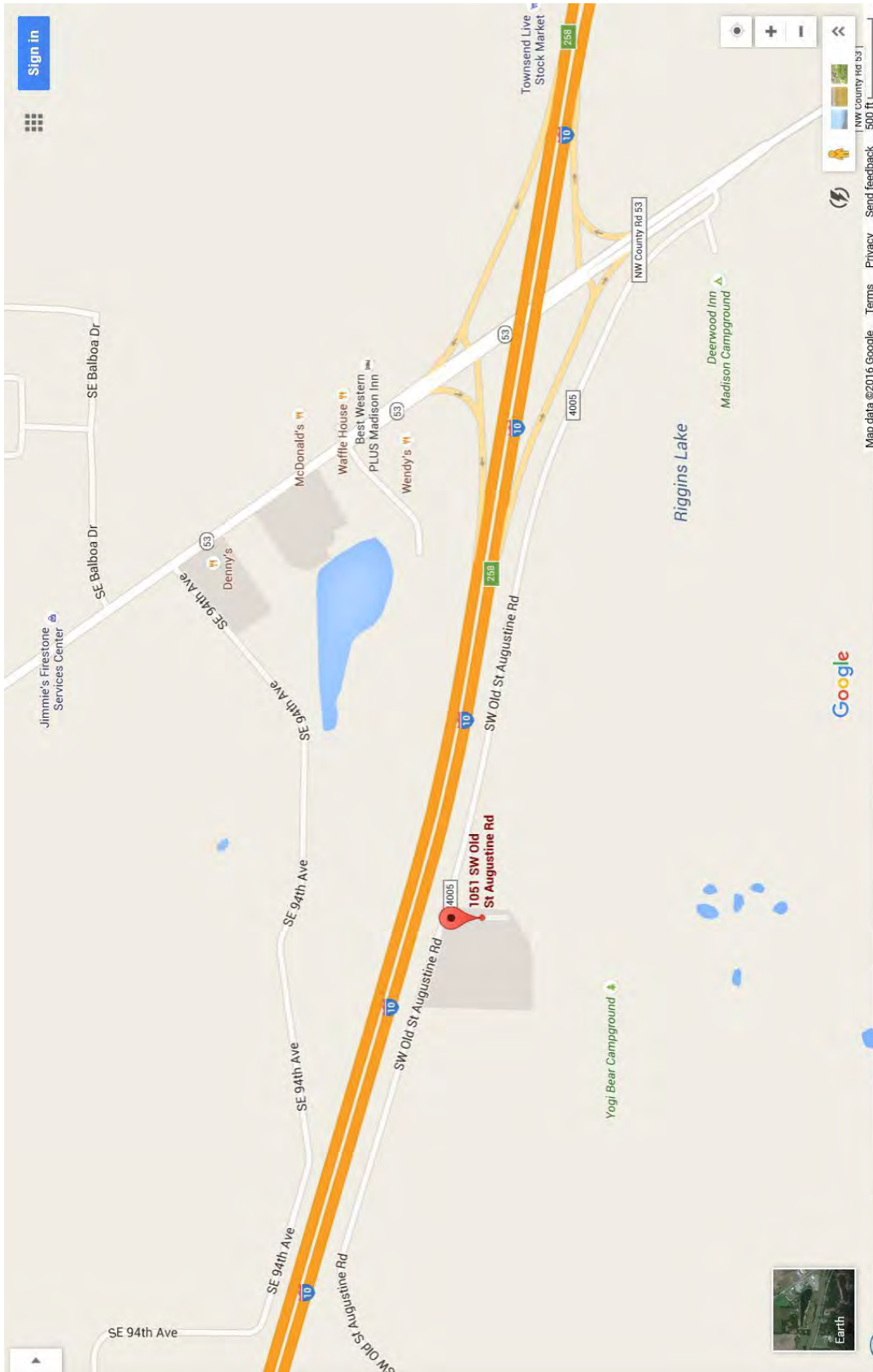


## MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **March 17, 2016**. The meeting will be held at **Jellystone Park Camp-Resort, 1051 SW Old St. Augustine Road, Madison, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)







*The Original Florida*  
TOURISM TASK FORCE  
Meeting Agenda

*Visit Natural*  
**NORTH FLORIDA**

**Jellystone Park Camp-Resort**  
**1051 SW Old St. Augustine Road, Madison, Florida**  
**Madison County**

**March 17, 2016**  
**Thursday 10:00 a.m.**

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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., April 21, 2016 at a location to be determined in Jefferson County.

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

Cedar Cove Beach and Yacht Club  
Cedar Key, FL  
Levy County

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

MEMBERS PRESENT

Ron Gromoll, Alachua County  
Lois Nevins, Alachua County  
Russ McCallister, Dixie County  
Carol McQueen, Levy County  
Lisa Frieman, Madison County, Treasurer  
Brenda Graham, Madison County  
Sandy Beach, Taylor County  
Dawn Taylor, Taylor County, Chair  
Dave Mecusker, Union County

OTHERS PRESENT

Savannah Barry, University of Florida  
Nature Coast Biological Station  
Cassandra Petrakos, Levy County  
William Sexton, Bradford County  
Tommy Thompson, Florida Outdoor Writers  
Association

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Daniel Riddick, Bradford County  
Martin Pierce, Dixie County  
Donna Creamer, Gilchrist County  
Dick Bailar, Jefferson County  
Katrina Richardson, Jefferson County  
Susie Page, Lafayette County, Vice-Chair  
Helen Koehler, Levy County  
Diane Bardhi, Wakulla County  
Gail Gilman, Wakulla County

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: Sandy Beach moved and Dave Mecusker seconded to approve the agenda as circulated. The motion passed unanimously.**

### III. APPROVAL OF THE JANUARY 21, 2016 MINUTES

Chair Taylor asked for approval of the January 21, 2016 meeting minutes.

**ACTION: Mr. Mecusker moved and Russ McCallister seconded to approve the January 21, 2016 minutes as circulated. The motion passed unanimously.**

### IV. OLD BUSINESS

#### A. Committee Reports

##### 1. Financial Committee Reports

###### a. Monthly Financial Report Review and Approval, December 31, 2015

Lisa Frieman presented the monthly financial report for December 2015.

**ACTION: Sandy Beach moved and Brenda Graham seconded to approve the December 2015 financial report. The motion passed unanimously.**

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

##### 1. Revamp Website

Steven Dopp presented a status report on the website revamp.

##### 2. Reimbursement Status

Mr. Dopp reported that a final payment of \$28,750.00 had been made to Sparxoo for the completion of the revamped Task Force website.

#### C. Fiscal Year 2015-16 Florida Department of Economic Opportunity Regional Rural Development Grant

##### 1. Contract Status

Mr. Dopp provided an update on the status of the Fiscal Year 2015-16 Florida Department of Economic Opportunity Regional Rural Development Grant contract.

##### 2. Scope of Work Discussion

The Task Force reviewed the Scope of Work for Fiscal Year 2015-16.

##### 3. Approval of Request for Proposals - Bicycle Microsite and Guide and Creation of Bicycle Trail Development Committee

Mr. Dopp recommended that the Task Force publish a single request for proposals for the Ultimate Bicycle Guide, the Ultimate Springs Guide and its digital advertising campaign and to expand the role of the advisory Committee to include the springs guide as well as the digital advertising campaign. Mr. Dopp stated that he will submit a revised request for



proposals to the Task Force at its March 17, 2016 meeting for Task Force approval which includes the two additional projects.

**ACTION: Ms. Graham moved and Ms. Frieman seconded to request Mr. Dopp to prepare a request for proposals which includes the Ultimate Bicycle Guide, the Ultimate Springs Guide and the digital advertising campaign for Task Force consideration at its March 17, 2016 meeting. The motion passed unanimously.**

4. Southeast Tourism Society Marketing College and Florida Governor's Tourism Conference Scholarships

Mr. Dopp discussed funding availability for scholarships to Southeast Tourism Society Marketing College and Florida Governor's Tourism Conference. He requested that the Task Force provide guidance regarding the distribution of the scholarships and the identification of potential scholarship recipients.

It was agreed by consensus that the first priority for Southeast Tourism Society Marketing College scholarships will be to individuals who attended Marketing College last year. The following individuals were identified as potential scholarship recipients: Lisa Frieman, Dawn Taylor, Cody Gray, Will Sexton, Ron Gromoll and Sandy Beach. Ms. Beach stated that she would like to attend if, after the distribution of scholarships to the above-identified recipients, sufficient funds remain for her attendance.

The following individuals stated an interest in receiving scholarships to attend the Florida Governor's Tourism Conference: Brenda Graham, Katrina Richardson, Diane Bardhi and Donna Creamer.

5. Ultimate Springs Microsite and Guide

Mr. Dopp gave a status report on the springs microsite and guide project.

6. Digital Advertising Campaign

Mr. Dopp presented a status report on the digital advertising campaign.

7. eNewsletters

Mr. Dopp presented a status report on the quarterly eNewsletters. He noted that staff has established a Mailchimp account and that the Task Force intern is entering email addresses into the Mailchimp account in preparation for the launch of the initial eNewsletter by the end of March 2016.

8. Travel Shows

Mr. Dopp discussed the status of the in-state and out-of-state travel shows. It was agreed by consensus that Tommy Thompson and either Katrina Richardson or Donna Creamer will attend the May 6, 2016 Villages Travel Expo, Roland Loog and Dave Mecusker will attend the September 9 - 11, 2016 Tampa Boat Show, Diane Bardhi and Dawn Taylor will attend the September 14-18, 2016 Hershey RV Show, and Lisa Frieman and Dawn Taylor will attend the November 20-22, 2016 Minneapolis Outdoor Adventure Show.

9. Undiscovered Florida Advertisement

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

10. New York City Media Reception

Tommy Thompson reported to the Task Force on the New York City Media Reception.

D. VISIT FLORIDA Grants

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

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

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

a. Expense Reimbursement Discussion

The Task Force discussed reimbursement request procedures.

b. Dallas Outdoor Adventure Show Report

Ms. Graham presented a report on the Dallas Outdoor Adventure Show.

c. Atlanta Recreational Vehicle and Camping Show Report

Mr. McCallister presented a report on the Atlanta Recreational Vehicle and  
Camping Show

d. Promotional Items - Flash Cards and Eyeglass Straps

Mr. Dopp reported on the purchase of promotional items.

E. Other Staff Items

1. Presentation to Suwannee County Tourist Development Council

Mr. Dopp stated that the Executive Director of the Suwannee County Chamber of  
Commerce and Tourist Development Council has resigned. He therefore recommended that  
the presentation to the Suwannee County Tourist Development Council be postponed until  
such time as the position is filled.

The Committee agreed by consensus to postpone a presentation to the Suwannee County  
Tourist Development Council until such time as a new Suwannee County Tourist  
Development Council Executive Director is appointed.

Mr. Dopp also recommended that the Task Force authorize the Executive Director of the Task Force to send a letter to the Hamilton County Tourist Development Council informing the Council of the revised Task Force fee structure.

The Committee agreed by consensus to authorize the Executive Director of the Task Force to send a letter to Hamilton County Tourist Development Council informing the Council of the revised Task Force fee structure.

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

The Committee discussed the VISIT FLORIDA Fiscal Year 2016-17 Rural Area of Opportunity Partnership.

3. Regional Rural Development Grant Fiscal Year 2016-17 Discussion of Proposed Projects

The Committee discussed potential projects for the Regional Rural Development Grant Fiscal Year 2016-17 grant.

F. VISIT FLORIDA Report

Mr. Dopp noted that Brenna Dacks of Visit Florida was unable to attend the meeting today but her report was included in the meeting packet.

G. Other Old Business

1. Updated Task Force Member Contact Information

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.

V. 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.

VI. LEADERSHIP FORUM

Savanna Barry, University of Florida Institute of Food and Agricultural Sciences, gave a presentation regarding the new Nature Coast Biological Station which is under construction in Cedar Key.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., March 17, 2016 at Jellystone Park, Madison County, Florida.

