May)				
Destinations FL Annual Meeting (Oct)				
Governor's Conference on Tourism (Sept)				
STS Marketing College (June)				
STS Connections				
FL Tourism Day				
Sports ETA				
TEAMS				
FL Sports Foundation Summit				
ESTO				
Clay Day				
559000 - Depreciation	\$ -	\$ -	\$ -	
TOTAL OPERATING EXPENDITURES	\$ 315,000	\$ 315,000	\$ 1,311,368	
	\$ -	\$ -	\$ -	
CAPITAL EXPENDITURES SCHEDULE:				
561000 - Land	\$ -	\$ -	\$ -	

562000 - Buildings	\$ 92,750	\$ 92,750	\$ -
PRJ100470 Tourism Office			
563000 - Infrastructure	\$ 645,000	\$ 645,000	\$ 645,000
PRJ100173 - Fairgrounds Sewer Improvements			
564000 - Capital Outlay - Constitutional Officer	\$ -	\$ -	\$ -
564100 - M & E - Capitalized	\$ 112,000	\$ 112,000	\$ 207,000
PRJ100534 Regional Park			
PRJ100470 Tourism Office			
564104 - M & E - Capitalized - Firehouse Boat	\$ -	\$ -	\$ -
564200 - M & E - Non-Capitalized	\$ 117,600	\$ 117,600	\$ 100,000
M&E - Capitalized - Non Capitalized FY24-25			
PRJ100534 Regional Park			
PRJ100470 Tourism Office			
566000 - Library Materials	\$ -	\$ -	\$ -
TOTAL CAPITAL EXPENDITURES	\$ 967,350	\$ 967,350	\$ 952,000
	\$ -	\$ -	\$ -
OTHER EXPENDITURES/USES SCHEDULE:			
571000 - Principal Payments	\$ -	\$ -	\$ -
572000 - Interest	\$ -	\$ -	\$ -
573000 - Other Debt Services Cost	\$ -	\$ -	\$ -
580100 - Product Development	\$ 320,000	\$ 320,000	\$ 120,000
Product Development FY24-25			
PRJ100524 - Monument Signs			
581000 - Aid To Government Agencies	\$ -	\$ -	\$ -
581100 - Aid To Green Cove Spring	\$ -	\$ -	\$ -
581500 - Aid To School Board	\$ -	\$ -	\$ -
582000 - Aid To Private Organizations	\$ -	\$ -	\$ -
582001 - Aid To Businesses	\$ -	\$ -	\$ -
582150 - Older American Act	\$ -	\$ -	\$ -
582300 - Aid To Challenged Enterprises of North Florida	\$ -	\$ -	\$ -
582400 - Aid To Quigley House	\$ -	\$ -	\$ -
582550 - Aid To BASCA	\$ -	\$ -	\$ -
582950 - Aid to Subsidies	\$ -	\$ -	\$ -
582500 - Aid To Episcopal Day Care	\$ -	\$ -	\$ -
582700 - Aid To Kids First Of Florida	\$ -	\$ -	\$ -
582900 - Aid To The Way-Free Clinic	\$ -	\$ -	\$ -
583000 - Other Aid (Individuals)	\$ -	\$ -	\$ -
583100 - Qualified Target Industry Grants	\$ -	\$ -	\$ -
583200 - Economic Development Incentive	\$ -	\$ -	\$ -
TOTAL OTHER EXPENDITURES/USES	\$ 390,000	\$ 390,000	\$ 120,000
	\$ -	\$ -	\$ -
TOTAL ALL EXPENDITURES	\$ 967,350	\$ 967,350	\$ 1,948,088

Facility
Facilities/Operations

Facilities

Product Development

Carry Forward Funds: \$ 645,000
\$ 1,303,088

Attachment
“G”
Subcommittee Update

Clay County TDC Event Grant Updates

Aimed to streamline and simplify the process for event organizers to apply for event grants



Tourism Team has been meeting with Legal to align all the updated Guidelines with applications and post-event reports.

Next Steps for Implementing New Grant Guidelines

- Will go before Board of County Commissioners for approval on Sept. 27 or Oct 8
- Two existing Signature Events will have to be discussed for future funding (Sept.)
- New Grant Guidelines Information online - Oct. 10 (if no changes from BCC)
- The first TDC Grants workshop will be Oct. 24 or 29 and will be video recorded
- New Guidelines implemented for events happening - Jan. 1, 2025 and beyond

Attachment
“H”
Bartram Trail Society
Update



**Development of Bartram Trail in Clay County
Including Web, Signage, Brochure, and
Consultation on Bartram Content**

Prepared for:
Kimberly Morgan
Director of Tourism & Film Development, Clay County

Submitted by:
The Bartram Trail Society of Florida

August 8, 2024

Kimberly Morgan
Director of Tourism & Film Development
Clay County Board of County Commissioners

Kimberly -

It was great for the Bartram Trail Society team to meet with you on July 30 and for you to meet with Stephanie Liskey on August 8 to confirm the direction of our scope! We are excited to expand the Bartram Trail's reach into Clay County!

