



Columbia County Tourist Development Council

Regular Meeting

Wednesday
May 20, 2026
9:00am

LAKE  CITY
FLORIDA'S SPRINGLANDS

Meeting to Order

Pledge to the United States Flag

Roll Call

Staff or TDC Member Addition or
Deletions to Agenda

Approval of Agenda



Approval of Minutes

- MARCH 18, 2026

BED TAX

MARCH 2026 VS. MARCH 2025

	<u>2026</u>	<u>2025</u>	<u>\$\$ (+/-)</u>	<u>% (+/-)</u>
March 2026	\$208,090	\$221,000	-\$12,910	-5.84%
Fiscal Year	\$1,062,499	\$1,293,455	-\$230,956	-17.86%

STR MARCH 2026 VS. MARCH 2025

	MAR. 2026	MAR.2026/ MAR.2025 % Increase or Decrease
Occupancy Rate	67.9%	-4.9%
ADR (Average Daily Rate)	\$110.43	-5.6%
REVpar (Revenue Per Available Room)	\$74.96	-10.2%
Rooms Sold (Demand)	41,940	-5.1%



FINANCIAL REPORTS

☐ RECEIPT ACKNOWLEDGEMENT

Discussion & Action Items

- ❑ Sports Funding Request – Strongman Champions League- \$20,000

STRONGMAN CHAMPIONS LEAGUE 2026





SCL World Finals 2025 Announcement



Europe's Strongest Latino 2024



SCL World Finals 2024



The ONLY Global Professional Strongman League

Since 2008, Strongman Champions League (SCL) has hosted 10-16 stages worldwide annually. Our roster of international professional athletes (many the strongest of their country), delights fans around the globe. Some of our 2025 stages include USA, England, Poland, Dubai, Netherlands, South Africa, Portugal, Finland, and many more!

Local Highlights Come to Life!

We turn landmarks into arenas. Custom events showcase your skyline, partners, and local stories. Ferry pulls, truck deadlifts, and atlas stones on waterfronts and downtown streets. Watch your location come to life with big, unique, cinematic moments.

Family-Friendly Energy, Scalable Size

Athletes engage with the audience, families stay all day, and the spectacle and energy mean all-day excitement! Our footprint scales for stand-alone shows or as a headline feature within larger festivals and expos.

Activations That Last

Be remembered well beyond the thrilling spectacle of competition day! Broadcast TV, branded content, and social media all keep the momentum going. Over 300 million views in over 100 countries and growing!

Celebrated Competitors

Notables include current World's Strongest Man (WSM) Rayno Nel, 4x WSM winner Zydrunas Savickas, WSM Hafthor Bjornsson ("The Mountain" from "Game of Thrones"), and WSM Eddie "The Beast" Hall, known for his 500kg deadlift.

STRONGMAN- GROWING AUDIENCE, GROWING POTENTIAL

Over 300
Million
Views

Over
100 countries

**Broadcast
TV**

34 Million
US viewers...
and growing!

Amazon Prime,
Peacock, Pluto TV,
Samsung-LG TV,
Stadium TV,
Xumo TV,
and many more!

SCL Social
Media



357,000 Followers



83,000 Followers



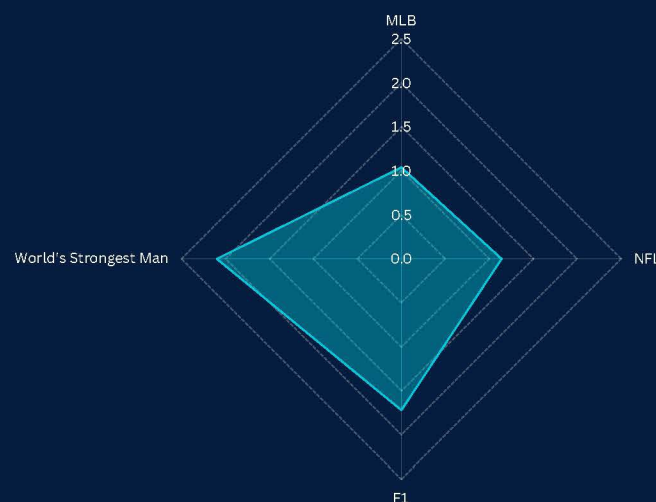
17,500 Subscribers



Over 50 athletes per
season as your brand
ambassadors



Athlete + SCL= over 1
million combined
followers!



