



## **TOURIST DEVELOPMENT COUNCIL AGENDA**

**January 7, 2026**

**3:30 PM**

**Administration Building,  
4th Floor, BCC Meeting Room, 477 Houston Street,  
Green Cove Springs, FL 32043  
January 7, 2026 3:30 PM**

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### **Invocation**

### **Pledge**

### **Call to Order**

### **Public Comments**

### **Approval of Minutes**

1. Tourist Development Council Meeting Minutes November 5, 2025.

### **Presentations**

2. Advance Travel & Tourism Marketing Update (K. Stichtenoth)  
Marketing update from the contracted advertising agency.
3. Airstream Ventures Sports Tourism Update (A. Verlander)  
Sports Tourism update from Airstream Ventures.
4. Florida 1st Coast of Golf Update (D. Reese)  
Florida 1st Coast of Golf - Marketing and Military Campaign Updates
5. Bed Tax Collection/Hotel Data (T. Meyer)  
Most recent Bed Tax collections and Hotel Data.

### **Discussion**

6. Event Marketing Grant Update (S. Lamb)  
TDC grant summary as of December 23, 2025.

### **New Business**

7. TDC Grant Request - United Soccer Alliance Showcase 2026 (S. Lamb)  
United Soccer Alliance | United Soccer Showcase 2026 - Boys Weekend  
February 20-22, 2026 Girls Weekend: February 27-March 1, 2026 at the Clay  
County Regional Sports Complex.  
Requesting: \$15,000
8. TDC Grant Request - March Inspire Regional Dance (S. Lamb)  
Inspire National Dance Competition | 2026 Regional Dance Competition -

March 24-27, 2026 at Thrasher-Horne Center

Requesting: \$15,000

9. TDC Grant Request - April Inspire Regional Dance (S. Lamb)

Inspire National Dance Competition | 2026 Regional Dance Competition -

April 10-12, 2026 at Thrasher-Horne Center

Requesting: \$15,000

10. TDC Grant Request - 2026 Clay County Fair (S. Lamb)

Clay County Fair Association | 2026 Clay County Fair - April 2-12, 2026 at the Clay County Fairgrounds.

Requesting \$45,000

### **Old Business**

11. Upcoming Events Update (S. Lamb)

Upcoming tourism events in Clay County.

January 7, 2026 - March 4, 2026.

### **Adjournment**



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, January 7 3:30 PM

TO: TDC  
Members

DATE: 11/19/2025

FROM: Teddy  
Meyer

SUBJECT:

AGENDA ITEM  
TYPE:

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ATTACHMENTS:

Description

- ▣ Tourist Development Council Meeting Minutes and Attachment "A" November 5, 2025
- ▣ Attachment "B" Advance Travel and Tourism presentation
- ▣ Attachment "C" Airstream Ventures presentation
- ▣ Attachment "D" Orange Park Fall Festival information
- ▣ Attachment "E" Bed Tax informaiton

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	12/24/2025 - 10:08 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	12/24/2025 - 10:09 PM	AnswerNotes



## **TOURIST DEVELOPMENT COUNCIL MEETING MINUTES**

November 5, 2025, 3:30 PM  
Administration Bldg, 4th Floor  
BCC Meeting Room, 477 Houston St.  
Green Cove Springs, FL 32043

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**Invocation** David Diaz gave the Invocation.

**Pledge** Chairman John Sgromolo led the Pledge of Allegiance.

### **Call to Order**

**Present:** Commissioner District 1 John Sgromolo, Chairman  
Brian Knight, Vice-Chairman  
Neil Porter  
David Diaz  
Deborah Beals  
Kimberly Evans  
Adrian Andrews  
Cheri Starnes  
Sign-In Sheet - See Attachment A

**Absent:** Kevin Robert  
Stephanie Lamb, Program Manager

**Staff Present:** Howard Wanamaker, County Manager  
Charlie Latham, Assistant County Manager  
Courtney Grimm, County Attorney  
Teddy Meyer, Director of Tourism  
Cher Malta, Tourism Marketing Manager  
Samantha Kusters, Tourism Product Development Manager

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

### **Public Comments**

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

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

### **Approval of Minutes**

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



Vice-Chairman Brian Knight made a motion for approval of the September 3, 2025, TDC Meeting Minutes, seconded by Neil Porter, which carried unanimously.

## **Presentations**

### **2. Wheel the World (T. Meyer)**

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

*Item Two (2) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist\\_Development\\_Council/November\\_4,\\_2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist_Development_Council/November_4,_2025), beginning at 2:57 and ending at 11:15. Below is a summary of the discussion.*

Cher Malta, Tourism Marketing Manager, presented a PowerPoint presentation attached to the agenda to provide details and information regarding the Wheel the World Program.

There were questions and discussions about training, partnerships, and the mention of Clay without Barriers ([claycountygov.com/community](http://claycountygov.com/community)) and of local business participation.

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

Marketing update from the contracted advertising agency.

*Item Three (3) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist\\_Development\\_Council/November\\_4,\\_2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist_Development_Council/November_4,_2025), beginning at 11:20 and ending at 37:24. Below is a summary of the discussion.*

Kyle Stichtenoth, Senior Director, 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: Q3 Strategy Overview:**

- Approach
- Audience Targeting
- Messaging
  - Family Ads
  - Outdoor Ads
- Channel Options - Core Campaign Tactics
- Online Display
- Video Ads
- Audio Ads
- Social Media
- Email Marketing
- Hey Neighbor Campaign
- Impactful Local Partnerships
- Three Key Measurement Tools:

- Website - Google Analytics
- Placer.ai
- Lodging/Tax Data

There were questions and discussions regarding advertising/marketing by other counties to promote Clay County, target audiences, introductions/content to bring visitors to the county, and placier data defining an overnight trip.

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

Sports Tourism update from Airstream Ventures.

*Item Four (4) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/November 4, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/November%204,%202025), beginning at 37:25 and ending at 1:00:19. 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
- Booked Events
  - Advanced Conversations
  - Conversations
- Annual Contract

There were questions and discussions regarding Lacrosse goals/netting, adding information for booked events, rugby event status, and any appetite for pro water cross event.

#### 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)

*Item Five (5) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/November 4, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/November%204,%202025), beginning at 1:00:23 and ending at 1:07:55. Below is a summary of the discussion.*

Teddy Meyer, Director of Tourism, addressed the Council to provide details and information on the placer data for the 2025 Town of Orange Park Fall Festival, as noted above. See Attachment D.

There were comments regarding the success of the event and its impact on the county, and questions and discussions regarding data clarification and placier.ai data input for future events.

## 6. Bed Tax Collection/Hotel Data (T. Meyer)

Most recent Bed Tax collections and Hotel Data.

*Item Six (6) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/November 4, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/November%204,%202025), beginning at 1:07:56 and ending at 1:12:10. Below is a summary of the discussion.*

Teddy Meyer, Director of Tourism, presented a PowerPoint to provide details on the bed tax/hotel data update. Most of the information discussed is attached to the agenda, as well as in Attachment E.

There were questions and discussions regarding hotel development near the Keystone Heights area.

### **Discussion**

## 7. Event Marketing Grant Update (T. Meyer)

TDC grant summary as of October 28, 2025.

*Item Seven (7) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/November 4, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/November%204,%202025), beginning at 1:12:12 and ending at 1:14:12. Below is a summary of the discussion.*

Teddy Meyer, Director of Tourism, presented a PowerPoint presentation outlining details and providing an update on event marketing grants. The information provided and discussed is attached to the agenda.

There were questions and discussions regarding the distribution of funding for upcoming grants and the dollar amount for the budget after funding - \$154,500.00

### **Budget**

There was no additional budget discussion.

### **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

*Item Eight (8) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/November 4, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/November%204,%202025), beginning at 1:14:14 and ending at 1:16:13. Below is a summary of the discussion.*

Teddy Meyer, Director of Tourism, addressed the Council to provide information and scheduling details for the Tourist Development Council meetings scheduled for the dates mentioned above in 2026.

There were questions and a discussion about the budget and skipping the July meeting.

**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

*Item Nine (9) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/November 4, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/November%204,%202025), beginning at 1:16:16 and ending at 1:23:54. Below is a summary of the discussion and vote for this agenda item.*

Teddy Meyer, Director of Tourism, introduced Shawn Wardlaw, President for the Northeast Florida Scottish Games and Festival, to address the Council to provide details and information regarding the 2026 Scottish Games grant request as mentioned above. The scoring information discussed is attached to the agenda.

There were questions and discussions regarding the number of event days, verified room data, the sponsorship amount last year (\$35,000.00), accountability measures, use of funds, and the timeframe for attendance.

Kimberly Evans made a motion to approve the requested amount of \$25,000.00, seconded by Vice-Chairman Brian Knight, which carried unanimously.

**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

*Item Ten (10) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/November 4, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/November%204,%202025), beginning at 1:23:55 and ending at 1:26:36. Below is a summary of the discussion and vote for this agenda item.*

Teddy Meyer, Director of Tourism, introduced Alan Verlander, CEO of Airstream Ventures, to address the Council and provide details regarding the 2026 Clay County

Open - Minor League Golf Tour grant request, as mentioned above, and the next three agenda items. The scoring information discussed is attached to the agenda.

There were questions and discussions about the number of event days and the event's success last year.

Vice-Chairman Brian Knight made a motion to approve the requested amount of \$18,000.00, seconded by Deborah Beals, which carried unanimously.

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

*Item Eleven (11) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/November 4, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/November%204,%202025), beginning at 1:26:38 and ending at 1:41:56. Below is a summary of the discussion and vote for this agenda item.*

Alan Verlander, CEO of Airstream, addressed the Council to provide details and information regarding the United Youth Sports/Tackle Football grant request as mentioned above. The scoring information discussed is attached to the agenda.

There were questions and discussions regarding implementing restrictions or requirements for hotel stays, providing a list of hotels in Clay County for players/participants, event days, providing options for local hotels or entertainment, qualifying for the financial incentive, process for funding, outreach/advertising, down time during the event, and timeframe for contract and event repeating vs leaving after year one.

Vice-Chairman Brian Knight made a motion to approve the requested amount of \$25,000.00, seconded by Neil Porter. There were comments regarding the timeline for getting the event together and signage/information/swag to welcome event-goers/players to Clay County. The motion carried unanimously.

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

*Item Eleven (11) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/November 4, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/November%204,%202025), beginning at*

*1:41:28 and ending at 1:43:10. Below is a summary of the discussion and vote for this agenda item.*

Alan Verlander, CEO of Airstream, addressed the Council to provide details and information regarding the United Youth Sports/All American Games grant request as mentioned above. The scoring information discussed is attached to the agenda.

There was a brief discussion of the differences between events.

Neil Porter made a motion to approve the requested amount - \$25,000.00, seconded by Cheri Starnes, which carried unanimously.

**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

*Item Thirteen (13) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/November 4, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/November%204,%202025), beginning at 1:43:13 and ending at 1:49:21. Below is a summary of the discussion and vote for this agenda item.*

Alan Verlander, CEO of Airstream, addressed the Council to provide details and information regarding the American Cornhole League/Flo Down grant request as mentioned above. The scoring information discussed is attached to the agenda.

There were questions and discussions regarding expanding outdoors if needed, and the need to be an indoor event (controlled environment),

Vice-Chairman Brian Knight made a motion to approve the requested amount - \$20,000.00, seconded by Adrian Andrews. Chairman Sgromolo commended Mr. Meyer for his hard work in providing event details and information to help allocate funding wisely. Mr. Meyer spoke about collaborating and increasing the number of events. The motion carried unanimously.

**Old Business**

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

*Item Fourteen (14) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/November 4, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/November%204,%202025), beginning at 1:49:22 and ending at 2:13:25. Below is a summary of the discussion and vote for this agenda item.*

Teddy Meyer, Director of Tourism, addressed the Council to provide details on the update regarding the Bartram Trail Society funding request - \$43,500.00. The

information touched on is attached to the agenda.

Stephanie Liskey, Sailforth Productions, presented a PowerPoint attached to the agenda to provide an overview and additional details on the funding request for Clay County's portion of the Bartram Trail.

There were questions and discussions regarding the product's deliverables, QR codes and connection to the website, details and information available on the website, Travels - a book written by William Bartram, use of the grant and clarification of the grant request and distribution of the funding, and points and timeline for deliverables.

Following all discussions, Deborah Beals made a motion for approval of \$45,000.00, as discussed, seconded by Cheri Starnes, which carried unanimously.

## 15. Upcoming Events Update (S. Kusters)

Upcoming tourism events in Clay County.

November 5, 2025 - January 7, 2026.

*Item Fifteen (15) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/November 4, 2025](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist_Development_Council/November_4,_2025), beginning at 2:13:27 and ending at 2:21:26. Below is a summary of the discussion.*

Samantha Kusters, Tourism Product Development Manager, addressed the Council to provide details on the Upcoming Event update. Information discussed is attached to the agenda. Visit [exploreclay.com](http://exploreclay.com) or scan the QR code for more information. Ms. Kusters also provided information on using the events calendar, which can be found at [exploreclay.com/Events/Events Calendar](http://exploreclay.com/Events/Events_Calendar).

### **Events/Topics Highlighted:**

- Penney Farms Arts and Crafts Festival
- Vintage Market Days
- Christmas in Clay Passport

Chairman Sgromolo recognized the tourism team for their exceptional work.

Chairman Sgromolo opened the floor for public comment at 5:46 pm.

Steven Van Bloem, Cameron Oaks, Middleburg, Florida, addressed the Council with a suggestion for an event to come to Clay: the Florida Man's Games. Mr. Meyer provided information on the event's history.

Cher Malta, Tourism Marketing Manager, mentioned Veterans Day and the Patriots Passport Campaign, which can be found at [exploreclay.com/things-to-do](http://exploreclay.com/things-to-do).

Deborah Beals spoke about the upcoming Christmas Parade in Keystone Heights on December 13, 2025, along with the fireworks display.

Kylie King, Hotel General Manager at Holiday Inn, spoke about the possibility/need to host events for Special Needs Children.

### **Adjournment**

Hearing no further business, Chairman John Sgromolo adjourned the meeting at 5:51 pm.

Attest:

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Committee Chairman



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Recording Deputy Clerk



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

Tourist Development Council  
Wednesday, November 5, 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)	Absent
Kimberly Evans	Aon Hospitality (Accommodation)	
Neil Porter	Vacation Rental Owner (Accommodation)	
Courtney Grimm	County Attorney	Present
Teddy Meyer	Director of Tourism	

Cheri Starnes City Council GCS

  
Cheryl R. Starnes

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





## BOARD REPORT

### Q3 Strategy Overview

WE BRING THE TRAVELER **to you.**

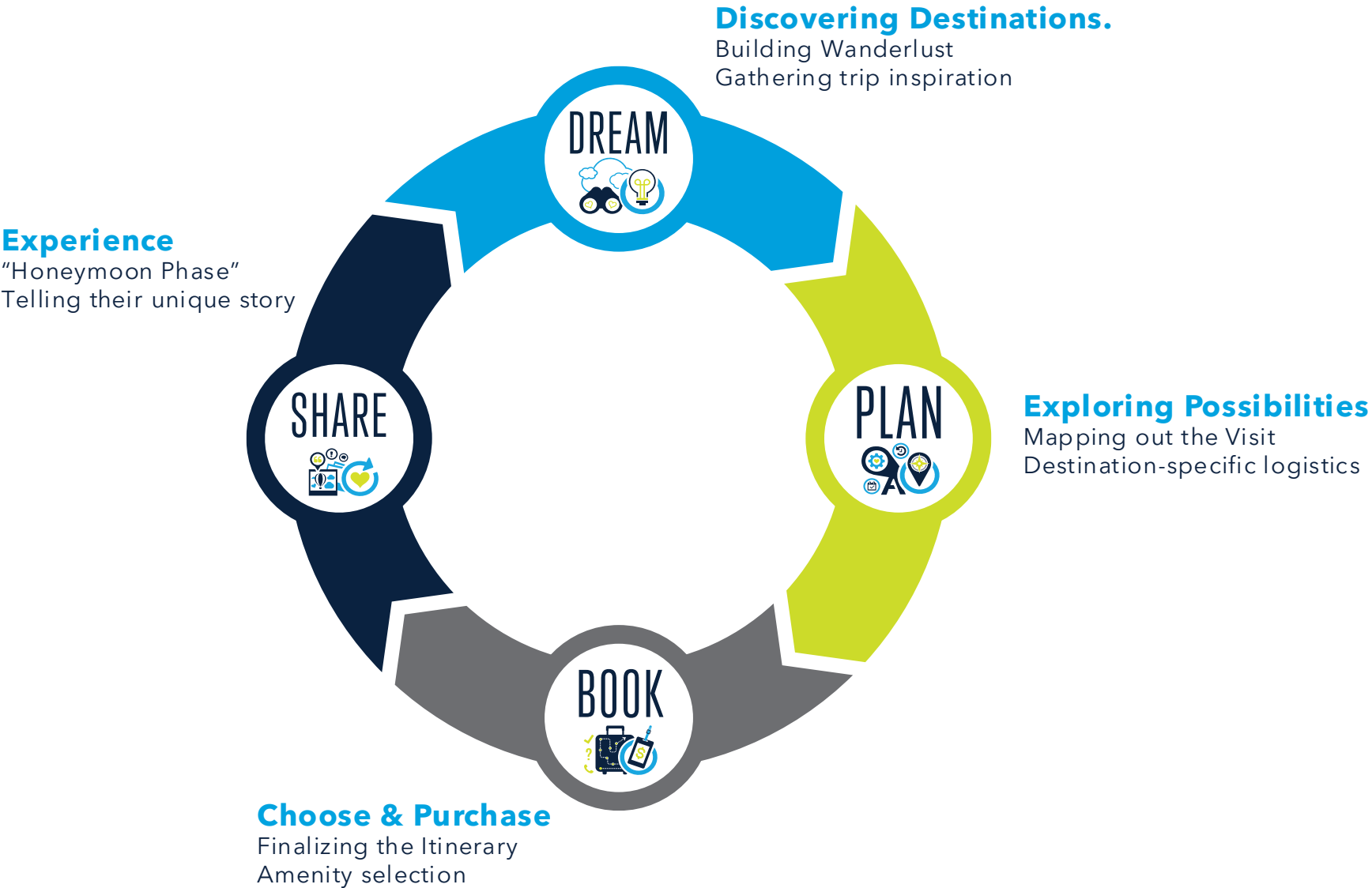
Page 16 of 102





# Our Strategy Approach.

Reach potential visitors with unique messaging and tactics throughout the travel planning cycle.



