



**TOURIST DEVELOPMENT COUNCIL
AGENDA**

January 22, 2025

3:30 PM

Administration Building,
4th Floor, BCC Meeting Room, 477 Houston Street,
Green Cove Springs, FL 32043
January 22, 2024 3:30 PM

Call to Order

New Business

1. Selection of Chairman & Vice Chairman (K. Morgan)

Selection of Chairman & Vice Chairman.

2. Approval of Future Meeting Dates (K. Morgan)

March 5, 2025

May 7, 2025

July 16, 2025

September 3, 2025

November 5, 2025

Approval of Minutes

3. Tourist Development Council Meeting Minutes November 6, 2024.

Public Comments

Presentations

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

Sports tourism update.

5. Tourism Team Update (K. Morgan)

Tourism team update.

6. History Video Production (M. Justino)

7. Sunshine Law Review (K. Morgan)

Sunshine Law review for new and existing TDC members.

Discussion

Budget

8. Event Marketing Grant Update (S. Lamb)

TDC grant summary as of January 8, 2025.

9. Grant/Sponsorship Discussion

10. 2024 Hometown Holiday TDC Grant Request (K. Morgan/S. Lamb)
Town of Orange Park - 2024 Hometown Holiday - December 6-7, 2024 at
Clarke House Park.
Requesting \$3,500

11. 2024 Moosehaven Chili Cook-off TDC Grant Request (K. Morgan/S.
Lamb)

Moosehaven 2024 Chili Cook-off - November 9, 2024 at Moosehaven.
Requesting \$3,500

12. Budget Review/Business Plan Review (K. Morgan)
FY24-25 Budget as of January 8, 2025.

Old Business

13. Upcoming Events Update (S. Lamb)
Upcoming tourism events in Clay County.
January 22 - March 5.

Adjournment



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, January 22 3:30 PM

TO: TDC Members

DATE: 1/6/2025

FROM: Kimberly
Morgan

SUBJECT: Selection of Chairman & Vice Chairman.

AGENDA ITEM
TYPE:

ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department Reviewer

Action

Date

Comments

No Reviewers Available



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, January 22 3:30 PM

TO: TDC
Members

DATE: 12/30/2024

FROM: Kimberly
Morgan

SUBJECT:
March 5, 2025
May 7, 2025
July 16, 2025
September 3, 2025
November 5, 2025

AGENDA ITEM
TYPE:

ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department Reviewer	Action	Date	Comments
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No Reviewers Available



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, January 22 3:30 PM

TO: DATE:

FROM:

SUBJECT:

AGENDA
ITEM
TYPE:

ATTACHMENTS:

 Description

- Tourist Development Council Meeting Minutes November 6, 2024.

REVIEWERS:

Department Reviewer	Action	Date	Comments
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No Reviewers Available



TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

November 6, 2024-3:30 PM
Administration Bldg, 4th Floor,
BCC Meeting Room,
477 Houston St,
Green Cove Springs, FL 32043

Call to Order

Present: Commissioner District 1 Mike Cella, Chairman
Neil Porter
David Diaz
Kevin Robert
Steven Kelley
Deborah Beals
See Attachment A - Sign-In Sheet

Absent: Kimberly Evans
Brian Knight
Randy Anderson
Samantha Kusters, Tourism Product Development Manager

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

Chairman Mike Cella called the meeting to order at 3:30 pm.

Public Comments

Chairman Mike Cella opened the floor for public comment at 3:32 pm.

Hearing no comments, Chairman Mike Cella closed public comment at 3:32 pm.

Presentations

1. Advance Travel & Tourism Marketing Update (A. Glass)
Marketing update from the contracted advertising agency.

Travel and Tourism Update can be seen at [www.claycounty.gov/government/clay-county-tv-and-video-archive/Tourist Development Council/November 6, 2024](http://www.claycounty.gov/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/November%206,%202024), beginning at 00:52 and ending at 14:01. Below is a

summary of the discussion.

Adrienne Glass - Account Executive, presented a PowerPoint presentation regarding the Advance Tourism and Travel update. See Attachment B.

Topics of Discussion:

- Executive Summary
- Key Events on Exploreclay.com
- General Leisure Campaign
 - Targeted Display Results
 - Spotify Results
 - Paid Social Results
 - Paid Search Results
 - Targeted Email Results
- Hey Neighbor Campaign
 - Geofencing Display Results
 - Paid Social Results
- Campaign Traffic - Top Sources
- Website Performance - Year-Over-Year

There were questions and discussions regarding tracking on the website, email information, and clarification on the update to the website.

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

Airstream Ventures Update can be seen at [www.claycounty.gov/government/clay-county-tv-and-video-archive/Tourist Development Council/November 6, 2024](http://www.claycounty.gov/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/November%206,%202024), beginning at 14:07 and ending at 46:29 . 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.

Discussion items:

- Association Trips
- Event Report
 - Booked Events
 - In-Serious Talks
 - Conversations
- Annual Contract

There were questions and discussions regarding updates for the running event that took place at Seamark Ranch, and creating events.

3. Tourism Team Update (K. Morgan)

Tourism team update.

Tourism Team Update can be seen at www.claycounty.gov/government/clay-county-tv-and-video-archive/Tourist_Development_Council/November_6,_2024, beginning at 46:30 and ending at 1:07:30. Below is a summary of the discussion.

Kimberly Morgan - Director of Tourism and Film Development and Cher Malta - Tourism Marketing Manager, presented a PowerPoint presentation. See Attachment D.

Discussion Topics:

- Explore Clay App
- Explore Clay App Users
- Facebook Metrics
- Instagram Metrics
- Industry Newsletter
- Events Calendar
- Website Updates
- Visit Florida
- Upcoming Marketing Campaigns
- County Strategic Plan
- Bed Tax Collections
- Hotel Data

There were questions and discussions regarding the needs for the Visit Florida video shoot - Talent and Boat, suggestion for content and contacts for the video,.

Ms. Morgan thanked Chairman Mike Cella for his service to Tourism and the impact he has had and presented him with a plaque. Chairman Cella expressed his gratitude for being able to serve on the TDC.

Discussion

There was no other discussion.

Approval of Minutes

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

Steven Kelley made a motion for approval of the September 4, 2024, TDC Minutes, seconded by Kevin Robert, which carried 6-0.

Budget

5. TDC Event Marketing Grant Subcommittee Report (S. Lamb)
Review of TDC Subcommittee notes.

TDC Event Marketing can be seen at [www.claycounty.gov/government/clay-county-tv-and-video-archive/Tourist Development Council/November 6, 2024](http://www.claycounty.gov/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/November%206,%202024), beginning at 1:07:59 and ending at 1:11:19. Below is a summary of the discussion.

Stephanie Lamb, Program Manager, addressed the Council to provide details and information on the TDC Event Marketing Grant Subcommittee report. See Attachment E.

There were comments regarding the Fall Festival Grant, success of the event and a sponsorship opportunity that focuses on marketing.

6. Event Marketing Grant Update (S. Lamb)
TDC grant summary as of 10/23/2024.

Event Marketing can be seen at [www.claycounty.gov/government/clay-county-tv-and-video-archive/Tourist Development Council/November 6, 2024](http://www.claycounty.gov/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/November%206,%202024), beginning at 1:11:20 and ending at 1:14:24. 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 is attached to the agenda.

Comments were made regarding the layout of the information, details, and language provided in the data.

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

Inspire Dance can be seen at [www.claycounty.gov/government/clay-county-tv-and-video-archive/Tourist Development Council/November 6, 2024](http://www.claycounty.gov/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/November%206,%202024), beginning at 1:14:25 and ending at 1:22:39. Below is a summary of the discussion and vote.

Stephanie Lamb, Program Manager, addressed the Council to provide details and information regarding the Ignite Dance - Jacksonville Regional Dance Competition TDC Grant Request for \$25,000.00. The event is scheduled for March 28-30, 2025, and April

11-13, 2025, at Thrasher-Horne Center.

There were clarifications, questions and discussions regarding dates for event, funding, one application for two events, scoring - new vs. old, room nights, need period, and impact of the event.

Robert Kevin made a motion to provide \$11,250.00 per event, seconded by Deborah Beals, which carried 6-0.

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

Lacrosse discussion can be seen at www.claycounty.gov/government/clay-county-tv-and-video-archive/Tourist_Development_Council/November_6,_2024, beginning at 1:22:41 and ending at 1:47:09. Below is a summary of the discussion and the vote for this agenda item.

Stephanie Lamb, Program Manager, and Alan Verlander - Airstream Adventures addressed the Council to provide details and information regarding the Florida Prep Lacrosse - 2025 Florida Prep Bash - November 23-24, 2024, at Plantation Sports Complex. The request is for \$40,000.

There were questions and discussions regarding the previous grant, Parks and Recreation calendar for closures at the sports complex (maintenance), rescheduling maintenance to hold events, size of field needed, possibility for other events held by the organizer, timeline for those events to be held, and the size of the event requesting the grant.

Kevin Robert made a motion for approval of \$30,000.00, seconded by Neil Porter, which carried 6-0.

