



**TOURIST DEVELOPMENT COUNCIL  
AGENDA**

**March 4, 2026**

**3:30 PM**

**Administration Building,  
4th Floor, BCC Meeting Room, 477 Houston Street,  
Green Cove Springs, FL 32043**

**March 4, 2026 3:30 PM**

---

**Invocation**

**Pledge**

**Call to Order**

**Public Comments**

**Approval of Minutes**

1. Tourist Development Council Meeting Minutes January 7, 2026.

**Presentations**

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

**Discussion**

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

**Budget**

**New Business**

6. Special Event Grant Update (T. Meyer)  
Review of updates made to the Special Event Grant with the assistance of the Clay County Grants and Legal Departments.
7. TDC Grant Request - AJGA Junior All-Star (S. Lamb)  
American Junior Golf Association | AJGA Junior All-Star presented by Clay County - June 1-4, 2026 at Eagle Harbor Golf Club  
Requesting \$21,300

8. TDC Grant Request - USAP Golden Ticket Block Party (S. Lamb)  
The HUB Jax | USAP Golden Ticket Block Party: May 13-17, 2026 at the HUB Jax.

Requesting: \$25,000

9. TDC Grant Request - TAPS Vietnam Veterans Day Ceremony (S. Lamb)

TAPS Veterans Memorial of Clay County, FL | 2026 Vietnam Veterans Ceremony: March 28, 2026 at the TAPS Memorial, Historic Triangle.

Requesting \$2,000

10. Knight's Boat Ramp & Marina - Fishing Pier Repairs and Renovations (T. Meyer/J. Pierce)

Fishing Pier Repairs and Renovations

- Pier Handrail System

- Pier Deck Replacement

11. Lake Geneva Restoration Project (T. Meyer/R. Smith)

The project focuses solely on selective tree and biomass removal within five designated restoration areas totaling 342 acres of Lake Geneva.

### **Old Business**

12. Upcoming Events Update (S. Lamb)

Upcoming tourism events in Clay County.

March 4, 2026 - May 6, 2026.

### **Adjournment**



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, March 4 3:30 PM

TO: TDC  
Members

DATE: 1/14/2026

FROM: Teddy  
Meyer

SUBJECT:

AGENDA ITEM  
TYPE:

---

ATTACHMENTS:

Description

- ▣ Tourist Development Council Meeting Minutes January 7, 2026.
- ▣ Attachment "A" Advanced Travel and Tourism Presentation
- ▣ Attachment "B" Airstream Ventures Presentation
- ▣ Attachment "C" Florida First Coast Golf presentation
- ▣ Attachment "D" Bed Tax Collection presentation
- ▣ Attachment "E" United Soccer Alliance presentation

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	2/26/2026 - 1:41 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	2/26/2026 - 1:43 PM	AnswerNotes



**TOURIST DEVELOPMENT COUNCIL  
MEETING MINUTES**

January 7, 2026

3:30 PM

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

---

**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  
Neil Porter  
David Diaz  
Deborah Beals  
Kimberly Evans  
Cheri Starnes  
Kevin Robert

**Absent:** Brian Knight, Vice-Chairman  
Adrian Andrews

**Staff Present:** County Manager Howard Wanamaker  
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 3:33 pm.

**Public Comments**

Chairman John Sgromolo opened the floor for public comment at 3:33 pm.

Hearing no comments, Chairman John Sgromolo closed public comment at 3:33 pm

**Approval of Minutes**

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

Neil Porter made a motion for approval of the November 5, 2025, TDC Meeting Minutes, seconded by Cheri Starnes, 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/January 7, 2026](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/January%207,%202026), beginning at 2:37 and ending at 12:03. Below is a summary of the discussion.*

Kyle Stichtenoth, Senior Director, and Brooke Epps, Campaign Specialist - Advance Travel and Tourism, presented a PowerPoint outlining details for the Advance Travel and Tourism Marketing update - Q4 Performance Overview. See Attachment A.

### **Topics Discussed:**

- Marketing Overview
- Core Campaign Tactics
- Local Social Marketing Highlights
- Potential Traveler Website Performance
- 2025 Yearly Insight Report - Attached to the Agenda

There were questions and discussions regarding paid search and organic search.

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/January 7, 2026](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/January%207,%202026), beginning at 12:05 and ending at 29:58. 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 B.

### **Topics Discussed:**

- Association Trips
- Booked Events
  - Advanced Conversations
  - Conversations
- Annual Contact Data

There were comments, discussions, and clarifications regarding hosting multiple events at the fairgrounds; the plan B location for the Cross-Country Invitational (Seamark); the Lacrosse State Championship event; the Black Creek Showdown; netting clarification; and Council attending events, i.e., the Minor League Golf Tour.

#### 4. Florida 1st Coast of Golf Update (D. Reese)

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

*Item Four (4) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/January 7, 2026](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/January%207,%202026), beginning at 30:00 and ending at 41:06. Below is a summary of the discussion.*

David Reese, President of Florida First Coast of Golf, presented a PowerPoint to the Council to provide details on the update regarding Florida First Coast Golf and the Military Campaign. See Attachment C.

##### **Topics Discussed:**

- Regional Golf Tourism Marketing
- Always on Marketing
- Rounds Update
- Clay Wins Inside the Regional Story
- 2025 Website Traffic - Views and Users
- Top DMAs by Campaign Traffic - By City and Region
- Social Media
- 2025 Military Campaign

There were questions and discussions regarding the factor for the weather for the number of rounds played.

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

##### Most recent Bed Tax collections and Hotel Data.

*Item Five (5) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/January 7, 2026](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/January%207,%202026), beginning at 41:08 and ending at 46:29. 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. See Attachment D.

Chairman John Sgromolo spoke about meeting with the State Delegation and highlighted takeaways from the meeting regarding budgetary information.

There were comments, questions, and discussions regarding hotel supply from surrounding areas and the loss of business report.

##### **Discussion**

#### 6. Event Marketing Grant Update (S. Lamb)

##### TDC grant summary as of December 23, 2025.

*Item Six (6) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/January 7, 2026](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/January%207,%202026), beginning at 46:31 and ending at 48:20. Below is a summary of the discussion.*

Stephanie Lamb, Program Manager, presented a PowerPoint presentation providing an update on event marketing grants. The information provided and discussed is attached to the agenda.

No action is required by the Board.

## **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

*Item Seven (7) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/January 7, 2026](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/January%207,%202026), beginning at 48:21 and ending at 1:03:20. Below is a summary of the discussion and the vote for this agenda item.*

Matt Hollyoak, Executive Director of the United Soccer Alliance, presented a PowerPoint outlining details of the United Soccer Alliance Showcase 2026 grant request mentioned above. See Attachment E. The scoring information discussed is attached to the agenda.

There were comments, questions and discussion held regarding awareness of the event when it is taking place, inclusion of the Regional Sports Park, number of sites for games, number for outside teams, data for rooms booked, housing service/company impact, hotel stays outside of Clay County, ensuring hotel stays in Clay, funding provided back to the event by Housing, and working with the TDC team to ensure hotel stays, contract in place, economic impact, hosting at the Regional Park, and costs/expense to host a tournament.

Following the discussion, Kevin Robert moved to approve the grant amount of \$15,000.00, seconded by Deborah Beals; the motion carried unanimously.

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

*Item Eight (8) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist Development Council/January 7, 2026](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist%20Development%20Council/January%207,%202026), beginning at*

*1:03:22 and ending at 1:07:51 .Below is a summary of the discussion and the vote for this agenda item.*

Stephanie Lamb, Program Manager, addressed the Council to provide details and information regarding the March and April Inspire Regional Dance grant request as mentioned above. The scoring information discussed is attached to the agenda.

There were questions and discussion regarding the amount given last year, applications submitted - different months - March and April, the number of days for the events, room nights, and the staff recommendation vs the requested.

David Diaz made a motion for approval for the grant amount of \$13,500.00, seconded by Neil Porter; the motion carried unanimously.

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

*Discussion for Item 9 took place during Item 8. Below is the vote for this agenda item.*

Neil Porter made a motion to approve the grant amount of \$ 13,500.00, seconded by Kevin Robert; the motion carried unanimously.

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

*Item Ten (10) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist\\_Development\\_Council/January\\_7,\\_2026](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist_Development_Council/January_7,_2026), beginning at 1:07:53 and ending at 1:10:20. Below is a summary of the discussion.*

Stephanie Lamb, Program Manager, addressed the Council to provide details and information regarding the 2026 Clay County Fair grant request as mentioned above. The scoring information discussed is attached to the agenda.

There were questions and discussions regarding reimbursement, and the economic impact.

Kevin Robert made a motion for approval of a grant amount of \$45,000.00, seconded by Cheri Starnes, which carried unanimously.

**Old Business**

11. Upcoming Events Update (S. Lamb)

Upcoming tourism events in Clay County.

January 7, 2026 - March 4, 2026.

*Item Eleven (11) can be seen at [www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist\\_Development\\_Council/January\\_7,\\_2026](http://www.claycountygov.com/government/clay-county-tv-and-video-archive/Tourist_Development_Council/January_7,_2026), beginning at 1:10:21 and ending at 1:13:42. Below is a summary of the discussion.*

Stephanie Lamb, Program 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.

Chairman John Sgromolo mentioned the placer data for the Green Cove Christmas Parade. Mr. Meyers noted that he would obtain the data and provide it to the Council and discussed the geo-fencing capability.

Chairman Sgromolo also commended and congratulated the Tourist Development Team/Staff for winning a regional award for the Wheel of the World program.

Deborah Beals spoke about the success of the Christmas/Holiday events held in Keystone Heights, Florida.

### **Adjournment**

Prior to adjourning, Chairman John Sgromolo opened the floor for public comment.

Hearing no comments or further business, Chairman John Sgromolo adjourned the meeting at 4:45 pm.