Below is a quote to get a similar “**Bartram National Recreational Trail**” base fleshed out with Clay’s content on the BTSF website, a similar map brochure highlighting Clay County’s unique contributions to the Bartram legacy, and the design and production of kiosks that match established Bartram Trail sites in Putnam and Volusia counties.

We appreciate Clay’s willingness to join as a county and become an active part of consolidating and growing the trail as a renowned historic recreational trail experience!

Sincerely,

Sam Carr,
President, Bartram Trail Society of Florida

Suggested priority of the flow of work:

Key reasoning is that when someone looks at the brochure, hits a QR code, or visits a kiosk – we want the full current content available online. The web holds a fuller view of the story and connects the County to the larger identity of the BTSF recreational trail. This also makes the best use of design time by collecting reviewed base content for the print projects.

Gather information for the website–Nailing down content based on BTSF guidance will serve as a base for review and discussion ahead of the brochure and panels, which will set text “in stone.” Even if we lack all the photos to be added, putting all the text content up will make it a simple way to garner reviews from the Bartram Conference content committee.

BTSF will research Bartram Images pertinent to the County

BTSF will review with the County which images may be relevant and what key images they might procure for the BTSF document library or simply for use in the County’s materials. This will also help consolidate the content pool for the brochure and panels.

Map Development

Meetings about the map content based on the material gathered by the County and BTSF–development of a main graphical overall map and note of any other maps needed for the brochure.

BTSF site marker signs (like the ones in Putnam County)

It's good to get these in the ground on site once the website information is up.

Brochure Design

The County can have a kickoff meeting with the BTSF team about suggested content and start working toward that after we’ve confirmed the map design and have most of the web content up.

Kiosk Designs

Once the brochure is in production (or ready for it), design and produce the 4 large double-sided panels like other BTSF large kiosks and 4 small kiosks (like the Bartram garden panels in Volusia) for site locations.

Kiosk Production

Sending the designs as a group to online production to save cost.



Clay County – Flesh out/Populate Web Section	Cost
<p>This fee covers populating the content related to the remaining seven sites for the County’s section on the BTSF website with content provided through BTSF.</p> <ul style="list-style-type: none"> • BTSF will review/edit content provided by the County • BTSF will suggest if there are Bartram drawings or photos that have not been integrated from known sources • Creation of an online map (BTSF already did this) • Loading/designing of text, quotes, and images for all the Clay County sites • 3 Social Media promotions by BTSF on Facebook for the County’s section of the site (when complete), and promotion of kiosks and brochure when complete 	\$3,000

Small signs development	Cost
<p>Development/production/delivery of small trail signs for each site (8) that will match the ones developed by Bartram Trail in Putnam County.</p> 	\$1,500


Clay County – Map Brochure Design & Production	Cost
<p>Design of a Map brochure of a similar size as the ones from Volusia and Putnam, featuring a Bartram Trail map highlighting the waterway trail and other multiuse trails near the Bartram sites.</p> <p>Each county’s Bartram legacy has a different personality, and we’ll work to find the best way to help visitors explore and enjoy your part of the trail. This cost assumes the County & BTSF will work to gather and confirm all content before the design of the brochure:</p> <ul style="list-style-type: none"> • Map content in a clear form (united drawing of some kind as a reference) to create a designed map • Photos of locations and Bartram drawings (BTSF will provide images they already have use of and permissions for.) 	\$5,000



Clay County – Map Brochure Design & Production	Cost
<ul style="list-style-type: none"> County or Organizational logos besides the BTSF logo (vector is preferred) At least 3 calls or online meetings with the County & BTSF team to review and adjust content Consult about printing options based on price, convenience of reprinting, and quality factors 	
<p>Production of Brochures</p> <p>This is the for print production, tentatively digital production optimized for short runs in the future.</p>	\$5,000

Clay County – Design of 4 Large and 4 Small Kiosks	Cost
<p>4 Large Double-sided Kiosks</p> <p>This task covers the design of four Kiosks in a similar style to the Putnam and Volusia. These kiosks would be slotted with double-sided panels with a viewable area of 36" x 48", with each one featuring a map on one side and different Bartram highlights based on location.</p> <p>Below is a size example with people to give scale, the brown color of the posts, etc. This means the design of 8 panels (\$1,250 each).</p> 	\$10,000



Clay County – Design of 4 Large and 4 Small Kiosks	Cost
The content will include material previously developed in the Brochure, plus content provided by the County team (with help and review from BTSF).	
<p data-bbox="203 363 954 394">Design of 4 smaller pedestal kiosk signs (\$500 each)</p> <p data-bbox="203 432 1224 499">These would be the size of the plant descriptions at the Bartram Garden at the Stetson Aquatic Center in Volusia County (12" x18")</p> 	<p data-bbox="1287 363 1393 394">\$2000</p>



