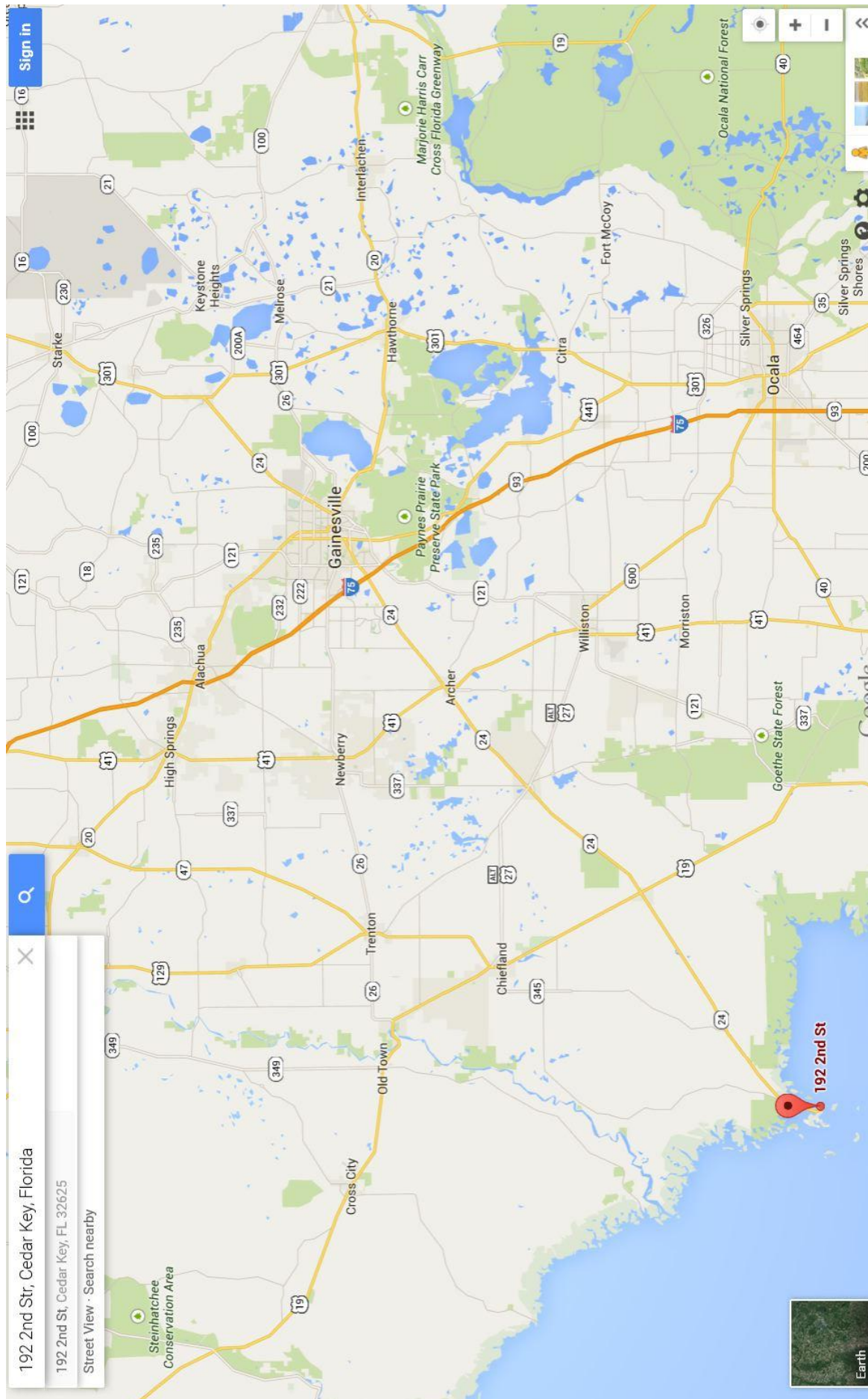


## MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **February 18, 2016**. The meeting will be held at the **Cedar Cove Beach and Yacht Club, 192 2nd Street, Cedar Key, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)







*The Original Florida*  
TOURISM TASK FORCE  
Meeting Agenda

*Visit Natural*  
**NORTH FLORIDA**

**Cedar Cove Beach and Yacht Club**  
**192 2nd Avenue, Cedar Key, FL**  
**Levy County**

**February 18, 2016**  
**Thursday 10:00 a.m.**

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3. VISIT FLORIDA Fiscal Year 2016-17 Cultural, Heritage Rural and Nature Grant Application	
E. Other Staff Items	
1. Presentation to Suwannee County Tourist Development Council	
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V. New Business	
A. Announcements	
B. Other New Business	
VI. Leadership Forum: To be determined	

**Date and Location of Next Meeting:**

The next regular meeting is scheduled for 10:00 a.m., March 17, 2016 at a location to be determined in Madison County.



MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

Thomas Center  
Gainesville, FL  
Alachua County

January 21, 2016  
Thursday, 10:00 a.m.

MEMBERS PRESENT

Lois Nevins, Alachua County  
Russ McCallister, Dixie County  
Dick Bailar, Jefferson County  
Katrina Richardson, Jefferson County  
Carol McQueen, Levy County  
Lisa Frieman, Madison County, Treasurer  
Brenda Graham, Madison County  
Sandy Beach, Taylor County  
Dawn Taylor, Taylor County, Chair  
Dave McCusker, Union County  
Diane Bardhi, Wakulla County

MEMBERS ABSENT

Ron Gromoll, Alachua County  
Daniel Riddick, Bradford County  
Martin Pierce, Dixie County  
Donna Creamer, Gilchrist County  
Susie Page, Lafayette County, Vice-Chair  
Helen Koehler, Levy County  
Gail Gilman, Wakulla County

OTHERS PRESENT

Allison Greco  
Roland Loog  
Grace Northern, Sparxoo  
John Pricher, Visit Gainesville  
Mary Reichardt, Visit Gainesville  
Tommy Thompson, Florida Outdoor Writers  
Association  
William Sexton, Bradford County  
Jeremiah Stanley, City of Gainesville Parks and  
Recreation Department  
Paula R. Vann, Columbia County  
Tourist Development Council

STAFF PRESENT

Steven Dopp  
Scott Koons

I. CALL TO ORDER, INTRODUCTIONS

Chair Dawn Taylor, noting the presence of a quorum, opened the meeting at 10:03 a.m. and asked for introductions.

II. APPROVAL OF THE AGENDA

Chair Taylor asked for approval of the meeting agenda.

**ACTION: Dick Bailar moved and Sandy Beach seconded a motion to approve the agenda as circulated. The motion passed unanimously.**

### III. APPROVAL OF THE NOVEMBER 19, 2015 MINUTES

Chair Taylor asked for approval of the November 19, 2015 meeting minutes.

**ACTION:** Carol McQueen moved and Lisa Frieman seconded a motion to amend the November 19, 2015 minutes to note the presence of Paula Vann, and to approve the November 19, 2015 minutes as amended. The motion passed unanimously.

### IV. OLD BUSINESS

#### A. Committee Reports

##### 1. Financial Committee Reports

- a. Monthly Financial Report Review and Approval, October 31, 2015
- b. Monthly Financial Report Review and Approval, November 30, 2015

Ms. Frieman presented the monthly financial reports for October and November 2015.

**ACTION:** Mr. Bailar moved and Russ McCallister seconded a motion to approve the October and November 2015 financial reports. The motion passed unanimously.

#### B. Staff Items

##### 1. Annual Regional Marketing Fee - Alternative Revised Fee Structure Proposal

Steven Dopp presented a proposed revised annual Regional Cooperative Marketing Fee Structure for Fiscal Year 1016-17 to the Task Force.

**ACTION:** Ms. Frieman moved and Mr. McCallister seconded a motion to approve the proposed alternative revised annual Regional Cooperative Marketing Fee Structure presented by Mr. Dopp, to take effect for Fiscal Year 2016-17. The motion passed unanimously.

##### 2. Fiscal Year 2014-15 Florida Department of Economic Opportunity Regional Rural Development Grant

Mr. Dopp updated the Task Force on the status of the grant.

###### a. Revamp Website

Mr. Dopp presented a status report on the website update.

###### b. Adoption of Five-Year Strategic Marketing Plan

Mr. Dopp recommended that the Task Force adopt the five-year strategic marketing plan which was included in the meeting packet.

**ACTION:** Mr. Bailar moved and Ms. McQueen seconded a motion to adopt the five-year strategic marketing plan as circulated. The motion passed unanimously.



c. Brochure Distribution

Mr. Dopp updated the Task Force on the status of brochure distribution.

d. Professional Enhancement Scholarships

Mr. Dopp updated the Task Force on the status of the Professional Enhancement Scholarships.

e. Media Advertising - Florida Pocket Ranger App Advertisement

Mr. Dopp gave a status report on the Florida Pocket Ranger App Advertisement.

f. Reimbursement Status

Mr. Dopp reported on the status of reimbursement payments to travel show attendees. He requested members to use the reimbursement form included in the Task Force meeting packet.

3. Fiscal Year 2015-16 Florida Department of Economic Opportunity Grant

a. Award Letter

Mr. Dopp stated that the Task Force has received an award letter from the Department of Economic Opportunity for its \$150,000 Fiscal Year 2015-16 Regional Rural Development Grant application. He noted that the award letter was for the full \$150,000.

b. Contract Status

Mr. Dopp stated that the Task Force has yet to receive a contract for the Fiscal Year 2015-16 Regional Rural Development grant. He noted that, while the Task Force can spend grant-related dollars prior to a signed contract, the Task Force will not be reimbursed for grant-related expenditures until after the contract is signed by both parties.

c. Scope of Work Discussion

1. Bicycle Microsite and Guide

Mr. Dopp discussed this deliverable item contained in the Scope of Work.

2. Ultimate Springs Microsite and Guide

Mr. Dopp discussed this deliverable item contained in the Scope of Work.

3. Digital Advertising Campaign

Mr. Dopp discussed this deliverable item contained in the Scope of Work.

4. eNewsletters - Selection of an eNewsletter Program

Mr. Dopp discussed this deliverable item contained in the Scope of Work. He asked the Task Force to select one vendor from the list of three vendors included in the meeting packet.

**ACTION: Ms. McQueen moved and Brenda Graham seconded a motion to spend up to \$1,200 during the grant period for the Mailchimp email marketing and eNewsletter service. The motion passed unanimously.**

5. Selection of In-State Travel Shows

Mr. Dopp stated that he had identified a number of potential in-state travel shows which are highlighted in the meeting packet. It was agreed by consensus that the Task Force will attend the Travel Expo at The Villages as well as the Progressive Insurance Tampa Boat Show.

6. Selection of Out-of-State Travel Shows

Mr. Dopp stated that he had identified a number of potential out-of-state travel shows which are highlighted in the meeting packet. It was agreed by consensus that the Task Force will attend the Hershey RV Super Show as well as the November 20 - 22, 2016 Outdoor Adventure Expo in Minneapolis.

7. Undiscovered Florida Advertisement

Mr. Dopp updated the Task Force on the status of the Undiscovered Florida advertisement.

8. New York City Media Reception

Tommy Thompson updated the Task Force on the status of the New York City Media Reception. He asked Task Force members to send Tweets for the event.

4. VISIT FLORIDA Grants

a. VISIT FLORIDA 2015-16 Conservation Heritage Rural and Nature Grant (website blogger)

Mr. Dopp reported on the status of the website blogs.

b. VISIT FLORIDA - North Central Florida Fiscal Year 2015-16 Rural Area of Opportunity Partnership Program

1. New York Times Travel Show Report

Roland Loog presented a report on the New York Times Travel Show.

2. Atlanta Boat Show Report

Mr. Loog presented a report on the Atlanta Boat Show.

3. Promotional Items - Flash Cards and Eyeglass Straps

Mr. Dopp requested authorization to purchase 200 flash drives, to expend \$200.00 for the purchase of candy and to use the remaining VISIT FLORIDA promotional item funds to purchase eyeglass straps.

**ACTION: Ms. Frieman moved and Mr. McCusker seconded a motion to authorization the purchase 200 flash drives, to expend \$200.00 for the purchase of candy and to use the remaining VISIT FLORIDA promotional item funds to purchase eyeglass straps. The motion passed unanimously.**

c. VISIT FLORIDA Fiscal Year 2016-17 Cultural, Heritage, Rural and Nature Grant Application

Mr. Dopp recommended that the Task Force apply for a \$5,000 Fiscal Year 2016-17 Cultural, Heritage, Rural and Nature Grant for the purpose of supplementing the Task Force digital marketing campaign, provided that Regional Rural Development Grant funds could be used to satisfy the match requirement. The Task Force agreed by consensus to apply for a \$5,000 Fiscal Year 2016-17 Cultural, Heritage, Rural and Nature Grant for the purpose of supplementing the Task Force digital marketing campaign, provided that Regional Rural Development Grant funds could be used to satisfy the match requirement.

