



TOURIST DEVELOPMENT COUNCIL AGENDA

November 5, 2025

3:30 PM

**Administration Building,
4th Floor, BCC Meeting Room, 477 Houston Street,
Green Cove Springs, FL 32043
November 5, 2025 3:30 PM**

Invocation

Pledge

Call to Order

Public Comments

Approval of Minutes

1. Tourist Development Council Meeting Minutes September 3, 2025.

Presentations

2. Wheel the World (T. Meyer)
Wheel the World in Clay County and recognition of participating venues.
3. Advance Travel & Tourism Marketing Update (K. Stichtenoth)
Marketing update from the contracted advertising agency.
4. Airstream Ventures Sports Tourism Update (A. Verlander)
Sports Tourism update from Airstream Ventures.
5. Town of Orange Park Fall Festival Placer Debrief
2025 Town of Orange Park Fall Festival Placer reports.
 - 1 - Showing the weekend as a whole
 - 2 - Comparing Saturday & Sunday (10/18-10/19)
6. Bed Tax Collection/Hotel Data (T. Meyer)
Most recent Bed Tax collections and Hotel Data.

Discussion

7. Event Marketing Grant Update (T. Meyer)
TDC grant summary as of October 28, 2025.

Budget

New Business

8. Review 2026 Meeting Schedule (T. Meyer)

Potential Calendar 2026 Dates:

Wednesday, January 7, 2026

Wednesday, March 4, 2026

Wednesday, May 6, 2026

July (skip)

Wednesday, September 2, 2026

Wednesday, November 4, 2026

9. TDC Grant Request - 2026 Scottish Games (T. Meyer)

Northeast Florida Scottish Highland Games and Festival | 2026 Scottish Games - February 27-28, 2026 at the Clay County Fairgrounds.

Requesting: \$25,000

10. TDC Grant Request - 2026 Clay County Open | Minor League Golf Tour (T. Meyer)

Minor League Golf Tour | 2026 Clay County Open - February 2-4, 2026 at Eagle Harbor Golf Club.

Requesting: \$18,000

11. TDC Grant Request - United Youth Sports | East Coast Nationals (T. Meyer)

United Youth Sports - East Coast Football | Youth Tackle Football Tournament - December 4-7, 2025 at The Clay County Regional Sports Complex.

Requesting: \$25,000

12. TDC Grant Request - United Youth Sports | All American Games (T. Meyer)

United Youth Sports - All American Games | Youth Tackle Football Tournament - January 17-18, 2025 at The Clay County Regional Sports Complex.

Requesting: \$25,000

13. TDC Grant Request - American Cornhole League | Flo Down Championship (T. Meyer)

American Cornhole League - The Flo Down Florida Interstate Championship - January 16-18, 2026 at The Clay County Fairgrounds.

Requesting: \$20,000

Old Business

14. Bartram Trail Society Clay County Trail Funding Update (T. Meyer)

15. Upcoming Events Update (S. Kusters)

Upcoming tourism events in Clay County.

November 5, 2025 - January 7, 2026.

Adjournment



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, November 5 3:30 PM

TO: DATE:

FROM:

SUBJECT:

AGENDA
ITEM
TYPE:

ATTACHMENTS:

Description

- Tourist Development Council Meeting Minutes September 3, 2025

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	10/28/2025 - 4:10 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	10/28/2025 - 4:30 PM	AnswerNotes



TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

September 3, 2025

3:30 PM

Administration Bldg, 4th Floor
BCC Meeting Room, 477 Houston St.
Green Cove Springs, FL 32043

Call to Order

Present: Commissioner District 1 John Sgromolo, Chairman
Neil Porter
David Diaz
Kevin Robert
Deborah Beals
Kimberly Evans
Adrian Andrews
Sign-In Sheet - See Attachment A

Absent: Brian Knight, Vice-Chairman

Staff Present: Howard Wanamaker, County Manager
Charlie Latham, Assistant County Manager
Courtney Grimm, County Attorney
Heather Boucher, Commission Auditor
Megan Covey, Grants Manager
Teddy Meyer, Director of Tourism
Stephanie Lamb, Program Manager
Cher Malta, Tourism Marketing Manager
Samantha Kusters, Tourism Product Development Manager

Prior to calling the meeting to order, Adrian Andrews gave the invocation, and Chairman John Sgromolo led the Pledge of Allegiance.

Chairman John Sgromolo called the meeting to order at 3:32 pm.

Public Comments

Chairman John Sgromolo opened the floor for public comment at 3:32 pm.

Hearing no comments, Chairman John Sgromolo closed public comment at 3:32 pm.

Approval of Minutes

1. Tourist Development Council Meeting Minutes July 16, 2025

Minutes from July 16, 2025 TDC Meeting.

Kevin Robert made a motion for approval of the July 16, 2025, TDC Meeting Minutes, seconded by David Diaz, which carried unanimously.

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/September 03, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/September%2003,%202025), beginning at 1:50 and ending at 15:05. 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:

- Advance Digital Campaign Highlights
 - Video Ads
 - Audio Ads
 - Total Social Ad Engagements
- Impactful Partnership
 - Let's Take it Outside - To air on September 7, 2025
 - 904 Day Social Promotion - September 4, 2025
- Website Performance
 - Key Events
 - New Users

There were questions and discussions regarding clarification of the CTR (Click Through Rate) reference, tracking larger events and hotel stays, and positivity from the video ads - Let's Take It Outside.

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

Sports Tourism update from Airstream Ventures.

Item Three (3) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video- archive/Tourist Development Council/September 03, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/September%2003,%202025), beginning at 15:06 and ending at 39:12. Below is a summary of the discussion.

Alan Verlander, CEO/Founder of Airstream Ventures, presented a PowerPoint presentation to provide details and information for the sports tourism update. See Attachment C.

Topics Discussed:

- Association Trips
 - Sports ETA - Tulsa, OK
 - Florida Sports - Treasure Coast
 - Connect Marketplace - Miami, FL
 - S.P.O.R.T.S Conference - Columbia, SC
 - TEAMS Conference - Columbus, OH
- Booked Events
- Annual Contract

There were questions and discussions regarding events that are a niche for Clay County, combining events, and barriers, if any, for hosting events at the Regional Sports Complex, hosting rifle competitions, and/or a music festival.

4. Bed Tax Collection/Hotel Data (T. Meyer)

Most recent Bed Tax collections and Hotel Data.

Item Four (4) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video- archive/Tourist Development Council/September 03, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/September%2003,%202025), beginning at 39:14 and ending at 44:53. Below is a summary of the discussion.

Teddy Meyer, Director of Tourism, and Samantha Kusters, Tourism Product Development Manager presented a PowerPoint presentation to provide details and information for the bed tax/hotel data update. See Attachment D.

Topics Discussed:

- Bed Tax Collections - Calendar Year Information
- Visit-Florida Governors Conference Attended and Information Received
- Hotel Data

There were questions and discussions regarding how data is collected, as well as the impact of vacation rentals on the data.

Discussion

5. Sponsorship/Signature Event/Special Event Grant Update (T. Meyer)

Updates made to Signature and Special TDC Event Grants.

Item Five (5) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video- archive/Tourist Development Council/September 03, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/September%2003,%202025), beginning at 44:54 and ending at 1:03:37. Below is a summary of the discussion.

Teddy Meyer, Director of Tourism, presented a PowerPoint presentation to provide

details and information for the event grant update with changes to sponsorship and special events. The presentation is attached to the agenda.

There were comments, discussions, and questions regarding deliverables, requirement changes, determining the ROI, tracking, goals, oversight, formatting/implementing the process, marketing, and grants compliance.

Teddy Meyer, Director of Tourism, also provided an overview of the Tourism proposed budget/funding distribution. See Attachment E.

There were clarifying comments regarding distribution of the information provided in the update.

6. Event Marketing Grant Update (S. Lamb)

TDC grant summary as of August 26, 2025.

Item Six (6) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video- archive/Tourist Development Council/September 03, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/September%2003,%202025), beginning at 1:03:43 and ending at 1:06:27. Below is a summary of the discussion.

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

There were questions and discussions regarding timeline for budgeting events, cash carry forward, and the projected funding if all requested grants are funded.

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

Item Seven (7) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video- archive/Tourist Development Council/September 03, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/September%2003,%202025), beginning at 1:06:28 and ending at 1:09:38. 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 Moosehaven - Chili Cook-Off grant request of \$5,000.00. The scoring information discussed is attached to the agenda.

Angela Wood from Moosehaven addressed the Council to provide an overview of the event details for the requested grant.

There were questions and discussions regarding room nights produced last year.

Kimberly Evans made a motion for approval of the requested amount of \$5,000.00, seconded by Kevin Robert, which carried unanimously.

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

Item Eight (8) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video- archive/Tourist Development Council/September 03, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/September%2003,%202025), beginning at 1:09:39 and ending at 1:14:38. 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 Brand Name Athletes (BNA) Nightmare Flag Football grant request of \$12,500.00. See Attachment F for the updated scoring information discussed.

Alan Verlander, CEO of Airstream Ventures, addressed the Council to provide details and information regarding the event.

There were questions, discussions, and clarifications regarding the age group, the requested amount, the timeline of the event (one day vs. two days), and the opportunity for the event to be a repeat.

Kevin Robert made a motion for approval of the requested amount of \$12,5000.00, seconded by David Diaz. There were clarifying comments regarding the amount awarded. The motion carried unanimously.

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

Item Nine (9) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video- archive/Tourist Development Council/September 03, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/September%2003,%202025), beginning at 1:14:39 and ending at 1:24:25. 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 HUB FL/GA Pickleball grant request of \$25,000.00. The scoring information discussed is attached to the agenda.

Charlot Nagai, Club Manager at The HUB Jax, addressed the Council to provide an overview of the event associated with the requested grant.

There were questions and discussions regarding a previous grant request by different organization for pickleball, three day event, first time for the event in Clay County and officially moved to Clay County, projected attendance, available rooms, plans for the event in the future, funding/budget.

Adrian Andrews made a motion for approval of the \$25,000.00 grant request, seconded by David Diaz. There were comments regarding this being a new event and the owner's commitment. The motion carried unanimously.

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

Item Ten (10) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video- archive/Tourist Development Council/September 03, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/September%2003,%202025), beginning at 1:24:26 and ending at 1:26:39. Below is a summary of the discussion and vote for this agenda item.

Teddy Meyer, Director of Tourism, addressed the Council to provide follow-up information regarding the Feasibility Study funding agreement as indicated above.

There were comments regarding clarification of the funding and future development opportunities and ROI for the TDC.

Kevin Robert made a motion for approval, seconded by Deborah Beals, which carried unanimously.

11. Upcoming Events Update (S. Lamb)

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

Item Eleven (11) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video- archive/Tourist Development Council/September 03, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/September%2003,%202025), beginning at 1:26:40 and ending at 1:28:17. 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. Visit exploreclay.com or scan the QR code for more information.

Events/Topics Highlighted:

- 904 Day - September 4, 2025
- 2025 Clay County 4H PRCA Rodeo - September 12-13, 2025
- Senior Pickleball Tournament
- Various Fall Fests
- Reel fun Nights - Movies at the Clay County Fairgrounds
- exploreclay.com

Public Comments

Chairman John Sgromolo opened the floor for public comment at 4:58 pm.

Hearing no comments, Chairman John Sgromolo closed public comment at 4:58 pm.

Adjournment

Final Discussion can be seen at [www.claycountygov.com/government/clay-county-tv-and-video- archive/Tourist Development Council/September 03, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/September%2003,%202025), beginning at 1:28:33 and ending at 1:30:58. Below is a summary of the discussion.

Chairman John Sgromolo asked for a status update on the available seat on the TDC.

There was a brief conversation regarding applicants, the appointment of an elected official from Green Cove Springs, and procedure/process for appointment. The Explore Clay Magazine was placed at the Council Members' seats for viewing and is also available digitally on the website.

There were questions and discussions regarding publication and content of the magazine.

Following all discussions and hearing no further business, Chairman John Sgromolo adjourned the meeting at 5:01 pm.

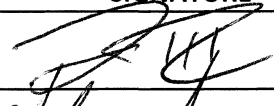
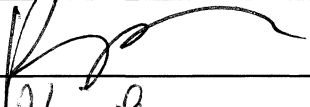
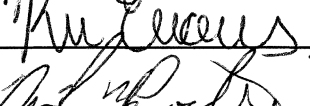
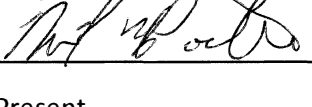
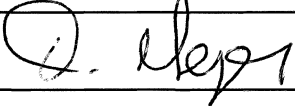
Attest:

Committee Chairman

Recording Deputy Clerk

Attachment “A” Sign-In Sheet

Tourist Development Council
Wednesday, September 3, 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)	
Neil Porter	Vacation Rental Owner (Accommodation)	
Courtney Grimm	County Attorney	Present
Teddy Meyer	Director of Tourism	

Attachment
“B”
Advance Travel and
Tourism Update



BOARD REPORT

July 2025 - August 2025

WE BRING THE TRAVELER **to you.**

Page 15 of 127



Advance Digital Campaign Highlights.

Throughout July – August more than **2.9 million** Explore Clay County messages were delivered.

The Advance campaigns introduced **70%** of all new users. Target audiences viewed more than **67K** pages and were on-site for an average of **1m 12s**.



Video Ads Watched in Full = **327,819**
335,604 Impressions, **38** Clicks, **97.68%** Completion Rate



Audio Ads Listened to in Full = **170,552**
188,519 Impressions, **120** Clicks, **90.06%** Completion Rate



Total Social Ad Engagements = **72,688**
886,865 Impressions, **34,751** Clicks, **3.92%** CTR

Impactful Partnership.

“Let’s Take It Outside” – Misty Wells

- Featured sponsorship with filmmaker Misty Wells, host of the “Let’s Take It Outside” program that airs on the Discovery Channel.
- Clay County, FL will make its **debut** on Discovery Channels "Let's Take it Outside" w/ Misty Wells on **September 7th, 2025 at 5:30 a.m.**
- Misty and her crew paid a visit to Clay County, FL to film an episode of her award winning tv show airing to over 220 million viewers worldwide. Misty will take you fishing and cruising on the waters of the St. John's River, paddling on Black Creek and walking you through the historic Military Museum of North Florida.
- You can view all the Season of "Let's Take it Outside" on various channels that are 'on demand' and free. Join us on our exciting journey on "Let's Take it Outside" with Misty Wells on September 7th, 2025, Discovery Channel, Discovery GO & Plus. For more information check out www.mistywells.com or subscribe to her YouTube channel.



904 Day Social Promotion.

“Celebrate 904 Day in Clay”

- 904 Day is a special day dedicated to honoring the community’s unique culture, local businesses, and the people who make this area truly special. Whether you’re a long-time resident or a visitor, 904 Day offers the perfect opportunity to explore all that Clay County has to offer while supporting the local businesses and building lasting connections.
- Northeast Florida residents, organizations and companies alike can show their community pride by tagging posts with #ExploreClay and #904Day on September 4.
- Be sure to check out the deals and promotions taking place in Clay County for this year’s #904Day celebration.
 - <https://exploreclay.com/celebrate-904-day-in-clay/>



Website Performance.

Key Events

723 Tracked Events



Outbound_activities_partner_clicks : 318
outbound_shopping_partner_clicks : 49
outbound_things_to_do_partner_clicks : 20

outbound_lodging_partner_clicks : 153
digital_visitor_guide_view : 34

outbound_dining_partner_clicks : 128
visitor_guide_request : 21

New Users

New Users = **40,672**

New Users increased YoY **65%**, this was an additional **16,096** users who were introduced to ExploreClay.com

Page Views = **118,842**

Page Views increased **103%**, this was an additional **60,209** pages viewed.