Production & Delivery of 4 Large & 4 small Kiosks	Cost
<p data-bbox="201 323 1179 443">The cost for producing, reviewing, proofing, and delivering the panels and hardware for four large BTSF kiosks and four smaller signs kiosks.</p> <ul data-bbox="250 478 1170 716" style="list-style-type: none"><li data-bbox="250 478 1170 548">• The large ones will be will all be 36"x 48" one-sided with NPS Brown matte frames, like previous BTSF kiosks<li data-bbox="250 552 1170 646">• This is the cost if delivered to a warehouse or similar location with the proper offloading equipment, and assuming the County has the personnel to install the panels<li data-bbox="250 651 781 682">• Panels and hardware arrive separately<li data-bbox="250 686 699 716">• The small ones will be 12" x 18"	<p data-bbox="1205 323 1330 352">\$12,000</p>
<p data-bbox="201 795 1097 825">BTSF Content Development & Review for Map & Kiosks</p> <p data-bbox="201 858 743 888">Bartram Trail Society of Florida will:</p> <ul data-bbox="250 924 1154 1167" style="list-style-type: none"><li data-bbox="250 924 1114 955">• Consult on and review the map content for brochure and panels<li data-bbox="250 959 1008 991">• Help to procure new historical and photographic images<li data-bbox="250 995 1049 1026">• Provide input and guidance on the creation of guided tours<li data-bbox="250 1031 1154 1167">• Contribute to the effort to procure rights for pertinent historic Bartram drawings and other materials related to this section of the trail for the BTSF Library when applicable, and will alert the County if the image must be procured for this project only.	<p data-bbox="1205 795 1317 825">\$2,000</p>

*The information provided in this document is confidential,
and not to be shared except with the client.*

Invoice #100 | Aug 8, 2024

Kimberly Morgan
Director of Tourism & Film Development
Clay County Board of County Commissioners

Hello Kimberly –

As discussed, here is an invoice for part one of our scope with the County! Upon receipt, we'll be ready to start working with you on fully populating Clay's presence on the BTSF website.

Best,
 Sam Carr

Clay County – Flesh out/Populate County Section on BTSF Website	Cost
<p>This fee covers populating the content related to the remaining seven sites for the County's section on the BTSF website with content provided through BTSF.</p> <ul style="list-style-type: none"> • BTSF will review/edit content provided by the County • BTSF will suggest if there are Bartram drawings or photos that have not been integrated from known sources • Creation of an online map (BTSF already completed this part) • Loading/designing of text, quotes, and image galleries for all the Clay County sites • 3 Social Media promotions by BTSF on Facebook for the County's section of the site (when complete), and promotion of kiosks and brochure when complete 	<p>\$3,000</p>

Please make check out to Bartram Trail Society of Florida and mail to:

Bartram Trail Society of Florida
 P.O. Box 1251
 Palatka, FL 32178

Contact email: bartramtrailsociety@gmail.com



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, November 6 3:30 PM

TO: TDC Members

DATE:

FROM: Kimberly
Morgan

SUBJECT: Review of TDC Subcommittee notes.

AGENDA ITEM
TYPE:

ATTACHMENTS:

Description

- ▢ Final Grant Revisions

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	10/29/2024 - 11:01 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	10/29/2024 - 11:10 PM	AnswerNotes

Special Event Grant

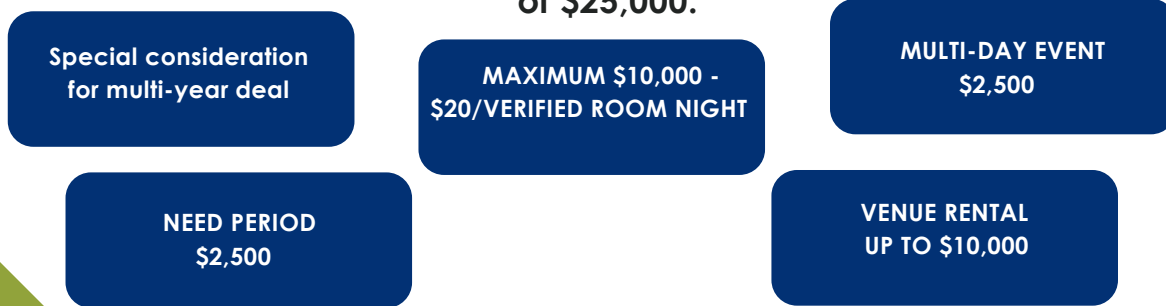
Maximum Award of \$5,000



Sports Event

Attendance must be at least 100 verified room nights and/or 50% of the registered participants are from zip codes a minimum of a 2-hour drive from event venue. Reimbursement can be for marketing or event operations.

TDC reserves the right to recommend venue expense only. Venue rentals are included in the grant award, not in addition to the maximum award of \$25,000.





Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, November 6 3:30 PM

TO: TDC Members DATE: 10/23/2024

FROM: Kimberly
Morgan

SUBJECT: TDC grant summary as of 10/23/2024.