# Our Strategy Approach.

## Understanding of Clay County

Over the past two years of our partnership, we have taken the time to understand why people choose and love Clay County. The natural beauty, outdoor activities, laid back vibe, and historical sites are just some of the reasons why people of all types visit.

## The Traveler Journey

The technical approach we employ for every Clay County campaign is viewed through the lens of the traveler. Our strategic efforts are structured to meet prospective visitors at each stage of the travel decision-making journey. We leverage various data sources and technology—like Placer.ai, Google Analytics, Experian Mosaic, and more—to fully understand the many factors that influence traveler decision-making.





# Audience Targeting.

## The Approach

- Use visitation tools like Placer.ai to evaluate persona segments
  - Upper Suburban Diverse Families
  - Blue Collar Suburbs
  - City Hopefuls
- How does this data align with Clay County? The two main audience segments we identified are
  - Families
  - Outdoors/Nature Enthusiasts
- Where are these groups coming from?
  - Orlando
  - Miami
  - Atlanta
  - Tallahassee
  - Tampa
  - Savannah
  - Charlotte
  - Local

## Placer.ai Data Audience Analysis

### C Upper Suburban Diverse Families

Upper-middle-class suburbanites working white-collar jobs from a range of ethnic backgrounds.

Age 35-44 Income \$100k - \$150k Households 8.32% | 10,051,560

### F Blue Collar Suburbs

Working-class singles and families in mainly blue-collar professions.

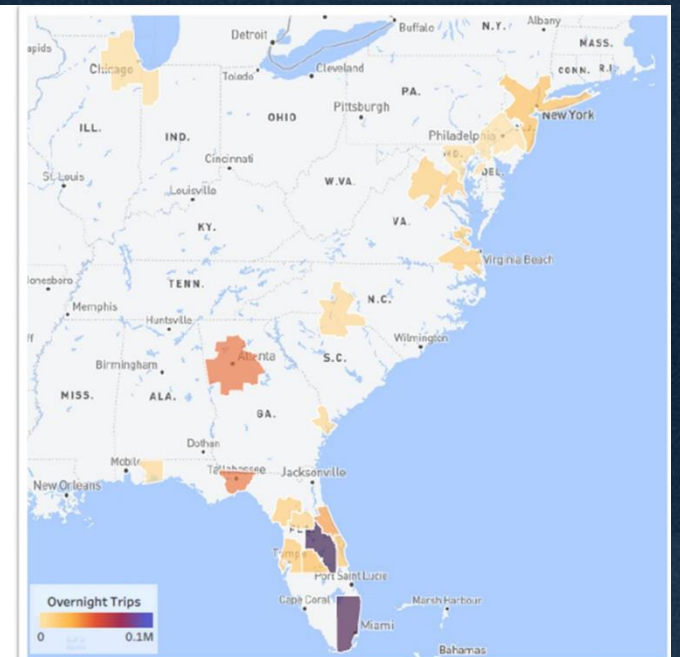
Age 35-44 Income \$50k - \$60k Households 6.98% | 8,425,608

## Placer.ai Data Market Visitation

### Top 20 Visitor Origins

Daily Disposable Income Potential  
Past 12 months

CBSA	Daily Disposable Income Potential	Disposable Income Potential	YoY % change
Orlando-Kissimmee-Sanford, FL	\$182.9	\$31.3M	20.62%
Miami-Fort Lauderdale-Pompano Beach, FL	\$190.6	\$30.1M	20.50%
Atlanta-Sandy Springs-Alpharetta, GA	\$198.3	\$14.6M	-6.38%
New York-Newark-Jersey City, NY-NJ-PA	\$227.3	\$14.0M	-1.94%
Tallahassee, FL	\$140.6	\$11.6M	9.88%
Washington-Arlington-Alexandria, VA-DC	\$271.5	\$10.7M	-2.83%
Deltona-Daytona Beach-Ormond Beach, FL	\$147.1	\$9.6M	12.48%
Virginia Beach-Norfolk-Newport News, VA-NC	\$180.1	\$9.4M	-2.13%
Tampa-St. Petersburg-Clearwater, FL	\$163.3	\$8.2M	23.94%
Lakeland-Winter Haven, FL	\$144.1	\$7.2M	13.85%
Baltimore-Columbia-Towson, MD	\$226.1	\$6.0M	23.14%
Chicago-Naperville-Elgin, IL-IN-WI	\$209.6	\$6.0M	15.94%
Palm Bay-Melbourne-Titusville, FL	\$171.1	\$5.9M	14.28%
Gainesville, FL	\$145.5	\$5.2M	4.07%
Charlotte-Concord-Gastonia, NC-SC	\$188.5	\$4.8M	-0.26%
Savannah, GA	\$169.1	\$4.1M	35.08%
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	\$201.6	\$4.1M	-14.22%
Pensacola-Ferry Pass-Brent, FL	\$167.2	\$3.7M	-7.42%





# Messaging Matters.

**Family** ad campaigns are designed to highlight family friendly activities and events.

**Outdoor** ad campaigns leverage beautiful images to showcase the wide array of outdoor activities that attract people to the natural beauty of Clay County.

## Family Ads



## Outdoor Ads





# Our channel options.

Aligning the **audience** and **message** with the right platform/channel



# Our Core Campaign Tactics.

- Online Display
- Video Ads
- Audio Ads
- Social Media
- E-Mail

# Online Display.

- Banner ads across an extensive network of website.
- We use a variety of data sources to deliver these to **Families** and **Outdoor Enthusiasts**
- Campaign Goals
  - Awareness/visibility
  - Clicks/website traffic

2,933,459  
IMPRESSIONS

33,025  
CLICKS

1.13%  
CTR



## Video Ads.

- Ads on YouTube and Streaming Platforms
- Use platform data to target **Families** and **Outdoor Enthusiasts**
- Campaign Goals
  - Awareness/visibility

**749,529**  
IMPRESSIONS

**120**  
CLICKS

**707,201**  
COMPLETED VIDEO VIEWS

**94.35%**  
COMPLETION RATE

## Audio Ads.

- Ads on Spotify platform
- Use platform data to target **Families** and **Outdoor Enthusiasts**
- Campaign Goals
  - Awareness
  - Consideration

**283,332**  
IMPRESSIONS

**165**  
CLICKS

**260,051**  
COMPLETED AUDIO ADS

**91.38%**  
COMPLETION RATE



# Social Media.

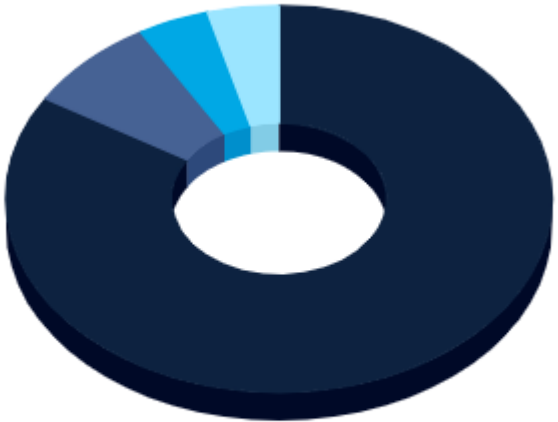
- Ads on Facebook/Instagram
- Use platform data to target **Families** and **Outdoor Enthusiasts**
- Campaign Goals
  - Awareness/visibility
  - Engagement
  - Clicks/website traffic

1,895,955  
IMPRESSIONS

49,392  
LINK CLICKS

2.61%  
LINK CLICK CTR

36,786  
LANDING PAGE VIEWS



Post Reactions : 3,797  
Post Saves : 192  
Post Shares : 356  
Post Comments : 190



## E-Mail Marketing.

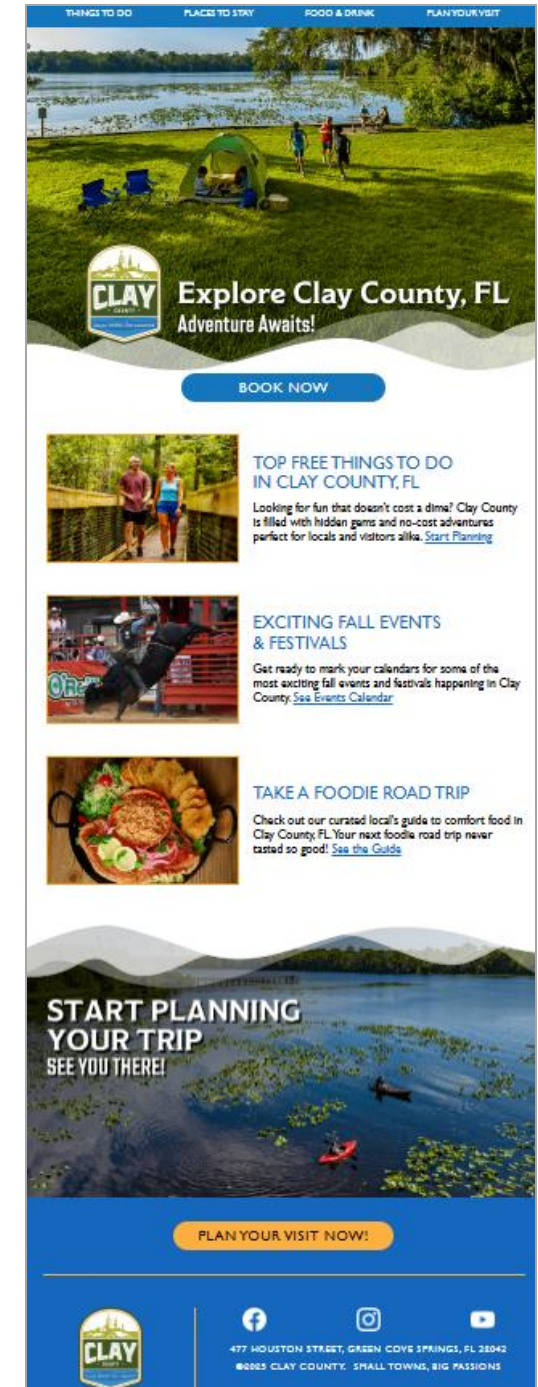
- Full content delivered via email to target audience
  - Outdoor Interest
  - Orlando
- Campaign Goals
  - Email Opens
  - Content Engagement
  - Website traffic/clicks

**70,000**  
IMPRESSIONS

**27,676**  
EMAIL OPENS

**825**  
CLICKS

**39.54%**  
OPEN RATE



## Hey Neighbor.

**Local & Surrounding** community engagement and involvement is critical to your success. Building campaigns that inform these communities on what is going on and how they can be involved is critical.

We need your residents to attend events, spend money, volunteer, be proud of what is happening in Clay County.

CTR Benchmark: 0.10% - 0.20%

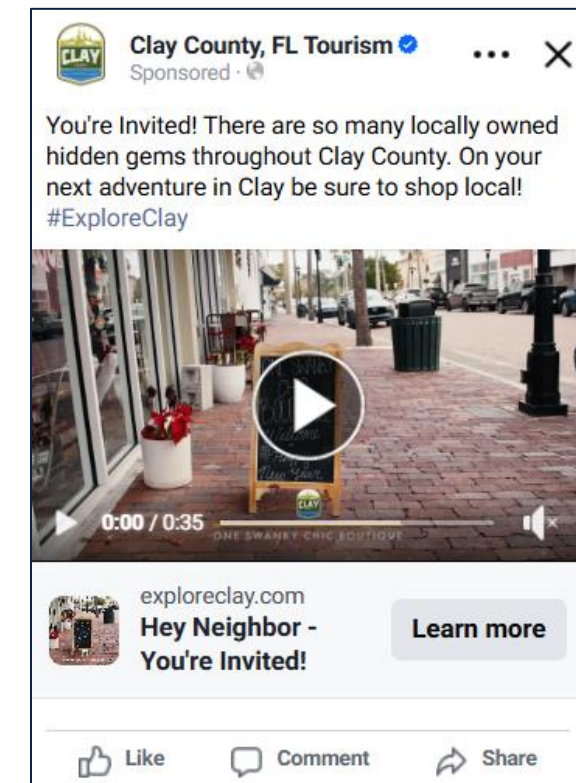
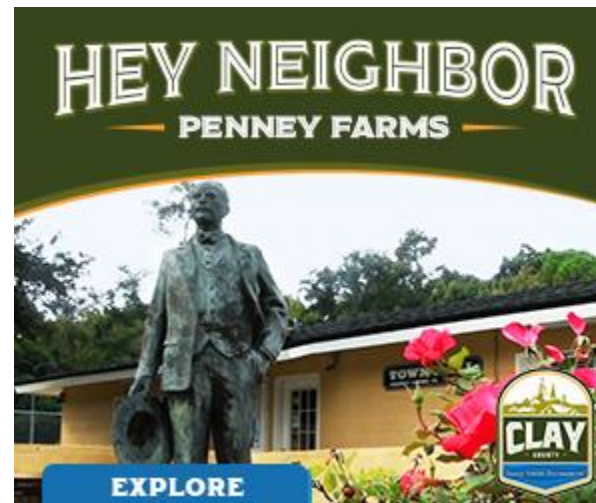
## Hey Neighbor Ads

**730,939**  
IMPRESSIONS

**3,526**  
CLICKS

**2.45%**  
CTR

**81,530**  
ENGAGEMENTS





# Impactful Local Partnership.



## ET Announcement A.



## ET Announcement B.



# Measuring Success.

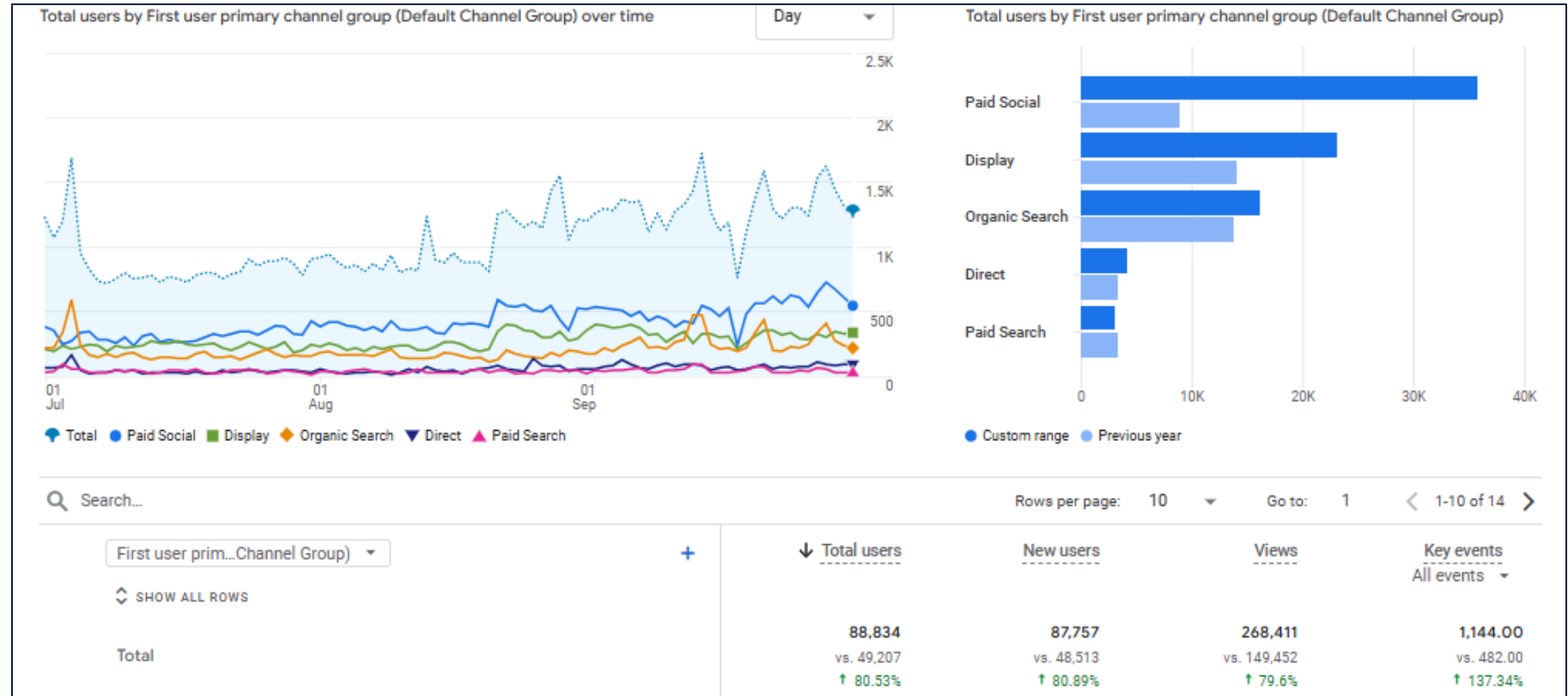
# Three Key Measurements Tools

- Website – Google Analytics
- Placer.ai – Mobile Device Visitation
- Lodging/Tax Data

# Google Analytics.

- Key Measurements
  - Overall site traffic
  - Traffic YoY
  - Key events/conversions

## Website Traffic



## Key Events/Conversions

Outbound_activities_partner_clicks : 318	outbound_lodging_partner_clicks : 305	outbound_dining_partner_clicks : 230
outbound_shopping_partner_clicks : 93	digital_visitor_guide_view : 74	outbound_things_to_do_partner_clicks : 62
visitor_guide_request : 62		



# Placer.ai.

- Key Measurements
  - Origin Markets
  - Visitor Personas
  - Opportunity Markets

