



## **TOURIST DEVELOPMENT COUNCIL AGENDA**

**July 16, 2025**

**3:30 PM**

**Administration Building,  
4th Floor, BCC Meeting Room, 477 Houston Street,  
Green Cove Springs, FL 32043  
July 16, 2025 3:30 PM**

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### **Call to Order**

### **Public Comments**

### **Approval of Minutes**

1. Tourist Development Council Meeting Minutes May 7, 2025  
Minutes from May 7, 2025 TDC Meeting.

### **Presentations**

2. Advance Travel & Tourism Marketing Update (K. Stichtenoth)  
Marketing update from the contracted advertising agency.
3. Sports Tourism Introduction
4. Legislative Update (T. Meyer/C. Latham)  
Legislative Update/Update to TDT

### **Discussion**

5. Event Marketing Grant Update (S. Lamb)  
TDC grant summary as of July 15, 2025.
6. Sponsorship/Signature Event/Product Development Grant Discussion  
(T. Meyer)

### **New Business**

7. Funding Agreement with Clay County Economic Development  
Corporation regarding Feasibility Study (T. Meyer)
8. TDC Grant Request - 2025 Town of Orange Park Fall Festival (S. Lamb)  
Town of Orange Park - 43 Annual Fall Festival - October 18-19, 2025 at Town  
Hall Park.  
Requesting \$15,000
9. TDC Grant Request - 2025 Clay County Pro Rodeo (S. Lamb)  
2025 Clay County Pro Rodeo - September 12-13, 2025 at the Clay County  
Fairgrounds.

Requesting \$25,000

10. TDC Grant Request - 2025 USSP Tournament (S. Lamb)

2025 US Senior Pickleball Regional Tournament - September 12-14, 2025 at  
The Hub Jax.

Requesting \$16,200

### **Old Business**

11. Upcoming Events Update (S. Lamb)

Upcoming tourism events in Clay County.

July 16-September 3, 2025.

### **Public Comments**

### **Adjournment**



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, July 16 3:30 PM

TO: TDC Members

DATE: 5/13/2025

FROM: Teddy  
Meyer

SUBJECT: Minutes from May 7, 2025 TDC Meeting.

AGENDA ITEM  
TYPE:

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ATTACHMENTS:

Description

▣ TDC Minutes 5/7/25

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	7/3/2025 - 5:41 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	7/3/2025 - 5:41 PM	AnswerNotes



## TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

May 7, 2025, 3:30 PM  
Administration Bldg, 4th Floor,  
BCC Meeting Room, 477 Houston Street  
Green Cove Springs, FL 32043  
May 7, 2025 3:30 PM

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### **Call to Order**

**Present:** Commissioner District 1 John Sgromolo, Chairman  
Brian Knight, Vice-Chairman  
Neil Porter  
David Diaz  
Kevin Robert  
Deborah Beals  
Kimberly Evans  
Thomas Smith  
Sign-In Sheet Attachment A

**Absent:** Adrian Andrews

**Staff Present:** Howard Wanamaker, County Manager  
Courtney Grimm, County Attorney  
Charlie Latham, Assistant County Manager  
Stephanie Lamb, Program Manager  
Cher Malta, Tourism Marketing Manager  
Samantha Kusters, Tourism Product Development Manager

Chairman John Sgromolo called the meeting to order at 3:30 pm.

### **Public Comments**

Chairman John Sgromolo opened the floor for public comment at 3:31 pm.

Hearing no comments, Chairman John Sgromolo closed public comment at 3:31 pm.

### **Approval of Minutes**

1. Tourist Development Council Meeting Minutes February 5, 2025  
TDC meeting minutes from February 5, 2025.

Brian Knight made a motion for approval of the February 5, 2025, TDC Meeting Minutes, seconded by Neil Porter, which carried 8-0.



## **Presentations**

### **2. Tourism Director Introduction (C. Latham)**

*Item Two (2) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/TDC/May 7, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/TDC/May%207,%202025), beginning at 1:49 and ending at 7:14. Below is a summary of the discussion.*

Charlie Latham, Assistant County Manager, addressed the Council to introduce the new TDC Director of Tourism - Teddy Meyer.

Mr. Meyer introduced himself to the Council, spoke about his career, experience, and family, and said he looks forward to working with everyone.

The Council welcomed Mr. Meyer to the team.

### **3. Advance Travel & Tourism Marketing Update (L. English)**

Marketing update from the contracted advertising agency.

*Item Three (3) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/TDC/May 7, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/TDC/May%207,%202025), beginning at 7:17 and ending at 22:50. Below is a summary of the discussion.*

Laura English, Regional Sales Manager, presented a PowerPoint presentation to provide the details and information for the Advance Travel and Tourism Marketing update. See Attachment B.

#### **Topics Discussed:**

- Executive Summary
- Advance Digital Campaign Highlights
  - Video Ads
  - Audio Ads
  - Visitors Tracked back to Clay County
  - Total Social Ad Engagements
  - Total Search Pages Viewed
- Targeted Email Campaign Success
- Flighted Social Campaign Highlights
  - #ExploreClay
  - Scottish Games and Fest Ticket Giveaway
  - Spring Break
  - Clay County Fair Ticket Giveaway
- Impactful Partnerships and Expanding reach

- Alternative Media Partners - 1010XL
- Clear Channel Outdoor
- Print Initiatives
- Website Analytics
- Key Events
- Website Performance YoY
- Future Focus
  - Lets Take It Outside
  - Wingard

There were comments, questions and discussions regarding the website content success, upcoming events newsletter - digital campaigns and social media, explore clay vs. visitors guide distribution, success of the Scottish Games and Fair ticket giveaway, clarification of the Lets Take It Outside Initiative, and options/other platforms for citizens not on social media - explore clay app alerts or texts.

#### 4. Tourism Team Update (S. Lamb)

Tourism team update.

*Item Four (4) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/TDC/May 7, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/TDC/May%207,%202025), beginning at 22:53 and ending at 37:52. Below is a summary of the discussion.*

Stephanie Lamb, Program Manager, introduced the TDC Team - Samantha Kusters, Product Development Manager, and Cher Malta, Marketing Manager, who presented a PowerPoint presentation to provide details and information for the Tourism Team update. See Attachment C.

#### **Topics Discussed:**

- Marketing Campaigns
  - Enhancing Marketing Efforts with CrowdRiff
- Explore Clay App
  - Clay App Users
- Product Development
- Group Sales
- Film Development
- County Strategic Plan
- Bed Tax Collections
- Hotel Data

There were questions and discussions to clarify the "room available" number, total number inclusion, and clarification for vacation rentals - i.e., Airbnb.

Charlie Latham, Assistant County Manager, addressed the Council to provide details and information for the Legislation update as it pertains to the TDC and the impact it could have on tourism.

There were comments regarding tourism in small communities, economic impact, bed

tax, and supplementing the tax burden on citizens.

Mr. Latham Thanked Ms. Lamb and the Tourism Team for all their hard work.

## **Discussion**

### **5. Event Marketing Grant Update (S. Lamb)**

TDC grant summary as of April 18, 2025.

*Item Five (5) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/TDC/May 7, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/TDC/May%207,%202025), beginning at 37:53 and ending at 48:26. 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.

There were questions and discussions regarding adding information to the update at the next meeting, i.e., last year's room nights for events and awards, Sports Marketing Vendor/third party who seeks out events/contracts, event options/opportunities, efficiency of the agenda, and UFFL Weekend Warrior status.

## **New Business**

### **6. TDC Grant Request - 2025 Pro Watercross (S. Lamb)**

2025 Pro Watercross - May 17-18, 2025 at Keystone Heights Historical Pavilion Beach.

Requesting \$30,000

*Item Six (6) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/TDC/May 7, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/TDC/May%207,%202025), beginning at 48:27 and ending at 57:48. Below is a summary of the discussion and vote.*

Stephanie Lamb, Program Manager, addressed the Council to provide details and information regarding the 2025 Pro Watercross grant request - \$30,000.00. The information discussed is attached to the agenda.

There were questions and discussions regarding room nights in 2023, history of the event, participation, list of expenses, grant amount, TV spot, vendor possibly pulling the event, value to Clay County, and exposure to Keystone Heights.

Following all discussions, Brian Knight made a motion for approval of \$15,000, seconded by Kevin Robert, which carried 8-0.

### **7. TDC Grant Request - 2024 Moosehaven 4th of July (S. Lamb)**

Moosehaven 2025 4th of July - July 4, 2025 at Moosehaven.

Requesting \$3,500

*Item Seven (7) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/TDC/May 7, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/TDC/May%207,%202025), beginning at 57:49 and ending at 1:04:54. Below is a summary of the discussion and vote.*

Stephanie Lamb, Program Manager, addressed the Council to provide details and information regarding the 2025 Moosehaven 4th of July grant request - \$3,500.00. The information discussed is attached to the agenda.

Marina Mathews, Director of Resident Services - Moosehaven, addressed the Council to provide details and information for the requested grant and the vent.

There were comments to clarify the event, as well as questions and discussions regarding attendance, the success of the event, and the impact on the county.

Neil Porter made a motion for approval of \$3,500.00, seconded by Thomas Smith, which carried 8-0.

#### 8. TDC Grant Request - Rodeo at the Ranch (S. Lamb)

Rodeo at the Ranch - May 17, 2025 at Seamark Ranch.

Requesting \$3,500

*Item Eight (8) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/TDC/May 7, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/TDC/May%207,%202025), beginning at 1:04:55 and ending at 1:16:54. Below is a summary of the discussion and vote.*

Stephanie Lamb, Program Manager, addressed the Council to provide details and information regarding the Rodeo at the Ranch grant request - \$2,000.00. The information discussed is attached to the agenda.

Adrienne Tolbert, Director of Development, presented a PowerPoint presentation to provide an overview and details for the event. See Attachment D.

There were questions and discussions regarding the need to abstain, clarification for the grant request and recommendation by the TDC, attendance and participation, advertising, room nights, seating, lighting, layout of the arena, and the number of tickets sold.

Kimberly Evans made a motion for approval for the \$2,000.00 grant, seconded by Kevin Robert. Following more discussions regarding the requested grant, Ms. Evans amended her motion to approve the grant amount of \$3,500.00, seconded by Mr. Robert, which carried 8-0.

## **Old Business**

### **9. Upcoming Events Update (S. Lamb)**

Upcoming tourism events in Clay County.

May 7 - July 16.

*Item Nine (9) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/TDC/May 7, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/TDC/May%207,%202025), beginning at 1:17:00 and ending at 1:20:14. Below is a summary of the discussion.*

Stephanie Lamb, Program Manager, addressed the Council to provide details and information for the Upcoming Event update. Information discussed is attached to the agenda.

There were comments, questions and discussions regarding the 15th Annual Rev It Up Car Show rescheduled - May 31, 2025, clarification of a smaller event, QR code - master list, events in Keystone Heights (Still Celebrating 100 Years - Roaring 20s Speakeasy June 21, 2025, 4th of July Parade, Freedom 5K) and ways to submit event information: clay app - contact us on the website and [explorecay@gmail.com](mailto:explorecay@gmail.com).

