

**CLAY COUNTY DEVELOPMENT AUTHORITY  
REGULAR SCHEDULED PUBLIC MEETING  
ORANGE PARK, FLORIDA  
May 17, 2017**

**AGENDA**

**CHAIR  
VICE-CHAIR  
TREASURER  
SECRETARY**

**REV. BILL RANDALL  
RUSSELL BUCK  
MATT CARLTON  
MARGE HUTTON**

- |   |                      |
|---|----------------------|
| <b>1) Welcome/Call to Order 4:00 pm</b>   | <b>Russell Buck</b>  |
| <b>2) Roll Call</b>   | <b>Josh Cockrell</b> |
| <b>3) Invocation</b>  | <b>Greg Clary</b>    |
| <b>4) Comments from the Public</b>  | <b>Russell Buck</b>  |
| <b>5) Economic Development Report</b>   | <b>Bill Garrison</b> |
| <b>6) Secretary's Report</b><br>Approval of March 15, 2017 Minutes  | <b>Marge Hutton</b>  |
| <b>7) Treasurer's Report</b><br>March & April 2017 Financials   | <b>Matt Carlton</b>  |
| <b>8) Committee Reports</b>   | <b>Russell Buck</b>  |
| <b>9) Chair's Report</b>  | <b>Russell Buck</b>  |
| <b>10) Executive Director's Report</b><br>CCDA Building Update<br>IRBs<br>Auditor Selection RFP Status Update<br>Report on Grants<br>Community Auto Finance Partnership Program Update<br>Sponsorship Opportunities | <b>Josh Cockrell</b> |
| <b>11) Attorney's Report</b>  | <b>April Scott</b>   |
| <b>12) Old Business/New Business/Board Comments</b>   | <b>Russell Buck</b>  |

**13) Adjournment**

**Russell Buck**

**Dates of Upcoming CCDA Meetings:**

**Wednesday, June 21, 2017**

**Wednesday, July 19, 2017**

**Wednesday, August 16, 2017**

**Wednesday, September 20, 2017**

**NOTE: Items 5 through 12, above, are subject to discussion, consideration, and action by the Board of the Clay County Development Authority.**

**PUBLIC COMMENTS: Pursuant to F.S. s. 286.0114 (2013) [*and Clay County Development Authority policy*], speakers intending to offer public comment must complete a provided speaker's card, turn in the same to the recording secretary for the public meeting, and may address the Board when recognized by the Chair of the meeting with their public comments for a period of not more than three (3) minutes. The Chair of the meeting has the authority and discretion to make special provisions for a group or faction spokesperson. The Chair of the meeting has all requisite authority and discretion to maintain orderly conduct or proper decorum of the public meeting.**

**CLAY COUNTY DEVELOPMENT AUTHORITY  
REGULAR SCHEDULED PUBLIC MEETING  
MINUTES**

**March 15, 2017**

**Present:** Rev. William Randall, Russell Buck, Chip Dobson, Mike Davidson, Matt Carlton, Greg Clary, Cathy Chambers

**Excused:** Cathy Chambers, Chereese Stewart, Marge Hutton, Paz Patel

**Staff:** Josh Cockrell, Taylor Mejia, April Scott; Counsel

**Guests:** Adrianna Jenkins (5/3 Bank)

**Call to Order:** Rev. Bill Randall called the Clay County Development Authority ("CCDA") Public Meeting to order at 4:02 PM.

**Invocation:** Greg Clary provided the invocation.

**Comments from the Public:** None

**Economic Development Report**

Josh Cockrell provided the Board with a brief update on the status of EDC projects.

**Secretary's Report**

**Approval of February 15, 2017 Minutes – Mike Davidson** made a motion to approve the minutes as presented. Motion was seconded and passed unanimously.

**Treasurer's Report**

**Matt Carlton** presented the February 2017 financials to the Board. The Board discussed the current building leases, revenues, and expenses. **Mike Davidson** stated that the CCDA should consider income generating properties, like small strip centers, as a way to bring in cash flow. **Russell Buck** made a motion to accept the Treasurer's Report. The motion was seconded and passed unanimously.

**Committee Reports**

None.

**Chair's Report**

**Community Auto Finance Partnership Program Update – Rev. William Randall** informed the Board of the status of the program. Adrianna Jenkins explained that the pilot program structure is still being worked out between Miller Street, the bank, and the CCDA.

**Executive Director's Report**

**Clay Day Update – Josh Cockrell** updated the Board of the success of Clay Day at the Capitol. **Russell Buck** asked to see a list of contributors that supported the event.

**CCDA Building Update – Josh Cockrell** informed the Board that Steven Nebrat continues to look for tenants for the vacant space in the building. He informed the Board of his most recent conversation with the owner of the US17/220 site. Board discussion continued regarding the need to review the reserve fund study. The Board also discussed the possibility of finding one tenant to lease the building versus lowering the listing price of building.

**Auditor Selection RFP Status Update – Josh Cockrell** informed the Board that the RFP was posted in Clay Today newspaper. He stated that no responses have been received to date and that RFP would be open for submittal for 60 days.

**Report on Grants – Josh Cockrell** gave a brief update on the road resurfacing grant as well as the grant submitted for gate improvements to Camp Blanding. He stated that he will most likely need to go to the state to negotiate with DEO.

**Attorney's Report**

No report.

**Old Business/New Business/ Board Comments**

The Board discussed the idea of setting up a mitigation bank and a possible collaboration between North FL land trust, Camp Blanding and CCDA. The Board also had a conversation about not meeting in April.

**Russell Buck** made a motion to allow staff to enter into an agreement with 5/3 Bank and Miller Street, so long as it follows the parameters of the original proposal that the Board approved. Motion seconded and passed unanimously.