Facebook video views in Billions (via CrowdTangle)



MEET SOME OF THE ATHLETES YOUR BRAND AMBASSADORS!

HIGH ENGAGEMENT, DIVERSE FANBASES, AND POWERFUL SOCIAL MEDIA FOLLOWINGS



Rayno Nel 

- World's Strongest Man 2025
- Current SCL World Champion
- Africa's Strongest Man
- 41.7K IG Followers



Rongo "The Warrior" Keene 

- Log Lift Australian Champion
- World's Strongest Man Competitor
- 78.9K IG Followers



Evans "Ghanaian Gladiator" Nana 

- 3x SCL Champion
- 42.8K IG Followers
- World's Strongest Man Competitor
- 3x Guinness World Record Holder



Austin Andrade 

- World's Strongest Man Finalist
- 5th Strongest Man on Earth
- 4th Arnold Classic
- 4th Giants Live



Hafþór "The Mountain" Björnsson 

- 3rd most decorated strongman in history
- Over 100 world records
- Appeared in Game of Thrones
- 4.3 million IG followers



Gavin "The Bull" Bilton 

- World's Strongest Man Competitor
- UK Strongest Man
- 2nd Britain's Strongest Man 23/24
- 58.8K IG followers



Adam "Polish Power" Roszkowski 

- World's Strongest Man Competitor
- 4x SCL Champion
- 2x FIBO Strongman Champion
- Former American Football Player



Dennis Kohlruss 

- Germany's Strongest Man
- 5x Record Holder
- 93.7K IG followers



BRAND ACTIVATIONS

Event Day

- Custom branded competition events
- Custom intermission events
- Competitor T-shirts
- Competition Banners
- Product Placement
- Merchandising
- Hospitality Suite or Booth

And Beyond!

Brand Partnership: Athletes are available to create branded content- videos, photos, ads, and more! Let us help you bring your brand to life!

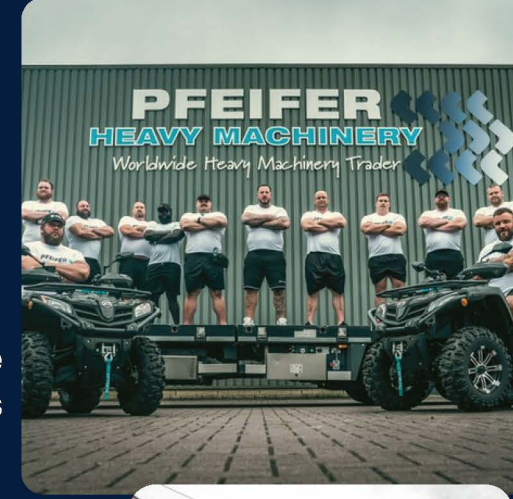
Interactive Engagement: High interaction rates on SCL and athlete social media drive continuous engagement

Media Expansion: Initiatives to partner with local TV and media for even wider competition coverage.

Athlete Endorsements: Our athletes are your brand ambassadors!

Top-Tier Production Value: Professional production, videography, and photography ensure the highest quality representation.

...And many more possibilities to creatively showcase your brand!



SCL SANDUSKY 2025 - USA DEBUT!

SCL and Shores & Islands

Teamed up to highlight the newly renovated downtown Sandusky and Shoreline Drive area

Custom Events Highlighted the Region and Sponsors

Guinness World Record Ferry Pull of the Goodtime I, Clag Brewing Keg Toss, Friendship Kitchen Gas Tanker Pull, Tuffman Skid-Steer Loader Deadlift, Kalahari Atlas Stones created larger-than-life spectacles!

All-Day Experience

Additional fun and excitement kept the crowd engaged all day long including a Friendship Kitchen Tender Takedown competition, Lake Erie Arms scorpion eating competition, strength feat performers, merchandise, a youth weightlifting competition, community Corssfit workout, and more!

Success in Numbers

Over 6,700 attendees, of which 3,000 were unique visitors to the area of Sandusky. There was a 208% increase in visitors to the area for similar times. The average dwell time for most visitors was 157 minutes.