Following all discussions, Justin Pierce, Director of Parks and Recreation, addressed the Council to clarify the need to close the Sports Complex during various times of the year.

Questions and discussions were had regarding flexibility in the process for events, isolating certain fields for events, the overseeding process, rotating fields, the timeline for holding events, and other options for locations to hold events.

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

Budget Review can be seen at www.claycounty.gov/government/clay-county-tv-and-video-archive/Tourist_Development_Council/November_6,_2024, beginning at 1:47:12 and ending at . Below is a summary of the discussion.

Kimberly Morgan - Director of Tourism and Film Development, addressed the Council to give an overview and details for the budget review. The information discussed is attached to the agenda.

There were no questions or discussion.

New Business

There was no new business for discussion.

Old Business

10. Upcoming Events Update (S. Lamb)

Upcoming tourism events in Clay County.
November & December

Upcoming Events can be seen at [www.claycounty.gov/government/clay-county-tv-and-video-archive/Tourist Development Council/November 6, 2024](http://www.claycounty.gov/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/November%206,%202024), beginning at 1:49:00 and ending at 1:58:25. Below is a summary of the discussion.

Stephanie Lamb, Program Manager, addressed the Council to provide details and information for the Upcoming Event update. A list of events is attached to the agenda. For more information, visit exploreclay.com or scan the QR code.

Council members thanked Chairman Mike Cella for all he has done for Clay County and his service. Chairman Cella expressed his gratitude for being able to serve.

Mr. Kelley spoke about the success of event held for 150th Anniversary Party held at Spring Park and the release of the video,

Ms. Morgan mentioned the Destinations Florida Newsletter that includes the Military Campaign and the 150th Anniversary.

Ms. Beals mentioned the December 28, 2024, kick-off event in Keystone Heights for the 100 Years Celebration.

There were ongoing comments to thank the staff for all their hard work and discussion of previous events held in Clay County and their success.

Adjournment

Hearing no further business, Chairman Mike Cella adjourned the meeting at 5:29 pm.

Attest:

Committee Chairman

Recording Deputy Clerk

Attachment
“A”
TDC Sign-In Sheet

date 11 / 10 / 24

NAME

Mike Cella
Neil Porter
Steven Kelley
Kevin Robert
David Diaz
Debbie Beals
Kimbely Hogen
Courtney Grimm

Mike Cella
~~Neil Porter~~
~~Steven Kelley~~
~~Kevin Robert~~
Debbie Beals
Kimbely Hogen
Cynthia

Attachment
“B”
Advance Travel
and Tourism Update



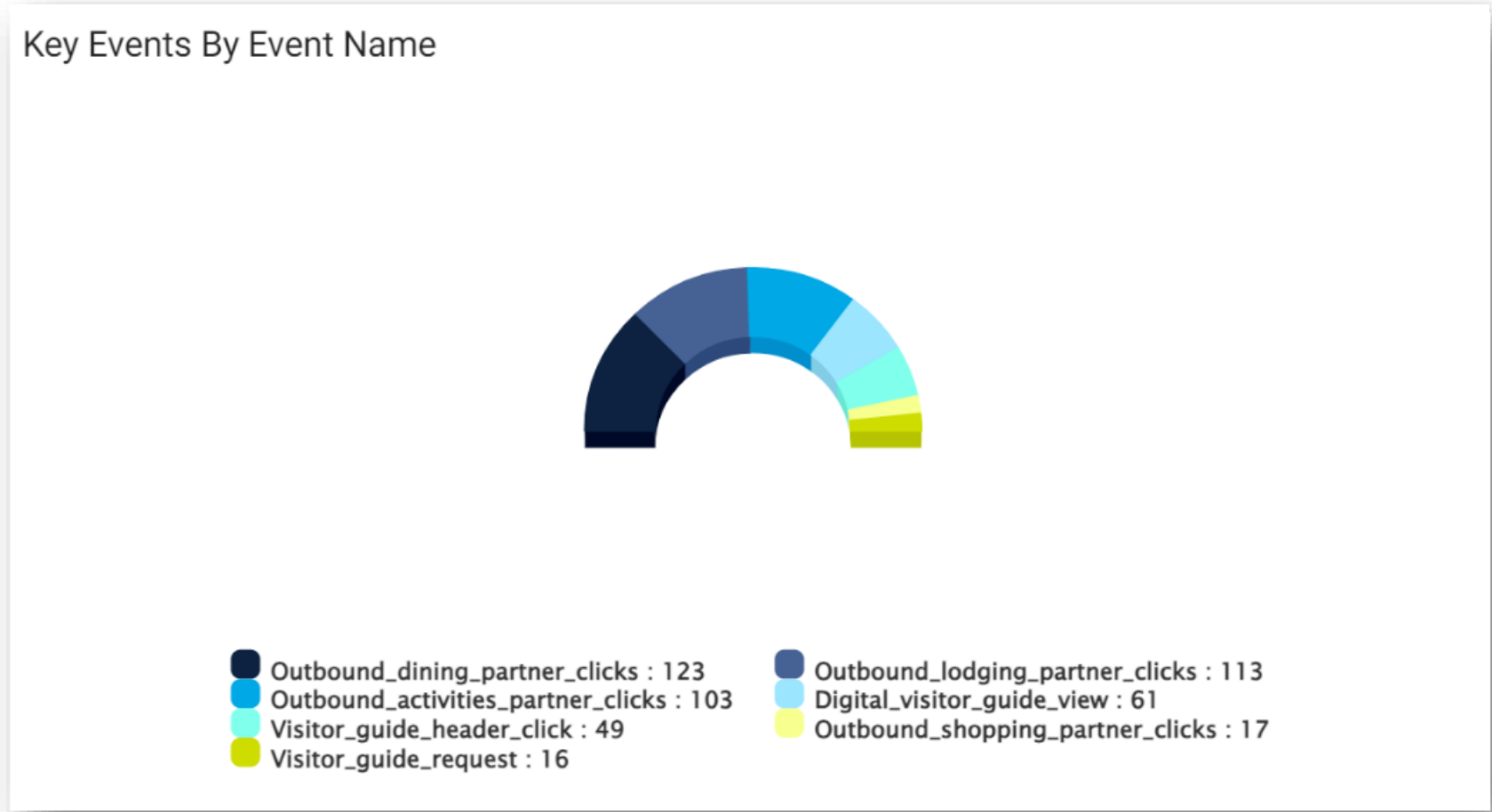
BOARD REPORT
August 2024 - September 2024



Executive Summary.

- Between August 2024 and September 2024, more than **2.5 million** Explore Clay County impressions were delivered, driving more than **44,800 visitors** to Exploreclay.com!
- The Display campaigns had more than **6,519 hours** of total exposure. This is equal to more than **271 days** of your ads being seen by your target markets.
 - The Spotify Campaign continues to have a strong completion rate, performing **8%** higher than the industry completion rate and increasing **16%** compared to the previous period.
- The Social Campaigns reached **309,809** potential travelers on Facebook and Instagram. The social target audience engaged with the ads more than **14K** times, engagement on the ads increased **105%** compared to the previous period.
- The Advance campaigns accounted for **54%** of total website traffic, these users viewed more than **50K Pages** on Exploreclay.com and performed **102,621 Event Actions**. Their Average Engagement Rate increased **261%** and Average Time On-Site increased **49%** compared to the previous period.

Key Events on Exploreclay.com.



New Key Event tracking has been implemented, these Key Events allow us to track important actions performed by all website visitors. There were **482** Key Events that were performed, the Advance campaigns accounted for **32%** of all Key Event actions that took place throughout August 2024 and September 2024.

General Leisure Campaign

Targeted Display Results.

Impressions: **1,216,285**

Clicks: **9,845**

CTR: **0.81%**

Total Exposure Time: **6,519+ Hours**

New Users: **99%**



Spotify Results.

Impressions: **228,726**

Reach: **146,450**

Clicks: **57**

Completions: **225,134**

Completion Rate: **98.43%**

New Users: **100%**





Paid Social Results.

Impressions: **530,960**

Reach: **236,631**

Clicks: **20,257**

Post Engagements: **10,883**

Post Shares + Post Saves + Post Reactions: **817**

New Users: **100%**

Paid Search Results.