Attest:

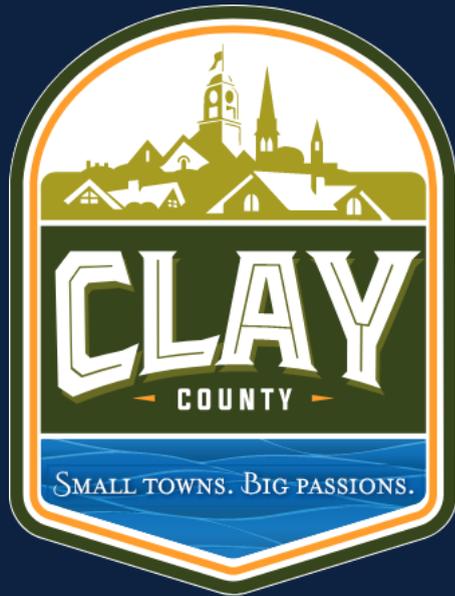
---

Committee Chairman

---

Recording Deputy Clerk

**Attachment**  
**“A”**  
**Advance Travel and Tourism**  
**Presentation**



## BOARD REPORT

### Q4 Performance Overview



# Marketing Overview.

## Audiences

Family  
Outdoor

## Markets

Orlando  
Miami  
Atlanta  
Tallahassee  
Tampa  
Savannah  
Charlotte  
Local



Clay County, FL Tourism  Sponsored ·  

Get ready to choose your own adventures during your time in Clay County! From exploring the outdoors and waterways to celebrating the arts at one of our theaters, there's plenty of family fun on the horizon during your visit. #ExploreClayCounty



exploreclay.com [Learn more](#)

**Family Fun in Clay County**

  202

 Like  Comment  Share



 **We have a STORY TO TELL**

[DISCOVER](#)



**EXPLORE CLAY COUNTY FLORIDA**

WHERE FAMILY FUN GROWS WILD



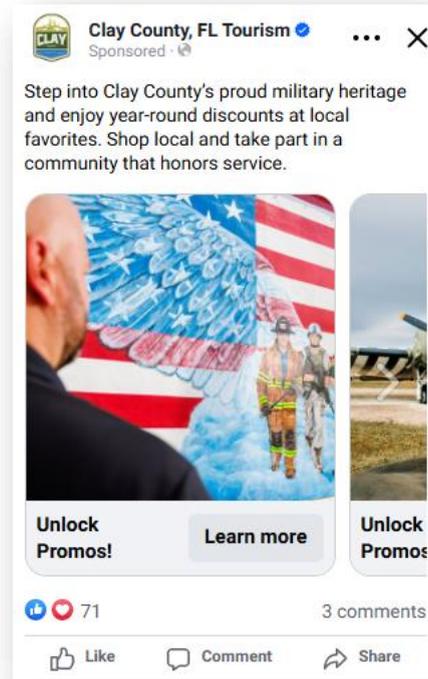
[EXPLORE TODAY](#)

# Our Core Campaign Tactics.

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

# Local Social Marketing Highlights.

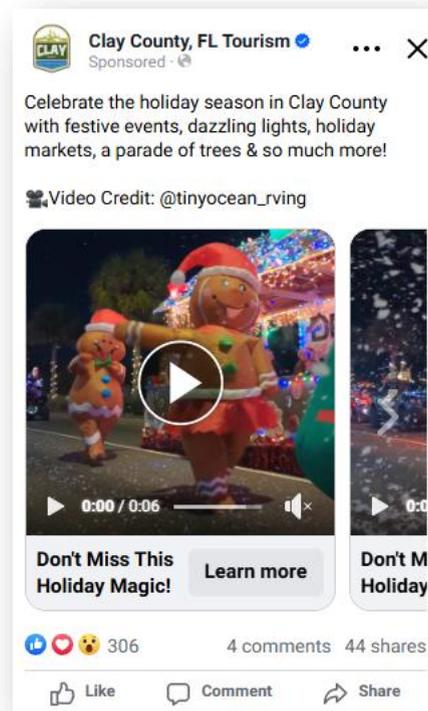
**149K+** Clay County Event messages were delivered. The campaigns reached more than **61K** neighbors and achieved over **48K** post engagements.



## The Patriot's Passport

Messages Delivered = **63,054**

- **1,585** Post Engagements - Likes, Saves, Shares & Comments
- **1,087** Landing Page Views - People Exploring More on the Clay County Website



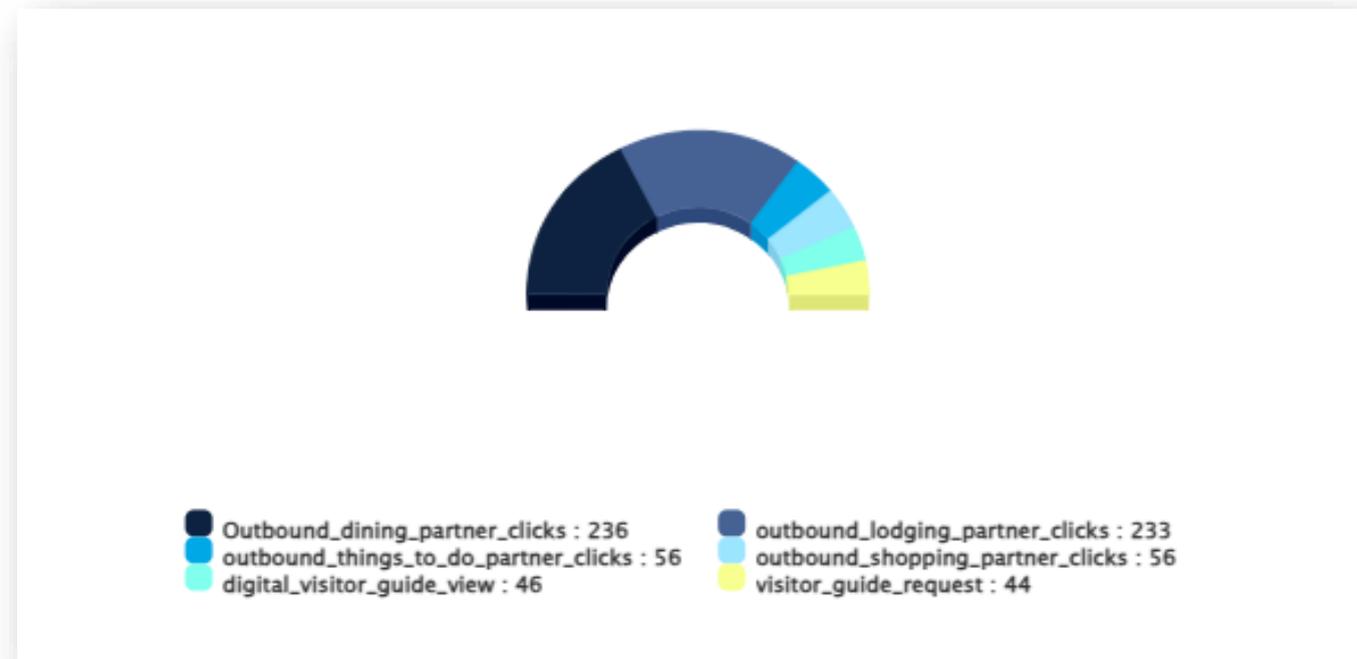
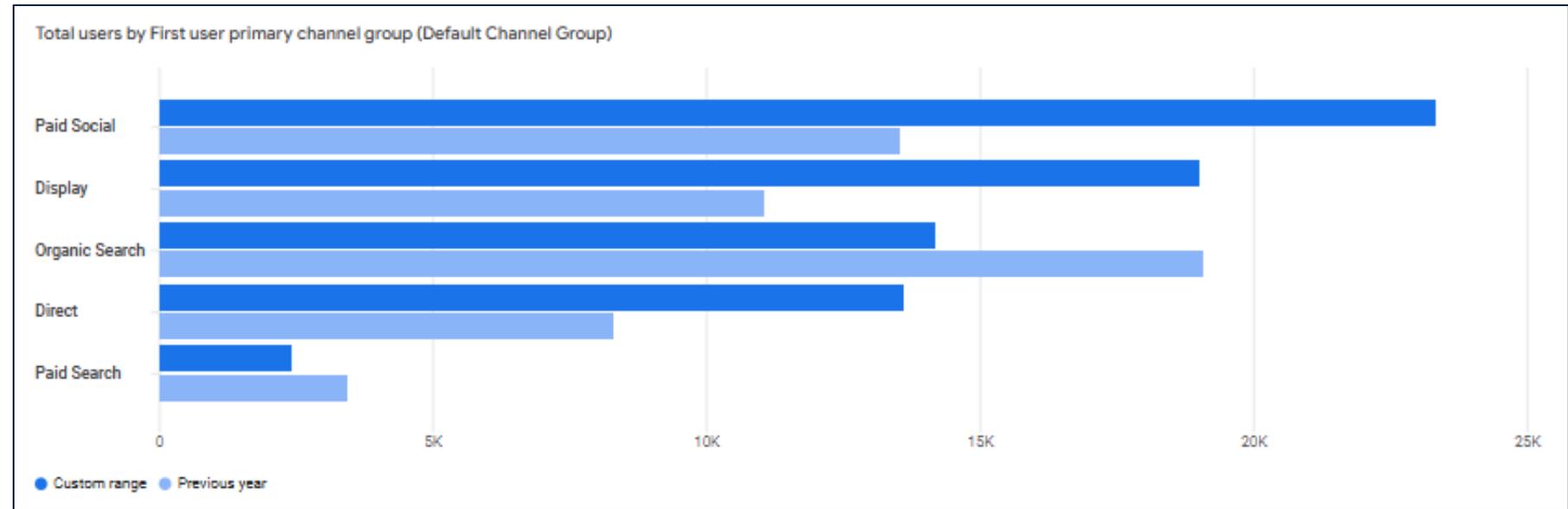
## Christmas In Clay

Messages Delivered = **86,388**

- **46,650** Post Engagements - Likes, Saves, Shares & Comments
- **3,063** Landing Page Views - People Exploring More on the Clay County Website

# Potential Traveler Website Performance.

- In Q4 there were **86K+** total potential travelers learning more about Explore Clay.
- **227K** Explore Clay website pages were viewed.
- **651** intentional actions were performed, including **228** outbound clicks on Clay County lodging accommodations.