5. Other Staff Items

a. Suwannee River Wilderness Trail Paddling Guide Distribution Policy

Mr. Dopp recommended that the Task Force establish guidelines for distribution of the Suwannee River Wilderness Trail Paddling Guide. It was agreed by consensus that individuals and organizations seeking paddling guides must contact their respective Tourist Development Councils for copies rather than through the Task Force directly. In addition, it was agreed by consensus to distribute one box of paddling guides to Hamilton and Suwannee Counties.

b. Presentations to Hamilton and Suwannee County Tourist Development Councils

Mr. Dopp reported that he had made a presentation to the Hamilton County Tourist Development Council regarding rejoining the Task Force. He further reported that he will be making a presentation to the Suwannee County Tourist Development Council in February.

c. VISIT FLORIDA Fiscal Year 2016-17 Rural Area of Opportunity Partnership Program

Mr. Dopp and Mr. Loog reported on their December 14, 2015 meeting with VISIT FLORIDA regarding the Fiscal Year 2016-17 partnership program.

C. Other Old Business

1. Updated Task Force Member Contact Info

No changes were requested to be made to the contact information.

2. Meeting Dates and Locations

No changes were made to 2016 Task Force meeting dates and locations.

D. VISIT FLORIDA Report

Mr. Dopp noted that Brenna Dacks of Visit Florida was unable to attend the meeting today and, therefore, no report was made by VISIT FLORIDA.

VI. LEADERSHIP FORUM

Ms. McQueen presented a report on the January 20, 2016 Tourism Day hosted by VISIT FLORIDA in Tallahassee.

VII. NEW BUSINESS

A. Announcements

Task Force members made various announcements of interest to the Task Force.

B. Other New Business

No new business was discussed.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., February 18, 2016 at a location to be determined in Levy County, Florida.

**The meeting adjourned at 1:15 p.m.**

\_\_\_\_\_  
Dawn Taylor, Chair

2/18/16  
Date

Minutes prepared by Steven Dopp of the North Central Florida Regional Planning Council.

**The Original Florida Tourism Task Force**  
**Balance Sheet**  
**As of December 31, 2015**

	<u>Dec 31, 15</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Cash in Bank - Capital City	59,253.89
<b>Total Checking/Savings</b>	<u>59,253.89</u>
Accounts Receivable	
Accounts Receivable	20,000.00
<b>Total Accounts Receivable</b>	<u>20,000.00</u>
Other Current Assets	
Prepaid Travel	2,002.56
<b>Total Other Current Assets</b>	<u>2,002.56</u>
<b>Total Current Assets</b>	<u>81,256.45</u>
<b>TOTAL ASSETS</b>	<u><b>81,256.45</b></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
Restricted	17,562.32
Unrestricted Earnings	74,680.73
Net Income	-10,986.60
<b>Total Equity</b>	<u>81,256.45</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>81,256.45</b></u>

5:58 PM

01/28/16

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 12/31/2015**

	<u>Dec 31, 15</u>
Beginning Balance	79,880.54
Cleared Transactions	
Checks and Payments - 11 items	-38,632.34
Deposits and Credits - 3 items	22,033.71
Total Cleared Transactions	<u>-16,598.63</u>
Cleared Balance	<u>63,281.91</u>
Uncleared Transactions	
Checks and Payments - 9 items	-4,028.02
Deposits and Credits - 2 items	0.00
Total Uncleared Transactions	<u>-4,028.02</u>
Register Balance as of 12/31/2015	<u>59,253.89</u>
New Transactions	
Checks and Payments - 6 items	-17,380.52
Total New Transactions	<u>-17,380.52</u>
Ending Balance	<u>41,873.37</u>

1-28-16  
ASB

**The Original Florida Tourism Task Force**  
**Income and Expenses - Budget vs. Actual**  
**As of December 31, 2015**

(These financial statements are unaudited)

Income	Budget	December 31, 2015	Year to Date	Over/(UNDER) Budget
Co-op Reg. Market. Prog. Fee	48,000.00	0.00	48,000.00	0.00
FDEO Staffing Grant FY 2014/2015	123,000.00	18,933.71	25,608.71	(97,391.29)
FDEO Staffing Grant FY 2015/2016	150,000.00	0.00	0.00	(150,000.00)
Visit Florida				
RAO Grant	97,500.00	0.00	0.00	(97,500.00)
Culture, Heritage Rural and Nature	5,000.00	0.00	0.00	(5,000.00)
Total Visit Florida	102,500.00	0.00	0.00	(102,500.00)
Transfer from Reserves	0.00	0.00	0.00	0.00
RAO In-Kind Contribution	17,300.00	0.00	0.00	(17,300.00)
Miscellaneous	0.00	0.00	41.16	41.16
Gross Profit	440,800.00	18,933.71	73,608.71	(367,191.29)
Expense				
Marketing				
Planning	10,200.00	0.00	0.00	(10,200.00)
Collateral Materials				
Print 1,000 Copies of Bicycle Guide	3,000.00	0.00	0.00	(3,000.00)
Suwanee River Paddling Guide Reprint	0.00	0.00	8,259.00	8,259.00
Total Collateral Materials	3,000.00	0.00	8,259.00	5,259.00
Website				
Bloggers Fees	11,600.00	921.84	2,600.52	(8,999.48)
Bicycle Guide	33,000.00	0.00		(33,000.00)
Ultimate Springs Guide	12,000.00	0.00	0.00	(12,000.00)
Remake Website	87,500.00	27,500.00	55,000.00	(32,500.00)
Bicycle Route Maps	3,000.00	0.00	0.00	(3,000.00)
Website Hosting Services	200.00	0.00	0.00	(200.00)
Total Website	147,300.00	28,421.84	57,600.52	(89,699.48)
Public Relations				
VisitFlorida NY City Media Luncheon	3,000.00	0.00	0.00	(3,000.00)
Trade Shows				
RAO - Promotional Items	3,000.00	0.00	0.00	(3,000.00)
RAO In Kind	3,800.00	0.00	0.00	(3,800.00)
Detroit RV Show	5,600.00	0.00	3,816.09	(1,783.91)
London World Travel Market	16,200.00	0.00	5,353.14	(10,846.86)
Atlanta Boat Show	4,800.00	0.00	1,000.00	(3,800.00)
Chicago RV & Camping Show	6,800.00	0.00	1,922.00	(4,878.00)
IBT Berlin Trade Show	12,400.00	0.00	0.00	(12,400.00)
Dallas Expo	7,400.00	0.00	0.00	(7,400.00)
Madison, WI Canoecon	5,000.00	0.00	825.00	(4,175.00)



**The Original Florida Tourism Task Force**  
**Income and Expenses - Budget vs. Actual**  
**As of December 31, 2015**

(These financial statements are unaudited)

Expense	Budget	December 31, 2015	Year to Date	Over/(UNDER) Budget
NY Times Travel Show	8,600.00	0.00	0.00	(8,600.00)
Philadelphia Travel Show	7,100.00	0.00	0.00	(7,100.00)
Atlanta RV & Camping Show	4,200.00	0.00	0.00	(4,200.00)
Washington DC Travel Expo	7,400.00	0.00	0.00	(7,400.00)
VISIT FLORIDA Welcome Centers Festival	100.00	0.00	0.00	(100.00)
Out State Travel Show #1	6,300.00	0.00	0.00	(6,300.00)
Out State Travel Show #2	6,300.00	0.00	0.00	(6,300.00)
In State Travel Show #1	4,000.00	0.00	0.00	(4,000.00)
in State Travel Show #2	4,000.00	0.00	0.00	(4,000.00)
in State Travel Show #3	1,000.00	0.00	0.00	(1,000.00)
Toronto RV & Camping Show	7,400.00	0.00	1,758.28	(5,641.72)
<b>Total Trade Shows</b>	<b>121,400.00</b>	<b>0.00</b>	<b>14,674.51</b>	<b>(106,725.49)</b>
<b>Grant Related Projects</b>				
VF Marketing Grant - Website Bloggers	0.00	0.00	0.00	0.00
<b>Advertising</b>				
Web Digital Advertising Campaign	13,000.00	0.00	0.00	(13,000.00)
Quarterly Newsletter	4,000.00	0.00	0.00	(4,000.00)
Florida Co-op Advertisement	6,500.00	0.00	0.00	(6,500.00)
Distribute Springs and More Brochure	11,400.00	450.00	900.00	(10,500.00)
<b>Total Advertising</b>	<b>34,900.00</b>	<b>450.00</b>	<b>900.00</b>	<b>(34,000.00)</b>
<b>Total Marketing</b>	<b>319,800.00</b>	<b>28,871.84</b>	<b>81,434.03</b>	<b>(238,365.97)</b>
<b>Administration</b>				
FDEO FY 2014-2015	11,300.00	0.00	1,500.00	(9,800.00)
Service Fees - Visit Florida Travel Show Progra	13,200.00	0.00	742.23	(12,457.77)
Regional Marketing Program Fees	36,400.00	0.00	0.00	(36,400.00)
Other Admin Expenses - Misc	2,600.00	31.27	475.07	(2,124.93)
FDEO FY 2015-16	24,300.00	0.00	0.00	(24,300.00)
<b>Memberships</b>				
Florida Outdoor Writers Assoc	300.00	175.00	175.00	(125.00)
Southeast Tourism Society	300.00	0.00	0.00	(300.00)
Visit Florida	400.00	0.00	0.00	(400.00)
<b>Total Memberships</b>	<b>1,000.00</b>	<b>175.00</b>	<b>175.00</b>	<b>(825.00)</b>
<b>Professional Enhancement - Staff</b>				
Governor's Tourism Conference	1,000.00	0.00	0.00	(1,000.00)
Southeast Tourism Society Marketing College	2,000.00	0.00	0.00	(2,000.00)
<b>Professional Enhancement - Members</b>				
Governor's Tourism Conference	10,000.00	0.00	0.00	(10,000.00)
Leadership Development Forums	0.00	0.00	0.00	0.00
Southeast Tourism Society Marketing College	12,100.00	0.00	0.00	(12,100.00)

**The Original Florida Tourism Task Force**  
**Income and Expenses - Budget vs. Actual**  
**As of December 31, 2015**

(These financial statements are unaudited)

	<b>Budget</b>	<b>December 31, 2015</b>	<b>Year to Date</b>	<b>\$ Over/(UNDER) Budget</b>
<b>Internships</b>				
<b>Harvey Campbell Memorial Internship</b>	2,500.00	0.00	0.00	(2,500.00)
<b>Dean Fowler Internship</b>	2,500.00	0.00	0.00	(2,500.00)
<b>Total Expense</b>	<u>438,700.00</u>	<u>29,078.11</u>	<u>84,326.33</u>	<u>(354,373.67)</u>
<b>Net Income</b>	<u><u>2,100.00</u></u>	<u><u>-10,144.40</u></u>	<u><u>-10,717.62</u></u>	<u><u>(12,817.62)</u></u>

**Original Florida Tourism Task Force**  
**Budget FY 2015-16 (10/1/15 to 9/30/16)**

Amended 11/19/2015

<b><i>Revenues</i></b>	<b>Total</b>
<i><u>Cooperative Regional Marketing Program Fees:</u></i>	
Alachua County	\$12,000
Bradford County	\$4,000
Columbia County	\$8,000
Dixie County	\$2,000
Gilchrist County	\$2,000
Jefferson County	\$2,000
Lafayette County	\$1,000
Levy County	\$4,000
Madison County	\$4,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$4,000
Subtotal	<b>\$48,000</b>
<i><u>Additional Revenue:</u></i>	
DEO Rural Development Grant, FY 2014-15	\$123,000
DEO Rural Development Grant, FY 2015-16	\$150,000
VISIT Florida FY 2015-16 RAO Grant - Cash	\$97,500
VISIT Florida FY 2015-16 RAO Grant - In-Kind	\$17,300
VISIT FLORIDA Culture, Heritage Rural and Nature Grant	\$5,000
Subtotal	\$392,800
<b>TOTAL REVENUES</b>	<b>\$440,800</b>
<b>Less In-Kind</b>	<b>(\$17,300)</b>
<b>TOTAL REVENUES - CASH</b>	<b>\$423,500</b>

<b><i>Expenditures</i></b>	
Bank Charges	\$200
Governor's Conference on Tourism - Members	\$10,000
Governor's Conference on Tourism - Staff	\$1,000
Internships	\$5,000
Legal Advertising	\$300
Legal Expenses	\$300
(1) Marketing Program for 2015-16	\$319,700
(2) Memberships	\$1,000
Miscellaneous	\$1,300
North Central Florida Regional Planning Council - Admin FY 2014-15	\$11,300
North Central Florida Regional Planning Council - Admin FY 2015-16	\$60,700
Postage Expenses	\$300
Service Fee - Visit Florida Travel Show Program	\$13,200
Southeast Tourism Society Marketing College - Members	\$12,100
Southeast Tourism Society Marketing College - Staff	\$2,000
Telephone	\$300
<b>TOTAL EXPENDITURES</b>	<b>\$438,700</b>