AGENDA ITEM
TYPE:

ATTACHMENTS:

Description

- ▢ Event Marketing Grant Update Oct 2024

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	10/23/2024 - 5:20 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	10/23/2024 - 5:21 PM	AnswerNotes

FY 24-25 Signature Event Marketing Grants								
Event Name	Event Date	FY 24-25 Grant Award Amount	Reimbursement Due (60 Business days)	Reimbursement Info Received	Room Nights	Paid	Variance	BCC Approve Date
Town of OP 42nd Annual Fall Fest*	10/19-20/2024	\$ 15,000	1/17/2025				\$ 15,000	9/24/2024
Totals		\$ 15,000			0	\$ -	\$ 15,000	

FY 24-25 Special Event Marketing Grants								
Event Name	Event Date	FY 24-25 Grant Award Amount	Reimbursement Due (60 Business days)	Reimbursement Info Received	Room Nights	Paid	Variance	BCC Approve Date
Totals		\$ -			0	\$ -	\$ -	

FY 24-25 Sports Grants								
Event Name	Event Date	FY 24-25 Grant Award Amount	Reimbursement Due (60 Business days)	Reimbursement Info Received	Room Nights	Paid	Variance	BCC Approve Date
Scottish Masters Athletic Inc.	10/5-6/2024	\$ 15,000	1/6/2025			\$ -	\$ 15,000	11/28/2023
Whistling Death 5k	10/5/2024	\$ 1,600	1/6/2025				\$ 1,600	8/13/2024
Florida Rugby Classic II	10/12-13/2024	\$10,000	1/13/2025				\$ 10,000	8/13/2024
Event Canceled		(\$10,000)					\$ (10,000)	
UFFL Weekend Warrior	10/27-28/2024	\$ 17,000	1/27/2025				\$ 17,000	8/13/2024
FL Prep Lacrosse Bash*	11/23-24/2024	\$ 40,000	2/24/2025				\$ 40,000	
2025 Clay County Open	2/5-7/2025	\$ 14,000	5/6/2025				\$ 14,000	9/24/2024
Inspire Regional Dance Competition*	3/28-30/2025 & 4/11-13/2025	\$ 25,000	7/9/2025				\$ 25,000	
Totals		\$ 112,600			0	\$ -	\$ 112,600	

Updated October 23, 2024

	\$ 250,000	\$ 127,600	\$ 122,400		0
FD1071- CC1253- SC548005				\$ 250,000	\$ - \$ 250,000

*Requested TDC Grant



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, November 6 3:30 PM

TO: TDC Members

DATE: 10/17/2024

FROM: Kimberly Morgan

SUBJECT: Inspire National Dance Jacksonville Regional Dance Competition - March 28-30, 2025 & April 11-13, 2025 at Thrasher-Horne Center. Requesting \$25,000 combined for the two events

AGENDA ITEM TYPE:

Planning Requirements:

Public Hearing Required (Yes\No):

No

Hearing Type:

Initiated By:

Funding Source: FD1071/CC1253/Reimbursement Grants (548005)
FD1071- CC1253- SC548005
Amount: \$25,000

ATTACHMENTS:

Description

- Inspire Dance TDC Grant Scoresheet_Public

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	10/23/2024 - 5:20 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	10/23/2024 - 5:22 PM	AnswerNotes



SPORTS EVENT GRANT FUNDING

Application Scoring Sheet

Organization Name: Inspire National Dance Competition

Event Name: Jacksonville Regional Dance Competition

Event Date: March 28- March 30 and April 11 - April 13

Event Time: Times vary

Event Location Thrasher-Horne Center

Projected Number of Event Attendees: Approximately 1500 - 2000 each weekend

Projected Local (Clay County) Event Attendees: 7% 105-140

Projected Out of Town (OOT) Event Attendees: 93% 1,395-1,860

Projected Number of Hotel Room Nights: They stay 2 to 3 days overnight

Projected Direct Economic Impact: \$75,000

Event History

Date of Past Event: 2024

Location of Past Event: Thrasher-Horne Center

Past Event Attendance: 389 Out-of-State Dancers

Event Marketing Plan: X

Event Emergency Plan: X

Visitor Survey: X

TDC Grant Request: \$25,000

Application Score: 210 (85%)

Staff Recommended Grant Award: \$21,250



SPORTS EVENT GRANT FUNDING

Application Scoring Sheet

Application Score Breakdown

1. Commitment to the Expansion of Tourism in Clay County $\frac{20}{25}$ Maximum 25 pts x 4

Score: 80

2. Soundness of Proposed Event: $\frac{25}{25}$ Maximum 25 pts x 3

Score: 75

3. Stability and Management Capacity $\frac{15}{25}$ Maximum 25 pts x 2

Score: 30

4. Quality of Proposed Event $\frac{25}{25}$ Maximum 25 pts x 1

Score: 25

Areas of Improvement:

- 1.
- 2.
- 3.