Impressions: **12,612**

Clicks: **3,350**

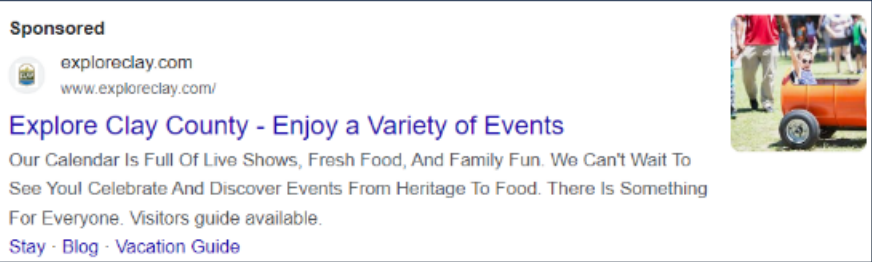
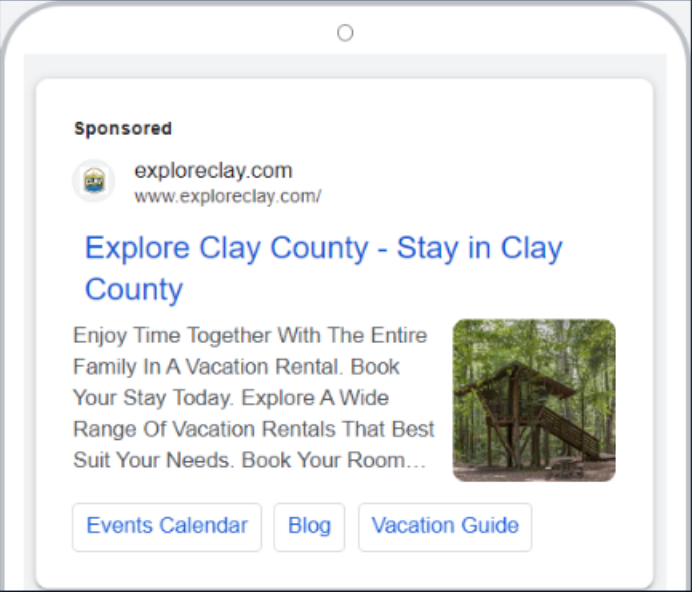
CTR: **26.56%**

New Users: **97%**

Engagement Rate **95%**

Top Keywords:

- "events in clay county florida"
- "clay county fl events"
- "things to do in clay county fl"
- "activities in clay county fl"
- "parks in clay county fl"



Targeted Email Results.

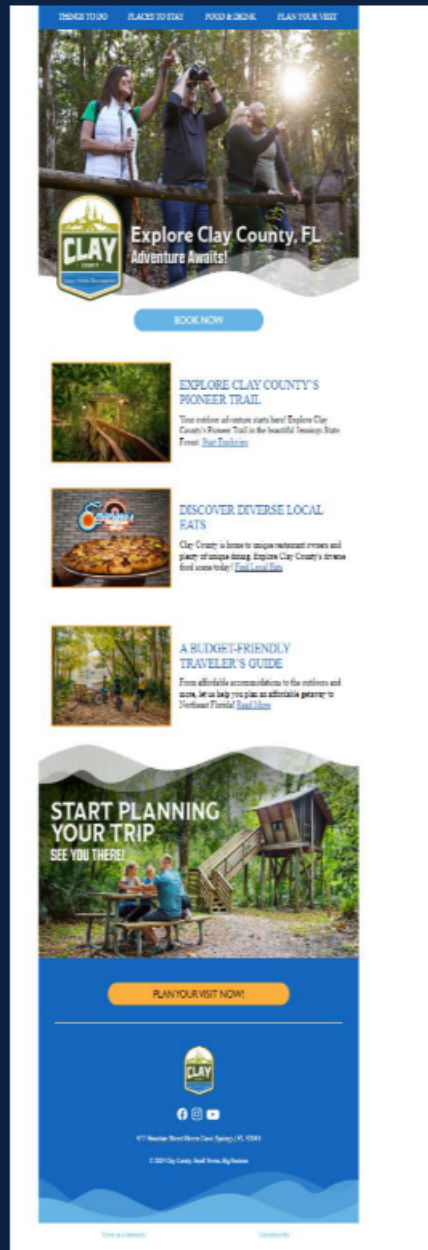
Impressions: **108,147**

Clicks: **786**

Open Rate: **38.43%**

Audience Reach: **70,000**

Engagement Rate **94%**



Hey Neighbor Campaign

Geofencing Display Results.

Impressions: **226,827**

Clicks: **1,988**

CTR: **0.88%**

New Users: **100%**

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





Paid Social Results.

Impressions: **238,987**

Reach: **75,009**

Clicks: **7,264**

Post Engagements: **3,329**

Post Shares + Post Saves + Post Reactions: **512**

New Users: **99%**

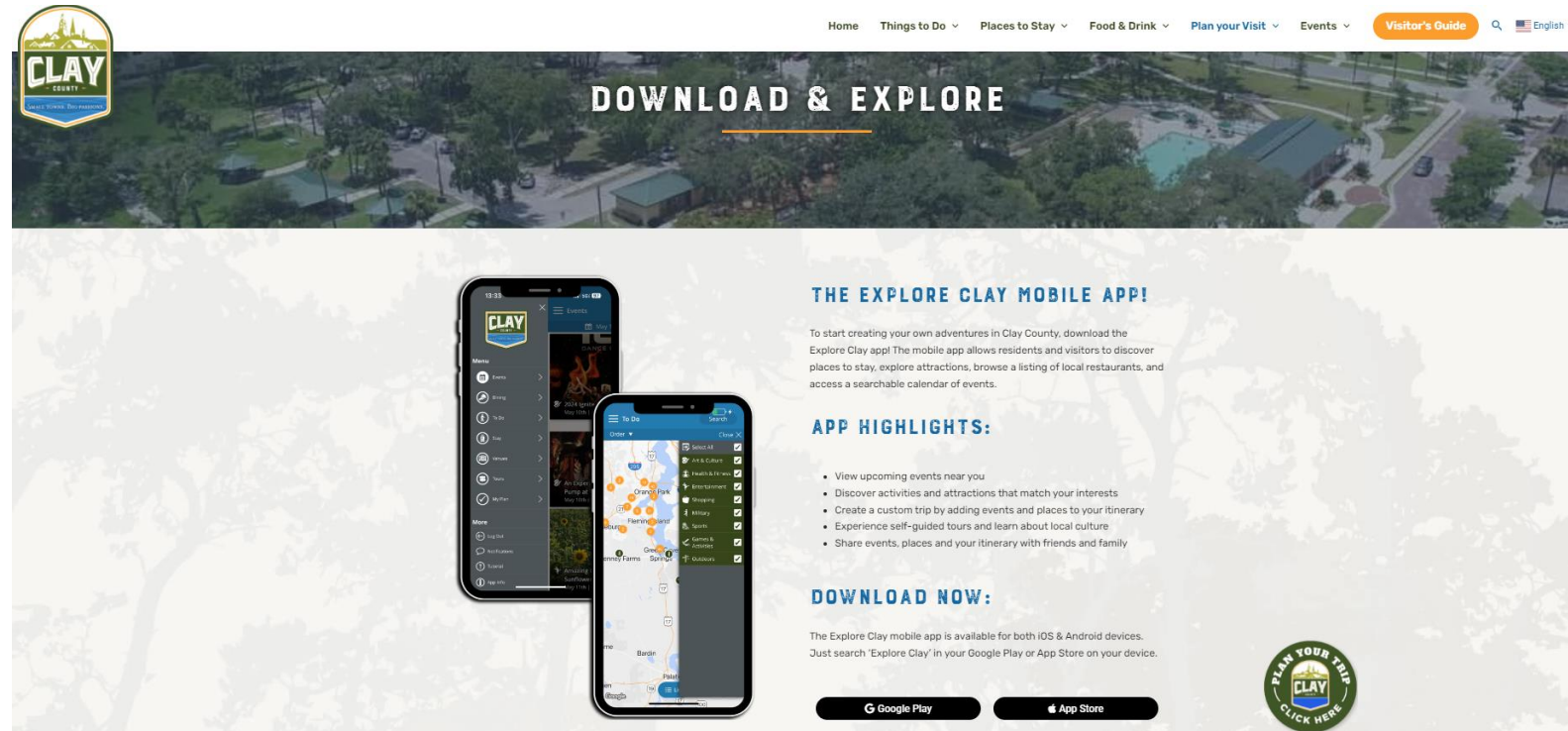
Campaign Traffic. Top Sources

Session source / medium	Total users	New users	Views	Sessions	Engaged sessions	Engagement rate	Event count	Key events
							All events	All events
Total	32,811 100% of total	32,502 100% of total	120,021 100% of total	40,526 100% of total	36,556 100% of total	90.2% Avg 0%	254,844 100% of total	482.00 100% of total
1 google / organic	8,739	8,446	36,298	11,535	10,843	94%	78,390	145.00
2 advance / display	8,724	8,546	20,975	9,754	8,794	90.16%	41,817	4.00
3 facebook / paid	6,161	6,014	16,635	6,533	5,544	84.86%	35,511	104.00
4 google / cpc	2,566	2,435	11,055	3,284	3,046	92.75%	22,457	39.00
5 (direct) / (none)	2,108	2,077	9,686	2,693	2,398	89.05%	21,248	27.00
6 m.facebook.com / referral	1,717	1,684	4,813	1,748	1,695	96.97%	10,606	13.00
7 (not set)	219	136	3,624	123	34	27.64%	4,236	8.00
8 bing / organic	480	454	2,167	614	567	92.35%	5,662	9.00
9 advance / email	447	444	1,621	527	498	94.5%	3,939	2.00
10 lm.facebook.com / referral	530	486	1,596	558	542	97.13%	3,195	1.00

Advance Campaigns drove **54% of total website traffic** and **91% of the Advance traffic were new users.**