## Top 20 Visitor Origins Overnight Trips - Past 12 months

CBSA	Overnight Trips					% Of Total	YoY % Change
	0K	20K	40K	60K	80K		
Orlando-Kissimmee-Sanford, ..	59.3K					8.33%	12.40%
Miami-Fort Lauderdale-Pomp..	57.3K					8.04%	14.92%
Atlanta-Sandy Springs-Alphar..	28.7K					4.02%	-4.91%
Tallahassee, FL	28.0K					3.93%	2.40%
Deltona-Daytona Beach-Ormo..	22.8K					3.20%	5.65%
Lakeland-Winter Haven, FL	17.0K					2.39%	8.77%
New York-Newark-Jersey City..	16.5K					2.31%	-8.27%
Palm Bay-Melbourne-Titusvill..	14.3K					2.01%	7.38%
Tampa-St. Petersburg-Clearw..	13.6K					1.90%	11.96%
Virginia Beach-Norfolk-Newp..	13.3K					1.87%	-8.96%
Gainesville, FL	12.4K					1.74%	15.20%
Washington-Arlington-Alexan..	11.7K					1.65%	2.77%
Ocala, FL	10.8K					1.51%	10.18%
Savannah, GA	9.1K					1.27%	24.83%
Charlotte-Concord-Gastonia, ..	8.6K					1.21%	0.42%
Pensacola-Ferry Pass-Brent, FL	8.4K					1.18%	-3.07%
Baltimore-Columbia-Towson, ..	7.0K					0.98%	27.89%
Chicago-Naperville-Elain. IL-I..	6.9K					0.97%	-0.86%

# THANK YOU!

## Explore Clay County

[ExploreClay.com](http://ExploreClay.com)

+

## Advance Travel & Tourism

[AdvanceTravelandTourism.com](http://AdvanceTravelandTourism.com)

**Attachment**  
**“C”**  
**Airstream Ventures**

SPORTS TOURISM PRESENTATION  
NOV. 2025



# Association Trips

Tulsa, OK

Treasure Coast

06/25

12/25

- Elite Lacrosse Tournaments (2025-26)
- USA Archery (2026-27)
- Last Paddler Standing (2027)
- College Club Sports Flag Football (2026-27)
- Sunshine State Athletics Assoc. (2026-27)
- Off R Rocker Rodeo (2026-27)
- National Interscholastic Cycling Assoc. (2026)
- American Darters Association (2026)
- Dock Dogs (2026)
- US Collegiate Calisthenics Org (2026)
- NAIA National Championships (2027-29)
- National Mustache and Beard (2027-29)



CONVERSATIONS

## Booked Events



- Brand Name Athletes-Flag FB (Oct. 2025)
- United Youth Sports Football (Dec. 25)
- United Youth Sports Football (Jan. 26)
- American Cornhole League (Jan. 26)
- Minor League Golf Tour (Feb. 2026)
- Black Creek Showdown-FHSAA Girls Flag Football (Mar. 2026)
- FHSAA JV Lacrosse State Championship (March 26)
- Cross Country Invitational (Sept. 2026)

CONVERSATIONS



## Annual Contract

# Annual Contract

JULY 2025 - JUNE 2026

**Attachment  
“D”  
Orange Park Fall  
Festival Info**



## 2025 Town of OP Fall Festival

Oct 18 - Oct 19, 2025

Property:

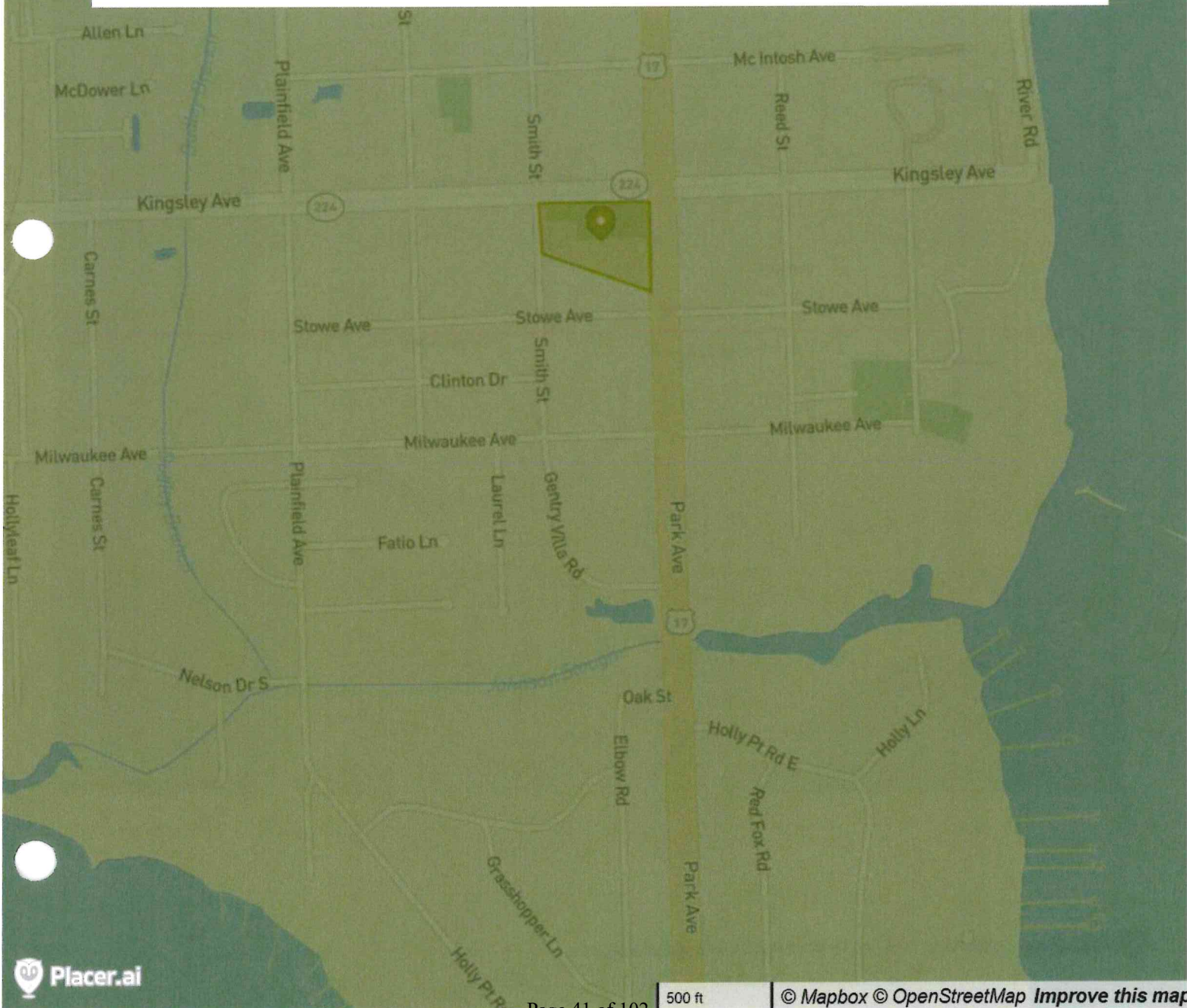


**Town Hall Park**

2042 Park Ave, Orange Park, FL 32073



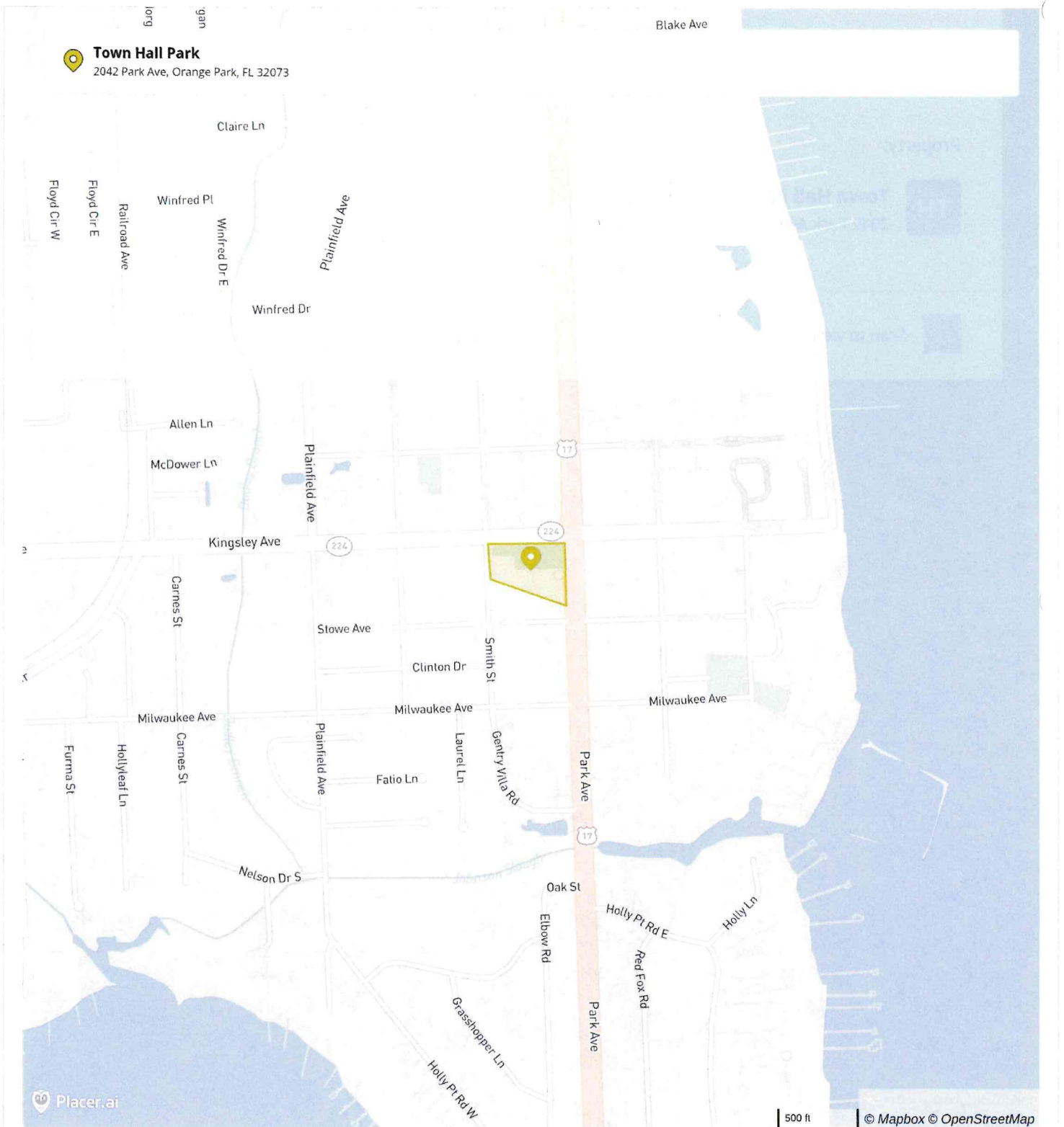
Scan to view on placer.ai platform





# 2025 Town of OP Fall Festival

Oct 18 - Oct 19, 2025







# 2025 Town of OP Fall Festival

Oct 18 - Oct 19, 2025

## Metrics

### Town Hall Park

Park Ave, Orange Park, FL

Visits	29.2K	Avg. Dwell Time	67 Min
Visits / sq ft	0.18	Panel Visits	2K
Size - sq ft	163.2K	Visits YoY	+50%
Visitors	28.3K	Visits Yo2Y	+7,629%
Visit Frequency	1.03	Visits Yo3Y	+9,495.8%

Oct 18th, 2025 - Oct 19th, 2025

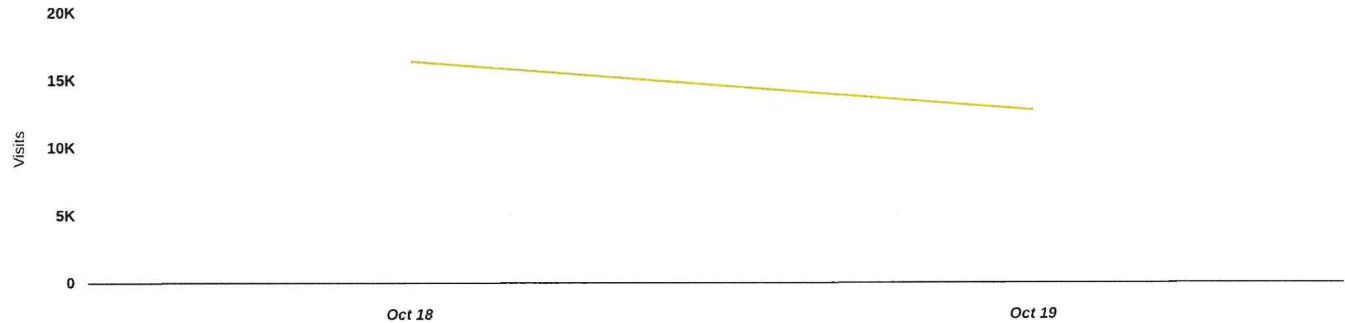
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Visits Trend

### Town Hall Park

Park Ave, Orange Park, FL



Daily | Visits | Oct 18th, 2025 - Oct 19th, 2025

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

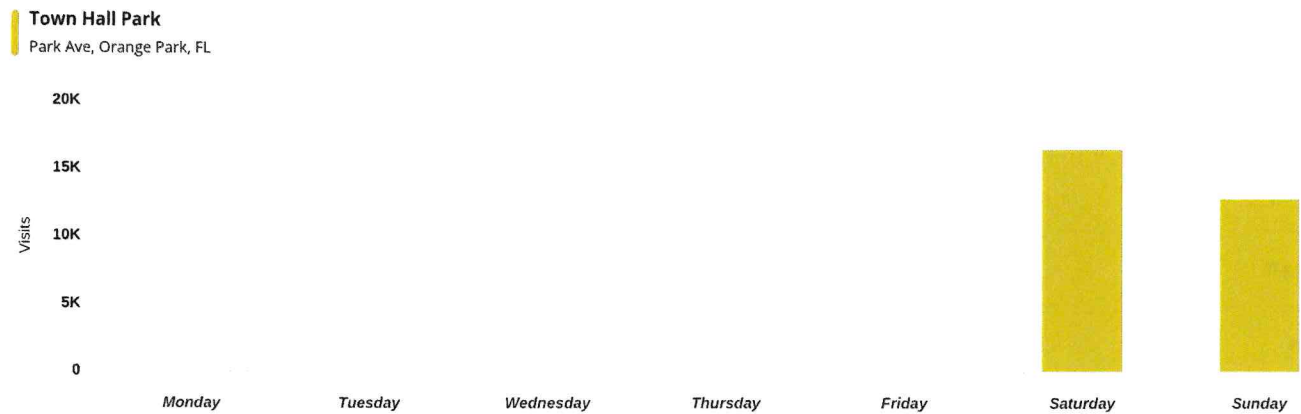




# 2025 Town of OP Fall Festival

Oct 18 - Oct 19, 2025

## Daily Visits

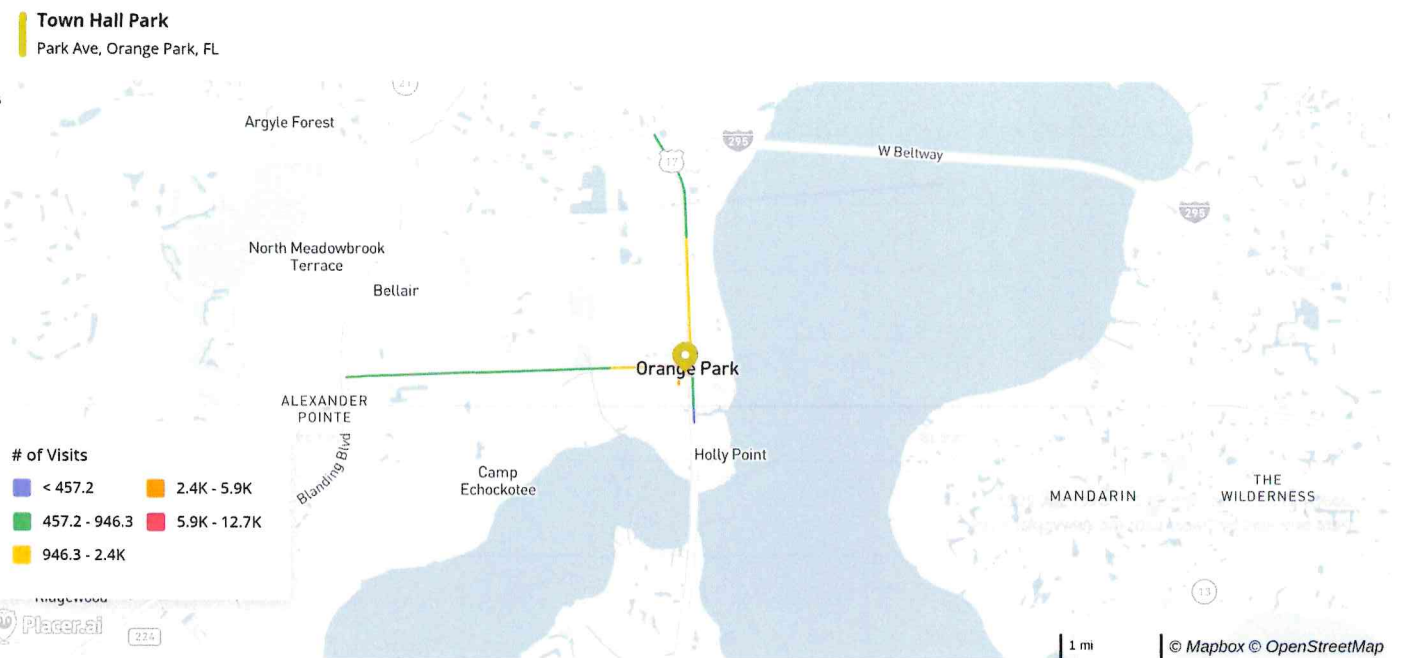


Visits | Oct 18th, 2025 - Oct 19th, 2025

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Oct 18th, 2025 - Oct 19th, 2025

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))