**The meeting adjourned at 1:10 p.m.**

---

Dawn Taylor, Chair

3/17/16  
Date

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



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Columbia • Dixie • Gilchrist  
Hamilton • Lafayette • Levy • Madison  
Marion • Suwannee • Taylor • Union Counties

---

2009 NW 67th Place, Gainesville, FL 32653-1603 • 352.955.2200

Date: March 10, 2016  
To: Original Florida Tourism Task Force Board  
From: Andre' Davis, Finance Director  
Subject: Reconciliation / Bank Statement for the Month of December, 2016

Please be advised that the wrong reconciliation document was included in the January, 2016 Report. The correct reconciliation document agreed with the bank statement, and did not include a \$277.70 difference.

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*Visit Natural*  
NORTH FLORIDA

11:41 AM  
03/11/16  
Accrual Basis

**The Original Florida Tourism Task Force**  
**Balance Sheet**  
**As of January 31, 2016**

	<u>Jan 31, 16</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	92,681.28
Total Checking/Savings	92,681.28
Other Current Assets	
Prepaid Travel	2,002.56
Total Other Current Assets	2,002.56
Total Current Assets	94,683.84
<b>TOTAL ASSETS</b>	<u>94,683.84</u>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
Restricted	17,562.32
Unrestricted Earnings	77,302.05
Net Income	-180.53
Total Equity	94,683.84
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u>94,683.84</u>

**The Original Florida Tourism Task Force**  
**Income and Expenses - Budget vs. Actual**  
**As of January 31, 2016**

(These financial statements are unaudited)

Income	Budget	January 31, 2016	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	0.00	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)
<b>Total Visit Florida</b>	<b>102,500.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(102,500.00)</b>
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
<b>Gross Profit</b>	<b>440,800.00</b>	<b>0.00</b>	<b>73,608.71</b>	<b>(367,191.29)</b>
Expense				
Marketing				
Planning	10,200.00	10,100.00	10,100.00	(100.00)
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
<b>Total Collateral Materials</b>	<b>3,000.00</b>	<b>0.00</b>	<b>8,259.00</b>	<b>5,259.00</b>
Website				
Bloggers Fees	11,600.00	801.84	3,402.36	(8,197.64)
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	0.00	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)
<b>Total Website</b>	<b>147,300.00</b>	<b>801.84</b>	<b>58,402.36</b>	<b>(88,897.64)</b>
Public Relations				
VisitFlorida NY City Media Luncheon	3,000.00	1,200.00	1,200.00	(1,800.00)
Trade Shows				
RAO - Promotional Items	3,000.00	0.00	742.23	(2,257.77)
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	5,101.68	10,454.82	(5,745.18)
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 Canoecopia	5,000.00	0.00	825.00	(4,175.00)



**The Original Florida Tourism Task Force**  
**Income and Expenses - Budget vs. Actual**  
**As of January 31, 2016**

(These financial statements are unaudited)

Expense	Budget	January 31, 2016	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>5,101.68</b>	<b>20,518.42</b>	<b>(100,881.58)</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	0.00	900.00	(10,500.00)
<b>Total Advertising</b>	<b>34,900.00</b>	<b>0.00</b>	<b>900.00</b>	<b>(34,000.00)</b>
<b>Total Marketing</b>	<b>319,800.00</b>	<b>17,203.52</b>	<b>99,379.78</b>	<b>(220,420.22)</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	0.00	(13,200.00)
Regional Marketing Program Fees	36,400.00	0.00	0.00	(36,400.00)
Other Admin Expenses - Misc	2,600.00	169.41	644.48	(1,955.52)
FDEO FY 2015-16	24,300.00	0.00	0.00	(24,300.00)
<b>Memberships</b>				
Florida Outdoor Writers Assoc	300.00	0.00	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>0.00</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 January 31, 2016**

(These financial statements are unaudited)

	<u>Budget</u>	<u>January 31, 2016</u>	<u>Year to Date</u>	<u>\$ Over/(UNDER) Budget</u>
Internships				
Harvey Campbell Memorial Internship	2,500.00	0.00	0.00	(2,500.00)
Dean Fowler Internship	2,500.00	0.00	0.00	(2,500.00)
Total Expense	<u>438,700.00</u>	<u>17,372.93</u>	<u>101,699.26</u>	<u>(337,000.74)</u>
Net Income	<u>2,100.00</u>	<u>-17,372.93</u>	<u>-28,090.55</u>	<u>(30,190.55)</u>

4:13 PM

03/10/16

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 01/29/2016**

	Jan 29, 16
Beginning Balance	63,004.21
Cleared Transactions	
Checks and Payments - 5 items	-7,578.37
Deposits and Credits - 11 items	47,500.00
Total Cleared Transactions	39,921.63
Cleared Balance	102,925.84
Uncleared Transactions	
Checks and Payments - 2 items	-10,244.56
Total Uncleared Transactions	-10,244.56
Register Balance as of 01/29/2016	92,681.28
New Transactions	
Checks and Payments - 26 items	-64,269.49
Total New Transactions	-64,269.49
Ending Balance	28,411.79

KAP  
3-10-16

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*Visit Natural*  
NORTH FLORIDA

**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>	(\$17,300)
<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 newsletters	\$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>



February 23, 2016

Mr. Robert Gitzen, Development Representative III  
Florida Department of Economic Opportunity  
Division of Community Development  
107 East Madison Street, MSC 160  
Tallahassee, Florida 32399-4120

RE: Fiscal Year 2014-15  
Regional Rural Development Grant  
4th Quarter Deliverables Report

Dear Bob:

Please find enclosed the fifth Deliverables Report and an invoice in the amount of \$73,925.00 for the period October 13, 2015 through January 12, 2016 relative to the contract between **The Original Florida Tourism Task Force** and the Florida Department of Economic Opportunity. Also enclosed are completed Minority and Service-Disabled Veteran Business Enterprise Report and a Compliance Certification form.

Thank you for your continuing support of The Original Florida Tourism Task Force and their mission of providing economic development opportunities through rural tourism development.

If you have any questions concerning this matter, please contact Steven Dopp, Senior Planner, at 352.955.2200, ext. 109.

Sincerely,

A handwritten signature in blue ink, appearing to read "SK", is placed above the printed name of the sender.

Scott R. Koons, AICP  
Executive Director

Enclosures

*The Original Florida Tourism Task Force*  
2009 NW 67th Place  
Gainesville, FL 32653-1603  
352.955.2200 · 877.955.2199

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*Visit Natural*  
**NORTH FLORIDA**



## **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 Microsite & Downloadable PDF Guide	Micro Website Development & Printing Contractual Services	\$36,000.00	
			\$36,000.00
Ultimate Springs Guide Microsite & Downloadable PDF Guid	Micro Website Development & Printing Contractual Services	\$12,000.00	
			\$12,000.00
Website Blogs	Website Blogs Contractual Services	\$5,000.00	
			\$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 Media Luncheon	Registration Fees	\$1,200.00	
	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 Contractual Services	\$7,500.00	
			\$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>

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*Visit Natural*  
NORTH FLORIDA



**THE ULTIMATE SPRINGS GUIDE**  
**CANDIDATE SPRINGS FOR THE SPRINGS GUIDE**

**March 7, 2016**

**Alachua County**

Poe Spring

**Bradford County**

-

**Columbia County**

Ichetucknee Springs State Park

Rum Island Spring County Park

**Dixie County**

Fanning Springs State Park

Guaranto Spring County Park

**Gilchrist County**

Campground Spring

Gilchrist County Blue Springs

Ginnie Springs

Hart Spring

Lily Spring

Otter Spring

**Jefferson County**

Wacissa Springs County Park

**Lafayette County**

Convict Spring

Troy Spring

Lafayette Blue Springs State Park (Allen Mill  
Pond)

Ruth Springs County Park

**Levy County**

Bronson Blue Springs

Devil's Den

Manatee Spring State Park

**Madison County**

Madison Blue Spring

Pott Spring

**Taylor County**

-

**Union County**

-

**Wakulla County**

Edward Ball Wakulla Spring State Park


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NORTH FLORIDA

Map

Satellite

Sierra Hot Springs



521 Campbell Hot Springs Road, Sierraville, CA 96126, United States

VIEW MORE

Map Search

Search keyword...

All categories

All locations

Search around my position

100 km

+

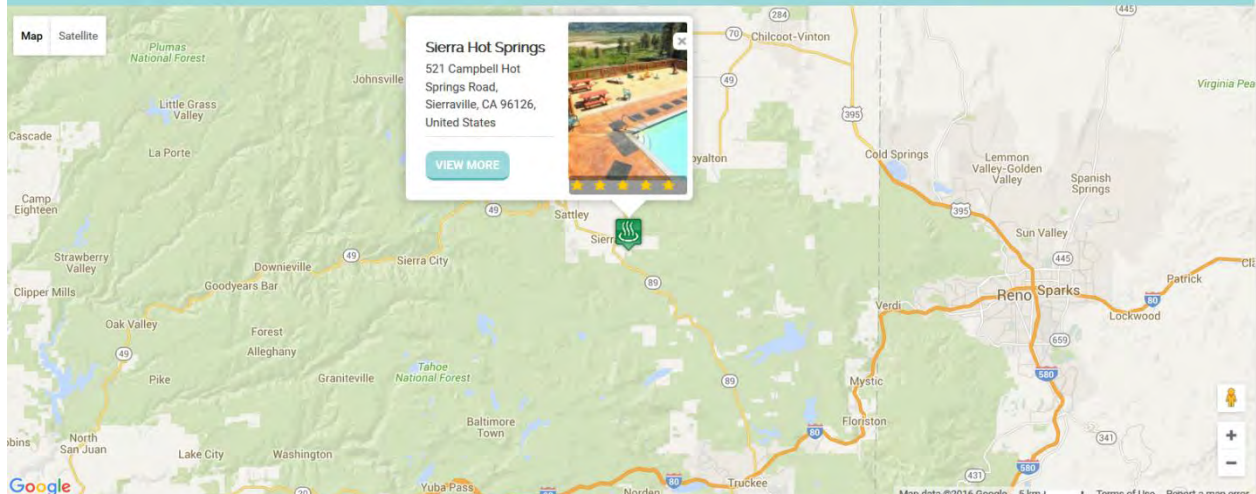
-

Search

Statewide Map

Statewide Map

35



## Sierra Hot Springs

 Camping > Sierra Hot Springs



### Address:

521 Campbell Hot Springs Road,  
Sierraville, CA 96126, United States

### GPS:

39.5751255, -120.34825260000002

### Telephone:

(530) 994.3773

### Web:

<http://www.sierrahotsprings.org/>







Tuesday

12/15 0%  
Clear

Sunny skies. High 28F.  
Winds light and variable



Wednesday

12/16 0%  
Clear

Generally sunny despite a few  
afternoon clouds. High 37F. Winds  
light and variable.



Thursday

12/17 10%  
Partly Cloudy

Some sun in the morning with increasing  
clouds during the afternoon. High around 40F.  
Winds light and variable.



Friday

12/18 0%  
Clear

Except for a few afternoon clouds,  
mainly sunny. High 42F. Winds SSW  
at 5 to 10 mph.



## Sierra Hot Springs in California

Seven hundred acres bordering National Forest land, located in the midst of an alpine valley, a mere 20-30 minutes from Sierraville, California one can experience Sierra Hot Springs year round. Also known as Campbell Hot Springs, Sierra is a nonprofit establishment ran by the residents with a mission of stewardship for the beautiful land. When you're not soaking enjoy a hike, indulge in a massage or other spa treatment, or attend one of the many enriching events or yoga classes offered.

**Region:** Northern California / Sierraville

**Hours/Season:** Hot Springs Pools Open 24 hours a day, 365 days a year to the general public. Two of the soaking areas are seasonal.