## **Public Comments**

Chairman John Sgromolo opened the floor for public comment at 4:50 pm.

Hearing no comments, Chairman John Sgromolo closed public comment at 4:50 pm.

## **Adjournment**

There were clarifying comments regarding the grant for the Watercross Event - \$15,000.00 and the remaining dollar amount in the budget - \$71,000.00. If there are any upcoming events with room nights, be sure to fill out the grant applications and get those submitted for consideration.

Hearing no further business, Chairman John Sgromolo adjourned the meeting at 4:51 pm.

Attest:

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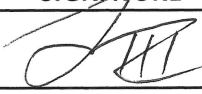

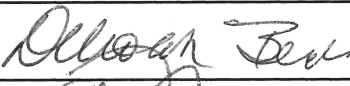



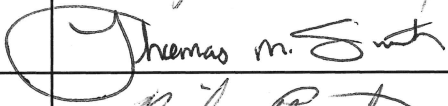
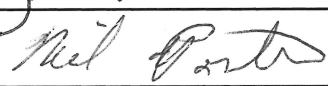
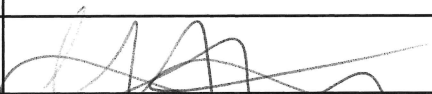
Committee Chairman

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Recording Deputy Clerk

**Attachment**  
**“A”**  
**TDC Sign-In Sheet**

Tourist Development Council  
Wednesday, May 7, 2025  
3:30 p.m.

NAME	REPRESENTATION	SIGNATURE
John Sgromolo	Clay County BoCC (Municipal)	
Adrian M. Andrews	Town of Penney Farms (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)	
Thomas Smith	City of Green Cove Springs (Municipal)	
Neil Porter	Vacation Rental Owner (Accommodation)	
Courtney Grimm	County Attorney	
Stephanie Lamb	Tourism Program Manager	

**Attachment  
“B”  
Advance Travel  
and Tourism  
Update**





## BOARD REPORT

January 2025 – March 2025





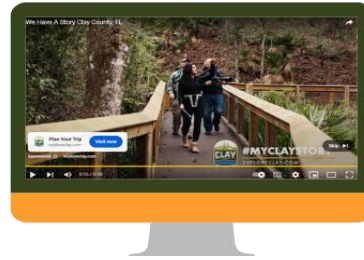
# Executive Summary.



# Advance Travel & Tourism Digital Campaign Success

# Advance Digital Campaign Highlights.

Throughout January – March 2025, more than **5.3 million** Explore Clay County messages were delivered, driving more than **50K potential travelers** to ExploreClay.com.



Video Ads Watched in Full = **187,603**  
**270,108** Impressions, **137** Clicks, **69.45%** Completion Rate



Audio Ads Listened to in Full = **288,225**  
**298,761** Impressions, **121** Clicks, **96.47%** Completion Rate



Visitors Tracked Back to Clay County = **520**  
**2,956,028** Impressions, **18,883** Clicks, **0.64%** CTR



Total Social Ad Engagements = **181,987**  
**1,778,913** Impressions, **87,199** Clicks, **4.90%** CTR



Total Search Pages Viewed = **16,029**  
**32,550** Impressions, **4,214** Clicks, **12.95%** CTR

# Targeted Email Campaign Success.

The targeted email newsletter reached **70K** target audience users. Achieving over **32K** opens and a strong open rate of **45.77%**. The email users viewed over **1K pages** on-site and had a **97%** engagement rate!

Campaign	Audience	Opens	Clicks	Open Rate
Email One	35,000	15,244	763	43.55%
Remessaging	35,000	16,795	191	47.98%
<b>Totals:</b>	<b>70,000</b>	<b>32,039</b>	<b>954</b>	<b>45.77%</b>

Display Ad	Impressions	Clicks	CTR
300x250	30,949	23	0.07%
320x50	24,159	24	0.10%
160x600	5,158	17	0.33%
728x90	47,582	41	0.09%
<b>Totals:</b>	<b>107,848</b>	<b>105</b>	<b>0.10%</b>



# Flighted Social Campaign Highlights.

**442K+** Clay County Event messages were delivered. The campaigns generated **18,229** total page views and achieved over **43K** post engagements.



## #ExploreClay

Messages Delivered = **106,585**  
**6,127** Clicks, **5.75%** CTR, & **4,397** Post Engagements

## Scottish Games & Fest Ticket Giveaway

Event Messages Delivered = **161,549**  
**12,872** Clicks, **7.97%** CTR, & **6,285** Post Engagements

## Spring Break

Event Messages Delivered = **75,792**  
**4,204** Clicks, **5.55%** CTR, & **2,193** Post Engagements

## Clay County Fair Ticket Giveaway

Event Messages Delivered = **98,207**  
**7,326** Clicks, **7.46%** CTR, & **30,981** Post Engagements

# Impactful Partnerships & Expanding Reach



# Alternative Media Partners.

1010 AM, 92.5FM, and On-Line Streaming with 600k Listens



Spots Delivered: **45**

Live Mentions: **27**

Extra Value Spots: **531**

## On-Air Promotions & Giveaways Promoted

- The Hellcat Race
- Valentine’s Day
- Golf
- Trails & Restaurants
- Clay County Fair
- Summer Break



Social Media Tags & Mentions



# Alternative Media Partners.

 Clear Channel Outdoor

Impressions: **8,889,441**

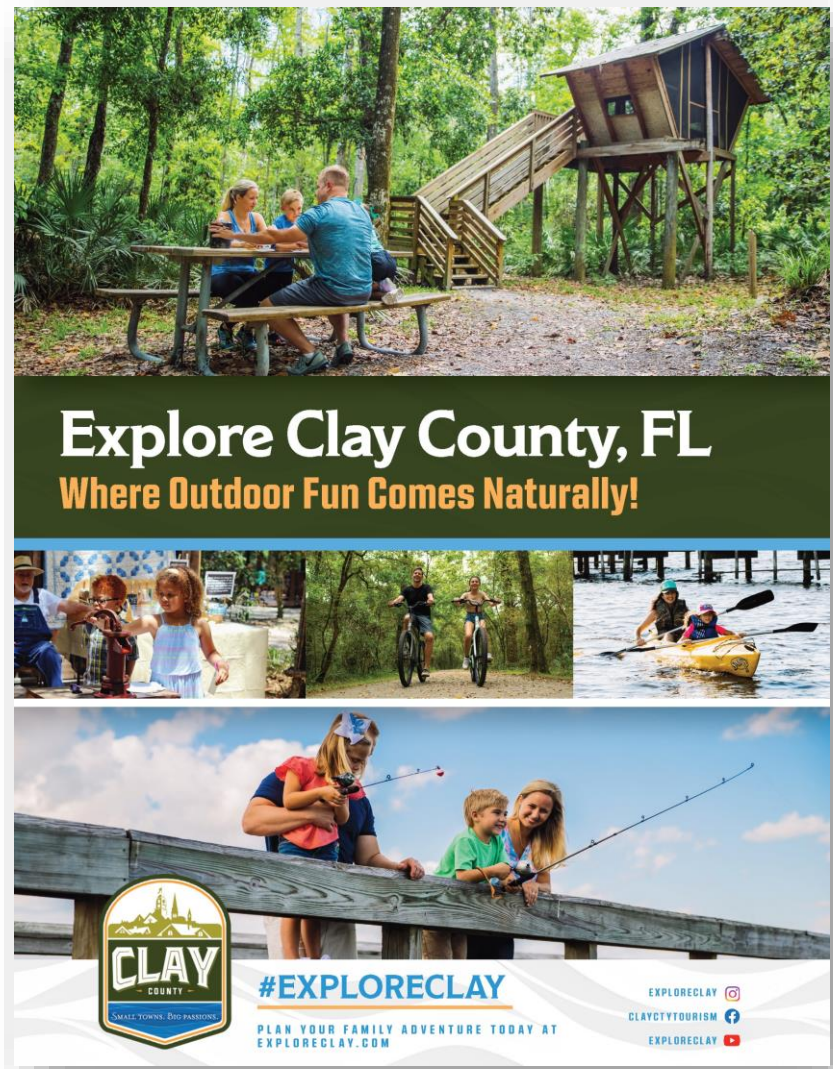
Spots Delivered: **464,449**

Locations: **San Jose, I-95 & I-295**





# Print Initiatives.



Atlanta Parent Magazine



Kayak Angler: The Kayak Fishing Magazine

# Explore Clay Website Performance

# Website Analytics.

## Top Sources

Default Channel Group	Total Users	Active Users	New Users	Page Views	Sessions	Engaged Sessions	Key Events	Engagement Rate
Total	84,696	84,185	76,567	236,150	89,553	83,014	951	92.70%
display	29,322	29,253	28,550	60,275	29,734	28,624	6	96.27%
organic search	22,024	21,783	19,061	76,739	25,198	23,758	417	94.29%
paid social	21,037	20,907	18,481	50,244	21,293	18,842	168	88.49%
direct	4,073	4,044	3,515	14,156	4,621	3,856	53	83.45%
paid search	3,691	3,669	3,199	16,357	4,020	3,828	128	95.22%
organic social	1,908	1,902	1,677	6,924	1,999	1,929	38	96.50%
referral	1,129	1,117	946	5,452	1,252	1,158	126	92.49%

Advance Campaigns drove **61%** of **total website traffic** and **31%** of the **total key events** performed.

The Advance Campaign users had a **94% engagement rate** and introduced **66%** of the total **new user traffic**.



# Key Events.

**16%** Visitor Guide Actions  
**84%** Outbound Partner Referrals



Outbound\_activities\_partner\_clicks : 313  
Digital\_visitor\_guide\_view : 81

Outbound\_dining\_partner\_clicks : 252  
Visitor\_guide\_request : 68

Outbound\_lodging\_partner\_clicks : 210  
Outbound\_shopping\_partner\_clicks : 27

# Website Performance YoY.

Website Metrics	Current Value	YoY Growth
Total Users	79,416	+74%
New Users	76,567	+68%
Page Views	236,150	+171%
Engagement Rate	93.79%	+130%
Event Actions	514,270	+110%
Avg. Time on Site	1m 47s	+27%

## Top Contributing Channel Groups | New Users Growth



Organic  
**+56%**



Display  
**+227%**



Paid Social  
**+62%**

New Users increased by **68%**, this is an additional **31,064** users who were introduced to ExploreClay.com

Page Views increased **171%**, this is an additional **149,025** pages viewed.

The Engagement Rate increased **130%**, rising from **40.78%** to **93.79%**.

# Future Focus

# Future Focus.

Award Winning Producer & Host  
"Let's Take it Outside" TV & Media



Founder "A Reel Future" 10 years strong



## Project Overview

Featured sponsorship with filmmaker Misty Wells, host of the "Let's Take It Outside" program that airs on the Discovery Channel.