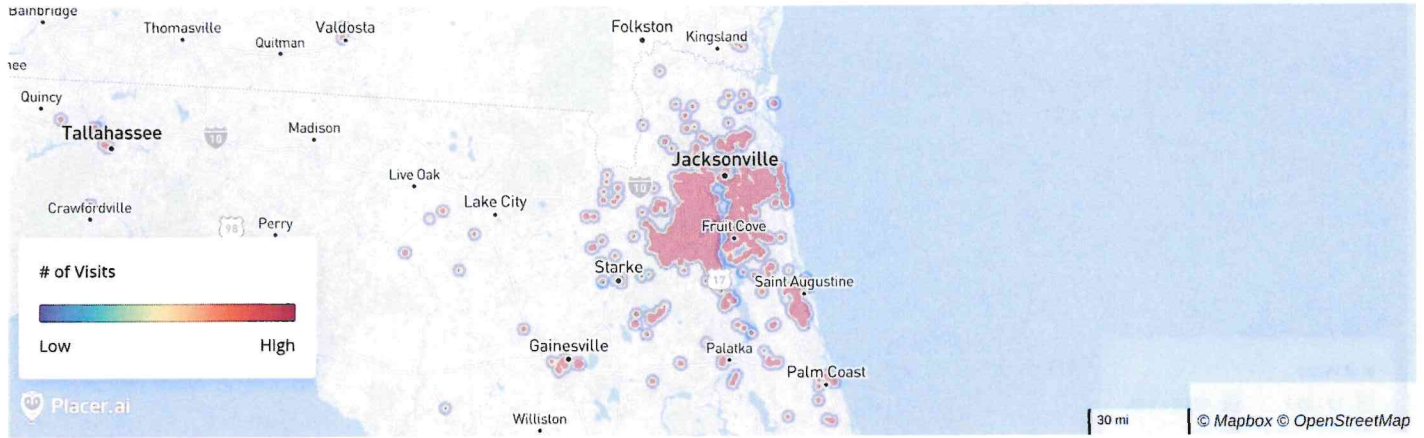
# 2025 Town of OP Fall Festival

Oct 18 - Oct 19, 2025

## Trade Area

### Town Hall Park

Park Ave, Orange Park, FL



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Oct 18th, 2025 - Oct 19th, 2025

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

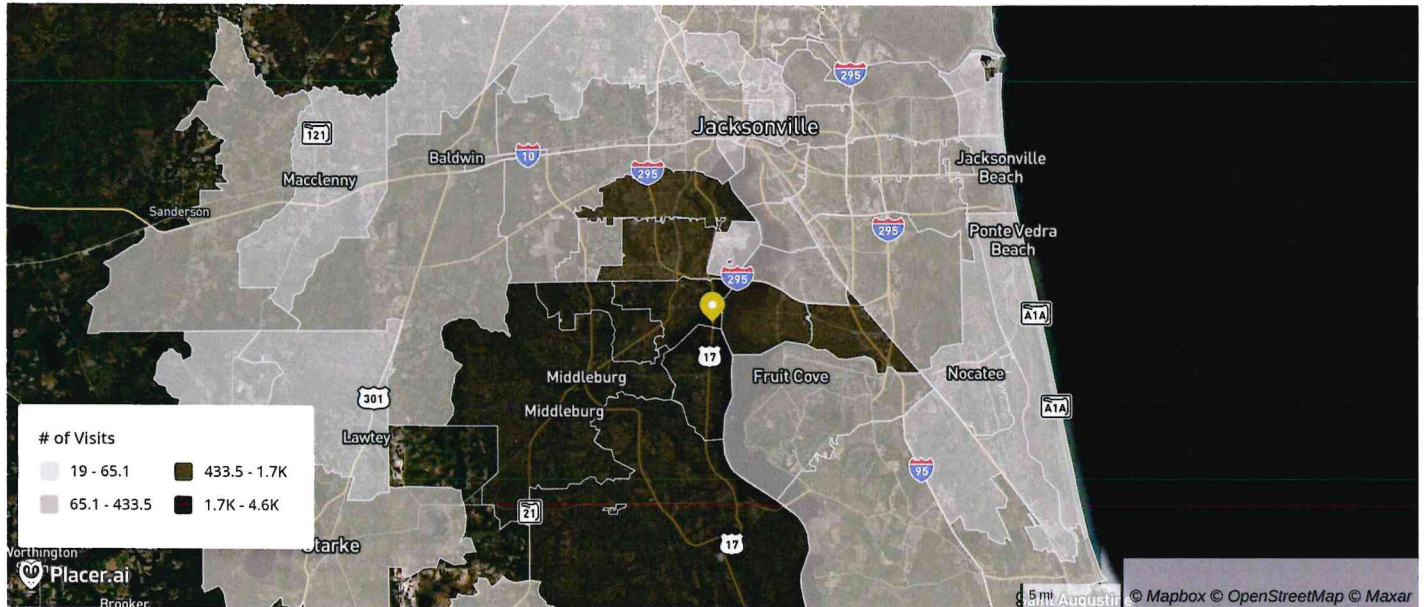
Placer.ai



# 2025 Town of OP Fall Festival

Oct 18 - Oct 19, 2025

## Visitors By Origin



Zip Code	Visits (% of Total)
<b>32073</b> Orange Park, FL	4.6K (15.8%)
<b>32068</b> Doctors Inlet, FL	3.9K (13.2%)
<b>32003</b> Fleming Island, FL	3.4K (11.7%)
<b>32065</b> Orange Park, FL	2.5K (8.6%)
<b>32043</b> Green Cove Springs, FL	2.3K (7.9%)
<b>32244</b> Jacksonville, FL	1.3K (4.6%)
<b>32210</b> Jacksonville, FL	1K (3.5%)



# 2025 Town of OP Fall Festival

Oct 18 - Oct 19, 2025

Zip Code

Visits (% of Total)

**32086**

Saint Augustine, FL

545 (1.9%)

**32258**

Jacksonville, FL

521 (1.8%)

**32223**

Jacksonville, FL

484 (1.7%)

Oct 18th, 2025 - Oct 19th, 2025

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





# 2025 Town of OP Fall Festival

Oct 18 - Oct 19, 2025

## Favorite Places

### Town Hall Park

Park Ave, Orange Park, FL

Rank	Name	Distance	Visitors (%)
1	 <b>The Park Shopping Center</b> 512 Kingsley Ave, Orange Park, FL 32073	0.2 mi	4.1K (14.4%)
2	 <b>Gates Of Park Avenue</b> 2186 Park Ave, Orange Park, FL 32073	0.1 mi	2.9K (10.4%)
3	 <b>Winn-Dixie</b> 1900-1 Park Ave, Orange Park, FL 32073	0.1 mi	2.8K (10%)
4	 <b>Atomic Beauty And Barber Lounge</b> 2108 Park Ave Suite 102, Orange Park, FL 32073	0.1 mi	2.5K (8.7%)
5	 <b>CVS/pharmacy</b> 1952 Park Ave, Orange Park, FL 32073	0.1 mi	2.4K (8.6%)
6	 <b>Orange Park Mall</b> 1910 Wells Rd, Orange Park, FL 32073	2.3 mi	2.1K (7.5%)
7	 <b>Fleming Island</b> 1605 County Rd 220, Fleming Island, FL 32003	4.3 mi	2.1K (7.5%)
8	 <b>Walmart</b> 1505 County Rd 220, Orange Park, FL 32003	4.6 mi	1.5K (5.5%)
9	 <b>Town Center at Eagle Harbor</b> 1545 County Rd 220, Fleming Island, FL 32003	4.5 mi	1.5K (5.3%)
10	 <b>Dairy Queen Restaurant</b> 610 Kingsley Ave, Orange Park, FL 32073-5491	0.3 mi	1.4K (4.9%)

Category: All Categories | Min. Visits: 1 | Oct 18th, 2025 - Oct 19th, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





# 2025 Town of OP Fall Festival





















Oct 18 - Oct 19, 2025

## Prior / Post Compare

### Town Hall Park

Park Ave, Orange Park, FL

### Town Hall Park / Park Ave, Orange Park, FL

Prior			Post		
Rank	Property	Foot-Traffic	Rank	Property	Foot-Traffic
1	 <b>Winn-Dixie</b> Park Ave, Orange Park, FL	11%	1	 <b>Atomic Beauty And Barber Lounge</b> Park Ave, Orange Park, FL	5.3%
2	 <b>Gates Of Park Avenue</b> Park Ave, Orange Park, FL	9.7%	2	 <b>CVS/pharmacy</b> Park Ave, Orange Park, FL	2.5%
3	 <b>CVS/pharmacy</b> Park Ave, Orange Park, FL	9.5%	3	 <b>RaceTrac</b> Park Ave, Orange Park, FL	1.9%
4	 <b>Atomic Beauty And Barber Lounge</b> Park Ave, Orange Park, FL	7.5%	4	 <b>Gates Of Park Avenue</b> Park Ave, Orange Park, FL	1.6%
5	 <b>The Park Shopping Center</b> Kingsley Ave, Orange Park, FL	6.2%	5	 <b>Dairy Queen Restaurant</b> Kingsley Ave, Orange Park, FL	1.5%
6	 <b>Palermo Puerto Rican Kitchen</b> Kingsley Ave, Orange Park, FL	2.6%	6	 <b>Winn-Dixie</b> Park Ave, Orange Park, FL	1.4%
7	 <b>Starbucks</b> Park Ave, Orange Park, FL	1.7%	7	 <b>The Urban Bean Coffeehouse Cafe</b> Park Ave, Orange Park, FL	1.3%
8	 <b>Orange Park Senior Center</b> Stowe Ave, Orange Park, FL	1.6%	8	 <b>Transformations Studio</b> Stiles Ave, Orange Park, FL	1.2%
9	 <b>Hair By Lee &amp; Friends</b> Milwaukee Ave, Orange Park, FL	1.5%	9	 <b>Fleming Island</b> County Rd 220, Fleming Island, FL	1.2%
10	 <b>A Shear Dream</b> Park Ave, Orange Park, FL	1.4%	10	 <b>Starbucks</b> Park Ave, Orange Park, FL	0.8%

Oct 18th, 2025 - Oct 19th, 2025

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

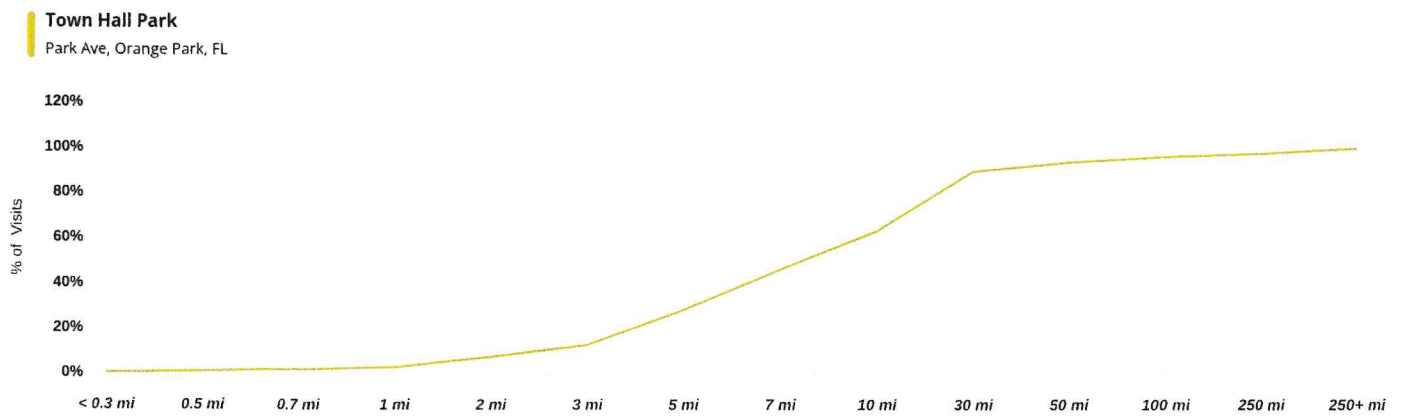




# 2025 Town of OP Fall Festival

Oct 18 - Oct 19, 2025

## Trade Area Coverage by Distance



Home Location | % of Visits | Min Visits: 1 | Oct 18th, 2025 - Oct 19th, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))







## 2025 Town of OP Fall Fest by Day

Property:



**Town Hall Park**

2042 Park Ave, Orange Park, FL 32073

Oct 18 - Oct 18, 2025



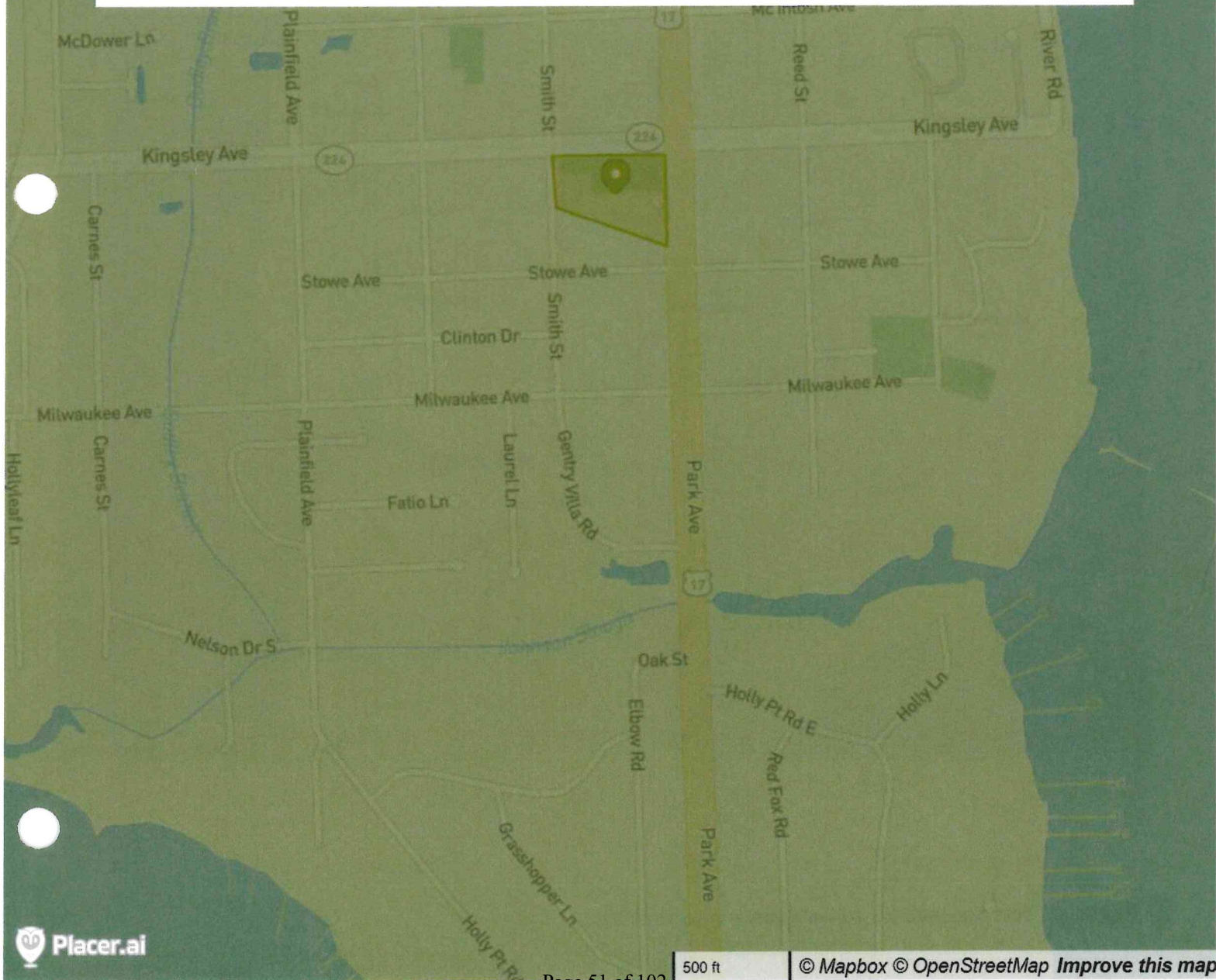
**Town Hall Park**

2042 Park Ave, Orange Park, FL 32073

Oct 19 - Oct 19, 2025



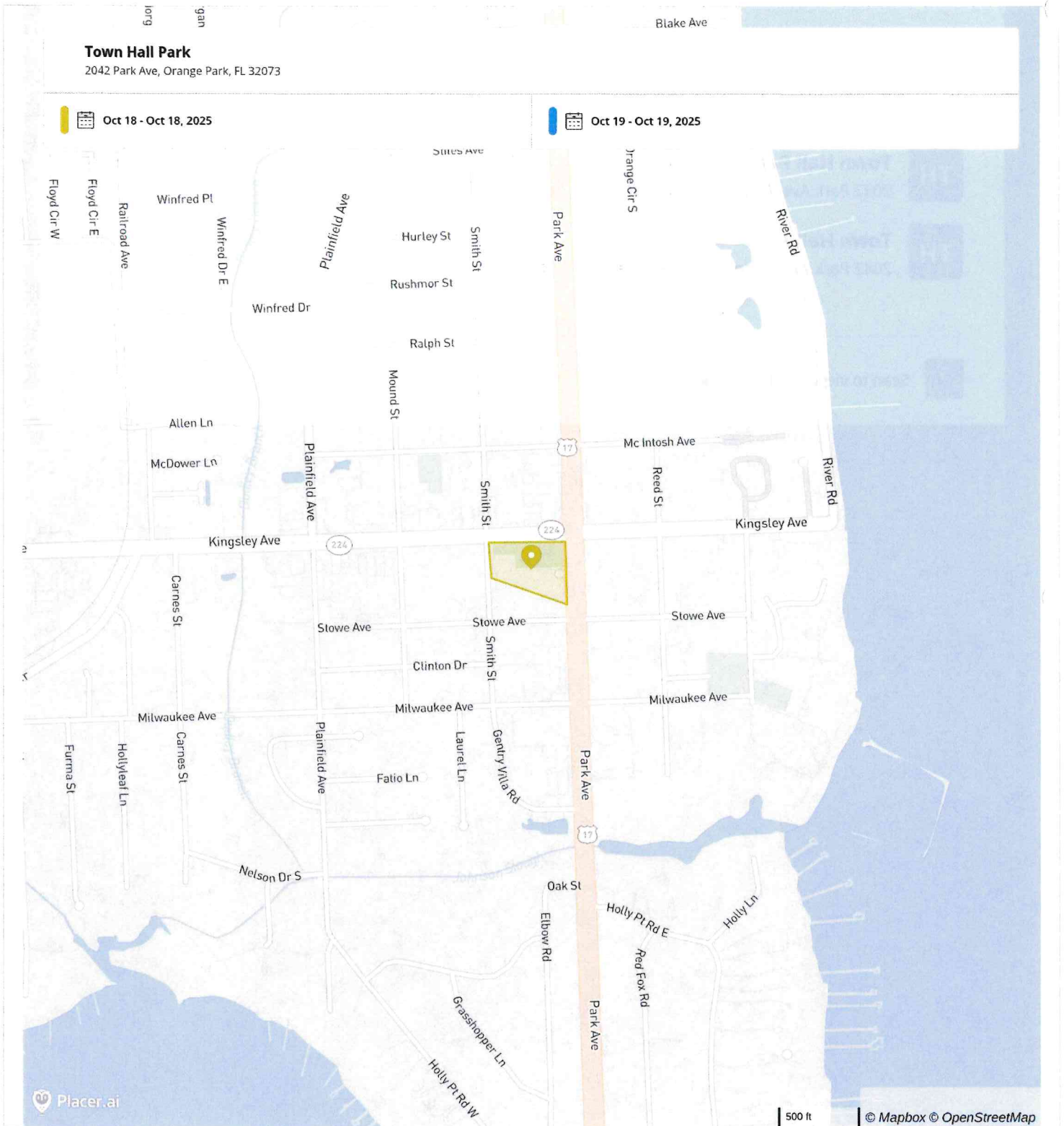
Scan to view on placer.ai platform





# 2025 Town of OP Fall Fest by Day

## Time Compare







# 2025 Town of OP Fall Fest by Day

## Time Compare

### Metrics

Metric Name	Town Hall Park Park Ave, Orange Park, FL	Town Hall Park Park Ave, Orange Park, FL
Visits	16.5K	12.8K
Visits / sq ft	0.1	0.08
Size - sq ft	163.2K	163.2K
Visitors	16.5K	12.8K
Visit Frequency	--	--
Avg. Dwell Time	70 Min	63 Min
Panel Visits	1.2K	882
Visits YoY	+3,429.5%	-32.8%
Visits Yo2Y	+7,713.9%	+7,522.4%
Visits Yo3Y	+11,439.4%	+7,786.9%