## Sierra Hot Springs Facilities

Four glorious soaking options are available to the visitor of Sierra Hot Springs. One can enjoy the hot pool with two cold plunges located in the Temple Dome looking out through stained glass skylights. A warm pool is located outside the dome which is surrounded by a large sundeck. The Meditation pool gives the appearance of a natural pool with a sweet sandy bottom. Don't forget to enjoy the private rooms inside the Phoenix Bath house. There is definitely something for everyone! Sierra Hot Springs embraces nature, all pool areas are clothing optional. Pets are not allowed.

### Rates:

\$15 – \$20, please note that one person in the party must hold a current membership. Sierra Hot Springs and Harbin Hot Springs are sister retreats and honor one another's memberships. Sierra does offer discount coupon books for those who wish to purchase them.

## Overnight Accommodations

Sierra Hot Springs offers overnight guests a Main Lodge, Globe Hotel, camping and RV spots (no hook ups) to rest their relaxed souls. The Main Lodge offers free wi-fi. The Lodge and Globe Hotel offer well equipped guest kitchens for those who want to cook for themselves.

### Rates:

\$27.50 – \$88.00 and include use of the facilities.

### Latest Instagram Photos!



#sierrahotsprings



#handcheck #vape #vapedaily  
#vapeporn #vapecomedy  
❤️ 12 💬 0



Visited Sierra Hot Springs last  
week, and had an ...  
❤️ 74 💬 7



3.4.16 #Whole30 Day 17.  
Breathe.  
I had to ...  
❤️ 21 💬 1



#grammatters3 #california  
#sierrahotsprings #natur ...  
❤️ 17 💬 0



\*Just living is not enough ...  
one must have sunshi ...  
❤️ 150 💬 1



#sierrahotsprings #reflections



Who's coming with? This is



Best weekend ever.... 🌄🌲



Double your chances to enjoy



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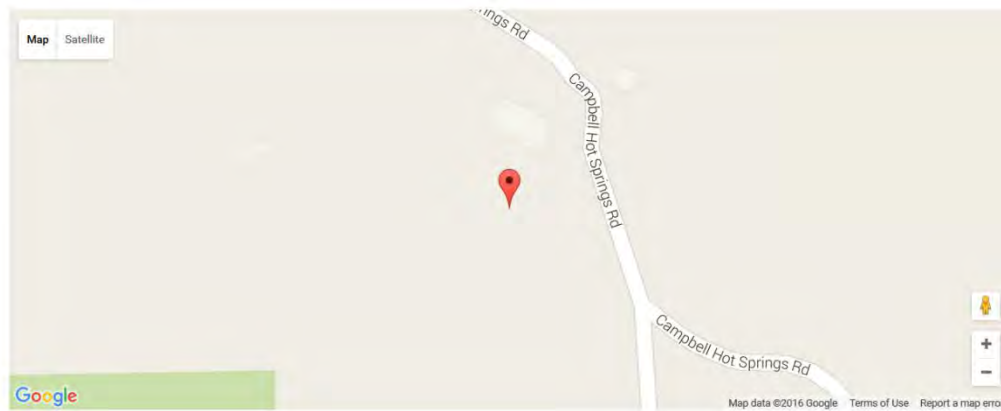
### Video of Sierra Hot Springs



### Sierra Hot Springs Directions

From I-80 take exit 188B in Truckee, go North on Highway 89 approximately 30 minutes to Sierraville. The Globe Hotel is at the intersection of Highways 89 and 49. To reach the Main Lodge and Springs, turn right onto Highway 49, then turn right on Lemon Canyon Road. Take the next right onto Campbell Hot Springs Road. Follow this road to the Main Lodge.

Share the <3



### Leave a review

Your Name

Description

Send rating

Pool Condition	★ ★ ★ ★ ★
Location	★ ★ ★ ★ ★
Accessibility	★ ★ ★ ★ ★
Cleanliness	★ ★ ★ ★ ★
Services	★ ★ ★ ★ ★

Alan Ogilvie 2015-09-13 13:06:57



Been coming up on and off for 20 years, and it's one of those special places on earth. Love it..

[Leave a Reply](#)

Enter your comment here...

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Tweets by @calihotsprings



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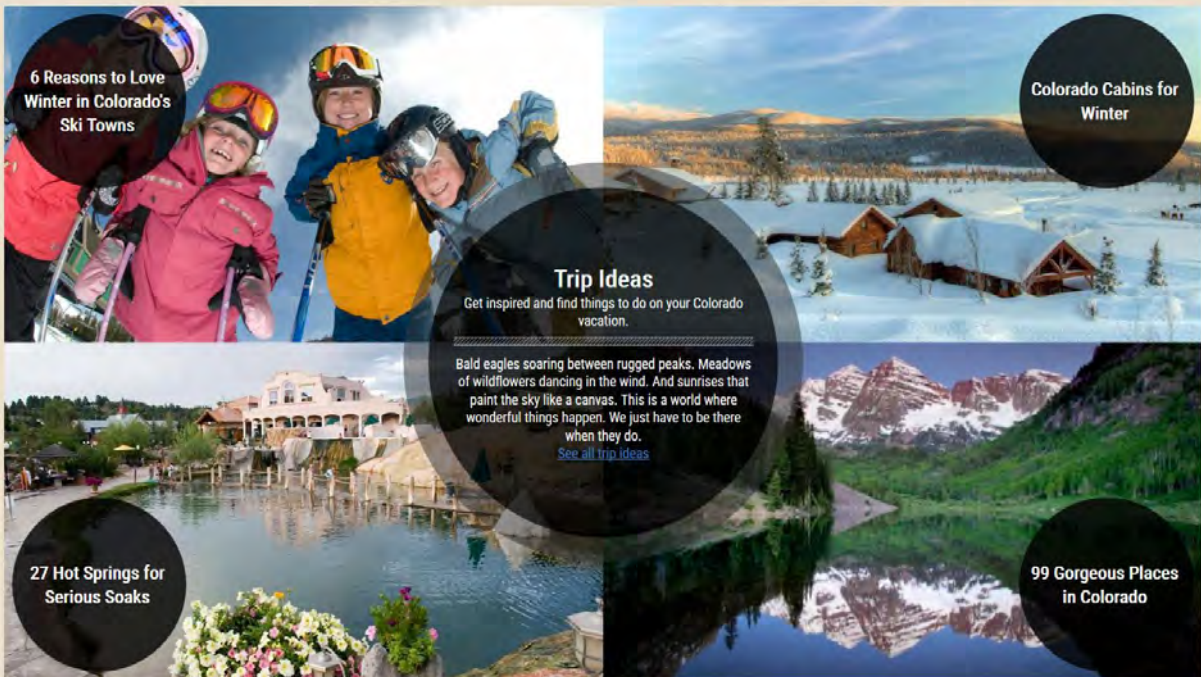




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## 27 Colorado Hot Springs: A Quick Guide

Colorado's mountains have plenty of activities to get your heart racing, but they're also perfect for kicking back. Dip into our many natural hot springs, where you can soothe sore muscles after a long day of hiking or skiing. Many also offer water slides and kid-friendly amenities.



By Colorado.com Staff Writer

Updated: 3/3/2016

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### RELATED BUSINESSES :

[Hot Springs](#)

[Spas](#)



The Sprinas Resort and Spa hot springs in Pagosa Springs, Colorado

#### 1. [Strawberry Park Hot Springs, Steamboat Springs](#)

Stay in a tent or rent a rustic cabin, and make sure to book the signature watsu treatment: a bodywork massage that takes place in geothermal waters. Get back to nature by going au naturel – the hot springs become clothing optional after dark. Watch a video of the [daylight hours at Strawberry Park >>](#)

#### 2. [The Springs Resort and Spa, Pagosa Springs](#)

This luxury resort boasts more than 20 soaking pools (including the world's deepest geothermal spring), a full-service spa and salon and a separate luxury suites hotel, which is LEED-certified for its environmentally conscious design. Unwind in one of the five adults-only pools, which have sweeping views of the San Juan Mountains.

#### 3. [Waunila Hot Springs Ranch, Gunnison](#)

Surrounded by Gunnison National Forest, this remote lodge is an ideal getaway for horseback riding, fishing and swimming in the hot springs-fed pool. This family-friendly ranch also includes kid-appropriate activities like hayrides, horseshoes, fishing and more.

#### 4. [Glenwood Hot Springs Resort, Glenwood Springs](#)

This lodge is perfect for the entire family, boasting the world's largest hot springs pool, two water slides and a mini-golf course. Escape to the resort's full-service

spa, where you can enjoy a soothing massage in their historic, sandstone bathhouse.

#### 5. [Avalanche Ranch Cabins & Hot Springs, Redstone](#)

Stay in a private log cabin overlooking the Rocky Mountains and enjoy 24-hour access to three secluded hot springs pools. This pastoral 36-acre ranch also features hiking trails, a stocked fishing pond and private riverfront access.

#### 6. [Old Town Hot Springs, Steamboat Springs](#)

This complex touts eight geothermal pools, water slides, a fitness center, tennis courts, massage services and childcare. Book a private cabana on the upper deck to make a full day of it.

#### 7. [The Historic Wiesbaden Hot Springs Spa & Lodgings, Ouray](#)

Book one of the historic accommodations in this European-style lodge and take a breather with an Aveda spa treatment and a dip in the therapeutic hot springs. Unwind in the natural vapor cave, which includes a 108-degree soaking pool.

#### 8. [Ouray Hot Springs Pool & Fitness Center, Ouray](#)

Surrounded by towering mountains and lush forests, this natural hot springs swimming pool is an inspiring place to bring your whole family. This crystal-clear pool boasts plenty of kid-approved amenities, such as a large slide, diving area, shallow section for young swimmers and a water volleyball area.

#### 9. [Indian Springs Resort, Idaho Springs](#)

Variety rules with geo-thermal caves, private baths, outdoor Jacuzzis and a mineral water pool, not to mention lodging options that range from campsites to resort rooms. Visit the spa, where you can get the Maize Salt Glo Treatment, a massage and exfoliation with corn maize, magnesium and castor oil.

#### 10. [Mount Princeton Hot Springs Resort, Nathrop](#)

This luxurious mountain resort boasts numerous geothermal springs. Its proximity to Monarch and Ski Cooper ski areas makes a perfect après ski muscle relaxant. Thirty small pools are located right in Chalk Creek, which runs alongside the property and adds a super-natural feel to your soak.

### Sponsored Partners



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Our earliest visitors came looking for gold and adventure. They still do. Discover world-class recreation, 20+ cultural attractions and local charm.

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11. [Hot Sulphur Springs Resort & Spa, Hot Sulphur Springs](#)

This resort's waters, which run in the town of the same name, have been flowing from seven natural springs for hundreds of years and were used for healing by the Ute Indians. Hop from pool to pool to try out different temperatures and views.

12. [Orvis Hot Springs, Ridgway](#)

Seven pools in this San Juan Mountain paradise range from 98 degrees to the very steamy – and appropriately named – Lobster Pot, which can get up to 114 degrees. The unique gravel-bottom "pond" is known for Mount Sneffels vistas and massaging waterfalls.

13. [Dunton Hot Springs, near Telluride](#)

This all-inclusive resort is set in a restored ghost town, featuring private log cabins, mineral-rich hot springs and long-table dinners held in a 1800s saloon. Enjoy the soaking pool inside the restored 19th-century bathhouse or venture to Colorado's only geyser, which is located nearby.

14. [Overlook Hot Springs Spa, Pagosa Springs](#)

Roof-top tubs, five indoor pools and one completely private tub give you options for any weather or occasion. Sunset Magazine recently named this hot springs, tucked inside a Victorian-era storefront, a great après-ski option just half an hour from Wolf Creek Ski Area.

15. [Healing Waters Resort & Spa, Pagosa Springs](#)

With lodging options spanning an RV park to rooms and suites with full kitchens as well as a spa, Healing Waters makes sure you don't need to leave the grounds for a relaxing getaway. Consider an Aquastretch treatment in one of the warm-water pools to soothe weary muscles.