# 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, ..	57.8K					8.44%	8.27%
Miami-Fort Lauderdale-Pomp..	54.9K					8.02%	9.72%
Atlanta-Sandy Springs-Alphar..	29.5K					4.30%	6.63%
Tallahassee, FL	26.9K					3.93%	-3.26%
Deltona-Daytona Beach-Ormo..	21.5K					3.14%	0.07%
New York-Newark-Jersey City..	16.7K					2.43%	1.39%
Lakeland-Winter Haven, FL	16.1K					2.35%	-2.07%
Palm Bay-Melbourne-Titusvill..	14.3K					2.08%	7.26%
Tampa-St. Petersburg-Clearw..	13.0K					1.90%	-5.24%
Gainesville, FL	12.7K					1.85%	19.80%
Virginia Beach-Norfolk-Newp..	12.5K					1.82%	-11.03%
Washington-Arlington-Alexan..	11.3K					1.65%	-2.77%
Ocala, FL	10.5K					1.54%	4.43%
Charlotte-Concord-Gastonia, ..	8.5K					1.25%	1.07%
Pensacola-Ferry Pass-Brent, FL	8.5K					1.25%	9.96%
Savannah, GA	8.5K					1.24%	3.93%
Chicago-Naperville-Elgin, IL-I..	6.5K					0.95%	-13.32%
Philadelphia-Camden-Wilminq..	5.6K					0.81%	-3.53%

**THANK YOU!**

**Explore Clay County**

ExploreClay.com

+

**Advance Travel & Tourism**

AdvanceTravelandTourism.com

**Attachment**  
**“B”**  
**Airstream Ventures**  
**Presentation**

SPORTS TOURISM PRESENTATION  
JANUARY 2026

Association Trips  
Reference which will connect us to sports  
tourism even organizers which will help us bring  
more events to Clay County.

# Association Trips

Tulsa, OK

Treasure Coast

06/25

12/25

- ADVANCED CONVERSATIONS
- Booked Events** - Summer Championship Events (2029)
- Premier Lacrosse League Camps (2026)
  - Grit and Grind Football (2026)
  - USA Archery (2026-27)
  - GameOn Triathlon (2026)
  - Pro Watercross (2026)
  - KC BBQ Society (2026)
  - US Senior Pickleball (2026)
  - UFFL (2026)
  - Grad Games (2026)



# Booked Events



- **Brand Name Athletes-Flag FB (Oct. 2025)**
- 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)
- World of Pickleball (Nov. 2026)

## CONVERSATIONS

- USA
- Elite
- Last

\*\*If netting installed

# Annual Contract

JULY 2025 - JUNE 2026

**Attachment**  
**“C”**  
**Florida First Coast Golf**  
**Presentation**



Florida's of Golf  
First Coast

## REGIONAL GOLF TOURISM MARKETING SUMMARY

- \$2.8M marketing effort
- 47.2M Golfer Audience
- Demographic:
  - 59% Male | 41% Female
  - A 30-65 | HHI \$100K+

# ALWAYS ON MARKETING

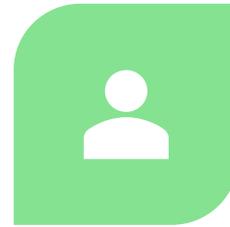
Clay County gains national reach, premium inventory, and data intelligence without carrying the full cost alone.



ALWAYS-ON  
NATIONAL  
VISIBILITY IN  
TOP FLY +  
DRIVE FEEDER  
MARKETS



INTEGRATED  
PAID MEDIA,  
CONTENT, CTV,  
SEARCH,  
SOCIAL MEDIA  
AND GOLF  
MEDIA



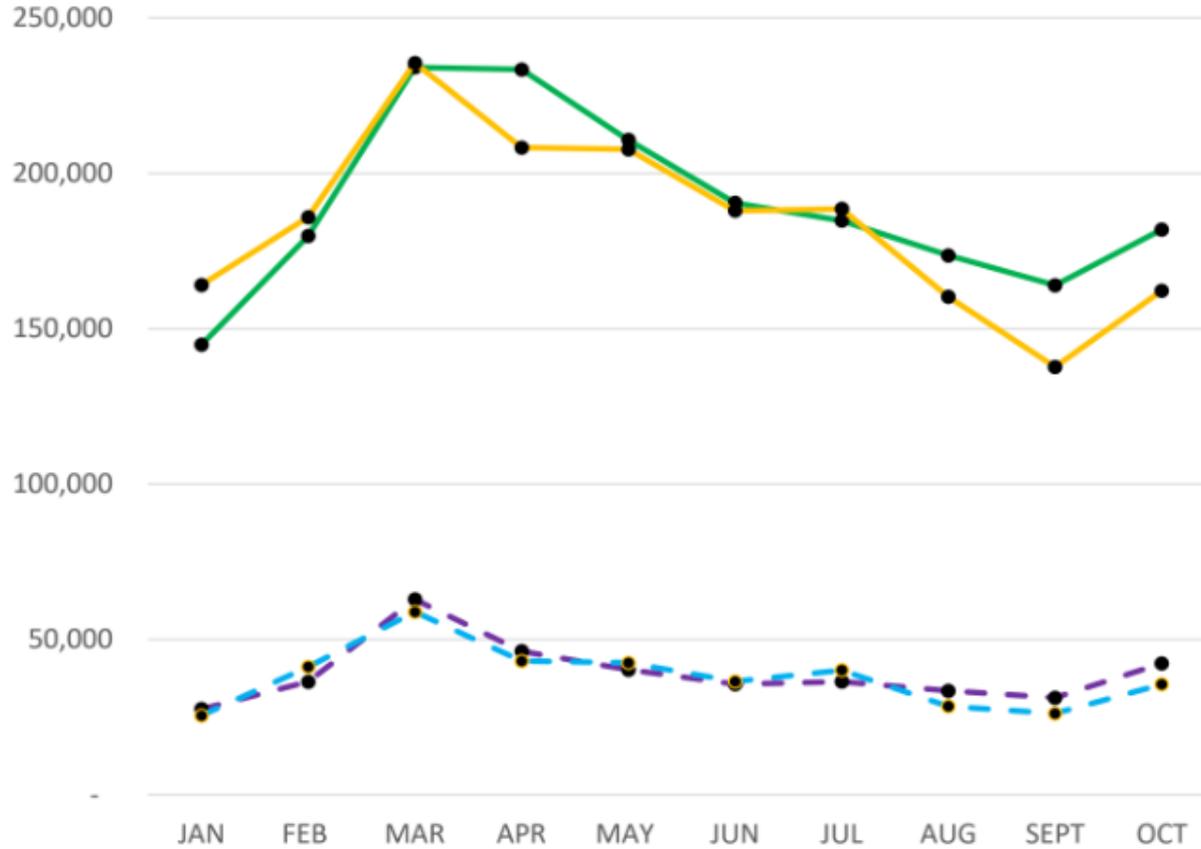
FIRST-PARTY  
GOLF  
TRAVELER  
DATA + INTENT  
SIGNALS



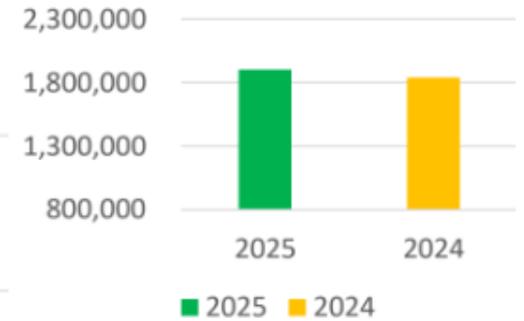
COOPERATIVE  
LEVERAGE  
(VISIT FLORIDA,  
PARTNERS,  
EARNED  
MEDIA)

Total Rounds Oct: +%  
Tourist Rounds Oct: +19%

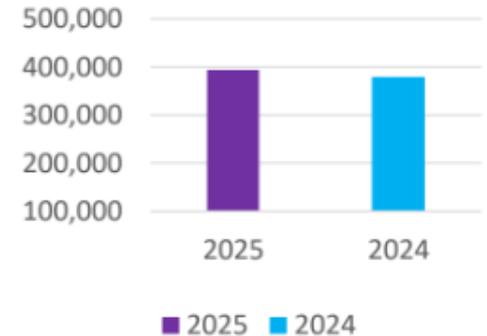
# ROUNDS UPDATE



## 2025 TOTAL ROUNDS YTD +3%



## 2025 TOURIST ROUNDS YTD +4%

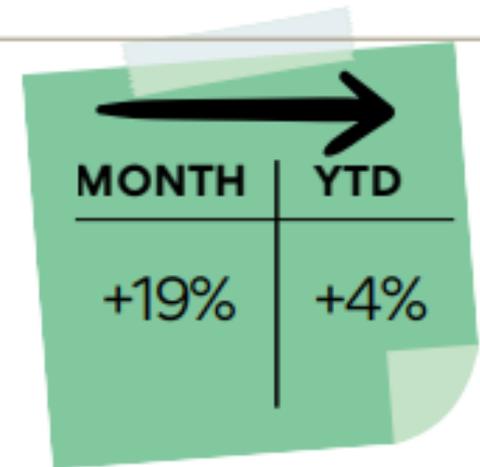
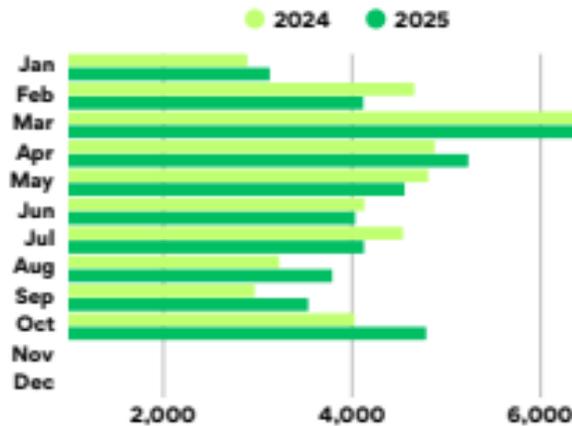


● 2025 Total Rounds      ● 2024 Total Rounds  
● 2025 Tourist Rounds      ● 2024 Tourist Rounds

# CLAY WINS INSIDE THE REGIONAL STORY

When the region wins the golfer, Clay County wins the opportunity. FFCG ensures that win happens, consistently, efficiently, and at scale.