## Current Status

Active – Slot Schedule Complete



**Goals** Increase National Exposure & Awareness



## Timeline

In-Market Visitation: June 16<sup>th</sup> – June 19<sup>th</sup>, 2025



## Project Overview

The 2-Day Photo Shoot with Wingard is phase one of the 2025 Visitor Guide project.



## Current Status

Active – Finalizing Photo Shoot Agenda



**Goals** Acquire New Spring/Summer Photography



## Timeline

In-Market Visitation: May 21<sup>st</sup> – 22<sup>nd</sup>, 2025



# THANK YOU!

**Explore Clay County**

ExploreClay.com

+

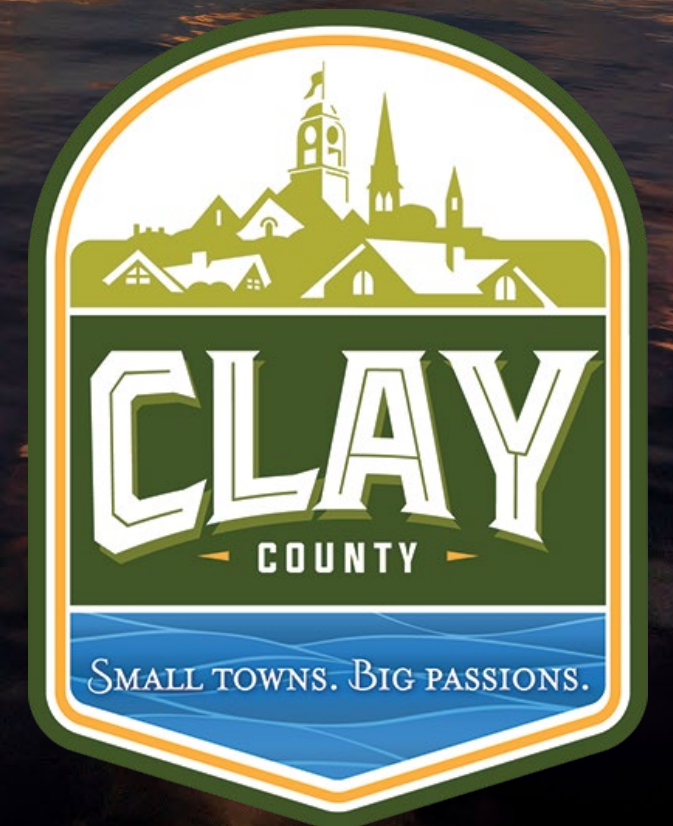
**Advance Travel & Tourism**

AdvanceTravelandTourism.com

**Attachment**  
**“C”**  
**Tourism Team**  
**Update**

MAY 2025

# TOURISM DEPT UPDATE







# Marketing Campaigns

## Wheel the World

Partnering with Wheel the World to promote accessible travel experiences in Clay County, highlighting attractions and accommodations that are inclusive for visitors with disabilities.

## National Tourism Week

Celebrating National Tourism Week with campaigns that showcase how tourism supports local businesses, creates jobs, and enhances the quality of life in Clay County.

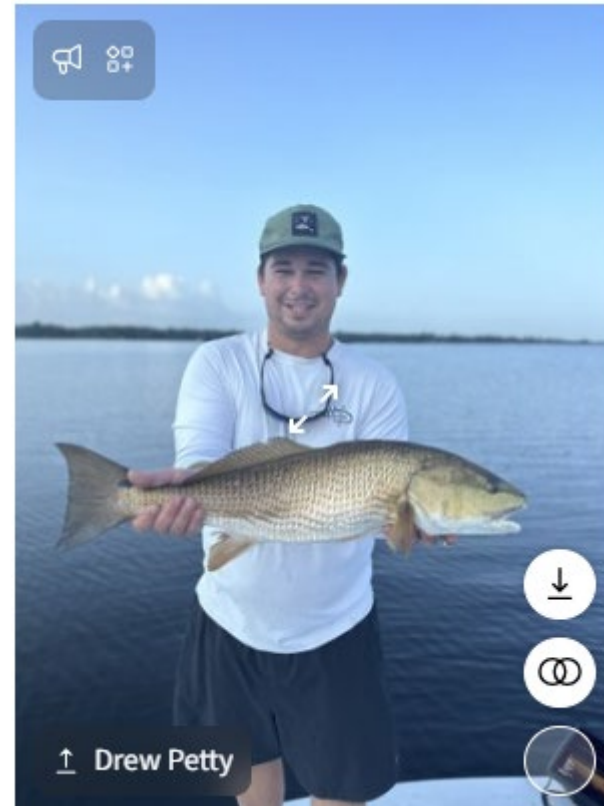
## Seasonal Offerings in Clay County

Sharing deals, happenings, special packages offered throughout Clay for date nights, things to do, deals, and events for summer, fall and winter.





# Enhancing Marketing Efforts with CrowdRiff



## What is CrowdRiff?

A tool that helps us find, organize, and share photos and videos from visitors and locals.

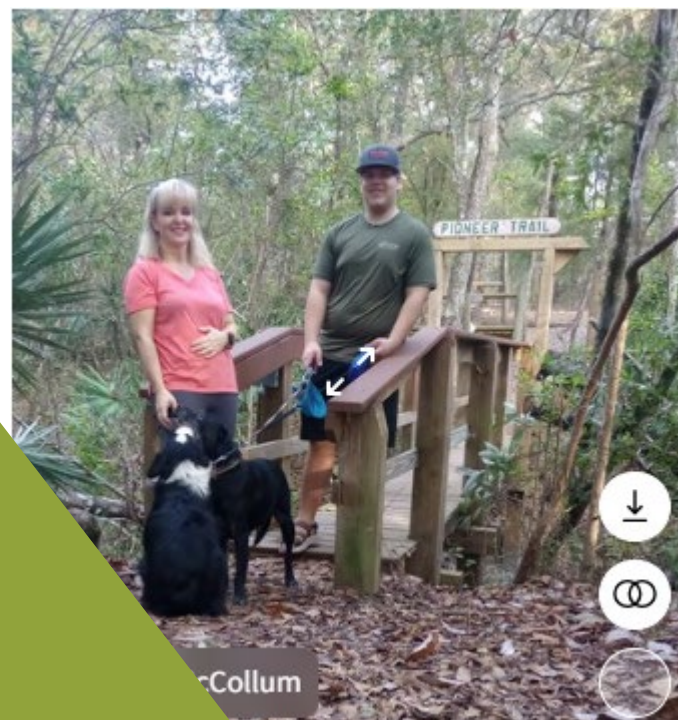
## How We Use It:

Curating authentic visitor and local photos for our website galleries, social media posts, and printed marketing materials like brochures and flyers.

## Recent Win:

Held a photo contest tied to a fair ticket giveaway, resulting in over 760 new photo assets added to our library to help showcase Clay County as a tourism destination.

The hashtag **'#ExploreClay'** encourages visitors to share their experiences, helping us tell Clay County's story through their eyes.



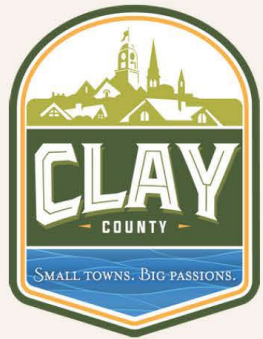


# Explore Clay App



## 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.

## May is Clay County History Month

Check out the  
Celebrate Clay History Passport

# Explore Clay App Users

## Visit Widget: Weekly Performance Summary

Date Range 2025	Total Users	Pageviews	iOS Downloads	Android Downloads
12/29-1/4	126	1062	22	6
1/5-1/11	122	917	10	6
1/12-1/18	144	1477	32	7
1/19-1/25	126	1459	19	1
1/26-2/1	113	939	15	3
2/2-2/8	114	1236	22	7
2/9-2/15	88	658	2	1
2/16-2/22	132	2392	0	3
2/23-3/1	145	1439	0	8
3/2-3/8	150	1339	0	7
3/9-3/15	133	1179	29	0
3/16-3/22	174	1922	47	6
3/23-3/29	140	1269	22	8
3/30-4/5	110	967	10	0
4/6-4/12	94	734	13	3
4/13-4/19	107	1175	13	2

**Users:** Each time an IP address hits the widget/apps per day

**Pageviews:** Every time a user sees a listing

(example: If I scroll and see 15 listings as I interact with the platform then I have 15 page views )



# Product Development

- Bartram Trail Project
- Florida Trail Development
- American Cruise Lines
- Municipality Meeting
- Hotelier Meeting
- Feb 2025 - Apr 2025
  - 16 in-person site visits
  - 12 virtual visits







# Group Sales

- Assist with venue matching & referrals
- Welcome Bags
- Local resources
  - Food Truck List
  - Event Services





# Film Development

- Film in Florida – Florida Commerce
  - Location Catalog
- Assist with placement, passive film development process





# County Strategic Plan - ECD2.T2 – Attract 20 new multi-day tourism events within the county generating overnight stays (5 year goal)

## Sports Tourism Initiative Military Reunions

Actualized (Occurred):  
11

Booked for 2025:  
2

# Bed Tax Collections

Updated 4/28/25

	2021	2022	2023	2024	2024 YTD Total	2025	2025 YTD Total	Monthly Change Over Prior Year	YTD Change Over Prior Year
January	\$ 82,679	\$ 142,865	\$ 105,645	\$ 135,743	\$ 135,743	\$ 137,657	\$ 137,657	1.41%	1.41%
February	\$ 83,180	\$ 116,170	\$ 150,109	\$ 137,921	\$ 273,664	\$ 149,691	\$ 287,348	8.53%	5.00%
March	\$ 102,906	\$ 126,134	\$ 139,686	\$ 144,380	\$ 418,044	\$ 154,138	\$ 441,486	6.76%	5.61%
April	\$ 106,613	\$ 136,608	\$ 157,533	\$ 179,844	\$ 597,888				
May	\$ 136,442	\$ 138,587	\$ 195,537	\$ 162,166	\$ 760,055				
June	\$ 142,763	\$ 161,106	\$ 159,023	\$ 166,023	\$ 926,078				
July	\$ 143,327	\$ 151,781	\$ 161,810	\$ 149,731	\$ 1,075,810				
August	\$ 147,415	\$ 142,622	\$ 153,754	\$ 140,552	\$ 1,216,361				
September	\$ 127,911	\$ 159,872	\$ 150,344	\$ 137,298	\$ 1,353,660				
October	\$ 128,508	\$ 139,963	\$ 142,115	\$ 136,486	\$ 1,490,145				
November	\$ 118,348	\$ 135,742	\$ 131,870	\$ 165,547	\$ 1,655,693				
December	\$ 122,232	\$ 143,291	\$ 135,743	\$ 151,470	\$ 1,807,163				
	\$ 1,442,324	\$ 1,694,740	\$ 1,783,169	\$ 1,807,163		\$ 441,486			