(1) See Marketing Budget Detail

(2) See Current Memberships Detail

<b><i>Reserve Funds</i></b>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$55,000
<b>TOTAL RESERVE FUNDS</b>	<b>\$55,000</b>

**Original Florida Tourism Task Force**  
**Budget FY 2015-16 (10/1/15 to 9/30/16)**

Amended 11/19/2015

	<b>FY 2015-16</b>		
	<b>DEO Grant</b>		
	<b>Total</b>	<b>Eligible Funding</b>	<b>Remainder</b>
<b>Marketing Budget Detail</b>			
<b>Planning:</b>			
Creation of 5-Year Marketing Plan	\$10,200.00	\$0.00	\$10,200.00
<b>Collateral Material:</b>			
Print 1,000 Copies of Bicycle Guide	\$3,000.00	\$3,000.00	\$0.00
<b>Website:</b>			
Remake Website	\$87,500.00	\$0.00	\$87,500.00
Ultimate Bicycle Guide Microsite & Downloadable PDF Guide	\$33,000.00	\$33,000.00	\$0.00
Web Hosting Services	\$200.00	\$0.00	\$200.00
Blogger Fees	\$11,600.00	\$5,000.00	\$6,600.00
Ultimate Springs Guide Microsite & Downloadable PDF Guide	\$12,000.00	\$12,000.00	\$0.00
Bicycle Route Maps for Bradford & Columbia Counties	\$3,000.00	\$3,000.00	\$0.00
<b>Public Relations:</b>			
VisitFlorida NY City Media Luncheon	\$3,000.00	\$3,000.00	\$0.00
<b>Trade Shows:</b>			
Visit Florida Rural Area of Opportunity Grant - Promotional Items	\$3,000.00	\$0.00	\$3,000.00
Visit Florida Rural Area of Opportunity Grant - In-kind Contributions	\$3,800.00	\$0.00	\$3,800.00
Visit Florida - Detroit RV Show	\$5,600.00	\$0.00	\$5,600.00
Visit Florida - London World Travel Market	\$16,200.00	\$0.00	\$16,200.00
Visit Florida - NY Times Travel Show	\$8,600.00	\$0.00	\$8,600.00
Visit Florida - Atlanta Boat Show	\$4,800.00	\$0.00	\$4,800.00
Visit Florida - Dallas Expo	\$7,400.00	\$0.00	\$7,400.00
Visit Florida - Atlanta RV & Camping Show	\$4,200.00	\$0.00	\$4,200.00
Visit Florida - Chicago RV & Camping Show	\$6,800.00	\$0.00	\$6,800.00
Visit Florida - Washington DC Travel Expo	\$7,400.00	\$0.00	\$7,400.00
Visit Florida - Toronto RV & Camping Show	\$7,400.00	\$0.00	\$7,400.00
Visit Florida - Berlin - ITB Trade Show	\$12,400.00	\$0.00	\$12,400.00
Visit Florida - Madison, WI - Canoeopia	\$5,000.00	\$0.00	\$5,000.00
Visit Florida - Philadelphia Travel Expo	\$7,100.00	\$0.00	\$7,100.00
Out-of-State Travel Show #1	\$6,300.00	\$6,250.00	\$50.00
Out-of-State Travel Show #2	\$6,300.00	\$6,250.00	\$50.00
In-State Travel Show #1	\$4,000.00	\$3,950.00	\$50.00
In-State Travel Show #2	\$4,000.00	\$3,950.00	\$50.00
In-State Travel Show #3	\$1,000.00	\$1,000.00	\$0.00
I-75 Welcome Center Festival	\$100.00	\$100.00	\$0.00
<b>Advertising:</b>			
New vnnf.org & Travel Show Website Digital Advertising Campaign	\$13,000.00	\$13,000.00	\$0.00
Quarterly enewsletters	\$4,000.00	\$4,000.00	\$0.00
Undiscovered Florida Co-op Advertisement	\$6,500.00	\$6,500.00	\$0.00
Distribution of Springs and More Brochure	\$11,400.00	\$7,500.00	\$3,900.00
<b>Total Marketing Expenditure</b>	<b>\$319,800.00</b>	<b>\$111,500.00</b>	<b>\$208,300.00</b>
<b>Administration</b>			
North Central Florida Regional Planning Council - Visit Florida, DEO FY 2014-15	\$11,300.00	\$0.00	\$11,300.00
North Central Florida Regional Planning Council - Visit Florida, DEO FY 2015-16	\$24,300.00	\$22,500.00	\$1,800.00
Visit Florida Rural Area of Opportunity Program - Regional Marketing Program Fees, FY 2015-16	\$36,400.00	\$0.00	\$36,400.00
Service Fee - Visit Florida Travel Show Program	\$13,200.00	\$0.00	\$13,200.00
VISIT FLORIDA Annual Dues	\$400.00	\$400.00	\$0.00
Southeastern Tourism Society Annual Dues	\$300.00	\$300.00	\$0.00
Florida Outdoor Writers Association Annual Dues	\$300.00	\$300.00	\$0.00
Other Administrative Expenses/Miscellaneous	\$2,600.00	\$0.00	\$2,600.00
<b>Professional Enhancement - Staff</b>			
Southeastern Tourism Society Marketing College	\$2,000.00	\$2,000.00	\$0.00
Governor's Tourism Conference	\$1,000.00	\$1,000.00	\$0.00
<b>Professional Enhancement - Members</b>			
Southeastern Tourism Society Marketing College	\$12,100.00	\$7,000.00	\$5,100.00
Governor's Tourism Conference	\$10,000.00	\$5,000.00	\$5,000.00
<b>Internships</b>			
Harvey Campbell Memorial Internship	\$2,500.00	\$0.00	\$2,500.00
Dean Fowler Internship	\$2,500.00	\$0.00	\$2,500.00
<b>Total Non-Marketing Expenditure</b>	<b>\$118,900.00</b>	<b>\$38,500.00</b>	<b>\$80,400.00</b>
<b>Total Expenditure</b>	<b>\$438,700.00</b>	<b>\$150,000.00</b>	<b>\$288,700.00</b>

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NORTH FLORIDA

**D. Deliverables:** Grantee agrees to provide the following services, as specified:

Deliverables	Minimum Performance Measures and Required Documentation	Payment Type	Financial Consequences
<b>1. 100% Completion of a Single Website for Visit Natural North Florida and Fish Natural North Florida (WWW.NATURALNORTHFLA.COM), in accordance with Section B.1.</b>	Completion of first draft design of a single website.  Required Documentation: <input type="checkbox"/> Invoice from the website development firm(s), to include dates of service. <input type="checkbox"/> Proof of payment. <input type="checkbox"/> Link to site.	Cost reimbursement not to exceed \$27,500.00	DEO will withhold payment until receipt of first draft design of single website
	Completion of second draft design of a single website.  Required Documentation: <input type="checkbox"/> Invoice from the website development firm(s), to include dates of service. <input type="checkbox"/> Proof of payment. <input type="checkbox"/> Link to site.	Cost reimbursement not to exceed \$27,500.00	DEO will withhold payment until receipt of second draft design of single website
	Completed design of a single website  Required Documentation: <input type="checkbox"/> Invoice from the website development firm(s), to include dates of service. <input type="checkbox"/> Proof of payment. <input type="checkbox"/> Link to site.	Cost reimbursement not to exceed \$28,750.00	DEO will withhold payment until receipt of completed single website design
<b>2.100 % Completion of a Five Year Strategic/Marketing Plan in accordance with Section B.2.</b>	Completion of 3 half-day facilitation sessions to form basis for 5 year strategic plan. Required Documentation:  <input type="checkbox"/> Agenda for each half-day facilitation session <input type="checkbox"/> Attendance sheet <input type="checkbox"/> Summary of topics discussed	Cost reimbursement not to exceed \$5,100.00	DEO will withhold payment until required source documentation is received.
	Completed Final Copy  Required Documentation: <input type="checkbox"/> Invoice from the consulting firm, to include dates of service. <input type="checkbox"/> Proof of Payment	Cost reimbursement not to exceed \$5,100.00	DEO will withhold payment until a completed Final copy is received.

<b>3. Distribute 75,000 Brochures in accordance with Section B.3.</b>	Distribute a minimum of 18,750 brochures.  Required Documentation: <input type="checkbox"/> Submit a copy of receipt for brochure distribution cost reimbursement. <input type="checkbox"/> Proof of Payment <input type="checkbox"/> Copy of brochures distribution list	Cost reimbursement not to exceed \$1,950.00	DEO will withhold payment until Grantee demonstrates that at least 18,750 brochures have been distributed.
	Distribute a minimum of an additional 18,750 brochures.  Required Documentation: <input type="checkbox"/> Submit a copy of receipt for brochure distribution cost reimbursement. <input type="checkbox"/> Proof of Payment <input type="checkbox"/> Copy of brochures distribution list	Cost reimbursement not to exceed \$1,950.00	DEO will withhold payment until Grantee demonstrates that at least 37,500 brochures have been distributed.
	Distribute a minimum of an additional 18,750 brochures.  Required Documentation: <input type="checkbox"/> Submit a copy of receipt for brochure distribution cost reimbursement. <input type="checkbox"/> Proof of Payment <input type="checkbox"/> Copy of brochures distribution list	Cost reimbursement not to exceed \$1,950.00	DEO will withhold payment until Grantee demonstrates that at least 56,250 brochures have been distributed.
	Distribute a minimum of an additional 18,750 brochures.  Required Documentation: <input type="checkbox"/> Submit a copy of receipt for brochure distribution cost reimbursement. <input type="checkbox"/> Proof of Payment <input type="checkbox"/> Copy of brochures distribution list	Cost reimbursement not to exceed \$1,950.00	DEO will withhold payment until Grantee demonstrates that at least 75,000 brochures have been distributed.
<b>4. Professional Enhancement Scholarships to the Task Force Members and/or their staff in accordance with Section B.4</b>	Provide at least one Professional Enhancement Scholarship. Required Documentation: For each scholarship recipient, submit: <input type="checkbox"/> Agenda. <input type="checkbox"/> Registration form. <input type="checkbox"/> Completed travel reimbursement form. <input type="checkbox"/> Travel receipts and a summary of how attendance at the event built professional capacity	Cost Reimbursement not to exceed \$14,250.00	DEO will withhold payment for failure to complete any scholarships.



<b>5. Place Visit Natural North Florida Advertising in Media in accordance with Section B.5.</b>	Place a minimum of one (1) advertisement  Required Documentation: <input type="checkbox"/> Copy of advertisement <input type="checkbox"/> Invoice (to include dates of service) <input type="checkbox"/> Proof of payment	Cost reimbursement not to exceed \$11,500.00	DEO will withhold payment for failure to complete the minimum performance level.
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- a. Cost Category Shifting:** In the event Grantee requests cost reimbursement for a Deliverable in an amount greater than specified as the Deliverable Payment, DEO shall pay Grantee's allowable costs. However, DEO shall not be required to pay more than 110% of the amount specified as the Deliverable Payment. In no event shall DEO reimburse costs of more than \$150,000 under this Agreement.

**E. Invoice Submittal and Payment Schedule:**

- 1. Cost Reconciliation:** The deliverable amounts specified in Section D above do not establish the value of the deliverables. In accordance with Section I.F.11 of this Agreement, Grantee's entitlement to retain funds paid by DEO is dependent upon the amount of allowable costs incurred and expended by Grantee in carrying out the Project. Pursuant to section 215.971(2)(c), F.S., Grantee must submit all documentation necessary to enable DEO's Grant Manager to reconcile the expenditure of all funds received by Grantee under this Agreement.
- 2. Required Documentation for Payment:** Grant Funds will be disbursed on a quarterly basis upon completion of the minimum performance standards described in Section D, above, and completed submission of the following documentation:
  - a. An invoice (see Exhibit D, Invoice Format, attached hereto) stating the requested amount of Grant Funds to be disbursed, which amount shall not exceed the amount indicated in Exhibit B for disbursement, shall be submitted with the Quarterly Report;
  - b. A completed copy of Exhibit E, Compliance Certification Form;
  - c. A completed Exhibit E, Proof of Financial Match, indicating the amount of Matching Funds raised to date, the name of the organization, business or person making the donation, the date and amount of the donation, check number, and a copy of the check; and,
  - d. If applicable, completed copies of Exhibit F, Photographer Release Form, and Exhibit G, Model Release Form: Photos/Video/Audio.
  - e. The State may require any other information from Grantee that the State deems necessary to verify that the services have been rendered under the Agreement. Pursuant to section 215.971(2)(c), F.S., Grantee must submit all documentation necessary to enable DEO's Grant Manager to reconcile the expenditure of all funds received by Grantee under this Agreement.
- 3. The following supplements Section I.E.2, Requirements of paragraphs (a) – (i) of subsection 287.058(1), Florida Statutes (F.S.):**
  - a. International travel shall not be authorized without prior written approval of DEO's Agreement Manager.