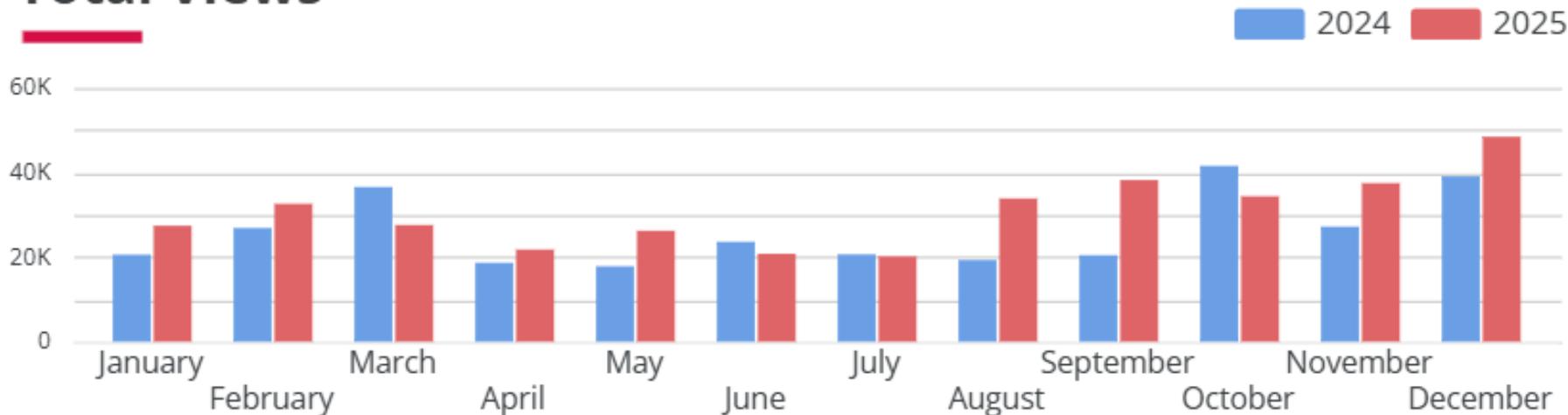
## TOURISM ROUNDS



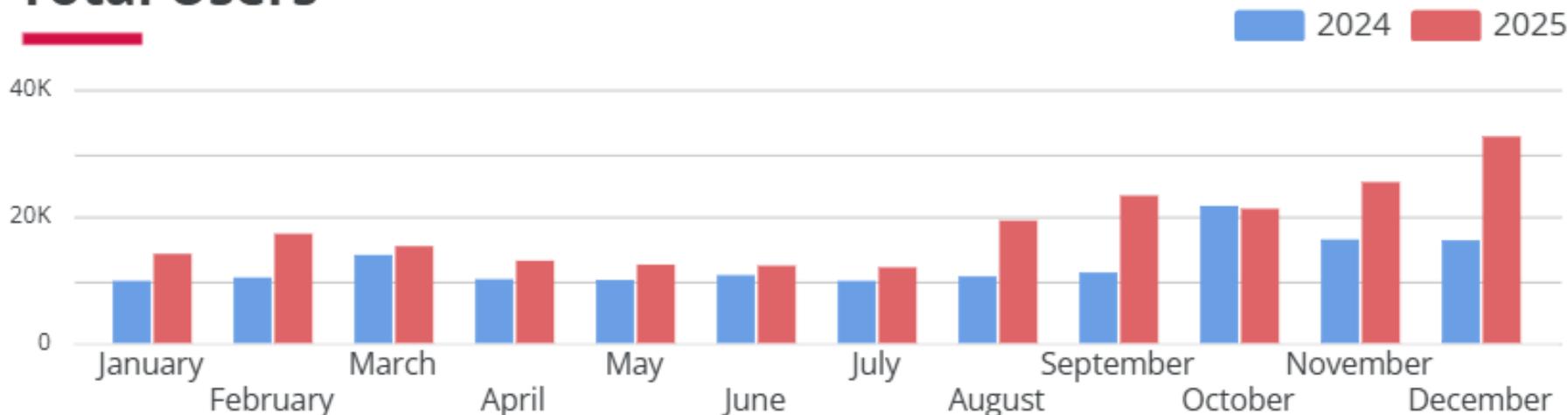
Out-of-Market Golfer → Northeast Florida → Clay County Stay & Play

# 2025 WEBSITE TRAFFIC

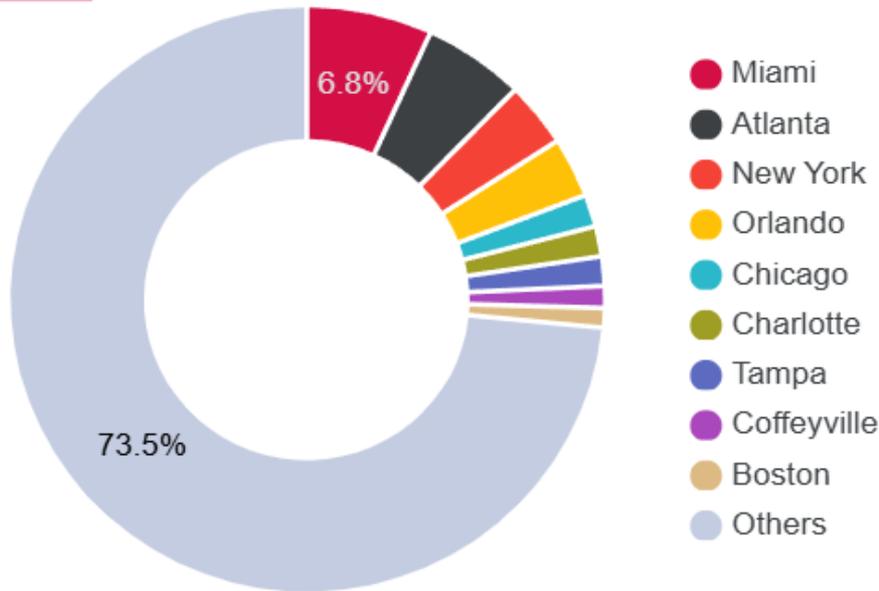
## Total Views



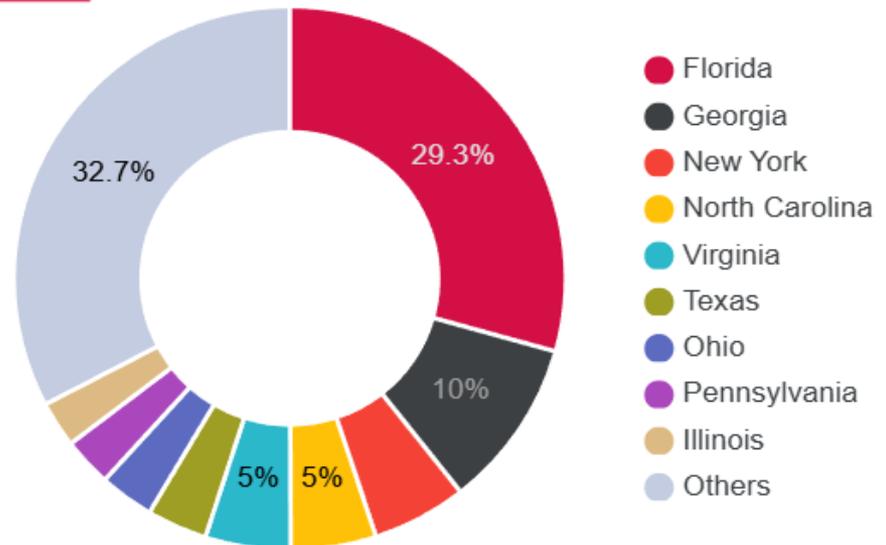
## Total Users



## Top DMA's By Campaign Traffic (By City)

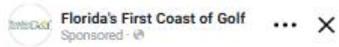


## Top DMA's By Campaign Traffic (By Region)



# SOCIAL MEDIA

Monthly E-mail showcasing [FECG Blogs](#). 53K Audience

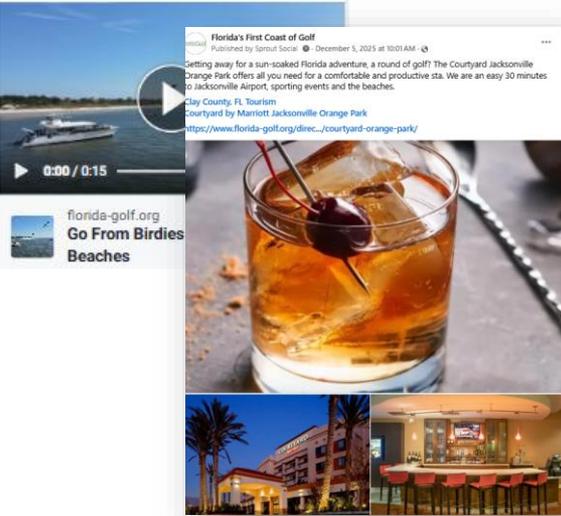


Home to THE PLAYERS Championship, PGA TOUR and Champions Tour, Northeast Florida, known as Florida's First Coast, is home to over 71+ of world-class coastal golf courses, resorts, and vacation rentals. Amelia Island, Clay County, Jacksonville & the Beaches, Palm Coast & the Flagler Beaches, St. Augustine, Ponte Vedra & The Beaches covers 100 miles of sunshine and golf rich territory.



Destination Landing Page and integration throughout [florida-golf.org](#)

All Clay County Pages +53%



## Q1 Destination Ad

13K Website Visits

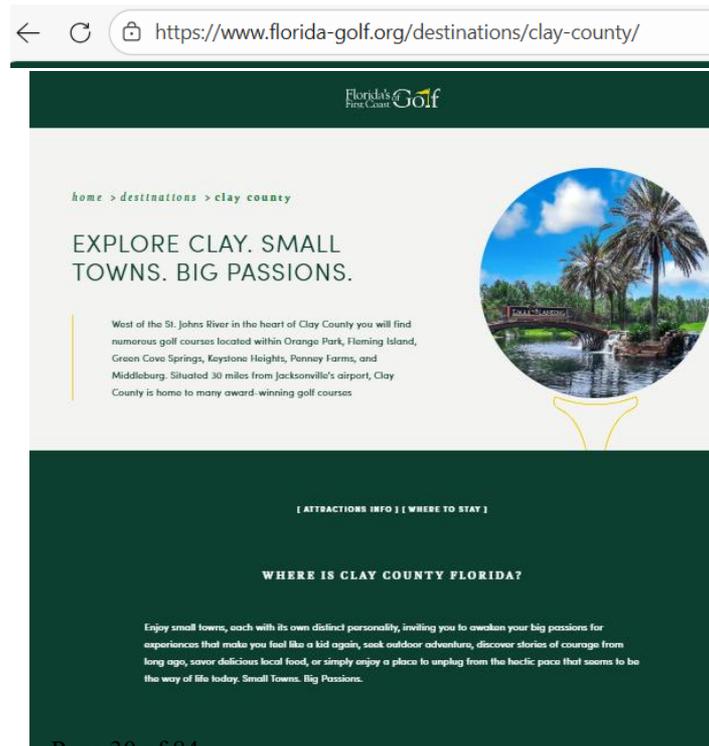
47K Views

## Q1 Profile Performance

5M impressions +25%

61K Engagements +103%

+8% Audience





## NORTHEAST FLORIDA MILITARY CAMPAIGN

September – January 2025

Visit Florida Promotion 11.9M Impressions

Media One Campaign 3.3M impressions

2,115,000 Impressions In Added Value

**17,315,000 Total Campaign Impressions**



# VISIT FLORIDA

## FLORIDA VACATION FOR VETERANS

# NEW COUNTRY 101.FIVE

Media Partner: WKHX-FM

Theme: Florida Vacation for Veterans

Market: Atlanta

Run Dates: September 16 – November 12, 2024

Partners: Florida's First Coast of Golf, Sawgrass Marriott Golf Resort & Spa, TPC Sawgrass, The Yards

