



## TOURIST DEVELOPMENT COUNCIL AGENDA

September 3, 2025

3:30 PM

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

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### **Call to Order**

### **Public Comments**

### **Approval of Minutes**

1. Tourist Development Council Meeting Minutes July 16, 2025  
Minutes from July 16, 2025 TDC Meeting.

### **Presentations**

2. Advance Travel & Tourism Marketing Update (K. Stichtenoth)  
Marketing update from the contracted advertising agency.
3. Airstream Ventures Sports Tourism Update (A. Verlander)  
Sports Tourism update from Airstream Ventures.
4. Bed Tax Collection/Hotel Data (T. Meyer)  
Most recent Bed Tax collections and Hotel Data.

### **Discussion**

5. Sponsorship/Signature Event/Special Event Grant Update (T. Meyer)  
Updates made to Signature and Special TDC Event Grants.
6. Event Marketing Grant Update (S. Lamb)  
TDC grant summary as of August 26, 2025.

### **New Business**

7. TDC Grant Request - Moosehaven Chili Cook-off (S. Lamb)  
Moosehaven 15th Annual Chili Cook-off & Car Show - November 8, 2025 at Moosehaven  
Requesting: \$5,000
8. TDC Grant Request - BNA Nightmare Flag Football Tournament (S. Lamb)  
Brand Name Athletes - The NIGHTMARE Tournament | Youth Flag Football  
Tournament - October 25-26, 2025 at The Clay County Regional Sports  
Complex  
Requesting: \$12,500

9. TDC Grant Request - The HUB FL/GA Pickleball Tournament (S. Lamb)  
2025 Florida Georgia Classic - October 31-November 2, 2025 at The Hub  
Jax.  
Requesting \$25,000

### **Old Business**

10. Funding Agreement with Clay County Economic Development  
Corporation regarding Feasibility Study (T. Meyer/T. Nagle)

Approval of the Cost Reimbursement Funding Agreement for a Tourism  
Feasibility Study with Clay County Economic Development Corporation  
(EDC) in an amount not to exceed \$130,000.00, beginning on the effective  
date through September 30, 2025.

#### Funding Source:

Tourist Development Tax Funds

11. Upcoming Events Update (S. Lamb)

Upcoming tourism events in Clay County.  
September 3 - November 5, 2025.

### **Public Comments**

### **Adjournment**



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, September 3 3:30 PM

TO: TDC Members

DATE: 7/23/2025

FROM: Teddy Meyer

SUBJECT: Minutes from July 16, 2025 TDC Meeting.

AGENDA ITEM

TYPE:

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ATTACHMENTS:

Description

- Tourist Development Council Meeting Minutes July 16, 2025

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Meyer, Teddy	Approved	8/25/2025 - 3:00 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	8/25/2025 - 6:09 PM	AnswerNotes



## **TOURIST DEVELOPMENT COUNCIL MEETING MINUTES**

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

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### **Call to Order**

**Present:** Commissioner District 1 John Sgromolo, Chairman  
Brian Knight, Vice-Chairman  
Neil Porter  
David Diaz  
Kevin Robert  
Adrian Andrews  
Sign-In Sheet Attachment A

**Absent:** Deborah Beals  
Kimberly Evans

**Staff Present:** Courtney Grimm, County Attorney  
Troy Nagle, Assistant County Manager  
Charlie Latham, Assistant County Manager  
Teddy Meyer, Director of Tourism  
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.

Before moving on to the agenda, Chairman Sgromolo requested that each council and staff member introduce themselves.

### **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 May 7, 2025  
Minutes from May 7, 2025 TDC Meeting.



Brian Knight made a motion for approval of the May 7, 2025, TDC Meeting Minutes, seconded by Neil Porter, which carried 6-0.

## **Presentations**

### **2. Advance Travel & Tourism Marketing Update (K. Stichtenoth)**

Marketing update from the contracted advertising agency.

*Item Two (2) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/July 16, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/July%2016,%202025), beginning at 1:43 and ending at 20:44. Below is a summary of the discussion.*

Kyle Stichtenoth, Senior Director and Brooke Epps, Campaign Specialist, for Advance Travel and Tourism, presented a PowerPoint presentation to provide the details and information for the Advance Travel and Tourism Marketing update. See Attachment B.

#### **Topics Discussed:**

- Campaign Success
  - Advanced Campaign Digital
  - Targeted Email Campaign
  - Flighted Social Campaign
- Impactful Partnerships
  - Let's Take it Outside - Misty Wells
  - Wingard - Design and Communications
- New Initiatives
  - Explore
- Website Performance
  - Website Analytics
  - Key Events
  - Website Performance YoY

There were questions and discussions regarding information obtained for the Orlando newsletter/email audience, costs for the "Let's Take It Outside" sponsorship, the success and impact of the sponsorship, as well as ticket sales and the impact and success of Rodeo at the Ranch.

### **3. Sports Tourism Introduction**

*Item Three (3) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/July 16, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/July%2016,%202025), beginning at 20:46 and ending at 39:19. Below is a summary of the discussion.*

Teddy Meyer, Director of Tourism, addressed the Council to provide details and information for the new agreement for Sports Tourism and introduce Airstream Ventures.