# Hotel Data

Current Month - March 2025 vs March 2024												
Occ %		ADR		RevPAR		Percent Change from March 2024						
2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	
Clay County, FL+	84.8	80.4	135.85	137.76	115.22	110.70	5.5	-1.4	4.1	4.1	0.0	5.5
Alachua County, FL	71.0	71.6	145.92	136.61	103.57	97.85	-0.9	6.8	5.8	5.3	-0.5	-1.4
Duval County, FL	74.9	74.9	131.97	130.49	98.88	97.71	0.1	1.1	1.2	3.0	1.8	1.9
Putnam County, FL	71.8	69.4	139.11	132.59	99.89	91.99	3.5	4.9	8.6	8.0	-0.5	3.0
St. Johns County, FL	74.2	74.9	214.29	220.86	158.91	165.38	-1.0	-3.0	-3.9	-3.5	0.5	-0.5

Year to Date - March 2025 vs March 2024												
Occ %		ADR		RevPAR		Percent Change from YTD 2024						
2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	
Clay County, FL+	82.3	77.4	130.63	130.88	107.50	101.25	6.4	-0.2	6.2	6.2	0.0	6.4
Alachua County, FL	68.6	66.5	131.77	123.79	90.39	82.33	3.1	6.4	9.8	9.2	-0.5	2.6
Duval County, FL	71.4	71.4	121.88	120.70	87.05	86.13	0.1	1.0	1.1	3.4	2.3	2.4
Putnam County, FL	71.2	65.1	133.90	117.87	95.33	76.76	9.3	13.6	24.2	24.0	-0.2	9.1
St. Johns County, FL	70.1	69.0	188.91	189.31	132.37	130.72	1.5	-0.2	1.3	1.2	-0.1	1.4





Q & A

*Thank You!*



**Attachment**  
**“D”**  
**Seamark Ranch**  
**Rodeo at the Ranch**



# Rodeo At The Ranch

Clay County TDC Special Event Grant





# ABOUT

This exciting annual event brings the spirit of the West to Clay County with classic rodeo competitions including bull riding, barrel racing, bronc riding, and team roping. Beyond the arena, families can enjoy delicious food from local food trucks, shop from unique vendors, and capture memories with fun photo ops.







## OUR GOAL IS SIMPLE

This event is designed to unite the Clay County community while welcoming families and commerce from surrounding areas. Together, we're building a tradition that strengthens local connections and supports a meaningful cause.

All proceeds benefit Seamark Ranch and its mission to offer a Christ-centered, nurturing home for children from families in crisis.



# PLAN OVERVIEW

## The Details

Saturday, May 17th, 2025

Time: Gates Open at 4:00 PM, Rodeo from 6:00 PM-8:00 PM

Location: Seamark Ranch, Green Cove Springs, FL

Tickets: Adults - \$15, Children - \$10, Ages 3 and under - FREE

## Budget & Goals

\$2,000 for a Marketing Budget

Marketing Goals & Objectives

Goals:

- Sellout tickets
- Boost social media engagement
- Secure local sponsorship from Clay County businesses
- Bring commerce into Clay County

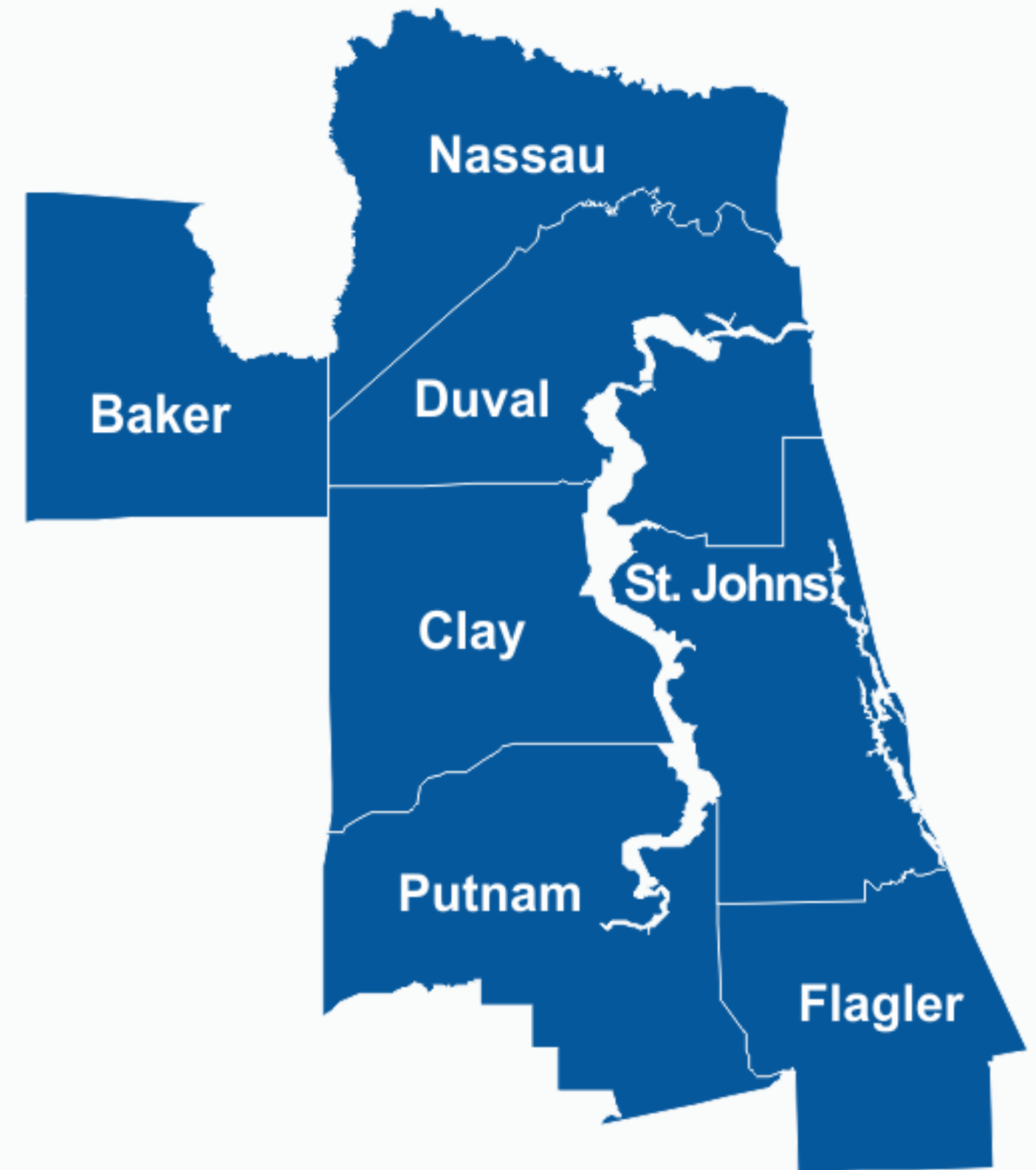
Objectives:

- Reach ad impressions from various zip codes (targeting surrounding counties)

## TDC Guidelines

Contributes to the Quality of Life - \$1,000

Event Support to Not Exceed 5 Years - \$1,000





SEAMARK

# RODEO

AT THE RANCH



Presented By  &   
CONSTRUCTION GROUP ELECTRICAL

BULLS ★ BRONCS ★ BARRELS

AND SO MUCH MORE!





Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, July 16 3:30 PM

TO: TDC Members

DATE: 5/13/2025

FROM: Teddy Meyer

SUBJECT: Marketing update from the contracted advertising agency.

AGENDA ITEM TYPE:

---

ATTACHMENTS:

Description

- ▣ Advance TDC 7.16 Presentation

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	7/3/2025 - 5:39 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	7/3/2025 - 5:41 PM	AnswerNotes





## BOARD REPORT

April 2025 – June 2025





# Executive Summary.

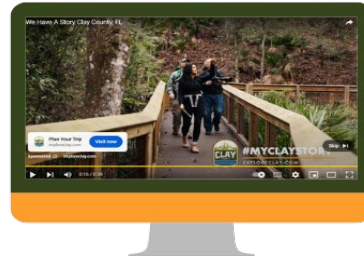


# Advance Travel & Tourism Digital Campaign Success

# Advance Digital Campaign Highlights.

Throughout April – June more than **6.2 million** Explore Clay County messages were delivered, driving over **70K potential travelers** to ExploreClay.com.

Year-over-year the campaigns total responses (clicks) increased by **66%** and the combined click-through-rate increased by **92%**.



Video Ads Watched in Full = **117,183**  
**188,337** Impressions, **142** Clicks, **62.22%** Completion Rate



Audio Ads Listened to in Full = **358,391**  
**369,725** Impressions, **92** Clicks, **96.93%** Completion Rate



Visitors Tracked Back to Clay County = **619**  
**3,535,587** All Display Impressions, **46,674** Clicks, **1.32%** CTR



Total Social Ad Engagements = **151,959**  
**2,134,703** Impressions, **78,093** Clicks, **3.66%** CTR



Total Search Pages Viewed = **18,891**  
**31,577** Impressions, **4,516** Clicks, **14.30%** CTR

# Targeted Email Campaign Success.

The targeted email newsletter reached **70K** target audience users in Orlando, FL. Achieving over **33K** opens and a strong open rate of **48.41%**.

The email target audience viewed over **4K pages** on-site and had a **94%** engagement rate!

Campaign	Audience	Opens	Clicks	Open Rate
Email One	35,000	16,037	729	46.00%
Remessaging	35,000	17,849	1,182	51.00%
<b>Totals:</b>	<b>70,000</b>	<b>33,886</b>	<b>1,911</b>	<b>48.41%</b>

Display Ad	Impressions	Clicks	CTR
300x250	17,558	20	0.11%
320x50	36,017	39	0.11%
160x600	1,537	5	0.33%
728x90	56,157	99	0.18%
<b>Totals:</b>	<b>111,269</b>	<b>163</b>	<b>0.15%</b>



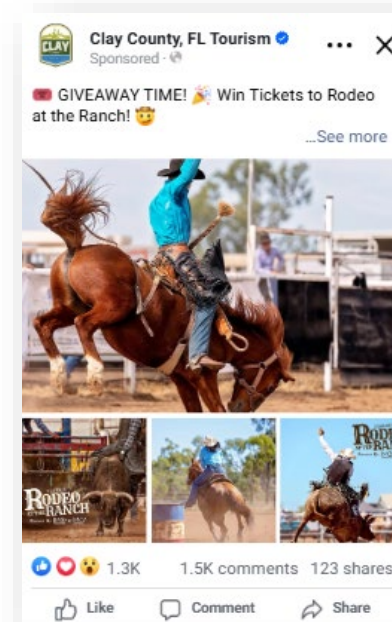


# Flighted Social Campaign Highlights.

**219K+** Clay County Event messages were delivered. The campaigns reached more than **115K** neighbors and achieved over **7K** post engagements.