Advance Campaigns drove **17,967 engaged sessions** and had an engagement rate of **88.95%.**

Website Performance. Year-Over-Year



August - September 2024

- Pageviews increased 312%
 - *This is an additional 90,957 pages viewed.*
- New Users increased 128%
 - *This is an additional 18,257 new users introduced to Exploreclay.com.*
- Engaged Sessions increased 351%
- Average Session Duration increased 12%
- Total Event Actions increased 197%

Thank You

Attachment
“C”
Airstream Adventures
Update



SPORTS TOURISM PRESENTATION

QUARTERLY REPORT- November 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**
- Hurricane Jr. Golf Tour (Sept. 24)
- Clay County Cross Country Invitational (Sept. 24)
- FC Rugby (Oct. 24) - **cancelled**
- UFFL (Oct. 24)
- Youth Lacrosse Event - (Nov. 24)
- NIRSA (Dec. 24)
- Minor League Golf Tour (Feb. 25)
- UFFL (Oct. 25)
- United Youth Sports (Dec. 24) - **cancelled**
- Ozark Outdoors (Jan. 25) - **cancelled**

*Events are cancelled due to facility challenges

IN SERIOUS TALKS

- US Ultimate (2025)
- ACL - Regional (Q1 2025)
- Two Youth Lacrosse Events (24/25)
- ~~BID: NCAA Golf Regional (26/27)~~
- Pro Watercross (2025)
- Ozark Fishing (2025)

CONVERSATIONS

- USA Archery (2025-2027)
- Under The Lights Flag Football (2025)
- Spikeball - 'Major' event (2025)
- Spring Break Lacrosse College Round Robin (2025)
- Powerlifting America (2024-25)
- PDGA (2025)
- Disc Golf Pro Tour (2025)
- B.A.S.S Fishing Tour (2025)
- 7v7 Football (2025)

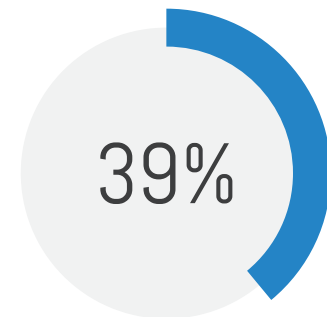
ANNUAL CONTRACT

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: 9*

ROOM NIGHTS

GOAL: 2,000
ACTUAL: 1,050*

TOURISM IMPACT

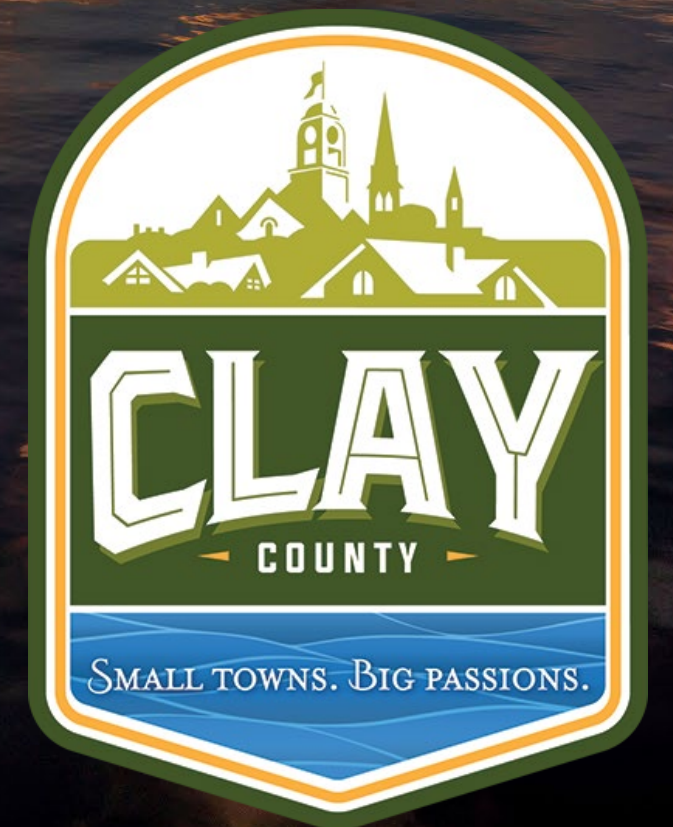
GOAL: \$1 MM
ACTUAL: \$390k*

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

**Attachment
“D”
Tourism Team
Update**

NOV 2024

TOURISM
DEPT
UPDATE

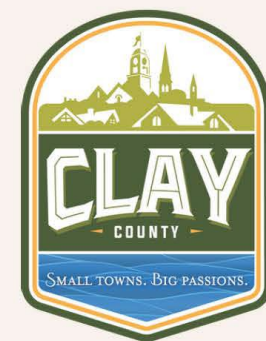


Explore Clay App



WELCOME TO CLAY COUNTY!

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



FEATURES



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.



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.

Upcoming Tours

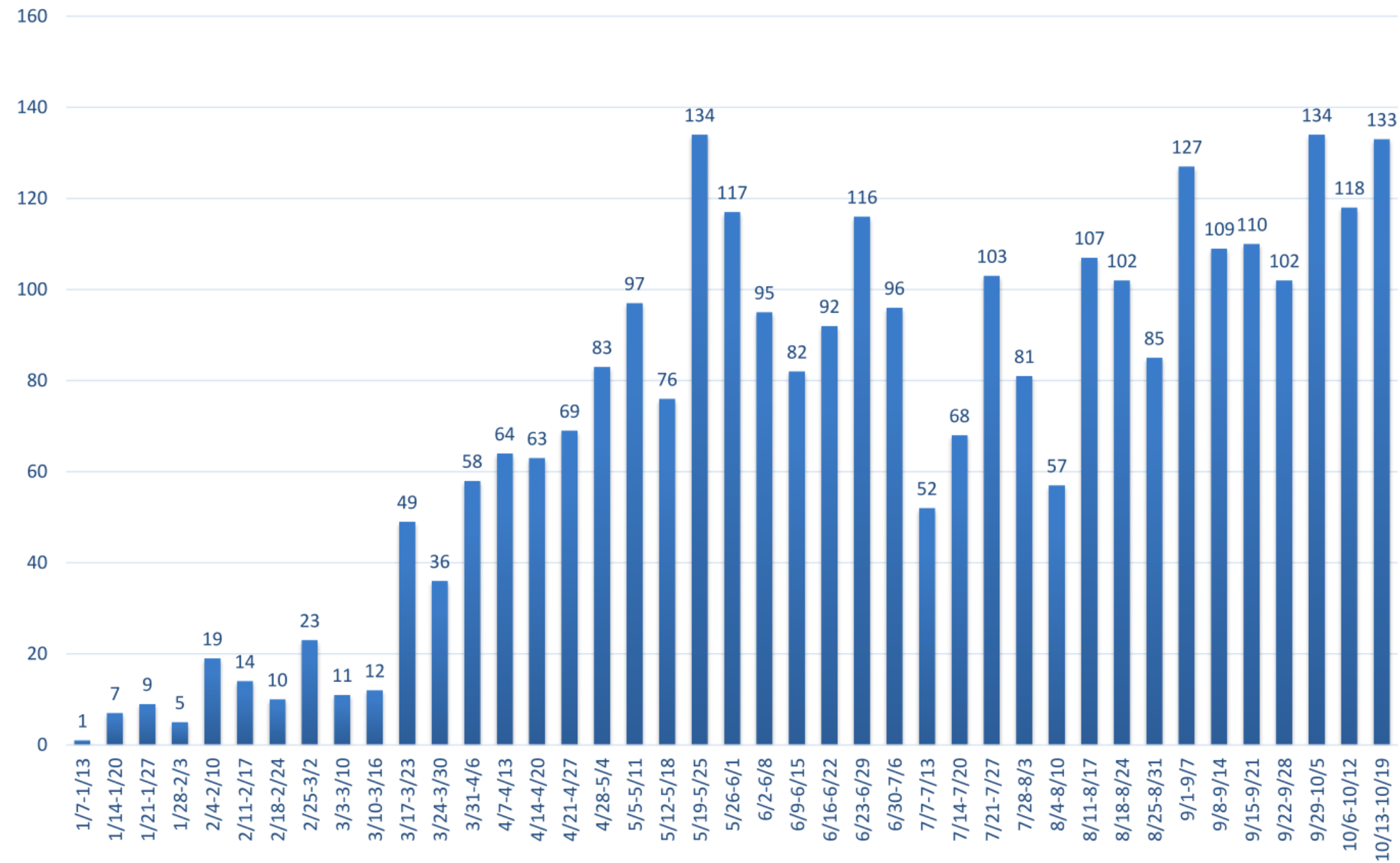
- Lynyrd Skynyrd Itinerary
- Parks Passport

App Downloads Since Jan. 1, 2024

- iOS: 1226
- Android: 120

Explore Clay App Users

Total Users





Metrics

Reach – 395.4K ↓ 9.5%

 Organic – 118,017 ↓ 53.3%

 Paid – 294,102 ↑ 31%

Followers - 10,582 ↑ 4.7%

Aug. 27, 2024 – Oct. 21, 2024



Metrics

Reach – 11.8K ↑ 27%

Organic – 1,815 ↑ 105.5%

Paid – 10,100 ↑ 20.2%

Followers – 706 ↑ 17%

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



Stay in the know about Explore Clay's upcoming marketing campaigns, events and ways the Tourism Department can help you with your business!