Town Hall Park - Oct 18th, 2025

Town Hall Park - Oct 19th, 2025

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





# 2025 Town of OP Fall Fest by Day

## Time Compare

### Daily Visits



### Visits

Town Hall Park - Oct 18th, 2025

Town Hall Park - Oct 19th, 2025

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

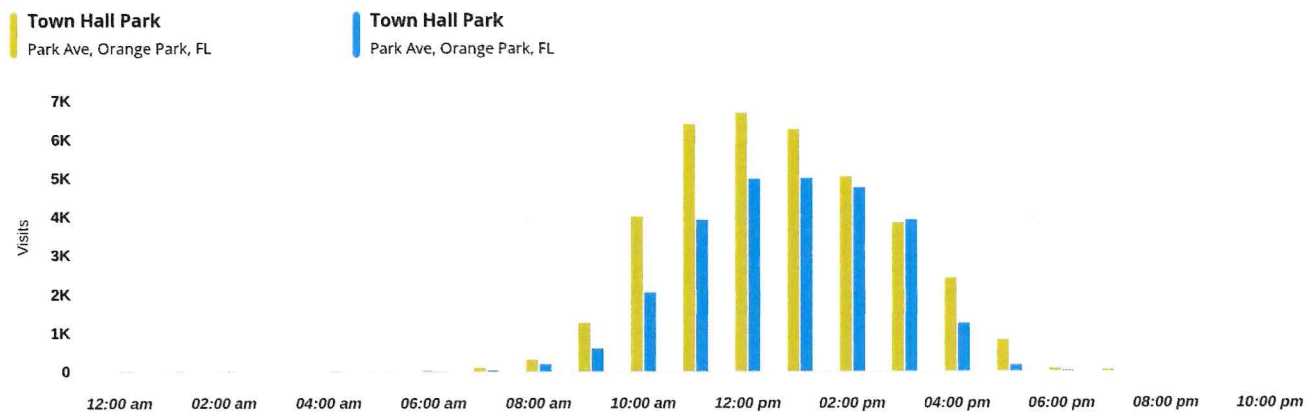




# 2025 Town of OP Fall Fest by Day

## Time Compare

### Hourly Visits



#### Visits

Town Hall Park - Oct 18th, 2025

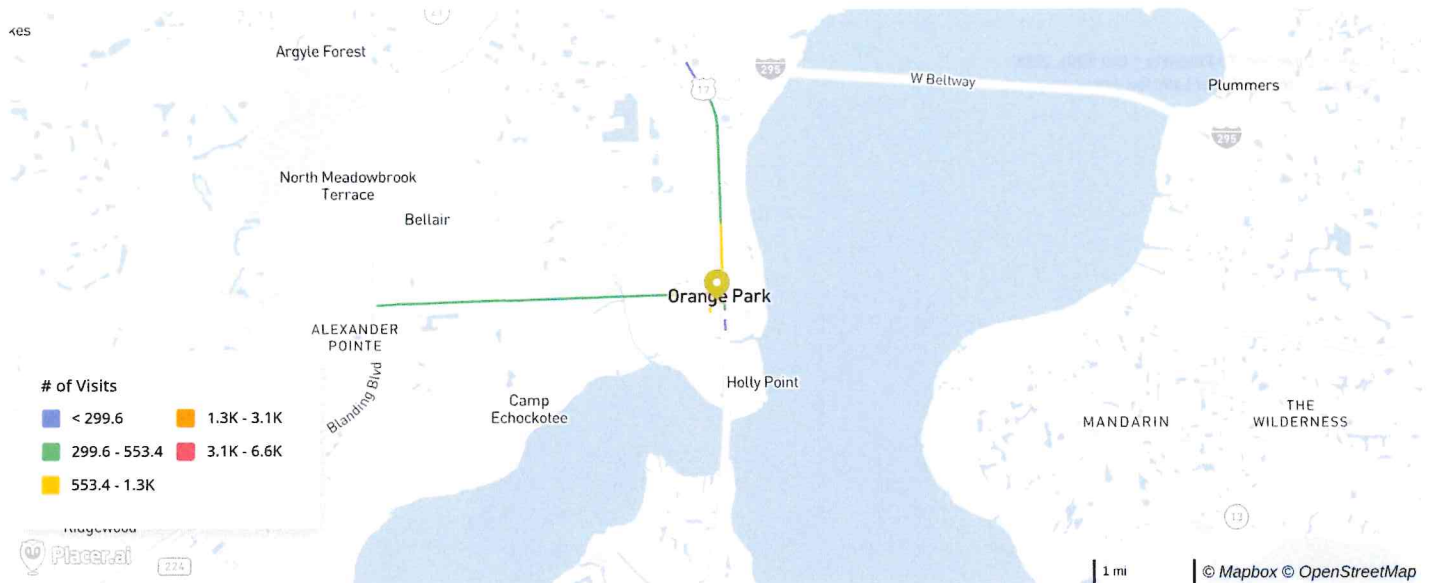
Town Hall Park - Oct 19th, 2025

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



### Visitor Journey - Routes

**Town Hall Park**  
Park Ave, Orange Park, FL



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Oct 18th, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

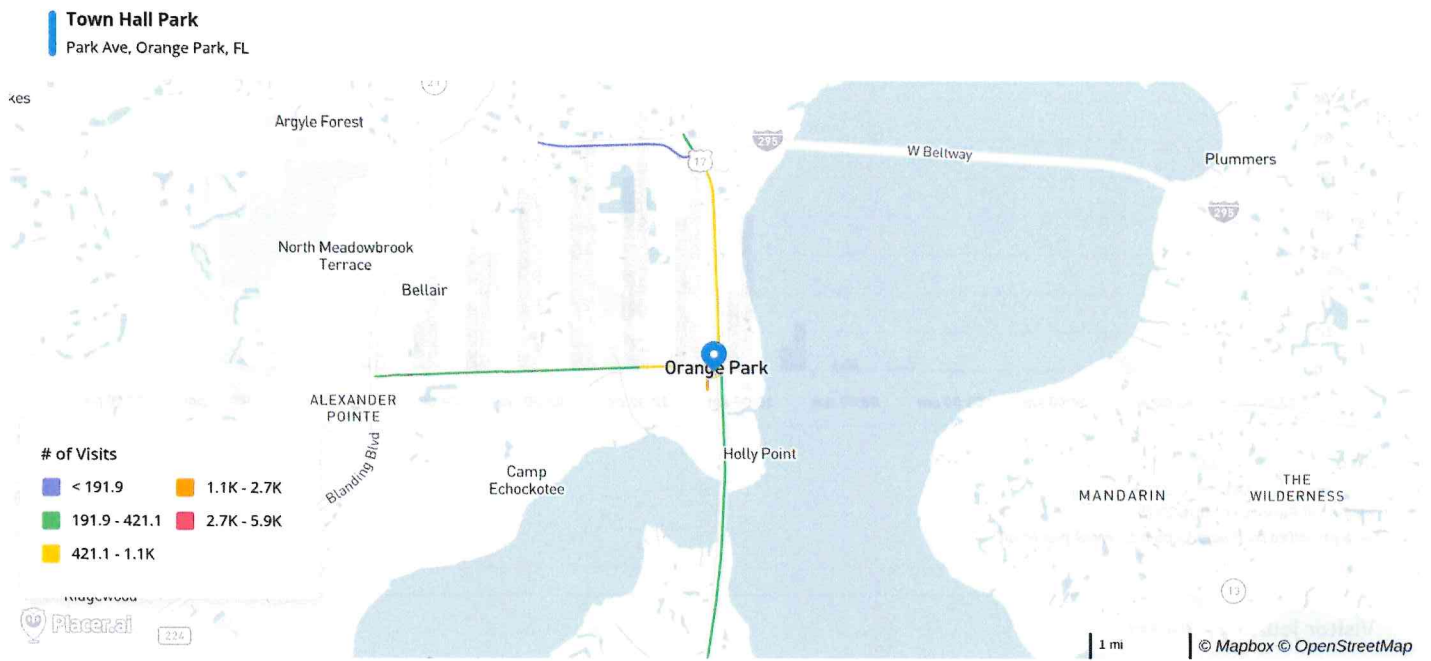




## 2025 Town of OP Fall Fest by Day

### Time Compare

#### Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Oct 19th, 2025

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

Placer.ai





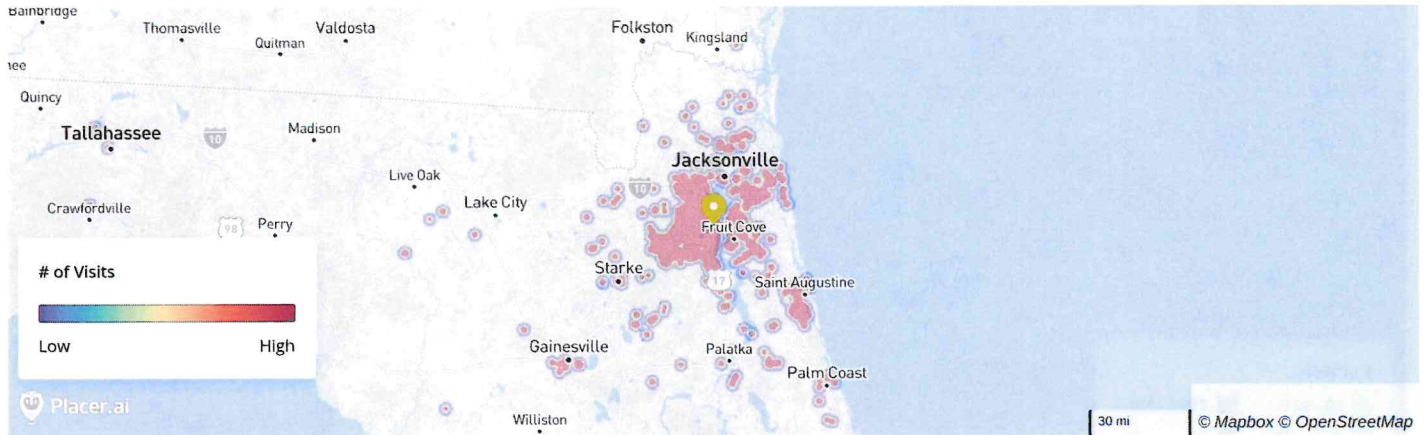
# 2025 Town of OP Fall Fest by Day

## Time Compare

### Trade Area

#### Town Hall Park

Park Ave, Orange Park, FL



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Oct 18th, 2025

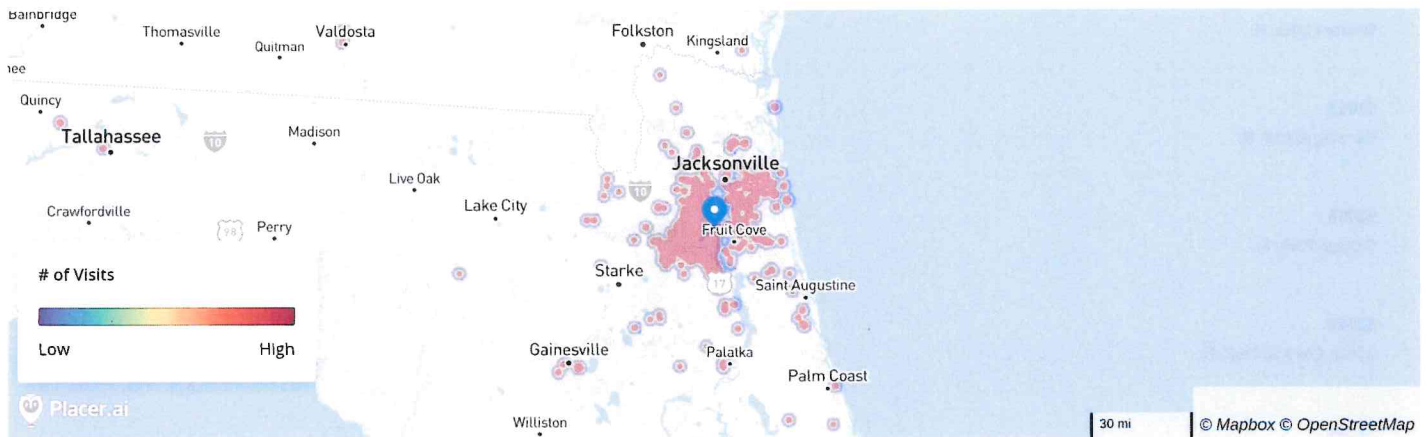
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



### Trade Area

#### Town Hall Park

Park Ave, Orange Park, FL



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Oct 19th, 2025

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



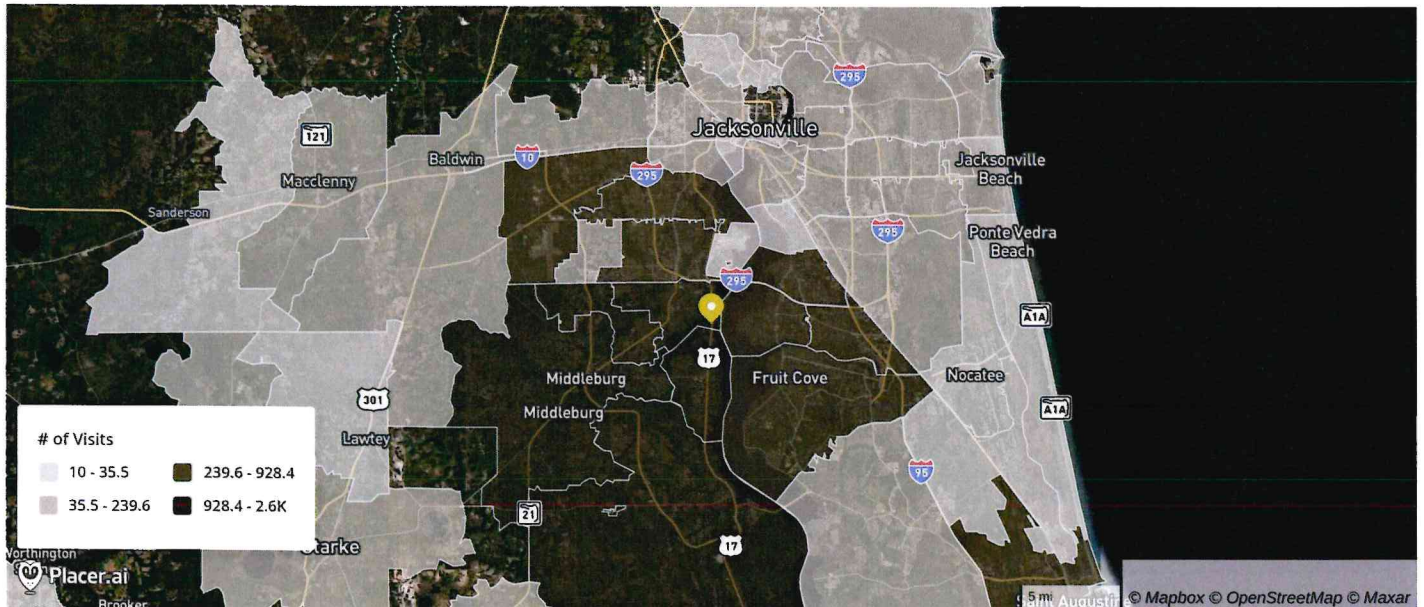




# 2025 Town of OP Fall Fest by Day

## Time Compare

### Visitors By Origin



Zip Code	Visits (% of Total)
<b>32073</b> Orange Park, FL	2.6K (15.6%)
<b>32068</b> Doctors Inlet, FL	2.3K (13.7%)
<b>32003</b> Fleming Island, FL	1.9K (11.6%)
<b>32065</b> Orange Park, FL	1.5K (8.8%)
<b>32043</b> Green Cove Springs, FL	1.1K (6.4%)
<b>32244</b> Jacksonville, FL	728 (4.4%)
<b>32210</b> Jacksonville, FL	524 (3.2%)





# 2025 Town of OP Fall Fest by Day

## Time Compare

Zip Code	Visits (% of Total)
<b>32086</b> Saint Augustine, FL	471 (2.9%)
<b>32221</b> Jacksonville, FL	296 (1.8%)
<b>32259</b> Saint Johns, FL	285 (1.7%)