Alan Verlander, CEO of Airstream Ventures, addressed the Council to provide an

overview of the nature of business that Airstream Ventures conducts and the plans and events for Clay County. Mr. Verlander introduced the new team that is in place as well, Brooke Barlow, Sports Tourism and Sales Coordinator and also mentioned other team members and how they will help bring event to Clay County.

There were questions and discussions regarding opportunities for growth for Clay County, including the grant program, shooting range, Regional Sports Park (fields), bodies of water, new insights, new staff, marketing and utilizing the Regional Sports Park and parking, loss of contract previously, partnerships, and bringing back events and keeping them in Clay County, and funding for future events.

Following the introduction of sports tourism, there were questions, discussions, and clarifications regarding budget, funding events, rollover, and reserves.

#### 4. Legislative Update (T. Meyer/C. Latham) Legislative Update/Update to TDT

*Item Four (4) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/July 16, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/July%2016,%202025), beginning at 39:20 and ending at 43:53. Below is a summary of the discussion.*

Teddy Meyer, Director of Tourism, presented a PowerPoint presentation to the Council to provide details and information on the Legislative update. The presentation is attached to the agenda. Mr. Meyer also provide details for the bed tax collection and hotel data. See Attachment B.

There were no questions from the Council.

### **Discussion**

#### 5. Event Marketing Grant Update (S. Lamb) TDC grant summary as of July 15, 2025.

*Item Five (5) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/July 16, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/July%2016,%202025), beginning at 43:54 and ending at 48:15. Below is a summary of the discussion.*

Stephanie Lamb, Tourism Program Manager, presented a PowerPoint presentation to provide an overview and information for the Event Marketing Grant update. The presentation is attached to the agenda.

There were questions and discussions regarding the budget cycle, total budget - this year vs. last years budget, room nights produced from Rodeo at the Ranch, and 24/25 budget total is \$85,0005.00.

#### 6. Sponsorship/Signature Event/Product Development Grant Discussion (T. Meyer)

*Item Six (6) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/July 16, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/July%2016,%202025), beginning at 48:17 and ending at 1:03:39. Below is a summary of the discussion.*

Teddy Meyer, Director of Tourism, presented a PowerPoint presentation to the Council to provide details and information for the Sponsorship/Signature Event and Product Development Grant discussion. See Attachment C.

There were comments, questions, and discussions regarding the grants process, dollar amounts for events, awareness by staff, forecasting the budget, ROI to the county from events, data, scoring perimeters, placing the events in the right "bucket," i.e., signature vs special event, room nights, economic impact, and deliverables.

## **New Business**

### **7. Funding Agreement with Clay County Economic Development Corporation regarding Feasibility Study (T. Meyer)**

*Item Seven (7) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/July 16, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/July%2016,%202025), beginning at 1:03:40 and ending at 1:14:08. Below is a summary of the discussion and vote for this agenda item.*

Troy Nagle, Assistant County Manager, addressed the Council to provide details and information for the funding agreement for the Feasibility Study with Clay County EDC.

There were questions and discussions regarding costs - not to exceed \$130,000.00 - the importance of the study, the benefit of the study to tourism, having direct discussions with the EDC, phase one vs phase two, and possibly tabling the item to consult with the EDC.

Adrian Andrews made a motion for approval to table item 7, seconded by Kevin Robert. There were clarifying comments regarding having conversations with the EDC, budget/funding. The motion carried 4-2, with Chairman John Sgromolo and Brian Knight in opposition.

Mr. Nagle recommended moving the September TDC meeting to late August if there were going to be any changes to funding or anything related to the county budget, such as funding line items/sponsorships, etc.

There was a clarifying conversation regarding the budget, the need/impact of the study, and rescheduling the meeting.

### **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

*Item Eight (8) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/July 16, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/July%2016,%202025), beginning at 1:14:14 and ending at 1:25:54. Below is a summary of the discussion and vote for this agenda item.*

Stephanie Lamb, Program Manager, addressed the Council to provide details and information regarding the 2025 Town of Orange Park Fall Festival Grant request of \$15,000.00. The information discussed is attached to the agenda.

There were questions and discussions regarding placer.ai's ability to review outside of our region.

Brian Knight made a motion for approval of the full amount - \$15,000.00, seconded by Neil Porter. There were comments on the impact of the event on the community, the funding of the grant, the scoring algorithm/perimeters, economic impact, verification of numbers, placer report, tracking of data, the type of data received, and promoting Clay County to event holders by TDC. The motion carried 6-0.

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

*Item Nine (9) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/July 16, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/July%2016,%202025), beginning at 1:25:55 and ending at 1:30:37. Below is a summary of the discussion and the vote for this agenda item.*

Stephanie Lamb, Program Manager, addressed the Council to provide details and information regarding the 2025 Clay County Pro Rodeo Grant Request for \$25,000.00. The information discussed is attached to the agenda.

There were questions and discussions regarding determining factors to add a third day, and the success of the event last year.