PARTICIPATE IN THESE UPCOMING CAMPAIGNS



Is your business listed on ExploreClay.com?
Ensure your business is featured in 'Shop Small Saturday' Nov. 30! Submit your info.

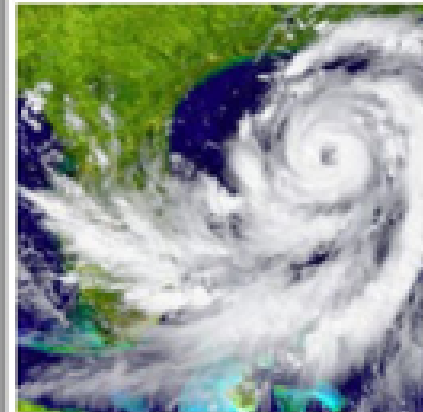
[List your Business](#)



Get more exposure for your event!
Submit your event to our calendar to be featured on our site, app and marketing campaigns.

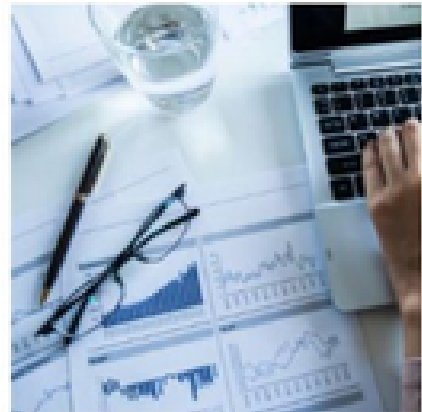
[Submit Event](#)

NEWS, UPDATES & RESOURCES



Post Hurricane Survey
The Florida Commerce survey is still open to businesses who have experienced damage from Helene or Milton.

[Complete Survey](#)



Industry Impacts
Stay up to date on legislative priorities, minimum wage and other government relations that impact the industry.

[Learn More](#)

NOVEMBER 7th
8TH ANNUAL
**CLAY COUNTY
PROCUREMENT
CONFERENCE**

[LEARN MORE >>](#)

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 #3 just sent 10/25!
700+ Tourism related businesses subscribed

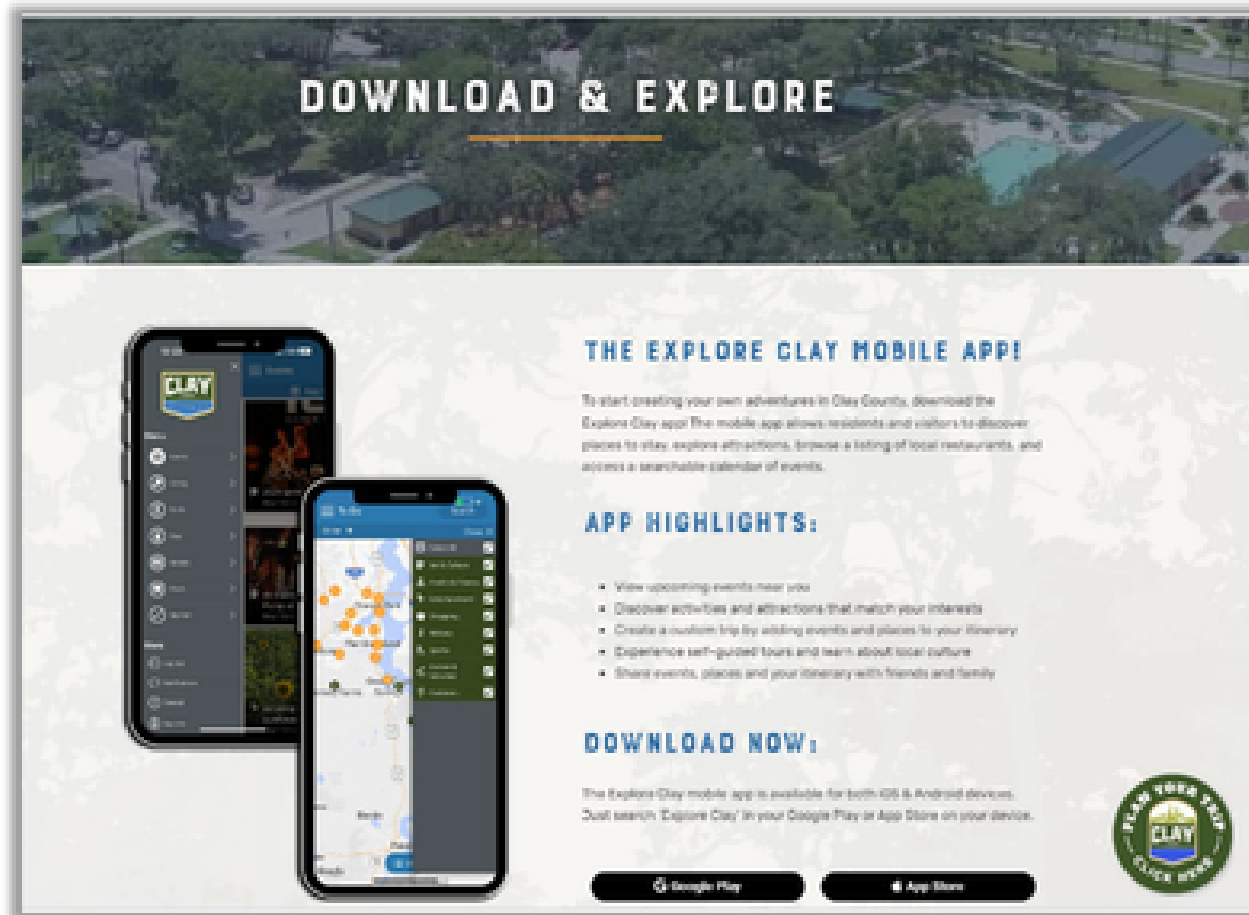
Events Calendar

Biggest Changes – New Interface & Process

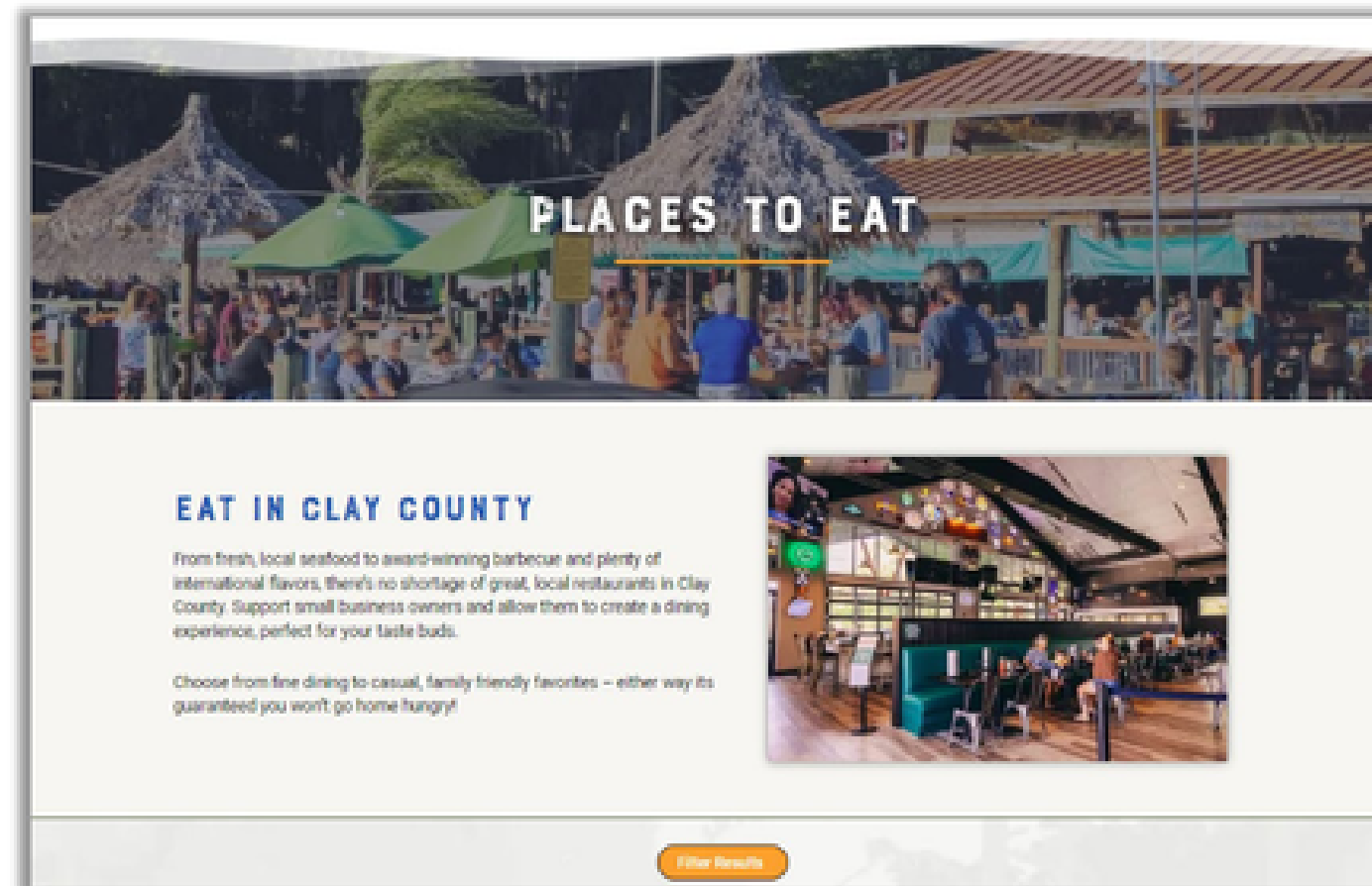
- Working with Occasion Genius that ‘scrapes’ Google and Meta to find events.
- Tourism department conducts QC on backend and approves event listings.
- Businesses are still able to submit events.
- Still working on connectivity and improving user experience.