Prize winners: Alexander Fort, Jonathan Heeb, Johnny Hernandez, Christian Armstrong, James Sokol

Media Partner provided the following:

- 1,742 recorded (:60) promos
- 324 live (:30) liners
- Five (5) live winner segments/calls (Total airtime: 10 minutes)
- Homepage feature
- Contest page
- Three (3) e-blasts
- 43 social media posts (Facebook, Instagram & Twitter)

Broadcast airtime: 33 hours

Media value: \$2,301,874

Impressions: 11,952,900



ST. AUGUSTINE  
PONTE VEDRA  
FLORIDA'S HISTORIC COAST



# Florida's First Coast of Golf



Visit Jacksonville  
and the Beaches

Palm Coast  
AND THE  
FLAGLER BEACHES



# 2025 MILITARY CAMPAIGN

September – December 31, 2025  
Progress Report

2,690,089 Impressions  
+89% impression goal

+24% traffic sources YTD

+245% referrals to Clay Website YOY



**Attachment**  
**“D”**  
**Bed Tax Collection**  
**Presentation**

## Bed Tax Collections - Calendar Year

Updated 1/6/2026

	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	\$ 143,932	\$ 1,646,602	-13.06%	-0.55%
December	\$ 122,232	\$ 143,291	\$ 135,743	\$ 151,470	\$ 1,807,163	\$ 135,533	\$ 1,782,134	-10.52%	-1.38%
	<b>\$ 1,442,324</b>	<b>\$ 1,694,740</b>	<b>\$ 1,783,169</b>	<b>\$ 1,807,163</b>		<b>\$ 1,782,134</b>			

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

**Attachment**  
**“E”**  
**United Soccer Alliance**  
**Presentation**



**United Soccer Alliance**  
**Clay County Soccer Club**



# Introduction:

Matt Hollyoak: Executive Director, Al Cruz: President

- Full service soccer organization that services the community in N.E. Florida, offering opportunities from Little Kickers (U'4) to Semi-Professional
- Founded in 1977, we moved to Eagle Harbor in the 90's. Al has served over 20 years, Matt 15
- Growth in players and opportunity over the years with support from the County projects, lighting and now drainage
- Currently serving 2,961 members in our community

# Facilities:



# Drainage Project Update





*The economic impact of league play on national platforms....*



*The ability to host neutral site games and events in the Southeast....*

# USA Showcase



Boys Showcase: February 27 - March 1

Girls Showcase: March 6 - 8

Statistics: 250 teams, 3 locations, 2 weekends

Economic Impact: 160 room nights, 12 hotels utilized

Notifications: Local restaurants, convenience stores  
and gas stations

**TOTAL GAMES: 309**



# Expenses



- Athletic Trainers (ATC's): 2 required at each location
- Referees: majority local, some are hired from outside
- Facility rental fees
- Off-Duty Police Officers
- Staffing: additional required (Porters, MOD's etc)
- Registration fees paid to governing bodies and our CRM. Insurance
- Medals and Trophies
- Marketing materials: signage, tents, banners
- Field setup and takedown





Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, March 4 3:30 PM

TO: TDC Members

DATE: 1/14/2026

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	2/25/2026 - 5:13 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	2/25/2026 - 5:13 PM	AnswerNotes



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, March 4 3:30 PM

TO: TDC Members

DATE: 1/14/2026

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	2/25/2026 - 5:14 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	2/25/2026 - 5:14 PM	AnswerNotes



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, March 4 3:30 PM

TO: TDC Members

DATE: 1/14/2026

FROM: Teddy Meyer

SUBJECT: Most recent Bed Tax collections and Hotel Data.

AGENDA ITEM  
TYPE:

ATTACHMENTS:

Description

- ▣ Bed Tax/Hotel Data Slides
- ▣ Tourism Q4 Dashboard

REVIEWERS:

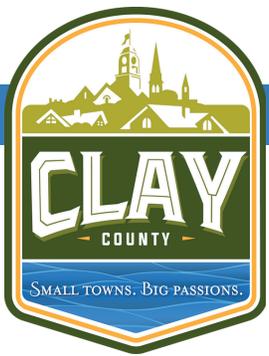
Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	2/26/2026 - 1:39 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	2/26/2026 - 1:39 PM	AnswerNotes

## Bed Tax Collections - Calendar Year

Updated 2/2/2026

	2022	2023	2024	2025	2025 YTD Total	2026	2026 YTD Total	Monthly Change Over Prior Year	YTD Change Over Prior Year
January	\$ 142,865	\$ 105,645	\$ 135,743	\$ 137,657	\$ 137,657	\$ 150,136	\$ 150,136	9.07%	9.07%
February	\$ 116,170	\$ 150,109	\$ 137,921	\$ 149,691	\$ 287,348				
March	\$ 126,134	\$ 139,686	\$ 144,380	\$ 154,138	\$ 441,486				
April	\$ 136,608	\$ 157,533	\$ 179,844	\$ 179,214	\$ 620,700				
May	\$ 138,587	\$ 195,537	\$ 162,166	\$ 158,667	\$ 779,367				
June	\$ 161,106	\$ 159,023	\$ 166,023	\$ 165,984	\$ 945,351				
July	\$ 151,781	\$ 161,810	\$ 149,731	\$ 130,357	\$ 1,075,708				
August	\$ 142,622	\$ 153,754	\$ 140,552	\$ 149,296	\$ 1,225,004				
September	\$ 159,872	\$ 150,344	\$ 137,298	\$ 130,260	\$ 1,355,263				
October	\$ 139,963	\$ 142,115	\$ 136,486	\$ 147,406	\$ 1,502,669				
November	\$ 135,742	\$ 131,870	\$ 165,547	\$ 143,932	\$ 1,646,602				
December	\$ 143,291	\$ 135,743	\$ 151,470	\$ 135,533	\$ 1,782,134				
	<b>\$ 1,694,740</b>	<b>\$ 1,783,169</b>	<b>\$ 1,807,163</b>	<b>\$ 1,782,134</b>					

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



# FY 25 Q4 Tourism Department Report

## Recent Additions to our Community:



Orange Park

Keystone Heights



Middleburg

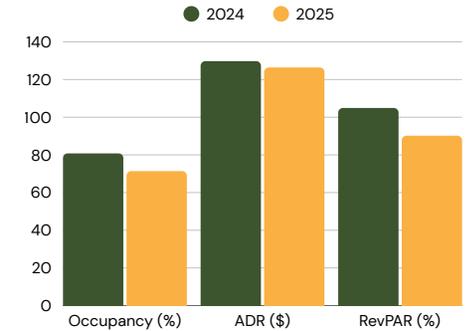
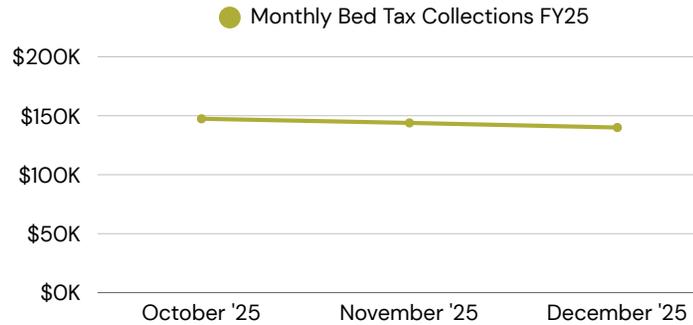
Middleburg



Fleming Island

### 01 TOURIST DEVELOPMENT TAX

Travel declined nationwide and across Florida due to policy friction, flight disruptions, and cost sensitivity which resulted in lower visitation, occupancy, ADR, and bed tax collections compared to 2024 overall.



### 02 CAMPAIGNS & MARKETING



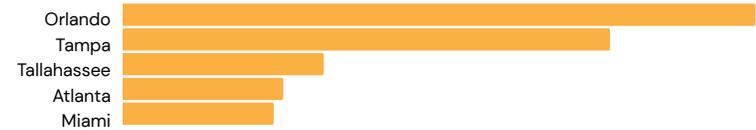
The Christmas in Clay campaign reached 11,000+ active website users, 7,536 app users, and generated thousands of organic social engagements, driving strong holiday visibility across Clay County.

### 03 MAJOR UPCOMING EVENTS

#### Community Events

- Annual BBQ, Bacon, & Brews Fest- Jan. 24
- Hellcat 5K & 10K 2026- Feb. 7
- 5K / 8K Superhero Run- Feb. 14
- Pick'n on the Porch- Feb. 21-22
- 10th Annual Strawberry Fest 2026- Mar. 7

#### Top Visitation Markets



Top visitor segments are City Hopefuls, Upper Suburban Diverse Families, and Young Professionals at roughly 10% each. Overall, visitation leans toward suburban families and younger urban households.