Special Amazon Debut

SCL USA episode will be released as a special season debut on Amazon Prime and Roku TV.



OUR TEAM



**LILY
STAROBIN**

Owner
SCL USA



**GREGG
SCHOENBERG**

Managing Partner
Wescott Inc.



**ZVIA
SCHOENBERG**

Executive Director
NYU Grunin Center
for Law & Social
Entrepreneurship



**ILYA
KHAZOV**

Director
SCL USA



**ASHER
VON STEIN**

Principal
Blue Moons
Ventures



**TODD
GOLDMAN**

Managing Director
Lazear Capital
Partners

THANK YOU



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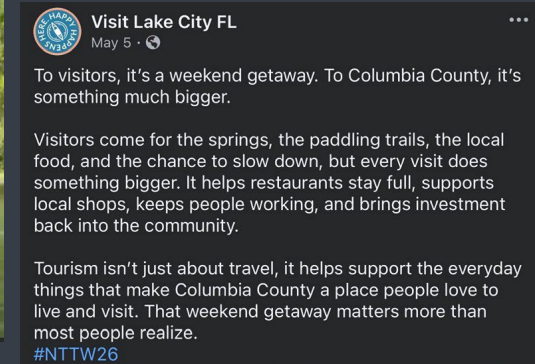
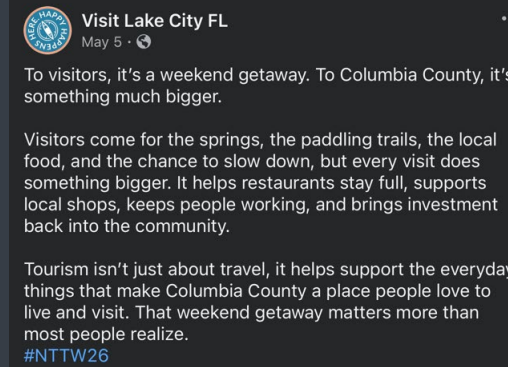
An aerial photograph of a large park area, likely the Regional Sports Park mentioned in the text. The park features several green sports fields, a central area with white buildings, and various tracks and paths. The surrounding area is a mix of urban and undeveloped land.