Kevin Robert made a motion for approval of the full amount of \$25,000.00, seconded by Brian Knight. Comments were made that the funding would come from this year's budget. The motion carried 6-0.

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

*Item Ten (10) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/July 16, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/July%2016,%202025), beginning at 1:30:38 and ending at 1:39:26. Below is a summary of the discussion and the vote for this agenda item.*

Stephanie Lamb, Program Manager, addressed the Council to provide details and information regarding the 2025 USSP Tournament (Pickle Ball) Grant Request for \$16,200.00. The information discussed is attached to the agenda.

Charlott Nagai, US Senior Pickleball - Digital Market Director, as well s the Club Manager at The Hub addressed the Council to provide more details and information for the requested grant and the event associated with the request.

There were questions and discussions regarding the location of the Hub - which is inside the Orange Park Country Club, previous tournaments held in Clay County - May with 302 participants, covered courts, seating, and funding for the event.

Brian Knight made a motion for approval of the full amount of \$16,200.00, seconded by Adrian Andrews, which carried 6-0.

Ms. Nagai mentioned the upcoming events for the spring of next year and this year for the Florida/Georgia weekend, including the World's Largest Pickleball Glo Party on October 31, 2025, spoke about the positive impact of being in Clay County and previous relationships.

Ms. Lamb mentioned that after granting the full amounts for the requests that leaves \$43,805.00.

### **Old Business**

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

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

*Item Eleven (11) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/July 16, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/July%2016,%202025), beginning at 1:39:27 and ending at 1:43:26. 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 questions and discussions regarding texting notifications/alerts to the community, exploreclay.com, explore clay app, and other options for notifications - Facebook/Instagram.

Chairman Sgromolo commended the TDC staff for all their hard work.

## **Public Comments**

Chairman John Sgromolo opened the floor for public comment at 5:14 pm.

Hearing no comments, Chairman John Sgromolo closed public comment at 5:14 pm.

## **Adjournment**

*Council Discussion can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/July 16, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist_Development_Council/July_16,_2025), beginning at 1:43:43 and ending at 1:46:40. Below is a summary of the discussion.*

David Diaz addressed the Council to continue discussions regarding the feasibility study and the funding.

There were questions and discussions regarding reaching out to EDC to get a brief, being invested, and having knowledge of what you are voting on.

Staff will follow up regarding the date change for the next TDC meeting.

Hearing no further business, Chairman John Sgromolo adjourned the meeting at 5:17 pm.

Attest:

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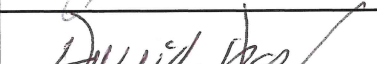



Committee Chairman

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Recording Deputy Clerk

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

Tourist Development Council  
Wednesday, July 16, 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 Realitor (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)	
Neil Porter	Vacation Rental Owner (Accommodation)	
Courtney Grimm	County Attorney	
Teddy Meyer	Director of Tourism	