#### Sports and Entertainment Events

- \*United Soccer Alliance Boys- Feb. 20
- \*United Soccer Alliance Girls- Feb. 27
- Scottish Games & Festival- Feb. 28
- \*Armed Forces Flag Football- Mar. 21

\*Regional Sports Complex Events



Explore Clay Events Calendar



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, March 4 3:30 PM

TO: TDC Members

DATE: 1/14/2026

FROM: Teddy Meyer

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

AGENDA ITEM  
TYPE:

---

ATTACHMENTS:

Description

- Event Grant Updates

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	2/26/2026 - 1:39 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	2/26/2026 - 1:40 PM	AnswerNotes

FY 25-26 Signature Event Marketing Grants						
Event Name	Event Date	FY 25-26 Grant Award Amount	Reimbursement Due (60 Business days)	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	4/3-13/2026	\$ 45,000	6/12/2026			\$ 45,000
<b>Totals</b>		<b>\$ 60,000</b>		<b>0</b>	<b>\$ -</b>	<b>\$ 60,000</b>

FY 25-26 Special Event Marketing Grants						
Event Name	Event Date	FY 25-26 Grant Award Amount	Reimbursement Due (60 Business days)	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)	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	20-22 & 2/27-3/1/2026	\$ 15,000	4/30/2026			\$ 15,000
March Inspire Regional Dance	3/24-27/2026	\$ 13,500	5/26/2026			\$ 13,500
April Inspire Regional Dance	4/10-12/2026	\$ 13,500	6/11/2026			\$ 13,500
<b>Totals</b>		<b>\$ 142,500</b>		<b>0</b>	<b>\$ -</b>	<b>\$ 142,500</b>

Updated February 23, 2026

	Awarded	Remaining	Paid Out
	\$ 325,000	\$ 207,500	\$ 117,500
FD1071- CC1253- SC548005			0
			\$ -
			\$ 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)
Town of OP 43rd Annual Fall Fest	10/18-19/2025	\$ 15,000	1/17/2026
Clay County Agricultural Fair	4/3-13/2026	\$ 45,000	6/12/2026
<b>Totals</b>		<b>\$ 60,000</b>	

FY 25-26 Special Event Marketing Grants			
Event Name	Event Date	FY 25-26 Grant Award Amount	Reimbursement Due (60 Business days)
2025 Moosehaven Chili Cook-off	11/8/2025	\$ 5,000	2/9/2026
TAPS Vietnam Memorial Ceremony	3/28/2026	\$ 2,000	
<b>Totals</b>		<b>\$ 7,000</b>	

FY 25-26 Sports Grants			
Event Name	Event Date	FY 25-26 Grant Award Amount	Reimbursement Due (60 Business days)
BNA NIGHTMARE Youth Flag Football	10/25-26/2025	\$ 12,500	1/26/2026
FL/GA Classic Pickleball Tournament	10/31-11/2/2025	\$ 25,000	2/2/2026
The Flo Down Florida Championship	1/16-18/2026	\$ 20,000	4/19/2026
2026 Clay County Open	2/2-4/2026	\$ 18,000	4/5/2026
2026 Scottish Games	2/27-28/2026	\$ 25,000	4/29/2026
United Soccer Alliance Showcase 2026	2/20-22 & 2/27-3/1/2026	\$ 15,000	4/30/2026
March Inspire Regional Dance	3/24-27/2026	\$ 13,500	5/26/2026
April Inspire Regional Dance	4/10-12/2026	\$ 13,500	6/11/2026
USAP Golden Ticket Block Party	5/13-17/2026	\$ 25,000	
AJGA Junior All-Star	6/1-4/2026	\$ 21,300	
<b>Totals</b>		<b>\$ 188,800</b>	

Updated February 23, 2026		Awarded	Remaining
	\$ 325,000	\$ 255,800	\$ 69,200

FD1071- CC1253- SC548005

\*Requested TDC Grant



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, March 4 3:30 PM

TO: TDC Members

DATE: 2/23/2026

FROM: Teddy Meyer

SUBJECT: Review of updates made to the Special Event Grant with the assistance of the Clay County Grants and Legal Departments.

AGENDA ITEM TYPE:

---

ATTACHMENTS:

Description

- ▢ Special Event Application Draft
- ▢ Special Event Grant Post-Event Report
- ▢ Special Event Grant Guidelines
- ▢ Special Event Grant Award Letter

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	2/26/2026 - 1:40 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	2/26/2026 - 1:42 PM	AnswerNotes

# SPECIAL EVENT GRANT APPLICATION

## GENERAL INSTRUCTIONS

The application must be completely filled out. "Not Applicable" or "N/A" should be marked, as appropriate.

**Copies of the following items must be attached to your application:**

- List of Applicant's current Officers and/or Board members (if applicable)
- Applicant's W-9 tax form for post-event payment (A Supplier Form may be required if new to doing business with Clay County).

**Please note:** All final paperwork, as outlined in the application, must be submitted to the TDC within 60 days of the conclusion of the Event. The request for reimbursement will be considered incomplete until all of the required forms are submitted to the TDC.

## CLAY COUNTY TDC SPECIAL EVENT FUNDING REQUEST APPLICATION

Please select all that Event qualifies for

- Contributes to the Quality of Life-** \$1,500
- Multi-Day Event-** \$1,500
- Event occurs during Need Period-** \$500
  - (Jan, Feb, June, July, Aug, Sept, Nov)

**Amount Requested from TDC:** \$\_\_\_\_\_ (Not to exceed \$3,500)

## General Information

Name of Applicant:

Name of Event:

Contact Person:

Contact Person's Email:

Complete Address of Applicant:

Cell Phone:

Applicant's Chief Official/Director's Name:

Person's Title:

Address if different than above:

Cell Phone:

Email:

Has the Event ever received funding from a TDC?  Yes  No

- If yes, please list destinations, years, and amounts:

Intended use of funds (Refer to Grant Guidelines- Eligible and Ineligible Uses of Funds):

Details about Applicant (Describe your business or organization):

## Event/Project Specific Information

Event/Project name:

Type of event:

Dates of Event:

Location of Event:

Number of days:

Time(s):

Projected number of visitors per day:

Trip: Name of promoter: \_\_\_\_\_

Company name:

Contact name:

Address:

Phone:

Email:

Website:

Admission Price (if applicable):

Provide the previous year's event information (if applicable):

Previous: Date of

Previous Event:

## Event/Project Specific Information

Location:

Contact Name/Phone:

Funding amount awarded:





## GRANT APPLICATION CHECKLIST

Please initial next to each item and fill in the blanks below. This list must accompany the grant application.

### Initials

I understand that the reimbursement request must be completed and submitted to the Tourism Office with all backup and supporting material no later than 60 business days after the event ends, which will be on (date 60 days after Event ends). If the supporting documentation deadline is not met, a written, formal request must be sent to the Tourism Office before the said deadline.

I will obtain the signatures of the organization's designated contact on the proposed grant contract. I understand that I will need to enter into a Grant Agreement with the County Manager signed via Adobe Sign.

I have included an IRS W-9 Form, and a copy of the Florida Division of Corporations form with the application. A Clay County Supplier Form must be on record.

I understand that someone representing this grant application must be available at the TDC meeting when it considers it for funding; otherwise, the application will not be considered.

I understand that no expenses incurred before the TDC recommends approval of the grant application will be reimbursed under any circumstances. I also understand that no funding has been approved until the Board of County Commissioners (BOCC) approves the execution of the Grant and that no expenditures will be reimbursed if the BOCC does not approve the execution of the Grant.

## GRANT APPLICATION CHECKLIST

I understand that this event may require a Clay County Event Permit (Event, Amusement, Temporary, Structure, Sales, etc.), and it is up to me to complete that permit request and pay the required permit fee. I have reviewed the **Clay County Special Event Permit Flow Chart** and will proceed with any required county permits. (Contact: Jason Clark, Event Permit Coordinator- 904-529-4148).

I have included a list of my business/organization's current Officers and/or Board members (if applicable) with the application.

## GRANT APPLICATION CHECKLIST

I acknowledge that any material made or received by Clay County in connection with my request for Grant funding is a public record and subject to public inspection unless there is a legislatively created exemption that makes it confidential and not subject to disclosure. I acknowledge that I cannot dictate to Clay County what material is open to public inspection or the circumstances under which material is deemed confidential.

I understand that all funds received are subject to audit by the Clay County Clerk of the Court - Internal Auditor and/or other representative as Clay County may designate.

**Title:**

**Date:**

**Authorized Agent Signature:**

After completing your application, please compile all your documents for the Event Budget, Marketing Plan, and Event Emergency Plan. You can email the application and file to [CCTourism@claycountygov.com](mailto:CCTourism@claycountygov.com) or deliver them in person to the Clay County Tourism Office, located on the bottom floor of the Clay County Administration Building at 477 Houston Street, Green Cove Springs, Florida, 32043.

# SPECIAL EVENT POST-AWARD REPORT

This report must be submitted no later than XX/XX/XXXX

Event Name: \_\_\_\_\_

Event Date: \_\_\_\_\_

Event Point of Contact: \_\_\_\_\_

Post-Event Highlights: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please provide the following:

- 1) Photos / videos from the event
- 2) Listing of advertising and/or media placed outside Clay County including where placed, dates run
- 3) Copies of advertising and/or promotional materials
- 4) Digital copy or script from radio and/or television advertising placed outside Clay County
- 5) Photos of trophies, plaques and awards with the Clay County Tourism logo

**Submit to: [claygrants@claycountygov.com](mailto:claygrants@claycountygov.com)**

# SPECIAL EVENT GRANT FUNDING GUIDELINES

Special Event Grant Funding is administered by the Clay County Tourist Development Council (the “TDC”), an advisory council to the Board of County Commissioners of Clay County, Florida (the “BCC”).

Approved by the TDC: March 3, 2026

Approved by the BCC: March 24, 2026

Effective for applications received on or after April 1, 2026

## SPECIAL EVENT GUIDELINES

### 1. GRANT PROGRAM PURPOSE

This grant program supports special events held in Clay County that attract visitors from outside the County and promote tourism and economic activity.

### 2. FUNDING LEVELS

The maximum award per special event is **\$3,500**.

Funding may be awarded in the following categories:

- A. Contributes to the Quality of Life – \$1,500  
Events that showcase the character, culture, attractions, or unique experiences of Clay County and are not routine or everyday experiences.
- B. Multi-Day Event – \$1,500  
Events held over two or more consecutive days.
- C. Need Period – \$500  
Events occurring during identified tourism need months:  
January, February, June, July, August, September, and November

Submission of an application does not guarantee funding. Funding recommendations are made by the TDC and are subject to final approval by the BCC. The TDC may recommend approval, denial, or funding in an amount less than requested. The BCC reserves the right to approve, modify, or deny any funding request, including awarding an amount less than requested. All awards are contingent upon available budget. Applicants approved for funding will receive an Award Letter following BCC approval. Awarded funds are paid after the event and are contingent upon submission and approval of the required Post-Event Report and any supporting documentation deemed necessary by the County.