CODY A. GRAY

- **Regional Sports Park (500 Acre) Update**
- **RC Track Update**

CODY A. GRAY

- **Fiscal Year 2027 Planning**
- **National Travel and Tourism Week**





MICHELLE MOORE

- Marketing Update
- Visitor Guide Update
- Event Calendar

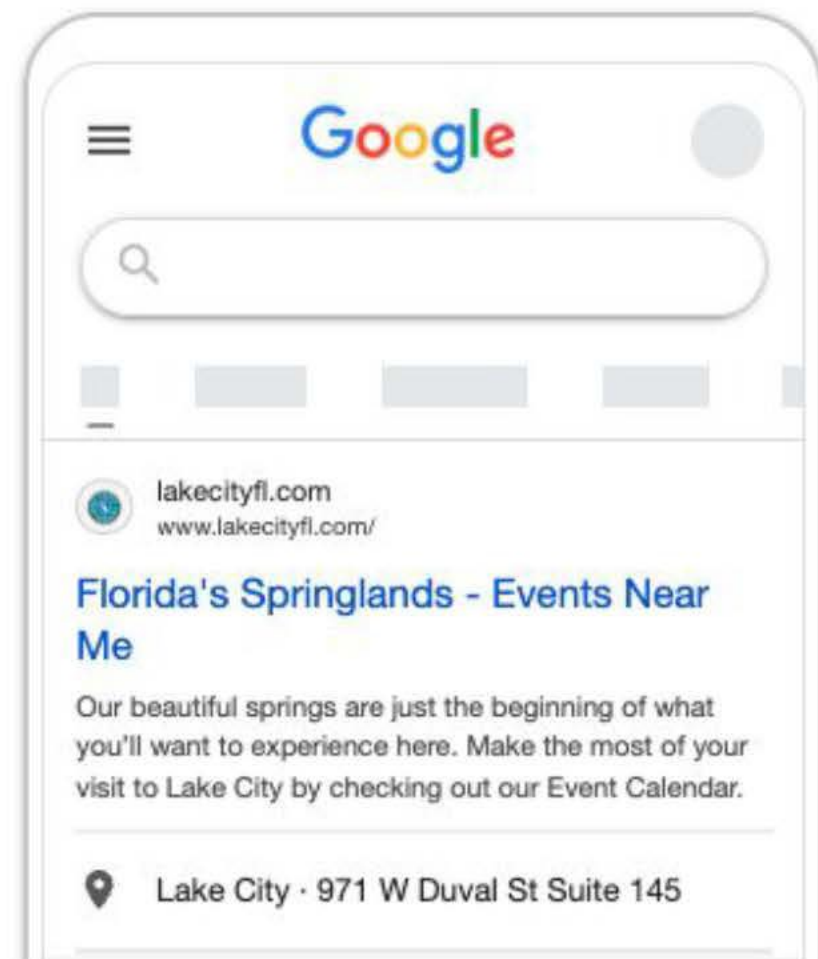
Paid Media: Google Ads

The Always On campaign continued in April, showing great performance, with all metrics are showing an increase compared to March. Impressions reached near 30,000 for the month, and clicks reached over 2,500. That increase in volume is impressive, and comes with an increase to efficiency with both the CTR and CPC showing improvements from last month. Additionally, the CTR and CPC both are continuing to exceed benchmarks, showing key audiences are engaging with the ads.

April Results:

- Impressions: 28,292
- Clicks: 2,517
- CTR: 8.90%
**Industry benchmark: 4% CTR*
- CPC: \$0.46
 - **Industry benchmark: \$1.35 CPC*

Top Performing Ad



Paid Media: Meta Ads – Boosted Posts

In April, we launched a boosted posts campaign on Meta Ads, pushing spend behind organic social posts. It's performance was good, with great reach in over 150k impressions, leading to over 1k clicks. The campaign ran briefly, from April 15 - April 18, garnering that performance in a short period showed good user engagement from audiences that were just being built up.

Moving forward, we'll continue to run boosted post campaigns infrequently, promoting the top organic posts throughout the campaign flight period.

April Results:

- Impressions: 165,308
- Post Engagements: 766
- Clicks: 1,112
- CTR: 0.67%

**Industry benchmark: 0.9% CTR*

Top Performing Ad



The screenshot shows a Facebook advertisement for 'Visit Lake City FL'. At the top is the profile picture and name 'Visit Lake City FL' with an 'Ad' label and a close button. The main text of the ad reads: 'The Downtown BBQ Showdown returns to Wilson Park on Friday, April 17 with a full evening of live music in downtown ...See more'. Below the text is a 2x2 grid of images: the top-left shows a wide view of a festival stage with musicians; the top-right shows a stage with a 'CITY OF LAKE CITY EVENT' banner; the bottom-left is a close-up of a man in a blue shirt playing a guitar; the bottom-right is a close-up of a man playing drums. Below the images, the text 'Visit Lake City FL' and 'Local & travel website' is displayed, along with a 'LEARN MORE' button. At the bottom of the ad, engagement metrics are shown: 66 likes, 2 comments, and 21 shares, with icons for 'Like', 'Comment', and 'Share'.

Visit Lake City FL
Ad · 🌐

The Downtown BBQ Showdown returns to Wilson Park on Friday, April 17 with a full evening of live music in downtown ...See more

Visit Lake City FL
Local & travel website

LEARN MORE

66 2 comments 21 shares

Like Comment Share

Organic Social Media: Meta



8,954 Followers

+136 Net Followers in April



4.8K Engagement

149.9% Increase in April



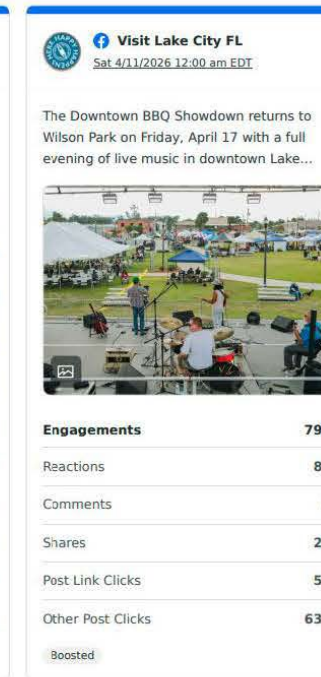
242.8K Impressions

435.5% Increase in April



2% Engagement Rate

53.3% Decrease in April



Facebook Performance Summary:

Facebook experienced strong growth in April, with impressions increasing 435.5% to 242.8K and engagement rising 149.9% to 4.8K interactions. The page also gained 136 net new followers during the month. As reach scaled, engagement rate normalized, which is expected during high-growth periods. The strongest results came from content tied to local events, outdoor destinations, and community moments.