Oct 18th, 2025

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





# 2025 Town of OP Fall Fest by Day

## Time Compare

### Favorite Places

#### Town Hall Park

Park Ave, Orange Park, FL

Rank	Name	Distance	Visitors (%)
1	 <b>Atomic Beauty And Barber Lounge</b> 2108 Park Ave Suite 102, Orange Park, FL 32073	0.1 mi	2.5K (15.3%)
2	 <b>The Park Shopping Center</b> 512 Kingsley Ave, Orange Park, FL 32073	0.2 mi	2.5K (14.9%)
3	 <b>Gates Of Park Avenue</b> 2186 Park Ave, Orange Park, FL 32073	0.1 mi	1.6K (9.8%)
4	 <b>Winn-Dixie</b> 1900-1 Park Ave, Orange Park, FL 32073	0.1 mi	1.3K (7.9%)
5	 <b>CVS/pharmacy</b> 1952 Park Ave, Orange Park, FL 32073	0.1 mi	1.2K (7.2%)
6	 <b>Orange Park Mall</b> 1910 Wells Rd, Orange Park, FL 32073	2.3 mi	954 (5.8%)
7	 <b>Fleming Island</b> 1605 County Rd 220, Fleming Island, FL 32003	4.3 mi	752 (4.6%)
8	 <b>Dairy Queen Restaurant</b> 610 Kingsley Ave, Orange Park, FL 32073-5491	0.3 mi	711 (4.3%)
9	 <b>Jacksonville NAS</b> Naval Air Station, Jacksonville, FL 32212	5 mi	618 (3.8%)
10	 <b>Walmart</b> 1505 County Rd 220, Orange Park, FL 32003	4.6 mi	530 (3.2%)

Category: All Categories | Min. Visits: 1

Town Hall Park - Oct 18th, 2025

Town Hall Park - Oct 19th, 2025

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





# 2025 Town of OP Fall Fest by Day

## Time Compare

### Favorite Places

#### Town Hall Park

Park Ave, Orange Park, FL

Rank	Name	Distance	Visitors (%)
1	 <b>The Park Shopping Center</b> 512 Kingsley Ave, Orange Park, FL 32073	0.2 mi	1.4K (11.3%)
2	 <b>Winn-Dixie</b> 1900-1 Park Ave, Orange Park, FL 32073	0.1 mi	1.4K (11.2%)
3	 <b>Gates Of Park Avenue</b> 2186 Park Ave, Orange Park, FL 32073	0.1 mi	1.3K (10%)
4	 <b>CVS/pharmacy</b> 1952 Park Ave, Orange Park, FL 32073	0.1 mi	1.1K (8.8%)
5	 <b>Fleming Island</b> 1605 County Rd 220, Fleming Island, FL 32003	4.3 mi	618 (4.8%)
6	 <b>Linen &amp; Rust</b> 2174 Park Ave, Orange Park, FL 32073	0.1 mi	551 (4.3%)
7	 <b>Orange Park Mall</b> 1910 Wells Rd, Orange Park, FL 32073	2.3 mi	522 (4.1%)
8	 <b>Trivia Nation at Tom &amp; Betty's</b> 2134 Park Ave, Jacksonville, FL 32210	0.1 mi	507 (4%)
9	 <b>Dairy Queen Restaurant</b> 610 Kingsley Ave, Orange Park, FL 32073-5491	0.3 mi	415 (3.3%)
10	 <b>Pine Tree Plaza</b> 410 Blanding Blvd, Orange Park, FL 32073	2.8 mi	363 (2.8%)

Category: All Categories | Min. Visits: 1

Town Hall Park - Oct 18th, 2025

Town Hall Park - Oct 19th, 2025

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





# 2025 Town of OP Fall Fest by Day





















## Time Compare

### Prior / Post Compare

#### Town Hall Park

Park Ave, Orange Park, FL

#### Town Hall Park / Park Ave, Orange Park, FL

Prior			Post		
Rank	Property	Foot-Traffic	Rank	Property	Foot-Traffic
1	 <b>Atomic Beauty And Barber Lounge</b> Park Ave, Orange Park, FL	12.4%	1	 <b>Atomic Beauty And Barber Lounge</b> Park Ave, Orange Park, FL	9.2%
2	 <b>Gates Of Park Avenue</b> Park Ave, Orange Park, FL	9%	2	 <b>CVS/pharmacy</b> Park Ave, Orange Park, FL	2.3%
3	 <b>CVS/pharmacy</b> Park Ave, Orange Park, FL	8.6%	3	 <b>Transformations Studio</b> Stiles Ave, Orange Park, FL	2.2%
4	 <b>Winn-Dixie</b> Park Ave, Orange Park, FL	8.5%	4	 <b>RaceTrac</b> Park Ave, Orange Park, FL	1.9%
5	 <b>The Park Shopping Center</b> Kingsley Ave, Orange Park, FL	6.8%	5	 <b>Gates Of Park Avenue</b> Park Ave, Orange Park, FL	1.4%
6	 <b>Palermo Puerto Rican Kitchen</b> Kingsley Ave, Orange Park, FL	2.6%	6	 <b>Winn-Dixie</b> Park Ave, Orange Park, FL	1.4%
7	 <b>Hair By Lee &amp; Friends</b> Milwaukee Ave, Orange Park, FL	2.5%	7	 <b>Fleming Island</b> County Rd 220, Fleming Island, FL	1.2%
8	 <b>A Shear Dream</b> Park Ave, Orange Park, FL	2.4%	8	 <b>Dairy Queen Restaurant</b> Kingsley Ave, Orange Park, FL	1.2%
9	 <b>Transformations Studio</b> Stiles Ave, Orange Park, FL	2.1%	9	 <b>Wawa</b> Park Ave, Orange Park, FL	1%
10	 <b>Foot Solutions</b> Park Ave, Orange Park, FL	1.5%	10	 <b>La Nopalera Mexican Restaurant</b> Kingsley Ave, Orange Park, FL	0.9%

Oct 18th, 2025

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))







# 2025 Town of OP Fall Fest by Day





















## Time Compare

### Prior / Post Compare

#### Town Hall Park

Park Ave, Orange Park, FL

#### Town Hall Park / Park Ave, Orange Park, FL

Prior			Post		
Rank	Property	Foot-Traffic	Rank	Property	Foot-Traffic
1	 <b>Winn-Dixie</b> Park Ave, Orange Park, FL	14.6%	1	 <b>CVS/pharmacy</b> Park Ave, Orange Park, FL	2.7%
2	 <b>CVS/pharmacy</b> Park Ave, Orange Park, FL	10.8%	2	 <b>Dairy Queen Restaurant</b> Kingsley Ave, Orange Park, FL	1.9%
3	 <b>Gates Of Park Avenue</b> Park Ave, Orange Park, FL	10.7%	3	 <b>The Urban Bean Coffeehouse Cafe</b> Park Ave, Orange Park, FL	1.9%
4	 <b>The Park Shopping Center</b> Kingsley Ave, Orange Park, FL	5.4%	4	 <b>RaceTrac</b> Park Ave, Orange Park, FL	1.9%
5	 <b>Orange Park Senior Center</b> Stowe Ave, Orange Park, FL	2.7%	5	 <b>Gates Of Park Avenue</b> Park Ave, Orange Park, FL	1.8%
6	 <b>Palermo Puerto Rican Kitchen</b> Kingsley Ave, Orange Park, FL	2.6%	6	 <b>Winn-Dixie</b> Park Ave, Orange Park, FL	1.5%
7	 <b>Starbucks</b> Park Ave, Orange Park, FL	2.3%	7	 <b>Starbucks</b> Park Ave, Orange Park, FL	1.3%
8	 <b>The Urban Bean Coffeehouse Cafe</b> Park Ave, Orange Park, FL	2.2%	8	 <b>Town Center at Eagle Harbor</b> County Rd 220, Fleming Island, FL	1.3%
9	 <b>The Party Place Banquet &amp; Events Venue</b> Park Ave, Orange Park, FL	1.6%	9	 <b>Fleming Island</b> County Rd 220, Fleming Island, FL	1.3%
10	 <b>Linen &amp; Rust</b> Park Ave, Orange Park, FL	1.4%	10	 <b>Pine Tree Plaza</b> Blanding Blvd, Orange Park, FL	0.7%

Oct 19th, 2025

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

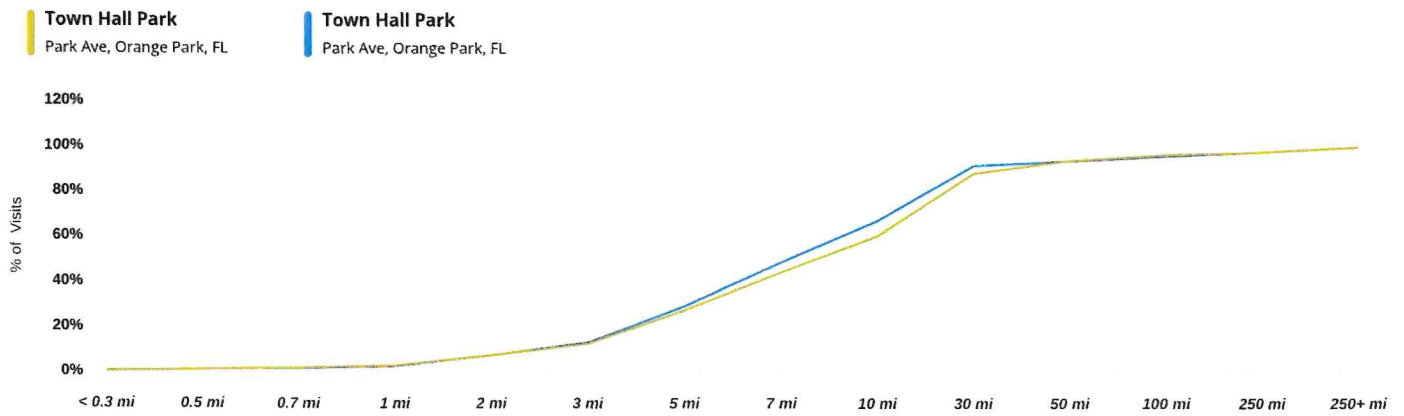




# 2025 Town of OP Fall Fest by Day

## Time Compare

### Trade Area Coverage by Distance



Home Location | % of Visits | Min Visits: 1

Town Hall Park - Oct 18th, 2025

Town Hall Park - Oct 19th, 2025

Data provided by Placer Labs Inc. (www.placer.ai)



# **Attachment “E” Bed Tax Info**

## Bed Tax Collections - Calendar Year

Updated 11/5/25

	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	\$ 147,406	\$ 1,502,669	8.00%	0.84%
November	\$ 118,348	\$ 135,742	\$ 131,870	\$ 165,547	\$ 1,655,693				
December	\$ 122,232	\$ 143,291	\$ 135,743	\$ 151,470	\$ 1,807,163				
	<b>\$ 1,442,324</b>	<b>\$ 1,694,740</b>	<b>\$ 1,783,169</b>	<b>\$ 1,807,163</b>		<b>\$ 1,502,669</b>			
<i>Keep in mind that collections are generally a month behind the lodging sales transaction.</i>									



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, January 7 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

- ▣ Yearly Insight Report

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	12/24/2025 - 10:07 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	12/24/2025 - 10:08 PM	AnswerNotes



# Clay County Tourism

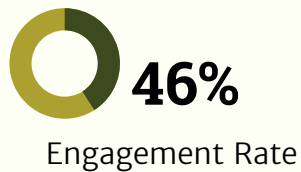
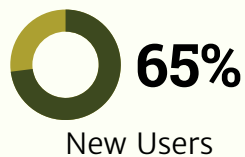
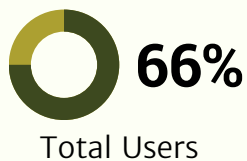
## 2025 Yearly Insights Report



### EVENT GRANTS AWARDED

**\$222,220**

### WEBSITE GROWTH



### PAID MEDIA

Display Click Thru Rate Increased

**78%**



Paid Social Engagements Increased



**497%**

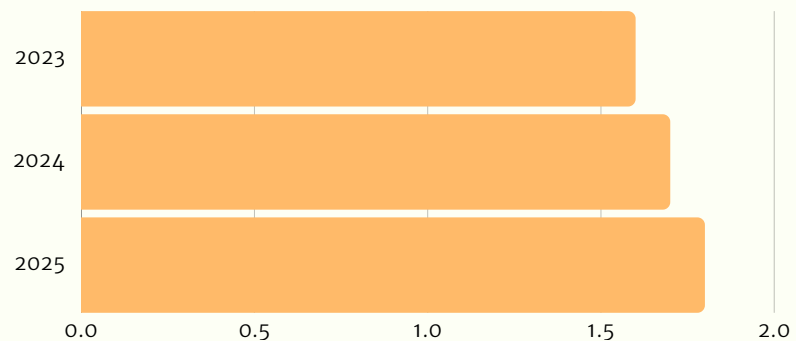
Mobile Devices Track to Clay County

**2,330**



### TOURIST DEVELOPMENT TAX COLLECTIONS

● Million



**1,699**

**VISITOR GUIDES  
REQUESTED & VIEWED**

### SOCIAL MEDIA GROWTH



Instagram Reach



Facebook Followers



**545,078**

**YOUTUBE VIEWS**

### BOOKED SPORTS EVENTS



**24**



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, January 7 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	12/30/2025 - 9:40 AM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	12/30/2025 - 9:41 AM	AnswerNotes



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, January 7 3:30 PM

TO: TDC Members

DATE: 12/31/2025

FROM: Teddy Meyer

SUBJECT: Florida 1st Coast of Golf - Marketing and Military Campaign Updates

AGENDA ITEM TYPE:

---

ATTACHMENTS:

Description

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	1/5/2026 - 4:29 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	1/5/2026 - 4:30 PM	AnswerNotes



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, January 7 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

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	12/31/2025 - 10:14 AM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	12/31/2025 - 10:15 AM	AnswerNotes



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, January 7 3:30 PM

TO: TDC Members

DATE: 9/10/2025

FROM: Teddy Meyer

SUBJECT: TDC grant summary as of December 23, 2025.

AGENDA ITEM  
TYPE:

---

ATTACHMENTS:

Description

- Grant Tracking as of 12.23

REVIEWERS:

Department	Reviewer	Action	Date	Comments
BCC	Meyer, Teddy	Approved	12/31/2025 - 8:55 AM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	12/31/2025 - 10:16 AM	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
<b>Totals</b>		<b>\$ 15,000</b>			<b>0</b>	<b>\$ -</b>	<b>\$ 15,000</b>

FY 25-26 Special Event Marketing Grants							
Event Name	Event Date	FY 25-26 Grant Award Amount	Reimbursement Due (60 Business days)	Reimbursement Info Received	Room Nights	Paid	Variance
2025 Moosehaven Chili Cook-off	11/8/2025	\$ 5,000	2/9/2026				\$ 5,000
<b>Totals</b>		<b>\$ 5,000</b>			<b>0</b>	<b>\$ -</b>	<b>\$ 5,000</b>

FY 25-26 Sports Grants							
Event Name	Event Date	FY 25-26 Grant Award Amount	Reimbursement Due (60 Business days)	Reimbursement Info Received	Room Nights	Paid	Variance
BNA NIGHTMARE Youth Flag Football	10/25-26/2025	\$ 12,500	1/26/2026				\$ 12,500
FL/GA Classic Pickleball Tournament	10/31-11/2/2025	\$ 25,000	2/2/2026				\$ 25,000
The Flo Down Florida Championship	1/16-18/2026	\$ 20,000	4/19/2026				\$ 20,000
2026 Clay County Open	2/2-4/2026	\$ 18,000	4/5/2026				\$ 18,000
2026 Scottish Games	2/27-28/2026	\$ 25,000	4/29/2026				\$ 25,000
<b>Totals</b>		<b>\$ 100,500</b>			<b>0</b>	<b>\$ -</b>	<b>\$ 100,500</b>

Updated December 23, 2025

	Awarded		Remaining			Paid Out	
	\$ 325,000	\$ 120,500	\$ 204,500		0	\$ -	\$ 325,000
FD1071- CC1253- SC548005				\$ 325,000		\$ -	\$ 325,000

FY 24-25 Canceled Events							
Event Name	Event Date	FY 24-25 Grant Award Amount					
East Coast Nationals	12/4-7/2025	\$ 25,000					
All American Games	1/17-18/2026	\$ 25,000					
<b>Totals</b>		<b>\$ 50,000</b>				<b>\$ -</b>	

FY 25-26 Signature Event Marketing Grants							
Event Name	Event Date	FY 25-26 Grant Award Amount	Reimbursement Due (60 Business days)	Reimbursement Info Received	Room Nights	Paid	Variance
Town of OP 43rd Annual Fall Fest	10/18-19/2025	\$ 15,000	1/17/2026				\$ 15,000
Clay County Agricultural Fair	4/3-13/2025	\$ 45,000					
Totals		\$ 60,000			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
The Flo Down Florida Championship	1/16-18/2026	\$ 20,000	4/19/2026				\$ 20,000
2026 Clay County Open	2/2-4/2026	\$ 18,000	4/5/2026				\$ 18,000
2026 Scottish Games	2/27-28/2026	\$ 25,000	4/29/2026				\$ 25,000
United Soccer Alliance Showcase 2026	2/20-22 & 2/27-3/11/2026	\$ 15,000					\$ 15,000
March Inspire Regional Dance	3/24-27/2026	\$ 15,000					\$ 15,000
April Inspire Regional Dance	4/10-12/2026	\$ 15,000					\$ 15,000
Totals		\$ 145,500			0	\$ -	\$ 145,500

	Awarded		Remaining			Paid Out	
	\$ 325,000	\$ 210,500	\$ 114,500		0	\$ -	\$ 325,000
FD1071- CC1253- SC548005				\$ 325,000		\$ -	\$ 325,000

\*Requested TDC Grant

FY 24-25 Canceled Events							
Event Name	Event Date	FY 24-25 Grant Award Amount	Reimbursement Due (60 Business days)	Reimbursement Info Received	Room Nights	Paid	Variance
East Coast Nationals	12/4-7/2025	\$ 25,000	2/5/2026				
All American Games	1/17-18/2026	\$ 25,000	4/19/2026				
Totals		\$ 50,000				\$ -	



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, January 7 3:30 PM

TO: TDC Members

DATE: 12/15/2025

FROM: Teddy Meyer

SUBJECT:

United Soccer Alliance | United Soccer Showcase 2026 - Boys Weekend February 20-22,  
2026 Girls Weekend: February 27-March 1, 2026 at the Clay County Regional Sports  
Complex.