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





## BOARD REPORT

April 2025 – June 2025





# Executive Summary.

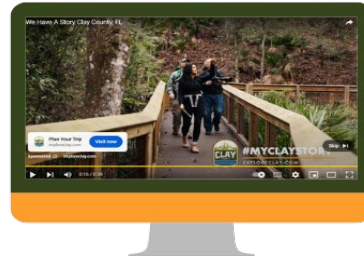


# Advance Travel & Tourism Digital Campaign Success

# 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>

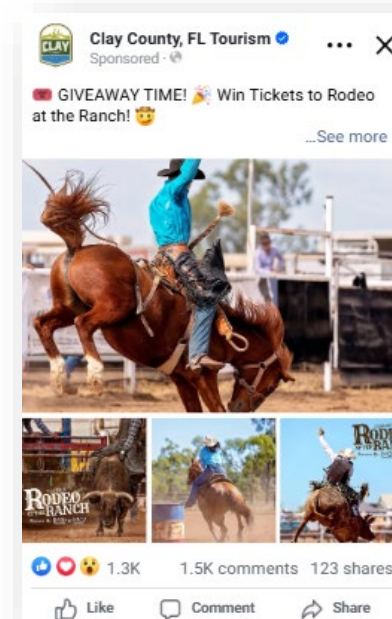


# Flighted Social Campaign Highlights.

**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

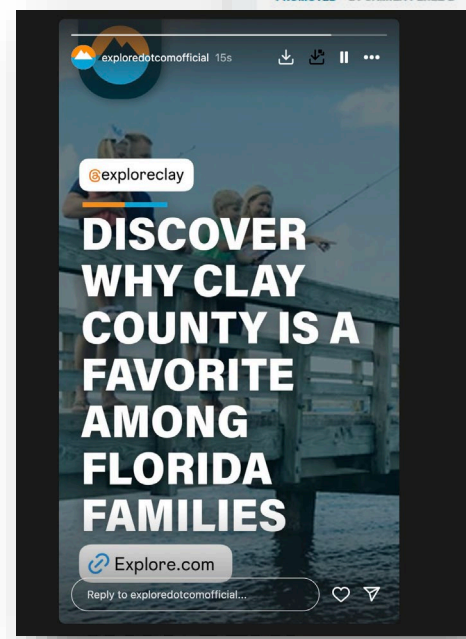
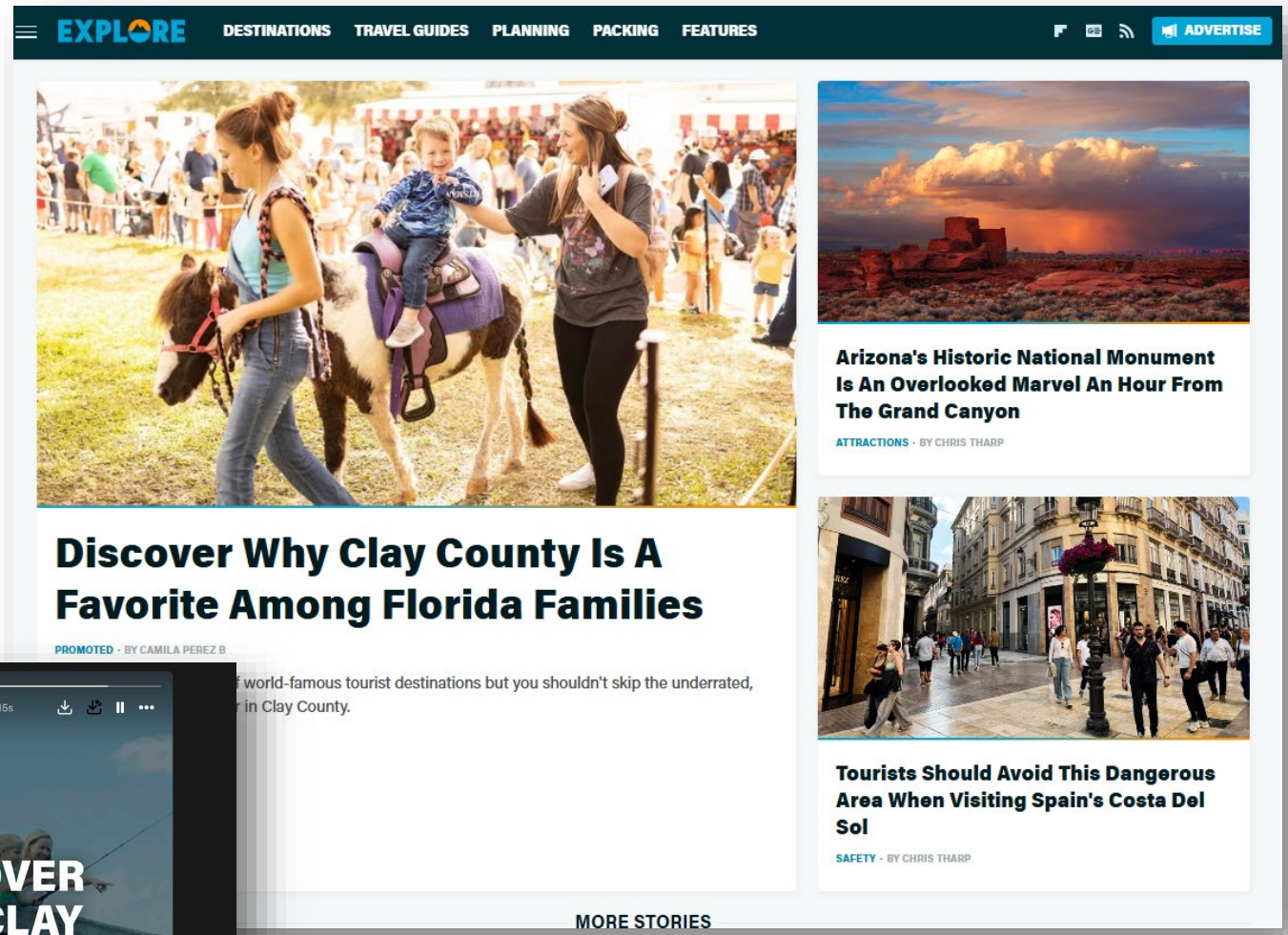
- A 2-Day Photo Shoot with Wingard is phase one of the 2025 Visitor Guide project.
- In-Market visitation and photo shoot took place on June 17<sup>th</sup> and 18<sup>th</sup>

# 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

**Attachment**  
**“C”**  
**Bed Tax**  
**Hotel Data**



# Bed Tax Collections

## Bed Tax Collections - Calendar Year

Updated 7/3/25

	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	\$ 179,214	\$ 620,700	-0.35%	3.82%
May	\$ 136,442	\$ 138,587	\$ 195,537	\$ 162,166	\$ 760,055	\$ 158,667	\$ 779,367	-2.16%	2.54%
June	\$ 142,763	\$ 161,106	\$ 159,023	\$ 166,023	\$ 926,078	\$ 165,984	\$ 945,351	-0.02%	2.08%
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		\$ 945,351			