**Clay County History Pass**  
Messages Delivered = **113,997**  
**12,037** Clicks, **10.56%** CTR, & **3,598** Post Engagements



**Rodeo at The Ranch Ticket Giveaway**  
Event Messages Delivered = **105,299**  
**6,067** Clicks, **5.76%** CTR, & **4,001** Post Engagements

# Impactful Partnerships & Expanding Reach

# Impactful Partnership.



## “Let’s Take If Outside” – Misty Wells

- Featured sponsorship with filmmaker Misty Wells, host of the “Let’s Take It Outside” program that airs on the Discovery Channel.
- In-Market visitation and filming took place June 16<sup>th</sup> – June 19<sup>th</sup>



## 2-Day Visitor Guide Photo Shoot

- A 2-Day Photo Shoot with Wingard is phase one of the 2025 Visitor Guide project.
- In-Market visitation and photo shoot took place on June 17<sup>th</sup> and 18<sup>th</sup>

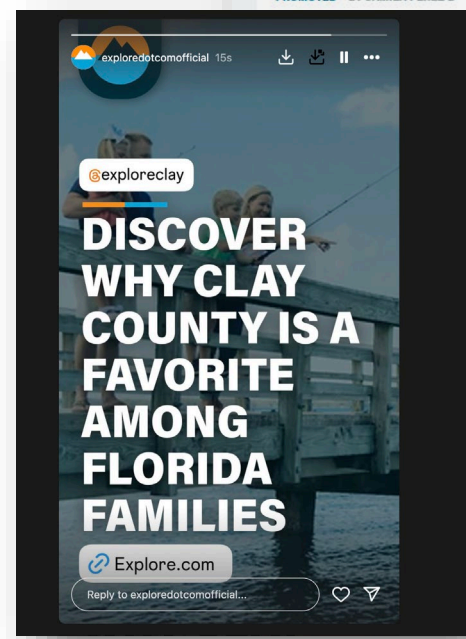
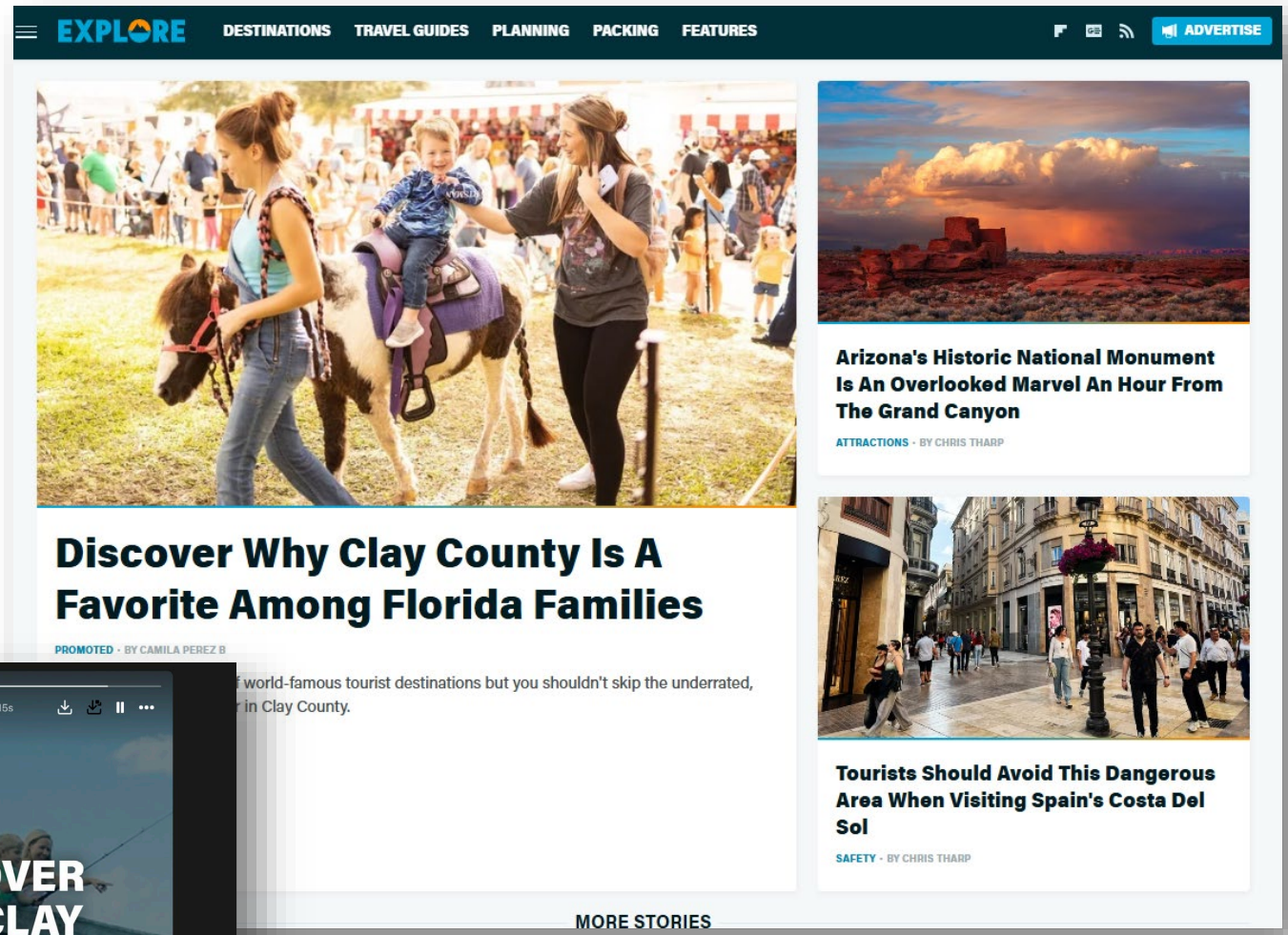


# New Initiatives.



## Campaign Overview

- The Explore Brand website receives **1.6M+** unique monthly website visitors & has over **34K+** social media followers.
- Featured Length Sponsored Article
- **Over 500K** “Discover Why Clay County Is A Favorite Amount Florida Families” article impressions delivered.
- The article was also promoted on Explore’s social profiles; Facebook, Instagram, X and BlueSky.



# Explore Clay Website Performance

# Website Analytics.

## Top Sources

Default Channel Group	Total Users	New Users	Page Views	Sessions	Engaged Sessions	Engagement Rate
Total	115,120	104,440	310,207	120,248	108,856	90.53%
display	46,569	44,512	103,049	48,154	46,485	96.53%
paid social	24,056	20,927	52,909	24,435	17,515	71.68%
organic search	18,485	15,878	66,313	20,582	19,576	95.11%
direct	10,225	9,744	27,642	10,533	10,008	95.02%
referral	7,104	5,876	21,658	7,488	7,151	95.50%
paid search	4,052	3,404	19,063	4,509	4,269	94.68%
organic social	1,686	1,553	5,497	1,750	1,683	96.17%

Advance Campaigns drove **66%** of **total website traffic** and **33%** of the **total key events** performed.

The Advance Campaign users had a **88% engagement rate** and introduced **67%** of the total **new user traffic**.



# Key Events.

Key Events | All Channels

**9%** Visitor Guide Actions  
**91%** Outbound Partner Referrals



- Outbound\_activities\_partner\_clicks : 628
- Outbound\_dining\_partner\_clicks : 308
- Outbound\_lodging\_partner\_clicks : 213
- Outbound\_shopping\_partner\_clicks : 111
- Digital\_visitor\_guide\_view : 71
- Visitor\_guide\_request : 58

# Website Performance YoY.

Website Metrics	2025 Value	YoY Growth
Total Users	105,359	+83%
New Users	104,440	+84%
Page Views	310,207	+223%
Engaged Sessions	107,298	+357%
Engagement Rate	90%	+146%
Event Actions	656,403	+104%

## Top Contributing Channel Groups | New Users Growth



Organic  
**+55%**



Display  
**+195%**



Paid Social  
**+54%**

New Users increased by **84%**, this was an additional **47,649** users who were introduced to ExploreClay.com

Page Views increased **223%**, this was an additional **214,175** pages viewed.



# THANK YOU!

**Explore Clay County**

ExploreClay.com

+

**Advance Travel & Tourism**

AdvanceTravelandTourism.com



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, July 16 3:30 PM

TO: TDC  
Members

DATE: 6/16/2025

FROM: Teddy  
Meyer

SUBJECT:

AGENDA ITEM  
TYPE:

---

ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	7/15/2025 - 5:05 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	7/15/2025 - 5:06 PM	AnswerNotes





Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, July 16 3:30 PM

TO: TDC  
Members

DATE: 6/16/2025

FROM: Teddy  
Meyer

SUBJECT: Legislative Update/Update to TDT

AGENDA ITEM  
TYPE:

---

ATTACHMENTS:

Description

- ▣ Update to TDT Slides
- ▣ Update to TDT

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	7/10/2025 - 10:47 AM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	7/10/2025 - 10:47 AM	AnswerNotes

# Update to TDT for Infrastructure in Fiscally Constrained Counties

A new TDT provision emerged from the Budget Conference. Language was included in HB 7031 that would allow fiscally constrained coastal counties to also use the TDT for infrastructure, as already allowed under other circumstances.

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Currently, only counties collecting at least \$10 million in annual TDT may use those funds for certain infrastructure projects. This bill would expand that authority to include fiscally constrained coastal counties as well.



# To qualify, fiscally constrained coastal counties must still:

---

- Secure a two-thirds vote of the county commission
- Allocate at least 40% of TDT revenues to tourism promotion and advertising
- Obtain an independent professional analysis
- Fund no more than 70% of the infrastructure project with TDT revenue.

## Update to TDT for Infrastructure in Fiscally Constrained Counties

A new TDT provision emerged from the Budget Conference. Language was included in HB 7031 that would allow fiscally constrained coastal counties to also use the TDT for infrastructure, as already allowed under other circumstances.

Currently, only counties collecting at least \$10 million in annual TDT may use those funds for certain infrastructure projects. This bill would expand that authority to include **fiscally constrained coastal counties** as well.

To qualify, fiscally constrained coastal counties must still:

- Secure a **two-thirds vote** of the county commission,
- Allocate **at least 40% of TDT revenues to tourism promotion and advertising**,
- Obtain an **independent professional analysis**, and
- Fund **no more than 70%** of the infrastructure project with TDT revenue.