Requesting: \$15,000

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: \$15,000

Sole Source (Yes\No):

**No**

Advanced Payment

(Yes\No):

**No**

ATTACHMENTS:

Description

- ▣ USA Soccer Showcase Scoresheet

REVIEWERS:

Department	Reviewer	Action	Date	Comments
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Tourism and Film Development County Manager	Wanamaker, Howard  Wanamaker, Howard	Approved  Approved	12/24/2025 - 10:08 PM  12/24/2025 - 10:09 PM	AnswerNotes  AnswerNotes
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# United Soccer Alliance USA Showcase 2026

Feb 20-22 & Feb 27-March 1, 2026 at  
The Clay County Sport Complex

## Sports Grant Application Scoring

- ☒ 1. **Room night goal** - Maximum award of \$10,000 based on \$20 per verified room night or zip code - 150 rooms x 2 nights = 300 x \$20 = \$ 6,000 (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: \$15,000**

**Application Score Recommendation: \$21,000**





Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, January 7 3:30 PM

TO: TDC Members

DATE: 10/13/2025

FROM: Teddy Meyer

SUBJECT:

Inspire National Dance Competition | 2026 Regional Dance Competition - March 24-27, 2026  
at Thrasher-Horne Center  
Requesting: \$15,000

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: \$15,000

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

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

ATTACHMENTS:

Description

- ▢ Inspire Regional Scoresheet

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film	Wanamaker,	Approved	12/24/2025 - 10:08	AnswerNotes

Development Howard  
County Wanamaker,  
Manager Howard

Approved

PM  
12/24/2025 - 10:09  
PM

AnswerNotes

# Inspire Regional Dance Competition

March 27-29, 2026 at Thrasher-Horne Center

## Sports Grant Application Scoring

- ☒ 1. **Room night goal** - Maximum award of \$10,000 based on \$20 per verified room night or zip code - 25 rooms x 2 nights = 50 x \$20 = \$ 1,000 (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: \$15,000**

**Application Score Recommendation: \$13,500**



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, January 7 3:30 PM

TO: TDC Members

DATE: 10/20/2025

FROM: Teddy Meyer

SUBJECT:

Inspire National Dance Competition | 2026 Regional Dance Competition - April 10-12, 2026  
at Thrasher-Horne Center  
Requesting: \$15,000

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: \$15,000

Sole Source (Yes\No):

**No**

Advanced Payment  
(Yes\No):

**No**

ATTACHMENTS:

Description

▢ Inspire Regional Scoresheet April\_

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film	Wanamaker,	Approved	12/24/2025 - 10:07	AnswerNotes

Development Howard  
County Wanamaker,  
Manager Howard

Approved

PM  
12/24/2025 - 10:09  
PM

AnswerNotes



# Inspire Regional Dance Competition

April 10-12, 2026 at Thrasher-Horne Center

## Sports Grant Application Scoring

- ☒ 1. **Room night goal** - Maximum award of \$10,000 based on \$20 per verified room night or zip code - 25 rooms x 2 nights = 50 x \$20 = \$ 1,000 (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: \$15,000**

**Application Score Recommendation: \$13,500**



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, January 7 3:30 PM

TO: TDC Members

DATE: 11/18/2025

FROM: Teddy Meyer

SUBJECT:

Clay County Fair Association | 2026 Clay County Fair - April 2-12, 2026 at the Clay County Fairgrounds.  
Requesting \$45,000

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: \$45,000

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

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

ATTACHMENTS:

Description

- ▣ 2025 CC Fair Placer Report
- ▣ 2026 CC Fair Scoresheet

REVIEWERS:

Department	Reviewer	Action	Date	Comments
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Tourism and Film Development County Manager	Wanamaker, Howard  Wanamaker, Howard	Approved  Approved	12/24/2025 - 10:07 PM  12/24/2025 - 10:08 PM	AnswerNotes  AnswerNotes
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## 2025 Clay County Fair

Apr 3 - Apr 13, 2025

Property:



**Clay County Fairgrounds**

2463 FL-16, Green Cove Springs, FL 32043



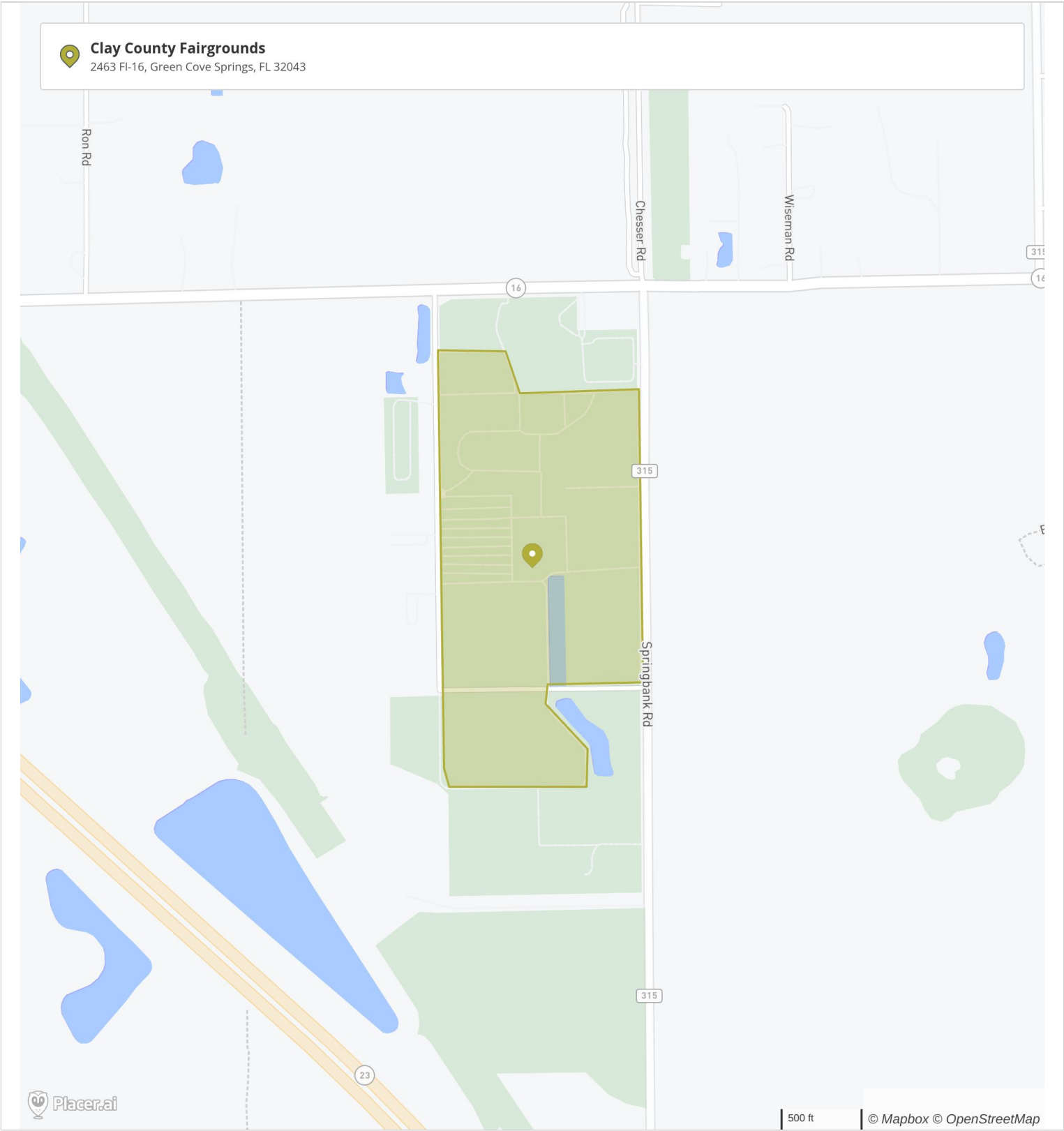
Scan to view on placer.ai platform





# 2025 Clay County Fair

Apr 3 - Apr 13, 2025







# 2025 Clay County Fair

Apr 3 - Apr 13, 2025

## Metrics

**Clay County Fairgrounds**  
FL-16, Green Cove Springs, FL

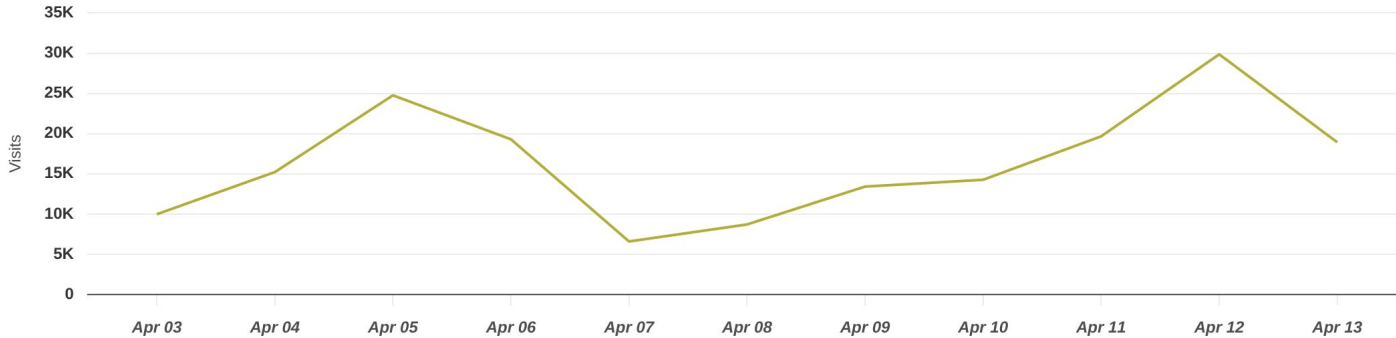
Visits	180.7K	Avg. Dwell Time	174 Min
Visits / sq ft	0.06	Panel Visits	19.2K
Size - sq ft	3.3M	Visits YoY	-6.2%
Visitors	145.8K	Visits Yo2Y	+70%
Visit Frequency	1.24	Visits Yo3Y	+25%

Apr 3rd, 2025 - Apr 13th, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Visits Trend

**Clay County Fairgrounds**  
FL-16, Green Cove Springs, FL



Daily | Visits | Apr 3rd, 2025 - Apr 13th, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



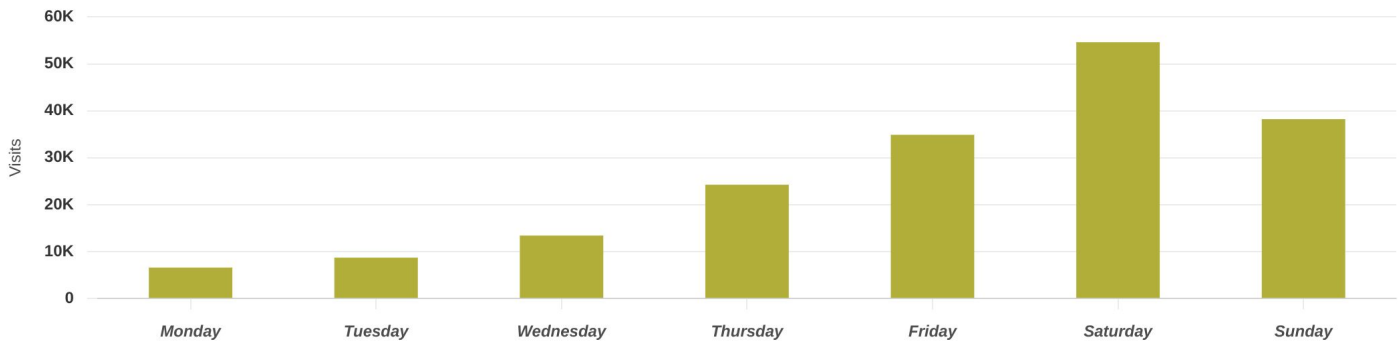


# 2025 Clay County Fair

Apr 3 - Apr 13, 2025

## Daily Visits

**Clay County Fairgrounds**  
FL-16, Green Cove Springs, FL

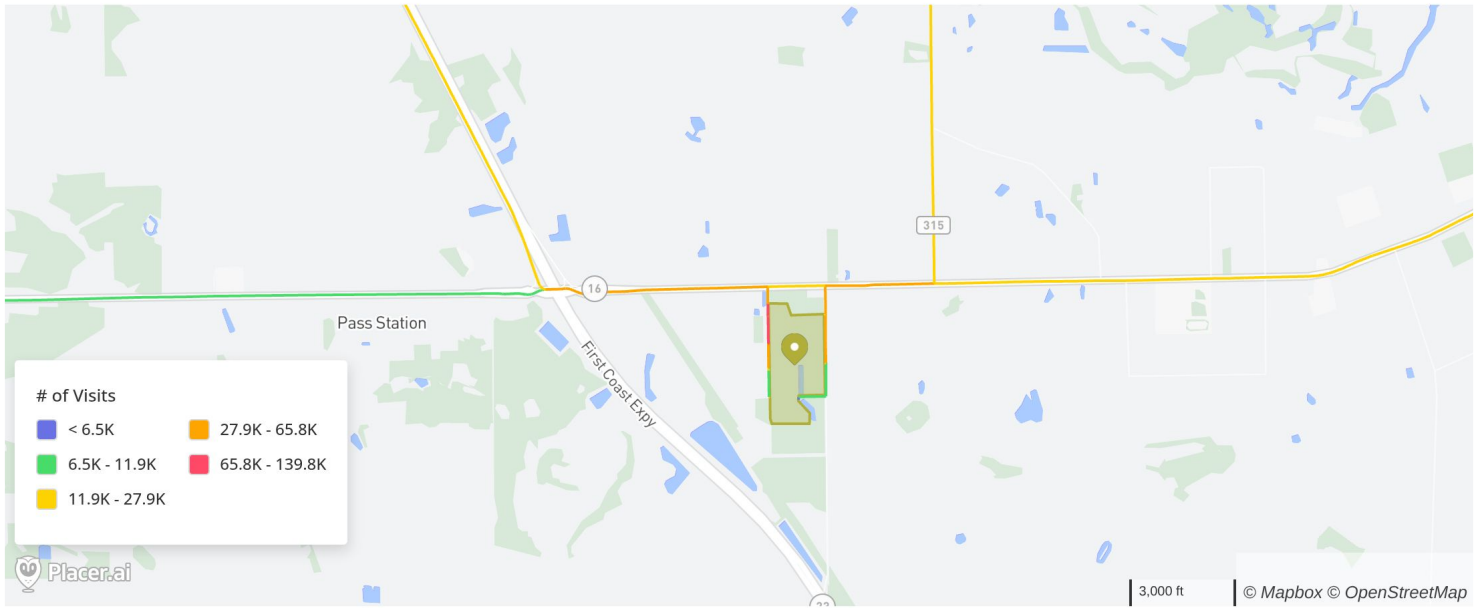


Visits | Apr 3rd, 2025 - Apr 13th, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Visitor Journey - Routes

**Clay County Fairgrounds**  
FL-16, Green Cove Springs, FL



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Apr 3rd, 2025 - Apr 13th, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



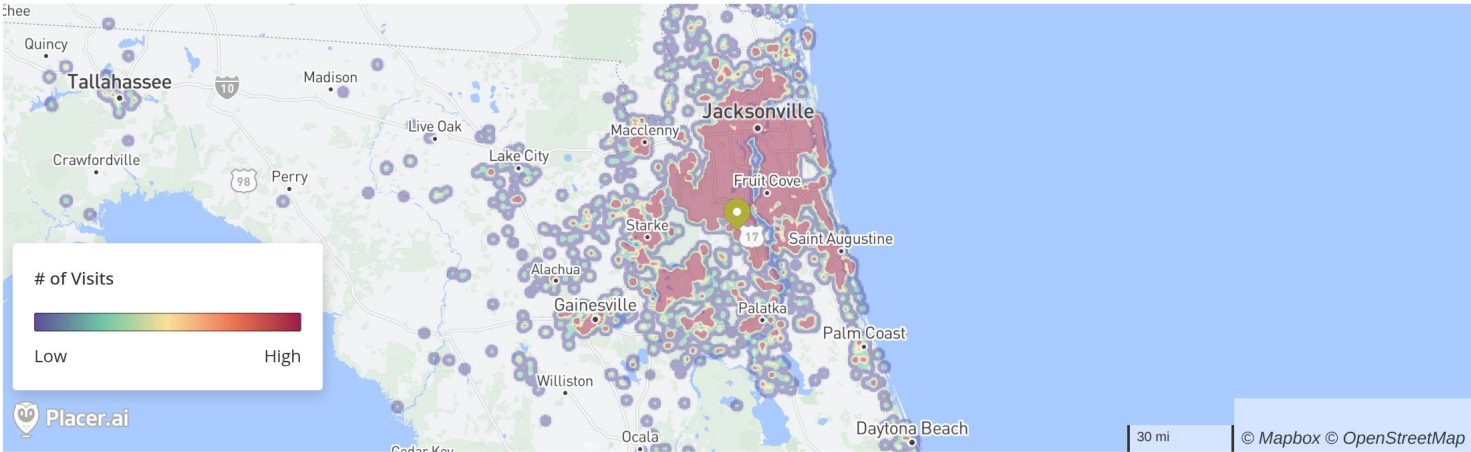


# 2025 Clay County Fair

Apr 3 - Apr 13, 2025

## Trade Area

**Clay County Fairgrounds**  
FL-16, Green Cove Springs, FL



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Apr 3rd, 2025 - Apr 13th, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