In extraordinary circumstances, the TDC may recommend funding above standard levels due to demonstrated exceptional tourism and economic impact. Each request will be reviewed individually and requires BCC approval.

### **3. GRANT PROGRAM INFORMATION AND ELIGIBILITY**

- A. As used herein, “Applicant” means the organization submitting the funding request.
- B. Events must be held in Clay County and be open to the public.
- C. The Applicant must be a registered 501(c)(3) nonprofit organization in good standing at the time of application and award.
- D. The Applicant must submit a completed IRS Form W-9 with its application.
- E. This grant program does not fund private or invitation-only events, including, but not limited to, weddings, reunions, or internal fundraisers.
- F. The Applicant must designate a single point of contact for all communications related to the grant program. The designated contact is responsible for submitting all required documentation. Any change in the designated contact must be provided to the TDC in writing. Failure to provide timely written notice may result in delay, suspension, or denial of funding.
- G. The TDC may, at its discretion, lend assistance or administer approved funds through advertising, public relations, or marketing vendors on behalf of the Applicant.
- H. If funding is awarded, and as applicable to the event, the Applicant shall provide at least four (4) complimentary media passes or event tickets for use by TDC staff to attend and cover the event for tourism marketing and public relations purposes.
- I. If funding is awarded, the Applicant is encouraged to include the Clay County Tourism logo on advertising and promotional materials. When appropriate, materials should also include a link to [www.exploreclay.com](http://www.exploreclay.com) and/or the statement: “For visitor information, visit [www.exploreclay.com](http://www.exploreclay.com).” The Applicant is strongly encouraged to tag the Clay County Tourism Department in social media posts related to the event and to use the hashtag #ExploreClay in promotional efforts.

### **4. MEDIA RELEASE AND USE OF MATERIALS**

- A. By submitting an application, the Applicant grants Clay County, including its officers, employees, agents, contractors, and representatives, a perpetual, royalty-free, non-exclusive right and license to use, reproduce, edit, publish, display, and distribute photographs, digital images, video recordings, audio recordings, and other related materials created at or in connection with the event, including materials that may contain the Applicant’s name, logo, artwork, trademarks, or other identifying marks, for tourism marketing, promotional, public relations, advertising, and governmental purposes.
- B. Such materials may be used in whole or in part, in original or edited form, in any media now known or later developed, including but not limited to websites, social media, print materials, advertisements, and other promotional publications, without further notice or compensation to the Applicant.
- C. The Applicant represents and warrants that it has the legal authority to grant these rights and that the County’s authorized use will not infringe upon the rights of any third party.

The Applicant agrees to indemnify and hold harmless the County from any claims arising out of the County's authorized use of such materials.

- D. To the extent permitted by law, the Applicant waives any right to inspect or approve the finished product and waives any claim to royalties or other compensation arising from the County's authorized use of the materials.

## **5. ELIGIBLE USE OF FUNDS**

Funds must directly promote tourism and comply with Section 125.0104, Florida Statutes. Eligible uses include:

A. Out-of-County Advertising and Promotion

Marketing placed outside Clay County for the purpose of increasing attendance and attracting tourists:

- Digital advertising (social media, geofencing, display ads, SEO/SEM, retargeting, email campaigns)
- Print advertising and direct mail
- Radio and television ads placed outside the County
- Trade show booth rental
- Public relations efforts targeting out-of-county audiences

B. Promotional Items

Items directly tied to and distributed as part of the event experience, such as items associated with a themed reception or activity.

C. Event Fees

- Audio/visual equipment rental for the event
- Maintenance of Traffic (MOT) fees associated with approved road closures, traffic control plans, barricades, signage, or required traffic safety measures related to the event
- In-county transportation or organized tours that enhance the visitor experience
- Entertainment expenses for events that are open to the public
- Other event-specific operational expenses that are directly related to the event and permitted under Section 125.0104, Florida Statutes

D. Trophies and Awards

Trophies, plaques, and other non-monetary awards associated with the event.

E. Facility Related Expenses

Facility-related expenses directly associated with the event.

## **6. INELIGIBLE USES OF FUNDS**

Funds may not be used for:

- A. Prize money, scholarships, or cash awards
- B. Travel expenses (airfare, mileage, lodging, meals, etc.)
- C. Private food, beverages, concessions, or entertainment
- D. Annual operating expenditures not directly related to the event
- E. Administrative overhead or employee salaries
- F. Legal, accounting, consulting, engineering, or feasibility studies

- G. Capital improvements or property purchases
- H. Office equipment or furnishings
- I. Website design
- J. Maintenance or ongoing operational costs
- K. Expenses outside the approved event period
- L. Advertising/promotional materials distributed in Clay County during or after the event
- M. Interest or reduction of deficits and loans
- N. Receptions or social functions other than those specifically designed for pre-event promotional purposes
- O. Sales tax
- P. Any use not permitted under Section 125.0104, Florida Statutes

**7. APPLICATION PROCESS AND DEADLINES**

Applications will be reviewed at TDC meetings as outlined in the schedule below:

- Only one application per event will be accepted.
- Applications must include, at a minimum, a description of the event, event schedule, target audience, and estimated attendance.
- Applications must clearly identify how grant funds will be used if awarded.
- Applications must be complete. “N/A” should be indicated where applicable. Incomplete applications may not be considered.
- Applications must be submitted by the deadlines set forth below.
- If a deadline falls on a weekend or County-recognized holiday, applications are due the preceding County business day.

**APPLICATION DEADLINES & TDC MEETINGS FOR SPECIAL EVENT FUNDING\***

<b>Grant Application Submittal Deadline</b>	<b>Event Dates</b>	<b>TDC Meeting</b>
<b>December 15</b>	<b>Events held March – September</b>	<b>January</b>
<b>August 15</b>	<b>Events held October – February</b>	<b>September</b>

\*Dates are subject to change. Acceptance of applications is contingent upon available funding. All funding recommendations require final BCC approval.

**8. POST-EVENT REPORTING**

Within sixty (60) days following conclusion of the event, the Applicant must submit to the County’s Grant Department, via email at [claygrants@claycountygov.com](mailto:claygrants@claycountygov.com), the following:

- A completed Post-Event Report in the form attached to the Award Letter; and
- Any additional information or documentation requested by the County.

Payment of awarded grant funds is conditioned upon timely submission and approval of the Post-Event Report. Following its review, the County may require supporting documentation as a condition of payment; however, the County reserves the right to determine, in its sole discretion,

whether such documentation is necessary. The County reserves the right to withhold, reduce, or deny payment if the Applicant fails to satisfy the reporting requirements.

Following the event, the TDC, Clay County, and the Clay County Clerk of Court and Comptroller's Office reserve the right to review and audit records related to any funded event. SUBMISSION OF FALSE OR MISLEADING INFORMATION MAY RESULT IN DENIAL OF CURRENT OR FUTURE FUNDING.

## **9. COMMUNICATION POLICY**

To ensure a fair review process:

- Applicants should only communicate with TDC staff for questions or updates.
- Applicants should not contact TDC members, the BCC, or non-TDC County staff regarding funding requests.
- Applicants are encouraged to attend in person the TDC meeting at which their application will be reviewed.

## **10. CONTACT INFORMATION**

Applicants may email, call, or schedule an in-person appointment to review their application by contacting:

Clay County Tourism  
Attn: Teddy Meyer  
477 Houston Street  
Green Cove Springs, FL 32043

Teddy.Meyer@claycountygov.com  
904-436-3008

Stephanie.Lamb@claycountygov.com  
904-529-3792



**County Manager’s Office**

477 Houston Street  
Green Cove Springs, FL  
32043

P.O. Box 1366  
Green Cove Springs, FL  
32043

Phone: (904) 284-6300

**County Manager**  
Howard Wanamaker

**Commissioners:**  
John Sgromolo  
District 1

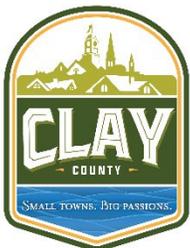
Alexandra Compere  
District 2

Jim Renninger  
District 3

Betsy Condon  
District 4

Kristen Burke, DC  
District 5

[www.claycountygov.com](http://www.claycountygov.com)



[Date]

[Applicant Designated Contact Name]  
[Organization Name]  
[Address]  
[City, State, Zip]  
[Email – if applicable]

**Re: Special Event Grant Award Letter**

Dear [Applicant Name]:

The Clay County Board of County Commissioners (“BCC”) has approved funding for your special event grant application under the Special Event Grant Program administered by the Clay County Tourist Development Council (“TDC”).

**Event Name:** [Event Name]  
**Event Dates:** [Event Dates]  
**Award Amount:** \$[Approved Amount]

This award was approved by the BCC on [Approval Date] upon the recommendation of the TDC.

**Conditions of Award**

This Award Letter, together with the attached **Special Event Grant Funding Guidelines** (the “Guidelines”), constitutes the terms and conditions governing this award. The Guidelines are incorporated herein by reference and made a part of this Award Letter. By accepting this award, the Applicant agrees to comply with all requirements set forth in the Guidelines.

**Post-Event Reporting and Payment**

The Applicant must submit the following to the County’s Grant Department, via email at [claygrants@claycountygov.com](mailto:claygrants@claycountygov.com), no later than [Insert Deadline Date which is 60 days from event completion date]:

1. A completed Post-Event Report in the form attached hereto; and
2. Any additional information or documentation requested by the County.

Payment of awarded funds will not be issued until the Post-Event Report and any required documentation have been submitted and reviewed for compliance with the Guidelines. The County reserves the right to withhold, reduce, or deny payment if the Applicant fails to satisfy the reporting requirements.

**Use of Funds**

Grant funds must be used solely for eligible expenses as outlined in the Guidelines and must comply with Section 125.0104, Florida Statutes. Funds may not be used for any ineligible purposes identified in the Guidelines.

**Acceptance**

Please sign below to accept this award and agree to comply with the attached Guidelines. A signed copy of this Award Letter must be returned to the TDC by mail at Clay County Tourism, 477 Houston Street, Green Cove Springs, FL 32043 or by email at [CCTourism@claycountygov.com](mailto:CCTourism@claycountygov.com). If your signed acceptance is not received, payment will not be issued.

We appreciate your efforts to promote tourism and enhance economic activity in Clay County and look forward to the success of your event.