Facebook Recommendations:

Increase focus on high-performing event coverage, local experiences, and community-centered storytelling that supports both reach and engagement growth. April's results showed strong audience response across both reach and engagement, with the next focus being sustaining visibility while strengthening engagement rate as the audience continues to grow.

Organic Social Media: Instagram



2,261 Followers

+40 Net Followers in April



354 Engagement

2.3% Increase in April



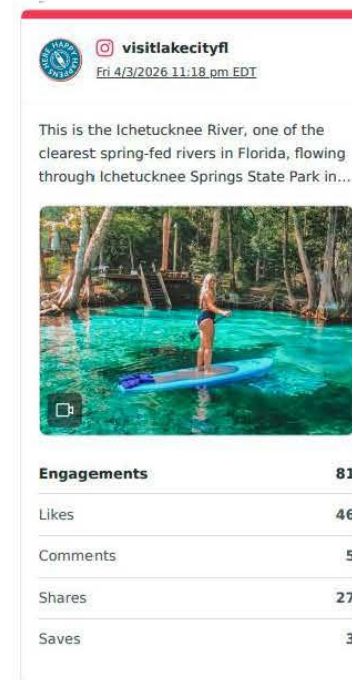
9.1K Impressions

14.3% Decrease in April



3.9% Engagement Rate

19.4% Increase in April



Instagram Performance Summary:

Instagram showed improving performance in April — engagement rate rose 19.4% to 3.9% and the account gained 40 net new followers. The strong engagement rate signals audiences are connecting with the content, though follower growth remains an opportunity to accelerate. Reels and destination-focused posts highlighting outdoor experiences and local events drove the strongest results.

Instagram Recommendations:

Increase focus on Reels and experience-driven destination content to sustain engagement growth heading into the summer travel season. The next priority is leveraging that strong audience interaction to expand reach and drive faster follower growth among travelers actively planning seasonal trips.

Organic Social Media: Year to Date Metrics

Facebook Year to Date

October 1 through April 30 Results:

- Total Impressions: 414,190
- Total Engagements: 12,494
- Total Followers: 8,954

Top Performing Facebook Posts YTD

		
Engagements 1,155	Engagements 795	Engagements 720
Reactions 54	Reactions 81	Reactions 42
Comments 4	Comments 6	Comments 7
Shares 12	Shares 21	Shares 6
Post Link Clicks 9	Post Link Clicks 50	Post Link Clicks 110
Other Post Clicks 1,076	Other Post Clicks 637	Other Post Clicks 555
Boosted	Boosted	

Instagram Year to Date

October 1 through April 30 Results:

- Total Impressions: 53,395
- Total Engagements: 1,913
- Total Followers: 2,261

Top Performing Instagram Posts YTD

		
Engagements 81	Engagements 29	Engagements 23
Likes 46	Likes 23	Likes 19
Comments 5	Comments 3	Comments 2
Shares 27	Shares 2	Shares 2
Saves 3	Saves 1	Saves 0