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*Visit Natural*  
NORTH FLORIDA

**Rick Scott**  
GOVERNOR



**Jesse Panuccio**  
EXECUTIVE DIRECTOR

December 21, 2015

Ms. Dawn Taylor  
Original Florida Tourism Task Force  
2009 N.W. 67<sup>th</sup> Place  
Gainesville, FL 32653

Dear Ms. Taylor:

It is my pleasure to inform you that the Original Florida Tourism Task Force's application for a Regional Rural Development Grant in the amount of \$150,000.00 has been approved. The purpose of the Regional Rural Development Grant is to provide funding support to regionally based economic development organizations that represent rural counties and communities. This award is to be used to build professional capacity, enhance and support the organization's sustainable economic development activities and marketing efforts in your region.

Please be advised that funds will be provided upon the execution of a grant agreement that will include a scope of work, set of deliverables and proof of financial and in-kind match. If you have any questions about this award or the grant agreement, please contact Robert Gitzen in the Bureau of Economic Development by telephone at (850)-717-8497 or by email at [Robert.Gitzen@deo.myflorida.com](mailto:Robert.Gitzen@deo.myflorida.com).

Sincerely,

Julie A. Dennis  
Interim Director  
Division of Community Affairs

JAD/rg

## **TAB F: SCOPE OF WORK AND BUDGET**

Please provide a Scope of Work **detailing the activities** the regional organization proposes to accomplish with this grant funding. Briefly **describe how each activity will build the professional capacity of the regional organization and its partnerships or provides technical to businesses within the rural counties and communities that it serves.** **Note:** Deliverables will be developed with DEO staff based on the approved Scope of Work after initial review of the application.

### **Proposed Scope of Work**

- 1) **Creation of an on-line, interactive, bicycle route microsite and downloadable PDF bicycle route guide.** Goal: To increase bicycle tourism throughout The Original Florida region. The project will create both a digital and printed bicycle guide which features, at a minimum, two bicycle routes in each Task Force member county, one multi-county bicycle route which links together the four coastal counties of the Big Bend area (Dixie, Jefferson, Levy and Taylor Counties) as well as one multi-county bicycle route which links together some of the most desirable nature-based tourism activities of the Task Force region. This multi-county bicycle route will include non-coastal counties (i.e., counties other than Dixie, Jefferson, Levy and Taylor Counties). The selected bicycle routes will represent the “best of” routes available in each county as well as the region. The Task Force will print a minimum of 1,000 copies of the PDF bicycle guide. The on-line interactive bicycle route microsite will be embedded in the Task Force Website. It will provide on-line maps of bicycle routes as well as nearby natural features and facilities of interest to bicyclists. - Deliverable Value: \$36,000.
- 2) **Creation of an on-line, “Ultimate Springs” microsite and downloadable PDF guide.** Goal: To increase tourism throughout The Original Florida region by increasing knowledge of springs. The project will create both a digital and a downloadable PDF guide to springs located within the region. The On-line guide as well as the downloadable PDF guide will contain a map of springs as well as information regarding available facilities at the springs. - Deliverable Value: \$12,000.

Attach additional documentation if needed. Additional pages attached? yes ☐ no ☒

- 3) **Provision of website blogs.** Goal: Inform potential tourists on tourist-oriented attractions and events within the region. The Original Florida Tourism Task Force will contract with a professional travel writer/blogger to post and maintain blogs on the Visit Natural North Florida website ([www.vnnf.org](http://www.vnnf.org)) in order to provide fresh content, stories and images. The blogging program is intended to inform potential visitors of attractions and events within the member counties of The Original Florida Tourism Task Force region. The information provided by bloggers on attractions and events is anticipated to attract new out-of-state as well as in-state visitors to the areas, resulting in increased tourism spending within the ten-county area. Links to the blogs will be posted on the Visit Natural North Florida Facebook page. The blogger will post a minimum of two blogs per month per subject area on the Visit Natural North Florida website for the following five subject areas: Outdoors and Nature; Activities, Events and Family Travel; Off the Beaten Path; Food and Dining; and Fishing. For each subject area except Fishing, at least one blog will be produced featuring activities and/or attractions located within each member county of the Task Force. *Deliverable value: \$5,000.*
- 4) **Bicycle route maps for New Member Counties.** Goal: to increase awareness of the hundreds of miles of beautiful biking trails that cross the region, which will attract more bicycling enthusiasts to visit the area on extended biking tours. An inventory will be conducted of designated biking trails in as well as state and local highways with bike paths for a minimum of one and a maximum of two new Task Force member counties. The current online region-wide map will be revised to display the new member counties inventory, with mileages shown between stops. Separate online maps will be created for a minimum of one and a maximum of two new member counties that highlight the available trails located within each county as well as additional information on local bicycle vendors, resources, and related links. *Deliverable value: \$3,000.*

- 5) **Digital advertising campaign.** Goal: Inform potential tourists on tourist-oriented attractions and events within the region. The campaign will place targeted digital advertisements to consumers in a minimum of five metropolitan areas where Visit Natural North Florida is participating in travel shows. The digital advertisements will highlight attractions and events within the region as well as highlighting the newly-revamped Visit Natural North Florida website. *Deliverable value: \$13,000.*
- 6) **Create and distribute electronic newsletters.** Goal: To increase consumer awareness of the natural, recreational and cultural assets of the region in order to attract more visitors among consumers who have either visited the region or have expressed an interest in visiting the region. The Task Force will subscribe to an email newsletter service such as Constant Contact and design, create and distribute via email a minimum of four electronic/digital newsletters on attractions and events within the region. *Deliverable value: \$4,000.*
- 7) **Distribute brochures.** Goal: To distribute regional brochures to private businesses, such as hotels, along major travel routes within the state as well as Georgia where they will be picked up by travelers. This will be accomplished by contracting with one or more brochure distribution companies which maintain and stock brochure racks at several hundred unique locations throughout the state as well as in Georgia. The activity builds the brand of the region by putting tourism information in the hands of tens of thousands of potential visitors in a format that can be easily accessed and saved. *Deliverable value: \$7,500.*
- 8) **Provide professional enhancement scholarships to Task Force members and staff.** Goal: To increase the professionalism of Task Force staff and member organizations. The Task Force will provide scholarships to attend training opportunities such as the Southeast Tourism Society Marketing College and the annual Florida Governor's Conference on Tourism. This activity increases the knowledge and professionalism of Task Force staff, members and member staff by providing attendees with increased skills and knowledge of tourism marketing. *Deliverable value: \$15,000.*

- 9) **Professional enhancement organization annual memberships.** Goal. To increase the professionalism of Task Force staff and member organizations. The Task Force will join the Southeast Tourism Society, Visit Florida and the Florida Outdoor Writers Association. Membership in these organizations provides benefits to the Task Force by offering discounts for participation in the Southeast Tourism Society Marketing College, the annual Florida Governor's Tourism Conference, and the annual Florida Outdoor Writers Association Conference. *Deliverable value: \$1,000.*
- 10) **Place Visit Natural North Florida advertising in print media.** Goal: To increase consumer awareness of the natural, recreational and cultural assets of the region in order to attract more visitors. Advertisements featuring Natural North Florida will be placed in a minimum of one print media publication to promote consumer awareness of the Natural North Florida brand and to attract visitors to the region. *Deliverable value: \$6,500.*
- 11) **Attend annual VISIT FLORIDA New York City media reception.** Goal. To increase travel writers awareness of the natural, recreational and cultural assets of the region in order to generate articles by New York City-based travel writers featuring Natural North Florida. The Task Force will send one representative to attend the VISIT FLORIDA annual New York City Media Reception. The reception offers the opportunity to meet more than 30 media guests. Examples from past receptions include Good Morning America, Fodors, Skift, New York Daily News, Travel Weekly and Travel + Leisure, and food writers. *Deliverable value: \$3,000.*
- 12) **Participate in In-state travel shows.** Goal: To increase consumer awareness among Florida residents of the natural, recreational and cultural assets of the region through direct contact with potential tourists who are Florida residents in order to attract more visitors. The Task Force will participate in a minimum of two in-state travel shows. At the shows, the Task Force will staff a booth, distribute brochures pertaining to the region and answer questions raised by show attendees. A maximum of two Task Force representatives per show will staff the travel show booths as well as the Visit Florida Welcome Center show booth. *Deliverable value: \$9,000.*



- 13) **Participate in domestic out-of-state travel shows.** Goal: To increase consumer awareness among out-of-state residents of the natural, recreational and cultural assets of the region through direct contact with potential tourists who reside out-of-state in order to attract more visitors. The Task Force will participate in a minimum of two domestic out-of-state travel shows. At the shows, the Task Force will staff booths, distribute brochures pertaining to the region and answer questions raised by show attendees. A maximum of two Task Force representatives per show will staff the travel show booths. Deliverable value: \$12,500
- 14) **Grant administration @ 15% of grant value.** Goal: To ensure that grant deliverables are properly completed and to provide timely quarterly and final reports to the Florida Department of Economic Opportunity. Each report will be provided in the format acceptable to the Department and will fully outline and document the completion of each deliverable as specified in the contracted list of grant deliverables. *Deliverable value:* \$22,500

Total: \$150,000

# Regional Rural Development Grant



Please insert your budget for the proposed Scope of Work, including grant and matching funds, into the table provided below:

RRDG Proposed Budget			
<b>Website Development</b>			<b>\$56,000.00</b>
Ultimate Bicycle Guide	Micro Website Development & Printing		
Microsite & Downloadable PDF Guide	Contractual Services	\$36,000.00	
			\$36,000.00
Ultimate Springs Guide	Micro Website Development & Printing	\$12,000.00	
Microsite & Downloadable PDF Guid	Contractual Services		
			\$12,000.00
Website Blogs	Website Blogs	\$5,000.00	
	Contractual Services		\$5,000.00
Bicycle Route Maps for Two Counties	Staff time	\$3,000.00	
			\$3,000.00
<b>Public Relations</b>			<b>\$3,000.00</b>
VisitFlorida New York City	Registration Fees	\$1,200.00	
Media Luncheon	Travel	\$1,800.00	
			\$3,000.00
<b>Trade Shows</b>			<b>\$21,500.00</b>
In-state Travel Shows	Registration Fees	\$2,600.00	
	Booth Accessories Rental (Contractual Services)	\$400.00	
	Travel	\$6,000.00	
			\$9,000.00
Domestic Out-of-state Travel Shows	Registration Fees	\$3,200.00	
	Booth Accessories Rental (Contractual Services)	\$800.00	
	Shipping	\$700.00	
	Travel	\$7,800.00	
			\$12,500.00
<b>Advertising</b>			<b>\$31,000.00</b>
Digital Advertising Campaign	Digital Advertising Campaign		
	Contractual Services	\$13,000.00	
			\$13,000.00
Quarterly eNewsletters	Quarterly eNewsletters		
	Staff time	\$2,800.00	
	eNewsletter software rental	\$1,200.00	
			\$4,000.00
Print Media Advertising	Print media advertising		
	Contractual Services	\$6,500.00	
			\$6,500.00
Brochure Distribution	Brochure Distribution	\$7,500.00	
	Contractual Services		\$7,500.00
<b>Professional Enhancement</b>			<b>\$16,000.00</b>
Scholarships	Scholarships		
	Registration Fees	\$7,050.00	
	Travel	\$7,950.00	
			\$15,000.00
Professional Enhancement	Organizational Annual Memberships		
Organizational Annual Memberships	Membership Fees	\$1,000.00	
			\$1,000.00
<b>Grant Administration</b>			<b>\$22,500.00</b>
	Staff time	\$22,500.00	
			\$22,500.00
<b>Total Grant Request</b>			<b>\$150,000.00</b>

## Proposed Budget Category Expenditures

<b>Staff Time</b>		\$28,300.00
<b>Travel</b>		\$23,550.00
<b>Registration Fees</b>		\$14,050.00
<b>Membership Fees</b>		\$1,000.00
<b>Software Rental</b>		\$1,200.00
<b>Contractual Services</b>		\$81,900.00
Ultimate Bicycle Guide	\$36,000.00	
Ultimate Springs Guide	\$12,000.00	
Website Blogs	\$5,000.00	
Digital Advertising Campaign	\$13,000.00	
Print Media Advertising	\$6,500.00	
Brochure Distribution	\$7,500.00	
Shipping	\$700.00	
Booth Accessories Rental	\$1,200.00	
<b>Total Grant Request</b>		<b>\$150,000.00</b>

**The Original Florida Tourism Task Force**  
2009 NW 67th PI  
Gainesville, FL 32653-1603  
**Request for Proposals**  
**Visit Natural North Florida Ultimate Bicycle Guide**

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The Original Florida Tourism Task Force (Visit Natural North Florida) seeks a website design and marketing company or similarly-qualified company to design and create an on-line, interactive, bicycle trail/route microsite and downloadable PDF bicycle trail/route guide. The selected proposer will create both a digital and printed bicycle guide which features, at a minimum, two bicycle trails/routes in each Task Force member county, one multi-county bicycle trail/route which links together the four coastal counties of the Big Bend area (Dixie, Jefferson, Levy and Taylor Counties) as well as one multi-county bicycle trail/route which links together some of the most desirable nature-based tourism activities of the Task Force region. This multi-county bicycle trail/route will include non-coastal counties (i.e., counties other than Dixie, Jefferson, Levy and Taylor Counties). The selected bicycle trails/routes will represent the "best of" trails/routes available in each county as well as the region. The selected proposer shall also print and deliver to the Task Force a minimum of 1,000 copies of the PDF bicycle trail/route guide. The on-line interactive bicycle trail/route microsite will be embedded in or otherwise be fully integrated with the existing Task Force Website ([www.vnnf.org](http://www.vnnf.org)). The microsite will provide on-line maps of bicycle trails/routes as well as nearby natural features and facilities of interest to bicyclists.