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, November 6 3:30 PM

TO: TDC Members

DATE: 10/17/2024

FROM: Kimberly Morgan

SUBJECT:

FL Prep Lacrosse - 2025 FL Prep Bash - November 23-24, 2024 at Plantation Sports Complex.
Requesting \$40,000

AGENDA ITEM TYPE:

Planning Requirements:

Public Hearing Required (Yes\No):

No

Hearing Type:

Initiated By:

Funding Source: FD1071/CC1253/Reimbursement Grants (548005)
FD1071- CC1253- SC548005
Amount: \$40,000

ATTACHMENTS:

Description

- ▢ FL Prep Bash TDC Grant Scoresheet

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	10/23/2024 - 5:20 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	10/23/2024 - 5:22 PM	AnswerNotes



SPORTS EVENT GRANT FUNDING

Application Scoring Sheet

Organization Name: Florida Prep Lacrosse

Event Name: Florida Prep Bash

Event Date: November 23-24

Event Time: Times vary

Event Location Plantation Sports Complex

Projected Number of Event Attendees: 1,500

Projected Local (Clay County) Event Attendees: 100

Projected Out of Town (OOT) Event Attendees: 600

Projected Number of Hotel Room Nights: 800

Projected Direct Economic Impact: \$10,000

Event History

Date of Past Event: 2024

Location of Past Event: Highland County's Multisports Complex Sebring, FL

Past Event Attendance: 1,500 Out-of-State Participants

Event Marketing Plan: X

Event Emergency Plan: X

Visitor Survey: X

TDC Grant Request: \$40,000

Application Score: 175 (65%)

Staff Recommended Grant Award: \$26,000



SPORTS EVENT GRANT FUNDING

Application Scoring Sheet

Application Score Breakdown

1. Commitment to the Expansion of Tourism in Clay County $\frac{20}{25}$ Maximum 25 pts x 4

Score: 80

2. Soundness of Proposed Event: $\frac{10}{25}$ Maximum 25 pts x 3

Score: 30

3. Stability and Management Capacity $\frac{20}{25}$ Maximum 25 pts x 2

Score: 40

4. Quality of Proposed Event $\frac{25}{25}$ Maximum 25 pts x 1

Score: 25

Areas of Improvement:

- 1.
- 2.
- 3.



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, November 6 3:30 PM

TO: TDC
Members

DATE:

FROM:
Kimberly
Morgan

SUBJECT:
FY24-25 Budget as of October 29, 2024.

AGENDA
ITEM TYPE:

ATTACHMENTS:

Description

- ▣ FY23-24 Tourism Budget
- ▣ FY24-25 Tourism Budget

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	10/29/2024 - 11:02 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	10/29/2024 - 11:09 PM	AnswerNotes

Budget vs. Actuals (Spend)

Organization: Cost Center: CC1164 Tourism (1st 2nd and 3rd cent)
 Cost Center: CC1253 Tourism (4th and 6th Cent)
 Budget Structure: Clay County Annual Operational Budget
 Budget Name: FY 23-24
 Period: FY23-24 - Sep

Program	Project	Grant	Fund	Cost Center	Spend Category	Budget Amount	Requisitioned Amount	Purchase Order Amount	Actuals Amount	Expenses Total		Balance		Burn Rate - Total	Burn Rate - Actuals
(Blank)	PRJ100173 Fairgrounds Sewer Improvements	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Infrastructure (563000)	645,000.00	0	0	0	0		645,000		0.00%	0.00%
(Blank)	PRJ100470 Tourism Office Relocation to First Floor Admin. Building	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Buildings (562000)	92,750.00	0.00	5,491.34	17,298.14	22,789		69,961		24.57%	18.65%
(Blank)	PRJ100470 Tourism Office Relocation to First Floor Admin. Building	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Freight and Postage (542000)	5,000.00	0	0	0	0		5,000		0.00%	0.00%
(Blank)	PRJ100470 Tourism Office Relocation to First Floor Admin. Building	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Machinery and Equipment - Capitalized (564100)	15,000.00	0	0	0	0		15,000		0.00%	0.00%
(Blank)	PRJ100470 Tourism Office Relocation to First Floor Admin. Building	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Machinery and Equipment - Non-Capitalized (564200)	15,000.00	0.00	1,592.71	12,330.66	13,923		1,077		92.82%	82.20%
(Blank)	PRJ100524 Monument Signs	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Infrastructure (563000)	70,000.00	0	0	0	0		70,000		0.00%	0.00%
(Blank)	PRJ100524 Monument Signs	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Product Development (580100)	0.00	0	0	0	0		0		0.00%	0.00%

Budget vs. Actuals (Spend)

Program	Project	Grant	Fund	Cost Center	Spend Category	Budget Amount	Requisitioned Amount	Purchase Order Amount	Actuals Amount	Expenses Total	Balance	Burn Rate - Total	Burn Rate - Actuals
(Blank)	PRJ100534 Regional Park	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Machinery and Equipment - Capitalized (564100)	119,443.00	0.00	19,657.70	83,223.00	102,881	16,562	86.13%	69.68%
(Blank)	PRJ100534 Regional Park	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Machinery and Equipment - Non-Capitalized (564200)	76,457.00	0.00	13,638.73	300.00	13,939	62,518	18.23%	0.39%
(Blank)	PRJ100534 Regional Park	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Product Development (580100)	0.00	0	0	0	0	0	0.00%	0.00%
(Blank)	PRJ100534 Regional Park	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Rentals and Leases (544000)	4,100.00	0.00	0.00	3,294.00	3,294	806	80.34%	80.34%
(Blank)	PRJ100620 Hotel Feasibility Study	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Professional Services (531000)	146,000.00	0.00	0.00	146,000.00	146,000	0	100.00%	100.00%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Books, Publications, Subscriptions, and Memberships (554000)	25,790.00	0.00	2,000.00	10,286.00	12,286	13,504	47.64%	39.88%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Dental Insurance (523200)	1,092.00	0	0	628.53	629	463	57.56%	57.56%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	FICA Taxes (521000)	19,354.00	0	0	16,414.04	16,414	2,940	84.81%	84.81%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Food (552300)	2,000.00	0	0	323.46	323	1,677	16.17%	16.17%