Website Updates



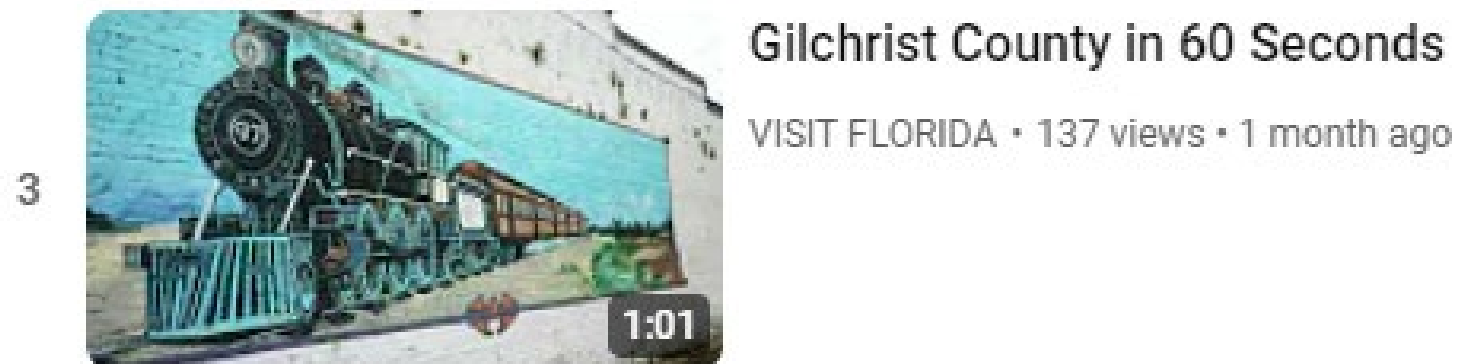
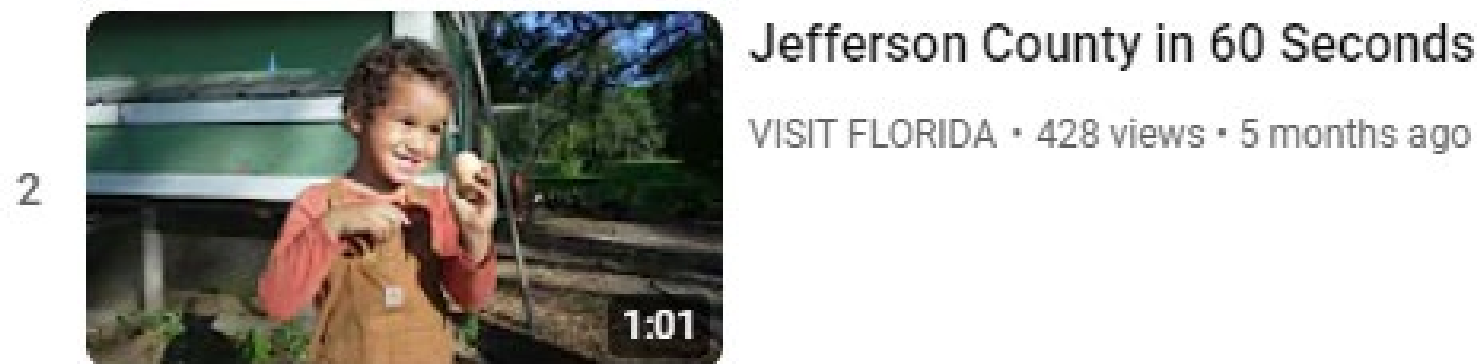
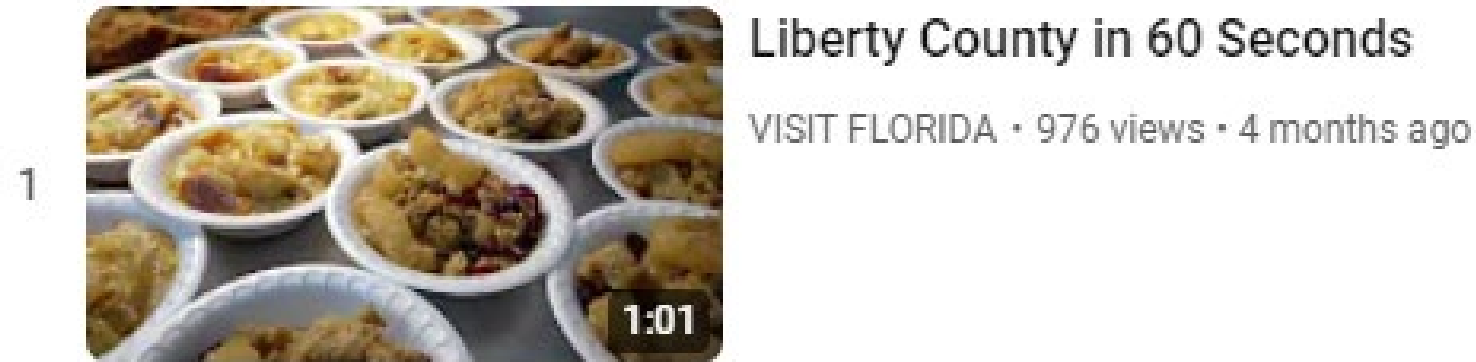
- Phase 1 of 3 updates nearly complete
- Added landing pages: Explore Clay App, Patriots Passport, etc.
- Updated landing pages with more content.
- Restructured navigation menu
- Updated search and filter options
- **Upcoming changes** include Film Development, Event Services and neighborhood landing pages +more user experience updates



“60 Seconds in Clay County”

1-minute overview of Clay County, Florida by Visit Florida

- Video shoot Nov. 19-20
- Working with 10 local businesses/attractions to feature their locations
- Currently in search/coordinating with talent to be “extras”
- Content will be featured on Visit Florida
- B-roll added to our video library



Upcoming Marketing Campaigns

LIVE: Military Promotion & Campaign

www.exploreclay.com/The-Patriots-Passport

- 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.

THE PATRIOTS PASSPORT

★ ★ ★ ★ ★

From military vehicles and training camps, World War II exhibits to historical landmarks, Clay County has played a large part in military history over the years. Retired military members and military buffs interested in visiting the area will find a variety of places to reflect on the people and places that involve the county's involvement with our nation's military.

★ ★ ★ ★ ★

PLAN YOUR TRIP
CLAY
CLICK HERE

DEALS AND PROMOTIONS

Many local Clay County businesses offer deals and promotions to active duty military members and veterans throughout the year. Don't miss out on these special offers dedicated to our nation's heroes.

ARTSY ABODE BOUTIQUE
10% Off at Artsy Abode
READ MORE »

Eagle Landing Golf Club Military Rates
READ MORE »

TWO SISTERS AND A DEVILED CRAB
10% Off at Two Sisters and a Deviled Crab
READ MORE »

Upcoming Marketing Campaigns Cont.