THANK YOU!

Explore Clay County

ExploreClay.com

+

Advance Travel & Tourism

AdvanceTravelandTourism.com

Attachment
“C”
Airstream Ventures
Update

PRESENTATION

08/25

10/25

- Brand Name: Athletic Co. Flag FB Oct. 2025
- USA Fencing (2026-27)
- European Championships (2026-27)
- World Cup Series (2026-27)
- International Continental Cup Regional Girls Flag FB-
- College Outdoor Sports League (2025/26)
- CFA Airborne Championships (2026)
- US Open National (2026)
- ISCA World Cup International-Sept. 2026
- American Paralympic Association (2026)
- American Paralympic Association (2026)
- World Cup Series (2026)

Booked Events

Attachment
“D”
Tourism 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 “E” Budget Update

FD1009 Tourism (1st 2nd and 3rd Cent)

DESCRIPTION	FY2023 Actuals	FY2024 Actuals	Adopted FY2025 Budget	FY2026 Budget
Cash Carry Forward	\$ -	\$ -	\$ 3,763,531	\$ 4,306,165
ESTIMATED REVENUES				
Ad Valorem Taxes	\$ -	\$ -	\$ -	\$ -
Taxes	\$ 1,105,106	\$ 983,299	\$ 1,307,709	\$ 1,141,669
Permits, Fees, Special Assessments	\$ -	\$ -	\$ -	\$ -
Intergovernmental Revenues	\$ -	\$ -	\$ -	\$ -
Charges For Services	\$ -	\$ -	\$ -	\$ -
Judgements, Fines And Forfeits - Not Court Related	\$ -	\$ -	\$ -	\$ -
Miscellaneous Revenues	\$ 162,322	\$ 180,855	\$ 180,000	\$ 168,812
TOTAL ESTIMATED REVENUES	\$ 1,267,428	\$ 1,164,154	\$ 1,487,709	\$ 1,310,481
OTHER FINANCING SOURCES				
Non-Operating - Interfund Transfers In	\$ -	\$ -	\$ -	\$ -
Enterprise Contributions	\$ -	\$ -	\$ -	\$ -
Transfers From Constitutional Fees Officers	\$ 5,273	\$ 4,463	\$ 7,350	\$ 4,686
TOTAL OTHER FINANCING SOURCES	\$ 5,273	\$ 4,463	\$ 7,350	\$ 4,686
TOTAL ESTIMATED REVENUES AND OTHER FINANCING SOURCES	\$ 1,272,700	\$ 1,168,617	\$ 1,495,059	\$ 1,315,167
Less 5% Of Budgeted Revenues	\$ -	\$ -	\$ (74,385)	\$ (65,524)
TOTAL ESTIMATED REVENUES AND BALANCES FORWARD	\$ 1,272,700	\$ 1,168,617	\$ 5,184,205	\$ 5,555,809
EXPENDITURES				
Personnel Services	\$ 251,249	\$ 297,129	\$ 387,410	\$ 405,454
Operating Expenditures	\$ 378,333	\$ 459,620	\$ 473,564	\$ 646,981
Capital Outlay	\$ 179,535	\$ 118,629	\$ 1,217,829	\$ 1,146,941
Debt Service	\$ -	\$ -	\$ -	\$ -
Grants and Aid	\$ -	\$ 15,000	\$ 52,500	\$ 85,000
TOTALS	\$ 809,117	\$ 890,378	\$ 2,131,303	\$ 2,284,376
OTHER FINANCING USES				
Interfund Transfers	\$ -	\$ -	\$ -	\$ -
TOTAL EXPENDITURES AND OTHER FINANCING USES	\$ 809,117	\$ 890,378	\$ 2,131,303	\$ 2,284,376
ENDING BALANCES				
Reserve - Contingency	\$ -	\$ -	\$ 185,396	\$ 228,437
Reserve for Contingency - Health Insurance	\$ -	\$ -	\$ -	\$ -
Reserve - Cash Balance	\$ -	\$ -	\$ 370,792	\$ 456,874
Reserve - Unassigned	\$ -	\$ -	\$ 2,496,714	\$ 2,586,122
Reserve for Capital Improvement	\$ -	\$ -	\$ -	\$ -
599400:Reserve - MSBU Maintenance	\$ -	\$ -	\$ -	\$ -
599500:Reserve - MSBU Resurface	\$ -	\$ -	\$ -	\$ -
TOTAL	\$ -	\$ -	\$ 3,052,902	\$ 3,271,433
TOTAL APPROPRIATED EXPENDITURES, OTHER FINANCING USES, & ENDING BALANCES	\$ 809,117	\$ 890,378	\$ 5,184,205	\$ 5,555,809

FD1071 Tourism (4th and 6th Cent)

DESCRIPTION	FY2023 Actuals	FY2024 Actuals	Adopted FY2025 Budget	FY2026 Budget
Cash Carry Forward	\$ -	\$ -	\$ 2,310,491	\$ 2,731,081
ESTIMATED REVENUES				
Ad Valorem Taxes	\$ -	\$ -	\$ -	\$ -
Taxes	\$ 736,737	\$ 655,532	\$ 871,806	\$ 761,113
Permits, Fees, Special Assessments	\$ -	\$ -	\$ -	\$ -
Intergovernmental Revenues	\$ -	\$ -	\$ -	\$ -
Charges For Services	\$ -	\$ -	\$ -	\$ -
Judgements, Fines And Forfeits - Not Court Related	\$ -	\$ -	\$ -	\$ -
Miscellaneous Revenues	\$ 55,505	\$ 115,300	\$ 100,000	\$ 92,547
TOTAL ESTIMATED REVENUES	\$ 792,242	\$ 770,832	\$ 971,806	\$ 853,660
OTHER FINANCING SOURCES				
Non-Operating - Interfund Transfers In	\$ -	\$ -	\$ -	\$ -
Enterprise Contributions	\$ -	\$ -	\$ -	\$ -
Transfers From Constitutional Fees Officers	\$ 3,515	\$ 2,975	\$ -	\$ 2,900
TOTAL OTHER FINANCING SOURCES	\$ 3,515	\$ 2,975	\$ -	\$ 2,900
TOTAL ESTIMATED REVENUES AND OTHER FINANCING SOURCES	\$ 795,757	\$ 773,808	\$ 971,806	\$ 856,560
Less 5% Of Budgeted Revenues	\$ -	\$ -	\$ (48,590)	\$ (42,683)
TOTAL ESTIMATED REVENUES AND BALANCES FORWARD	\$ 795,757	\$ 773,808	\$ 3,233,707	\$ 3,544,958
EXPENDITURES				
Personnel Services	\$ -	\$ -	\$ -	\$ -
Operating Expenditures	\$ 471,286	\$ 614,576	\$ 824,238	\$ 835,070
Capital Outlay	\$ -	\$ -	\$ 110,000	\$ -
Debt Service	\$ -	\$ -	\$ -	\$ -
Grants and Aid	\$ -	\$ -	\$ -	\$ -
TOTALS	\$ 471,286	\$ 614,576	\$ 934,238	\$ 835,070
OTHER FINANCING USES				
Interfund Transfers	\$ -	\$ -	\$ -	\$ -
TOTAL EXPENDITURES AND OTHER FINANCING USES	\$ 471,286	\$ 614,576	\$ 934,238	\$ 835,070
ENDING BALANCES				
Reserve - Contingency	\$ -	\$ -	\$ 93,669	\$ 83,507
Reserve for Contingency - Health Insurance	\$ -	\$ -	\$ -	\$ -
Reserve - Cash Balance	\$ -	\$ -	\$ 187,338	\$ 167,014
Reserve - Unassigned	\$ -	\$ -	\$ 2,018,462	\$ 2,459,367
Reserve for Capital Improvement	\$ -	\$ -	\$ -	\$ -
599400:Reserve - MSBU Maintenance	\$ -	\$ -	\$ -	\$ -
599500:Reserve - MSBU Resurface	\$ -	\$ -	\$ -	\$ -
TOTAL	\$ -	\$ -	\$ 2,299,469	\$ 2,709,888
TOTAL APPROPRIATED EXPENDITURES, OTHER FINANCING USES, & ENDING BALANCES	\$ 471,286	\$ 614,576	\$ 3,233,707	\$ 3,544,958

Attachment
“F”
Grant Request Info
Nightmare Tournament

Sports Grant Application Scoring

1. **Room night goal** - Maximum award of \$10,000 based on \$20 per verified room night or zip code - ____ rooms x ____ nights = ____ x \$20 = \$____ (not to exceed **\$10,000**)
2. **Venue Rental Expense** – up to \$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: \$12,500

Application Score Recommendation: \$13,380



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, November 5 3:30 PM

TO: TDC Members

DATE: 10/23/2025

FROM: Teddy Meyer

SUBJECT: Wheel the World in Clay County and recognition of participating venues.

AGENDA ITEM TYPE:

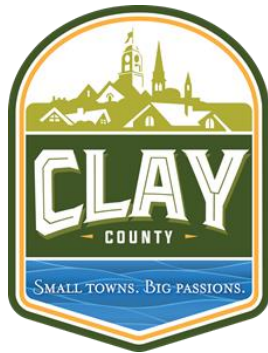
ATTACHMENTS:

Description

- ▣ Wheel the World

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	10/28/2025 - 4:10 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	10/28/2025 - 4:30 PM	AnswerNotes



Organizing accessibility to unlock an emerging market

THE WORLD'S LEADING SOLUTION
FOR ACCESSIBLE TRAVEL



People with disabilities face several challenges when planning & booking their trips

The Problem



Accessibility information is not reliable & is **not online**



Accessibility needs differ for each person



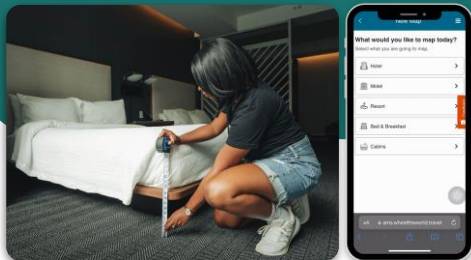
Current solutions **don't guarantee** accessibility

The Expert Solution for Accessible Travel



Accessibility Verified

All in one solution for hospitality businesses to verify, improve, train and promote their accessibility



FOR PARTNERS

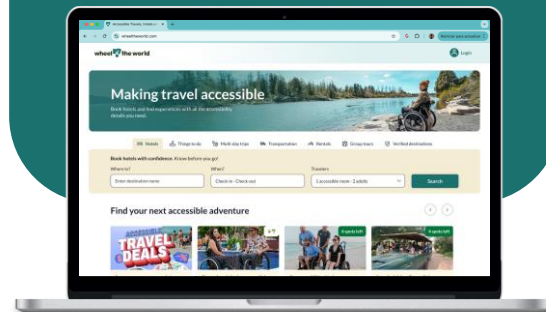


Make the World Accessible



wheel the world.com

Book hotels and experiences with all the accessibility details you need



FOR TRAVELERS

Destination Accessibility Website

Visit Clay County: plan your trip with verified accessibility info!

Enjoy hotels and activities with photos and measurements for a worry-free stay.



Explore Clay County: uncover history and adventure in a small-town setting

Clay County offers a unique blend of rich military history, a charming small-town feel with convenient access to big-city amenities, and abundant outdoor recreation with scenic trails. Visitors can explore locally owned restaurants and shops, adding an authentic and memorable touch to their experience. The county is home to the historic Spring Park, where a natural spring feeds a public swimming pool, reflecting its past as a popular vacation spot in the late 1800s. For outdoor enthusiasts, Mike Roes Gold Head Branch State Park offers over 2,000 acres of hiking trails along the Florida National Scenic Trail. Clay County is committed to accessibility, providing resources and assistance to ensure all visitors can enjoy its attractions. Whether you're delving into history, savoring local cuisine, or exploring natural beauty, Clay County promises a welcoming and inclusive experience for all.



[Hotels](#) | [About](#) | [Activities](#) | [Transportation](#) | [Restaurants](#) | [Travel tips](#) | [Blog](#)



Hotels

Find and book accessible hotels with peace of mind guaranteed

[Explore all Hotels](#)



Activities

Plan your next adventure with accessible activities for every traveler

[Explore all Activities](#)



Restaurants

Share delicious meals at restaurants with verified accessibility

[Explore all Restaurants](#)



Live By The Axe

Indoor space



The Tea Room

Indoor space



Camp Blanding Museum

Museum



Town of Penney Farms Historical Museum

Museum

[See more Activities](#)

Top accessible restaurants in Clay County



Red's Wine Bar

Green Cove Springs, USA



Nakama Anime Bar

Orange Park, USA



La Catrina Tacos & Tequila Bar

Middleburg, USA



Brunchville

Middleburg, USA

[See more Restaurants](#)



Let's plan an experience you will cherish forever!

Wheel the World and Visit Clay County's mutual effort encourages people with disabilities to travel and enjoy unforgettable experiences with their loved ones.

There is a world out there and our mission is to help everyone explore it without limits!

Destination Verified Listings highlighted at wheeltheworld.com



List your accommodation



Hotels

Group trips

Transportation

Multi-day trips

Rentals

Things to do

Verified destinations

Clay County, FL, USA - 1 accessible room - 2 adults



Search

Top filters

Roll-in shower

Bed height under 25 in

On sale first

Destination Verified First

Sort results

Show filters

2 results found



Holiday Inn Express & Suites Fleming Island by IHG

2 ★

Fleming Island, United States

Guaranteed accessibility features

- ✓ Roll in shower
- ✓ Accessible bathtub
- ✓ Pool lift
- ✓ Step-free entrance

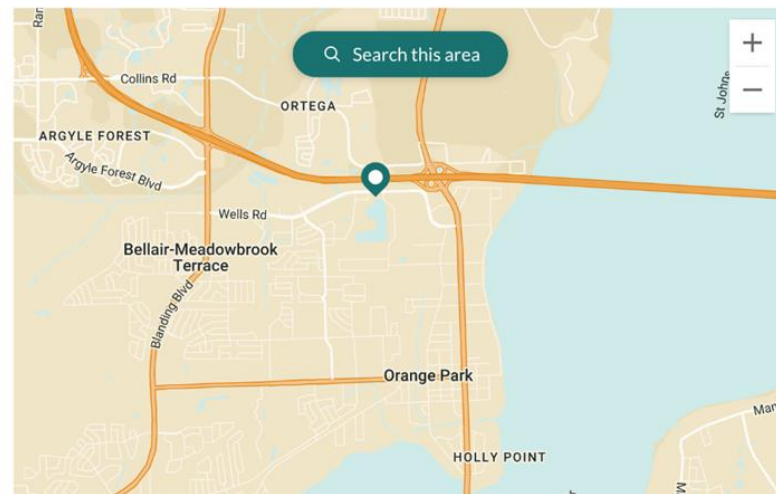
Show Prices

Accessibility Verified partnered with Clay County Board



Woodspring Suites Jacksonville Orange Park

2 ★



Your Destination has achieved:



**Accessibility
information organized**



**Simple Booking
Solution**



**Access to Trainings
in accessibility**



**Unlocking an
emerging Market**

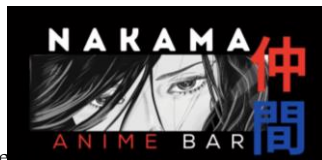


**Project and Data
Monitoring**

Across all type of disabilities



Thank you for helping us make Clay County more accessible!