**Adjourned: 5:14 PM**



**COLEMAN & ASSOCIATES**  
Certified Public Accounting Firm

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## **ACCOUNTANTS' COMPILATION REPORT**

To the Board of Directors of  
Clay County Development Authority  
Orange Park, FL

Management is responsible for the accompanying government-wide balance sheets of Clay County Development Authority (a governmental organization) as of April 30, 2017 and 2016, and the related statements of revenues and expenses for the one month and seven months then ended which collectively comprise the Authority's financial statements in accordance with accounting principles generally accepted in the United States of America. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

Management has elected to omit the management discussion and analysis, the governmental fund financial statements and substantially all the disclosures required by accounting principles generally accepted in the United States of America. If the management discussion and analysis and governmental fund financial statements and omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Authority's financial position, results of operations, and cash flows. Accordingly, the financial statements are not designed for those who are not informed about such matters.

Accounting principles generally accepted in the United States of America require that budget to actual statements for the one month and seven months ending April 30, 2017 be presented to supplement the financial statements. Such information, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. This information is the representation of management. This information was subject to our compilation engagement, however, we have not audited or reviewed the required supplementary information and, accordingly, do not express an opinion, a conclusion, nor provide any form of assurance on such information.

We are not independent with respect to the Clay County Development Authority.

*Coleman & Associates Cpa firm*

May 11, 2017

# Clay County Development Authority

## GOVERNMENTWIDE BALANCE SHEET

As of April 30, 2017

	TOTAL	
	AS OF APR 30, 2017	AS OF APR 30, 2016 (PY)
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Bank Accounts</b>		
100002 First Atlantic Checking - 1484	20,660	34,730
100007 Investment - Florida Prime - A	153,215	151,930
100016 Compass Bank Money Market - Pub	177,187	175,922
100018 First Atlantic Bank MMKT -1493	1,370,084	1,475,022
100020 Regions - Devcom Funds	38	0
100025 Fifth-Third CD	50,000	76,428
100026 Fifth-Third 2 (CD)	0	76,428
<b>Total Bank Accounts</b>	<b>\$1,771,183</b>	<b>\$1,990,461</b>
<b>Accounts Receivable</b>		
115002 Revenue Receivable	709	(717)
<b>Total Accounts Receivable</b>	<b>\$709</b>	<b>\$ (717)</b>
<b>Other Current Assets</b>		
115001 Loan to Clay Co. Chamber of Com	0	24,167
<b>Total Other Current Assets</b>	<b>\$0</b>	<b>\$24,167</b>
<b>Total Current Assets</b>	<b>\$1,771,892</b>	<b>\$2,013,911</b>
<b>Fixed Assets</b>		
162901 Buildings and real estate	442,328	0
162950 Leasehold Improvements - Devcom	28,842	28,842
166900 Office Equipment	58,348	58,348
167900 Accum Depreciation	(87,190)	(87,190)
<b>Total Fixed Assets</b>	<b>\$442,328</b>	<b>\$0</b>
<b>Other Assets</b>		
1160000 Note Receivable - St Johns Coun	0	24,000
162900 Equity Interest - Devcom	0	200,882
<b>Total Other Assets</b>	<b>\$0</b>	<b>\$224,882</b>
<b>TOTAL ASSETS</b>	<b>\$2,214,220</b>	<b>\$2,238,792</b>
<b>LIABILITIES AND EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Accounts Payable</b>		
200000 Accounts Payable	5,000	0
<b>Total Accounts Payable</b>	<b>\$5,000</b>	<b>\$0</b>
<b>Other Current Liabilities</b>		
220000 Security Deposits	2,688	1,788
Dept of Revenue Payable	225	94
<b>Total Other Current Liabilities</b>	<b>\$2,913</b>	<b>\$1,882</b>
<b>Total Current Liabilities</b>	<b>\$7,913</b>	<b>\$1,882</b>
<b>Total Liabilities</b>	<b>\$7,913</b>	<b>\$1,882</b>

	TOTAL	
	AS OF APR 30, 2017	AS OF APR 30, 2016 (PY)
Equity		
272000 Net Asset Balance	1,858,379	2,113,684
280000 Invest in Fixed Assets	433,212	200,882
320000 Retained Earnings	(42,986)	(22,975)
Net Income	(42,298)	(54,680)
<b>Total Equity</b>	<b>\$2,206,306</b>	<b>\$2,236,910</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$2,214,220</b>	<b>\$2,238,792</b>

# Clay County Development Authority

## STATEMENT OF REVENUES AND EXPENSES

April 2017

	TOTAL	
	APR 2017	OCT 2016 - APR 2017 (YTD)
<b>INCOME</b>		
331000 Grant Revenues		399,176
362000 Rents & Royalties	3,220	25,890
369000 Miscellaneous Revenues	852	7,003
<b>Total Income</b>	<b>\$4,072</b>	<b>\$432,069</b>
<b>GROSS PROFIT</b>	<b>\$4,072</b>	<b>\$432,069</b>
<b>EXPENSES</b>		
512200 Sponsorships	5,000	12,000
513300 Professional Fees	7,405	49,765
513440 Insurance		822
513468 Building Expenses - 1734 Kingsley Ave	1,973	18,618
513510 Office and Operating Expenses	434	3,162
559000 Grant Expense		390,000
<b>Total Expenses</b>	<b>\$14,812</b>	<b>\$474,367</b>
<b>NET OPERATING INCOME</b>	<b>\$ (10,740)</b>	<b>\$ (42,298)</b>
<b>NET INCOME</b>	<b>\$ (10,740)</b>	<b>\$ (42,298)</b>