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

# Hotel Data

Current Month - May 2025 vs May 2024												
	Occ %		ADR		RevPAR		Percent Change from May 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Clay County, FL+	79.1	79.2	127.75	127.02	101.00	100.55	-0.1	0.6	0.4	0.4	0.0	-0.1
Alachua County, FL	61.0	65.1	144.22	135.21	88.01	88.01	-6.2	6.7	-0.0	-0.5	-0.5	-6.7
Duval County, FL	69.7	71.3	121.09	119.69	84.46	85.36	-2.2	1.2	-1.1	0.2	1.3	-0.9
Putnam County, FL	56.0	64.4	121.79	114.71	68.24	73.86	-13.0	6.2	-7.6	-8.1	-0.5	-13.4
St. Johns County, FL	66.3	65.3	170.86	177.52	113.33	116.01	1.5	-3.8	-2.3	-1.9	0.5	2.0

Year to Date - May 2025 vs May 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+	80.8	78.3	129.77	129.91	104.91	101.73	3.2	-0.1	3.1	3.1	0.0	3.2
Alachua County, FL	66.1	65.1	134.82	125.71	89.13	81.89	1.5	7.2	8.9	8.3	-0.5	1.0
Duval County, FL	70.7	71.3	121.64	119.95	86.05	85.50	-0.8	1.4	0.6	2.5	1.9	1.1
Putnam County, FL	66.0	63.8	129.15	116.59	85.19	74.38	3.4	10.8	14.5	14.2	-0.3	3.1
St. Johns County, FL	69.0	68.3	181.78	183.63	125.40	125.48	1.0	-1.0	-0.1	0.1	0.1	1.1

**Attachment**  
**“D”**  
**Reference for Item Six Grant**  
**Discussion**

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>



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, September 3 3:30 PM

TO: TDC Members

DATE: 7/23/2025

FROM: Teddy Meyer

SUBJECT: Marketing update from the contracted advertising agency.

AGENDA ITEM TYPE:

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

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

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

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

Planning Requirements:  
Public Hearing Required (Yes/No):  
**No**

Hearing Type:

Initiated By:

No action required.

ATTACHMENTS:  
Description

REVIEWERS:

Department	Reviewer	Action	Date	Comments
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Tourism and Film Development County Manager	Meyer, Teddy Wanamaker, Howard	Approved Approved	8/25/2025 - 2:57 PM AnswerNotes 8/25/2025 - 6:05 PM AnswerNotes
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Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, September 3 3:30 PM

TO: TDC Members

DATE: 7/23/2025

FROM: Teddy Meyer

SUBJECT: Sports Tourism update from Airstream Ventures.

AGENDA ITEM  
TYPE:

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ATTACHMENTS:

Description

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Meyer, Teddy	Approved	8/25/2025 - 3:28 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	8/25/2025 - 6:06 PM	AnswerNotes



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, September 3 3:30 PM

TO: TDC Members

DATE: 7/28/2025

FROM: Teddy Meyer

SUBJECT: Most recent Bed Tax collections and Hotel Data.

AGENDA ITEM  
TYPE:

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ATTACHMENTS:

Description

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Meyer, Teddy	Approved	8/25/2025 - 2:58 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	8/25/2025 - 6:06 PM	AnswerNotes





Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, September 3 3:30 PM

TO: TDC Members

DATE: 8/18/2025

FROM: Teddy Meyer

SUBJECT: Updates made to Signature and Special TDC Event Grants.

AGENDA ITEM TYPE:

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ATTACHMENTS:

Description

- ▣ Event Grant Updates

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	8/25/2025 - 6:08 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	8/25/2025 - 6:08 PM	AnswerNotes