The selection of specific bicycle trails/routes shall be made by The Original Florida Tourism Task Force. The selected proposer shall recommend specific bicycle trails/routes to the Task Force for inclusion in Ultimate Bicycle Guide. The selected proposer is responsible for the development and mapping of specific bicycle trails/routes for inclusion in the Ultimate Bicycle Guide.

The Original Florida Tourism Task Force is a governmental entity consisting of member counties located in north central Florida. Current member counties consist of Alachua County, Bradford County, Columbia County, Dixie County, Gilchrist County, Jefferson County, Lafayette County, Levy County, Madison County, Taylor County, Union County and Wakulla County. The Task Force seeks to promote natural, historic and cultural attractions of the 13-county region to increase the number of visitors and to extend their stay.

#### **Scope of Work**

The Task Force seeks a web design and marketing company or a similarly-qualified company with a proven track record within the travel and tourism industry for developing online, interactive bicycle trail/route map websites, web pages and printed guides. The selected company will detail the steps for the site design, content development, programming, maintenance, hosting and design of the printed guide.

The selected proposer shall be responsible for developing both printed and digital versions of all of the bicycle trails/routes selected by the Task Force Bicycle Trail Development Committee. The selected bicycle trails/routes shall consist of a minimum of two bicycle trails/routes per county for a minimum of 26 routes. Additionally, the selected proposer shall be responsible for developing one Task Force-approved multi-county bicycle trail/route which links together the four coastal counties of the Big Bend area (Dixie, Jefferson, Levy and Taylor Counties) as well as one Task Force-approved multi-county bicycle trail/route which links together some of the most desirable nature-based tourism activities of the Task Force region. This multi-county bicycle trail/route will include non-coastal counties (i.e., counties other than Dixie, Jefferson, Levy and Taylor Counties).

Digital bicycle trail/route maps from either the Rails to Trails Conservancy ([www.traillink.com](http://www.traillink.com)) or Ride with GPS ([www.ridewithgps.com](http://www.ridewithgps.com)) may be used. Alternatively, and/or in addition to, digital bicycle trail/route maps can be used from other sources with prior approval by the Task Force Bicycle Trail Development Committee.

The selected proposer will also be capable of implementing the following:

1. The identification, development and mapping of specific bicycle trails/routes, including original research and development of bicycle trails/routes.

2. The inclusion of Google Translate or the ability to link the bicycle guide to the existing vnnf.org website so that when Google Translate is selected from the existing website, the language translation automatically occurs within the bicycle microsite;
3. The integration of the bicycle microsite into the existing Task Force website in such a way that user activity within the microsite is included in the Task Force's existing Google Analytics reporting system; and
4. The development of a Level 1 (Opening) page which displays a region-wide trail/route map which identifies the bicycle trails/routes, using either a polyline or a pin for each trail/route.
5. A Level 1 regional trail/route map designed so that Baker, Hamilton, Marion, Putnam and Suwannee Counties, Florida as well as associated trails/routes, can be added by Task Force staff without the need for additional assistance from the proposer.
6. A Level 1 regional trail/route map designed so that any of the Task Force member counties and associated trails/routes can be hidden from view, without the need for additional assistance from the proposer.
7. The ability for the user to download a regional bicycle trail/route guide pdf file consisting of all of the trails/routes and associated information contained on the Level 1 page.
8. When a user's cursor is placed on a Level 1 regional map trail/route (either polyline or pin), the page shall provide a popup summary information on the trail/route, including trail/route name, trail/route length (miles to the nearest one-tenth mile), trail/route surface type (asphalt, dirt, etc.), as well as a thumbnail photo, and when the popup-up is selected/clicked on by a user, a linked Level 2 page is displayed. A level 2 page shall be provided for every trail/route contained in the trail/route database.
9. Level 2 pages to consist of:
  - a. Bicycle trail/route name, length of trail/route to the nearest tenth of a mile; estimated travel time in hours and minutes;
  - b. A photo or series of photos of the trail/route;
  - c. A detailed bicycle trail/route map as described in 10 below;
  - d. An elevation profile of the trail/route, if available;
  - e. A cue sheet of turn-by-turn directions for the trail/route similar to the sample trail/route identified in 11 below;
  - f. A narrative description of the trail/route;
  - g. An option to download a digital GPS Coordinate file of the trail/route which can be uploaded to either a handheld GPS designed for bicycles or either the Rails to Trails Conservancy or the Ride with GPS cell phone app.;
  - h. An option to download a printable pdf guide for the trail/route which contains all of the information in items a through f above;
  - i. Message boards for user comments regarding the trail/route; and
  - j. A user-based rating system for the trail/route using a 1 (lowest score) to 5 (highest score) rating system.
10. A more detailed description of Level 2 detailed bicycle trail/route maps follows.
  - a. A detailed bicycle trail/route map consisting of the selected bicycle trail/route using a polyline overlaid on an existing base map such as Google maps. The inclusion of a scale and the ability for the user to alter the scale as presented on the web page (ability to zoom in and out). The map should identify cities, roads, and natural features such as but not limited to parks, forests, conservation areas, rivers and lakes. The map should include an option for the user to switch between map and satellite views of the trail/route.
  - b. The following items should be identified on each bicycle map, to the maximum extent practical: parking; trailheads; tunnels; restrooms; endpoints; drinking fountains; nearby hiking and bicycling trails/routes; geocoded photos; mileage markers; nearby restaurants; nearby lodging (hotels/motels/recreational vehicle and tent campgrounds, bed & breakfasts, etc); nearby photo opportunities; and similar items. Such features should, to the maximum extent practicable, have the ability to be turned on and off by the user.

11. The Level 2 Cue Sheet should provide brief turn-by turn directions for the selected trail/route, including trail/route name and total trail/route length in terms of miles, segment length, direction (straight, left, right), notes, and mileage similar to the following Sample Trail/Route Cue Sheet:

### Sample Trail/Route - 45 miles

Leg	Dir	Type	Notes	Total
	↑	Generic	START near the ranger station in Stephen Foster S.P., White Springs, FL	0.0
0.1	↑	Straight	Bear RIGHT onto US 41 / Spring St	0.1
0.1	→	Right	Turn RIGHT onto SR 136 / Bridge St	0.3
3.0	←	Left	I-75 overpass ...McDONALDS	3.3
1.0	←	Left	Turn LEFT onto CR 137	4.3
5.8	←	Left	Turn LEFT on CR 250 or go straight to visit Wellborn.	10.1
0.2	↑	Generic	U-Turn after a break at Bob's Butts BBQ and go back to CR 250	10.3
0.2	→	Right	Turn RIGHT on CR 250	10.5
5.7	←	Left	Turn LEFT onto NW Leonia Way	16.2
0.4	→	Right	Curve RIGHT onto NW Queen Rd	16.7
1.1	→	Right	Curve RIGHT to stay on NW Queen Rd - STOP following trees. ->>>	17.8
1.1	←	Left	Turn LEFT onto NW Chambira Way - Winfield Community Ctr	18.9
0.1	→	Right	Curve RIGHT onto NW Winfield St.	19.0
1.3	→	Right	Turn RIGHT onto US 41	20.3
1.6	←	Left	Turn LEFT onto CR 131 / NW Falling Creek Rd	21.9
0.9	↑	Generic	FALLING CREEK FALLS PARK - Restrooms and Water	22.7
4.0	↑	Generic	Cross Lassie Black St / CR 246 ...OR turn left and follow the hearts back for a 33 mile ride.	26.8
1.5	→	Right	Curve RIGHT onto NW Falling Creek Rd	28.3
0.2	←	Left	Turn LEFT onto NW Cansa Rd	28.4
3.0	→	Right	Turn RIGHT onto NW Spradley Rd	31.4
1.5	→	Right	RIGHT on US 441	32.9
0.3	↑	Generic	MILTON'S COUNTRY STORE & RESTAURANT	33.2
1.9	→	Right	Turn RIGHT onto NW Hamp Farmer Rd	35.1
2.2	↑	Straight	Continue STRAIGHT onto NW Falling Creek Rd	37.3
0.2	←	Left	Curve LEFT onto NW Falling Creek Rd	37.5
1.5	→	Right	Turn RIGHT onto CR 246 / NW Lassie Black St	39.0
3.2	→	Right	Turn RIGHT onto US 41	42.2
3.2	←	Left	Slight LEFT into the park	45.4
0.1	←	Left	END at the ranger station in the park.	45.5

12. The level 2 trail/route description should consist of approximately 300 words and identify and describe, to the extent practical, the environmental/geographical setting of the trail/route, the location of the trailhead and endpoint, points of interest along and near the trail/route, nearby restaurants, lodging, gas stations, photo opportunities as well as any future plans to link the trail/route to other trails/routes, and similar trail/route features/descriptors. The description should include the following information, which may be presented in table format:

- Counties in which trail/route is located
- Cities and towns in which trail/route is located
- Trail/route length to the nearest one-tenth of a mile
- Trail/route surface type (asphalt, gravel, etc.)
- Trail/route category: (off-road, grade-separated, on-road, etc.)

The description should also identify nearby parking and directions as to how to reach the trailhead. If available, the description will provide contact information for additional information regarding the trail/route. The page will also provide a messaging area for individuals to leave reviews, which include the assignment of one to five stars.

- 13 The Level 2 trail/route map pages should be designed so that trails/routes located in Baker, Hamilton, Marion, Putnam and Suwannee Counties, Florida can be added by Task Force staff without the need for additional assistance from the proposer.
14. The Level 2 trail/route map pages should be designed so that any of the Task Force member counties and associated trails/routes can be deleted or, preferably, hidden from view, without the need for additional assistance from the proposer.

### **General**

The selected proposer will be expected to work closely with the Bicycle Trail Committee of The Original Florida Tourism Task Force as well as Task Force staff through all phases of the project, including but not limited to microsite testing prior to launch and the launch process.

All content as well as the microsite itself will be exclusively owned by The Original Florida Tourism Task Force.

In addition to the items listed herein, the Task Force will give consideration to other concepts for developing the bicycle microsite. Proposers are therefore encouraged to present other concepts and features not contained herein.

The budget for the project is a maximum of \$36,000.

### **Responses**

If you would like to respond to this Request for Proposals, please provide the following:

A description of how the above scope of work will be implemented.

An explanation of coordination and communication with the Original Florida Tourism Task Force throughout the project.

A detailed implementation timeline.

A complete proposal summary page covering each item, their costs and/or a total overall cost for the project.

A description of your company, the year it was founded, and information about your philosophy for successful web marketing.

A list of previous/current clients in the travel and tourism sector and a description of the work you have performed for them, to include success stories and statistics demonstrating the impact of your services. Please provide relevant urls.

An organization chart naming the key players in your organization, their professional backgrounds and areas of expertise.

Specifically state which staff would be assigned to manage The Original Florida Tourism Task Force account.

What specific expertise do you offer in each of the following areas:

Interactive bicycle trail/route website design and development  
Printed bicycle trail/route guide development

With regard to microsite testing, please describe the microsite testing and approval process.

Contact information for three references familiar with your website and bicycle trail/route guide development capabilities.

Submit a list of all subcontracted vendors and third-party software to be included in the proposed project, including a description of your work experience with them and the specific role each will have in the project.

A project budget.



Any terms and conditions that might affect the project.

Costs for on-going support for the microsite including but not limited to monthly maintenance, project fees and administration fees, if any. Please list any other anticipated fees.