Monthly Events Calendar

Event	Start Date	End Date	Location
May			
Spring Pedal n Paddle Festival	4/30/2026	5/3/2026	Stephen Foster Folk Culture Center State Park
Bingo Loco - The Woods	5/1/2026	5/1/2026	149 SW Woolsey Glen, Lake City
Kiwanis Kids Day	5/2/2026	5/2/2026	Florida Gateway Fairgrounds
Mother's Day Party - Maurices	5/7/2026	5/7/2026	Lake City Mall
Momma + Me Pouring Party - MUSE Candle Studio	5/7/2026	5/7/2026	124 NW Veterans St, Lake City
City of Lake City's Spring Market/Multicultural Festival	5/9/2026	5/9/2026	Darby Pavilion
Momma + Me Pouring Party - MUSE Candle Studio	5/9/2026	5/9/2026	124 NW Veterans St, Lake City
Mother's Day Brunch	5/10/2026	5/10/2026	Halpatter Brewing Company
Hello, Summer! Family Night - Chick-fil-A	5/12/2026	5/12/2026	3200 W US Hwy 90, Lake City
Storytime & Hike with a Ranger - South Entrance	5/14/2026	5/14/2026	Ichetucknee Springs State Park
Community Concert of Lake City - Florida Gateway College	5/15/2026	5/15/2026	Levy Performing Arts Center & Howard Center
VLG Pop In - Lake City Nutrition	5/16/2026	5/16/2026	4134 W US Hwy 90, Lake City
Comedy Night featuring Dan Frigolette	5/22/2026	5/22/2026	Halpatter Brewing Company
The Citrus Social Pouring Party - MUSE Candle Studio	5/22/2026	5/22/2026	124 NW Veterans St, Lake City
Florida Folk Festival	5/22/2026	5/24/2026	Stephen Foster Folk Culture Center State Park
Summer Launch Party - MUSE Candle Studio	5/23/2026	5/23/2026	124 NW Veterans St, Lake City
Ma's Place Farmers Market	5/24/2026	5/24/2026	170 SW Ma Pl, Lake City
June			



Monthly Events Calendar

Event	Start Date	End Date	Location
June			
Rev-Up Downtown Lake City's Cruise-In Car Show	6/6/2026	6/6/2026	Halpatter Brewing Company
The Family Dance Party at The Woods	6/7/2026	6/7/2026	149 SW Woolsey Glen, Lake City
City Night at The Woods	6/18/2026	6/18/2026	149 SW Woolsey Glen, Lake City
Summer Kickoff Popup Market - Majestic Oaks Ranch	6/20/2026	6/20/2026	118 NW Langford Ct, Lake City
Ma's Place Farmers Market	6/21/2026	6/21/2026	170 SW Ma Pl, Lake City
July			
America's 250th Birthday - 4th of July Celebration	7/4/2026	7/4/2026	Florida Gateway Fairgrounds
Summer Dance Party at The Woods	7/12/2026	7/12/2026	149 SW Woolsey Glen, Lake City
Ma's Place Farmers Market	7/19/2026	7/19/2026	170 SW Ma Pl, Lake City
August			
Boots & Badges Basketball Tournament	8/8/2026	8/8/2026	Columbia High School Gym
Back 2 School Dance Party at The Woods	8/8/2026	8/8/2026	149 SW Woolsey Glen, Lake City
Ma's Place Farmers Market	8/16/2026	8/16/2026	170 SW Ma Pl, Lake City

STARS, STRIPES, AND SMALL TOWN NIGHTS.



CELEBRATE WITH US IN LAKE  CITY
FLORIDA'S SPRINGLANDS

WEEKLY EVENTS

TUESDAY:

- Music Bingo @ Halpatter — 6:30 PM
- Interchange Cornhole Local Tournament @ Richardson Community Center — 6:30 PM

WEDNESDAY:

- Sunrise Paddle @ Ichetucknee Springs State Park — 6:30 AM
Riverside Store Boat House / Elim Church Rd
- Food Truck Wednesday @ Downtown Olustee Park — 11:00 AM–2:00 PM
- Line Dancing Class @ Halpatter — 6:30 PM (\$5.00 fee)

THURSDAY:

- Happy Hour, Skating, & Free Intro Pickleball @ The Woods — 5:00 PM
- Trivia Night @ Halpatter — 5:30 PM
- Interchange Cornhole Local Tournament @ Richardson Community Center — 6:30 PM
- Rotating Events at Halpatter (Trivia, Comedy, Karaoke) — 7:30 PM

FRIDAY:

- TGIF Ladies Night, Happy Hour, & Skating @ The Woods — 5:00pm
- Music Bingo @ Halpatter — 5:30pm
- Live Music @ Halpatter — 6:30pm
- Live Music @ Cooper's Hideout — 7:30pm