Budget vs. Actuals (Spend)

Program	Project	Grant	Fund	Cost Center	Spend Category	Budget Amount	Requisitioned Amount	Purchase Order Amount	Actuals Amount	Expenses Total	Balance	Burn Rate - Total	Burn Rate - Actuals
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Freight and Postage (542000)	10,000.00	0	0	62.94	63	9,937	0.63%	0.63%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Health Insurance (523000)	81,207.00	0	0	32,027.32	32,027	49,180	39.44%	39.44%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Infrastructure (563000)	0	0	0.00	0	0	0	0.00%	0.00%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Life Insurance (523100)	264.00	0	0	172.56	173	91	65.36%	65.36%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Machinery and Equipment - Non-Capitalized (564200)	6,100.00	0.00	0.00	5,477.55	5,478	622	89.80%	89.80%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Office Supplies (551000)	1,500.00	0.00	0.00	93.78	94	1,406	6.25%	6.25%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Operating Supplies (552000)	5,100.00	0.00	8.64	1,367.47	1,376	3,724	26.98%	26.81%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Overtime (514000)	300.00	0	0	186.94	187	113	62.31%	62.31%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Product Development (580100)	50,000.00	0.00	0.00	15,000.00	15,000	35,000	30.00%	30.00%

Budget vs. Actuals (Spend)

Program	Project	Grant	Fund	Cost Center	Spend Category	Budget Amount	Requisitioned Amount	Purchase Order Amount	Actuals Amount	Expenses Total	Balance	Burn Rate - Total	Burn Rate - Actuals
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Professional Services (531000)	133,000.00	0.00	800.00	43,623.00	44,423	88,577	33.40%	32.80%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Regular Salaries (512000)	249,940.00	0	0	218,042.58	218,043	31,897	87.24%	87.24%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Retirement Contributions (522000)	36,072.00	0	0	29,656.93	29,657	6,415	82.22%	82.22%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Software Subscriptions (554200)	57,000.00	0.00	11,988.00	26,687.66	38,676	18,324	67.85%	46.82%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Sports Sales and Marketing (548009)	82,500.00	0.00	0.00	66,000.00	66,000	16,500	80.00%	80.00%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Tax Collector Commission (549999)	28,800.00	0	0	19,665.99	19,666	9,134	68.28%	68.28%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Telecommunication Services (541100)	3,579.00	0	0	2,069.99	2,070	1,509	57.84%	57.84%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Thrasher-Horne Center - Arts (548003)	125,000.00	0.00	0.00	125,000.00	125,000	0	100.00%	100.00%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Training and Certification (555000)	7,200.00	0.00	0.00	5,796.75	5,797	1,403	80.51%	80.51%

Budget vs. Actuals (Spend)

Program	Project	Grant	Fund	Cost Center	Spend Category	Budget Amount	Requisitioned Amount	Purchase Order Amount	Actuals Amount	Expenses Total	Balance	Burn Rate - Total	Burn Rate - Actuals
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Travel and Per Diem (540000)	6,050.00	0.00	0.00	4,036.67	4,037	2,013	66.72%	66.72%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Familiarization Tours Grant (548008)	10,000.00	0	0	1,377.79	1,378	8,622	13.78%	13.78%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Florida First Coast Of Golf Grant (548006)	36,000.00	0.00	0.00	34,906.00	34,906	1,094	96.96%	96.96%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Other Contractual Services (534000)	1,500.00	0.00	0.00	1,200.00	1,200	300	80.00%	80.00%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Printing And Binding (547000)	48,452.00	0.00	0.00	2,304.70	2,305	46,147	4.76%	4.76%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Professional Services (531000)	153,500.00	0.00	24,260.00	72,131.25	96,391	57,109	62.80%	46.99%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Promotional Activities (548000)	1,685.00	0.00	0.00	1,684.30	1,684	1	99.96%	99.96%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Reimbursement Grants (548005)	300,000.00	0.00	25,324.35	203,153.59	228,478	71,522	76.16%	67.72%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Rentals and Leases (544000)	350.00	0.00	219.82	0	220	130	62.81%	0.00%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Repairs and Maintenance (546100)	600.00	0.00	200.00	18.90	219	381	36.48%	3.15%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Tax Collector Commission (549999)	19,200.00	0	0	13,110.65	13,111	6,089	68.28%	68.28%

Budget vs. Actuals (Spend)