# Clay County Development Authority

## STATEMENT OF REVENUES AND EXPENSES

October 2016 - April 2017

	TOTAL		
	OCT 2016 - APR 2017	OCT 2015 - APR 2016 (PY)	CHANGE
<b>INCOME</b>			
331000 Grant Revenues	399,176	10,200	388,976
362000 Rents & Royalties	25,890	15,820	10,070
369000 Miscellaneous Revenues	7,003	6,355	649
<b>Total Income</b>	<b>\$432,069</b>	<b>\$32,374</b>	<b>\$399,695</b>
<b>GROSS PROFIT</b>	<b>\$432,069</b>	<b>\$32,374</b>	<b>\$399,695</b>
<b>EXPENSES</b>			
512200 Sponsorships	12,000	20,000	(8,000)
513300 Professional Fees	49,765	51,688	(1,923)
513440 Insurance	822	873	(51)
513460 Devcom LLP Expense		11,550	(11,550)
513468 Building Expenses - 1734 Kingsley Ave	18,618		18,618
513510 Office and Operating Expenses	3,162	2,943	218
559000 Grant Expense	390,000		390,000
<b>Total Expenses</b>	<b>\$474,367</b>	<b>\$87,055</b>	<b>\$387,312</b>
<b>NET OPERATING INCOME</b>	<b>\$ (42,298)</b>	<b>\$ (54,680)</b>	<b>\$12,382</b>
<b>NET INCOME</b>	<b>\$ (42,298)</b>	<b>\$ (54,680)</b>	<b>\$12,382</b>

# Clay County Development Authority

## BUDGET VS. ACTUALS: CCDA - FY16/17 - LAST MONTH

April 2017

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>INCOME</b>				
242000 Fund Balance - PY Carryforward		12,265	(12,265)	
362000 Rents & Royalties				
362003 Tocol Engineering llc	670	750	(80)	89.00 %
362007 Rent - Tomlinson & Co		700	(700)	
362008 Rent-Leland Management	900	900	0	100.00 %
362009 Rent-Clay County Chamber	1,650	0	1,650	
362010 Rent- 2nd Floor Tenant		1,200	(1,200)	
<b>Total 362000 Rents &amp; Royalties</b>	<b>3,220</b>	<b>3,550</b>	<b>(330)</b>	<b>91.00 %</b>
369000 Miscellaneous Revenues				
361000 Investment Earnings	846	1,000	(154)	85.00 %
369003 Commissions Earned	6		6	
<b>Total 369000 Miscellaneous Revenues</b>	<b>852</b>	<b>1,000</b>	<b>(148)</b>	<b>85.00 %</b>
<b>Total Income</b>	<b>\$4,072</b>	<b>\$16,815</b>	<b>\$ (12,743)</b>	<b>24.00 %</b>
<b>GROSS PROFIT</b>	<b>\$4,072</b>	<b>\$16,815</b>	<b>\$ (12,743)</b>	<b>24.00 %</b>
<b>EXPENSES</b>				
512200 Sponsorships				
512250 Funding to SBDC	5,000	2,500	2,500	200.00 %
512500 Funding to CEDC		2,500	(2,500)	
<b>Total 512200 Sponsorships</b>	<b>5,000</b>	<b>5,000</b>	<b>0</b>	<b>100.00 %</b>
513300 Professional Fees				
513305 Administration Contract IGS	5,500	5,500	0	100.00 %
513310 Attorney	750	750	0	100.00 %
513321 Accounting	705	705	0	100.00 %
513335 Accounting Ancillary Charges	450	500	(50)	90.00 %
513340 Attorney Ancillary Charges		300	(300)	
<b>Total 513300 Professional Fees</b>	<b>7,405</b>	<b>7,755</b>	<b>(350)</b>	<b>95.00 %</b>
513468 Building Expenses - 1734 Kingsley Ave	1,973	3,700	(1,727)	53.00 %
513510 Office and Operating Expenses				
513490 Business Meeting		25	(25)	
513494 Dues & Subscriptions		165	(165)	
513514 Misc Office Expense		50	(50)	
513516 Telephone	55	60	(5)	91.00 %
513519 Travel	291	0	291	
513521 Advertising & Marketing		60	(60)	
513522 Bank Service Charges	88		88	
<b>Total 513510 Office and Operating Expenses</b>	<b>434</b>	<b>360</b>	<b>74</b>	<b>121.00 %</b>
<b>Total Expenses</b>	<b>\$14,812</b>	<b>\$16,815</b>	<b>\$ (2,003)</b>	<b>88.00 %</b>
<b>NET OPERATING INCOME</b>	<b>\$ (10,740)</b>	<b>\$0</b>	<b>\$ (10,740)</b>	<b>0%</b>
<b>NET INCOME</b>	<b>\$ (10,740)</b>	<b>\$0</b>	<b>\$ (10,740)</b>	<b>0%</b>