125.0104 Tourist development tax; procedure for levying; authorized uses; referendum; enforcement. —

(5) AUTHORIZED USES OF REVENUE. —

(a) All tax revenues received pursuant to this section by a county imposing the tourist development tax shall be used by that county for the following purposes only:

6. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities within the boundaries of the county or subcounty special taxing district in which the tax is levied, if the public facilities are needed to increase tourist-related business activities in the county or subcounty special district and are recommended by the county tourist development council created pursuant to paragraph (4)(e). Tax revenues may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. Tax revenues may be used for these purposes only if the following conditions are satisfied:

a. In the county fiscal year immediately preceding the fiscal year in which the tax revenues were initially used for such purposes, at least \$10 million in tourist development tax revenue was received **or the county is a fiscally constrained county, as described in s. 218.67(1), located adjacent to the Gulf of America or the Atlantic Ocean;**

b. The county governing board approves the use for the proposed public facilities by a vote of at least two-thirds of its membership;

- c. No more than 70 percent of the cost of the proposed public facilities will be paid for with tourist development tax revenues, and sources of funding for the remaining cost are identified and confirmed by the county governing board;
- d. At least 40 percent of all tourist development tax revenues collected in the county, are spent to promote and advertise tourism as provided by this subsection; and
- e. An independent professional analysis, performed at the expenses of the county tourist development council, demonstrates the positive impact of the infrastructure project on tourist-related businesses in the county.





Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, July 16 3:30 PM

TO: TDC Members

DATE: 5/13/2025

FROM: Teddy  
Meyer

SUBJECT: TDC grant summary as of July 15, 2025.

AGENDA ITEM  
TYPE:

---

ATTACHMENTS:

Description

- ▣ Grant Tracking as of 7.15

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	7/15/2025 - 5:04 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	7/15/2025 - 5:05 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
Town of OP 42nd Annual Fall Fest	10/19-20/2024	\$ 15,000	1/17/2025	X	18	\$ 14,735	\$ 265
Scottish Games	2/22/2025	\$ 35,000				\$ 35,000	\$ -
Clay County Agricultural Fair	4/3-13/2025	\$ 45,000				\$ 45,000	\$ -
<b>Totals</b>		<b>\$ 95,000</b>			<b>18</b>	<b>\$ 94,735</b>	<b>\$ 265</b>

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
2024 Moosehaven Chili Cook-Off	11/9/2024	\$ 3,500	2/11/2025	X	180	\$ 3,500	
Town of OP Hometown Holiday	12/6-7/2024	\$ 3,500	3/10/2025	X	0	\$ 3,500	
Moosehaven 4th of July	7/4/2025	\$ 3,500	9/29/2025				\$ 3,500
Ranch at the Rodeo	5/17/2025	\$ 3,500	8/13/2025				\$ 3,500
<b>Totals</b>		<b>\$ 14,000</b>			<b>180</b>	<b>\$ 7,000</b>	<b>\$ 7,000</b>

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
Scottish Masters Athletic Inc.	10/5-6/2024	\$ 15,000	1/6/2025	X	60	\$ 15,000	\$ -
Whistling Death 5k	10/5/2024	\$ 1,600	1/6/2025	X	279	\$ 1,600	\$ -
UFFL Weekend Warrior	10/27-28/2024	\$ 17,000	1/27/2025	X	30	\$ 3,160	\$ 13,840
2025 Clay County Open	2/5-7/2025	\$ 14,000	5/6/2025	X	141	\$ 14,000	\$ -
Inspire Dance Competition March & April	3/28-30/2025 & 4/11-13/2025	\$ 22,500	7/9/2025		64		\$ 22,500
<b>Totals</b>		<b>\$ 70,100</b>			<b>574</b>	<b>\$ 33,760</b>	<b>\$ 36,340</b>

Updated July 15, 2025

	Awarded		Remaining		Paid Out	
	\$ 250,000	\$ 179,100	\$ 70,900	772		
FD1071- CC1253- SC548005			14,105	\$ 250,000	\$ 135,495	\$ 114,505
			\$ 85,005			

FY 24-25 Canceled Events							
Event Name	Event Date	FY 24-25 Grant Award Amount	Reimbursement Due (60 Business days)	Reimbursement Info Received	Room Nights	Paid	Variance
Florida Rugby Classic II	10/12-13/2024	\$ 10,000	1/13/2025				\$ 10,000
FL Prep Lacrosse Bash	11/23-24/2024	\$ 30,000	2/24/2025				\$ 30,000
Pro Watercross	5/17-18/2025	\$ 15,000					
<b>Totals</b>		<b>\$40,000</b>			<b>0</b>	<b>\$ 169,255</b>	<b>\$ 40,000</b>

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
Town of OP 42nd Annual Fall Fest	10/19-20/2024	\$ 15,000	1/17/2025	X	18	\$ 14,735	\$ 265
Scottish Games	2/22/2025	\$ 35,000				\$ 35,000	\$ -
Clay County Agricultural Fair	4/3-13/2025	\$ 45,000				\$ 45,000	\$ -
<b>Totals</b>		<b>\$ 95,000</b>			<b>18</b>	<b>\$ 94,735</b>	<b>\$ 265</b>

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
2024 Moosehaven Chili Cook-Off	11/9/2024	\$ 3,500	2/11/2025	X	180	\$ 3,500	
Town of OP Hometown Holiday	12/6-7/2024	\$ 3,500	3/10/2025	X	0	\$ 3,500	
Moosehaven 4th of July	7/4/2025	\$ 3,500	9/29/2025				\$ 3,500
Ranch at the Rodeo	5/17/2025	\$ 3,500	8/13/2025				\$ 3,500
<b>Totals</b>		<b>\$ 14,000</b>			<b>180</b>	<b>\$ 7,000</b>	<b>\$ 7,000</b>

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
Scottish Masters Athletic Inc.	10/5-6/2024	\$ 15,000	1/6/2025	X	6	\$ 15,000	\$ -
Whistling Death 5k	10/5/2024	\$ 1,600	1/6/2025	X	27	\$ 1,600	\$ -
UFFL Weekend Warrior	10/27-28/2024	\$ 17,000	1/27/2025	X	3	\$ 3,160	\$ 13,840
2025 Clay County Open	2/5-7/2025	\$ 14,000	5/6/2025	X	14	\$ 14,000	\$ -
Inspire Dance Competition March	3/28-30/2025	\$ 11,250	6/24/2025	X	6	\$ 11,250	\$ -
Inspire Dance Competition April	4/11-13/2025	\$ 11,250	7/9/2025	X		\$ 11,250	\$ -
2025 Clay County Pro Rodeo	9/12-13/25	\$ 25,000	12/11/2025				\$ 25,000
2025 USSP Regional Tournament	9/12-14/25	\$ 16,200	12/12/2025				\$ 16,200
<b>Totals</b>		<b>\$ 111,300</b>			<b>57</b>	<b>\$ 56,260</b>	<b>\$ 55,040</b>

Updated July 15, 2025

	Awarded		Remaining		Paid Out		
	\$ 250,000	\$ 220,300	\$ 29,700	772			
FD1071- CC1253- SC548005			14,105	\$ 250,000	\$ 157,995	\$ 92,005	
			\$ 43,805				

\*Requested TDC Grant

FY 24-25 Canceled Events							
Event Name	Event Date	FY 24-25 Grant Award Amount	Reimbursement Due (60 Business days)	Reimbursement Info Received	Room Nights	Paid	Variance
Florida Rugby Classic II	10/12-13/2024	\$ 10,000	1/13/2025				\$ 10,000
FL Prep Lacrosse Bash	11/23-24/2024	\$ 30,000	2/24/2025				\$ 30,000
Pro Watercross	5/17-18/2025	\$ 15,000					
<b>Totals</b>		<b>\$40,000</b>			<b>0</b>	<b>\$ 214,255</b>	<b>\$ 40,000</b>



FY 25-26 Signature Event Marketing Grants							
Event Name	Event Date	FY 25-26 Grant Award Amount	Reimbursement Due (60 Business days)	Reimbursement Info Received	Room Nights	Paid	Variance
Town of OP 43rd Annual Fall Fest	10/18-19/2025	\$ 15,000	1/17/2025	X			\$ 15,000
Totals		\$ 15,000			0	\$ -	\$ 15,000

FY 25-26 Special Event Marketing Grants							
Event Name	Event Date	FY 25-26 Grant Award Amount	Reimbursement Due (60 Business days)	Reimbursement Info Received	Room Nights	Paid	Variance
Totals		\$ -			0	\$ -	\$ -

FY 25-26 Sports Grants							
Event Name	Event Date	FY 25-26 Grant Award Amount	Reimbursement Due (60 Business days)	Reimbursement Info Received	Room Nights	Paid	Variance
							\$ -
Totals		\$ -			0	\$ -	\$ -

Updated July 14, 2025

	Awarded		Remaining			Paid Out
	\$ 250,000	\$ 15,000	\$ 235,000	0		
FD1071- CC1253- SC548005				\$ 250,000	\$ -	\$ 250,000



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, July 16 3:30 PM

TO: TDC  
Members

DATE: 6/16/2025

FROM: Teddy  
Meyer

SUBJECT:

AGENDA ITEM  
TYPE:

---

ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	7/15/2025 - 5:04 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	7/15/2025 - 5:05 PM	AnswerNotes



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, July 16 3:30 PM

TO: TDC  
Members

DATE: 7/10/2025

FROM: Teddy  
Meyer

SUBJECT:

AGENDA ITEM  
TYPE:

---

**BACKGROUND INFORMATION:**

The EDC will conduct a market and financial feasibility study for a proposed destination resort-style development project and to assist the County in evaluating suitable locations, amenities, infrastructure needs, and funding strategies necessary to attract and support a destination resort-style property.

Is Funding Required (Yes/No):  
**Yes**

If Yes, Was the item budgeted  
(Yes\No\N/A):  
**Yes**

Funding Source:  
Tourist Development Tax Funds

Sole Source (Yes\No):  
**No**

Advanced Payment  
(Yes\No):  
**No**

ATTACHMENTS:  
Description



▫ Funding Agreement - Feasibility Study

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	7/10/2025 - 10:46 AM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	7/10/2025 - 10:47 AM	AnswerNotes

**FUNDING AGREEMENT WITH CLAY COUNTY ECONOMIC DEVELOPMENT CORPORATION REGARDING FEASIBILITY STUDY**

This Funding Agreement with Clay County Economic Development Corporation Regarding Feasibility Study (“Agreement”) is made and entered into this \_\_\_\_ day of June, 2025 (“Effective Date”) between Clay County, a political subdivision of the State of Florida (the “County”) and Clay County Economic Development Corporation, a Florida Not For Profit Corporation (“Grantee”).

**RECITALS**

**WHEREAS**, the County desires to foster the growth of businesses, industries, and entrepreneurship, and supports economic development opportunities related to the tourism industry within Clay County that generate substantial out-of-county publicity or have the potential to attract overnight visitors; and

**WHEREAS**, the County partners with the Grantee, a 501(c)(3) not-for-profit corporation, to promote Clay County as a competitive destination for diverse businesses to establish and sustain their operations; and

**WHEREAS**, the Grantee serves as the County’s primary organization for advancing economic development initiatives and supporting the creation and expansion of new and existing businesses; and

**WHEREAS**, the Grantee has requested funding in the amount of \$130,000 to conduct a market and financial feasibility study for a proposed destination resort-style development project (the “Feasibility Study”); and

**WHEREAS**, the Feasibility Study will provide essential research and data to assist the County in evaluating suitable locations, amenities, infrastructure needs, and funding strategies necessary to attract and support a destination resort-style property, thereby enhancing the County’s competitiveness in the tourism market; and

**WHEREAS**, the County finds that the Feasibility Study serves a valid tourism-related economic development purpose, and hereby approves this Agreement to provide funding to the Grantee on a reimbursement basis, subject to the terms and conditions set forth herein.