Program	Project	Grant	Fund	Cost Center	Spend Category	Budget Amount	Requisitioned Amount	Purchase Order Amount	Actuals Amount	Expenses Total		Balance		Burn Rate - Total	Burn Rate - Actuals
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Tourism Advertising / Marketing (548004)	294,913.00	0.00	10,223.86	284,688.52	294,912		1		100.00%	96.53%
Total						2,986,798.00	0.00	115,405.15	1,499,641.66	1,615,047		1,371,751		54.07%	50.21%

Budget vs. Actuals (Spend)

Organization: Cost Center: CC1164 Tourism (1st 2nd and 3rd cent)
 Cost Center: CC1253 Tourism (4th and 6th Cent)
 Budget Structure: Clay County Annual Operational Budget
 Budget Name: FY 24-25 Budget
 Period: FY24-25 - Sep

Program	Project	Grant	Fund	Cost Center	Spend Category	Budget Amount	Requisitioned Amount	Purchase Order Amount	Actuals Amount	Expenses Total		Balance		Burn Rate - Total	Burn Rate - Actuals
(Blank)	PRJ100173 Fairgrounds Sewer Improvements	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Infrastructure (563000)	645,000.00	0	0	0	0		645,000		0.00%	0.00%
(Blank)	PRJ100470 Tourism Office Relocation to First Floor Admin. Building	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Buildings (562000)	3,600.00	0	0	0	0		3,600		0.00%	0.00%
(Blank)	PRJ100476 Operational Capital Equipment	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Machinery and Equipment - Capitalized (564100)	110,000.00	0	0	0	0		110,000		0.00%	0.00%
(Blank)	PRJ100524 Monument Signs	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Infrastructure (563000)	70,000.00	0	0	0	0		70,000		0.00%	0.00%
(Blank)	PRJ100534 Regional Park	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Machinery and Equipment - Capitalized (564100)	233,200.00	0	0	0	0		233,200		0.00%	0.00%
(Blank)	PRJ100534 Regional Park	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Machinery and Equipment - Non-Capitalized (564200)	264,029.00	0	0	0	0		264,029		0.00%	0.00%
(Blank)	PRJ100534 Regional Park	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Rentals and Leases (544000)	3,806.00	0	0	0	0		3,806		0.00%	0.00%

Budget vs. Actuals (Spend)

Program	Project	Grant	Fund	Cost Center	Spend Category	Budget Amount	Requisitioned Amount	Purchase Order Amount	Actuals Amount	Expenses Total	Balance	Burn Rate - Total	Burn Rate - Actuals
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Books, Publications, Subscriptions, and Memberships (554000)	13,395.00	0	0	0	0	13,395	0.00%	0.00%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Dental Insurance (523200)	840.00	0	0	20.30	20	820	2.42%	2.42%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	FICA Taxes (521000)	21,605.00	0	0	1,276.42	1,276	20,329	5.91%	5.91%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Food (552300)	1,000.00	0	0	342.90	343	657	34.29%	34.29%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Freight and Postage (542000)	10,500.00	0	0	0	0	10,500	0.00%	0.00%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Health Insurance (523000)	41,568.00	0	0	883.68	884	40,684	2.13%	2.13%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Life Insurance (523100)	516.00	0	0	5.20	5	511	1.01%	1.01%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Machinery and Equipment - Non-Capitalized (564200)	2,000.00	0	0	0	0	2,000	0.00%	0.00%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Office Supplies (551000)	1,000.00	0	0	0	0	1,000	0.00%	0.00%

Budget vs. Actuals (Spend)

Program	Project	Grant	Fund	Cost Center	Spend Category	Budget Amount	Requisitioned Amount	Purchase Order Amount	Actuals Amount	Expenses Total	Balance	Burn Rate - Total	Burn Rate - Actuals
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Operating Supplies (552000)	1,890.00	0	0	21.60	22	1,868	1.14%	1.14%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Overtime (514000)	1,000.00	0	0	122.11	122	878	12.21%	12.21%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Product Development (580100)	52,500.00	0	0	0	0	52,500	0.00%	0.00%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Professional Services (531000)	100,000.00	0.00	0.00	400.00	400	99,600	0.40%	0.40%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Regular Salaries (512000)	281,471.00	0	0	16,743.05	16,743	264,728	5.95%	5.95%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Retirement Contributions (522000)	39,958.00	0	0	2,298.73	2,299	37,659	5.75%	5.75%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Software Subscriptions (554200)	70,569.00	0	0	0	0	70,569	0.00%	0.00%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Sports Sales and Marketing (548009)	91,500.00	0	0	0	0	91,500	0.00%	0.00%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Tax Collector Commission (549999)	27,342.00	0	0	0	0	27,342	0.00%	0.00%

Budget vs. Actuals (Spend)