# Clay County Development Authority

## BUDGET VS. ACTUALS: CCDA - FY16/17 - LAST MONTH

October 2016 - April 2017

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>INCOME</b>				
242000 Fund Balance - PY Carryforward		55,135	(55,135)	
331000 Grant Revenues				
330106 DTF 16-144 Buffer Land Purchase	390,000	390,000	0	100.00 %
330107 DTF 16-144 Buffer Land Purchase - Admin Fees	9,176	10,000	(824)	92.00 %
<b>Total 331000 Grant Revenues</b>	<b>399,176</b>	<b>400,000</b>	<b>(824)</b>	<b>100.00 %</b>
362000 Rents & Royalties				
362003 Tocol Engineering llc	4,690	5,010	(320)	94.00 %
362007 Rent - Tomlinson & Co	3,350	4,810	(1,460)	70.00 %
362008 Rent-Leland Management	6,300	6,300	0	100.00 %
362009 Rent-Clay County Chamber	11,550	9,900	1,650	117.00 %
362010 Rent- 2nd Floor Tenant		4,800	(4,800)	
<b>Total 362000 Rents &amp; Royalties</b>	<b>25,890</b>	<b>30,820</b>	<b>(4,930)</b>	<b>84.00 %</b>
369000 Miscellaneous Revenues				
361000 Investment Earnings	5,624	7,000	(1,376)	80.00 %
369003 Commissions Earned	42		42	
369005 Miscellaneous Revenue	1,185		1,185	
369008 Interest income - SJCD	152		152	
<b>Total 369000 Miscellaneous Revenues</b>	<b>7,003</b>	<b>7,000</b>	<b>3</b>	<b>100.00 %</b>
<b>Total Income</b>	<b>\$432,069</b>	<b>\$492,955</b>	<b>\$ (60,886)</b>	<b>88.00 %</b>
<b>GROSS PROFIT</b>	<b>\$432,069</b>	<b>\$492,955</b>	<b>\$ (60,886)</b>	<b>88.00 %</b>
<b>EXPENSES</b>				
512200 Sponsorships				
512250 Funding to SBDC	5,000	7,500	(2,500)	67.00 %
512500 Funding to CEDC	5,000	7,500	(2,500)	67.00 %
512600 Clay Day Event Sponsor	2,000		2,000	
<b>Total 512200 Sponsorships</b>	<b>12,000</b>	<b>15,000</b>	<b>(3,000)</b>	<b>80.00 %</b>
513300 Professional Fees				
513305 Administration Contract IGS	38,500	38,500	0	100.00 %
513310 Attorney	6,000	5,250	750	114.00 %
513320 Auditor	1,600	4,725	(3,125)	34.00 %
513321 Accounting	2,115	2,115	0	100.00 %
513335 Accounting Ancillary Charges	1,550	1,500	50	103.00 %
513340 Attorney Ancillary Charges		2,100	(2,100)	
<b>Total 513300 Professional Fees</b>	<b>49,765</b>	<b>54,190</b>	<b>(4,425)</b>	<b>92.00 %</b>
513440 Insurance				
513443 General Liability Coverage	822	0	822	
<b>Total 513440 Insurance</b>	<b>822</b>	<b>0</b>	<b>822</b>	
513468 Building Expenses - 1734 Kingsley Ave	18,618	25,900	(7,282)	72.00 %
513510 Office and Operating Expenses				
513480 Special Promotions/Events Sponsorship		200	(200)	

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
513490 Business Meeting		175	(175)	
513494 Dues & Subscriptions	560	525	35	107.00 %
513512 Office Supplies	224		224	
513514 Misc Office Expense	273	350	(77)	78.00 %
513516 Telephone	401	420	(19)	95.00 %
513517 Licenses & Fees		175	(175)	
513518 Website expenses	324	5,400	(5,076)	6.00 %
513519 Travel	812	200	612	406.00 %
513521 Advertising & Marketing	354	420	(66)	84.00 %
513522 Bank Service Charges	214		214	
<b>Total 513510 Office and Operating Expenses</b>	<b>3,162</b>	<b>7,865</b>	<b>(4,703)</b>	<b>40.00 %</b>
559000 Grant Expense				
559008 DTF 16-144 Buffer Land Purchase	390,000	390,000	0	100.00 %
<b>Total 559000 Grant Expense</b>	<b>390,000</b>	<b>390,000</b>	<b>0</b>	<b>100.00 %</b>
<b>Total Expenses</b>	<b>\$474,367</b>	<b>\$492,955</b>	<b>\$ (18,588)</b>	<b>96.00 %</b>
<b>NET OPERATING INCOME</b>	<b>\$ (42,298)</b>	<b>\$0</b>	<b>\$ (42,298)</b>	<b>0%</b>
<b>NET INCOME</b>	<b>\$ (42,298)</b>	<b>\$0</b>	<b>\$ (42,298)</b>	<b>0%</b>



**COLEMAN & ASSOCIATES**  
Certified Public Accounting Firm

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## **ACCOUNTANTS' COMPILATION REPORT**

To the Board of Directors of  
Clay County Development Authority  
Orange Park, FL

Management is responsible for the accompanying government-wide balance sheets of Clay County Development Authority (a governmental organization) as of March 31, 2017 and 2016, and the related statements of revenues and expenses for the one month and six months then ended which collectively comprise the Authority's financial statements in accordance with accounting principles generally accepted in the United States of America. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

Management has elected to omit the management discussion and analysis, the governmental fund financial statements and substantially all the disclosures required by accounting principles generally accepted in the United States of America. If the management discussion and analysis and governmental fund financial statements and omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Authority's financial position, results of operations, and cash flows. Accordingly, the financial statements are not designed for those who are not informed about such matters.

Accounting principles generally accepted in the United States of America require that budget to actual statements for the one month and six months ending March 31, 2017 be presented to supplement the financial statements. Such information, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. This information is the representation of management. This information was subject to our compilation engagement, however, we have not audited or reviewed the required supplementary information and, accordingly, do not express an opinion, a conclusion, nor provide any form of assurance on such information.

We are not independent with respect to the Clay County Development Authority.