16. [Box Canyon Lodge & Hot Springs, Ouray](#)

Situated in a peaceful courtyard beneath a scenic mountainside with 360-degree views, the Box Canyon Lodge's hot-springs tubs are available only to overnight guests. Frequent guests recommend taking in a San Juan sunrise on the lodge's bench swings.

17. [Trimble Spa & Natural Hot Springs, Durango](#)

Relax in the sauna, swim laps in the massive naturally heated mineral pool, picnic and sunbathe poolside and soothe the body and soul with massage treatments. There are a couple of lodging options for those who just can't tear themselves away from the geothermal waters.

18. [Valley View Hot Springs, Villa Grove](#)

This non-profit, clothing-optional, off-the-grid spot is a unique way to experience the land of the San Luis Valley. Several all-natural soaking ponds are found along wilderness trails, while a hot tub and sauna are heated geothermically and hydroelectrically. Reservations strongly recommended.

19. [Joyful Journey Hot Springs Spa, Moffat](#)

This San Luis Valley gem pulls its 140-degree artesian mineral waters from beneath the Sangre de Cristo mountains. Pools are gravity-fed and cooled to a comfortable and relaxing 98–110 degrees. Find unique lodging options can be found in the yurt and a tiny tipi village.

20. [Alpine Hotsprings Hideaway, Nathrop](#)

Nestled amid Colorado's Collegiate Peaks mountains, this hot springs comes with a three-bedroom home that can accommodate 12 people for private enjoyment of the area's mineral-rich waters. Massage therapists are available for house calls, so you can get all the relaxation of larger resorts.

21. [Creekside Hot Springs Cabin, Buena Vista](#)

With a private hot-spring tub next to bubbling Chalk Creek, this cozy three-bedroom vacation rental is as peaceful as it gets – when the sun goes down and the stars come out, there's a remote, majestic feeling you can't shake.

22. [Antero Hot Springs Cabins, Nathrop](#)

Right inside San Isabel National Forest along Chalk Creek, Antero's three cabins each come with their own hot-springs-fed pools and spectacular mountain views. Schedule a visit with the massage therapist and sign up for a hot herbal wrap or private yoga instruction.



23. [Salida Hot Springs Aquatic Center, Salida](#)

This publicly operated indoor pool with room for laps, fitness classes, arthritis pool therapy, a water slide and other activities. There are also private soaking pools, which can be reserved in advance.

24. [Cottonwood Hot Springs Inn & Spa, Buena Vista](#)

Stay on site in a Cottonwood Creek-side cabin or the lodge right in the Collegiate Peaks mountains or just come for the day. Several pools range in temperature from 94 to 110 degrees and spa services are available, as are the sounds of the creek rushing by.

25. [Iron Mountain Hot Springs, Glenwood Springs](#)

Iron Mountain Hot Springs, which opened in July 2015, is located on the site of the historic Iron Springs Spa on the banks of the Colorado River in Glenwood Springs. The resort offers a freshwater family pool with an elevated whirlpool spa and 16 smaller mineral hot springs soaking pools that complement the scenic hillside landscape next to the river.

26. [Twin Peaks Lodge & Hot Springs, Ouray](#)

With a mountain-view outdoor pool and two soaking tubs – one indoors, adults-only and one outdoors – you can choose the perfect atmosphere for your float. With amenities like spectacular breakfast, a tiki bar and easy access to Jeep rentals, this is the perfect Ouray retreat.

27. [Penny Hot Springs, Carbondale](#)

Tucked along the banks of the Crystal River, this primitive spot is a short hike from Hwy. 133. About 12 people can fit in the pool, which is sectioned off from the river by large rocks.

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# The Springs Resort & Spa

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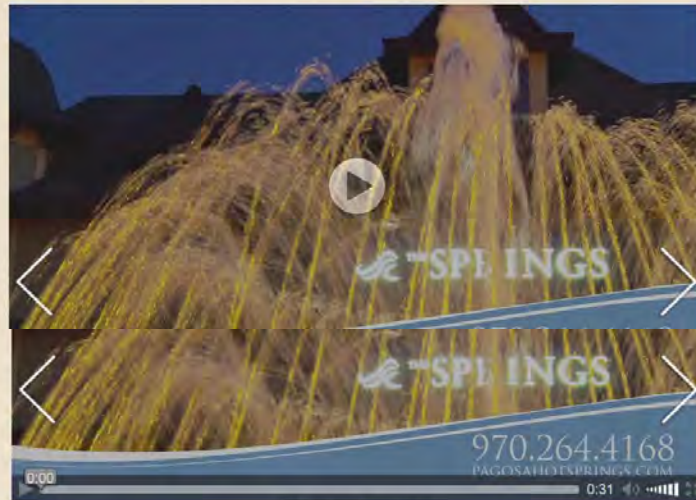
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## Overview

The Springs Resort & Spa is located on the banks of the San Juan River in downtown Pagosa Springs. Offering 23 naturally hot therapeutic mineral pools and a mineral water lap pool fed by the World's Deepest Geothermal Hot Spring. Temperatures range from 87-114°F.

Public bathhouse, lockers, showers, towel/robe rentals. \*Swim attire mandatory.

Hotel lodging is available on-site, hotel guests have 24-hour access to the springs. Full-service Spa offers massage, body treatments and chiropractic services.



The Springs Resort & Spa

## Amenities

**Availability:** Daily, Seasonal, Weekly

**Discounts:** AAA, AARP, Group Discount Coupon Available, Military, Other: Military, Senior Citizen

**Facility Amenities:** 24-hour Front Desk, ADA-compliant, Bar/Lounge, Concessions, Concierge Service, Elevator, Free Parking, Full-service Business Center, Gift Shop, Golf Packages, Handicapped Parking, Hot Tub, Housekeeping Service, Laundry Facilities, Lift Ticket Packages, Lodging on Site, Maps & Brochures Available, Non-smoking, Parking on site, Pets on Leash Allowed, Playground, Pool (Outdoor), Pool/Jacuzzi, Reservations Accepted, Reservations Required, Restaurant Nearby, Restrooms, Retail Shop, Showers, Shuttle Service, Smoking Allowed on Premises, Spa on site

**General Information:** Hours of Operation: 24, Number of Units: 79, Seasons of Operation: 4

**Group Amenities:** Accommodates Tour Groups, Advance Reservations Required, Bus/Motorcoach Parking on site, Group Rates Available, Group Reservations Accepted

**Guest Information:** Family-friendly

**Internet Options:** Facility WiFi, In-room WiFi

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**Payment Methods:** American Express, Cash, Discover, MasterCard, Personal Checks, Travelers Checks, Visa

**Rate Information:** \$\$ = \$101-\$200, \$\$\$ = \$201 and Up, Extra Person Rate: 15.00, Fall/Winter (Range): 189-619, Spring/Summer (Range): 189-619

**Rentals:** Bicycle

**Room Amenities:** Alarm Clock, Balcony/Deck, Cable/Satellite TV, Coffeemaker, Free Local Calls, Hair Dryer, Kitchen Facilities, Microwave, Mini Bar, Non-smoking Rooms, Refrigerator, Room Safe, Washer/Dryer

**Room Types:** 1-Bedroom Units, 2-Bedroom Units, Connecting Rooms, Double, Efficiency, King, Queen, Suite

**Spa Services:** Facials/Skin Care, Foot Treatments, Hair Removal, Massages, Men's Services, Spa Parties, Wraps

**Suitable for Ages:** Adults (18+), Children (up to 12), Teens (13-18)

**Tour Information:** Customized Tours

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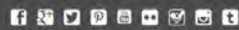
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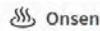
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How to take a bath

How to enjoy hot springs



Natural hot springs (温泉, onsen) are numerous and highly popular across Japan. Every **region** of the country has its share of hot springs and resort towns, which come with them.

There are many types of hot springs, distinguished by the minerals dissolved in the water. Different minerals provide different health benefits, and all hot springs are supposed to have a relaxing effect on your body and mind. Hot spring baths come in many varieties, indoors and outdoors, gender separated and mixed, developed and undeveloped. Many hot spring baths belong to a **ryokan**, while others are **public bath houses**. An overnight stay at a **hot spring ryokan** is a highly recommended experience to any visitor of Japan.

Below is a list of some of the best onsen across Japan:

#### Kanto (around Tokyo)



##### ●●● Kusatsu Onsen

User rating: 87/100 (116 votes)

Visited by: 280 users

For centuries, the abundant hot spring waters of **Kusatsu Onsen** have been considered among Japan's best and most effective, if not the best. Much of the resort's water bubbles up in the **yubatake** ("hot water field") in the town center.



##### ●●● Manza Onsen

User rating: insufficient data

Visited by: 25 users

Located at an altitude of 1800 meters above sea level, this hot spring resort offers by far the most sulfuric waters in Japan. In winter, it is a great destination for enjoy an open-air bath in the snow.



##### ●●● Hakone Onsen

User rating: 89/100 (484 votes)

Visited by: 1041 users

Easily reached from Tokyo and one of Japan's most popular hot spring resorts, **Hakone** boasts a large number of hot springs in beautiful setting along the forested valley and the shores of **Lake Ashinoko**.

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#### ●●● Minakami Onsen

User rating: 84/100 (43 votes)

Visited by: 116 users

Over a dozen hot springs are spread over the large rural area covered by **Minakami Onsen** at the foot of Mount Tanigawa. Among the resort's most popular baths are the large riverside rotomburo of Takaragawa Onsen and the traditional, wooden indoor baths of secluded Hoshi Onsen.



#### ●●● Nasu Onsen

User rating: 81/100 (15 votes)

Visited by: 43 users

**Nasu Onsen** is a hot spring resort in the highlands below Mount Nasudake. The atmospheric Shika no Yu indoor bath with multiple wooden tubs of varying temperatures is outstanding.



#### ●●● Nikko Yumoto Onsen

User rating: 81/100 (108 votes)

Visited by: 268 users

Several hot springs are located at the foot of Mount Nantai, a sacred, extinct volcano in Nikko National Park. Among them are **Chuzenji Onsen** at the shores of Lake Chuzenji and **Yumoto Onsen**.



#### ●●● Ikaho Onsen

User rating: 76/100 (53 votes)

Visited by: 159 users

Located on the slopes of Mount Haruna, **Ikaho Onsen** is well known for its stone stairs leading through the town center and its iron rich thermal waters.



#### ●●● Kinugawa Onsen

User rating: 81/100 (64 votes)

Visited by: 179 users

Located within easy reach of Tokyo, **Kinugawa Onsen** has grown into one of Japan's most developed hot spring resorts. The beautiful Kinugawa River is lined by huge ryokan buildings, while several interesting theme parks provide more entertainment nearby.



#### ●●● Shiobara Onsen

User rating: 73/100 (9 votes)

Visited by: 28 users

**Shiobara Onsen** is a quite built up hot spring town, but thanks to its location in a steep, forested valley, it feels quite pleasant. The town offers multiple good baths, some nice waterfalls and multiple pedestrian suspension bridges.



#### ●●● Shima Onsen

User rating: insufficient data

Visited by: 2 users

**Shima Onsen** is an onsen town, stretching along a forested valley in the mountains of northern **Gunma Prefecture**. It feels calmer and less developed than many other hot spring towns.

### Hokkaido



#### ●●● Noboribetsu Onsen

User rating: 89/100 (126 votes)

Visited by: 271 users

**Noboribetsu** is the most famous hot spring resort in **Hokkaido**, and its spectacular Jigokudani ("Hell Valley") is the source of some of the country's highest quality hot spring water.





#### ●●● Ibusuki Onsen

User rating: 76/100 (22 votes)  
Visited by: 49 users

The seaside town of Ibusuki on the Satsuma Peninsula near the southern tip of Kyushu is famous for its sand baths.

🔍 Questions? Ask in our [forum](#).

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## Links

#### Day's trip Onsen Michelin *(English)*

Excellent guide to hot springs in Japan..