Thank you





Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, November 5 3:30 PM

TO: TDC Members

DATE: 9/10/2025

FROM: Teddy Meyer

SUBJECT: Marketing update from the contracted advertising agency.

AGENDA ITEM TYPE:

ATTACHMENTS:

Description

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	10/28/2025 - 4:08 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	10/28/2025 - 4:21 PM	AnswerNotes



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, November 5 3:30 PM

TO: TDC Members

DATE: 9/10/2025

FROM: Teddy Meyer

SUBJECT: Sports Tourism update from Airstream Ventures.

AGENDA ITEM
TYPE:

ATTACHMENTS:

Description

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	10/26/2025 - 9:04 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	10/26/2025 - 9:05 PM	AnswerNotes



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, November 5 3:30 PM

TO: TDC Members

DATE: 10/30/2025

FROM: Teddy Meyer

SUBJECT:

2025 Town of Orange Park Fall Festival Placer reports.

1 - Showing the weekend as a whole

2 - Comparing Saturday & Sunday (10/18-10/19)

AGENDA ITEM

TYPE:

ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	10/30/2025 - 3:26 PM	Item Pushed to Agenda



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, November 5 3:30 PM

TO: TDC Members

DATE: 9/10/2025

FROM: Teddy Meyer

SUBJECT: Most recent Bed Tax collections and Hotel Data.

AGENDA ITEM

TYPE:

ATTACHMENTS:

Description

- ▢ Bed Tax/Hotel Data Slides

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	10/28/2025 - 4:08 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	10/28/2025 - 4:24 PM	AnswerNotes

Bed Tax Collections - Calendar Year

Updated 10/28/25

	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	\$ 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	\$ 130,357	\$ 1,075,708	-12.94%	-0.01%
August	\$ 147,415	\$ 142,622	\$ 153,754	\$ 140,552	\$1,216,361	\$ 149,296	\$ 1,225,004	6.22%	0.71%
September	\$ 127,911	\$ 159,872	\$ 150,344	\$ 137,298	\$1,353,660	\$ 130,260	\$ 1,355,263	-5.13%	0.12%
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		\$ 1,355,263			

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

Hotel Data

Current Month - September 2025 vs September 2024

	Occ %		ADR		RevPAR		Percent Change from September 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Clay County, FL+	65.3	72.4	122.47	119.38	80.00	86.45	-9.8	2.6	-7.5	-7.5	0.0	-9.8
Alachua County, FL	48.6	59.6	115.93	140.56	56.38	83.72	-18.3	-17.5	-32.7	-32.6	0.1	-18.3
Duval County, FL	62.2	63.2	106.58	106.97	66.30	67.57	-1.5	-0.4	-1.9	1.2	3.2	1.6
Putnam County, FL	52.2	59.7	104.61	105.75	54.58	63.12	-12.6	-1.1	-13.5	-14.0	-0.5	-13.0
St. Johns County, FL	48.8	51.8	147.21	149.00	71.84	77.17	-5.8	-1.2	-6.9	-5.1	1.9	-4.0

Year to Date - September 2025 vs September 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+	74.7	75.0	126.58	125.24	94.57	93.92	-0.4	1.1	0.7	0.7	0.0	-0.4
Alachua County, FL	62.1	64.0	127.88	126.09	79.42	80.75	-3.0	1.4	-1.6	-2.0	-0.4	-3.4
Duval County, FL	68.2	68.5	116.44	115.44	79.42	79.09	-0.5	0.9	0.4	2.2	1.8	1.3
Putnam County, FL	59.1	60.9	120.37	111.52	71.13	67.94	-3.0	7.9	4.7	4.3	-0.4	-3.4
St. Johns County, FL	63.5	64.1	170.95	173.47	108.60	111.25	-0.9	-1.4	-2.4	-1.7	0.7	-0.3



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, November 5 3:30 PM

TO: TDC Members

DATE: 9/10/2025

FROM: Teddy Meyer

SUBJECT: TDC grant summary as of October 28, 2025.

AGENDA ITEM
TYPE:

ATTACHMENTS:

Description

- Grant Tracking as of 10.28

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	10/28/2025 - 4:08 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	10/28/2025 - 4:26 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
2025 Moosehaven Chili Cook-off	11/8/2025	\$ 5,000	2/9/2026				\$ 5,000
Totals		\$ 5,000			0	\$ -	\$ 5,000

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	\$ 12,500	1/26/2026				\$ 12,500
FL/GA Classic Pickleball Tournament	10/31-11/2/2025	\$ 25,000	2/2/2026				\$ 25,000
							\$ -
Totals		\$ 37,500			0	\$ -	\$ 37,500

Updated October 28, 2025

	Awarded		Remaining			Paid Out	
	\$ 325,000	\$ 57,500	\$ 267,500		0	\$ -	\$ 325,000
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
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
2025 Moosehaven Chili Cook-off	11/8/2025	\$ 5,000	2/9/2026				\$ 5,000
Totals		\$ 5,000			0	\$ -	\$ 5,000

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	\$ 12,500	1/26/2026				\$ 12,500
FL/GA Classic Pickleball Tournament	10/31-11/2/2025	\$ 25,000	2/2/2026				\$ 25,000
2026 Scottish Games	2/27-28/2026	\$ 25,000	4/29/2026				\$ 25,000
2026 Clay County Open	2/2-4/2026	\$ 18,000	4/5/2026				\$ 18,000
East Coast Nationals	12/4-7/2025	\$ 25,000	2/5/2026				\$ 25,000
All American Games	1/17-18/2026	\$ 25,000	4/19/2026				\$ 25,000
The Flo Down Florida Championship	1/16-18/2026	\$ 20,000	4/19/2026				\$ 20,000
							\$ -
Totals		\$ 150,500			0	\$ -	\$ 150,500

		<i>Awarded</i>	<i>Remaining</i>				
	\$ 325,000	\$ 170,500	\$ 154,500		0	<i>Paid Out</i>	
FD1071- CC1253- SC548005				\$ 325,000		\$ -	\$ 325,000

*Requested TDC Grant



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, November 5 3:30 PM

TO: TDC
Members

DATE: 9/10/2025

FROM: Teddy
Meyer

SUBJECT:
Potential Calendar 2026 Dates:
Wednesday, January 7, 2026
Wednesday, March 4, 2026
Wednesday, May 6, 2026
July (skip)
Wednesday, September 2, 2026
Wednesday, November 4, 2026

AGENDA ITEM
TYPE:

ATTACHMENTS:

Description

No Attachments Available

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	10/28/2025 - 4:09 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	10/28/2025 - 4:28 PM	AnswerNotes



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, November 5 3:30 PM

TO: TDC Members

DATE: 10/20/2025

FROM: Teddy Meyer

SUBJECT:

Northeast Florida Scottish Highland Games and Festival | 2026 Scottish Games - February 27-28, 2026 at the Clay County Fairgrounds.
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

- ▣ 2026 Scottish Games Scoresheet

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film	Wanamaker,	Approved	10/28/2025 - 4:09	AnswerNotes

Development Howard
County Wanamaker,
Manager Howard

Approved

PM
10/28/2025 - 4:28
PM

AnswerNotes

2026 Northeast Florida Scottish Highland Games

February 27-28, 2026 at The Clay County Fairgrounds

Sports Grant Application Scoring

- ☒ 1. **Room night goal** - Maximum award of \$10,000 based on \$20 per verified room night or zip code - 400 rooms x 1 nights = 400 x \$20 = \$ 8,000 (not to exceed **\$10,000**)
- ☒ 2. **Venue Rental Expense** – up to \$10,000 - \$7,812
- ☒ 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: \$20,812



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, November 5 3:30 PM

TO: TDC Members

DATE: 9/30/2025

FROM: Teddy Meyer

SUBJECT:

Minor League Golf Tour | 2026 Clay County Open - February 2-4, 2026 at Eagle Harbor Golf Club.

Requesting: \$18,000

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: \$18,000

Sole Source (Yes\No):

No

Advanced Payment
(Yes\No):

No

ATTACHMENTS:

Description

- ▣ 2026 CC Open Scoresheet

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film	Wanamaker,	Approved	10/26/2025 - 9:05	AnswerNotes

Development Howard
County Wanamaker,
Manager Howard

Approved

PM
10/26/2025 - 9:05
PM

AnswerNotes

Minor League Golf Tour 2026 Clay County Open

February 2-4, 2026 at Eagle Harbor Golf Club

Sports Grant Application Scoring

- ☒ 1. **Room night goal** - Maximum award of \$10,000 based on \$20 per verified room night or zip code - 50 rooms x 3 nights = 150 x \$20 = \$ 3,000 (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: \$18,000

Application Score Recommendation: \$18,000



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, November 5 3:30 PM

TO: TDC Members

DATE: 10/28/2025

FROM: Teddy Meyer

SUBJECT:

United Youth Sports - East Coast Football | Youth Tackle Football Tournament - December 4-7, 2025 at The Clay County Regional Sports Complex.
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: \$12,500

Sole Source (Yes\No):
No

Advanced Payment
(Yes\No):
No

ATTACHMENTS:

Description

- ▢ East Coast Nationals Scoresheet

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film	Wanamaker,	Approved	10/28/2025 - 4:09	AnswerNotes

Development Howard			PM	
County	Wanamaker,		10/28/2025 - 4:29	
Manager	Howard	Approved	PM	AnswerNotes

United Youth Sport East Coast Nationals

December 4-7, 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 - 1000 rooms x 3 nights = 3000 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, November 5 3:30 PM

TO: TDC Members

DATE: 10/28/2025

FROM: Teddy Meyer

SUBJECT:

United Youth Sports - All American Games | Youth Tackle Football Tournament - January 17-18, 2025 at The Clay County Regional Sports Complex.
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

- ▣ All American Games Scoresheet

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film	Wanamaker,	Approved	10/28/2025 - 4:09	AnswerNotes

Development Howard
County Wanamaker,
Manager Howard

Approved

PM
10/28/2025 - 4:29
PM

AnswerNotes

United Youth Sport All American Games

January 17-18, 2026 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 - 1000 rooms x 1 nights = 1000 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, November 5 3:30 PM

TO: TDC Members

DATE: 10/28/2025

FROM: Teddy Meyer

SUBJECT:

American Cornhole League - The Flo Down Florida Interstate Championship - January 16-18, 2026 at The Clay County Fairgrounds.
Requesting: \$20,000

AGENDA ITEM TYPE:

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

Funding Source: FD1071/CC1253/Reimbursement Grants (548005)
FD1071- CC1253- SC548005
Amount: \$20,000

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

ATTACHMENTS:

Description

- ACL FloDown Scoresheet

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film	Wanamaker,	Approved	10/28/2025 - 4:09	AnswerNotes

Development Howard			PM	
County	Wanamaker,		10/28/2025 - 4:29	
Manager	Howard	Approved	PM	AnswerNotes

American Cornhole League | The Flo Down Florida Interstate Championship

January 16-18, 2026 at The Clay County Fairgrounds

Sports Grant Application Scoring

- ☒ 1. **Room night goal** - Maximum award of \$10,000 based on \$20 per verified room night or zip code - 500 rooms x 2 nights = 1,000 x \$20 = \$ 10,000 (not to exceed **\$10,000**)
- ☒ 2. **Venue Rental Expense** – up to \$10,000 - \$4,000
- ☒ 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: \$20,000

Application Score Recommendation: \$19,000



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, November 5 3:30 PM

TO: TDC
Members

DATE: 10/15/2025

FROM: Teddy
Meyer

SUBJECT:

AGENDA ITEM
TYPE:

BACKGROUND INFORMATION:

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

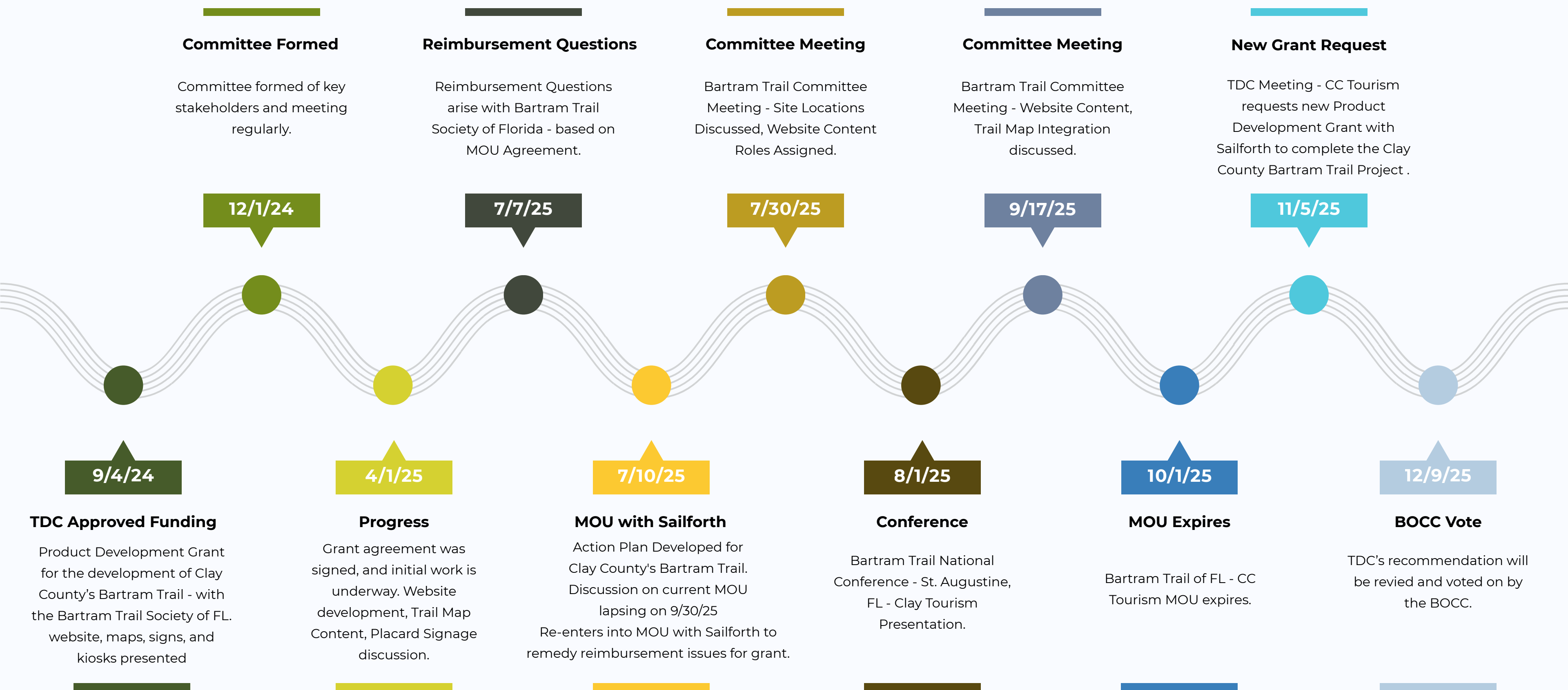
ATTACHMENTS:

Description

- ▣ Bartram Trail Timeline
- ▣ Bartram in Clay presentation
- ▣ BTSF_Clay_Co_Trail_Development_Scope

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	10/28/2025 - 4:22 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	10/28/2025 - 4:23 PM	AnswerNotes





Bartram Trail Society of Florida









Bartram Trail Society of Florida

"Preserving, Promoting, and Enjoying
our Bartram Heritage."