**NOW THEREFORE**, in consideration of the foregoing recitals, the mutual covenants and promises set forth herein, and for other good and valuable consideration, the receipt of which is hereby acknowledged and all objections to the sufficiency and adequacy of which are hereby waived, the parties agree as follows:

1. Recitals. The above recitals are true and correct and are incorporated herein by reference.

2. Term. The term of this Agreement shall commence on the Effective Date and shall end on September 30, 2025. The Grantee understands that any invoice for reimbursement must be submitted prior to this date. The Agreement may be amended or extended only upon mutual written agreement of the parties.

3. Qualified Expenses. This is a cost reimbursement funding agreement, and funding provided hereunder shall be limited to actual expenses incurred by the Grantee for the purpose of conducting the Feasibility Study (“Qualified Expenses”).

4. Funding Amount. The County agrees to reimburse the Grantee for Qualified Expenses incurred in connection with the Feasibility Study, in an amount not to exceed \$130,000. No cost sharing or matching funds shall be required from the Grantee under this Agreement.

5. Payment Process. To receive payment under this Agreement, the Grantee shall submit invoices for reimbursement accompanied by supporting documentation necessary for the County to verify the request and process payment. Invoices and supporting documentation must be submitted by Email to [Troy.Nagle@claycountygov.com](mailto:Troy.Nagle@claycountygov.com) or U.S. Mail at P.O. Box 1366, Green Cove Springs, FL 32043, Attn: Troy Nagle, Assistant County Manager, or as otherwise designated by the County. The invoice must include the following information and documentation:

- a) The Grantee’s name, address and phone number, including payment remittance address.
- b) Reference to this Agreement by its title and number as designated by the County.
- c) Total amount of reimbursement being requested, the total amount previously requested, and the total amount paid to date.
- d) Proof of payment for Qualified Expenses (e.g., bank statements, canceled checks, credit card statements, paid receipts, invoices with proof of payment notation, payment confirmation, etc.).
- e) Supporting documentation necessary to satisfy auditing requirements (both pre-audits and post-audits).
- f) Any additional documentation required under this Agreement.
- g) The County reserves the right to request additional documentation as needed to verify the eligibility and accuracy of any reimbursement request.

6. Payment Review. Upon receipt of the invoice, the Assistant County Manager shall review the invoice and supporting documentation to determine whether the request complies with this Agreement. Once the invoice is reviewed, it shall be submitted by the Assistant County Manager to the Clay County Comptroller’s office (“Paying Agent”) for processing and payment. If the County determines that the invoice does not conform with the applicable requirements, the Assistant County Manager and/or Paying Agent shall notify the Grantee of the deficiency to be corrected, which correction shall be made within a time-frame to be specified by the County. If the correction is not timely made or if the correction is unacceptable to the County, the Grantee will not be paid to the extent determined by the County. Payment shall be made only after receipt and approval of the invoice with supporting documentation. The County may refuse to issue



payment for any cost the County determines was not incurred in compliance with the terms of this Agreement. Payment will be governed by the Local Government Prompt Payment Act.

7. Confidential Information.

- a) In connection with the Feasibility Study, the County may receive or have access to certain confidential or proprietary information provided by the Grantee. The disclosure and handling of such information shall be governed by the Florida Public Records Act, Chapter 119, Florida Statutes, and all other applicable state and federal laws, including but not limited to Section 288.075, Florida Statutes.
- b) To the extent permitted by law, any information provided by the Grantee to the County in connection with economic development activities, including the Feasibility Study, that qualifies as confidential and exempt under Section 288.075, Florida Statutes, shall be maintained as confidential for the period authorized by law. The Grantee shall clearly identify and request in writing the confidential nature of such information at the time of disclosure.
- c) For purposes of this Agreement, "Confidential Information" means any information disclosed by the Grantee to the County in written, graphic, verbal, or machine-recognizable form that is clearly marked, designated, or otherwise identified by the Grantee at the time of disclosure as confidential or proprietary. If the information is initially disclosed orally, it must be identified as confidential at the time of disclosure and confirmed in writing by the Grantee within thirty (30) calendar days.
- d) Confidential Information does not include information that: (i) becomes publicly available through no wrongful act or omission of the County; (ii) is lawfully in the County's possession at the time of disclosure and not subject to an obligation of confidentiality; (iii) is independently developed by the County without use of or reference to the Grantee's Confidential Information; (iv) is explicitly approved for release in writing by the Grantee; or (v) is required to be disclosed by applicable law, regulation, court order, or public records request, including but not limited to the Florida Public Records Act.
- e) In the event that the County receives a public records request seeking documents or information designated by the Grantee as Confidential Information, the County will make reasonable efforts to notify the Grantee promptly and allow the Grantee an opportunity to assert any applicable exemption under Florida law, including the trade secret or economic development exemptions provided in Section 288.075, Florida Statutes. The County shall not be liable for the disclosure of any documents or records determined to be public records under Florida law or ordered to be disclosed by a court of competent jurisdiction.
- f) Nothing in this Agreement shall be construed to prevent the County from complying with its obligations under Chapter 119, Florida Statutes, or any other applicable law governing public records.

8. Study Results and Reporting. Upon completion of the Feasibility Study, the Grantee shall provide the County with a copy of the results, findings, and any reports generated as part of the Feasibility Study. The submission and handling of such materials shall be in accordance with Section 288.075, Florida Statutes, relating to the confidentiality of economic development records, and any other applicable provisions of Florida law.

9.      **Appropriation.** The Grantee acknowledges that in the budget for each fiscal year of the County during which the term of this Agreement is in effect a limited amount of funds are appropriated which are available to make payments arising under the Agreement. Any other provisions of the Agreement to the contrary notwithstanding, and pursuant to the provisions of Section 129.07, Florida Statutes, the maximum payment that the County is obligated to make under the Agreement from the budget of any fiscal year shall not exceed the appropriation for said fiscal year.

10.     **Non-profit Status.** The Grantee must at all times during the term of this Agreement be eligible to receive tax-deductible charitable contributions as an exempt non-profit organization under Section 501(c)(3) of the Internal Revenue Code.

11.     **Indemnification.** To the fullest extent permitted by law, the Grantee shall promptly defend, indemnify, and hold harmless the County, and its directors, officers, employees, representatives, agents, boards and commissions from and against any and all liabilities, demands, claims, suits, losses, damages, causes of action, fines, orders, and/or judgments, either at law or in equity, including court costs, attorneys' fees, professional fees, or other expenses, that may hereafter at any time be made or brought by anyone on account of personal or bodily injury, damage to or loss of property, loss of monies, death, or other loss, arising out of, by reason of, or in any manner connected with or related to any acts, action, error, neglect, or omission by the Grantee and its directors, officers, employees, or agents in connection with or arising from the performance of this Agreement. The Grantee's duty to defend, indemnify and hold the County harmless specifically does not encompass indemnifying the County for its own negligence, intentional or wrongful acts, omissions or breach of contract. If the Grantee is governed by Section 768.28, Florida Statutes, it shall only be obligated in accordance with that Section. These indemnification obligations shall survive the termination or expiration of this Agreement.

12.     **Sovereign Immunity.** The County does not agree to and shall not indemnify the Grantee or any other person or entity, for any purpose whatsoever. To the extent any indemnification by the County may be construed under this Agreement, any such indemnification shall be subject to and within the limitations set forth in Section 768.28, Florida Statutes, and to any other limitations, restrictions and prohibitions that may be provided by law, and shall not be deemed to operate as a waiver of, or modification to, the County's sovereign immunity protections. The provisions of this paragraph shall survive the expiration or termination of this Agreement.

13.     **Compliance with Laws.** Each party will comply with all applicable federal, state, and local laws, regulations, rules, ordinances, orders, and policies concerning the performance of this Agreement.

14.     **Termination.** The County will terminate this Agreement if the Grantee fails to fulfill its obligations herein. In such event, the County will provide the Grantee a notice of its violation by letter, and shall give the Grantee ten (10) calendar days from the date of receipt to cure its violation. If the violation is not cured within the stated period, the County will terminate this Agreement. In the event that the County terminates this Agreement, the Grantee will be reimbursed for Qualified Expenses incurred in accordance with this Agreement, prior to the notification of termination, if the County deems this reasonable under the circumstances.

15. Mutual Termination. The County or the Grantee may terminate the Agreement, in whole or in part, when both parties agree that the continuation of the Agreement would not produce beneficial results commensurate with the further expenditure of funds. The two parties will agree upon the termination conditions, including the effective date, and in the case of partial terminations, the portion to be terminated.

16. Public Records. The Grantee acknowledges the County's obligation under Art. 1, Section 24, Florida Constitution, and Chapter 119, Florida Statutes, as from time to time amended (together, the Public Records Laws), to release public records to members of the public upon request. The Grantee acknowledges that the County is required to comply with the Public Records Laws in the handling of the materials created under the Agreement and that the Public Records Laws control over any contrary terms in the Agreement. The Grantee shall comply with all requirements of Chapter 119, Florida Statutes, to the extent applicable to the records and documents associated with this Agreement. The Grantee shall ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the Agreement term and following completion of the Agreement if the Grantee does not transfer the records to the County. A request to inspect or copy public records relating to the Agreement must be made directly to the County. All records and expenditures associated with this Agreement are subject to examination and/or audit by the County. All records connected with this Agreement must be retained for a period of at least five (5) years following the date of final reimbursement made under this Agreement. All records shall be kept in such a way as will permit their inspection pursuant to Chapter 119, Florida Statutes.

**IF GRANTEE HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO ITS DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THE AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT (904) 529-3604, [publicrecords@claycountygov.com](mailto:publicrecords@claycountygov.com), POST OFFICE BOX 1366, GREEN COVE SPRINGS, FLORIDA 32043.**

17. Human Trafficking Attest. In compliance with Section 787.06 (13), Florida Statutes, the undersigned, on behalf of the Grantee, a nongovernmental entity, hereby attests under penalty of perjury as follows:

- a. The Grantee does not use *coercion* for *labor* or *services*, as such italicized terms are defined in Section 787.06, Florida Statutes, as may be amended from time to time.
- b. If, at any time in the future, the Grantee does use coercion for labor or services, the Grantee will immediately notify the County and no contracts may be executed, renewed, or extended between the parties.
- c. By execution of this Agreement, the undersigned represents that undersigned has read the foregoing statements and confirms that the facts stated in it are true and are made for the benefit of, and reliance by the County.

18. No Assignment. The Grantee shall not assign or otherwise transfer, in whole or in part, any of its rights, duties, or obligations under this Agreement to any other party.