Program	Project	Grant	Fund	Cost Center	Spend Category	Budget Amount	Requisitioned Amount	Purchase Order Amount	Actuals Amount	Expenses Total		Balance		Burn Rate - Total	Burn Rate - Actuals
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Telecommunication Services (541100)	2,268.00	0	0	0	0		2,268		0.00%	0.00%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Thrasher-Horne Center - Arts (548003)	125,000.00	0	0	0	0		125,000		0.00%	0.00%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Training and Certification (555000)	11,495.00	0	0	0	0		11,495		0.00%	0.00%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Travel and Per Diem (540000)	13,799.00	0	0	0	0		13,799		0.00%	0.00%
(Blank)	(Blank)	(Blank)	FD1009 Tourism (1st 2nd and 3rd Cent)	CC1164 Tourism (1st 2nd and 3rd cent)	Workers' Compensation (524000)	452.00	0	0	0	0		452		0.00%	0.00%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Familiarization Tours Grant (548008)	10,000.00	0	0	0	0		10,000		0.00%	0.00%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Florida First Coast Of Golf Grant (548006)	43,000.00	0	0	0	0		43,000		0.00%	0.00%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Other Contractual Services (534000)	1,200.00	0	0	0	0		1,200		0.00%	0.00%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Printing And Binding (547000)	50,000.00	0	0	0	0		50,000		0.00%	0.00%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Professional Services (531000)	78,177.00	0	0	0	0		78,177		0.00%	0.00%

Budget vs. Actuals (Spend)

Program	Project	Grant	Fund	Cost Center	Spend Category	Budget Amount	Requisitioned Amount	Purchase Order Amount	Actuals Amount	Expenses Total	Balance	Burn Rate - Total	Burn Rate - Actuals
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Promotional Activities (548000)	1,500.00	0	0	0	0	1,500	0.00%	0.00%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Reimbursement Grants (548005)	250,000.00	0.00	15,600.00	0	15,600	234,400	6.24%	0.00%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Rentals and Leases (544000)	1,320.00	0	0	0	0	1,320	0.00%	0.00%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Repairs and Maintenance (546100)	2,400.00	0	0	0	0	2,400	0.00%	0.00%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Tax Collector Commission (549999)	18,228.00	0	0	0	0	18,228	0.00%	0.00%
(Blank)	(Blank)	(Blank)	FD1071 Tourism (4th and 6th Cent)	CC1253 Tourism (4th and 6th Cent)	Tourism Advertising / Marketing (548004)	368,413.00	0	0	0	0	368,413	0.00%	0.00%
Total						3,065,541.00	0.00	15,600.00	22,113.99	37,714	3,027,827	1.23%	0.72%



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, November 6 3:30 PM

TO: TDC
Members

DATE:

FROM:
Kimberly
Morgan

SUBJECT:
Upcoming tourism events in Clay County.
November & December

AGENDA
ITEM TYPE:

ATTACHMENTS:

Description

- Upcoming Clay Events

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Morgan, Kimberly	Approved	10/30/2024 - 9:36 AM	AnswerNotes

NOVEMBER, 2024

MON	TUE	WED	THU	FRI	SAT	SUN
-	-	-	-	1 Fountain Pen Open Track Days + More	2 Open Track Days Penney + More	3 Orange Park
4	5	6 Thistle In	7 Kraw'n For The Guided Tour At	8 Kraw'n For The Guided Tour At + More	9 Rolling Red Golf Kraw'n For The + More	10 Rock The Box 4 Rolling Red Golf + More
11 Veterans Day	12	13	14 Joe Nichols Guided Tour At	15 Open Track Days Guided Tour At + More	16 Open Track Days Guided Tour At + More	17 Orange Park Vintage Market + More
18	19	20 STOMP	21 STOMP Guided Tour At	22 Open Track Days Guided Tour At	23 Open Track Days Winter + More	24
25	26	27	28	29 Open Track Days	30 Parade Of Trees Open Track Days + More	

DECEMBER, 2024

MON	TUE	WED	THU	FRI	SAT	SUN
-	-	-	-	-	-	1 Parade Of Trees Orange Park
2 Parade Of Trees	3 Parade Of Trees Lighting Of The	4 Parade Of Trees	5 Parade Of Trees	6 Parade Of Trees Hometown + More	7 Parade Of Trees Christmas On + More	8 Parade Of Trees
9 Parade Of Trees	10 Parade Of Trees	11 Parade Of Trees	12 Parade Of Trees	13 Parade Of Trees	14 Parade Of Trees The Christmas	15 Parade Of Trees Orange Park + More
16 Parade Of Trees	17 Parade Of Trees	18 Parade Of Trees	19 Parade Of Trees	20 Parade Of Trees Fire Truck Parade	21 Parade Of Trees	22 Parade Of Trees
23 Parade Of Trees	24 Parade Of Trees	25 Parade Of Trees	26 Parade Of Trees City Of Green	27 Parade Of Trees City Of Green	28 Parade Of Trees	29 Parade Of Trees
30 Parade Of Trees	31 Parade Of Trees					

30-31 NOV DEC (All Day)
PARADE OF TREES
 Keystone Heights City Hall,
 555 S Lawrence Blvd, Keystone Heights, FL 32656

01 DEC 5:00 am - 10:00 am
ORANGE PARK FARMERS AND ARTS MARKET
 Orange Park Farmers' & Arts Market, 2042 Park Ave, Orange Park, FL 32073

scan for all
EVENTS