We are committed to historic and environmental education, recreation, and preservation. Join us today as we promote and develop public access to recreational trails across Florida and beyond through advocacy and celebration.

**Meet Bartram and friends at the
Florida Folk Festival on the Tower Stage**

**Friday, May 23
11:00 AM to Noon**

**Saturday, May 24
12:30 PM – 1:30 PM**

**Sunday, May 25
1:30 PM – 2:30 PM**

www.bartramtrailsociety.com













The Clay County Travels

of John and William Bartram

Journal entries of John Bartram

November 25th, 1763
First visit to Clay County

Artwork by William Bartram

February 2nd & 3rd, 1768
Near Old Ferry Road, off Black Creek

Journal entries of John Bartram

February 25th, 1768
Doctors Lake

Bartram's Clay County Flora and Fauna

Bartram's list

- Orange trees | Shrub aster | Live oak | Red cedar | Cypress
Red / purple-berried bay | Ashlee | Chingapins | Elm
Linden | White oak | Myrtle | Vaccinium | Palmetto
Hamamelis (Witch hazel) | Pine | Hickory | Ash | Rattlesnake
Malvella | Corvulovus (Morning glory)



Bartram Trail in Putnam County Workshop 2013

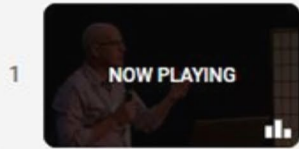
Bartram Trail Society of Florida

7 videos 141 views Last updated on Oct 9, 2013



▶ Play all

↻ Shuffle



1

NOW PLAYING

Dr. Thomas Hallock - How to Approach Bartram's "Travels"

Bartram Trail Society of Florida • 465 views • 9 years ago



2

20:08

Dr. Kathryn Braund - Bartram's Interaction with Native Americans

Bartram Trail Society of Florida • 336 views • 9 years ago



3

22:53

Dick Franz - Natural History Illuminated by Bartram

Bartram Trail Society of Florida • 70 views • 9 years ago



4

2:29

Dale Crider - Bartram Workshop Performance 2013

Bartram Trail Society of Florida • 69 views • 9 years ago



5

18:04

Dr. Charles Spornick - The Significance of Bartram

Bartram Trail Society of Florida • 75 views • 9 years ago



6

21:16

Dean Campbell - Virtual Bartram Trail in Putnam County

Bartram Trail Society of Florida • 106 views • 9 years ago



7

24:03

Dr. Charlotte Porter - Bartram in History & Educational Opportunities

Bartram Trail Society of Florida • 69 views • 9 years ago









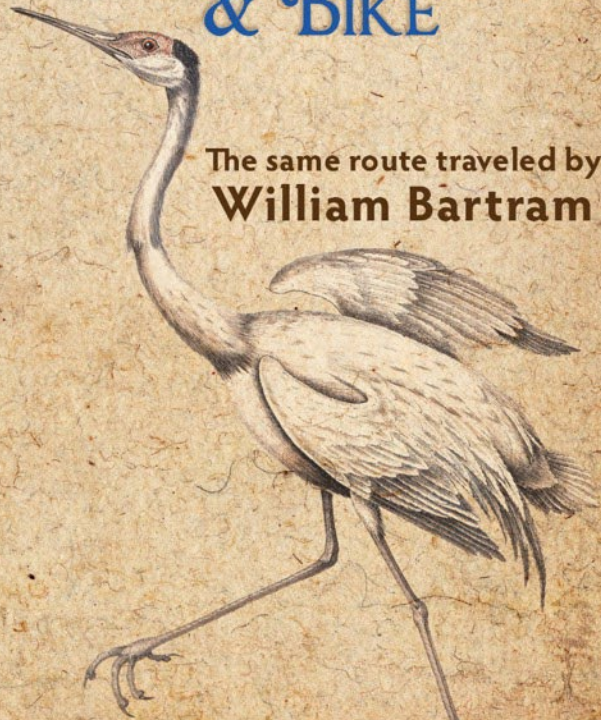






PADDLE, HIKE, & BIKE

The same route traveled by
William Bartram



Sandhill Crane illustration by William Bartram:
Natural History Museum, UK

Bartram's flower specimens from the Natural History
Museum, UK - courtesy: University of Florida Digital
Archives







BARTRAM TRAIL IN PUTNAM COUNTY

WELAKA FLORIDA

Mount Royal

Bartram first visited the site on December 28, 1765, with his father, John Bartram, and found the uninhabited site "possessed an almost inexpressible air of grandeur...what greatly contributed towards completing the magnificence of the scene, was a noble Indian highway, which led from the great mound, on a straight line."

When he returned in 1774, Bartram found Mount Royal vastly changed. The new owner of the property had preserved the mound, but had cleared most of the trees in the surrounding area and planted indigo and cotton there before abandoning the plantation.

From Welaka, one can take a bike trail by land to reach Mount Royal, as well as paddling the Bartram Trail by water.

Bartram's collected plant specimens courtesy of University of Florida Digital Collections. The original is owned by the Natural History Museum, UK. Text in quotes in above paragraph is from Travels, by William Bartram.

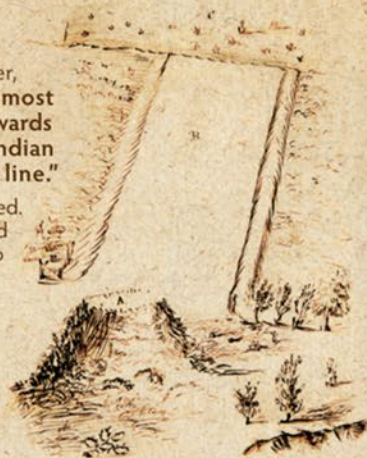
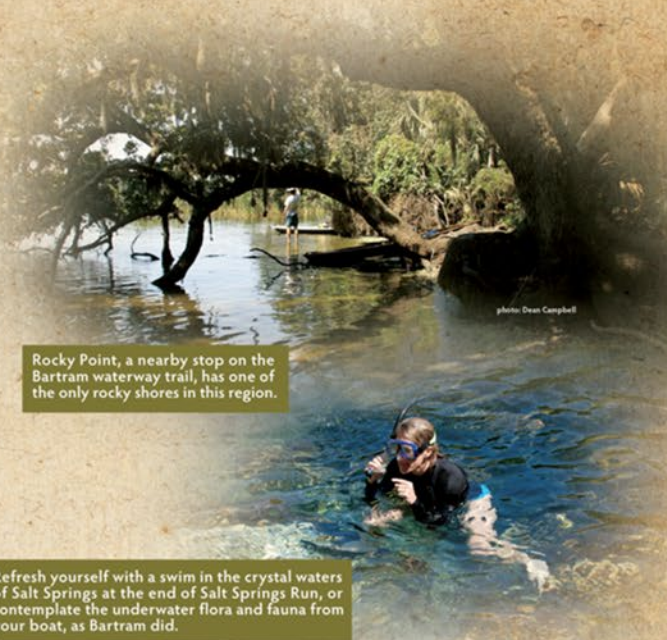


Image from William Bartram's answers to Benjamin Smith Bartram's queries about Indians (copy rendered by John Howard Payne) credit: Bartram Family Papers, 1814-15, Historical Society of Pennsylvania

Rocky Point, a nearby stop on the Bartram waterway trail, has one of the only rocky shores in this region.



Refresh yourself with a swim in the crystal waters of Salt Springs at the end of Salt Springs Run, or contemplate the underwater flora and fauna from your boat, as Bartram did.

Watoola Great Savannah Crane



The Alligators of the St. John's River

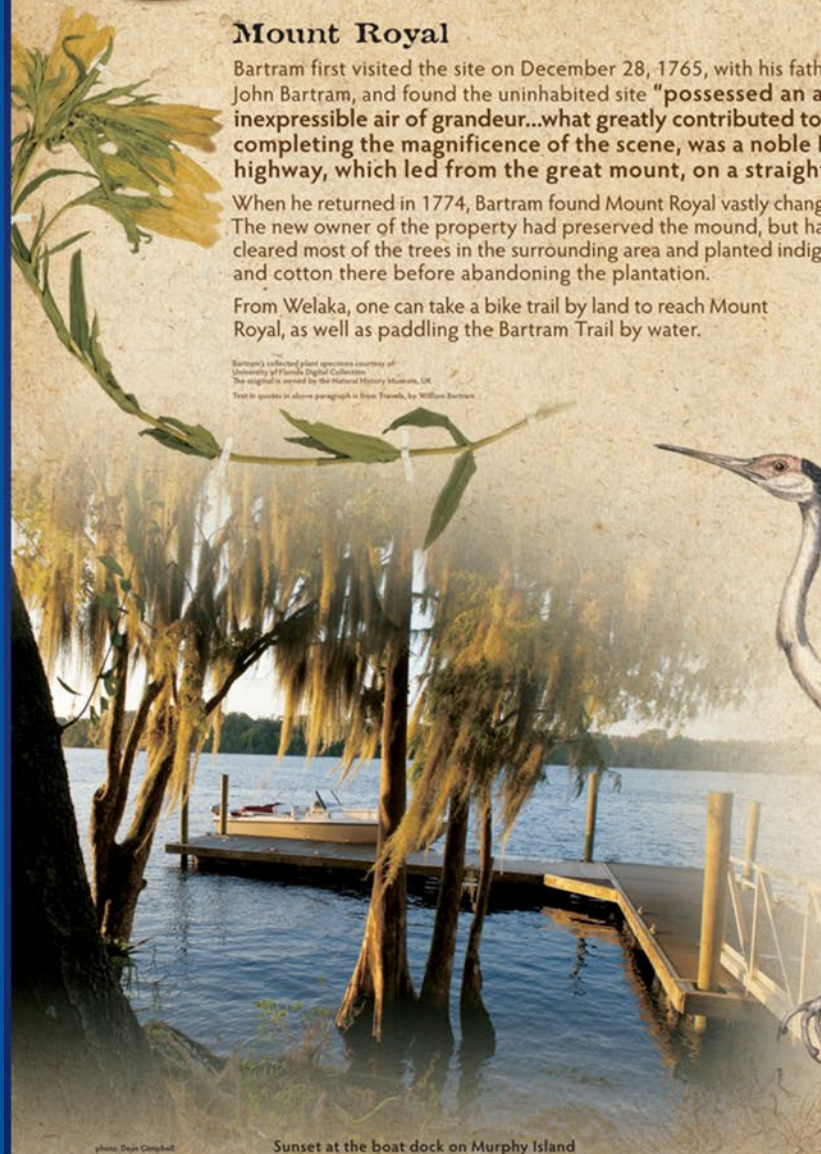


photo: Dean Campbell

Sunset at the boat dock on Murphy Island



BARTRAM TRAIL IN PUTNAM COUNTY PALATKA FLORIDA



William Bartram
photo: Library of Congress

"This world, as a glorious apartment of the boundless palace of the sovereign Creator, is furnished with an infinite variety of animated scenes, inexpressibly beautiful and pleasing, equally free to the inspection and enjoyment of all his creatures."

William Bartram, *Travels*

William Bartram accompanied his father, John Bartram, a botanist, to Florida in 1765 for King George III.

In 1774, he returned to the Florida he had fallen in love with. His assignment was to research the land for Dr. Fothergill of England. Bartram's resulting book, *Travels*, became recognized as one of the pivotal scientific books of his time, also heralded for its poetic language and vivid illustrations.

Bartram was a renaissance man who melded art and science into an indelible record of his passionate encounters with the world.

Now you can follow in Bartram's footsteps and boat trails here in Florida, and experience much of the same wildlife and scenic beauty he encountered in the 1700s.



photo: Steve Smith

For in-depth directions, photos, & video about the Bartram Trail in Putnam, visit bartram.putnam-fl.com

Bartram Trail Map Legend

- Rice Creek (Grey's Creek) actual creek path
- Conservation Land
- Bartram Land Route
- Bartram Water Route
- ★ You Are Here
- 01 Marina
- 02 Picnic Area
- 03 Vehicle Ferry
- 04 Canoe/Kayak Launch
- 05 Palmetto Bluff
- 06 Forrester Point
- 07 Rice Creek (Grey's Creek)
- 08 Palatka
- 09 Ravine Gardens Bartram Trail Marker
- 10 Palatka Water Works - Pup Piggy Trail
- 11 Rolleston/Charlotte
- 12 Dunns Creek (Quin's Little River)
- 13 Crescent Lake Camp
- 14 Bear Island (Small Island)
- 15 Mungah Island
- 16 Seven Sisters Islands
- 17 Stakes Landing (Spalding's Lower Store)
- 18 Sarasota Harbor (Johnson's Spring)
- 19 Satsuma Spring
- 20 Parking
- 21 Information
- 22 Food
- 23 Restrooms
- 24 Camping
- 25 Boat Launch
- 26 Bike Trailhead
- 27 Hiking Trailhead
- 28 Nishua Spring
- 29 Welaka Spring
- 30 Johnsons Bluff
- 31 Beecher Point (Mount Hope)
- 32 Beecher Springs
- 33 Welaka Nat'l Fish Hatchery
- 34 Mount Royal
- 35 Beecher Springs Run
- 36 Georgetown Camp
- 37 Drayton Island - 1766 Camp
- 38 Drayton Island - 1774 Camp
- 39 Lake George Point (Orange Point)
- 40 Rocky Point
- 41 Salt Springs Run
- 42 Salt Springs
- 43 Cowpen Lake (Halfway Pond)
- 44 Deep Creek



Funding for this program was provided through a grant from the Florida Humanities Council, with funds from the National Endowment for the Humanities. Any views, findings, conclusions or recommendations expressed in this exhibit do not necessarily represent those of the Florida Humanities Council or the National Endowment for the Humanities.



BARTRAM TRAIL IN PUTNAM COUNTY PALATKA FLORIDA



Landing at What is Now Palatka

"I suddenly saw before me an Indian settlement or village... There were eight or ten habitations... Some of the youth were naked, up to their hips in the water, fishing with rods and lines, whilst others, younger, were diverting themselves in shooting frogs with bows and arrows. There was a large orange grove at the upper end of their village."

The trees were large, carefully pruned and the ground under them clean, open and airy. There seemed to be several hundred acres of cleared land about the village; a considerable portion of which was planted, chiefly with [corn, potatoes, beans, pumpkins, squashes, melons, tobacco] and so on, abundantly sufficient for the inhabitants of the village. They were civil and appeared happy in their situation."

William Bartram, Travels

Bartram's Observations of the Country Between the Mountains of the Carolinas and the Gulf of Mexico



Chicksee structure similar to what Bartram would have encountered on the shores of Palatka in the 1770s

"If we consider them with respect to their private character in a moral view, they must, I think, claim our approbation, if we divest ourselves of prejudice and think freely. As moral men they certainly stand in no need of European civilization."

William Bartram, Travels

The Rattlesnake

Puc-Puggy ("Flower Hunter" the Native American name for Bartram) was enticed from his flower-drawing one day to help the local tribe get rid of a large rattlesnake which was slithering the village. They approached Bartram because it was his "pleasure to collect all their animals, and they wanted this one 'collected'."



"I approached the reptile, who instantly collected himself in a war coil (then attitude of defence) I cast my missile weapon at him, which luckily taking his head, dispatched him instantly, and laid him trembling at my feet. I took out my knife, severed his head from his body, then turning about, the Indians complimented me. I carried off the head of the serpent bleeding in my hand as a trophy of victory, and taking out the mortal fangs, deposited them carefully among my collection."