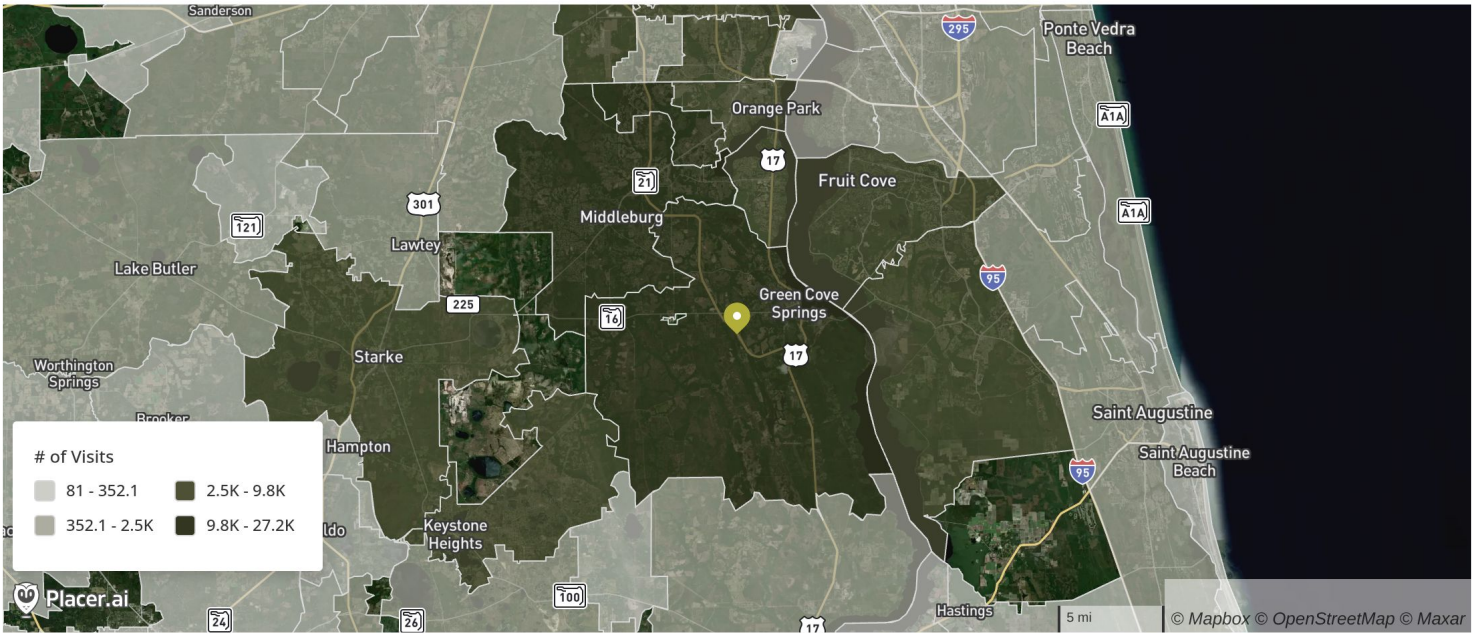




# 2025 Clay County Fair

Apr 3 - Apr 13, 2025

## Visitors By Origin



Zip Code	Visits (% of Total)
<b>32068</b> Doctors Inlet, FL	27.2K (15%)
<b>32043</b> Green Cove Springs, FL	20.9K (11.6%)
<b>32065</b> Orange Park, FL	11.2K (6.2%)
<b>32003</b> Fleming Island, FL	9.3K (5.2%)
<b>32073</b> Orange Park, FL	9K (5%)
<b>32244</b> Jacksonville, FL	7.8K (4.3%)
<b>32656</b> Lake Geneva, FL	5.7K (3.1%)



# 2025 Clay County Fair

Apr 3 - Apr 13, 2025

Zip Code	Visits (% of Total)
<b>32259</b> Saint Johns, FL	5.6K (3.1%)
<b>32210</b> Jacksonville, FL	4.6K (2.5%)
<b>32092</b> Saint Augustine, FL	4K (2.2%)

Apr 3rd, 2025 - Apr 13th, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))















# 2025 Clay County Fair

Apr 3 - Apr 13, 2025

## Favorite Places

### Clay County Fairgrounds

FL-16, Green Cove Springs, FL

Rank	Name	Distance	Visitors (%)
1	 <b>Northeast Florida Scottish Games &amp; Festival</b> 2497 State Road 16 W, Green Cove Springs, FL 32043	0.1 mi	64.4K (44.2%)
2	 <b>North Florida Hunter Jumper Association</b> 2463 State Road 16 W, Green Cove Springs, FL 32043-4818	0.1 mi	51.7K (35.5%)
3	 <b>The Scream Park</b> 2497 State Rd 16 Clay County Fairgrounds, Green Cove Springs, FL 32043	0.2 mi	45.5K (31.2%)
4	 <b>Clay County Fairgrounds</b> 2497 Highway 16, Green Cove Springs, FL 32043	0.2 mi	41.9K (28.8%)
5	 <b>Clay County Fairgrounds</b> 2497 State Road 16 W, Green Cove Springs, FL 32043	0.1 mi	33.2K (22.8%)
6	 <b>Clay County Seafood &amp; Barbecue Festival</b> 2497 State Rd 16 West, Green Cove Springs, FL 32043	0.1 mi	29.8K (20.5%)
7	 <b>Clay County Cattlemen's PRCA Rodeo</b> 2493 State Road 16 W, Green Cove Springs, FL 32043	0.2 mi	22.3K (15.3%)
8	 <b>UF/IFAS Extension Clay County</b> 2463 Florida 16, Green Cove Springs, FL 32043	0.1 mi	17.2K (11.8%)
9	 <b>Fleming Island</b> 1605 County Rd 220, Fleming Island, FL 32003	8.9 mi	16.7K (11.5%)
10	 <b>Fleming Plaza</b> 1605 County Rd 220, Fleming Island, FL 32003	8.6 mi	16K (11%)

Category: All Categories | Min. Visits: 1 | Apr 3rd, 2025 - Apr 13th, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))







# 2025 Clay County Fair





















Apr 3 - Apr 13, 2025

## Prior / Post Compare

### Clay County Fairgrounds

FL-16, Green Cove Springs, FL

#### Clay County Fairgrounds / FL-16, Green Cove Springs, FL

Prior			Post		
Rank	Property	Foot-Traffic	Rank	Property	Foot-Traffic
1	 <b>Clay County Fairgrounds</b> Highway 16, Green Cove Springs, FL	5.8%	1	 <b>Clay County Fairgrounds</b> Highway 16, Green Cove Springs, FL	4.6%
2	 <b>RaceTrac</b> US-17, Green Cove Springs, FL	1.5%	2	 <b>Speedway</b> Highway 17, Green Cove Springs, FL	1.4%
3	 <b>Vintage Market Days of Jacksonville</b> Green Cove Springs, FL	1.4%	3	 <b>McDonald's</b> Henley Rd, Green Cove Springs, FL	1.2%
4	 <b>Town Center at Eagle Harbor</b> County Rd 220, Fleming Island, FL	1.1%	4	 <b>McDonald's</b> N Orange Ave, Green Cove Springs, FL	1.1%
5	 <b>Circle K</b> Henley Rd, Green Cove Springs, FL	1%	5	 <b>Circle K</b> Idlewild Ave, Green Cove Springs, FL	1%
6	 <b>Wawa</b> Park Ave, Orange Park, FL	0.7%	6	 <b>Chili's Grill &amp; Bar</b> E West Pkwy, Fleming Island, FL	0.8%
7	 <b>Circle K</b> Blanding Blvd, Middleburg, FL	0.6%	7	 <b>Vintage Market Days of Jacksonville</b> Green Cove Springs, FL	0.8%
8	 <b>Circle K</b> State Rd, Keystone Heights, FL	0.6%	8	 <b>Circle K</b> Hwy 17, Fleming Island, FL	0.7%
9	 <b>Walgreens</b> S Orange Ave, Green Cove Springs, FL	0.6%	9	 <b>RaceTrac</b> US-17, Green Cove Springs, FL	0.6%
10	 <b>Shoppes of St. Johns Parkway</b> Shops Blvd, St Johns, FL	<0.5%	10	 <b>McDonald's</b> Blanding Blvd, Middleburg, FL	0.6%

Apr 3rd, 2025 - Apr 13th, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



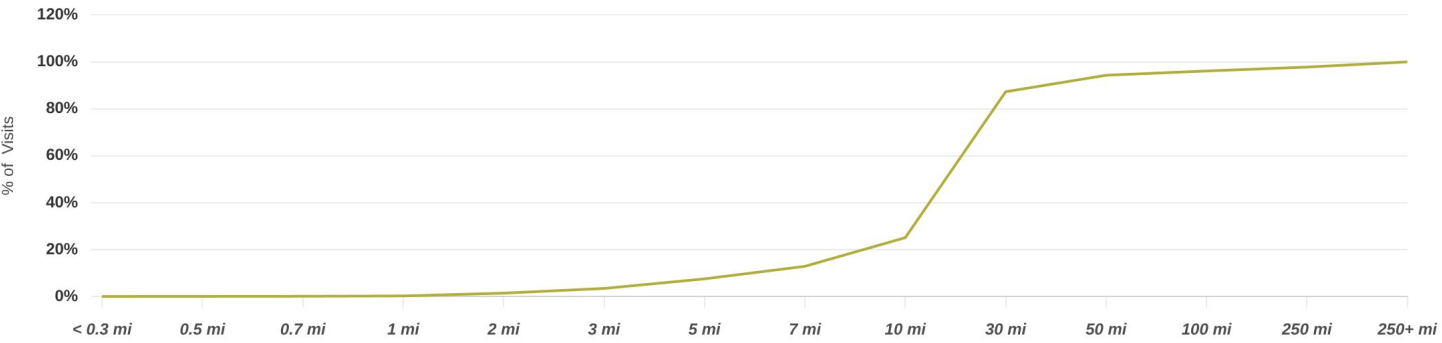


# 2025 Clay County Fair

Apr 3 - Apr 13, 2025

## Trade Area Coverage by Distance

**Clay County Fairgrounds**  
FL-16, Green Cove Springs, FL



Home Location | % of Visits | Min Visits: 1 | Apr 3rd, 2025 - Apr 13th, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))







# 2025 Clay County Fair

Apr 3 - Apr 13, 2025

## Vehicle Traffic Volume

**Clay County Fairgrounds**  
FL-16, Green Cove Springs, FL



Jan 1st, 2023 - Dec 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





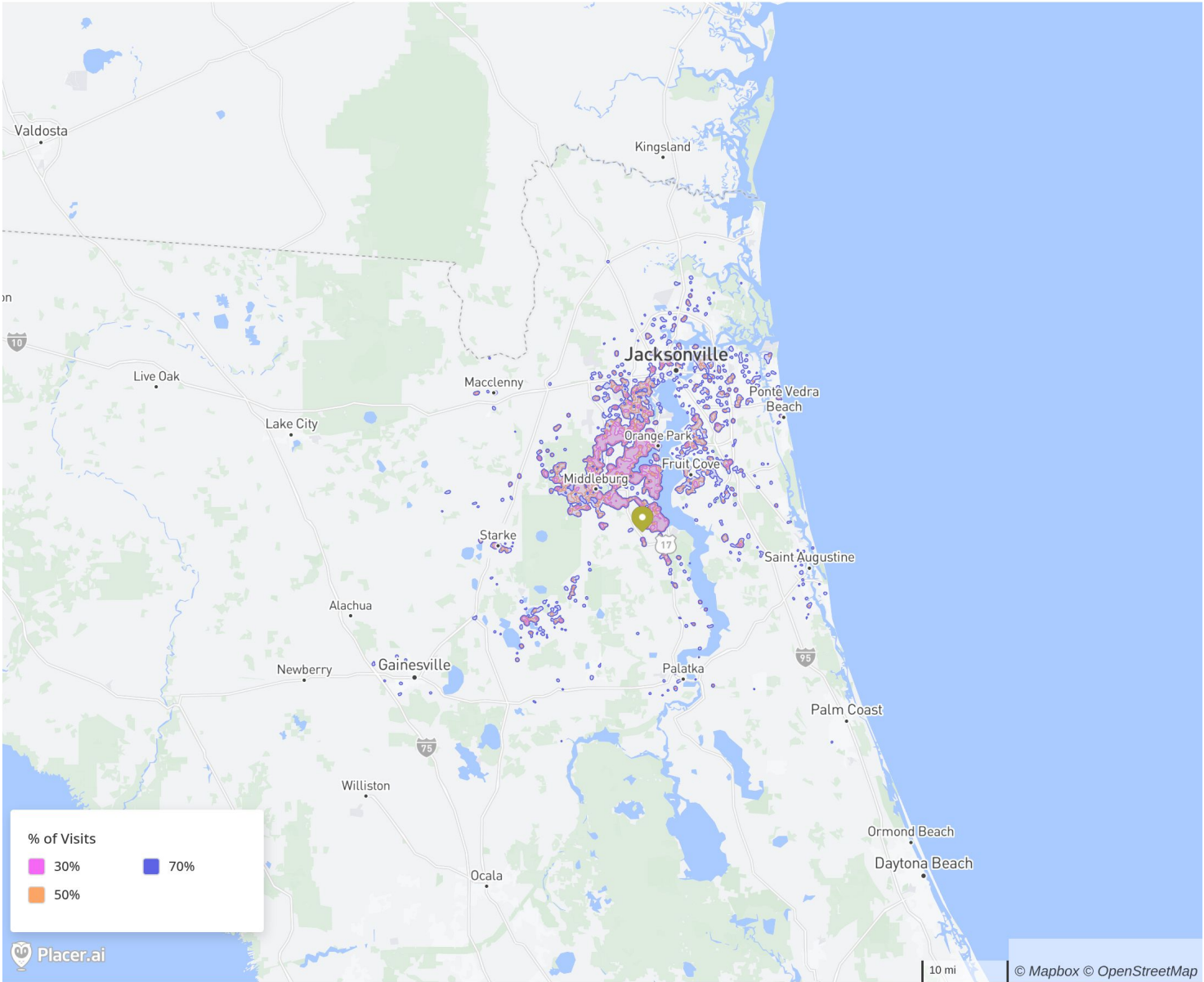


# 2025 Clay County Fair

Apr 3 - Apr 13, 2025

## Clay County Fairgrounds

FL-16, Green Cove Springs, FL



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.



# 2025 Clay County Fair

Apr 3 - Apr 13, 2025

Benchmark: Nationwide

30 % of Visits

50 % of Visits

70 % of Visits

## Segment Groups

Segment	Households			Households			Households		
C - Upper Suburban Diverse Families	14,878	(23.8%)	266	26,247	(21%)	235	50,643	(18.8%)	210
B - Wealthy Suburban Families	8,899	(14.2%)	148	13,513	(10.8%)	113	22,369	(8.3%)	86
F - Blue Collar Suburbs	8,036	(12.8%)	187	17,275	(13.8%)	201	34,756	(12.9%)	187
Q - City Hopefuls	6,972	(11.1%)	138	18,771	(15%)	185	44,018	(16.3%)	201
D - Suburban Boomers	5,102	(8.2%)	236	6,763	(5.4%)	157	13,427	(5%)	144
M - Rural Average Income	4,085	(6.5%)	97	7,005	(5.6%)	83	11,781	(4.4%)	65
O - Small Town	3,625	(5.8%)	101	7,437	(6%)	104	14,707	(5.4%)	95
I - Young Urban Singles	3,128	(5%)	7	8,383	(6.7%)	104	20,116	(7.5%)	116
K - Budget Boomers	2,463	(3.9%)	95	5,230	(4.2%)	101	12,056	(4.5%)	108
A - Ultra Wealthy Families	1,680	(2.7%)	38	3,058	(2.4%)	35	9,304	(3.4%)	49
L - Rural High Income	1,269	(2%)	33	2,412	(1.9%)	32	5,134	(1.9%)	31
H - Young Professionals	1,190	(1.9%)	33	6,300	(5%)	88	24,545	(9.1%)	158
J - Sunset Boomers	836	(1.3%)	37	1,446	(1.2%)	32	4,579	(1.7%)	47
P - Melting Pot Families	160	(<0.5%)	6	160	(<0.5%)	3	727	(<0.5%)	6
N - Rural Resilience	135	(<0.5%)	5	653	(0.5%)	12	1,054	(<0.5%)	9

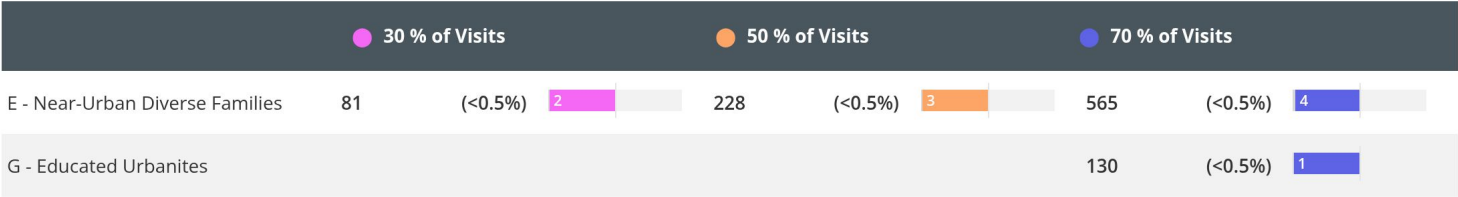
Calculated using Weighted Centroid from Block Groups | DataSet: Spatial.ai: Personalive



# 2025 Clay County Fair

Apr 3 - Apr 13, 2025

Benchmark: Nationwide



Calculated using Weighted Centroid from Block Groups | DataSet: Spatial.ai: Personalive





# SIGNATURE EVENT GRANT FUNDING

## Application Scoring Sheet

Organization Name: Clay County Fair Association

Event Name: 2026 Clay County Fair

Event Date: April 2-12, 2026

Event Time: N/A

Event Location Clay County Fairgrounds

Projected Number of Event Attendees: 200,000

Projected Local (Clay County) Event Attendees: 100,000

Projected Out of Town (OOT) Event Attendees: 75,000

Projected Number of Hotel Room Nights: 100

Projected Direct Economic Impact: \$95,000,000

### Event History

Date of Past Event: 2025 Clay County Fair

Location of Past Event: Clay County Fairgrounds

Past Event Attendance: 175,000

Event Marketing Plan: X

Event Emergency Plan: X

Visitor Survey: X

TDC Grant Request: \$45,000

Application Score: 250

Staff Recommended Grant Award: 100%



# SIGNATURE EVENT GRANT FUNDING Application Scoring Sheet

## Application Score Breakdown

1. Commitment to the Expansion of Tourism in Clay County  $\frac{100}{\text{---}}$  Maximum 25 pts x 4

Score: 25

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2. Soundness of Proposed Event:  $\frac{75}{\text{---}}$  Maximum 25 pts x 3

Score: 25

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3. Stability and Management Capacity  $\frac{50}{\text{---}}$  Maximum 25 pts x 2

Score: 25

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

Score: 25

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Areas of Improvement:

- 1.
- 2.
- 3.



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, January 7 3:30 PM

TO: TDC  
Members

DATE: 9/10/2025

FROM: Teddy  
Meyer

SUBJECT:  
Upcoming tourism events in Clay County.  
January 7, 2026 - March 4, 2026.

AGENDA ITEM  
TYPE:

---

ATTACHMENTS:

Description

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	12/31/2025 - 10:14 AM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	12/31/2025 - 10:22 AM	AnswerNotes