SATURDAY:

- Chantelle Country Club @ The Woods — 9:30 AM–12:00 PM
- Skating, Happy Hour, & Bootloose @ The Woods — 12:00 PM
- Live Music @ Halpatter — 6:30 PM
- Live Music @ Cooper's Hideout — 7:30 PM

SUNDAY:

- Sunrise Paddle @ Ichetucknee Springs State Park — 6:30 AM
@Riverside Store Boat House / Elim Church Rd
- Sunday Funday @ Cooper's Hideout — 11:00 AM
- Sunday Brunch @ Halpatter — 11:00 AM
- Skating & Happy Hour @ The Woods — 12:00 PM
- Rum 138's Sunday Funday Market & Music — 1:00–5:00 PM

SCAN TO LEARN MORE
CHANGES HAPPEN



COLUMBIA COUNTY TOURIST DEVELOPMENT



LAKECITYFL.COM

Growers and Makers Market

- Starts Saturday, February 28th, 2026
- 2nd and 4th Saturday Of The Month

169 N. Marion Avenue
Lake City, Florida 32055

SIGNATURE EVENTS



Sweets in the Streets



When: February 6, 2026
Where: Downtown Lake City / Olustee Park

Olustee Festival & Craft Show



When: February 13-14, 2026
Where: Downtown Lake City

Florida Gateway Pro Rodeo



When: March 13, 14, 15, 2026
Where: Florida Gateway Fairgrounds Rodeo Arena

Downtown Showdown BBQ Cook-Off



When: April 17-18, 2026
Where: Downtown Lake City / Wilson Park

Spring Market Multicultural Festival



When: May 9, 2026
Where: Darby Pavilion / Wilson Park

Fourth of July Celebration



When: July 4
Where: Florida Gateway Fairgrounds

Off R' Rocker Rodeo



When: September 11-12, 2026
Where: Florida Gateway Fairgrounds Rodeo Arena

Florida Gateway Fair



When: October 30 – November 8, 2026
Where: Florida Gateway Fairgrounds

Christmas in Columbia Holiday Market



When: December 12th, 2026
Where: Olustee Park to Darby Pavilion

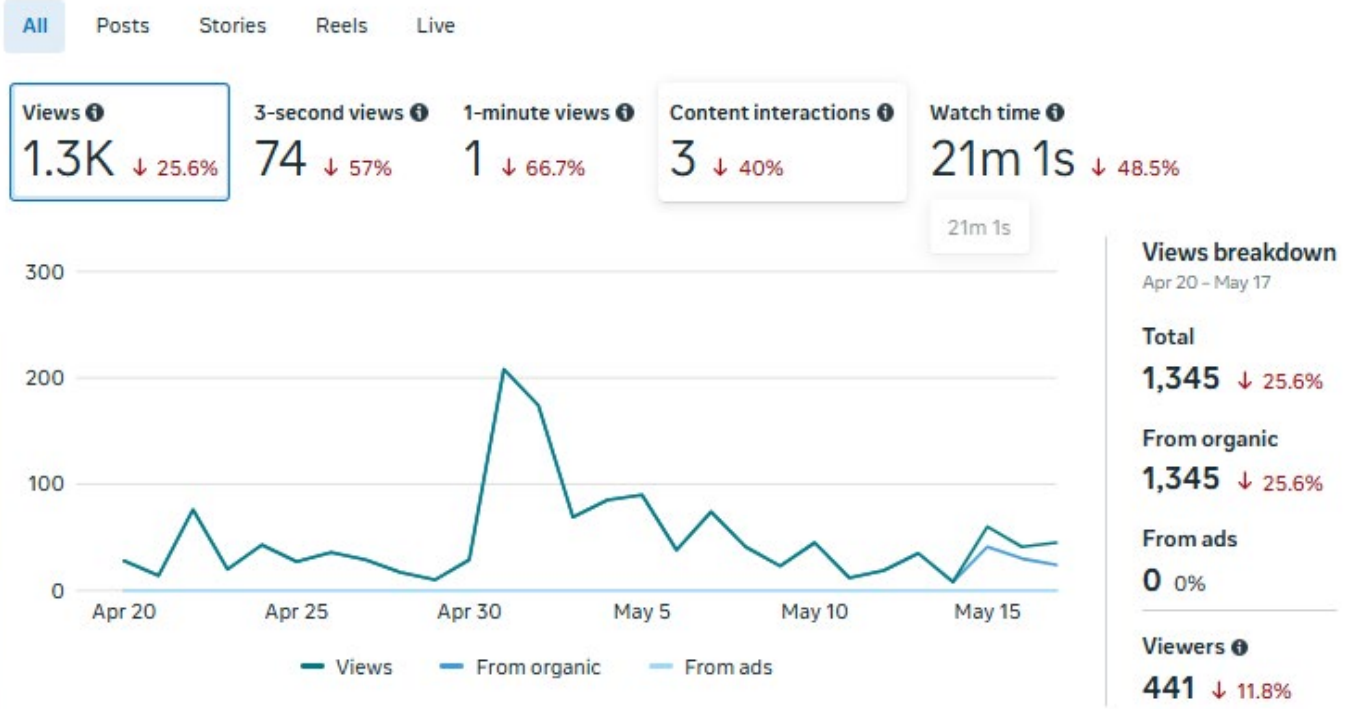
LAKECITYFL.COM

An aerial photograph of a sports complex. In the center is a large, grey-roofed building. Surrounding it are several baseball fields, each with a reddish-brown infield and green outfield. There are also several smaller, white-roofed structures scattered around the main building. The entire scene is viewed from directly above.