William Bartram, Travels

The Long Warrior

"This portrait of Micco Chlucco, the Long Warrior, is the frontispiece to Travels. Bartram was sympathetic to the Native Americans he encountered, and promoted a humane attitude toward them."

The full title of Travels is: "Travels through North and South Carolina, Georgia, East and West Florida, the Cherokee Country, the Extensive Territories of the Muscogulges or Creek Confederacy, and the Country of the Soil Chactaws; Containing an Account of the Soil and Natural Productions of Those Regions; Together with Observations on the Manners of the Indians."

Bartram encountered the famous "King of the Simuloes," The Long Warrior, in Palatka. His portrait is one of Bartram's most well-known images.



BARTRAM TRAIL IN PUTNAM COUNTY

STOKES LANDING

Spalding's Lower Store

Bartram traveled here by himself in a "neat little sail boat" from Cowsford (present-day Jacksonville) in April 1774.

James Spalding was senior partner in the firm J. Spalding and Kelsell, which traded with Indians for goods sent to Savannah and eventually on to Europe.

Bartram wrote about significant events occurring here, including "The Indian Frolic" and the Long Warrior's plea for credit to outfit his warriors for battle with the Choctaws.

His excursions to the Indian settlements of Cuscowilla in the Alachua Savanna [now Paines Prairie near Gainesville], and Talahasochte on the Suwannee River all began here.

"At the trading-house I found a very large party of the Lower Creeks encamped in a grove...consisting of about forty warriors destined against the Chactaws of West Florida. They had just arrived here from St. Augustine, where they had been with a large troop of horses for sale and furnished themselves with a very liberal supply of spirituous liquors, about twenty kegs, each containing five gallons."

William Bartram, *Travels* - writing about the start of the "Indian Frolic" at the Lower Store

Items found at Lower Store site



Large Buckle (copper alloy)

Collection of the Anthropology Division of the Florida Museum of Natural History, University of Florida, Gainesville, FL, USA



Gun plate (copper, small)

Collection of the Anthropology Division of the Florida Museum of Natural History, University of Florida, Gainesville, FL, USA



Fork Fragment (copper)

Collection of the Anthropology Division of the Florida Museum of Natural History, University of Florida, Gainesville, FL, USA



Sickle (copper)

Collection of the Anthropology Division of the Florida Museum of Natural History, University of Florida, Gainesville, FL, USA



1792 Spanish Map of the Lower Store

This "Plan of Indian Warehouse on the St. Johns River" depicts a diagram of the Lower Store of 1792.

The rich history of the Lower Store marched on after Bartram's time, with continued Spanish, European and Native American activity. Middens (shell mounds) existed at the site until the mid-20th century, providing evidence of continued Native American presence at the site.



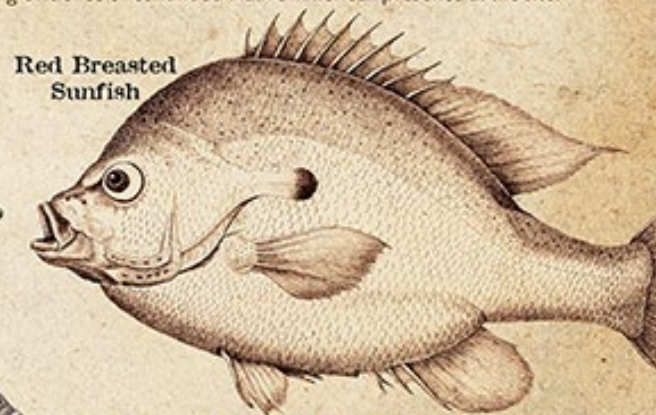
Green Heron



Blue Gill



Redear Sunfish



Red Breasted Sunfish

Bartram's Favorite Meal

Bartram loved to eat the fish in Florida, and Stokes Landing is a rich fishing spot. He writes about local fishing techniques in *Travels*, and illustrated many fish along with other local wildlife.

Bartram Trail in Putnam County



TRAIL TOWN *Palatka* FLORIDA

A cycling trail traverses the downtown trail that parallels the historic bridge into Palatka where many trails meet.

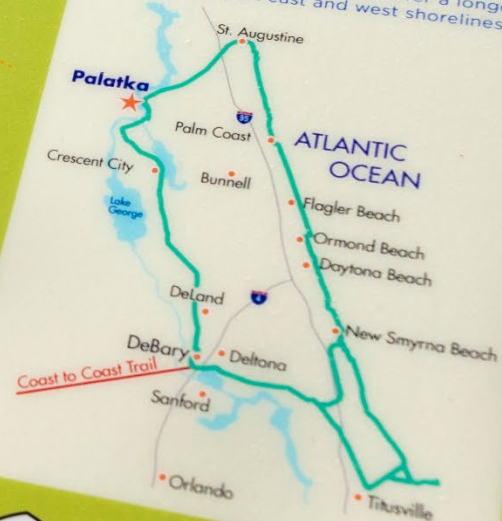
Highlight to the West: Rail Trail/Palatka-to-Lake Butler State Trail

This 46-mile paved, multi-use trail connects the **River-to-Sea Loop** and **Coast-to-Coast Trail** to the Northeast Florida interior and ultimately to Lake City. The trail is largely built on the old Florida and George Southern Railway. This corridor is part of the cycling tour route known as the **Southern Tier** from San Diego through Palatka to St. Augustine.



Highlight to the East: Rail Trail/Palatka-to-St. Augustine State Trail/St. Johns River-to-Sea Loop.

This 260-mile paved multi-use trail, under design and construction in 2019, will connect Palatka to St. Augustine, Flagler Beach, Daytona Beach, Titusville, DeLand, and Crescent City. Ride in beauty along the St. Johns River to the Atlantic coast. The **SJR Loop** connects to the **Coast to Coast Trail**, which will offer a longer round trip between east and west shorelines.



Palatka Highlight: Bartram National Recreational Trail

Naturalist William Bartram and his father John visited this region in the 1700s. William highlighted stops along the St. Johns River in his book, **TRAVELS**. The Palatka Downtown Riverfront, where he encountered a Seminole village, is the beginning of historic interpretation sites. The trail features 6 cycling, 9 paddling, and 6 hiking routes. Tours are held year-round. Learn more online: bartram.putnam-fl.com

PUTNAM TRAILS LEGEND

- Rail Trail/Palatka-to-Lake Butler State Trail
- Palatka-to-St. Augustine State Trail
- Cross Florida Greenway
- Florida National Scenic Trail
- Bartram National Recreation Trail
- St. Johns River Blueway

PLANNED/IN DEVELOPMENT

- St. Johns River to Sea Loop Trail
- Gainesville to Hawthorne State Trail Connector
- Putnam Trail System HUB Connector
- Black Creek Trail Connector
- Lehigh Trail - Flagler County Connector





River of Lakes
HERITAGE CORRIDOR
A National Scenic Byway

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River of Lakes HERITAGE CORRIDOR



There's More to Florida

Natural Springs, Parks & Wildlife

- 1 Lake Woodruff National Wildlife Refuge
2045 Mud Lake Road | DeLeon Springs, FL 32130
- 2 DeLeon Springs State Park & Old Spanish Sugar Mill Restaurant
601 Ponce de Leon Blvd. | DeLeon Springs, FL 32130
- 3 Lake Dixie Park/Candace S. Strawn Park
5320 State Road 11 | DeLeon Springs, FL 32130
- 4 Lake George Park
770 Nine Mile Post Road | Pierson, FL 32180
- 5 Hontoon Island State Park
2309 River Ridge Road | DeLand, FL 32720
- 6 Blue Spring State Park
2100 W. French Ave. | Orange City, FL 32763
- 7 Lyonia Environmental Center & Preserve
2150 Eustace Ave. | Deltona, FL 32725
- 8 Gemini Springs Park
37 Dirksen Dr. | DeBary, FL 32713
- 9 Thornby Park, Handicap Park
110 Providence Blvd. | Deltona, FL 32725
- 10 Green Springs Park
994 Enterprise-Osteen Rd. | Enterprise, FL 32725
- 11 Lake Monroe Park
Lake Monroe Park Cir., US Hwy 17-92 | DeBary, FL 32713
- 12 Lake Monroe Wildlife Boat Ramp
845 Lake Markham Rd. | Sanford, FL 32771
- 13 Hickory Bluff Preserve
598 Gable Rd. | Osteen, FL 32764
- 14 Seminole Rest Trail - part of Canaveral Nat. Seashore
River Road | Oak Hill, FL 32759
- 15 Smooth Waters Wildlife Park
4500 Reed Street | DeLeon Springs, FL 32130
- 16 Halifax River & Mosquito Lagoon

Fun & Adventure

- 17 Gliders, Pierson
65-17 and S. Washington Ave. | Pierson, FL 32180
- 18 Reptile Discovery Center, DeLand
2710 Big John Dr. | DeLand, FL 32724
- 19 Skydive DeLand
1600 Flightline Blvd. | DeLand, FL 32724

Pontoon Boat Tours on St. Johns River
Four Locations listed next:

- 20 St. Johns River EcoTours
488 W. Highbanks Rd. | DeBary, FL 32713
- 21 Blue Spring State Park St. Johns River Cruises & Tours
2100 West French Ave. | Orange City, FL 32763
- 22 DeLeon Springs State Park - Fountain of Youth EcoHistory Tours
601 Ponce de Leon Boulevard | DeLeon Springs, FL 32130
- 23 Blue Haven River Tours
2317 River Ridge Road | DeLand, FL 32720
- 24 Central Florida Zoo & Botanical Gardens
3755 US 17 | Sanford, FL 32771
- 25 Seminole Aerial Adventures
2755 US 17 | Sanford, FL 32771
- 26 Riverboat - St. Johns RiverShip
433 N. Palmistia Ave. | Sanford, FL 32771
- 27 Airboat Rides
Osteen, FL 32764
- 28 Deep Creek Rafting - Horseback Riding
2276 S. County Road 3 | Pierson, FL 32180



Real Places. Real Stories.



River of Lakes HERITAGE CORRIDOR

Art, Culture & Museums

- 29 Barberville Pioneer Settlement
1776 Lightfoot Lane | Barberville, FL 32105
- 30 Athens Theatre
124 N. Florida Ave. | DeLand, FL 32720
- 31 Museum of Art - DeLand, new location
400 N. Woodland Blvd. | DeLand, FL 32720
- 32 Henry DeLand House & West Volusia Historical Society
137 W. Michigan Ave. | DeLand, FL 32720
- 33 Gillespie Museum, Stetson University
234 E. Michigan Ave. | DeLand, FL 32724
- 34 Hand Art Museum, Stetson University
139 E. Michigan Ave. | DeLand, FL 32724
- 35 Stetson Mansion
1031 Camphor Ln. | DeLand, FL 32720
- 36 DeBary Hall Historic Site
210 Sunrise Blvd. | DeBary, FL 32713
- 37 Gallery on First & Jeanine Taylor Folk Art
211 E. 1st St. | Sanford, FL 32771
- 38 Sanford Museum
520 E. 1st Street | Sanford, FL 32771
- 39 Wayne Denish Theater for the Performing Arts
205 S. Magnolia Ave. | Sanford, FL 32771
- 40 Sanford Public History Center
301 W. 7th Street | Sanford, FL 32771
- 41 Enterprise Museum
340 Main St., Enterprise, FL 32725
- 42 African American Museum of the Arts
325 S. Clara Ave. | DeLand, FL 32720
- 43 DeLand Memorial Hospital, Elizabeth Burgess Building
& Veterans Museum | 230 N. Stone Street | DeLand, FL 32720
- 44 DeLand Naval Air Station Museum
910 Biscayne Blvd. | DeLand, FL 32724

Trails

There are numerous trails along River of Lakes Heritage Corridor. For more info, explore hiking and cycling under the outdoor recreation section on ROLHC.org.

The St. Johns River-to-Sea Loop is a 260-mile trail that follows the ROLHC byway from Seville to DeBary to Maytown.

- 45 Spring to Spring Trail (Several Trailheads)
Trailheads at: Gemini Springs, Green Springs, Lake Beresford Park, Glenwood, Lake Monroe Park, DeBary Hall, and others
- 46 Heart Island Conservation Area
Access from US 17 & US 40 north of DeLeon Springs
DeLeon Springs, FL 32130
- 47 Lake Woodruff National Wildlife Refuge
2045 Mud Lake Road | DeLeon Springs, FL 32130
- 48 Lake Beresford Park
2100 Fatio Road | DeLand, FL 32720
- 49 Hontoon Island State Park
2309 River Ridge Road | DeLand, FL 32720
- 50 Lyonia Preserve
2150 Eustace Ave. | Deltona, FL 32725
- 51 Sanford Riverwalk
City of Sanford | 300 N. Park Ave. | Sanford, FL 32771
- 52 Mariner's Cove Park
1199 Enterprise-Osteen Road | Enterprise, FL 32725

To find out more about these and other byway highlights, visit ROLHC.org, or ask about our brochure at visitor centers in Volusia County.



William Bartram content on the reverse panel was provided by the Institute for Water and Environmental Resilience at Stetson University. Stetson sponsored this kiosk.



There's More to Florida
Visit ROLHC.org

Bartram's Legacy

William Bartram's (1739-1823) legacy to western literature, art, science, and American exploration is expansive and undeniable. In 1791 his natural history *Travels through North & South Carolina, Georgia, East & West Florida, the Cherokee Country, the Extensive Territories of the Muscogulges, or Creek Confederacy, and the Country of the Chactaws*, was among the first books produced in the newly independent United States documenting the landscapes, biota, and people of the colonial southeast. *Travels* inspired many English writers—

William Wordsworth, Samuel Coleridge, Percy Shelly, and Alfred Tennyson—and his ruminations on geology and ecology presaged fundamental principles of earth science recognized today. Bartram often illustrated his observations, and his work is noted for scientific precision in the context of living landscape, anticipating the style celebrated for John James Audubon. His observations, on the cusp of the American independence, evoke an empathetic vision of the commonplace lives of Native Americans and their political interaction with colonists.

ALONG THE
River of Lakes
HERITAGE CORRIDOR
FLORIDA
WILLIAM BARTRAM'S
EXPERIENCE



RESOURCES

Bartram Trail in Volusia County
bartram.rcgov.org

River of Lakes Heritage Corridor
www.ROLHC.org

Volusia Parks & Trails Mobile Application
<http://bit.ly/Volusia>

West Volusia Tourism
visitwestvolusia.com



Bartram illustration used with permission from the Natural History Museum, UK

This brochure was sponsored by the River of Lakes Heritage Corridor with funds from the Florida Department of Transportation. The author is Dr. Tony Abbott of Stetson University in Deland, Florida. Thanks to Dean Campbell from the Bartram Trail in Putnam County for his valuable contributions about Bartram's travels in Florida.

STETSON UNIVERSITY



Bartram illustration used with permission from the Natural History Museum, UK

Blue Spring is a stunning spot to swim, hike, bike and paddle in the spirit of William Bartram.



The Spring to Spring Trail will connect you to many Bartram spots. This multi-use trail is great for all members of the family, accommodating bikes, and wheelchairs for easy access to nature.

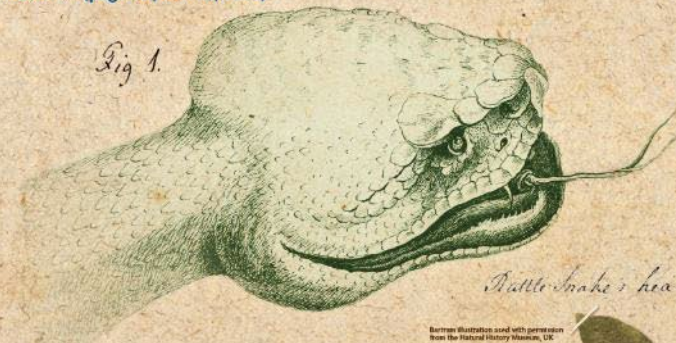


Official Bartram Trail Marker at the entry to Hontoon Island State Park.