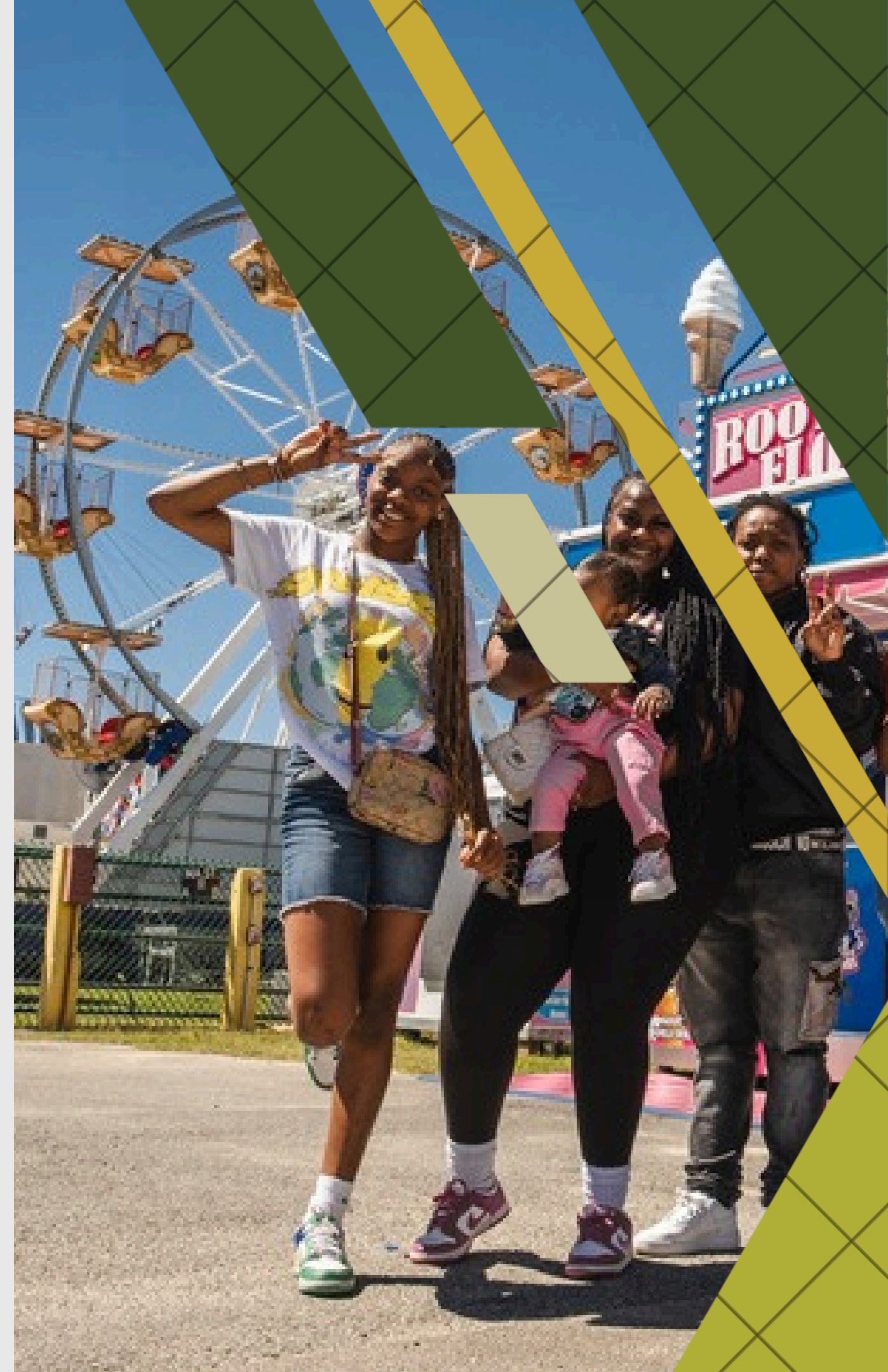
# CHANGES TO “SPONSORSHIPS”

Events that were considered to be at the Sponsorship level will revert back to applying for a Signature Event Grant

Maximum reimbursable award amount of \$45,000

Drop the requirement of an annual Grant Workshop

Grammatical errors/updates made to the online guidelines & application



# CHANGES TO SPECIAL EVENT GRANTS

Grant award is at the discretion of the TDC,  
regardless of application score

Drop the requirement of an annual Grant  
Workshop

Grammatical errors/updates made to the  
online guidelines & application





Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, September 3 3:30 PM

TO: TDC Members

DATE: 7/23/2025

FROM: Teddy Meyer

SUBJECT: TDC grant summary as of August 26, 2025.

AGENDA ITEM  
TYPE:

---

ATTACHMENTS:

Description

▫ Grant Tracking as of 8.26\_

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Meyer, Teddy	Approved	8/26/2025 - 3:55 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	8/26/2025 - 4:16 PM	AnswerNotes

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	1/17/2026				\$ 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 August 26, 2025		Awarded		Remaining			
	\$ 325,000	\$ 15,000	\$ 310,000		0	Paid Out	
FD1071- CC1253- SC548005				\$ 325,000		\$ -	\$ 325,000

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	1/17/2026				\$ 15,000
<b>Totals</b>		<b>\$ 15,000</b>			<b>0</b>	<b>\$ -</b>	<b>\$ 15,000</b>

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
2025 Moosehaven Chili Cook-off	11/8/2025	\$ 5,000	2/9/2026				\$ 5,000
<b>Totals</b>		<b>\$ 5,000</b>			<b>0</b>	<b>\$ -</b>	<b>\$ 5,000</b>

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
BNA NIGHTMARE Youth Flag Football	10/25-26/2025	\$ 10,000	1/26/2026				\$ 10,000
FL/GA Classic Pickleball Tournament	10/31-11/2/2025	\$ 25,000	2/2/2026				\$ 25,000
							\$ -
<b>Totals</b>		<b>\$ 35,000</b>			<b>0</b>	<b>\$ -</b>	<b>\$ 35,000</b>

	Awarded		Remaining			Paid Out	
	\$ 325,000	\$ 55,000	\$ 270,000		0	\$ -	\$ 325,000
FD1071- CC1253- SC548005				\$ 325,000		\$ -	\$ 325,000

\*Requested TDC Grant



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, September 3 3:30 PM

TO: TDC Members

DATE: 8/18/2025

FROM: Teddy Meyer

SUBJECT:

Moosehaven 15th Annual Chili Cook-off & Car Show - November 8, 2025 at Moosehaven  
Requesting: \$5,000