19. No Third-Party Beneficiaries. No third party beneficiaries are intended or contemplated under this Agreement, and no third party shall be deemed to have rights or remedies arising under this Agreement against either party to this Agreement.

20. Independent Contractor. The Grantee is an independent contractor under this Agreement. The parties and their personnel will not be considered to be employees or agents of the other party. None of the provisions of this Agreement shall be construed to create, or be interpreted as, a joint venture, partnership or formal business organization of any kind.

21. Amendment, Changes or Modification of Agreement. The Agreement may only be modified or amended by written agreement duly authorized and executed by the parties hereto. No oral agreements or representation shall be valid or binding upon either party.

22. Further Assurances. Each of the parties shall cooperate with one another, shall do and perform such actions and things, and shall execute and deliver such agreements, documents and instruments, as may be reasonable and necessary to effectuate the purposes and intents of this Agreement.

23. Remedies. The parties will attempt to settle any dispute arising from this Agreement through negotiation and a spirit of mutual cooperation. The Grantee and the County will use reasonable efforts to arrange meetings as needed, at mutually convenient times and places, to address and work toward resolution of issues that arise in the performance of this Agreement. The dispute will be escalated to appropriate higher-level managers of the parties, if necessary. Each party shall have the right to seek the judicial enforcement and interpretation of this Agreement.

24. Governing Law and Venue. This Agreement shall be governed by and construed in accordance with the laws of the State of Florida. Venue for any litigation, mediation, or other action proceeding between the parties arising out of this Agreement lies in Clay County, Florida.

25. Waiver. No waiver by either party of any term or condition of this Agreement will be deemed or construed as a waiver of any other term or condition, nor shall a waiver of any breach be deemed to constitute a waiver of any subsequent breach, whether of the same or of a different paragraph, subparagraph, clause, phrase, or other provision of this Agreement.

26. Entire Agreement. This Agreement, including all exhibits, attachments, and any properly executed amendments, constitutes the entire agreement between the parties with respect to the subject matter hereof and supersedes all prior and contemporaneous agreements, negotiations, representations, understandings, and communications, whether written or oral.

27. Counterparts. The Agreement may be executed in any number of counterparts and by the separate parties in separate counterparts, each of which shall be deemed to constitute an original and all of which shall be deemed to constitute the one and the same agreement.

28. Authority. The parties agree to utilize electronic signatures and that the digital signatures of the parties set forth below are intended to authenticate this Agreement and have the same force and effect as manual written signatures. Each person signing on behalf of the parties

represents and warrants that he/she has full authority to execute this Agreement on behalf of such party and that the Agreement will constitute a legal and binding obligation of such party.

**IN WITNESS WHEREOF**, the parties have caused this Agreement to be executed on behalf of each as of the date and year first above-written.

**CLAY COUNTY ECONOMIC  
DEVELOPMENT CORPORATION**

By: \_\_\_\_\_

Print Name: \_\_\_\_\_

Print Title: \_\_\_\_\_

**CLAY COUNTY, a political subdivision of the  
State of Florida**

By: \_\_\_\_\_

Betsy Condon  
Its Chairman

ATTEST:

\_\_\_\_\_  
Tara S. Green  
Clay County Clerk of Court and Comptroller  
Ex Officio Clerk to the Board

F:\Contract\Tourism Department\Funding Agreement - EDC Feasability Study 2025.docx



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, July 16 3:30 PM

TO: TDC Members

DATE: 6/11/2025

FROM: Teddy Meyer

SUBJECT:

Town of Orange Park - 43 Annual Fall Festival - October 18-19, 2025 at Town Hall Park.  
Requesting \$15,000

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: \$15,000

ATTACHMENTS:

Description

- ▣ OP Fall Application Scoresheet

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	7/10/2025 - 10:46 AM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	7/10/2025 - 10:46 AM	AnswerNotes





# SIGNATURE EVENT GRANT FUNDING

## Application Scoring Sheet

Organization Name: Town of Orange Park

Event Name: 43rd Annual Fall Festival

Event Date: October 18 & 19, 2025

Event Time: 10am - 5pm

Event Location Town Hall Park - 2042 Park Ave, OP, FL 32073

Projected Number of Event Attendees: 45,000

Projected Local (Clay County) Event Attendees: 25,650

Projected Out of Town (OOT) Event Attendees: 17,650

Projected Number of Hotel Room Nights: 23

Projected Direct Economic Impact: \$4,450,500

### Event History

Date of Past Event: October 19 & 20, 2024

Location of Past Event: Town Hall Park - 2042 Park Ave, OP, FL 32073

Past Event Attendance: 45,000

Event Marketing Plan: X

Event Emergency Plan: X

Visitor Survey: X

TDC Grant Request: \$15,000

Application Score: 90%

Staff Recommended Grant Award: \$12,500



# SIGNATURE EVENT GRANT FUNDING Application Scoring Sheet

## Application Score Breakdown

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

Score: 25

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

Score: 25

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

Score: 25

---

4. Quality of Proposed Event  $\frac{15}{\text{---}}$  Maximum 25 pts x 1

Score: 15

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Areas of Improvement:

- 1.
- 2.
- 3.



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, July 16 3:30 PM

TO: TDC Members

DATE: 7/7/2025

FROM: Teddy Meyer

SUBJECT:

2025 Clay County Pro Rodeo - September 12-13, 2025 at the Clay County Fairgrounds.  
Requesting \$25,000

AGENDA ITEM TYPE:

---

Planning Requirements:

Public Hearing Required (Yes\No):

Hearing Type:

Initiated By:

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

ATTACHMENTS:

Description

- ▣ Pro Rodeo Scoresheet

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	7/7/2025 - 2:41 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	7/7/2025 - 2:41 PM	AnswerNotes



# 2025 Clay County Pro Rodeo

## Sports Grant Application Scoring

- ☒ 1. **Room night goal** - Maximum award of \$10,000 based on \$20 per verified room night or zip code - 600 rooms x 1 nights = 600 x \$20 = \$ 12,000 (not to exceed **\$10,000**)
- ☒ 2. **Venue Rental Expense** – up to \$10,000 - \$10,000
- ☒ 3. **Multi-Day Event** - \$2,500
- ☒ 4. **Need period** - Event occurs during Need Period (Jan, Feb, June, July, Aug, Sept, Nov, Dec) –\$2,500

**Application Score Recommendation: \$25,000**



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, July 16 3:30 PM

TO: TDC Members

DATE: 6/16/2025

FROM: Teddy Meyer

SUBJECT:

2025 US Senior Pickleball Regional Tournament - September 12-14, 2025 at The Hub Jax.  
Requesting \$16,200

AGENDA ITEM TYPE:

---

Planning Requirements:

Public Hearing Required (Yes\No):

Hearing Type:

Initiated By:

Funding Source: FD1071/CC1253/Reimbursement Grants (548005)  
FD1071- CC1253- SC548005  
Amount: \$16,200

ATTACHMENTS:

Description

- USSP Regional Scoresheet

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	7/15/2025 - 5:05 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	7/15/2025 - 5:06 PM	AnswerNotes

# US Senior Pickleball East Regional Championship

## Sports Grant Application Scoring



1. **Room night goal** - Maximum award of \$10,000 based on \$20 per verified room night or zip code - 30 rooms x 2 nights = 60 x \$20 = \$ 1,200 (not to exceed **\$10,000**)



2. **Venue Rental Expense** – up to \$10,000 - \$10,000



3. **Multi-Day Event** - \$2,500



4. **Need period** - Event occurs during Need Period (Jan, Feb, June, July, Aug, Sept, Nov, Dec) –\$2,500

**Application Score Recommendation: \$16,200**





Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, July 16 3:30 PM

TO: TDC  
Members

DATE: 5/13/2025

FROM: Teddy  
Meyer

SUBJECT:  
Upcoming tourism events in Clay County.  
July 16-September 3, 2025.

AGENDA ITEM  
TYPE:

---

ATTACHMENTS:

Description

- ▣ Clay Events 7.16-9.3

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	7/11/2025 - 11:40 AM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	7/11/2025 - 11:41 AM	AnswerNotes

## Upcoming Clay Events: July 16 - Spetember 3, 2025

Event Name		Time(s)	Location
1 2025 Greater Jacksonville Junior Championship	7/15	Times Vary	Eagle Harbor Golf Club
2 Matilda the Musical	7/18-8/2	Times Vary	Spotlight Center
3 Eagle Harbor Summer Concert Series	7/18	7:00 - 10:00 PM	Eagle Harbor Golf Club
4 Pressed Flower Frames	7/19	10:00 - 11:00 AM	Keystone Heights Library
5 Oakleaf Food Truck Friday	7/25	5:00 - 8:00 PM	Oakleaf Plantation
6 Eagle Harbor Summer Concert Series	7/25	7:00 - 10:00 PM	Eagle Harbor Golf Club
7 Home Run Derby	7/26	6:00 PM	Paul C. Armstrong Park
8 Food Truck Friday in Green Cove Springs	8/1	5:00 - 9:00 PM	Spring Park
9 Fleming Island Saturday Market	8/2	9:30 - 2:00 PM	Village Square Shopping Center
10 Schools Cool – A 70's Back to School Bash	8/2	11:00 - 2:00 PM	Orange Park Mall
11 2nd Annual Augusta's Legacy Family Celebration	8/2	4:00 - 7:00 PM	Sullivan Hall
12 William Shatner – LIVE ON STAGE!	8/3	6:00 - 9:00 PM	Thrasher-Horne Center
13 Art Gala – Resilience in Color	8/8	5:00 - 9:00 PM	Azaleana Manor
14 Reel Fun Nights Back-2-School Drive-In Movie	8/8 - 8/9	6:00 - 10:00 PM	Clay County Fairgrounds
15 Orange Park Active After 50 Expo	8/9	10:00 - 2:00 PM	Thrasher-Horne Center
16 Clarke House Tours	8/10	6:00 - 10:00 PM	Clay County Fairgrounds
17 The Ultimate Elvis Concert	8/16	7:00 - 9:00 PM	Thrasher-Horne Center
18 Oakleaf Food Truck Friday	8/22	5:00 - 8:00 PM	Oakleaf Plantation
19 2nd Annual Mercy Comedy Night	8/23 - 8/24	6:30 - 8:00 PM	River Christian Church/First Baptist Church Orange Park
20 The Brit Pack – The Ultimate British Music Experience	8/23	7:30 - 9:00 PM	Thrasher-Horne Center
21 Hello from the 904 – Orange Park Style	9/4	11:00 - 7:00 PM	Orange Park Mall
22 Food Truck Friday in Green Cove Springs	9/5	5:00 - 9:00 PM	Spring Park
23 S.O.S. Fun in the Sun!	6/6	7:00 - 7:00 PM	Jennings State Forest
24 Touch A Truck 2025	6/6	9:00 AM - 2:00 PM	Clay County Fairgrounds