"In every order of nature, we perceive a variety of qualities distributed amongst individuals, designed for different purposes and uses, yet it appears evident, that the great Author has impartially distributed his favours to his creatures, so that the attributes of each one seem to be of sufficient importance to manifest the divine and inimitable workmanship."

William Bartram (page xvi, *Travels*, 1891)



Bartram illustration used with permission from the Natural History Museum, UK

Compassion for Wildlife

Bartram on numerous occasions displays unusual compassion for animals *Travels* (xxvi-xxvii) describes:

"Whilst our boat approached very near, the hunter was loading his rifle in order to shoot the survivor, which was a young cub, and the slain supposed to be the dam; the continual cries of this afflicted child, bereft of its parent, affected me very sensibly, I was moved with compassion, and charging myself as if accessory to what now appeared to be a cruel murder, and endeavoured to prevail on the hunter to save its life, but to no effect!"

(This incident occurred at Site Q on the map on the reverse side of this brochure.)

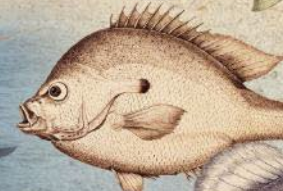
After killing a rattlesnake, Bartram reflected:

"I however, was sorry after killing the serpent when coolly recollecting every circumstance, he certainly had it in his power to kill me almost instantly, and I make no doubt but that he was conscious of it. I promised myself that I would never again be accessory to the death of a rattlesnake..." (p. 271 *Travels*, Fort Picolata)

Though Bartram was uncommonly kind to animals, he loved to fish and dine on his catches, like many people drawn to the River of Lakes Heritage Corridor today. One can find many great spots for fishing among the Bartram Trail sites highlighted on our map.



Red Breasted Sunfish



Blue Gill



Bartram illustration used with permission from the Natural History Museum, UK

Redear Sunfish



Bartram Sites Along the Byway

These lettered sites are locations visited by William Bartram and included in his writings. A point with a **blue heading** is accessible by water only. The numbered **River of Lakes Heritage Corridor** site locations on the map below are starting points for accessing these Bartram sites.

- A "Point of Piney Land"**
William and John Bartram camped here, describing "red cedar, live-oak, great palmetto, and good oranges."
- B "Orange Grove" and "a Midding Creek"**
John and William Bartram describe a "midding creek" nearby, likely Blue Creek just to the west. They camped here until orange groves several times before or after crossing Lake George.
- C Indian Horse Crossing and Shell Mound**
John and William describe a "place where the Indians swim their horses over" the river. Nearby they describe a shell mound six feet high and 200 yards long, now difficult to find. On the east side of the river you can still find the "Bartram Oak."
- D Spalding's Upper Store**
William provisioned at Spalding's Upper Store, where he met "a white trader, who had for a companion, a very handsome Seminole young woman. Her father, who was a prince, by the name of the 'White Captain, was an old chief of the Seminoles, and with part of his family to the number of ten or twelve, were encamped in an Orange grove near the store, having lately come in from a hunt."
- E "High Shelly Bluff" and *Calyptopora coelestina***
William Bartram wrote his first natural history essay about the plant we now know as Bartram's Lotus (*Calyptopora coelestina*). He gathered specimens of this plant at this location. The Bartrams described the landing here as a "high shelly bluff."
- F Alligator Battle and Bear Encounter**
Swager Mud Lake (Swager's Lake) was visited by William Bartram. It was here that he most vividly describes alligators (*Alligator mississippiensis*), recounting a battle between them, a scuffle with them, and the character of their nests. Bartram also describes a multitude of them feeding on "hundreds of thousands" of migrating fish, more likely American Shad (*Alosa sapidissima*). Adding to Bartram's lesson, his campsite was visited during the night by a pair of black bears (*Ursus americanus*).
- G "Ancient Indian Fields"**
This area is one of many where Bartram describes ancient Indian fields and shell mounds juxtaposed with orange groves. It is here that Bartram gives a detailed account of sunfish (*Lepomis*).
- H Indian Burials**
William Bartram camped here "on the border of an ancient burying ground; sepulchres or tumuli of the Yamacoes, who were here slain by the Creeks in the last decisive battle."
- I Endures a "Hurricane"**
William Bartram gives a vivid account of a hurricane as he describes how "the spreading limbs of the ancient Live Oaks were flying over my head, and canted about in the air as leaves and shingle-like otherwise describes Hooton Island as "a delightful little bluff, consisting chiefly of shells; undoubtedly the remains of a Timucua Indian shell mound."

The **blue sites** listed below include sites where you can get on the water to experience the **St. Johns River** as William Bartram did. The **green sites** include locations to hike and bike near sites the Bartrams were known to have visited. The **green sites** also include places along the byway where one can connect with William Bartram in a different way. If you want to see several of the reptiles Bartram described, visit the **Reptile Discovery Center**. Take the aspiring natural historian in your life to the **Gillespie Museum** or the **Central Florida Zoo & Botanical Garden**. The **Historic Volusia County Courthouse** displays paintings from William Bartram's era, including a portrait of him.

Water Accessible Bartram Locations on River of Lakes Heritage Corridor

- 1 Lake George Park**
770 Nine Mile Point Road | Pierson, FL 32180 | 386.736.5953
Most people need a boat to reach the lake. North of Pierson where CR 3 intersects with US 17, you can get to the lake by car via a Mile Pt. Rd.
- 2 Captain Ernie's St. Johns River Tours**
Leaving from the Blackwater Inn on the river in Astor
55716 Front Street Astor, Florida | 866.349.0674
- 3 Lake Dexter Boat Ramp**
25934 Holmar Drive, Astor, FL 32102 | 352.759.2121
This boat ramp can be accessed via Astor Landing in the Ocala Nat. Forest.
- 4 Bluffton Recreation Area**
Part of the Dexter Mary Farms Unit of Lake George State Forest.
Take SR 40 to St. Johns River Road, located 1/2 mile east of Astor.
- 5 Lake Woodruff National Wildlife Refuge**
2045 Mud Lake Road | DeLeon Springs, FL 32130 | 386.985.4673
- 6 DeLeon Springs State Park & Fountain of Youth EcoHistory Pontoon Boat Tours**
601 Ponce de Leon Boulevard | DeLeon Springs, FL 32130 | 386.985.4212
- 7 Blue Spring State Park | St. Johns River Pontoon Boat Tours**
2100 W. French Avenue | Orange City, FL 32763 | 386.775.3663
Blue Horse River Tours (Pontoon Boat)
2317 River Ridge Road | DeLand, FL 32720 | 386.873.4843
- 8 St. Johns River EcoTours (Pontoon Boat)**
488 W. Highbanks Rd. | DeBary, FL 32713 | 386.626.9004
- 9 Lake Monroe Park**
Lake Monroe Park Cir., U.S. Hwy 17-92 | DeBary, FL 32713 | 386.736.5953
- 10 Lake Monroe Wayside Park**
4150 NW US Hwy 17-92 | Sanford, FL 32771 | 407.665.2001
- 11 Martin's Cove Park**
1199 Enterprise-Osteen Road | Enterprise, FL 32725 | 386.736.5953
- 12 Hickory Bluff Preserve**
598 Gabe Rd. | Osteen, FL 32264 | 386.736.5927
- 13 Seminole Rest Historic Site**
207 River Road | Oak Hill, FL 32759 | 321.267.1110
- 14 Halifax River** **15 Mosquito Lagoon**
- 16 Canaveral National Seashore**
2125 Washington Ave., Titusville, FL 32781

- J Beresford Plantation**
Bartram landed here and lodged at the plantation of Lord Beresford. He walked with his host, the plantation caretaker, three miles south to visit Blue Spring.
- K A "vast fountain of warm or rather hot mineral water"**
Blue Spring is the "surprising fountain" described by John Bartram in 1766 and by William in 1774 as "very disagreeable to the mouth" having a "disagreeable taste." Those visiting today may disagree themselves, as this first magnitude spring is among Florida's most impressive natural features.
- L "Bartram's Bluff"**
John and William Bartram called this Bartram's Bluff, although the name was never popularly adopted. They here describe the preparation and consumption of cabbage palm (*Sabal palmetto*) hearts stewed with "sour oil."
- M "Duck Meat"**
John and William Bartram describe a spring system "having three heads within 30 yds," which is most likely Gemini Springs. They further distinguished this spring run as being "covered with duck meat," a colloquial way to describe duck weed.
- N "Pretty Stream of Sweet Water"**
The "pretty stream of sweet water" that John and William Bartram describe here is likely from today's Green Springs.
- O "Pleasant Dry Bank"**
John and William camped here on January 8, 1766. The following day they came upon an "Indian hunting cabin covered with palmetto-leaves." John and William continued upriver from here for three more days to reach what we know as Pizitz Lake.
- P New Smyrna Colony**
William Bartram worked for a period of time as a surveyor and draftsman in the colony of New Smyrna. He describes one of the largest shell mounds in Florida, now gone, at the site of today's Old Fort Park.
- Q Introduction to Travels**
The introduction to Travels is set in the region now occupied by Canaveral National Seashore. As he travels "on the East coast of the isthmus of Florida, ascending the South Mosquito river, in a canoe," Bartram introduces all the themes that animate his historic text: the land, plants, animals, and people.

To learn more about Bartram in Volusia County and the ROLHC region, visit the Bartram Trail in Volusia County website at: Bartram.vcgov.org

Bartram Related Locations on River of Lakes Heritage Corridor

- 17 Spring to Spring Trail (Several Trailheads)**
Trailheads at: Gemini Springs, Green Springs, Lake Beresford, Glenwood, Lake Monroe Park, DeBary Hall, and others
- 18 St. Francis Trailhead**
The trailhead is accessed from CR 42 (west of DeLand) north of its junction with SR 44, on the west side of the bridge over the St. Johns River.
- 19 Historic Volusia County Courthouse**
125 W. New York Ave., DeLand, FL 32724
Tours: Call the Museum of Florida Art at 386.734.4371
- 20 Gillespie Museum**
234 E. Michigan Ave. | DeLand, FL 32724 | 386.822.7330
Stetson University
421 N. Woodland Blvd. | DeLand, FL 32723 | 386.822.7000
- 21 Reptile Discovery Center, DeLand**
2710 Big John Dr. | DeLand, FL 32724 | 386.740.9143
- 22 Lake Beresford Park**
2100 Fazio Road | DeLand, FL 32720 | 386.736.5953
- 23 Hooton Island State Park**
2309 River Ridge Road | DeLand, FL 32720 | 386.736.5309
- 24 Lyons Preserve**
2150 Estancia Ave. | Deltona, FL 32725 | 386.789.7207
- 25 Gemini Springs Park**
37 Driscoll Dr. | DeBary, FL 32713 | 386.736.5953
- 26 Thornby Park, Inspiration Playground**
110 Providence Blvd. | Deltona, FL 32725
- 27 Green Springs Park**
994 Enterprise-Osteen Rd. | Enterprise, FL 32725 | 386.736.5953
- 28 Central Florida Zoo & Botanical Gardens**
2755 US 17 | Sanford, FL 32771 | 407.323.4450
- 29 Old Fort Park Archaeological Site**
On the National Register of Historic Places, this archeological site is located in the Historic District of New Smyrna Beach, FL.

To find out more about these and other **River of Lakes Heritage Corridor** locations, visit ROLHC.org, where you can download our general touring brochure, watch video clips, and more.

William Bartram

The regions recognized within the River of Lakes Heritage Corridor are rich with Bartram history. He travelled the region in 1765-1766 as a young man with his father, John Bartram, and in 1774 alone with the patronage of Dr. John Fothergill. His journeys were principally along the St. Johns River in a canoe fitted with a sail.

The landscape at Bartram's time had already been influenced by the actions of people. Shell mounds, eons old, marked Native American dwellings. Rather than a pristine wild, Bartram described a world alive with social and ecological vibrancy.

The traveler today may visit, by car or boat, many of the spots that Bartram described centuries ago, and changes on the landscape are evident. The Native American trace is all but forgotten, plants and animals constrained by habitat encroachment. We invite you to explore Bartram sites to reflect on the world as it was and as it is today.

Explore the Bartram Trail along River of Lakes Heritage Corridor



Bartram's illustration of the Tarbutton, courtesy of the Natural History Museum, UK.

Bartram's plant specimen from the Natural History Museum, UK. Photo courtesy of University of Florida Digital Archives.

Bartram's flower specimen from the Natural History Museum, UK. Photo courtesy of University of Florida Digital Archives.





BARTRAM AT BLUE SPRING



William Bartram's Travels

Famed naturalist, artist and prolific writer William Bartram first visited Blue Spring in January 1784. His writing and artwork inspired many, from naturalist artist John James Audubon to Bartram's great-grandson Taylor Colledge. What he saw here was remarkably different from what we see today. Here is a quote about his experience of this site from his book, Travels.

"This creek, which is formed instantly by this admirable fountain, is wide and deep enough for a sloop to sail up into the basin. The water is perfectly transparent, and here are continually a prodigious number and variety of fish, they appear as plain as though lying on a table before your eyes, although many feet deep in the water."

...A pale bluish or pearl coloured coagulum covers every inanimate substance that lies in the water, as logs, limbs of trees, &c. Alligators and gar were numerous in the basin."

William Bartram, Travels

"Coagulum" Bartram mentions was probably algae that thrived as water different nutrient content than today. Today's spring water is often impaired by nutrients, including nitrogen and phosphorus, from human sewage, septic use and lawn fertilization. Water flow gauges within the spring are purely as a result of human activities like groundwater withdrawal.



Map of the area showing the fountain, creek, and surrounding land.

William Bartram "Long Lake" Puddle Trail

Experience the same scenic beauty Bartram found in the 1780s. Pudding basin can be reached from fountain with a mile walk. Puddle basins are lovely sites for a nice day trip. For a longer adventure get around Mountain Island using one of the routes that connect to the main road. Bartram and Harman crossed the main road. Bartram and Harman crossed the main road. Bartram and Harman crossed the main road. Bartram and Harman crossed the main road.

Many of the most fascinating passages from Bartram's about the St. Johns River region of Florida. The illustration depicts Bartram in the first stage many Europeans use of an alligator and a new method used in West Florida County.

Alligator in a swampy area.



Hardhead Catfish



Alligator in a swampy area.







BARTRAM IN VOLUSIA COUNTY

Sites Bartram Visited in Volusia County

These sites are locations visited by John and William Bartram along the St. Johns River and included in William's book, *Travels*. A site listed below with a **blue heading** is accessible by water only. The red road line on the map represents our local scenic byway, River of Lakes Heritage Corridor. Stetson sponsored a byway map brochure with Bartram locations reaching beyond this county.

A Indian Horse Crossing and Shell Mound

John and William describe a "place where the Indians swim their horses over" the river. Nearby they describe a shell mound six feet high and 200 yards long, now difficult to find. On the east side of the river you can still find the "Bartram Oak."

B Spalding's Upper Store

William provisioned at Spalding's Upper Store, where he met "a white trader, who had for a companion, a very handsome Seminole young woman. Her father, who was a prince, by the name of the White Captain, was an old chief of the Seminoles, and with part of his family, to the number of ten or twelve, were encamped in an Orange grove near the stores, having lately come in from a hunt."