#### What's onsen? *(English)*

General scientific information.

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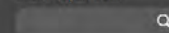
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Hachimantai

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## Nyuto Onsen ●●●

#2 of 8 spots in Hachimantai 96% 46 votes



Tsurunoyu Onsen

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Nyuto Onsen is a collection of **onsen ryokan** in the mountains of eastern **Akita Prefecture**. The area is known for the **hot spring** baths found at its eight **ryokan**, some of which are quite traditional and rustic. With a history of over 300 years, Tsurunoyu is Nyuto Onsen's oldest and most famous inn.

The name Nyuto Onsen means "nipple hot spring" and comes from the suggestive shape of nearby Mount Nyuto rather than the milky/cloudy appearance of the area's **hot spring** water. All the hot spring baths in Nyuto Onsen belong to **ryokan**, and are not only available to staying guests, but also to day trippers during certain hours and against a small admission fee. Most of the ryokan feature mixed gender outdoor baths, and all have various gender segregated bathing as well.

Part of the **Towada-Hachimantai National Park**, Nyuto Onsen is a 30 minute bus ride into the mountains above the picturesque caldera lake **Tazawako**, the deepest lake in Japan. A few other hot spring towns and hiking trails are also found in the area around Tazawako and Nyuto Onsen.

## Tsurunoyu Onsen ●●●



Daytrip Hours: 10:00 to 15:00 (open air bath closed on Mondays)  
 Daytrip Admission: 510 yen  
 Overnight Stay: 9,000 to 16,500 yen per person including 2 meals; reservations can be made from the first of the month, 6 months in advance  
 Tsurunoyu is the oldest operating ryokan of Nyuto Onsen. Some of its rooms date to the **Edo Period** (1603-1867) and offer a rustic and authentic stay with an **irori** fireplace. The large, mixed gender outdoor bath is iconic of the region, and there are single gender indoor baths available, as well.



## Tsurunoyu Onsen - Yamanoyado ●

Overnight Stay: 14,000 to 16,500 yen per person including 2 meals  
 A more recent addition to Tsurunoyu, Yamanoyado is located along the road to the original inn and includes all the comforts of a modern ryokan. Yamanoyado's baths use water from the same source as Tsurunoyu, and guests additionally have free access to the original inn's famous baths 1.5 kilometers away.



## Kuroyu Onsen ●

Daytrip Hours: daily 9:00 to 16:00 (closed during winter)  
 Daytrip Admission: 510 yen  
 Overnight Stay: 12,000 yen per person including 2 meals  
 Another rustic ryokan, Kuroyu offers multiple indoor and outdoor baths including a mixed gender outdoor bath with a nice sunset



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## Explore Hachimantai

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## Access

[Getting to and around Hachimantai](#)

## Questions about Hachimantai

- Nyuto Onsen Pass - qualification ... 1 reaction  
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- Recommendation for onsen (day ... 6 reactions  
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- Nyuto Onsen, various questions 0 reactions  
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ASK A QUESTION

Ratings: ●●● best of the best ●● best of Japan ● outstanding

Overnight guests can purchase the Yumeguri Pass for 1550 yen at their **ryokan** that provides them with admission to the baths of all seven ryokan in Nyuto Onsen. A "light" version of the pass is available for 510 yen and provides access to one bath of your choice. A shuttle bus for pass holders connects all ryokan once every 1-2 hours (reservations required at least one hour in advance).

Questions? Ask in our [forum](#).

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## Get There and Around



Take a **bus** from Tazawako Station to Nyuto Onsen (50 minutes, 820 yen, hourly departures), which makes stops near most ryokan except for Tsurunoyu, Kuroyu and Magorokuyu.

To access **Tsurunoyu**, get off at "Tsurunoyu Onsen Iriguchi" bus stop, from where it is a 45 minute walk to the old inn. Staying guests should get off at the Arupa Komakusa bus stop instead (35 minutes, 620 yen) to be picked up by the ryokan (arrangements must be made beforehand). If you arrive by **car**, free parking is available in front of both inns.

To access **Magoroku and Kuroyu Onsen**, take the **bus** to its final stop, Nyuto Onsen, from where it is a 10 to 15 minute walk to each ryokan respectively. Kuroyu Onsen will pick up staying guests from Nyuto Onsen bus stop if arrangements are made beforehand. If you arrive by **car**, free parking lots are available in the proximity of each ryokan.

### How to get to and around Hachimantai



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## Links

**Nyuto Onsenkyo** *(English)*  
Official English website of the Nyuto Hotspring Association.

**Tsurunoyu Onsen** *(English)*  
Official English website.

**Kyukamura Nyuto Onsenkyo** *(English)*  
Official English website.

**Nyuto Onsenkyo** *(Japanese)*  
Official website of the Nyuto Hotspring Association.

**Tsurunoyu Onsen** *(Japanese)*  
Official website.

**Taenoyu Onsen** *(Japanese)*  
Official website.

**Kuroyu Onsen** *(Japanese)*  
Official website.

**Kyukamura Nyuto Onsenkyo** *(Japanese)*  
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**Ugo Kotsu** *(Japanese)*  
Official website of the bus company serving Nyuto Onsen.

## Hotels around Hachimantai

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## Florida Springs 101: Magnitude

fbrogers — Mon, 12/13/2010 - 12:30

On every spring node, you might have noticed a designation for "magnitude" of that spring. It's one of the factors I take into consideration for designating a spring major, minor, or limited access. I have to admit though, even years into making this site I had no idea what it meant! I keep looking it up for reference, so I figured, why not post it here!

The magnitude of a spring isn't arbitrary or subjective in any way, it's actually a measurement of the output of water in cubic feet per second (ft<sup>3</sup>/s). Here are the official measurement ranges for each corresponding magnitude.

- 1st Magnitude: 100+ ft<sup>3</sup>/s
- 2nd Magnitude: 10 - 100 ft<sup>3</sup>/s
- 3rd Magnitude: 1 - 10 ft<sup>3</sup>/s
- 4th Magnitude: 100 gal/min - 1 ft<sup>3</sup>/s
- 5th Magnitude: 10 gal/min - 100 gal/min
- 6th Magnitude: 1 gal/min - 10 gal/min
- 7th Magnitude: 1 pint/min - 1 gal/min
- 8th Magnitude: <1 pint/min

These measurements were first used by Oscar Edward Meinzer in 1927 in *Large Springs in the United States* and has been used for every update of the *Springs of Florida* publication (which has been an invaluable resource to this site), including the 1947 edition (Ferguson et al.) and the 1977 edition (Rosenau et al.).

I use this primarily to tell if the spring is worth seeing in-person. Magnitudes 3-8 are generally the viewing springs, while 1-2 are generally going to be the swimming springs. It's not a hard rule by any means; in fact, many 3rd magnitude springs are very nice swimming holes. It's just one piece of the puzzle. The more you know!

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## Lafayette Blue Spring



### Spring Visit

#### Personal Impressions:

For as well as this park is maintained it sure is in the middle of nowhere. Luckily I was hurrying down from Madison Blue Springs (to grab some pictures before the afternoon rains hit) so it was sort of on the way, but it's quite a trek for anyone living east of I-75. I'm pretty sure it's worth it.

The spring is actually a system of karst windows that navigate across the landscape from the south-west of the parking lot toward the Suwannee. The head "spring" emerges from the ground in a dark window (meaning you can't see into the cave very well - the limestone blocks most of the light). The water is visually separated into two pools, the first of which flows under a limestone bridge and into the other. I observed a turtle in the main pool and attempted to swim under the bridge but the low visibility made it too risky.

The second pool gets very shallow as it approaches the Suwannee River, which makes for some pretty nice wading and relaxing. The beach surrounding the mouth of the run is very wide and good for walking. There's also a set of stairs to the south of the beach that leads back into the park.

I almost left the park without finding the rest of the "hidden" karst windows. After rounding back from taking a couple final pictures, I noticed a trail into the woods just south of the bathroom. It's not cut very well and I was only wearing my flip-flops (mistake), but I crashed ahead and found two large karst windows and what looks like a sink (check the pictures below). I doubt it's a good idea to go into these formations but they were much more picturesque than the main spring.

Overall I really enjoyed the park. It had a nice variety of open springs and wooded karst windows, nice bathroom and changing facilities, and a very clean parking lot. Recommended.

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[video](#) [city](#) [park](#) [photo](#) [dump](#)  
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## Tags in County

[Gilchrist](#) [Lake](#)  
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Home

## Madison Blue Spring



### Spring Data

**Classification:** Major

**Magnitude:** 1st

**Region:** Northeast

**Description:**

This spring issues from the bottom of conical depression. The spring pool diameter is about 72 ft (21.9 m) north to south and 82 ft (25 m) northeast to southwest. Pool depth measures 24 ft (7.3 m). The spring has vertical limestone walls. The 100 ft (30.5 m) long and 15 to 25 feet wide (4.6 – 7.6 m) spring run flows swiftly into the tannic Withlacoochee River. There was no visible boil in October 2001. Nearly the entire spring bottom and sides are covered with dark green algae. Sandy high ground surrounds the spring and rises to approximately 20 ft (6.1 m) above water level. Mixed hardwoods and pines occur along with numerous dirt pathways. An underwater cave system has been mapped at Madison Blue Spring.

### Directions / Usage:

Madison Blue Spring is approximately 10 miles (16 km) east of Madison on the west bank of the Withlacoochee River. From the intersection of US 90 and SR 6 just east of Madison, drive east on SR 6 approximately 8 miles (12.9 km) to the bridge over the Withlacoochee River. Turn south (right) at the park sign just before the bridge. The spring is 525 ft (160 m) south of the highway.

### Spring Visit

#### Personal Impressions:

Of the first two-day jaunt, this was probably the most stunning all-around. I don't know if words really work to describe how it shined in the morning; the pictures below do it much better justice.

The park is technically a state park but is maintained by the SRWMD, so there's no visible staff or complex facilities; this probably went a long way to preserving some of the fun of the park. The spring has a direct-access jumping platform and a dock; paths are made of mud and roots, not concrete; there are no ropes to be found in the swimming area. The spring run snakes around a small limestone formation and into the Withlacoochee river, crashing over a line of rocks into the tannic water.

This spring has everything: cave diving, free diving, deep swimming, shallow areas, wading areas, relaxing rapids, river wading, and fishing. My only regret is not swimming. We were in a hurry and it was the first spring of the day, but I do very much regret it. Madison Blue Springs State Park is highly recommended, and I cannot wait to go back someday.