### **Ranking and Selection Criteria**

Preliminary Ranking: All proposals received will be reviewed and ranked by the Bicycle Trail Development Committee of The Original Florida Tourism Task Force using the following criteria based upon a total of 100 points, as follows:

(a) capacity to complete the work by December 31, 2016 (25 points); (b) past experience with the development and maintenance of tourism and bicycle trail-oriented websites (25 points); (c) quality of proposal and ability to implement items 1 through 14 listed under Scope of Work as well as other proposed features not contained herein (40 points); and (d) maximum of three letters of reference (10 points). The total score from these criteria will be used to establish the rank order for the selection of the proposals by Bicycle Trail Development Committee members. The rankings, as established by the individual Bicycle Trail Development Committee members, will be combined to result in a Committee ranking of proposers based on the average rank order of proposals assigned by individual Committee members, not the total number of points assigned by individual Committee members.

Final Ranking: Unless oral presentations are requested by the Bicycle Trail Development Committee, the Preliminary Ranking shall be the Final Ranking. Should the Committee request oral presentations from the highest-ranking proposers, the finalists will be re-reviewed and re-ranked after the oral presentations by the Bicycle Trail Development Committee using the same criteria and method used for the Preliminary Ranking.

An attempt will be made to reach an agreement with the highest ranking proposer, the second highest, and so on until a satisfactory agreement is reached.

### **General Information**

The Original Florida Tourism Task Force is not liable for costs incurred by proposers prior to execution of a contract. All costs incurred as a result of this request for proposals, including travel and personnel costs, are the sole responsibility of the proposer.

**Responses are due by 5:00 p.m. Eastern Standard Time, March 31, 2016.**

Submit two hard (paper) copies of your proposal in writing to:

Scott R. Koons, Executive Director  
The Original Florida Tourism Task Force  
2009 NW 67th Place  
Gainesville, Florida 32653-1603

Electronic and facsimile copies will not be accepted.

A maximum of three finalists will be selected from submitted proposals and may be requested to give oral presentations.

If you have any questions concerning the request for proposals, please contact Steven Dopp, Senior Planner, by e-mail at [dopp@ncfrpc.org](mailto:dopp@ncfrpc.org) or by telephone at 352.955.2200, extension 109.







much more common sight.

Equestrians can access the trail at either the Old Town or Fanning Springs trailheads, where trailer parking is provided. The Fanning Springs trailhead also links up with Fanning Springs State Park, which rewards the weary with refreshing dips in cool spring waters.

### Parking and Trail Access

To reach the Fanning Springs trailhead from Gainesville, take State Route 26 west about 40 miles to Fanning Springs. At the T-junction with US 19/98, turn right. The trailhead lies just east of the Suwannee River.

To reach the Cross City trailhead from Fanning Springs, take US 19/98 west about 13 miles to Cross City, then turn right on NE 210 Avenue, the last intersection before the old train depot. The trail crosses this road.

To reach the Old Town trailhead from Fanning Springs, take US 19/98 4 miles west to Old Town and turn north on State Route 349. The trailhead is one block up, adjacent to the fire station.

To reach the Trenton trailhead from Fanning Springs, take State Route 26 8 miles east to Trenton and turn north on US 129. The trailhead is two blocks up at the old train depot.

To reach the Chiefland trailhead, take US 19/98 south to Chiefland. The trailhead is at the old train depot, two blocks south of downtown on the same road.

### Reviews

One of the best in Florida

★★★★★ October, 2015 by **sharkt**

We love this trail with it being so close to the state parks. Offers a good ride with our camping at Manatee Springs State Park. We can leave the park and get in a good 50 mile ride round trip. Also there is a bike path along edge of road to trail from ...[read more](#)

Nature Coast State Trail

★★★★★ October, 2015 by **blurcat**

Beautiful trail - peaceful, clean, well maintained! [read more](#)

Construction on the Suwannee River Bridge

★★★★★



### NEARBY TRAILS



#### Suwannee River Greenway at Branford

State: Florida  
Length: 14 miles  
Surface: Asphalt



#### Ichetucknee to O'Leno Trail

State: Florida  
Length: 12 miles  
Surface: Asphalt



#### Archer Braid Trail

State: Florida  
Length: 6.2 miles  
Surface: Asphalt




#### Cedar Key Railroad Trestle Nature Trail

State: Florida  
Length: 0.3 miles  
Surface: Dirt, Grass, Sand

[See More Trails](#)

### NEARBY HOTELS



**TrailLink**  
by Rails-to-Trails Conservancy

Welcome, d53!   Settings   Log out

My TrailLink   Explore   Engage

★ Get Unlimited

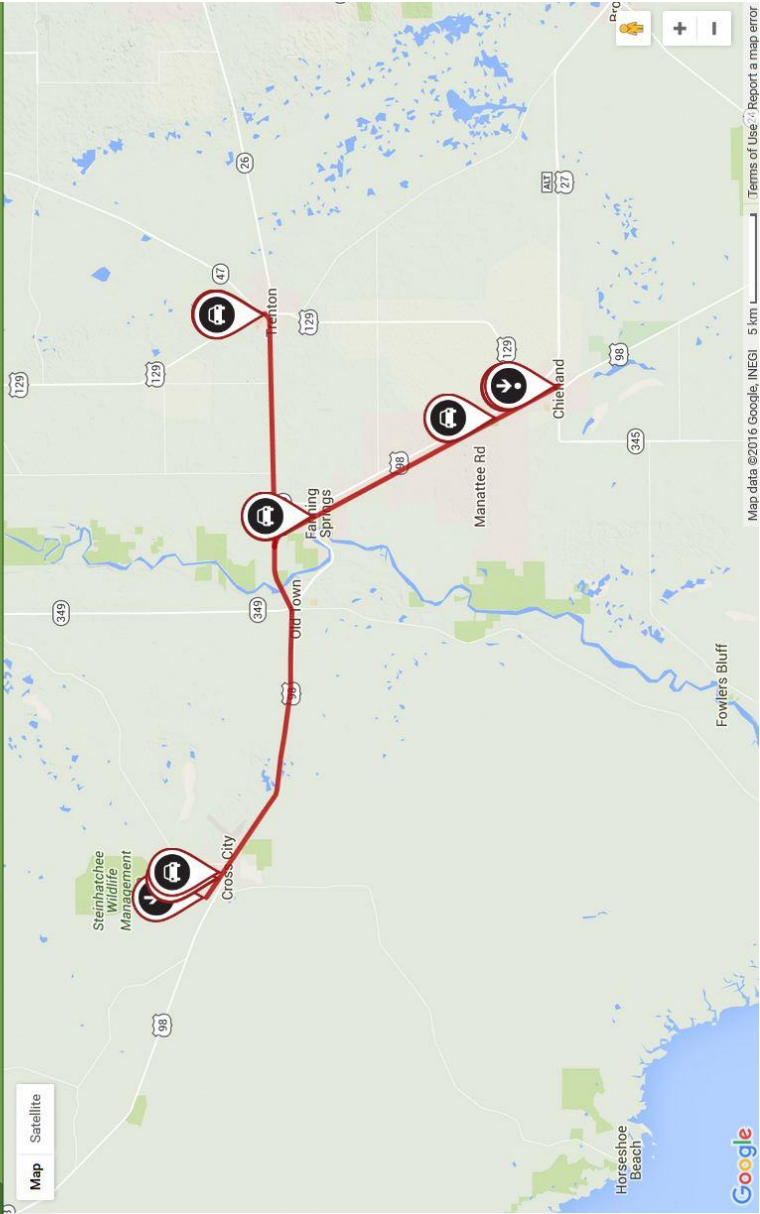
← Nature Coast State Trail

View National Map

Map   Satellite

**MAP LEGEND**

- ☒ Parking
- ☒ Trailhead
- ☒ Tunnel
- ☒ Restroom
- ☒ Endpoint
- ☒ Drinking Fountain
- ☐ Nearby Trails
- ☒ Geocoded Photos
- ☐ Google Bike Map



Map data ©2016 Google, INEGI   5 km   Terms of Use   Report a map error



SEGMENTS CUESHEET

HOME FIND PLAN UPLOAD ROUTES RIDES SHOP HELP APP

UPGRADE SIGNOUT

PRINT

### CUE SHEET

START at SBA HQ - Go straight through the flashing red light crossing US 41

0.0 mi

LEFT - NW White Springs Ave

0.4 mi

LEFT - NW Suwannee Valley Rd

2.7 mi

RIGHT - Combs Terrace

2.9 mi

RIGHT - Leonia Way

5.1 mi

LEFT - Lake Jeffery Rd

5.5 mi

LEFT - Moore Rd

8.4 mi

Cross US 41 / SR 100

11.5 mi

LEFT - CR 25A

11.9 mi

RIGHT - US 41 / SR 100

13.4 mi

RIGHT - CR 131 / NW Falling Creek Rd

13.8 mi

FALLING CREEK FALLS PARK - Restrooms and Water

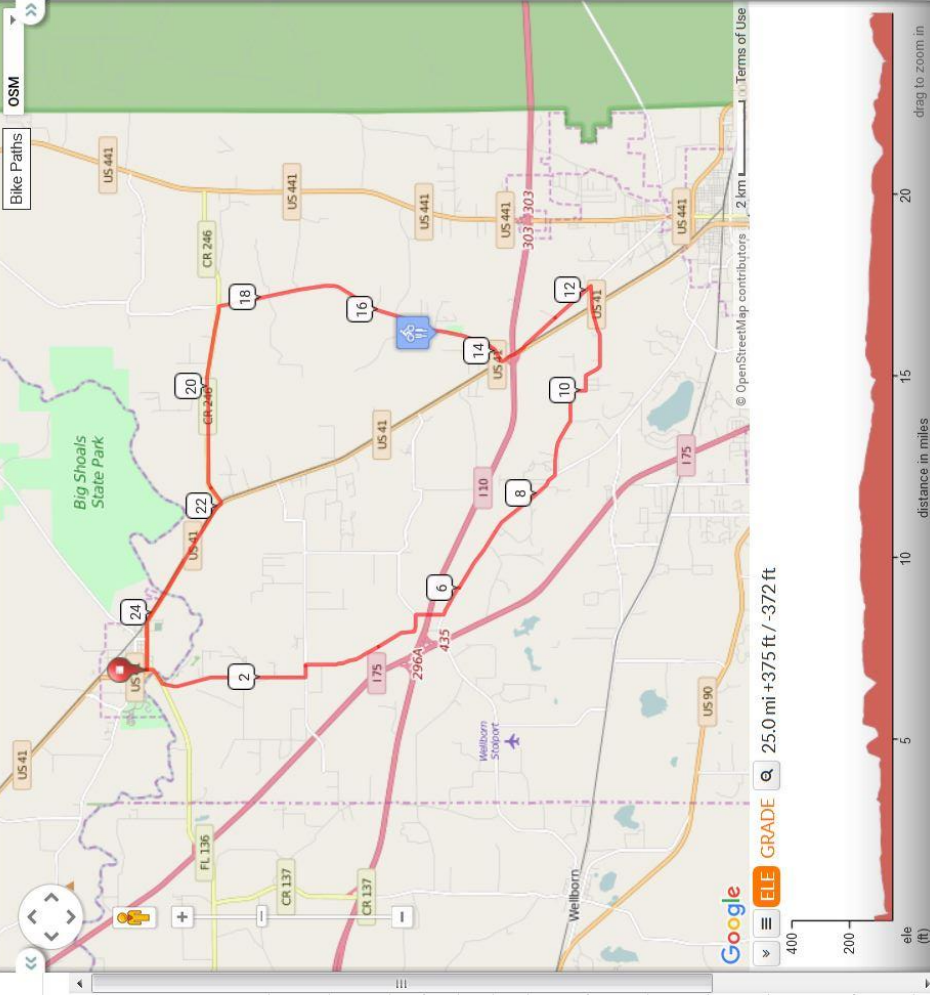
14.7 mi

REST STOP at Falling Creek Church

15.0 mi

LEFT - CR 246 / NW

18.7



OVERVIEW METRICS EXPORT

Created: Feb 03, '16, 04:49PM  
Starts in: Hamilton County, FL, US  
Distance: 25.0 mi  
Elevation: + 375 / - 372 ft  
Max Grade: 2.8 %  
Avg. Grade: 0.1 %  
Estimated Time: [Learn more](#)







SEARCH

Search anything...