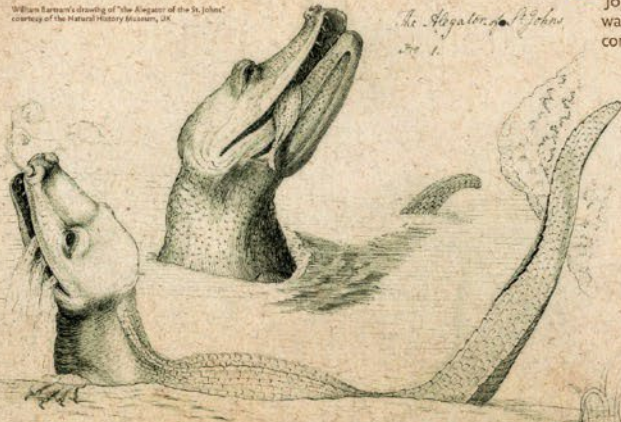
C "High Shelly Bluff" and *Calydorea coelestina*

William Bartram wrote his first natural history essay about the plant we now know as Bartram's Ilex (*Calydorea coelestina*). He gathered specimens of this plant at this location. The Bartrams described the landing here as a "high shelly bluff."

D Alligator Battle and Bear Encounter

Stagger Mud Lake was named "Battle Lagoon" by William Bartram. It was here that he most vividly describes alligators (*Alligator mississippiensis*), recounting a battle between them, a scuffle with them, and the character of their nests. Bartram also describes them feeding on "hundreds of thousands" of migrating fish, most likely American Shad (*Alosa sapidissima*). Adding to Bartram's tension, his campsite was visited during the night by a pair of black bears (*Ursus americanus*).

William Bartram's drawing of "the Alligator of the St. Johns" courtesy of the Natural History Museum, UK



E "Ancient Indian Fields"

This area is one of many where Bartram describes ancient Indian fields and shell mounds juxtaposed with orange groves. It is here that Bartram gives a detailed account of sunfish (*Lepomis*).

F Indian Burials

William Bartram camped here "on the border of an ancient burying ground; sepulchres or tumuli of the Yamasees, who were here slain by the Creeks in the last decisive battle."

G Endures a "Hurricane"

William Bartram gives a vivid account of a hurricane as he describes how "the spreading limbs of the ancient Live Oaks were flying over my head, and carried about in the air as leaves and stubble." He otherwise describes Hontoon Island as "a delightful little bluff, consisting chiefly of shells," undoubtedly the remnants of a Timucua Indian shell mound.

H Beresford Plantation

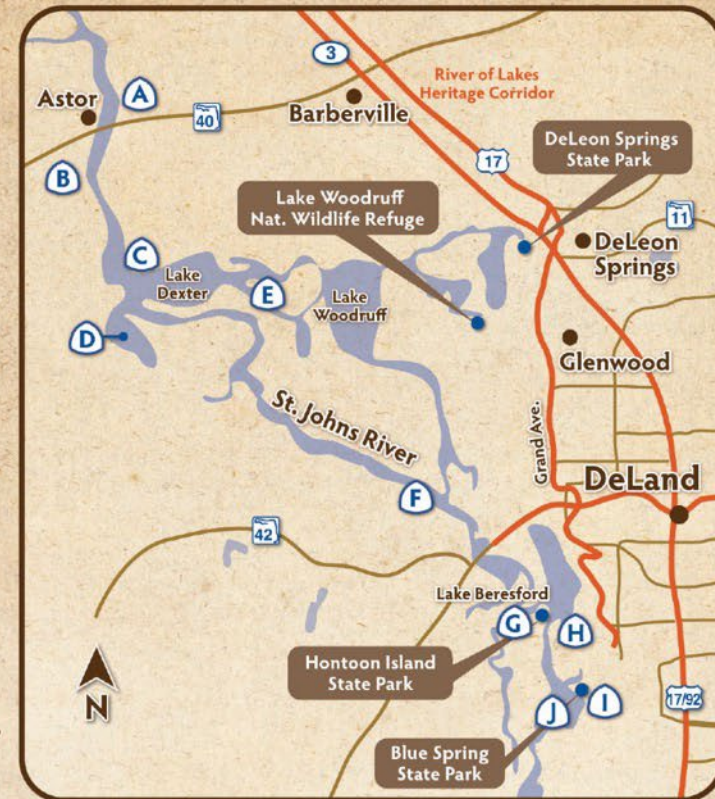
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"As I passed by Battle Lagoon, I began to tremble and keep a good look out, when suddenly a huge alligator rushed out of the reeds, and with a tremendous roar, came up, and darted as swift as an arrow under my boat, emerging upright on my lea quarter, with open jaws, and belching water and smoke that fell upon me like rain in a hurricane..."

- Excerpt from William Bartram's alligator account in *Travels*



Bartram's plant specimen image courtesy of the University of Florida Digital Collections. The original collected flowers are owned by the Natural History Museum, UK.



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William Bartram's drawing of "The Alligator of the St. Johns," courtesy of the Natural History Museum, UK



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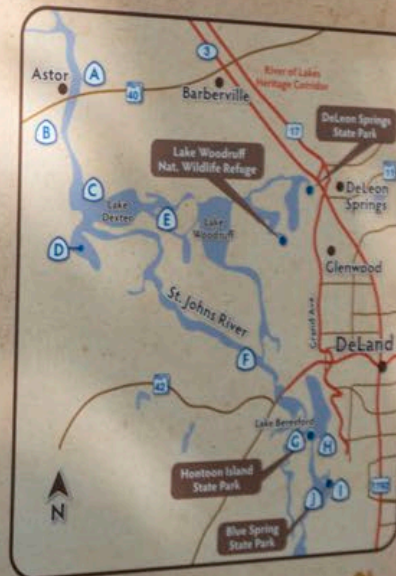
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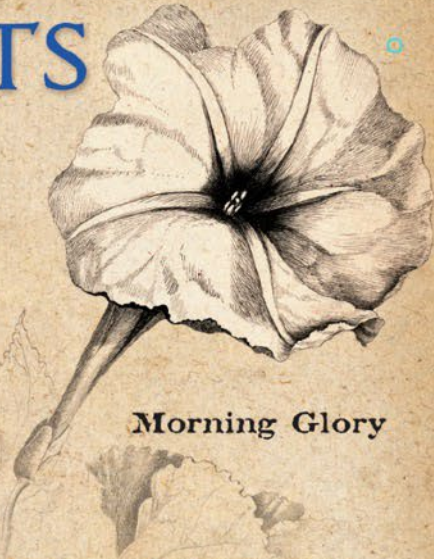


BARTRAM'S PLANTS

A Connection with Wild Nature

William Bartram's Quaker upbringing held a view of nature as a reflection of God. Scientists continue to examine his accounts for their accurate descriptions of the Florida environment before the impact of modern development.

His writing and artwork introduced the very idea of wilderness as something that should be celebrated and conserved, influencing generations of poets, artists, writers and naturalists.



Morning Glory

The Library of America states that William Bartram was "the first American to devote his entire life to what we would now call the environment." *Travels* was among the first books published in the United States documenting the landscapes, biota, and native people of the Southeast.



Hooded Pitcher Plant



Fever Bark

Bartram first identified Fever Bark in Coastal Georgia and along the St. Johns River on his first exploration in 1765. The plant is related to the Cinchona Tree of South America, which is the original source of quinine.

Native Americans and pioneers used the Fever Bark to relieve fevers from yellow fever and malaria. William requested that the plant be formally named *Bartramia bracteata*, in honor of his father, but Andre Michaux named for Charles Pinckney instead.

Bartram's illustrations of plants
courtesy of Natural History Museum, UK



BARTRAM'S FISH

Fly Fishing for "Trout"

The St. Johns River has long been associated with fishing. Bartram was probably the first to describe fly-fishing with a treble hook, deer fur, and feathers that he called "a bob." As he travelled up the St. Johns River, he often ate fish. A favorite "delicious food" is what he called "trout," but was in fact the Florida Large Mouth Bass, which he described as follows:

"...the mouth is very large: birds, fish, frogs, and even serpents, are frequently found in its stomach. ...this fish is remarkably ravenous; nothing living, that he can seize upon, escapes his jaws, and the opening and extending of the branchiostega, at the moment he rises to the surface to seize his prey, discovering his bright red gills...give him a very terrible appearance."

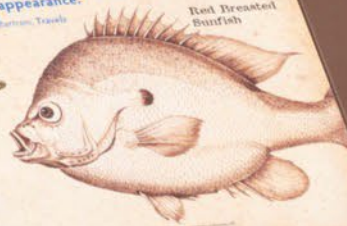
William Bartram, Travels

Blue Gill



Redear Sunfish

Red Breasted
Sunfish





BARTRAM GARDENS & TRAIL



Bartram Gardens & Trail at the Stetson Aquatic Center

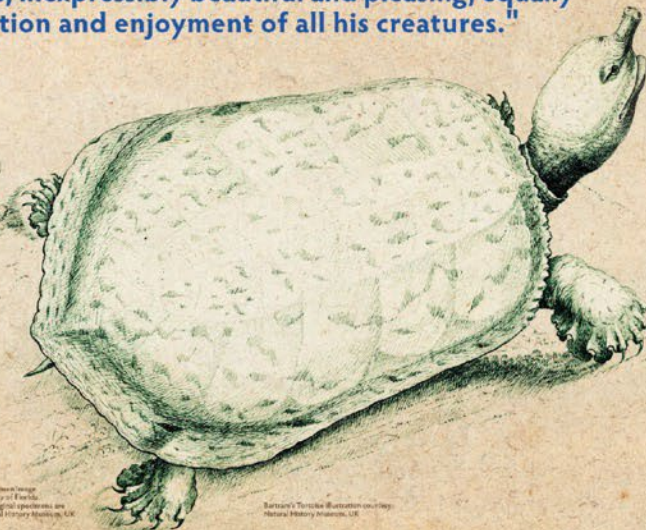
The grounds of the Stetson Aquatic Center commemorate the work of William Bartram (1739-1823), America's first native born naturalist. The site is part of the Bartram Trail that commemorates his four-year exploration of eight Southeastern States from 1784-1777.

In 1774, he paddled up the St. Johns River in a canoe and sail, from the "cowford" (present day Jacksonville) to Blue Spring. He collected plant specimens and kept a journal that vividly depicted the Florida wilderness. This journal is the basis for his classic book, *Travels through North and South Carolina, Georgia, East and West Florida*.

We invite you to walk along our trails or paddle across the lake and imagine the Florida wilderness as Bartram saw it. In our gardens and along the trails we have included his visual and written impressions of plants and wildlife he encountered along the St. Johns River. Bartram was more than a naturalist, he was a poet and artist who continues to inspire us today.

"THIS world, as a glorious apartment of the boundless palace of the sovereign Creator, is furnished with an infinite variety of animated scenes, inexpressibly beautiful and pleasing, equally free to the inspection and enjoyment of all his creatures."

- William Bartram, *Travels*



Bartram's gilded open book design courtesy of University of Florida. Digital artwork: Original specimens are owned by the Natural History Museum, UK.

Bartram's Tortoise illustration courtesy of Natural History Museum, UK.

Bartram's illustration of the "Tadpole" courtesy of Natural History Museum, UK.



William Bartram "Long Lake" Paddle Trail

In May 1774, Bartram crossed Lake Beresford, which he called "Long Lake." He was turned back and took shelter on the west shore of the lake during what he described as a "hurricane." After the storm passed, he visited the Beresford Plantation on the east side of the lake and Blue Spring.

Paddling boats can be launched from landing sites on the map. Paddle between any landing sites for a nice day trip. For a longer adventure go around Hontoon Island using one of the canals that connect the main river channel and Hontoon Dead River. Snake Creek is often closed with water hyacinth.

- ★ Site with Landing
- ☆ Site w/o Landing
- Paddle Trail

ONE MILE
0.5





BARTRAM GARDEN

Cabbage Palm or Sabal Palm *Sabal palmetto*

The Sabal Palm is the Florida State Tree. Bartram often made note of it along the St. Johns River, as in this passage:

"The Palm grows on the edges of the banks, where they are raised higher than the adjacent level ground, by the accumulation of sand, river-shells. Groves of Palm trees, which look very agreeable at a distance, as they are placed generally round about and in the middle of vast savannahs or meadows, and appear like little Islets sprinkled over these vast and boundless meadows and plains."

William Bartram, Travels Through North and South Carolina, Georgia, East and West Florida



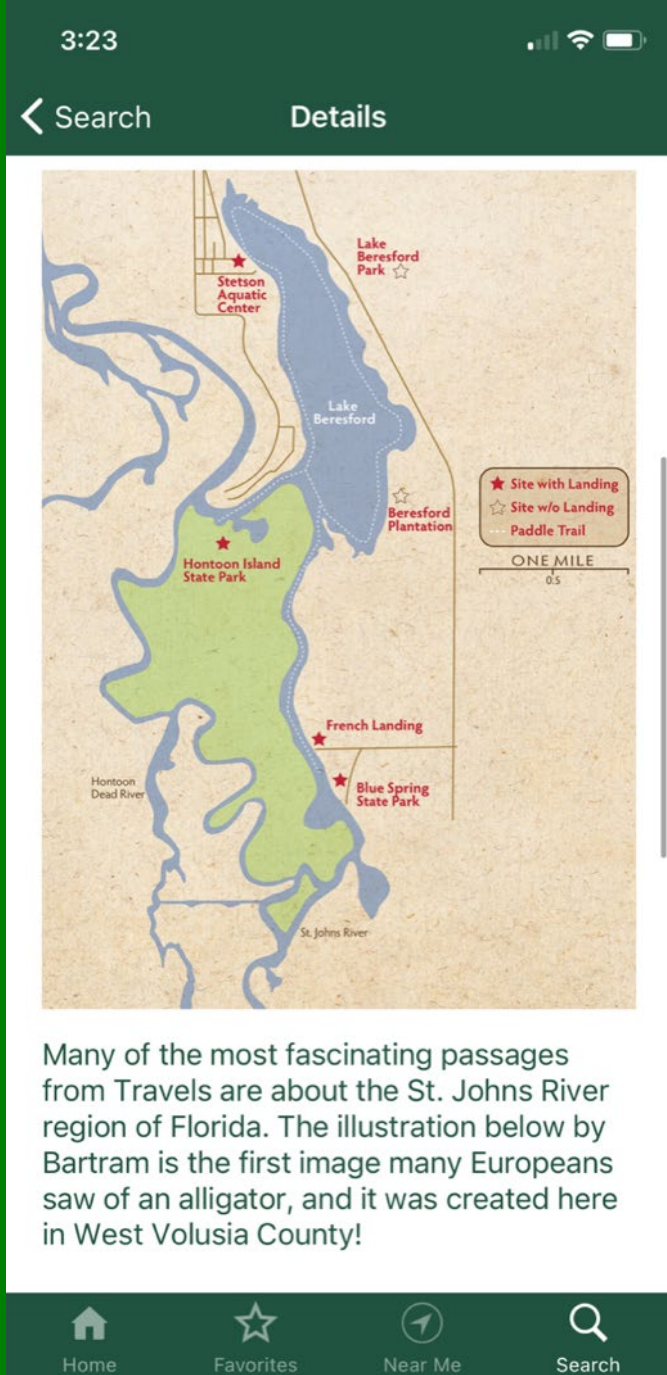
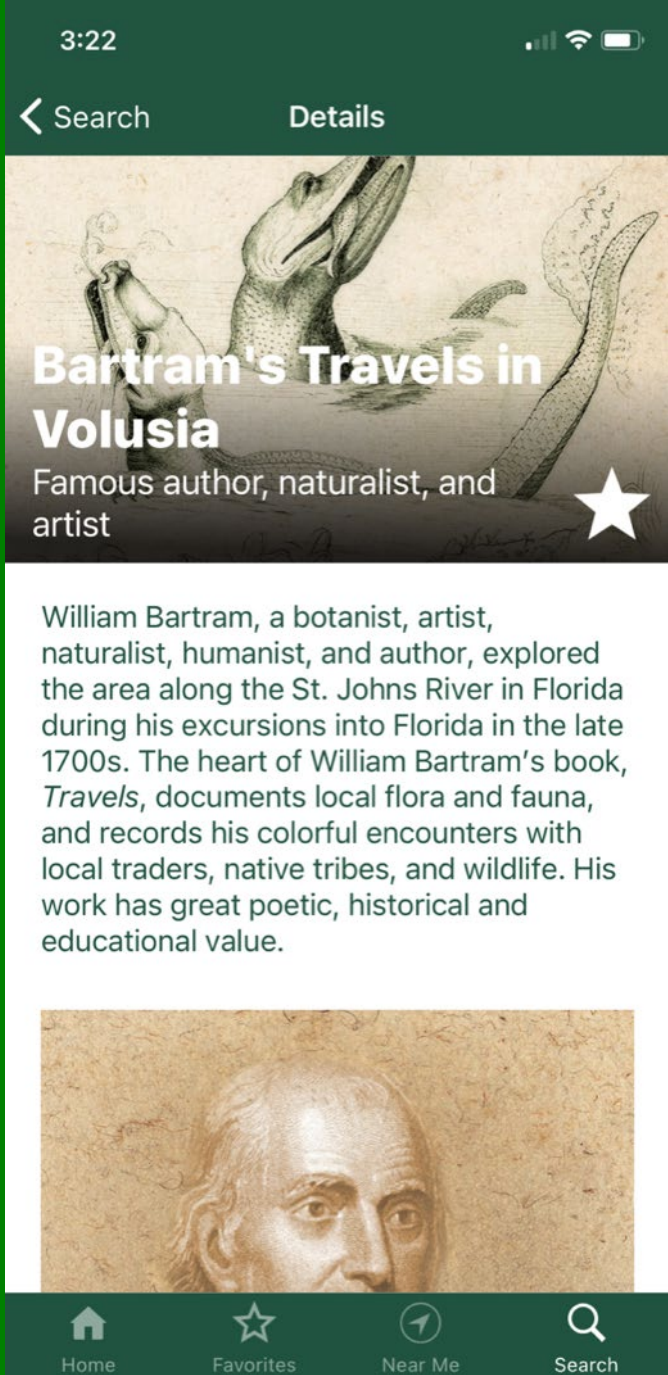
BARTRAM GARDEN