Shop Small Saturday



Shop Small Saturday

- Saturday, Nov. 30 visitors & locals are encouraged to shop local after Black Friday
- Landing page featuring local businesses w/link back to site/promotions

Christmas in Clay



Christmas in Clay

- Featuring holiday events & happenings through multiple channels: Digital ad, social media boosts, blog posts, billboard ad and events calendar

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):

9

Booked for Remainder of 2024:

2

Bed Tax Collections

Bed Tax Collections - Calendar Year

Updated 10/8/2024

	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	\$ 140,552	\$ 1,216,361	-8.59%	-0.55%
September	\$ 106,893	\$ 94,377	\$ 127,911	\$ 159,872	\$ 150,344	\$ 1,373,441	\$ 137,298	\$ 1,353,660	-8.68%	-1.44%
October	\$ 99,690	\$ 87,964	\$ 128,508	\$ 139,963	\$ 142,115	\$ 1,515,556		\$ 1,353,660	-100.00%	-10.68%
November	\$ 91,019	\$ 85,276	\$ 118,348	\$ 135,742	\$ 131,870	\$ 1,647,426		\$ 1,353,660	-100.00%	-17.83%
December	\$ 100,614	\$ 93,471	\$ 122,232	\$ 143,291	\$ 135,743	\$ 1,783,169		\$ 1,353,660	-100.00%	-24.09%
	\$ 1,221,418	\$ 1,074,416	\$ 1,442,324	\$ 1,694,740	\$ 1,783,169		\$ 1,353,660			

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

Hotel Data

Current Month - September 2024 vs September 2023

Clay County, FL+
Alachua County, FL
Duval County, FL
Putnam County, FL
St. Johns County, FL

Current Month - September 2024 vs September 2023								
Supply			Demand			Revenue		
2024	2023	% Chg	2024	2023	% Chg	2024	2023	% Chg
24,090	24,150	-0.2	17,466	16,235	7.6	2,085,098	2,072,276	0.6
172,830	173,820	-0.6	102,454	121,112	-15.4	14,402,667	18,064,017	-20.3
576,540	562,170	2.6	364,490	368,809	-1.2	38,957,228	40,887,955	-4.7
17,520	17,520	0.0	10,457	10,855	-3.7	1,105,791	1,120,589	-1.3
205,740	202,770	1.5	106,573	110,816	-3.8	16,260,297	18,343,344	-11.4

Year to Date - September 2024 vs September 2023

Clay County, FL+
Alachua County, FL
Duval County, FL
Putnam County, FL
St. Johns County, FL

Year to Date - September 2024 vs September 2023								
Supply			Demand			Revenue		
2024	2023	% Chg	2024	2023	% Chg	2024	2023	% Chg
219,219	219,765	-0.2	164,559	168,681	-2.4	20,608,721	21,671,420	-4.9
1,579,505	1,635,875	-3.4	1,014,509	1,076,152	-5.7	128,188,412	131,069,351	-2.2
5,212,391	5,119,758	1.8	3,574,523	3,616,309	-1.2	412,173,414	425,848,051	-3.2
159,432	159,432	0.0	97,152	100,551	-3.4	10,834,004	11,488,967	-5.7
1,875,528	1,833,745	2.3	1,210,910	1,227,644	-1.4	214,704,794	223,889,851	-4.1



Q & A

Thank You!

Attachment
“E”
TDC Event Marketing

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 Team to align all the updated Guidelines with applications and post-event reports.

Next Steps for Implementing New Grant Guidelines

- Approved by Board of County Commissioners on Oct 22
- Discussions have been initiated for two existing Signature Events future funding
- New Grant Guidelines Information online – Nov. 21 (as long as no other changes are made)
- The first TDC Grants webinar will be Dec. 5 or 12 and will be recorded
- New Guidelines implemented for events happening – Jan. 1, 2025 and beyond

Special Event Grant

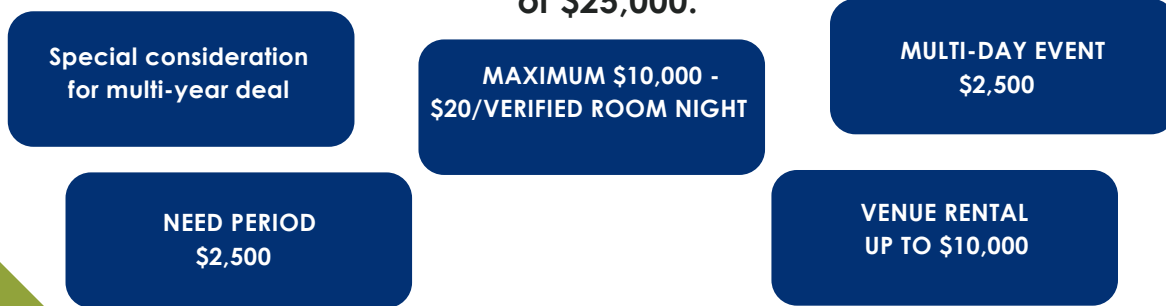
Maximum Award of \$5,000



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, January 22 3:30 PM

TO: TDC
Members

DATE: 12/18/2024

FROM: Kimberly
Morgan

SUBJECT: Sports tourism update.

AGENDA ITEM
TYPE:

ATTACHMENTS:
Description

REVIEWERS:

Department Reviewer

Action

Date

Comments

No Reviewers Available



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, January 22 3:30 PM

TO: TDC
Members

DATE: 12/18/2024

FROM: Kimberly
Morgan

SUBJECT: Tourism team update.

AGENDA ITEM
TYPE:

ATTACHMENTS:
Description

REVIEWERS:

Department Reviewer

Action

Date

Comments

No Reviewers Available



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, January 22 3:30 PM

TO: TDC
Members

DATE: 12/18/2024

FROM: Kimberly
Morgan

SUBJECT:

AGENDA ITEM
TYPE:

ATTACHMENTS:
Description

REVIEWERS:

Department Reviewer

Action

Date

Comments

No Reviewers Available



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, January 22 3:30 PM

TO: TDC Members

DATE: 12/6/2024

FROM: Kimberly Morgan

SUBJECT: Sunshine Law review for new and existing TDC members.

AGENDA ITEM TYPE:

ATTACHMENTS:

Description

- ▣ Sunshine Law Refresher
- ▣ Public Records FAQ

REVIEWERS:

Department Reviewer	Action	Date	Comments
No Reviewers Available			

Sunshine Law

Florida Statute 286.011

January 22, 2025



Sunshine Law

Who is subject to the Sunshine Law?

The Sunshine Law applies to any board or commission of any state agency or any local government within the state. It also applies to all advisory boards whose powers are limited to only making recommendations.

Sunshine Law

There are three basic requirements to the Sunshine Law:

1. all meetings of public boards or committees must be made open to the public;
2. must provide reasonable notice of all meetings;
3. minutes of the meetings must be taken and made available to the public.

Sunshine Law

When is the law applicable?

- All meetings are covered by the Sunshine Law including formal meetings with or without a quorum, workshops or subcommittee meetings.
- Informal gatherings where two or more members of the same committee are together to discuss some matter on which action will be taken by the committee are subject to the Sunshine Law.
- Social gatherings if matters that come before the committee are discussed by committee members can be a violation of Sunshine Law.

Sunshine Law

When is the law applicable?

- All communications between committee members are considered “meetings” if the communications involve matters which may come before the committee including:
 1. writing – if comments or responses are given (notes, memos, etc.)
 2. phone conversations
 3. electronic communications (chat rooms, social networking, websites comments, emails, etc.)
 4. verbal messages by liaisons (using staff to communicate to other members)
 5. any other type of communication

Sunshine Law

What are the consequences for violating the Sunshine Law?

Any member of a board or committee who knowingly violates the Sunshine Law is guilty of a misdemeanor of the second degree and may be subject to both criminal and civil penalties.

Public Records – Frequently Asked Questions

What are public records?

Florida Statutes Chapter 119 defines “public records” as all documents, papers, letters, emails, maps, books, tapes, photographs, films, sound recordings, data processing software, or other material, regardless of the physical form, characteristics, or means of transmission, made, or received pursuant to law or ordinance or in connection with the transaction of official business by any agency.

When can a requester inspect or copy a public record?

Florida Statutes Section 119.07(1) states every person who has custody of a public record shall permit the record to be inspected and copied by any person desiring to do so, at any reasonable time, under reasonable conditions, and under supervision by the custodian of the public records.

How can someone request a public record?

- Anyone can make a public records request via online form, telephone, email, U.S mail, fax or in person.
- The online records portal JustFOIA can be found on our County web page at ClayCountyGov.com by clicking on Public Records Request.

What is JustFOIA?

JustFOIA is an easy-to-use records request software that manages every step of the process from intake of a public record to delivery of a public record.

What to do if you receive a public records request?

- Take the requester's contact information and what public records they are requesting. *** Please note: a requester does NOT have to provide ANY personal identifying information**
- Email all collected information to PublicRecords@claycountygov.com.
- Give the requester the Public Record Coordinator's phone number **(904) 529-3604** and email PublicRecords@claycountygov.com for follow up questions.



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, January 22 3:30 PM

TO: TDC Members

DATE: 12/18/2024

FROM: Kimberly
Morgan

SUBJECT: TDC grant summary as of January 8, 2025.