## FIND A RIDE RIDE INSPIRATION EVENTS RESOURCES

**Search by Ride Location**  
Ex: Portland or 555 State St, Salem 97305

**Select a Ride Type**

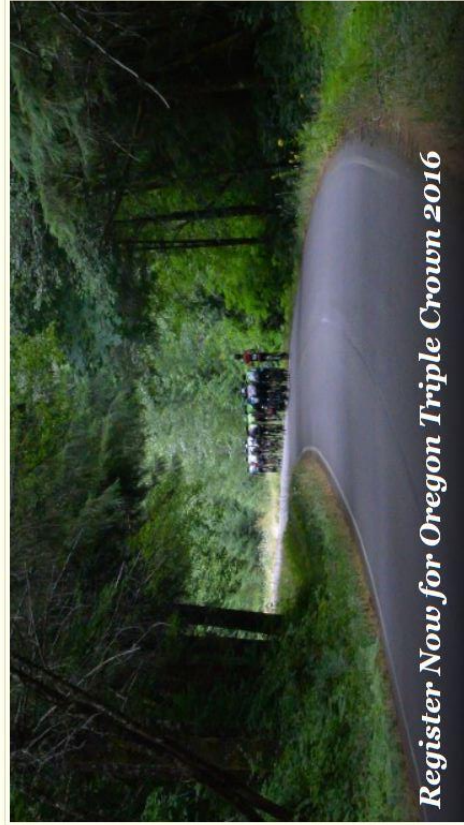
☐ Mountain Biking Trails ☐ Road Routes ☐ Scenic Bikeways

☐ Gravel Rides

**Select a Ride Length (in miles)**

1 100+

**Search Rides**



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MOUNTAIN BIKING ▾

GRAVEL RIDES

SCENIC BIKEWAYS

Enter a Location


Examples: Portland or 555 State St, Salem 55025


or


Select a Region


All Oregon Regions

Select a Ride Type

Mountain Biking Trails  
Off-road, often dirt

Road Routes  
Paved roads or paths

Gravel Routes  
Gravel roads or paths

Oregon Scenic Bikeways  
Our best roads, by bike

Search Rides

Ride Options

Search by

LOCATION

RIDE NAME

Select a Difficulty Level

All

Select a Ride Length (in miles)

1

100+

Showing 1 - 10 of 14 Rides

1

Metolius River Loops Scenic Bikeway

Length: 22.8 miles | Origin: Camp Sherman

2

Madras Mountain Views Scenic Bikeway

Length: 23.5 miles | Origin: Madras

3

Covered Bridges Scenic Bikeway

Length: 35.9 miles | Origin: Cottage Grove

4

Twin Bridges Scenic Bikeway

Length: 36.3 miles | Origin: Bend

5

Sisters to Smith Rock Scenic Bikeway

Length: 36.5 miles | Origin: Sisters

6

McKenzie Pass Scenic Bikeway

Length: 38.0 miles | Origin: Sisters

7

Tualatin Valley Scenic Bikeway

Length: 50.5 miles | Origin: Hillsboro

8

Cascade Siskiyou Scenic Bikeway

Length: 54.8 miles | Origin: Ashland

9

Wild Rivers Coast Scenic Bikeway

Length: 60.9 miles | Origin: Port Orford

10

Cascading Rivers Scenic Bikeway

Length: 69.7 miles | Origin: Detroit

Filter by

All Attributes

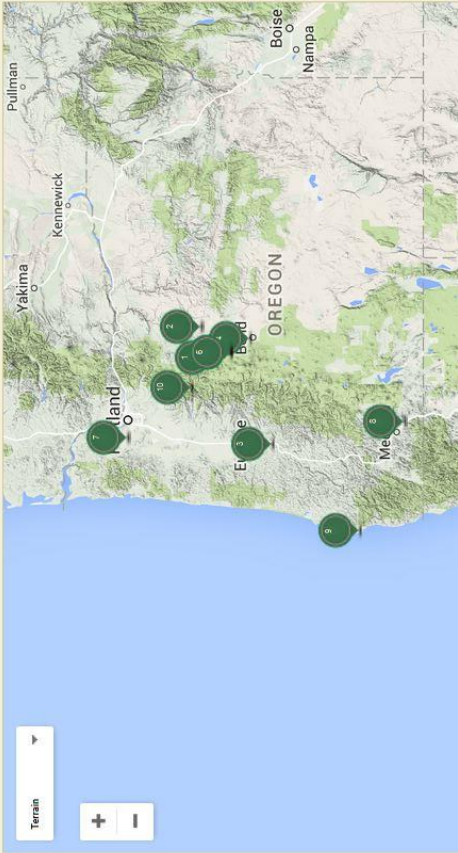
Sort by

Shortest to Longest

Terrain

+

-



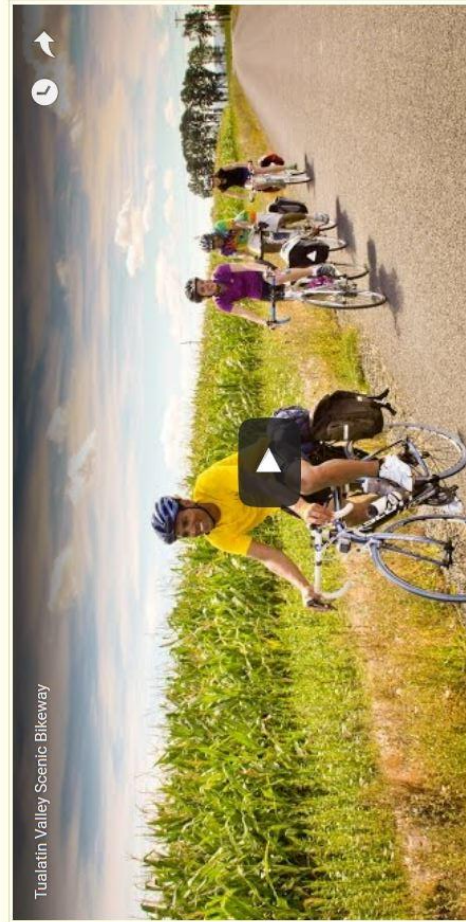
45





Share this Road Route

f t e





## Download map and cue sheet

### Route Description

Pleasant views of the Coast Range, farms, vineyards and natural areas near quaint downtowns are afforded riders on the Tualatin Valley Scenic Bikeway, while the smell of fresh-cut hay or flutter of waterfowl engages other senses. The primary natural feature is the Tualatin River and the surrounding river basin, which is dotted with wetlands and forest stands. Farm produce stands, farmers' markets and a winery along the route offer a wonderful seasonal mix of activities, enabling riders to easily partake in the area's agricultural bounty. The valley's mild weather draws riders to the Bikeway through most of the year; however, rain gear may be useful in winter.

With the route's layout, cyclists have many overnight options for multi-day rides, while day trips covering sub-sections of the route are easy, too. L.L. Stub Stewart State Park is adjacent to the State Trail and offers camping, while Hillsboro, Forest Grove, Banks and Vernonia offer lodging, dining and other services. The route's northern and southern hubs are public parks, each with parking, restrooms and drinking water. Several other parks on the route offer picnic shelters and restrooms. Transit connections are available in Hillsboro, Forest Grove and Banks.

The Tualatin Valley Scenic Bikeway captures the best of the northern Willamette Valley, from friendly downtowns to fertile farmlands and lush natural areas. Set in the heart of Washington County, the Bikeway runs point-to-point over 50 miles and includes the Banks-Vernonia State Trail.

Mostly rural roads comprise 30 miles of the route, while the woody, off-road Banks-Vernonia State Trail accounts for 20 miles. Bikeway terrain ranges from plains to rolling hills, with the middle portion of the state trail featuring a climb of about 600 feet. This Scenic Bikeway is rated as a moderately challenging ride and is enjoyed by a wide range of cyclists.

### More Resources

Visit [Oregon's Washington County or Travel Portland](#) to learn more about sights and attractions in the Greater Portland area.

Find restrooms at [Road Bridge Park](#) in Hillsboro, restrooms and water at the [Fernhill Wetlands](#) in Sherwood, and camping and restrooms at [L.L. Stub Stewart State Park](#).

[Order a free copy of the Oregon Scenic Bikeways guide.](#)

### Important Traffic Information:

In addition to visiting [TripCheck.com](#), please contact the Washington County Bicycle and Pedestrian Program at 503-846-7819 for current information about road conditions.

Scenic Bikeway routes often include roads with car and truck traffic. Although the Bikeways are routed on low-traffic and low-speed roads whenever possible, most are designated for cyclists that are comfortable riding in some amount of traffic. For traffic-free riding, please check out the [Tualatin Valley Scenic Bikeway](#) section north of Banks and the first half of the [Covered Bridges Scenic Bikeway](#).

## Photos of this Ride



## Comments

Cool- the TVSB is Portland Monthly Magazine's "Trail of the Month" with a photo slide show: <http://www.portlandmonthlymag.com/slideshows/ride-show-tualatin-valley-scenic-bikeway-august-2013/slide-1>

Posted by AllyG on July 30th, 2013.

How was this 3 years in the making? Were signs put up just to get you to the Banks/Vernonia Trail? This is just road riding with cars. This is why we ride the Banks/Vernonia Trail so we do not have to worry about getting hit by a car.

Posted by anna wood on September 15th, 2013

Busy/narrow roads sounds to me like a lot of collisions and angry drivers!

Posted by Billi on September 24th, 2013.

I'm not quite sure where the "busy narrow roads are". Yes, they are often shoulder less. But, busy compared to what. I ride these roads every year and will see 30-50 cars in 25 miles of riding and will come across an angry motorist who doesn't like to share the road about twice a month. Enjoy the ride its a beauty. My twelve year old rode it along side me last year before the signs.

Posted by Daniel Helms on September 25th, 2013.

Bikes hog the road and piss drivers off. I bet 99% of drivers agree. It's the worst when there are large groups well over not just the white, but the yellow line, dueless to what is around them. PLEASE, stay on bike-only paths and save a life.

Posted by Billi on October 4th, 2013

I ride this road many times, not on weekends, and they are free of heavy traffic. I ride with a group and just follow the traffic laws that my many bike driven believe it is not meant for them. Ride single file, make sure you have lights to warn motorists and wear a HELMET

Posted by Tony M on October 18th, 2013

I have a question: Since most of the bikeway is on county roads with no bike lanes and double center lines, is it legal to cross the double lines to pass the bicycles.

Posted by Long Diamond on October 21st, 2013

<http://sammiff.org/>

Yes, some Oregonians have a lot to learn about cycling and the law. The chosen route is well thought out. I ride my bike more than I drive my car. This route really does highlight some of the best Westside PDX has to offer.

Posted by Triker Tom on November 26th, 2013

I rode about 70% of the onroad portion of the route the other day, and I encountered mostly light traffic (except by the Forest Hills GC) and courteous drivers.

Posted by LJ on July 11th, 2014.

Is there any way to make this ride a loop? If not are there any shuttles available to get back to the starting point?

Posted by Barbara Wells on September 24th, 2014

Unfortunately, there's no easy way to loop this route if you use the Banks-Vernonia Trail. It's possible to make a very long loop by riding to, say, Scappoose and then back to Portland, but

Your Name

Your Email

Your Comment

ADD YOUR COMMENT

Posted by [Boris Trip, Stub Stewart Gravel Getaway @ The Path Less Pedaled](#) on January 22nd, 2015

[cycling my 72 years is my sport](#)

Posted by [Ermilo Velez](#) on February 20th, 2015

Construction Warning: Tongue Road, at mile marker 7 on the Blilwey, is scheduled to be repaved March 2-5. Expect delays for more information <http://www.wac-roads.com/>

Posted by [Alex Phillips](#) on February 23rd, 2015

[...] trail was extended last year by the addition of the newly established Tualatin Valley Scenic Blilwey. In 2013 the Oregon State Parks and Recreation Commission formally approved the Tualatin Valley [...]

Posted by [Linear Trail Brings Visitors to Vernonia](#) on May 15th, 2015

is there a good place to over night park in hillsboro? coming from washington state we do not know the area. our plan is to spend the night in vernonia coming back the next day but i was told we could not overnight park at root bridge.

Posted by [susan](#) on August 7th, 2015

[...] will enjoy the views from the 50-mile Tualatin Valley Scenic Blilwey, the only blilwey of its kind in the Greater Portland region. The car-less Banks-Vernonia State [...]

Posted by [Where to Watch the Season's Change](#) | What's the Most? on November 11th, 2015

Share a Suggestion

## MOUNTAIN BIKING TRAIL ROAD CYCLING EVENT ROUTE

We're always searching for new places to ride... on road and off road. And we're always looking for cycling-related events. So if you know of one that's not on the site, suggest it and we'll share it with your fellow cyclists. If you have something else to suggest, or just have questions, please email us at [info@rideoregonride.com](mailto:info@rideoregonride.com).

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Where? University of North Georgia, Dahlonaga, GA.