[flickr-photoset?id=72157624993494940,size=s]

### Park Information

**Hours:** 8AM - Sundown

8300 N.E. State Road 6  
Lee, Florida 32059

**Phone:** (850) 971-5003

**Individual:** \$4.00

**Car:** \$5.00

**General Feel:**



### Search

Search this site:

### Recently Updated

- Wekiwa Springs
- Weeki Wachee Springs
- Wacissa Springs Group
- Sulphur Spring
- Washington Blue Spring
- Choctawhatchee
- Cypress Spring
- Shangri-La Springs
- Jackson Blue Spring
- Blue Hole Spring (Jackson)
- Mormon Spring

### Tags in Amenities

swimming hiking  
camping scuba  
concessions boating  
fishing canoeing off-road  
bicycling kayaking tubing  
picnicking cabins manatees  
showers boat ramp playground exhibits  
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state forest off-road rise  
juniper springs restricted  
video city park photo dump  
welaka state forest suwannee  
river alexander springs  
renovation clay county canon 101  
camera blue springs

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### Tags in County

Swimming:  
★★★★★  
Ease of Access:  
★★★★★  
Facilities:  
★★★★★

#### Links

[Florida State Parks](#)  
[Youtube: Cave Diving at Madison Blue Springs](#)

#### Location



Google Maps Link: [Click Here](#)

state park canoeing fishing kayaking picnicking scuba swimming Madison

[Gilchrist Lake](#)  
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#### Syndicate



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Home

## Florida Springs

### Spring Classification: Major

County	Spring	Magnitude	Map	Visited
<a href="#">Alachua</a>	Poe Spring	2nd	29.825716, -82.648973	Yes
<a href="#">Bay</a>	Gainer Springs Group	1st	30.427990, -85.548220	Yes
<a href="#">Citrus</a>	Chassahowitzka Springs Group	1st	28.715582, -82.576160	Yes
<a href="#">Citrus</a>	Homosassa Springs Group	1st	28.799069, -82.588528	Yes
<a href="#">Citrus</a>	Hunter Spring	1st	28.894505, -82.592541	Yes
<a href="#">Citrus</a>	<a href="#">Kings Bay Springs Group</a>	1st	28.890900, -82.601566	Yes
<a href="#">Citrus</a>	Three Sisters Springs	1st	28.888524, -82.589185	Yes
<a href="#">Clay</a>	Green Cove Spring	2nd	29.993455, -81.677974	Yes
<a href="#">Columbia</a>	Blue Hole Spring	1st	29.980480, -82.758470	Yes
<a href="#">Dixie</a>	Guaranto Spring	2nd	29.779797, -82.939958	Yes
<a href="#">Gilchrist</a>	Devil's Ear Spring	1st	29.835349, -82.696600	Yes
<a href="#">Gilchrist</a>	Gilchrist Blue Springs	2nd	29.829900, -82.682851	Yes
<a href="#">Gilchrist</a>	Ginnie Springs Group	2nd	29.836172, -82.700111	Yes
<a href="#">Gilchrist</a>	Hart Springs	2nd	29.675078, -82.951283	Yes
<a href="#">Gilchrist</a>	Otter Springs	2nd	29.644802, -82.942753	Yes
<a href="#">Hernando</a>	Weeki Wachee Springs	1st	28.517191, -82.573166	Yes
<a href="#">Hillsborough</a>	Lithia Spring Major	2nd	27.066278, -82.231471	Yes
<a href="#">Holmes</a>	Ponce de Leon Springs	2nd	30.721202, -85.930685	Yes
<a href="#">Holmes</a>	Vortex Spring	2nd	30.770552, -85.948474	Yes
<a href="#">Jackson</a>	Blue Hole Spring (Jackson)	2nd	30.020145, -85.244895	Yes
<a href="#">Jefferson</a>	Wacissa Springs Group	1st	30.339479, -83.991777	Yes
<a href="#">Lafayette</a>	Convict Spring	3rd	30.088340, -83.095967	Yes
<a href="#">Lafayette</a>	Lafayette Blue Spring	1st	30.125834, -83.226133	Yes
<a href="#">Lafayette</a>	Ruth Spring	2nd	29.995773, -82.978806	Yes
<a href="#">Lafayette</a>	Troy Spring	1st	30.006026, -82.997503	Yes
<a href="#">Lake</a>	Alexander Springs	1st	29.081390, -81.575832	Yes
<a href="#">Levy</a>	Fanning Springs	1st	29.587589, -82.935304	Yes
<a href="#">Levy</a>	Levy Blue Spring	3rd	29.450634, -82.690839	Yes
<a href="#">Levy</a>	Manatee Springs	1st	29.489500, -82.976872	Yes
<a href="#">Madison</a>	<a href="#">Madison Blue Spring</a>	1st	30.480436, -83.244363	Yes
<a href="#">Madison</a>	Suwanacoochee Spring	2nd	30.386672, -83.171766	Yes
<a href="#">Marion</a>	Fern Hammock Springs	2nd	29.183610, -81.708328	Yes
<a href="#">Marion</a>	Juniper Springs	2nd	29.183610, -81.712496	Yes
<a href="#">Marion</a>	Salt Springs	2nd	29.350571, -81.732767	Yes

### Search

Search this site:

### Recently Updated

- [Weeki Wachee Springs](#)
- [Weeki Wachee Springs](#)
- [Wacissa Springs Group](#)
- [Sulphur Spring](#)
- [Washington Blue Spring](#)
- [Choctawhatchee](#)
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### Tags in Amenities

swimming hiking  
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bicycling kayaking tubing  
picnicking cabins manatees  
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county park  
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state forest off-road rise  
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### Tags in County

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## About

### About: Florida Springs

So what are springs? Let's lay down the basics: a **spring** is any natural occurrence where water flows on to the surface of the earth from below the surface, and is thus where the aquifer surface meets the ground surface. (Wikipedia, "Spring") [flickr-photo?id=2687565482,size=m]

Springs are actually the visible feature of an extensive underground aquifer system. Beneath the surface, groundwater continuously travels from areas of recharge, or replenishment. As groundwater accumulates beneath the surface, the water table rises and the subsurface water pressure, or the hydrostatic head, increases. Groundwater pushes along the hydraulic gradient toward areas of discharge. Under pressure, groundwater is pushed to the surface through natural openings in the limestone bedrock, creating springs of flowing water. (UF, "Florida Springs")

Geologists estimate that there are **more than 700 springs** in Florida, representing the largest concentration of freshwater springs on Earth.

So what? What can you do with a spring? **Swim** of course! With swimming comes diving, snorkeling, scuba, canoeing, fishing, hiking, camping... you got the idea. Hundreds of parks in Florida are built around the spring waters:

A stream carrying the outflow of a spring to a nearby primary stream is called a **spring branch or run**. Groundwater tends to maintain a relatively long-term average temperature of its aquifer; so flow from a spring may be cooler than a summer day, but remain unfrozen in the winter. The cool water of a spring and its branch may harbor species such as certain trout that are otherwise ill-suited to a warmer local climate. (Wikipedia, "Spring")

In Florida, springs are typically 72 to 76-degrees all year. As mentioned, they may seem colder in the Summer and warmer in the Winter, but that's only because the air temperature is fluctuating. Often people complain about how cold the spring water is, but this is usually due to the fact that they've only visited a spring during the Summer!

### About: Springs Hopper

[flickr-photo?id=2430108643]

**Springs Hopper** is designed to be a site that primarily catalogs information on all the accessible natural springs in Florida in one convenient, clean layout. For each spring (categorized by county), you will find information on the spring itself, its surrounding land, nearby springs, **photos and videos** of the spring, a map, directions to the spring, the **GPS coordinates** to the spring, a list of amenities and features, links to other web sites pertaining to the spring, and park information (**admission fees, hours**, and contact information). This information existed before Springs Hopper came along, but never in one place, and never in such a coherent and useful atmosphere.

In addition to this data, it acts as a **blog** to follow my travels to these springs as I explore them, photograph them, and experience them. As I drag my friends along, I'll convince them to make accounts and share their experiences, both as amateur travelers and expert divers. I'll talk about new camera equipment, tricks of the trade, important news about the springs, and I may even adopt a manatee!

All in all, the site is just a fun tool that I hope you will all find just as useful :)

### About: Me (Jordan/fbrogers)

[flickr-photo?id=2697678905]

I've been attending springs since I was small, and my parents before that. Mostly opportunities came when my family camped at the springs in the Ocala National Forest (**Salt Springs, Juniper Springs, Alexander Springs**), and ever since I discovered the joys the springs can bring, I've tried to find ways to share my enjoyment with others. Slowly but surely I am attempting to visit all the springs and taking all the friends/family that I can.

My love of photography and my attempt to find a weekend destination away from the typical overflowing theme parks of Orlando is what brought me back to my love after college, and I decided that a site would best serve both those interests.

I shoot with whatever works. Currently I own and shoot with a **Nikon D50 SLR** and a **Canon Powershot D10 Underwater**. For most of my shots with the D50 I've used a Circular Polarizer filter (just about the only effect you can add to a snapshot that cannot be accomplished in Photoshop). I rarely post-produce my shots except for the occasional exposure adjustment. My photography portfolio can be viewed at Flickr.

## Search

Search this site:

## Recently Updated

- [Wekiwa Springs](#)
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- [Wacissa Springs Group](#)
- [Sulphur Spring](#)
- [Washington Blue Spring](#)
- [Choctawhatchee](#)
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- [Morrison Spring](#)

## Tags in Amenities

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[camera](#) [blue springs](#)

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## Tags in County

[Gilchrist Lake](#)



**The Original Florida Tourism Task Force**  
2009 NW 67th Place  
Gainesville, FL 32653-1603  
**Request for Proposals**  
**The Original Florida Tourism Task Force 2016 Marketing Project**

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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 12-county region to increase the number of visitors and to extend their stay.

The Original Florida Tourism Task Force seeks one website design and marketing company or similarly-qualified company to design and create the following three products which together comprise The Original Florida Tourism Task Force 2016 Marketing Project:

- I. An on-line, interactive, bicycle trail/route microsite, downloadable PDF bicycle trail/route guide, and 1,000 printed copies of the bicycle trail/route guide, referred to as the Ultimate Bicycle Guide;
- II. An on-line interactive freshwater springs microsite and downloadable PDF springs guide, referred to as the Ultimate Springs Guide; and
- III. A geographically-targeted digital advertising campaign referred to as the Digital Advertising Campaign.

**I. Ultimate Bicycle Guide**

The selected proposer shall 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 five coastal counties of the Big Bend area (Dixie, Jefferson, Levy, Taylor and Wakulla 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 shall include non-coastal counties (i.e., counties other than Dixie, Jefferson, Levy, Taylor and Wakulla Counties). The selected bicycle trails/routes shall 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 1,000 copies of the PDF bicycle trail/route guide. The on-line interactive bicycle trail/route microsite shall be embedded in or otherwise be fully integrated with the existing Task Force Website ([www.vnnf.org](http://www.vnnf.org)). The microsite shall 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.

**Scope of Work**

- A. 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, Taylor and Wakulla 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 shall include non-coastal counties (i.e., counties other than Dixie, Jefferson, Levy, Taylor and Wakulla Counties).

- B. Digital bicycle trail/route maps from either the Rails to Trails Conservancy ([www.traillink.com](http://www.traillink.com)) and 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 Marketing Committee.
- C. The selected proposer shall 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 2 pages.
  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 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 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.
  - 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, and bed & breakfasts); 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:
  - a. Counties in which trail/route is located;
  - b. Cities and towns in which trail/route is located;
  - c. Trail/route length to the nearest one-tenth of a mile;
  - d. Trail/route surface type (asphalt, gravel, etc.); and
  - e. Trail/route category: (off-road, grade-separated, on-road, etc.).

The Level 2 description should also identify nearby parking and directions as to how to reach the trailhead. If available, the description shall provide contact information for additional information regarding the trail/route. The page shall 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.

## **II. Ultimate Springs Guide**

The Ultimate Springs Guide shall consist of online, interactive freshwater springs web pages and printable springs guides in PDF format. The selected proposer shall detail the steps for the site design, content development, programming, maintenance, hosting of the microsite and the design of the printable PDF guide.

The selected proposer shall be responsible for developing both digital and printable PDF versions of the springs guide for springs selected by the Task Force Marketing Committee.

### **Scope of Work**

- A. The proposal shall identify the maximum number of springs which shall be included in the Ultimate Springs Guide. The selected springs shall consist of a minimum of 10 springs and maximum of 24 springs.
- B. The selected proposer shall also be capable of implementing the following:
  1. The identification, development and mapping of specific springs facilities, including roads, campgrounds, spring head, connection to nearby river, parking, restrooms, picnic areas and similar facilities;
  2. The inclusion of Google Translate or the ability to link the springs 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 springs microsite;
  3. The integration of the springs 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. Modification of the existing website home page to provide an elevated presence of the Ultimate Springs Guide to website users.
  5. The development of a Level 1 (Opening) page which displays a region-wide map which identifies the location of the springs.