CHRIS COLEMAN

▪SPORTS SOCIAL MEDIA UPDATE

▪SPORTS CALENDAR



All

Posts

Stories



Date	Views	From organic	From ads
Apr 20	55	55	0
Apr 25	60	60	0
Apr 30	135	135	0
May 5	65	65	0
May 10	30	30	0
May 15	75	75	0

Views breakdown

Apr 20 – May 17

Total

1,196

↓ 13%

From organic

1,196

↓ 13%

From ads

0

0%

Top content by views

Boost content

See all content

May is loaded in Columbia County. Fr...

Fri May 1, 12:04pm

364 views 1 heart 1 comment 0 shares

Fri May 1, 4:36pm

32 views 0 hearts 0 comments 0 shares

Fri May 1, 12:06pm

43 views 0 hearts 0 comments 0 shares

Wed May 6, 5:55pm

21 views 0 hearts 0 comments 0 shares

Wed May 6, 5:52pm

36 views 0 hearts 0 comments 0 shares

Instagram

2026 Sports Event Calendar



Date	Event Name
June 13	USSSA Fastpitch Softball
June 17-21	Babe Ruth State
June 20	WSL Adult Softball
June 24-29	FL Babe Ruth Girls Softball
June 27	USSSA Fastpitch Softball
June 27-28	Perfect Game <i>Baseball</i>
July 4-5	DC Fastpitch Softball
July 9-12	DC Fastpitch Softball
July 11	WSL Adult Softball
July 18	USSSA Fastpitch Softball
July 25	USSSA Fastpitch Softball
July 31-Aug 2	Perfect Game <i>Baseball</i>
Aug 22	WSL Adult Softball
Sept 05	USSSA Fastpitch Softball
Sept 19	USSSA Fastpitch Softball
Sept 26	WSL Adult Softball
Sept 26-27	Perfect Game <i>Baseball</i>
Sept 26-27	DC Fastpitch Softball
Oct 03	USSSA Fastpitch Softball
Oct 03	Special Olympics Florida <i>Southside</i>
Oct 10	WSL Adult Softball
Oct 17	USSSA Fastpitch Softball
Oct 17-18	Perfect Game <i>Baseball</i>
Oct 24	USSSA Fastpitch Softball
Oct 30-Nov 1	USA Softball of Alabama
Nov 07	USSSA Fastpitch Softball
Nov 14	WSL Adult Softball

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- **OPEN PUBLIC COMMENT TO THE TDC – 2 MINUTE LIMIT**
 - **TDC MEMBER COMMENTS**



Adjournment



Next Meeting

Wednesday, July 15, 2026
at 9:00 a.m.

971 W. Duval Street, Suite 145
Lake City, FL 32055

Columbia County Tourist Development
LAKEcityFL.COM