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# Florida Governor's Conference on Tourism

Florida's Premier Educational Conference for the Tourism  
Industry  
Diplomat Resort & Spa  
Hollywood, FL  
September 7 - 9, 2016



STS Marketing College and Governor's Tourism Conference Expenditures, 2015  
February 11, 2016

Available FY 15-16 DEO Grant Funds for 2016 STS Marketing College and Governor's Tourism Conference	\$15,000.00
Total Expended in 2015 for STS Marketing College and Governor's Tourism Task Force	\$10,458.71

STS Marketing College, 2015	Expenditures	
	Total	Per Person
STS Registration for 5	\$5,250.00	\$1,050.00
Reimbursement for 4	\$1,351.85	\$337.96
STS Total Cost	\$6,601.85	\$1,387.96
Suggested 2016 Budget per person		\$1,500.00
2016 Budgeted Amount	\$7,000.00	
Estimated Cost for 5 Task Force Members to Attend 2016 STS Marketing College	\$7,500.00	

Governor's Confrence, 2015	Expenditures	
	Total	Per Person
Gov Conf Registration for 4	\$1,196.00	\$299.00
Gov Conf Lodging for 4	\$2,002.56	\$500.64
Gov Conf reimbursement - other	\$842.10	\$210.53
Total	\$4,040.66	\$1,010.17
Suggested 2016 Budget per Person		\$1,100.00
2016 Budgeted Amount	\$5,000.00	
Estimated Cost for 4 Task Force Members to Attend 2016 Governor's Tourism Conference	\$4,400.00	

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*Visit Natural*  
NORTH FLORIDA

The Original Florida Tourism Task Force  
Fiscal Year 2015-16 Regional Rural Development Grant Travel Show Participants  
February 10, 2016

Participant	Travel Show			
	The Villages Travel Expo May 6	Tampa Boat Show Sept 9 - 11	Hershey RV Show Sept 14 - 18	Outdoor Adventure Expo November 20 - 22
Diane Bardhi			x	
Sandy Beach				
Donna Creamer	x			
Steve Dopp				
Lisa Frieman				x
Brenda Graham				
Cody Gray				
Helen Koehler				
Roland Loog				
Russ McCallister				
Carol McQueen			x	
Dave Mecusker			x	
Lois Nevins				
Susie Page				
Martin Pierce				
Katrina Richardson				
Daniel Riddick				
Dawn Taylor				x
Tommy Thompson	x			
Paula Vann				
Nancy Wideman				
Pam Whittle				

x = Reimbursement package not submitted  
y = Reimbursement package submitted to Task Force  
z = Reimbursement paid by Task Force

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*Visit Natural*  
NORTH FLORIDA

Trade Shows	Detroit RV Show (Sept 28 - Oct 30)	London World Travel Market (Oct 29 - Nov 6)	NY Times Travel Show (Jan 6 - 11)	Atlanta Boat Show (Jan 12-18)	Dallas Expo (Jan 28 - Feb 1)	Atlanta RV & Camping Show (Jan 29-31)	Chicago RV & Camping Show (Feb 15-22)	Washington DC Travel Expo (Feb 18 - 22)	Toronto RV and Camping (Feb 26 - Mar 1)	Berlin - International Trade Show (March 5-14)	Madison, WI - Canecopia (March 9-14)	Philadelphia Travel Expo (March 21-22)	TOTALS
Denotes in-kind contribution from VISIT FLORIDA - Not to be reimbursed													
Trade Show Expenses													
Registration fee	1,200.00	5,000.00	3,500.00	1,000.00	3,400.00	750.00	1,700.00	3,400.00	3,400.00	5,000.00	1,000.00	3,400.00	32,750.00
Transportation (air, rental, taxi)	1,400.00	3,200.00	1,800.00	1,000.00	1,600.00	1,000.00	2,100.00	1,600.00	1,600.00	3,200.00	1,700.00	1,600.00	21,800.00
Fuel				100.00	0.00	100.00							200.00
Lodging	2,000.00	4,844.00	2,400.00	2,200.00	1,600.00	2,000.00	1,700.00	1,600.00	1,600.00	3,000.00	1,500.00	1,400.00	25,844.00
Per Diem/Meals	540.00	3,150.00	396.00	468.00	324.00	396.00	792.00	324.00	252.00	1,200.00	396.00	324.00	8,562.00
Shipping Costs	500.00		500.00	0.00	500.00		500.00	500.00	500.00		400.00	400.00	3,800.00
Total Travel Show Expenses	5,640.00	16,194.00	8,596.00	4,768.00	7,424.00	4,246.00	6,792.00	7,424.00	7,352.00	12,400.00	4,996.00	7,124.00	92,956.00
Other Contract Values													
Contract Services Fees (\$1250 per show)	15,000.00												
Promotional Items	3,000.00												
In-kind contribution - Rack Space Value (5 Welcome Centers)	811.00												
In-kind contribution - Brochures (Florida State Park Guides and Florida Road Map)	2,000.00												
In-kind contribution- Shipping costs to Berlin and London not to exceed \$1000	1,000.00												
Total Travel Show Expenses	92,956.00												
Total Contract Value	114,767.00												
Expenses to be reimbursed less in-kind contribution of \$17,311	97,456.00												

The Original Florida Tourism Task Force  
Rural Area of Opportunity Partnership Travel Show Participants  
February 10, 2016

Participant	Travel Show											
	Detroit Sept 28 - Oct 5	London Oct 29 - Nov 7	NY Times Jan 6 - 11	Atlanta Boat Jan 12 - 18	Dallas Jan 28 - Feb 1	Atlanta RV Jan 29 - 31	Chicago RV Feb 15 - 22	Wash. DC Feb 18 - 22	Toronto Feb 17 - 22	Berlin ITB Mar 5 - 14	Canoecopia Mar 9 - 14	Philadelphia Mar 20 - 23
Diane Bardhi							x					
Sandy Beach		z	x (gratis)	x (gratis)			x (gratis)					x
Donna Creamer	z				y				x			
Steve Dopp												
Lisa Frieman												
Brenda Graham					y							
Cody Gray	z											
Helen Koehler												
Roland Loog		z	z	z		x	x			x		x
Russ McCallister				y		y					x	
Carol McQueen										x		
Dave Mecusker								x				
Lois Nevins												
Susie Page								x				
Martin Pierce												
Katrina Richardson									x			
Daniel Riddick												
Dawn Taylor			x	x (gratis)			x					
Tommy Thompson											x	
Paula Vann												
Nancy Wideman												
Pam Whittle												

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y = Reimbursement package submitted to Task Force  
z = Reimbursement paid by Task Force

## Travel Show Summary Report

Name of Event:	
Location of Show:	
Dates Traveled:	

### 1. Objective of Travel

--

### 2. Type of Travel *(Check Appropriate)*

Consumer/Trade Show	Familiarization Tour	Other
_____	_____	_____

### 3. Show/Event Analysis

*1. number of attendees at show. 2. number of VNNF brochures given out 3. State Park Guides. 4. Pocket ranger downloads 5. emails collected*

--

I hereby certify or affirm that above expenses were actually incurred by me as necessary traveling expenses in the performance of my official duties; attendance at a conference or convention was directly related to official duties of the agency; any meals or lodging received and included in a conference or convention registration fee have been deducted from this travel claim; and that this claim is true and correct in every material matter.

--

TRAVELER'S SIGNATURE _____	DATE _____
-------------------------------	---------------

Planning Council Signature _____	DATE _____
-------------------------------------	---------------

## NAME \_\_\_\_\_ PERIOD ENDING \_\_\_\_\_

I hereby certify or affirm that this travel claim is true and correct in every material matter; that the expenses were actually incurred by the undersigned as necessary travel expense in the performance of my official duties; and that same conforms in every respect with the requirements of the Visit Florida Rural Areas of Opportunity Partnership Agreement between Visit Florida and The Original Florida Tourism Task Force.

Title \_\_\_\_\_ Date: \_\_\_\_\_

Title Executive Director Date



# **The Original Florida Tourism Task Force**

**February 10, 2016**

## **PROOF OF EXPENDITURE OF ALLOWABLE EXPENSES**

### **Obtain and Keep a Receipt for Every Purchase**

Submit copies of all of your receipts except for meals, which are paid on a per diem basis, as part of your reimbursement package. You will not be reimbursed without receipts. Be especially careful regarding airline receipts and itineraries. A travel itinerary printed from an airline kiosk is not a receipt but must be included in your expense reimbursement request. Airline kiosks can also print receipts. Be sure to note the difference! Tips are not reimbursable without a receipt! For international destinations using U.S. State Department per diem rates, tips are not reimbursable.

### **If Traveling with a Spouse, Make Separate Purchases for Air Transportation**

Please make separate airline purchases when traveling with another person. Do not submit a combined receipt for the purchase of two airline trips. It may not be possible for staff to isolate the expenses of the authorized traveler (i.e., the person being reimbursed) from a combined receipt. If staff is unable to isolate the expenses of the authorized traveler, you may not be reimbursed for airline travel.

## **EXPENSE STATEMENT FORMS**

Fill out the form in pencil and sign with a blue pen. We need your original signed expense statement in order to reimburse you.

### **Time Period Ending**

Leave blank.

### **Departure & Return**

Departure: Enter the time you leave your home.

Return: Enter the time you return to your home. Do not indicate the time you leave the show.

### **Mileage**

Please include a Google map indicating the mileage for the shortest route from your place of origin to your place of destination.

## **Per Diem**

Please use the following schedule to determine your per diem eligibility. Note: The time periods are based on Section 112.061, Florida Statutes (Per Diem and Travel Expenses of Public Officers, Employees, and Authorized Persons).

### **Out-of-State Shows**

1. Breakfast (\$10.00) - When travel begins before 6 a.m. and extends beyond 8 a.m.
2. Lunch (\$15.00) - When travel begins before 12 noon and extends beyond 2 p.m.
3. Dinner (\$25.00) -When travel begins before 6 p.m. and extends beyond 8 p.m., or when travel occurs during nighttime hours due to special assignment.

### **In-State Shows**

1. Breakfast (\$6.00) - When travel begins before 6 a.m. and extends beyond 8 a.m.
2. Lunch (\$11.00) - When travel begins before 12 noon and extends beyond 2 p.m.
3. Dinner (\$19.00) -When travel begins before 6 p.m. and extends beyond 8 p.m. or when travel occurs during nighttime hours due to special assignment.

**Original Florida  
2/18/2016 Meeting  
VISIT FLORIDA Update  
Prepared by Brenna C. Dacks**

- We've had some great **webinars** this month. The next live Login & Learn will be held February 25 at 10AM; it will review the LGBT market. Please go to [VISITFLORIDA.org/webinars](http://VISITFLORIDA.org/webinars) for more details or to register. If you didn't catch them, we also have a TripAdvisor "Online Reputation Management" and our "Bragging Season" webinars archived and posted in the Learning Library ([VISITFLORIDA.org/library](http://VISITFLORIDA.org/library)).
- All sections of the **2014 Florida Visitor Study** are now posted to [VISITFLORIDA.org/research](http://VISITFLORIDA.org/research). This is a great tool to understanding the demographics and geographics of the Florida visitor. Be sure to check out the "Domestic Visitor Profile by Region" section, as it will give you some great insights into visitors specifically to North Central Florida.

**FRIENDLY REMINDERS**

- **SunshineMatters.org** is a great way to stay informed of top-line happenings in the tourism industry and with VISIT FLORIDA. Subscribe to receive email alerts or the RSS/Atom feed today!
- Keep encouraging your local tourism businesses to participate in our **Online Hospitality Training Program**. This program is FREE to all VISIT FLORIDA Marketing Partners. Non-partners can utilize the program through their participating Partner DMO's. For more information, please go to [VISITFLORIDA.org/training](http://VISITFLORIDA.org/training) or email us at [training@VISITFLORIDA.org](mailto:training@VISITFLORIDA.org).

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*Visit Natural*  
NORTH FLORIDA

## **The Original Florida Tourism Task Force 2016 MEMBERS as of 2/10/2016**

### **ALACHUA COUNTY**

*Vacant*

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### **BRADFORD COUNTY**

*Vacant*

***The Honorable Daniel Riddick***

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### **COLUMBIA COUNTY**

*Vacant*

*Vacant*

***Paula R. Vann***

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### **DIXIE COUNTY**

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**MADISON COUNTY**

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**THE ORIGINAL FLORIDA TOURISM TASK FORCE  
VOLUNTEERS, CONSULTANTS AND OTHERS**

**as of 7/9/2015**

**VOLUNTEERS, CONSULTANTS AND  
OTHERS**

***Tommy Thompson***

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2016  
Visit Natural North Florida  
Meeting Dates and Counties



Third Thursday of each month, subject to change with advance notice.

January 21:	<u>Alachua</u>
February 18:	<u>Levy</u>
March 17:	<u>Madison</u>
April 21:	<u>Jefferson</u>
May 19:	<u>Dixie</u>
June 16:	<u>Columbia</u>
July 21:	<u>Lafayette</u>
August 18:	<u>Gilchrist</u>
September 15:	<u>VISIT FLORIDA</u>
October 20:	<u>Wakulla</u>
November 17:	<u>Taylor</u>
December 15:	<u>Alachua (Council Office)</u>

Alachua	✓
Bradford	
Columbia	✓
Dixie	✓
Gilchrist	✓
Jefferson	✓
Lafayette	✓
Levy	✓
Madison	✓
Taylor	✓
Union	
Wakulla	✓