6. A Level 1 regional springs map designed so that Baker, Hamilton, Marion, Putnam and Suwannee Counties, Florida as well as their associated springs can be added by Task Force staff without the need for additional assistance from the proposer.
7. A Level 1 regional springs map designed so that any of the Task Force member counties and associated springs can be hidden from view, without the need for additional assistance from the proposer.
8. The ability for the user to download a printable PDF regional springs guide file consisting of all of the springs and associated information contained on the Level 2 page. The regional springs guide shall also contain a map of the region which shall include, but not be limited to, the locations of the springs, rivers, major roads, nearby cities and towns and significant natural features.
9. The Level 1 regional springs map shall be designed so that when the user's cursor is placed on top of an individual spring identified on the map, the page shall provide a popup of summary information on the selected spring including spring name, spring magnitude, a brief summary description, a thumbnail photo, and the option to display a linked Level 2 page. A Level 2 web page shall be provided for every spring identified on the Level 1 regional spring map.
10. The Level 2 spring web pages shall be designed so that Baker, Hamilton, Marion, Putnam and Suwannee Counties, Florida and their associated springs can be added by Task Force staff without the need for additional assistance from the proposer.
11. The Level 2 spring pages shall be designed so that any of the Task Force member counties and associated springs can be deleted or, preferably, hidden from view, without the need for additional assistance from the proposer.
12. Level 2 web pages to consist of:
  - a. Spring name, spring magnitude (1st, 2nd, 3rd, other);
  - b. A photo or series of photos of the spring;
  - c. A Youtube video or similar video, as appropriate;
  - d. An option for obtaining driving directions to the spring from the user's location;
  - e. A detailed spring map as described in C, below;
  - f. A narrative description of the spring and its associated facilities as described in D, below;
  - g. An option to download a printable PDF guide for the spring which contains all of the information in items a through f above;
  - h. Message boards for user comments regarding the trail/route; and
  - i. A user-based rating system for the spring using a 1 (lowest score) to 5 (highest score) rating system.

C. Each Level 2 spring map shall contain the following.

1. A spring map consisting of the selected spring and its associated spring run, if any, 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 nearby cities, roads and natural features such as, but not limited to, springs, parks, forests, conservation areas, rivers and lakes. The map should include an option for the user to switch between map and satellite views. The downloadable PDF guide to the spring shall also include the spring map.
2. The following items should be identified on each spring map: parking; trails; trailheads; restrooms; picnic facilities, snack bars, restaurants, dive shop, hotel, campground, and recreational vehicle park; nearby facilities such as restaurants; lodging (hotels/motels/recreational vehicle and tent campgrounds, and bed & breakfasts); nearby photo opportunities; and similar items.

- D. The Level 2 spring description should identify the following information,
1. Spring name, address, telephone number, website, and email address where available.
  2. The environmental/geographical setting of the spring.
  3. Availability and Hours of Operation: Daily, Seasonal, Weekly, or Weekend-only.
  4. Admission costs, which may be described as a price range using dollar symbols such as 0 = Free, \$ = Low, \$\$, moderate, \$\$\$ = high, and availability of discounts such as American Association of Retired Persons and state parks annual pass.
  5. Links to blogs on the Task Force website, as applicable, which discuss the spring.
  6. Swim attire requirements (i.e., swim attire mandatory or swim attire optional).
  7. Whether scuba diving allowed.
  8. Whether dogs are allowed.
  9. Availability of a public bathhouse, lockers, showers and towel/robe rentals.
  10. If cabins, campsites and/or recreational vehicle parks are provided, the number of cabins, campsites, and recreational vehicle sites, availability of hook-ups for recreational vehicles, seasons of operation for camping, and the type and availability of restrooms/bath houses.
  11. A determination as to whether the spring is family-friendly, especially regarding the appropriateness and safety of the facility for children under the age of six.
  12. Name and distance to nearby cities and towns.
  13. On-site activities such as biking, canoeing/rafting/kayaking, fishing, tubing, and, swimming.
  14. Availability of rentals, including but not limited to bicycles, canoes, kayaks and tubes.
  15. Include links for nearby outdoor activities, places to eat and places to sleep.
  16. Points of interest near the spring including, nearby outdoor activities, restaurants, lodging, gas stations, shopping and photo opportunities.
- E. The Task Force Marketing Committee may consider alternatives to the development of Level 2 springs maps for the microsite and the printable PDF guide should such alternative methods result in an increased number of springs included in the Ultimate Springs Guide. Should the proposal exclude some or all Level 2 springs maps, it shall clearly describe the alternative presentation methods to be used for Level 2 springs and the additional number of springs to be included as a result of the alternative presentation methods compared to the number of springs which would otherwise be included if Level 2 maps are provided.

### **III. Digital Advertising Campaign**

The Original Florida Tourism Task Force seeks to drive substantial additional traffic to the organization's website, [naturalnorthflorida.com](http://naturalnorthflorida.com) through a geographically-targeted digital advertising campaign to increase awareness of tourist-oriented activities and resources located within the Natural North Florida region. The Task Force desires to target residents of specific metropolitan areas in which it attends tourist-oriented travel expos and shows. The digital advertising campaign shall place targeted advertisements to consumers in a minimum of five to a maximum of 13 metropolitan areas where Visit Natural North Florida is participating in travel shows. The digital advertisements shall highlight attractions and events within the region as well as highlighting the newly-revamped Visit Natural North Florida website.

The project shall focus on strategic purchases of advertising on social websites such as Facebook as well as websites oriented towards outdoor adventure travelers, recreational vehicles, paddling, fishing and similar recreational activities, provided that such advertisements are targeted to specific metropolitan areas. The selected proposer shall work with the Task Force Marketing Committee to design and implement the campaign, including publisher strategy, bidding strategy, keyword strategy, advertising strategy, as well as a measurement and evaluation strategy. As the campaign progresses, the selected proposer shall be responsible for monitoring campaign performance, analyzing click-thru patterns and making adjustments to the advertisement placements to maximize the volume of impressions and click-thrus to the Task Force website. Upon completion of the advertising campaign, analytics shall be provided by the selected proposer to determine the overall effectiveness of the campaign. The period of time of the campaign shall be the date of an executed contract between the selected proposer and the Task Force through December 31, 2016.

### **Scope of Work**

- A. The selected proposal must:
  1. Demonstrate familiarity with the tourism products of The Original Florida Tourism Task Force and its member counties, the Task Force website and the Task Force Facebook page;
  2. Describe a digital advertising strategy which shall maximize impressions and conversions to the Task Force website and Facebook page;
  3. Demonstrate creative campaign design and implementation approaches;
  4. Identify the maximum number of metropolitan areas to be included in the Digital Advertising Campaign. Metropolitan areas shall be limited to Atlanta, Georgia; Berlin, Germany; Chicago, Illinois; Dallas, Texas; Detroit, Michigan; London, England; Madison, Wisconsin; Minneapolis, Minnesota; New York, New York; Philadelphia, Pennsylvania; Tampa, Florida; Toronto, Canada; and Washington, D.C; and
  5. Provide analytics, accessible by the Task Force, on campaign performance including;
    - a. Number of impressions, click-thrus and click-thru rates to the Task Force website for the duration of the campaign for each targeted Metropolitan Area;
    - b. Analytics of each ad displayed, including number of impressions, click-thrus and click-thru rates, frequency and display report listing web sites where the advertisement is being displayed/delivered; and
    - c. Task Force Marketing Committee Involvement. The selected proposer shall work with the Task Force Marketing Committee to design and implement the advertising campaign including ad strategy, publisher strategy and bidding strategy as applicable.
- B. The Task Force Marketing Committee shall approve:
  1. The selected metropolitan areas;
  2. The websites on which the advertisements shall be displayed;
  3. The timing and length of time the advertisements shall run; and
  4. All advertisements prior to publication.
- C. The selected proposer shall provide to the Task Force Marketing Committee copies of all advertisements placed, the name of the websites on which they were placed the period of times that the advertisements were run.
- D. The Original Florida Tourism Task Force reserves the right to divert impressions to target another audience, web site, or metropolitan area throughout the campaign.

- E. Advertisements placed on social media and other websites should include photos from the region depicting tourism products, associated text, and a link to the Task Force website ([www.vnnf.org](http://www.vnnf.org)). All such advertisements shall be approved prior to placement by the Task Force Marketing Committee. Creativity is encouraged in the design of the advertisements.
- F. The selected proposer may use multiple ad exchanges and real time bidding to place display advertising, which may include mobile. The proposal shall specify the specific ad exchanges to be used.

#### **IV. General**

- A. 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.
- B. The selected proposer shall be expected to work closely with the Task Force Marketing Committee 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. The selected proposer shall also be expected to work closely with the Task Force Marketing Committee with regards to the Digital Advertising Campaign, including but not limited to the selection of metropolitan areas, the design and development of the advertisements, and the selection of websites for publication of the advertisements.
- C. The microsites, including the code used to create the microsites as well as all content on the microsites, shall be exclusively owned by The Original Florida Tourism Task Force. All content produced for the Digital Advertising Campaign shall be exclusively owned by The Original Florida Tourism Task Force.
- D. In addition to the items listed herein, the Original Florida Tourism Task Force shall give consideration to other concepts for developing the microsites and the Digital Advertising Campaign. Proposers are therefore encouraged to present other concepts and features not contained herein.
  - 1. The budget for the Ultimate Bicycle Guide is a maximum of \$36,000.
  - 2. The budget for the Ultimate Springs Guide is a maximum of \$12,000.
  - 3. The budget for the Digital Advertising Campaign is a maximum of \$13,000.
- E. On execution of a contract between the selected proposer and The Original Florida Tourism Task Force, The Original Florida Tourism Task Force shall make one payment for the completion of a draft Ultimate Bicycle Guide microsite and PDF guides and a final payment for completion of the final Ultimate Bicycle Guide microsite, PDF guides and 1,000 printed copies of the printed PDF guide; one payment for a draft Ultimate Springs Guide microsite and draft PDF guides as well as one payment for a final Ultimate Springs Guide microsite and PDF guides; and quarterly payments for the Digital Advertising Campaign to the selected proposer. All payments for the project shall be as specified by contract between The Original Florida Tourism Task Force and the selected proposer.

#### **V. Responses**

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

- A. A description of how the above scope of work shall be implemented for the project.
- B. An explanation of coordination and communication with The Original Florida Tourism Task Force throughout the development and implementation of the project.
- C. A detailed implementation timeline for the project.
- D. A complete proposal summary page for each project covering each item, their costs and/or a total overall cost for the project.



- E. A description of your company, the year it was founded, and information about your philosophy for successful web design and marketing.
- F. 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 Uniform Resource Locators (URLs).
- G. An organization chart naming the key players in your organization, their professional backgrounds and areas of expertise.
- H. Specifically state which staff would be assigned to manage The Original Florida Tourism Task Force account.
- I. Describe the specific expertise you offer in each of the following areas:
  - 1. Interactive bicycle trail/route website design and development;
  - 2. Printed bicycle trail/route guide development;
  - 3. Interactive springs guide development; and
  - 4. Geographically-targeted digital advertising campaigns.
- J. With regard to microsite testing, please describe the microsite testing and approval process.
- K. Three letters of reference from clients familiar with your website development, bicycle trail/route guide development, springs guide development and digital advertising capabilities.
- L. 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 shall have in the project.
- M. Project budget.
- N. Any terms and conditions that might affect the project.
- O. 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.

## **VI. Ranking and Selection Criteria**

Preliminary Ranking: All proposals received shall be reviewed and ranked by the Task Force Marketing Committee 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, springs-oriented websites and digital advertising geographically-targeted campaigns (25 points); (c) quality of proposal and ability to implement items listed under Scope of Work as well as other proposed features not contained herein (40 points); and (d) three letters of reference (10 points). The total score from these criteria shall be used to establish the rank order for the selection of the proposals by Task Force Marketing Committee members. The rankings, as established by the individual Task Force Marketing Committee members, shall be combined to result in a Task Force Marketing Committee ranking of proposers based on the average rank order of proposals assigned by individual Task Force Marketing Committee members, not the total number of points assigned by individual Task Force Marketing Committee members.