*Coleman & Associates Cpa firm*

April 8, 2017

# Clay County Development Authority

## GOVERNMENTWIDE BALANCE SHEET

As of March 31, 2017

	TOTAL	
	AS OF MAR 31, 2017	AS OF MAR 31, 2016 (PY)
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Bank Accounts</b>		
100002 First Atlantic Checking - 1484	28,868	23,010
100007 Investment - Florida Prime - A	152,943	151,856
100016 Compass Bank Money Market - Pub	176,981	175,815
100018 First Atlantic Bank MMKT -1493	1,369,488	1,494,020
100020 Regions - Devcom Funds	126	0
100025 Fifth-Third CD	50,000	76,428
100026 Fifth-Third 2 (CD)	0	76,428
<b>Total Bank Accounts</b>	<b>\$1,778,406</b>	<b>\$1,997,558</b>
<b>Accounts Receivable</b>		
115002 Revenue Receivable	(254)	0
<b>Total Accounts Receivable</b>	<b>\$ (254)</b>	<b>\$0</b>
<b>Other Current Assets</b>		
115001 Loan to Clay Co. Chamber of Com	0	27,151
<b>Total Other Current Assets</b>	<b>\$0</b>	<b>\$27,151</b>
<b>Total Current Assets</b>	<b>\$1,778,152</b>	<b>\$2,024,709</b>
<b>Fixed Assets</b>		
162901 Buildings and real estate	442,328	0
162950 Leasehold Improvements - Devcom	28,842	28,842
166900 Office Equipment	58,348	58,348
167900 Accum Depreciation	(87,190)	(87,190)
<b>Total Fixed Assets</b>	<b>\$442,328</b>	<b>\$0</b>
<b>Other Assets</b>		
1160000 Note Receivable - St Johns Coun	0	24,000
162900 Equity Interest - Devcom	0	200,882
<b>Total Other Assets</b>	<b>\$0</b>	<b>\$224,882</b>
<b>TOTAL ASSETS</b>	<b>\$2,220,480</b>	<b>\$2,249,591</b>
<b>LIABILITIES AND EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Accounts Payable</b>		
200000 Accounts Payable	750	1,672
<b>Total Accounts Payable</b>	<b>\$750</b>	<b>\$1,672</b>
<b>Other Current Liabilities</b>		
220000 Security Deposits	2,688	2,788
Dept of Revenue Payable	225	94
<b>Total Other Current Liabilities</b>	<b>\$2,913</b>	<b>\$2,882</b>
<b>Total Current Liabilities</b>	<b>\$3,663</b>	<b>\$4,554</b>
<b>Total Liabilities</b>	<b>\$3,663</b>	<b>\$4,554</b>

	TOTAL	
	AS OF MAR 31, 2017	AS OF MAR 31, 2016 (PY)
Equity		
272000 Net Asset Balance	1,858,379	2,113,684
280000 Invest in Fixed Assets	433,212	200,882
320000 Retained Earnings	(42,986)	(22,975)
Net Income	(31,788)	(46,553)
<b>Total Equity</b>	<b>\$2,216,816</b>	<b>\$2,245,037</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$2,220,480</b>	<b>\$2,249,591</b>

# Clay County Development Authority

## STATEMENT OF REVENUES AND EXPENSES

March 2017

	TOTAL	
	MAR 2017	OCT 2016 - MAR 2017 (YTD)
<b>INCOME</b>		
331000 Grant Revenues		399,176
362000 Rents & Royalties	3,220	22,670
369000 Miscellaneous Revenues	715	5,921
<b>Total Income</b>	<b>\$3,935</b>	<b>\$427,767</b>
<b>GROSS PROFIT</b>	<b>\$3,935</b>	<b>\$427,767</b>
<b>EXPENSES</b>		
512200 Sponsorships		7,000
513300 Professional Fees	7,000	42,750
513440 Insurance		4,429
513468 Building Expenses - 1734 Kingsley Ave	2,362	12,649
513510 Office and Operating Expenses	401	2,728
559000 Grant Expense		390,000
<b>Total Expenses</b>	<b>\$9,763</b>	<b>\$459,555</b>
<b>NET OPERATING INCOME</b>	<b>\$ (5,827)</b>	<b>\$ (31,788)</b>
<b>NET INCOME</b>	<b>\$ (5,827)</b>	<b>\$ (31,788)</b>



# Clay County Development Authority

## STATEMENT OF REVENUES AND EXPENSES

October 2016 - March 2017

	TOTAL		CHANGE
	OCT 2016 - MAR 2017	OCT 2015 - MAR 2016 (PY)	
<b>INCOME</b>			
331000 Grant Revenues	399,176	10,200	388,976
362000 Rents & Royalties	22,670	14,480	8,190
369000 Miscellaneous Revenues	5,921	4,092	1,829
<b>Total Income</b>	<b>\$427,767</b>	<b>\$28,772</b>	<b>\$398,995</b>
<b>GROSS PROFIT</b>	<b>\$427,767</b>	<b>\$28,772</b>	<b>\$398,995</b>
<b>EXPENSES</b>			
512200 Sponsorships	7,000	17,500	(10,500)
513300 Professional Fees	42,750	44,323	(1,573)
513440 Insurance	4,429	873	3,556
513460 Devcom LLP Expense		9,900	(9,900)
513468 Building Expenses - 1734 Kingsley Ave	12,649		12,649
513510 Office and Operating Expenses	2,728	2,729	(1)
559000 Grant Expense	390,000		390,000
<b>Total Expenses</b>	<b>\$459,555</b>	<b>\$75,325</b>	<b>\$384,230</b>
<b>NET OPERATING INCOME</b>	<b>\$ (31,788)</b>	<b>\$ (46,553)</b>	<b>\$14,765</b>
<b>NET INCOME</b>	<b>\$ (31,788)</b>	<b>\$ (46,553)</b>	<b>\$14,765</b>