Sincerely,

Howard Wanamaker  
County Manager

**ACCEPTED AND AGREED:**

The undersigned, on behalf of the Applicant, confirms receipt of this Award Letter, accepts the award, and agrees to comply with the terms of this Award Letter and the attached Special Event Grant Funding Guidelines.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

**Attachments:**

1. Special Event Grant Funding Guidelines
2. Post-Event Report Form

**Cc:** Teddy Meyer, via email at [teddy.meyer@claycountygov.com](mailto:teddy.meyer@claycountygov.com)  
Stephanie Lamb, via email at [stephanie.lamb@claycountygov.com](mailto:stephanie.lamb@claycountygov.com)  
Megan Covey, via email at [megan.covey@claycountygov.com](mailto:megan.covey@claycountygov.com)  
Jody Hysler, via email at [jody.hysler@claycountygov.com](mailto:jody.hysler@claycountygov.com)  
Kelli Lueckert, via email at [kelli.lueckert@claycountygov.com](mailto:kelli.lueckert@claycountygov.com)



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, March 4 3:30 PM

TO: TDC Members

DATE: 2/11/2026

FROM: Teddy Meyer

SUBJECT:

American Junior Golf Association | AJGA Junior All-Star presented by Clay County - June 1-4, 2026 at Eagle Harbor Golf Club  
Requesting \$21,300

AGENDA ITEM TYPE:

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

Funding Source: FD1071/CC1253/Reimbursement Grants (548005)  
FD1071- CC1253- SC548005  
Amount: \$21,300

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

ATTACHMENTS:

Description

- ▢ AJGA Scoresheet

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film	Wanamaker,	Approved	2/26/2026 - 1:41 PM	AnswerNotes

Development Howard  
County Wanamaker,  
Manager Howard

Approved

2/26/2026 - 1:42 PM AnswerNotes

# AJGA Junior All-Star presented by Explore Clay

June 1-4, 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 - 79 rooms x 4 nights = 315 x \$20 = \$ 6,300 (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: \$21,300**



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, March 4 3:30 PM

TO: TDC Members

DATE: 2/9/2026

FROM: Teddy Meyer

SUBJECT:

The HUB Jax | USAP Golden Ticket Block Party: May 13-17, 2026 at the HUB Jax.  
Requesting: \$25,000

AGENDA ITEM TYPE:

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

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

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

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

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

ATTACHMENTS:

Description

- ▢ USAP Golden Ticket Scoresheet

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	2/26/2026 - 1:41 PM	AnswerNotes

County  
Manager

Wanamaker,  
Howard

Approved

2/26/2026 - 1:42 PM AnswerNotes

# USAP | Golden Ticket Block Party

May 13-17, 2026 at The HUB Jax

## Sports Grant Application Scoring

- 1. **Room night goal** - Maximum award of \$10,000 based on \$20 per verified room night or zip code - 50 rooms x 3 nights = 150 x \$20 = \$ 3,000 (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: \$25,000**

**Application Score Recommendation: \$5,500**



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, March 4 3:30 PM

TO: TDC Members

DATE: 2/26/2026

FROM: Teddy Meyer

SUBJECT:

TAPS Veterans Memorial of Clay County, FL | 2026 Vietnam Veterans Ceremony: March 28, 2026 at the TAPS Memorial, Historic Triangle.  
Requesting \$2,000

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: \$2,000

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

ATTACHMENTS:

Description

- ▢ TAPS Memorial Scoresheet

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film	Wanamaker,	Approved	2/26/2026 - 1:41 PM	AnswerNotes

Development Howard  
County Wanamaker,  
Manager Howard

Approved

2/26/2026 - 1:42 PM AnswerNotes

# 2026 TAPS Vietnam Veterans Ceremony

March 28, 202 at TAPS Memorial, Historic Triangle

## Special Event Grant Application Scoring

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

**Amount Request From TDC: \$2,000**

**Application Score Recommendation: \$2,000**



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, March 4 3:30 PM

TO: TDC  
Members

DATE: 2/11/2026

FROM: Teddy  
Meyer

SUBJECT:  
Fishing Pier Repairs and Renovations  
- Pier Handrail System  
- Pier Deck Replacement

AGENDA ITEM  
TYPE:

---

BACKGROUND INFORMATION:

Additional Repairs to include

- Marina infrastructure with materials quantities and locations
- Replacement of the failing bulkhead
- Improvements to access:
- smoothing out the elevation changes between the ramp and parking lot (causing damage to vehicles and trailers)

- regrading/paving 'driveway' to bait shop and slips

Fishing Pier Handrail System LF 592 \$150.00 \$88,800.00

Fishing Pier Deck Plank EA 2 \$15.00 \$30.00

Total: \$88,830.00

ATTACHMENTS:

Description

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and	Wanamaker,			

Film Development	Howard	Approved	2/26/2026 - 1:40 PM AnswerNotes
County Manager	Wanamaker, Howard	Approved	2/26/2026 - 1:40 PM AnswerNotes



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, March 4 3:30 PM

TO: TDC Members

DATE: 2/11/2026

FROM: Teddy Meyer

SUBJECT: The project focuses solely on selective tree and biomass removal within five designated restoration areas totaling 342 acres of Lake Geneva.

AGENDA ITEM TYPE:

**BACKGROUND INFORMATION:**

Services include removing merchantable trees and biomass within the designated lakebed (102.9 MSL), per County maps and markings, to prepare for restoration. Non-merchantable materials will be stockpiled in designated areas for later disposal by a third-party Contractor through controlled burning or other approved methods.

This project is being supported, in whole or in part, by Grant Agreement L0165 with the Florida Department of Environmental Protection Agency and contributions from Keystone and other possible parties.

**ATTACHMENTS:**

Description

**REVIEWERS:**

Department	Reviewer	Action	Date	Comments
Tourism and Film Development	Wanamaker, Howard	Approved	2/26/2026 - 1:40 PM	AnswerNotes
County Manager	Wanamaker, Howard	Approved	2/26/2026 - 1:40 PM	AnswerNotes



Agenda Item  
Clay County Board of County Commissioners

Clay County Administration Building  
Wednesday, March 4 3:30 PM

TO: TDC  
Members

DATE: 1/14/2026

FROM: Teddy  
Meyer

SUBJECT:  
Upcoming tourism events in Clay County.  
March 4, 2026 - May 6, 2026.

AGENDA ITEM  
TYPE:

ATTACHMENTS:

Description

- Clay Events 3.4-5.6

REVIEWERS:

Department	Reviewer	Action	Date	Comments
Tourism and Film Development County Manager	Wanamaker, Howard	Approved	2/26/2026 - 1:42 PM	AnswerNotes
	Wanamaker, Howard	Approved	2/26/2026 - 1:43 PM	AnswerNotes

## Upcoming Clay Events: March 4 - May 6, 2026

Event Name		Time(s)	Location
1 Food Truck Friday in Green Cove Springs	3/6	5:00 PM - 9:00 PM	Spring Park
2 Fleming Island Saturday Market	3/7	9:30 AM - 2:00 PM	Village Square Shopping Center
3 10th Annual Strawberry Fest 2026	3/7-3/8	10:00 AM - 5:00 PM	Clay County Fairgrounds
4 One Vision of Queen	3/7	7:30 PM - 9:00 PM	Thrasher-Horne Center
5 Carrie Clarke Day	3/8	11:00 AM - 4:00 PM	Clarke House Park
6 Clay Bridal Expo	3/8	1:00 PM - 4:00 PM	Thrasher-Horne Center
7 DOG MAN: The Musical	3/10	6:00 PM - 8:30 PM	Thrasher-Horne Center
8 Justin Moore at the Thrasher-Horne Center	3/12	7:30 PM - 9:00 PM	Thrasher-Horne Center
9 Dirty Dancing in Concert	3/13	7:30 PM - 9:00 PM	Thrasher-Horne Center
10 No Man's Land Chili Challenge and Flea Market	3/14	11:00 AM - 3:00 PM	Military Museum of North FL
11 OMGITSWICKS & Friends	3/14	8:00 PM - 10:00 PM	Thrasher-Horne Center
12 3rd Saturday Market in the Park	3/21	10:00 AM - 2:00 PM	Spring Park
13 21st Annual BASCA Golf Classic	3/27	12:30 PM - 6:00 PM	Eagle Harbor Golf Club
14 Vietnam Veterans Ceremony	3/28	10:00 AM - 12:00 PM	Historic Triangle
15 2026 Spring Fling	3/28	10:00 AM - 2:00 PM	Keystone Heights Airport
16 2026 Clay County Agricultural Fair	4/2-4/12		Clay County Fairgrounds
17 Food Truck Friday in Green Cove Springs	4/3	5:00 PM - 9:00 PM	Spring Park
18 Fleming Island Saturday Market	4/4	9:30 AM - 2:00 PM	Village Square Shopping Center
19 Orange Park Farmers' & Arts Market	4/5	10:00 AM - 3:00 PM	Orange Park Town Hall Park
20 Safe Animal Shelter Fundraiser Trail Run	4/12	8:00 AM - 1:00 PM	Jennings State Forest
21 Still Standing: James Cash Penney and the Community	4/17	8:00 AM - 5:00 PM	Penney Farms
22 3rd Saturday Market in the Park	4/18	10:00 AM - 2:00 PM	Spring Park
23 EcoFest 2026	4/18	10:00 AM - 3:00 PM	Camp Chowenwaw Park
24 2026 Annual Middleburg Spring Festival	4/18	11:00 AM - 3:00 PM	Middleburg Museum
25 Orange Park Farmers' & Arts Market	4/19	10:00 AM - 3:00 PM	Orange Park Town Hall Park
26 Jeff Foxworthy	4/23	7:30 PM - 9:00 PM	Thrasher-Horne Center
27 Vintage Market Days® of Jacksonville 2026	5/1-5/3	10:00 AM - 4:00 PM	Clay County Fairgrounds
28 Food Truck Friday in Green Cove Springs	5/1	5:00 PM - 9:00 PM	Spring Park
29 Chautauqua History & Heritage Event	5/2-5/3		Keystone Heights Historic Pavilion
30 Fleming Island Saturday Market	5/2	9:30 AM - 2:00 PM	Village Square Shopping Center
31 Orange Park Farmers' & Arts Market	5/3	10:00 AM - 3:00 PM	Orange Park Town Hall Park
32 The Cat in the Hat Live on Stage	5/6	6:30 PM - 8:00 PM	Thrasher-Horne Center