AGENDA ITEM TYPE:

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

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

Funding Source: FD1071/CC1253/Reimbursement Grants (548005)  
FD1071- CC1253- SC548005  
Amount: \$5,000

Sole Source (Yes/No): Advanced Payment  
(Yes/No):

ATTACHMENTS:

Description

- ▣ Chili Cook-off Scoresheet

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development County	Meyer, Teddy	Approved	8/25/2025 - 2:59 PM	AnswerNotes
	Wanamaker,	Approved	8/25/2025 - 6:09 PM	AnswerNotes

Manager      Howard



# Moosehaven 15th Annual Chili Cook-Off & Car Show

November 8, 2025 at Moosehaven

## Special Event Grant Application Scoring

- ☒ 1. **Room night goal** - Maximum award of **\$2,000** based on \$20 per verified room night or zip code - 500 rooms x 1 nights = 500 (not to exceed \$2,000)
- ☒ 2. **Contributes to the quality of life** – \$1,000
- ☒ 3. **Does not exceed 5 years of funding** – \$1,000
- ☒ 4. **Need period** - Event occurs during Need Period (Jan, Feb, June, July, Aug, Sept, Nov, Dec) –\$1,000

**Amount Request From TDC: \$5,000**

**Application Score Recommendation: \$5,000**



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, September 3 3:30 PM

TO: TDC Members

DATE: 8/21/2025

FROM: Teddy Meyer

SUBJECT:

Brand Name Athletes - The NIGHTMARE Tournament | Youth Flag Football Tournament -  
October 25-26, 2025 at The Clay County Regional Sports Complex  
Requesting: \$12,500

AGENDA ITEM TYPE:

---

Is Funding Required (Yes/No):

**Yes**

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

**Yes**

Funding Source: FD1071/CC1253/Reimbursement Grants (548005)  
FD1071- CC1253- SC548005  
Amount: \$12,500

Sole Source (Yes\No):

**No**

Advanced Payment  
(Yes\No):

**No**

ATTACHMENTS:

Description

- ▣ Nightmare Tournament Scoresheet

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film	Meyer, Teddy	Approved	8/26/2025 - 2:37 PM	AnswerNotes

Development

County  
Manager

Wanamaker,  
Howard

Approved

8/26/2025 - 3:09 PM AnswerNotes

# BNA | The NIGHTMARE Tournament Youth Flag Football Showcase

October 25, 2025 at Clay County Regional Sports Complex

## Sports Grant Application Scoring



1. **Room night goal** - Maximum award of \$10,000 based on \$20 per verified room night or zip code - 294 rooms x 1 nights = 294 x \$20 = \$ 5,880 (not to exceed **\$10,000**)



2. **Venue Rental Expense** – up to \$10,000 - \$5,000



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



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

**Amount Request From TDC: \$10,000**

**Application Score Recommendation: \$10,880**



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, September 3 3:30 PM

TO: TDC Members

DATE: 8/25/2025

FROM: Teddy Meyer

SUBJECT:

2025 Florida Georgia Classic - October 31-November 2, 2025 at The Hub Jax.  
Requesting \$25,000

AGENDA ITEM TYPE:

---

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

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

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

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

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

ATTACHMENTS:

Description

- ▢ FL/GA Classic Scoresheet

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Meyer, Teddy	Approved	8/26/2025 - 3:43 PM	AnswerNotes

County  
Manager

Wanamaker,  
Howard

Approved

8/26/2025 - 4:16 PM AnswerNotes

# HUB Jax | Florida Georgia Classic Pickleball Tournament

Oct 31 - Nov 2, 2025 at The HUB Jax

## Sports Grant Application Scoring

- ☒ 1. **Room night goal** - Maximum award of \$10,000 based on \$20 per verified room night or zip code - 250 rooms x 2 nights = 500 x \$20 = \$ 10,000 (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

**Amount Request From TDC: \$25,000**

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



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, September 3 3:30 PM

TO: TDC Members

DATE: 8/18/2025

FROM: Teddy Meyer

SUBJECT:

Approval of the Cost Reimbursement Funding Agreement for a Tourism Feasibility Study with Clay County Economic Development Corporation (EDC) in an amount not to exceed \$130,000.00, beginning on the effective date through September 30, 2025.

Funding Source:

Tourist Development Tax Funds

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):

Advanced Payment  
(Yes\No):



## ATTACHMENTS:

### Description

- Funding Agreement- Feasibility Study

## REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	8/25/2025 - 6:07 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	8/25/2025 - 6:07 PM	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

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Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, September 3 3:30 PM

TO: TDC  
Members

DATE: 7/23/2025

FROM: Teddy  
Meyer

SUBJECT:  
Upcoming tourism events in Clay County.  
September 3 - November 5, 2025.