# Clay County Development Authority

BUDGET VS. ACTUALS: CCDA - FY16-17 YTD

March 2017

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>INCOME</b>				
242000 Fund Balance - PY Carryforward		9,070	(9,070)	
362000 Rents & Royalties				
362003 Tocol Engineering llc	670	750	(80)	89.00 %
362007 Rent - Tomlinson & Co		700	(700)	
362008 Rent-Leland Management	900	900	0	100.00 %
362009 Rent-Clay County Chamber	1,650	1,650	0	100.00 %
362010 Rent- 2nd Floor Tenant		1,200	(1,200)	
<b>Total 362000 Rents &amp; Royalties</b>	<b>3,220</b>	<b>5,200</b>	<b>(1,980)</b>	<b>62.00 %</b>
369000 Miscellaneous Revenues				
361000 Investment Earnings	620	1,000	(380)	62.00 %
369003 Commissions Earned	7		7	
369005 Miscellaneous Revenue	88		88	
<b>Total 369000 Miscellaneous Revenues</b>	<b>715</b>	<b>1,000</b>	<b>(285)</b>	<b>72.00 %</b>
<b>Total Income</b>	<b>\$3,935</b>	<b>\$15,270</b>	<b>\$ (11,335)</b>	<b>26.00 %</b>
<b>GROSS PROFIT</b>	<b>\$3,935</b>	<b>\$15,270</b>	<b>\$ (11,335)</b>	<b>26.00 %</b>
<b>EXPENSES</b>				
513300 Professional Fees				
513305 Administration Contract IGS	5,500	5,500	0	100.00 %
513310 Attorney	750	750	0	100.00 %
513320 Auditor		4,725	(4,725)	
513340 Attorney Ancillary Charges	750	300	450	250.00 %
<b>Total 513300 Professional Fees</b>	<b>7,000</b>	<b>11,275</b>	<b>(4,275)</b>	<b>62.00 %</b>
513468 Building Expenses - 1734 Kingsley Ave	2,362	3,700	(1,338)	64.00 %
513510 Office and Operating Expenses				
513480 Special Promotions/Events Sponsorship		100	(100)	
513490 Business Meeting		25	(25)	
513512 Office Supplies	198		198	
513514 Misc Office Expense		50	(50)	
513516 Telephone	55	60	(5)	91.00 %
513518 Website expenses	87	0	87	
513519 Travel	61	0	61	
513521 Advertising & Marketing		60	(60)	
<b>Total 513510 Office and Operating Expenses</b>	<b>401</b>	<b>295</b>	<b>106</b>	<b>136.00 %</b>
<b>Total Expenses</b>	<b>\$9,763</b>	<b>\$15,270</b>	<b>\$ (5,507)</b>	<b>64.00 %</b>
<b>NET OPERATING INCOME</b>	<b>\$ (5,827)</b>	<b>\$0</b>	<b>\$ (5,827)</b>	<b>0%</b>
<b>NET INCOME</b>	<b>\$ (5,827)</b>	<b>\$0</b>	<b>\$ (5,827)</b>	<b>0%</b>

# Clay County Development Authority

## BUDGET VS. ACTUALS: CCDA - FY16-17 YTD

October 2016 - March 2017

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>INCOME</b>				
242000 Fund Balance - PY Carryforward		42,870	(42,870)	
331000 Grant Revenues				
330106 DTF 16-144 Buffer Land Purchase	390,000	390,000	0	100.00 %
330107 DTF 16-144 Buffer Land Purchase - Admin Fees	9,176	10,000	(824)	92.00 %
<b>Total 331000 Grant Revenues</b>	<b>399,176</b>	<b>400,000</b>	<b>(824)</b>	<b>100.00 %</b>
362000 Rents & Royalties				
362003 Tocol Engineering llc	4,020	4,260	(240)	94.00 %
362007 Rent - Tomlinson & Co	3,350	4,110	(760)	82.00 %
362008 Rent-Leland Management	5,400	5,400	0	100.00 %
362009 Rent-Clay County Chamber	9,900	9,900	0	100.00 %
362010 Rent- 2nd Floor Tenant		3,600	(3,600)	
<b>Total 362000 Rents &amp; Royalties</b>	<b>22,670</b>	<b>27,270</b>	<b>(4,600)</b>	<b>83.00 %</b>
369000 Miscellaneous Revenues				
361000 Investment Earnings	4,548	6,000	(1,452)	76.00 %
369003 Commissions Earned	36		36	
369005 Miscellaneous Revenue	1,185		1,185	
369008 Interest income - SJCD	152		152	
<b>Total 369000 Miscellaneous Revenues</b>	<b>5,921</b>	<b>6,000</b>	<b>(79)</b>	<b>99.00 %</b>
<b>Total Income</b>	<b>\$427,767</b>	<b>\$476,140</b>	<b>\$ (48,373)</b>	<b>90.00 %</b>
<b>GROSS PROFIT</b>	<b>\$427,767</b>	<b>\$476,140</b>	<b>\$ (48,373)</b>	<b>90.00 %</b>
<b>EXPENSES</b>				
512200 Sponsorships				
512250 Funding to SBDC		5,000	(5,000)	
512500 Funding to CEDC	5,000	5,000	0	100.00 %
513535 Economic Development Study	2,000		2,000	
<b>Total 512200 Sponsorships</b>	<b>7,000</b>	<b>10,000</b>	<b>(3,000)</b>	<b>70.00 %</b>
513300 Professional Fees				
513305 Administration Contract IGS	33,000	33,000	0	100.00 %
513310 Attorney	4,500	4,500	0	100.00 %
513320 Auditor	1,600	4,725	(3,125)	34.00 %
513321 Accounting	1,800	1,410	390	128.00 %
513335 Accounting Ancillary Charges	1,100	1,000	100	110.00 %
513340 Attorney Ancillary Charges	750	1,800	(1,050)	42.00 %
<b>Total 513300 Professional Fees</b>	<b>42,750</b>	<b>46,435</b>	<b>(3,685)</b>	<b>92.00 %</b>
513440 Insurance				
513443 General Liability Coverage	4,429	0	4,429	
<b>Total 513440 Insurance</b>	<b>4,429</b>	<b>0</b>	<b>4,429</b>	
513468 Building Expenses - 1734 Kingsley Ave	12,649	22,200	(9,551)	57.00 %
513510 Office and Operating Expenses				
513480 Special Promotions/Events Sponsorship		200	(200)	