AGENDA ITEM
TYPE:

ATTACHMENTS:

Description

- ▢ Grant Tracking as of 1.8

REVIEWERS:

Department Reviewer	Action	Date	Comments
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No Reviewers Available

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
Clay County Agricultural Fair		\$ 45,000					\$ 45,000	
Scottish Games		\$ 20,000						
Totals		\$ 80,000			0	\$ -	\$ 60,000	

FY 24-25 Special Event Marketing Grnts								
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 Hometown Holiday*	12/6-7/2024	\$ 3,500	3/10/2025					
2024 Moosehaven Chili Cook-Off*	11/9/2024	\$ 3,500	2/11/2025					
Totals		\$ 7,000			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	X	279	\$ 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	\$ 30,000	2/24/2025				\$ 30,000	11/12/2024
		(\$30,000)						
2025 Clay County Open	2/5-7/2025	\$ 14,000	5/6/2025				\$ 14,000	9/24/2024
Inspire Dance Competition March	3/28-30/2025	\$ 11,250	6/24/2025				\$ 11,250	11/26/2024
Inspire Dance Competition April	4/11-13/2025	\$ 11,250	7/9/2025				\$ 11,250	11/26/2024
Clash at the Creek*	3/29/2025	\$ 15,000	5/28/2025				\$ 15,000	
Totals		\$ 85,100			279	\$ 1,600	\$ 113,500	

Updated January 8, 2025

	\$ 250,000	\$ 172,100	\$ 77,900		279			
FD1071- CC1253- SC548005				\$ 250,000		\$ 1,600	\$ 248,400	

*Requested TDC Grant



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, January 22 3:30 PM

TO: TDC
Members

DATE: 12/18/2024

FROM: Kimberly
Morgan

SUBJECT:

AGENDA ITEM
TYPE:

ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department Reviewer

Action

Date

Comments

No Reviewers Available



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, January 22 3:30 PM

TO: TDC Members

DATE: 12/18/2024

FROM: Kimberly Morgan

SUBJECT:

Town of Orange Park - 2024 Hometown Holiday - December 6-7, 2024 at Clarke House Park.
Requesting \$3,500

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: \$3,500

ATTACHMENTS:

Description

- Hometown Holiday Scoresheet

REVIEWERS:

Department Reviewer	Action	Date	Comments
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No Reviewers Available

2024 Hometown Holiday

Current Scoring

1. 4,000 or more Day Visitors: **25pts**
25pts x 4 = 100pts
 2. a.) Clearly defined identified objectives: **5pts**
b.) Specific additional funding sources: **10pts**
c.) Out of County Adv/Marketing Plan: **10pts**
25pts x 3 = 75pts
 3. a.) 3rd year or more of event **10pts**
b.) Past docs satisfactory **10pts**
c.) Visitor Survey **5pts**
25pts x 2 = 50pts
 4. High Impact: Recurring event with increasing levels of participation: **25pts**
25pts x 1 = 25pts
- TOTAL POINTS: 250 (100% ASK) = \$3,500**

New Scoring

1. Contributes to quality of life
\$1,000
2. Event support not to exceed 5 years of funding
\$1,000
- 3. Room Nights: Up to \$2,000 based on \$20/verified room night (5)
\$100
4. Need Period: \$2,500
\$1,000

Total \$3,100



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, January 22 3:30 PM

TO: TDC Members

DATE: 1/6/2025

FROM: Kimberly Morgan

SUBJECT:

Moosehaven 2024 Chili Cook-off - November 9, 2024 at Moosehaven.
Requesting \$3,500

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: \$3,500

ATTACHMENTS:

Description

- 2024 Moosehaven Scoresheet

REVIEWERS:

Department Reviewer	Action	Date	Comments
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No Reviewers Available

2024 Moosehaven Chili Cook-Off

Current Scoring

1. 4,000 or more Day Visitors: **25pts**
25pts x 4 = 100pts
 2. a.) Clearly defined identified objectives: **5pts**
b.) Specific additional funding sources: **10pts**
c.) Out of County Adv/Marketing Plan: **10pts**
25pts x 3 = 75pts
 3. a.) 3rd year or more of event **10pts**
b.) Past docs satisfactory **10pts**
c.) Visitor Survey **0pts**
20pts x 2 = 40pts
 4. High Impact: Recurring event with increasing levels of participation: **25pts**
25pts x 1 = 25pts
- TOTAL POINTS: 240 (100% ASK) = \$3,500**

New Scoring

1. Contributes to quality of life
\$1,000
2. Event support not to exceed 5 years of funding
\$1,000
- 3. Room Nights: Up to \$2,000 based on \$20/verified room night (100+)
\$2,000
4. Need Period: \$2,500
\$1,000

Total \$5,000



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, January 22 3:30 PM

TO: TDC Members

DATE: 12/30/2024

FROM: Kimberly
Morgan

SUBJECT: FY24-25 Budget as of January 8, 2025.

AGENDA ITEM
TYPE:

ATTACHMENTS:

Description

REVIEWERS:

Department Reviewer

Action

Date

Comments

No Reviewers Available



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, January 22 3:30 PM

TO: TDC
Members

DATE: 12/18/2024

FROM: Kimberly
Morgan

SUBJECT:
Upcoming tourism events in Clay County.
January 22 - March 5.

AGENDA ITEM
TYPE:

ATTACHMENTS:

Description

- ▣ Clay Events 1.22 - 3.5

REVIEWERS:

Department	Reviewer	Action	Date	Comments
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No Reviewers Available

Upcoming Clay Events: January 22 - March 5, 2025

Event Name		Time(s)	Location
1 Tours of St. Mary's Episcopal Church & Parish Hall	1/23-2/1	Times Vary	St. Mary's Episcopal Church
2 Open Track Days At The FIRM	1/24-1/25	Times Vary	The FIRM
3 Custom Candle Pouring	1/24	3:00 PM - 4:00 PM	The Dirty Palette
4 Fleetwood Mach Tribute Show	1/24	7:30 PM	Thrasher-Horne Center
5 Crybaby the Musical	1/24-2/2	Times Vary	Orange Park Community Theater
6 2025 Yesterdays Festival	1/25	9:00 AM - 3:00 PM	Mike Roess Gold Head Branch State Park
7 3rd Annual BBQ, Bacon, & Brews Fest	1/25-1/25	10:00 AM - 5:00 PM	Clay County Fairgrounds
8 The Randy Travis: More Life Tour	1/25	7:30 PM	Thrasher-Horne Center
9 Lego Build Night	1/27	7:00 PM - 9:00 PM	Nakama Anime Bar
10 Shen Yun	1/28-1/29	7:30 PM - 10:30 PM	Thrasher-Horne Center
11 Forever Plaid	1/30-2/15	Times Vary	Spotlight Center
12 Ladies Night Paint Night	1/31	6:30 PM - 8:30 PM	The Dirty Palette
13 Paranormal Cirque III	1/31-3/3	Times Vary	Orange Park Mall
14 Open Track Days At The FIRM	1/31-2/1	Times Vary	The FIRM
15 The Evolution of Black Sacred Music	2/1	4:00 PM	Mt. Zion AME Church
16 Orange Park Farmers' & Arts Market	2/1	10:00 AM - 3:00 PM	Orange Park Town Hall Park
17 2025 Clay County Open	2/5-2/7	Times Vary	Eagle Harbor Golf Club
18 So Good: The Neil Diamond Experience	2/7	7:30 PM	Thrasher-Horne Center
19 Open Track Days At The FIRM	2/7-2/9	Times Vary	The FIRM
20 Besties & Bell Bottoms Dance Party	2/8	11:00 AM - 1:00 PM	Orange Park Mall
21 Clay County Parks & Recreation Honoring Black History	2/8	11:00 AM - 2:00 PM	Hunter Douglas Park
22 The Fabulous 50's Annual Gala	2/8	6:00 PM - 10:00 PM	Club Continental
23 Taylor Shines – The Laser Spectacular ft Jexxa	2/9	6:00 PM	Thrasher-Horne Center
24 The Ozark Mountain Daredevils	2/12	7:30 PM	Thrasher-Horne Center
25 Open Track Days At The FIRM	2/14-2/16	Times Vary	The FIRM
26 Sombrero Ultra Running Festival	2/14-2/16	Times Vary	Clay County Regional Sports Complex
27 3rd Saturday Market in the Park	2/15	10:00 AM - 2:00 PM	Green Cove City Hall
28 Orange Park Farmers' & Arts Market	2/16	10:00 AM - 3:00 PM	Orange Park Town Hall Park
29 History Book Fair	2/17	10:00 AM - 4:00 PM	Historic Triangle
30 Spires in the Sun Author Talk	2/18	10:00 AM - 11:00 AM	St. Margaret's at Hibernia
31 Super Scientific Circus	2/19	10:30 AM	Thrasher-Horne Center
32 Open Track Days At The FIRM	2/21-2/23	Times Vary	The Firm

33 United Soccer Alliance Elite Showcase Boys	2/21-2/23	Times Vary	Clay County Regional Sports Complex
34 30th Annual Northeast Florida Scottish Games & Festival	2/22	Times Vary	Clay County Fairgrounds
35 Clay & Water 2025 Play Reading Series	2/24-2/27	Times Vary	Clamour Theatre
36 Blippi: Join the Band Tour!	2/25	6:00 PM - 8:00 PM	Thrasher-Horne Center
37 United Soccer Alliance Elite Showcase Girls	2/28-3/2	Times Vary	Clay County Regional Sports Complex
38 2025 Southeast Adventure Vehicle Expo	2/28-3/3	12:00 PM - 5:00 PM	The FIRM
39 Orange Park Farmers' & Arts Market	3/2	10:00 AM - 3:00 PM	Orange Park Town Hall Park
40 One Night in Memphis: Presley, Perkins, Lewis & Cash	3/3	7:30 PM	Thrasher-Horne Center