AGENDA ITEM  
TYPE:

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ATTACHMENTS:

Description

- ▣ Clay Events 9.3-11.5

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Meyer, Teddy	Approved	8/26/2025 - 2:38 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	8/26/2025 - 3:10 PM	AnswerNotes

## Upcoming Clay Events: September 3, 2025 - November 5

Event Name		Time(s)	Location
1 Hello from the 904 – Orange Park Style	9/4	11:00 AM - 7:00PM	Orange Park Mall
2 Food Truck Friday in Green Cove Springs	9/5	5:00 PM - 9:00 PM	Spring Park
3 Reel Fun Nights	9/5	6:00 PM - 10:00 PM	Clay County Fairgrounds
4 S.O.S. Fun in the Sun!	9/6	7:00 AM - 7:00 PM	Jennings State Forest
5 Touch A Truck 2025	9/6	9:00 AM - 2:00 PM	Clay County Fairgrounds
6 Flags for Heroes	9/11	10:00 AM - 11:00 AM	Orange Park Town Hall Park
7 2025 Clay County 4H PRCA Rodeo	9/12 - 9/13	6:00 PM - 10:00 PM	Clay County Fairgrounds
8 Art With Heat & Ink: Scorched Bookmarks	9/12	10:00 AM - 11:00 AM	Keystone Heights Library
9 Reel Fun Nights	9/5	6:00 PM - 10:00 PM	Clay County Fairgrounds
10 FJ – A tribute to Foreigner & Journey	9/12	7:30 PM - 9:30 PM	Thrasher-Horne Center
11 Cliffhangers Gun Shows	9/13 - 9/14	9:00 AM - 4:00 PM	Clay County Fairgrounds
12 Painted Nights on Wood Slice	9/13	10:30 AM - 11:30 AM	Green Cove Springs Library
13 Turtle Power: A Totally 90s Throwback	9/13	11:00 AM - 1:00PM	Orange Park Mall
14 Boots & Bowties Gala	9/13	6:00 PM - 9:00 PM	The Clay Theatre
15 Moosehaven Senior Living & Wellness Expo	9/17	10:00 AM - 2:00 PM	Moosehaven
16 Reel Fun Nights	9/16	6:00 PM - 10:00 PM	Clay County Fairgrounds
17 RCHJA Autumn Extravaganza	9/20 - 9/21	8:00 AM - 5:00 PM	Clay County Fairgrounds
18 2025 Fall Harvest Festival	9/20	10:00 AM - 3:00 PM	Clay County Fairgrounds
19 Keystone Heights Fall Festival	9/20	10:00 AM - 4:00 PM	Keystone Heights City Hall
20 Kashmir: The Spirit of Led Zeppelin Live!	9/20	7:30 PM - 9:00 PM	Thrasher-Horne Center
21 13th Annual CapeABILITIES 5k/1M Event	9/27	8:00 AM - 11:00 AM	BASCA
22 The Great Purge and Splurge	9/27 - 9/28	9:00 AM - 3:00 PM	Clay County Fairgrounds
23 6th Annual Holistic Living & Healing Expo	9/27	11:00 AM - 3:00PM	Thrasher-Horne Center
24 MasterChef All-Stars Live!	10/1	7:30 PM - 9:00 PM	Thrasher-Horne Center
25 Amazing Grace Family Farms 2025 Fall Festival	Weekends in Oct	Times Vary	Amazing Grace Family Farms
26 Food Truck Friday in Green Cove Springs	10/3	5:00 PM - 9:00 PM	Spring Park
27 Whistling Death 5K & 10K	10/4	8:00 AM	Military Museum of North Florida
28 24th Annual Soul Food and Music Festival	10/4	12:00 PM - 7:00 PM	Vera Francis Hall Park
29 Tales from the Clink	10/10	5:00 PM - 8:00 PM	Historic Triangle
30 1964 The Tribute	10/10	7:30 PM - 9:00 PM	Thrasher-Horne Center
31 The Oak Ridge Boys	10/12	7:30 PM - 9:30 PM	Thrasher-Horne Center
32 Trace Adkins What Color's Your Wild Tour	10/17	7:30 PM - 9:30 PM	Thrasher-Horne Center
33 Town of Orange Park 43rd Annual Fall Festival	10/18 - 10/19	Times Vary	Orange Park Town Hall Park
34 RCHJA Annual Spooktacular	10/18 - 10-19	8:00 AM - 5:00 PM	Clay County Fairgrounds
35 Pumpkin Palooza	10/18	11:00 AM - 1:00PM	Orange Park Mall
36 World Ballet Company: Cinderella	10/21	7:00 PM - 9:00 PM	Thrasher-Horne Center
37 Green Cove Springs PD Trunk or Treat 2025	10/24	6:00 PM - 9:00 PM	Green Cove Springs PD
38 Hot Dog Eating Contest Festival	10/25	11:00 AM - 6:00PM	Clay County Fairgrounds
39 Craig Morgan	10/25	7:30 PM - 9:00 PM	Thrasher-Horne Center
40 The Addams Family: A Musical Comedy	10/30	7:30 PM - 9:00 PM	Thrasher-Horne Center
41 Candy Crawl	10/31	5:00 PM - 6:00 PM	Orange Park Mall
23 Boo on the Boulevard	10/31	6:00 PM - 9:00 PM	Keystone Heights