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
513490 Business Meeting		150	(150)	
513494 Dues & Subscriptions	560	360	200	156.00 %
513512 Office Supplies	224		224	
513514 Misc Office Expense	273	300	(27)	91.00 %
513516 Telephone	346	360	(14)	96.00 %
513517 Licenses & Fees		175	(175)	
513518 Website expenses	324	5,400	(5,076)	6.00 %
513519 Travel	521	200	321	261.00 %
513521 Advertising & Marketing	354	360	(6)	98.00 %
513522 Bank Service Charges	126		126	
<b>Total 513510 Office and Operating Expenses</b>	<b>2,728</b>	<b>7,505</b>	<b>(4,777)</b>	<b>36.00 %</b>
559000 Grant Expense				
559008 DTF 16-144 Buffer Land Purchase	390,000	390,000	0	100.00 %
<b>Total 559000 Grant Expense</b>	<b>390,000</b>	<b>390,000</b>	<b>0</b>	<b>100.00 %</b>
<b>Total Expenses</b>	<b>\$459,555</b>	<b>\$476,140</b>	<b>\$ (16,585)</b>	<b>97.00 %</b>
<b>NET OPERATING INCOME</b>	<b>\$ (31,788)</b>	<b>\$0</b>	<b>\$ (31,788)</b>	<b>0%</b>
<b>NET INCOME</b>	<b>\$ (31,788)</b>	<b>\$0</b>	<b>\$ (31,788)</b>	<b>0%</b>

Clay County Development Authority  
and  
The Town of Orange Park's



April 4, 2017

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## Overview

The Fall Festival began in 1982 with roughly twelve craft booths and a couple guitar players. Thirty-five years later, this two-day festival has over 200 vendors and two stages packed with entertainment from regional and local artists! The kids can bounce on inflatables in the Kids Zone. And, of course, the shopping is second to none with unique gifts, handmade quilts, jewelry, pottery, and even treats for your furry friends.

What's a festival without great food?! Our 30+ food vendors have it covered! Attendees will enjoy a wide variety of food from barbeque and local seafood to funnel cakes and turkey legs. Farmer's Market fans can even pick up some fresh produce!

The Fall Festival is the oldest and the second largest event in Clay County, and we saw 40,000 people last year! Our attendees are active and engaged long before the festival begins. OPFallFestival.com saw 5,595 unique visitors in the 30 days prior to the festival. Fall Festival had a Facebook event page under the umbrella of the Town of Orange Park. The Town's page has approximately 8,400 followers. With a population of 8,606, that's nearly one Facebook fan for every resident! Now, the Festival has its own Facebook page to allow more opportunities for dedicated content.

As a major sponsor of the Fall Festival, Clay County Development Authority will enjoy a significant presence with this active and lucrative attendee base. You will have perfect platform to create memorable experiences with our attendees.

## Fast Facts

<b>Dates &amp; Times</b>	Saturday and Sunday, October 21-22, 2017 10am-5pm both days
<b>Location</b>	Town Hall Park, Orange Park, FL
<b>Attendees</b>	We are expecting 40,000 attendees over the weekend. We have had a steady rise in attendance over the last five years. The 2016 Festival saw a 10,000-person jump in attendance over 2015! Attendance is measured through the use of gate counters.
<b>History</b>	The Fall Festival began in 1982 and is now the second largest event in Clay County.
<b>Cost</b>	Admission is free. There will be a mix of free and low-cost activities.
<b>Parking and Transportation</b>	Free parking and complimentary shuttle are provided by our partners at Moosehaven. Town Hall Park is located at the intersection of US 17 and Park Ave, less than two miles south of the Duval County line.

## Economic Impact

The purpose of the Fall Festival is to provide our residents, as well as those of all of Clay County with exceptional entertainment that makes them proud to be part of this community while generating tourism from our surrounding counties, Central Florida and South Georgia. The Fall Festival is a major component in the Town's goal of becoming an event destination in the community and attracting new residents.

Of the 40,000 attendees, we estimate (based on survey data) that 42% traveled from outside of Clay County. Whereas this is a day Festival, we do have vendors who travel from as far away as North Carolina and Miami. We conservatively estimate that these traveling vendors utilized 20 room nights.

Nearly 45% of our vendors are Clay County residents. As attendees shop, eat and play, they are supporting small business and entrepreneurs all over the county. The Festival supports other local businesses such as Banners & Signs and Urban Bean Coffeehouse through the use of their services to produce the many aspects of the Festival. Overall, considering room nights, gas purchases, on-site purchases from vendors, etc., the Festival had an estimated \$500,000 economic impact on the Town and greater Clay County in 2016. We expect to see similar, but higher results from this year's Festival.

## Marketing Plan

### Social Media

Our Facebook page is the number one way people learn about our events. In previous years, Fall Festival had an event page attached to the Town of Orange Park's page in previous years. The Town's page has approximately 8,400 followers. With a population of 8,606, that's nearly one Facebook fan for every resident! The 2016 Fall Festival page enjoyed a reach of 128,957 and 671 website click-throughs. This year, the Festival has a dedicated Facebook page and it's already gaining traction.

Our target markets are heavy consumers of social media. Our planned activities include:

- Minimum of two boosted posts – one approximately one month prior to the festival and another which will run during the two weeks preceding the festival.
- Promotion of sponsor leverage activities and offers as well as sharing of posts from sponsor pages.
- Encouraging attendees to share their photos and invite friends.
- Sponsored posts on our media partner's pages including Jax4Kids and Jax Moms Blog.

### Website

Our website, [OPFallFestival.com](http://OPFallFestival.com), is accessible year-round and is the best source of detailed festival information including our sponsors and vendors. In the 30 days prior to the festival, the site saw 5,595 unique visitors and had 25,151 page views. The website underwent a facelift last fall and is modern, user and mobile-friendly.

### Digital Media Partners

Planned paid advertising will include online elements with the top Mommy Blogs in Northeast Florida. Fall Festival will be a featured event in the two weeks prior to the festival, and listed in the calendar sections accompanying internal ads in these areas.

We will purchase rotating spots on ClearChannel digital billboards throughout town including Mandarin, Orange Park and portions of I-10. These spots will run for two weeks leading up to the Festival.