Sweet Bay *Persea borbonia*

"Here is a species of Magnolia that associates with the *Gordonia lasianthus*; it is a tall tree, sixty or eighty feet in height; the trunk straight; its head terminating in the form of a sharp cone; the leaves are oblong, lanceolate, of a fine deep green, and glaucous beneath; the flowers are large, perfectly white and extremely fragrant; with respect to its flowers and leaves."

William Bartram, *Travels Through North and South Carolina, Georgia, East and West Florida*







Bartram Trail in Putnam County



The Putnam County Bartram Trail has developed a map with 31 sites Bartram visited in the region. Each site has a marker for tours, there is an overall map brochure, interpretive kiosks, and tour & historical information in the St. Johns River Center in Palaka.

Putnam County's section of the Bartram Trail was recognized as a National Scenic Trail in 2015, and has led the path forward for the [Bartram Trail in Florida](#).



Bartram Trail in Clay County



Contact for the developing Bartram Trail in Clay County

If you have questions or want to get involved in developing this part of the Bartram Trail, see the contact below.

Clay County Parks and Recreation

904-284-6378

ParksAndRecreation@claycountygov.com

Hours: Monday-Friday

8 a.m. - 4:30 p.m.

Last edit was on September 7

☒ Bartram Trail Sites in Clay County

The Ferry Crossing

 J & W Bartram Feb 2-5, 1766

 William Bartram Summer, 1774

 J & W Bartram February 5-7, ...

 J & W Bartram November 3, 1...

 William Bartram April 1774

 The Davis Plantation

① Bartram Trail Site 1

② Bartram Trail Site 2

③ Bartram Trail Site 3

4 Bartram Trail Site 4

5 Bartram Trail Site 5

⑥ Bartram Trail Site 6

7 Bartram Trail Site 7

8 Bartram Trail Site 8

 Fort Picolata☐ Bartram Bug graphic

Base map

The Doctors Lake - Rob Bradley Conservation Park

📍 30.15754, -81.70762



04 Palatka Putnam County



“There were eight or ten habitations...fronting the water... Some of the youth were naked, up to their hips in the water, fishing with rods and lines, whilst others, younger, were diverting themselves in shooting frogs with bows and arrows... They were civil, and appeared happy in their situation.

William Bartram, Travels

Bartram Trail in Putnam County



The Putnam County Bartram Trail has developed a map with 31 sites Bartram visited in the region. Each site has a marker for tours, there is an overall map brochure, interpretive kiosks, and tour & historical information in the St. Johns River Center in Palatka.

Putnam County's section of the Bartram Trail was recognized as a National Scenic Trail in 2015, and has led the path forward for the [Bartram Trail in Florida](#).

Select Putnam Site Page:

- 01 Palmetto Bluff
- 02 Forrester Point
- 03 Grays Creek / Rice Creek
- [04 Palatka](#)
- 05 Ravine Gardens Bartram Trail Marker
- 06 Palatka Water Works-Puc Puggy Trail

07 Bellefonte / Charlotte

<https://bartramtrailsociety.com/trail-site/palatka/>



04 Palatka Putnam County



water... Some of the youth were naked, up to their hips in the water, fishing with rods and lines, whilst others, younger, were diverting themselves in shooting frogs with bows and arrows... They were civil, and appeared happy in their situation.

William Bartram, Travels





04 Tonyn's Plantation

Clay County



“ Here I was showed some samples of the best *Flora Indigo* I had yet seen,...
William Bartram





[Gallery](#) [Commentary](#) [Report](#) [Resources](#)



Camp Chowenwaw is the designated Trailhead for the Bartram Trail in Clay County.

William Bartram

William Bartram visited Tonym's Black Creek plantation midway through his 1774 explorations in East Florida. In a 1775 letter to Dr. John Fothergill, written from Charleston, Bartram described a brief river journey to pick up mail left at Tonym's plantation. Bartram said he was shown "some samples of the best flora Indigo I had yet seen, there were twenty hands employed on this plantation who made about twelve hundred [weight] of Indigo the last year, & had now planted this year's crop"

Tonym experienced reasonable success at his Black Creek plantation, but the American Revolution brought raids and extensive damage here and throughout the province. In 1776, an invasion from Georgia forced the governor to send several of his laborers to St. Augustine to build defenses in the public service. On another occasion British troop commander Augustine Prevost decided to burn all plantations west and north of the St. Johns River to deny shelter to rebel invaders. Tonym wrote that his orders were "fully executed" and his own 20,000 plantation on Black Creek was destroyed.

[Gallery](#) [Commentary](#) [Report](#) [Resources](#)



Report to Fothergill

"Hearing at the store of some letters for me being sent by the care of his Honour the Lieutenant Governor Moultry to a plantation on the river about forty miles down, I immediately took passage in a boat then going down the river. In two days got to the place, calling at a plantation on the west side of the river belonging to Governor Tonym; here I was showed some samples of the best Flora Indigo I had yet seen, there were twenty hands employed on this plantation who made about twelve hundred w' of Indigo the last year and had now planted this year's crop, having received the letters which were from Dr. Fothergill, London, by the way of Charlestown. These letters gave me great satisfaction, acquainting me of the safe arrival of some specimens of plants of the natural productions of Georgia among which were near fifty new plants. Having got my letters I returned up the river to the store again, intending soon to make a tour up this river towards its source, intending to employ my time this way on natural discoveries until a party of traders were ready to set off for Little St. Juane River that runs into the Bay of Apalache."

Gallery Commentary Report Resources



Commentary

Colonel Patrick Tonyn

<https://history.domains.unf.edu/floridahistoryonline/projects-proj-b-p-html/projects-plantations-html/hierarchy-of-plantation-pages/colonel-patrick-tonyn/>

Report

Report to Fothergill on University of Florida Site

https://digitalcommons.usf.edu/early_visions_bucket/33/

Recreation

[Camp Chowenwaw Kayak/Canoe/Paddle-board Launch | Piers, Boat Ramps, and Kayak Launches | Clay County, FL](#)



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

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

Submitted by:
The Bartram Trail Society of Florida

August 8, 2024



BARTRAM TRAIL SOCIETY OF FLORIDA

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

Kimberly -

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

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

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

Sincerely,

Sam Carr,
President, Bartram Trail Society of Florida



Suggested priority of the flow of work:

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

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

BTSF will research Bartram Images pertinent to the County

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

Map Development

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

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

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

Brochure Design

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

Kiosk Designs

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

Kiosk Production

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



Clay County – Flesh out/Populate Web Section	Cost
This fee covers populating the content related to the remaining seven sites for the County's section on the BTSF website with content provided through BTSF. • BTSF will review/edit content provided by the County • BTSF will suggest if there are Bartram drawings or photos that have not been integrated from known sources • Creation of an online map (BTSF already did this) • Loading/designing of text, quotes, and images for all the Clay County sites • 3 Social Media promotions by BTSF on Facebook for the County's section of the site (when complete), and promotion of kiosks and brochure when complete	\$3,000

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

Clay County – Map Brochure Design & Production	Cost
Design of a Map brochure of a similar size as the ones from Volusia and Putnam, featuring a Bartram Trail map highlighting the waterway trail and other multiuse trails near the Bartram sites. Each county's Bartram legacy has a different personality, and we'll work to find the best way to help visitors explore and enjoy your part of the trail. This cost assumes the County & BTSF will work to gather and confirm all content before the design of the brochure: • Map content in a clear form (united drawing of some kind as a reference) to create a designed map • Photos of locations and Bartram drawings (BTSF will provide images they already have use of and permissions for.)	\$5,000



Clay County – Map Brochure Design & Production	Cost
- County or Organizational logos besides the BTSF logo (vector is preferred) - At least 3 calls or online meetings with the County & BTSF team to review and adjust content - Consult about printing options based on price, convenience of reprinting, and quality factors	
Production of Brochures This is the for print production, tentatively digital production optimized for short runs in the future.	\$5,000

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



Clay County – Design of 4 Large and 4 Small Kiosks	Cost
The content will include material previously developed in the Brochure, plus content provided by the County team (with help and review from BTSF).	
Design of 4 smaller pedestal kiosk signs (\$500 each) These would be the size of the plant descriptions at the Bartram Garden at the Stetson Aquatic Center in Volusia County (12" x18") 	\$2000



Production & Delivery of 4 Large & 4 small Kiosks	Cost
The cost for producing, reviewing, proofing, and delivering the panels and hardware for four large BTSF kiosks and four smaller signs kiosks. • The large ones will be will all be 36"x 48" one-sided with NPS Brown matte frames, like previous BTSF kiosks • This is the cost if delivered to a warehouse or similar location with the proper offloading equipment, and assuming the County has the personnel to install the panels • Panels and hardware arrive separately • The small ones will be 12" x 18"	\$12,000
BTSF Content Development & Review for Map & Kiosks Bartram Trail Society of Florida will: • Consult on and review the map content for brochure and panels • Help to procure new historical and photographic images • Provide input and guidance on the creation of guided tours • Contribute to the effort to procure rights for pertinent historic Bartram drawings and other materials related to this section of the trail for the BTSF Library when applicable, and will alert the County if the image must be procured for this project only.	\$2,000

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



Agenda Item
Clay County Board of County Commissioners

Clay County Administration Building
Wednesday, November 5 3:30 PM

TO: TDC
Members

DATE: 9/10/2025

FROM: Teddy
Meyer

SUBJECT:
Upcoming tourism events in Clay County.
November 5, 2025 - January 7, 2026.

AGENDA ITEM
TYPE:

ATTACHMENTS:

Description

- ▣ Clay Events 11.5 - 1.7

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	10/28/2025 - 4:27 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	10/28/2025 - 4:30 PM	AnswerNotes

Upcoming Clay Events: November 5, 2025 - January 7, 2026

Event Name		Time(s)	Location
1 2025 Krawl'n for the Fallen	11/7 - 11/9	8:00 AM - 3:00 PM	The FIRM
2 Veterans Day 5K for Clay	11/8	8:00 AM - 10:00 AM	Oakleaf High School
3 RCHJA Horse of the Year & Benefit Show	11/8	8:00 AM - 5:00 PM	Clay County Fairgrounds
4 18th Annual Back to the Fifties Car Show	11/8	10:00 AM - 2:00 PM	Moosehaven
5 Moosehaven 15th Annual Chili Cook-off & Car Show	11/8	10:00 AM - 4:00 PM	Moosehaven
6 3rd Annual VET FEST	11/8	12:00 PM - 6:00 PM	Corks and Barrels
7 Rock the Brave Charity Music Festival	11/8	3:00 PM	American Legion Post 250
8 The Day WWII Came to Jacksonville	11/13	7:00 PM - 8:00 PM	Penney Farms
9 Vintage Market Days Home for the Holidays 2025	11/14 - 11/16	10:00 AM - 4:00 PM	Clay County Fairgrounds
10 Tinker & Twinkle: Santa's Grand Arrival	11/15	11:00 AM - 1:00PM	Orange Park Mall
11 Middleburg Historic Fall Festival	11/15	11:00 AM - 3:00PM	Middleburg Museum
12 A Century of Excellence – Mayor's Ball	11/15	5:00 PM - 9:00 PM	Keystone Heights RV Resort
13 A Charlie Brown Christmas – Live on Stage!	11/15	6:00 PM - 7:30 PM	Thrasher-Horne Center
14 11th Annual Cane Grinding at Elrod Acres	11/29	9:00 AM - 5:00 PM	Elrod Acres
15 Father Son Campout	12/5 - 12/7	Times Vary	Camp Chowenwaw
16 Cliffhangers Gun Shows	12/6 - 12/7	9:00 AM - 4:00 PM	Clay County Fairgrounds
17 2025 Christmas on Walnut Street & Parade	12/6	10:00 AM - 9:00 PM	Spring Park
18 12th Annual Holiday Market in the South	12/6	11:00 AM - 3:00PM	Thrasher-Horne Center
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 Sesame Street Live! Elmo & Friends Say Hello	12/6	2:00 PM - 4:00 PM	Thrasher-Horne Center
22 Keystone Heights Second Annual Christmas Market	12/13	10:00 AM - 4:00 PM	Keystone Heights City Hall
23 Middleburg Annual Christmas Festival and Parade	12/13	2:00 PM - 6:00 PM	Clay County Outdoor Adventure Park
24 Hometown Holiday 2025	12/13 - 12/14	5:00 PM - 9:00 PM	Clarke House Park
25 Christmas In Motion	12/20	7:00 PM - 9:00 PM	Thrasher-Horne Center
26 Three Dog Night	12/21	7:00 PM - 9:00 PM	Thrasher-Horne Center