### Monthly Newsletter

Recently streamlined, our opt-in newsletter list currently has 818 subscribers. Our average open rate is 64%, which is 42% higher than the industry average. The newsletter will include various event announcements as early as six months in advance. The October edition will focus primarily on Fall Festival and will include sponsor recognition.

### Radio

We will purchase a comprehensive campaign which will run during the two weeks preceding the festival with a concentration on drive time spots. This will include personality-voiced commercials and live liners. In addition, we will receive web-based promotions and on-site, live broadcasts.

### Print

Our print campaign includes event flyers and ads in both magazines and local newspapers. We place a heavier focus on flyer distribution to better reach the mom market. We will send a professionally-designed flyer home with over 11,000 elementary students across Clay County two weeks prior to the festival. This time frame is just enough to provide “refrigerator time” in homes without becoming clutter.

## Benefits & Investment

All of our packages are tailored to suit the goals and budget of individual sponsors. Included, you will find a spreadsheet identifying which benefits are typically associated with varying investment levels. We want to work with you to provide you and our attendees with the best possible Festival experience.

Thank you for considering the Fall Festival as part of your annual marketing strategy. We feel confident that your investment in the Festival will help you achieve your goals. We would love to hear any additional ideas you may have that will add value to the event. And remember:

“HAPPY FALL Y’ALL!”

-ANONYMOUS



Benefits	Corporate										Individual	
	Presenting Sponsor \$10,000+	Main-Stage \$7,500	Kids Zone \$4,000	Pumpkin Spade \$4,000	Pumpkin Patch \$4,000	Bluegrass Stage \$4,000	Vendor Contests \$2,500	Vendor Reception \$2,500	Hospitality Suite \$2,500	Marketing Partner In-kind		Friend of the Festival \$250
Naming Rights	●	●	●									
Category Exclusivity	●	●	●							Negotiable		
2018 First Right of Refusal	●	●	●							Negotiable		
Office Partner Status									●			
Option for Portion to be In-Kind Trade									●			
<b>Marketing &amp; Advertising</b>												
Social media promotion of activations	●	●	●	●	●	●	●	●	●	●	●	●
Facebook Post Sharing	●	●	●							Negotiable		
Sponsored Content on our Facebook page	●	●	●							Negotiable		
Social Media Thank You	●	●	●	●	●	●	●	●	●	●	●	●
Inclusion in Program Booklet	Full-Page Color Ad*	Full-Page Color Ad	1/2 Page Color Ad	1/4 Page Color Ad	1/4 Page Color Ad	1/4 Page Color Ad	1/4 Page Color Ad	1/4 Page Color Ad	1/4 Page Color Ad	Negotiable		Listing on Donor Page
Option for video or ad on festival sponsor page	●											
Link to on Website	●	●	●	●	●	●	●	●	●	●	●	●
Recognition in June Newsletter	●	●	●	●	●	●	●	●	●	Negotiable		
Article in Newsletter	●	●	●	●	●	●	●	●	●			
Festival Flyer	●	●	●	●	●	●	●	●	●	Negotiable		
Acknowledgement in Press Releases	●	●	●	●	●	●	●	●	●	Negotiable		
Logo on Park Corner Sign	●	●	●	●	●	●	●	●	●			
Logo on all <i>print</i> ads	●	●	●	●	●	●	●	●	●	Negotiable		
Logo on T-Shirts	●	●	●	●	●	●	●	●	●			
Include promotional items in vendor packets	●	●	●	●	●	●	●	●	●			
Include up to 5 post-event survey questions	●	●	●	●	●	●	●	●	●			
<b>On-Site</b>												
Marketing display/booth space	●	●	●	●	●	●	●	●	●	●	●	●
Zone Branding Signage	●	●	●	●	●	●	●	●	●	●	●	●
Festival Signage	●	●	●	●	●	●	●	●	●	●	●	●
Sampling Opportunity	●	●	●	●	●	●	●	●	●	●	●	●



**CITY OF GREEN COVE SPRINGS, FLORIDA  
STAFF REPORT  
FOR MEETING OF APRIL 18, 2017**



**SUBJECT:** Spring Park - Large Pavilion Capital Improvements

**BACKGROUND:** At the conclusion of the Council meeting on April 4th, the Administration was directed to explore ways and means by which the Spring Park Large Pavilion can be renovated prior to Memorial Day to improve its appearance. You will recall that replacing the entire structure was an Alternate in the Spring Park Bid. However, that Alternate was over \$495,000 to construct, so the Council rejected that Alternate.

We have come up with a plan to renovate the following areas that will greatly improve the site appearance. These elements are-

1. New Roof *5 1/2K*
2. Power wash the concrete areas *and sandblast*
3. Paint all walls, tables, etc. to match the Pool Deck Areas *\$ 10K*
4. Replace the Grill *6' commercial grade* *\$ 2K ESTIMATE*
5. Landscape the area with grass in lieu of asphalt throughout

This work will be performed in some instances by City crews and under our supervision as well.

**FISCAL IMPACT/FUNDING SOURCE:** We anticipate that \$35,000 should allow us to complete all of the elements outlined herein. These physical improvements will be charged to the Historic Spring Park Capital Project Account No. 310-3072-5006300.

The source for this unbudgeted expense will be Surtax. There is also the possibility that a donation of up to \$13,000 may be received by Friends of Spring Park.

**RECOMMENDATION:** Authorize the expense of up to \$35,000 for the various elements to renovate the Large Pavilion in Spring Park.

**MOTION:** Authorize the expense of up to \$35,000 for the various elements to renovate the Large Pavilion in Spring Park.

**Created/Initiated By:** Danielle J. Judd, City Manager on 04/13/2017 9:49 AM

**Final Approval By:** Danielle J. Judd, City Manager on 04/13/2017 09:49: AM