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

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

**Responses are due by 5:00 p.m. Eastern Daylight Savings Time, April 29, 2016.**

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

2016 Marketing Project Proposal  
c/o Scott R. Koons, Executive Director  
The Original Florida Tourism Task Force  
2009 NW 67th Place  
Gainesville, Florida 32653-1603

Electronic and facsimile copies shall not be accepted.

A maximum of three finalists shall 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 email at [dopp@ncfrpc.org](mailto:dopp@ncfrpc.org) or by telephone at 352.955.2200, extension 109.

The Original Florida Tourism Task Force  
Task Force 2016 Marketing Project  
List of Potential Proposers

March 7, 2016

Interfuse

Attn: Chris Rash  
15 Technology Pkwy. South, Ste. 250  
Norcross, GA 30092  
Website: <http://collinsonmedia.com/>  
crash@collinsonmedia.com  
(w) 678.987.9927  
(c) 770.330.5446

Bluewater Inet Group, LLC  
Attention: Rick Lamberson, CEO  
201 Long Ave, Port St Joe, FL 32456  
(850) 229-8149

Evok Advertising  
1485 International Pkwy, 3rd Floor  
Heathrow, FL 32746  
P: 407-302-4416  
F: 407-302-4417

352 Inc.  
Tioga Town Center  
133 SW 130th Way, Suite D  
Newberry, FL 32669  
352.374.9657

Simpleview  
Attn: Kevin Bate  
335 Valley Heights Dr  
Oceanside, CA 92057

Paramore Digital  
Attn: Stephanie Friedlander  
500 Church Street, Suite 500  
Nashville, TN 37219  
thepinkboa@paramoredigital.com  
(615) 386-9012

Blenderbox  
26 Dobbins Street, 3rd Floor  
Brooklyn, NY 11222  
[info@blenderbox.com](mailto:info@blenderbox.com)  
718.963.4594

Livewire Web Design  
2606 NW 6th Street, Suite B  
Gainesville, FL 32609  
(352) 672-7092

Substance  
Attn: Todd Moritz  
605 NE 21st Avenue, Suite 200  
Portland, Oregon 97232  
503.445.0482

Concilio Labs Inc.  
8000 Westpark Drive, Suite 620  
McLean, VA 22102

ITI Marketing, Inc.  
P.O. Box 1434  
Brunswick GA 31521  
912.267.1558  
[info@iti-marketing.com](mailto:info@iti-marketing.com)

Sparxoo  
Attn. Grace Northern  
514 N. Franklin Street, Suite 202  
Tampa, FL 33602

STS Marketing College and Governor's Tourism Conference Assignments  
as of March 8, 2016

	Estimated
STS Marketing College, May 15-20, 2016 Participants	Cost
Lisa Frieman	\$1,500
Dawn Taylor	1,500
Cody Gray	1,500
Will Sexton	1,500
Ron Gromoll	1,500
Sandy Beach	1,500
Steven Dopp	1,500
Total Estimated Cost	\$10,500

	Estimated
Governor's Conference, September, 2016 Participants	Cost
Brenda Graham	\$1,100
Katina Richardson	1,100
Diane Bardhi	1,100
Donna Creamer	1,100
Steven Dopp	1,100
Total Estimated Cost	\$5,500

Estimated Total Scholarship Costs	\$16,000
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# STS Marketing College Registration

Dahlonega, Georgia

May 15-20, 2016

University of North Georgia

For more information call 770-542-1523



Southeast Tourism Society  
555 Sun Valley Drive, Suite E-5  
Roswell, Ga. 30076

Phone: 770-542-1523/ Fax: 770-542-1527  
Save time: register online at southeasttourism.org

## Attendee Information

First Name	
Last Name	
Title	
Company	
Street	
City	
State	
Zip	
Telephone	
E-mail	

## Registration Fees (includes tuition & most meals)

1st & 2nd Year (single room) Member Fee: 995	
1st & 2nd Year (single room) Non Member Fee: 1345	
1st & 2nd Year (no room) Member Fee: 845	
1st & 2nd Year (no room) Non Member Fee: 1195	
3rd Year (single room Sun-Wed) Member Fee: 845	
3rd Year (single room Sun-Wed) Non Member Fee: 1195	
3rd Year (no room) Member Fee: 745	
3rd Year (no room) Non Member Fee: 1095	
Festivals & Events - Year 1 Open to all (Wed. PM): 75	
Festivals & Events - Year 2 (All day Wed.): 150	
Festivals & Events - Year 3 (All day Wed. & Thurs. AM): 225	
Flash Drive: 50	
Total Due:	

☐ I'd like a flash drive of my class' Marketing College materials (\$50)

I will be a: (Choose/Circle one)

1st year student  
2nd year student  
3rd year student

## Payment

☐ Check payable to Southeast Tourism Society

☐ Credit Card

☐ American Express

☐ Visa

☐ Mastercard

☐ Discover

Card #

Expiration Date

Cardholder Name

**Cancellation policy: 100% refund if cancelled before 4/22/16. 50% refund if cancelled before 4/29/16. No refund after 4/29/16.**

I agree to all terms and conditions

[HOME](#)   [ABOUT](#)   [SCHEDULE](#)   [CONTACT](#)

# Florida Governor's Conference on Tourism

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



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*Visit Natural*  
**NORTH FLORIDA**

# Visit Natural NORTH FLORIDA

**Experience New Adventures.  
Explore Uncharted Territories.  
Dive Into a Hidden Oasis.**



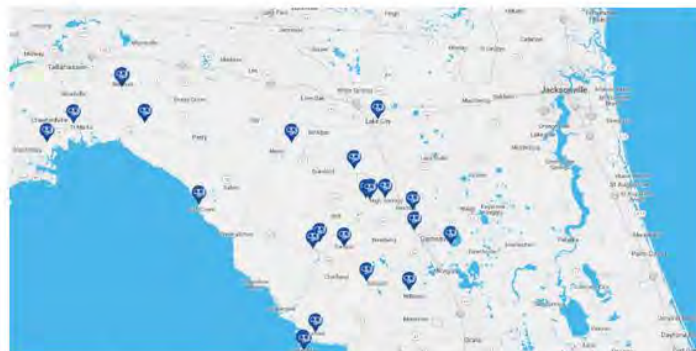
Natural North Florida is home to the largest collection of freshwater springs in the world, amazing Gulf coast sunsets, world-class fishing, pristine rivers for paddling excursions and peaceful trails to hike on. We are excited to start bringing you the latest events, travel inspirations, and off-the-beaten-path destinations in a quarterly adventure guide. This season, we're all about Springing into the Springs!

Planning a trip can be time-consuming. We make it simple to prepare your perfect vacation or stay-cation itinerary. Our new website is full of information about unique adventures in North Central Florida, from the Big Bend coast to downtown Gainesville and everywhere in between. Narrow down your list of places to go by category or county, and add your favorites to our trip planner. Then print out your plan and get moving.

Get started below, and keep a lookout for our summer adventure guide, which will feature \_\_\_\_\_.

[Get Started](#)

## Where Are We?



Natural North Florida consists of 12 counties. We are located approximately 75 mi/120 km west of Jacksonville, FL and 50 mi/80 km east of Tallahassee, FL. Tampa and Orlando are about 100 mi/160 km south while Atlanta, GA is about 300 mi/480 km north. The nearest airports serving the region are in Gainesville, Tallahassee, and Jacksonville. For more information, click on the map above.

## Spring Into the Springs!



Ready to jump into something new? How about a Floridian spring? Springs are points where underground freshwater aquifers meet the surface of the earth. They are perfect oases for swimming, snorkeling, wildlife watching, scuba diving, or just floating around in a tube. Select "SPRINGS" on our [Things to Do](#) menu for a regional map, or get inspired by our [travel blogs](#).

### Events



From sunrise kayaking tours to downtown music & arts festivals, our [calendar of events](#) has it all. Add your favorites to your trip planner and go!

### Where to Stay



Primitive camping? Or a historic B&B? Whether you prefer the outdoors or the extravagant, there are plenty of options for accommodations. [Get started here.](#)

### Travel Shows



We will be sharing the natural wonders of North Florida at [The Villages Travel Expo](#) (May 6) and the [Tampa Boat Show](#) (Sept 9-11).



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The Original Florida Tourism Task Force  
Travel Show Participants  
March 8, 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	The Villages 6-May	Tampa Boat Sept 9-11	Hershey RV Sept 14-18	Minneapolis Expo November 20-22
Diane Bardhi							x								x	
Sandy Beach		x	x (gratis)													
Donna Creamer	x				y				x							
Steve Dopp																
Lisa Frieman																x
Brenda Graham					y											
Cody Gray	x															
Helen Koehler																
Roland Loog		x	x	x		x	x			x		x		x		
Russ McCallister				x							x					
Carol McQueen										x						
Dave Mecusker								x						x		
Lois Nevins																
Susie Page								x								
Martin Pierce																
Katrina Richardson									x				x			
Daniel Riddick																
Dawn Taylor			x	x (gratis)								x			x	x
Tommy Thompson											x		x			
Paula Vann																
Nancy Wideman																
Pam Whittle																

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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)	\$11.00												
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												

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NORTH FLORIDA

Google Analytics - Visistnaturalnorthflorida.com Users by Top 24 Countries by Year

2011		2012		2013		2014		2015		2011 - 2015	
Country	Users	Country	Users	Country	Users	Country	Users	Country	Users	Country	Users
United States	34,021	United States	45,404	United States	66,829	United States	71,411	United States	69,295	United States	284,970
<b>Canada</b>	433	<b>Canada</b>	563	<b>Canada</b>	416	Brazil	590	Brazil	554	<b>Canada</b>	2,125
<b>United Kingdom</b>	344	<b>United Kingdom</b>	408	<b>United Kingdom</b>	326	<b>Canada</b>	473	<b>Germany</b>	319	<b>United Kingdom</b>	1,667
India	160	India	193	<b>Germany</b>	207	<b>United Kingdom</b>	369	<b>Canada</b>	271	Brazil	1,463
Brazil	114	<b>Germany</b>	177	India	152	<b>Germany</b>	254	<b>United Kingdom</b>	222	<b>Germany</b>	1,047
Philippines	101	Brazil	125	Japan	89	India	231	India	199	India	977
<b>Germany</b>	100	Philippines	125	France	86	France	106	Italy	131	France	458
France	82	Turkey	121	Brazil	78	Italy	92	France	113	Philippines	453
Turkey	77	Italy	86	Philippines	64	Philippines	67	Philippines	88	Italy	394
Netherlands	76	Australia	80	Australia	54	Netherlands	64	Russia	58	Netherlands	339
Iran	60	France	78	Netherlands	52	Spain	59	Mexico	57	Turkey	303
Russia	52	Netherlands	77	Turkey	44	Mexico	53	Netherlands	54	Australia	272
Australia	50	Iran	72	Indonesia	43	Argentina	51	Portugal	45	Spain	240
Italy	47	Russia	63	Spain	39	Australia	49	Australia	43	Mexico	234
Mexico	46	Spain	60	Switzerland	35	Puerto Rico	43	Switzerland	40	Japan	210
Spain	44	Egypt	48	Sweden	34	Portugal	43	Denmark	38	Russia	193
China	40	Thailand	48	Italy	33	Bangladesh	35	Spain	38	Iran	189
Switzerland	36	Mexico	46	Iran	32	Turkey	35	Sweden	38	Switzerland	188
Egypt	35	Indonesia	45	Puerto Rico	31	Indonesia	34	South Korea	31	Indonesia	181
Indonesia	35	Hungary	41	Bangladesh	26	Switzerland	33	Bangladesh	30	Argentina	165
Ukraine	33	Switzerland	39	Russia	25	Venezuela	32	Japan	30	Thailand	156
Hungary	32	Vietnam	38	Mexico	24	Malaysia	31	Argentina	29	Sweden	150
Belgium	30	Japan	37	Poland	24	Ireland	30	Belgium	29	Puerto Rico	144
Serbia	30	Sweden	37	Belgium	20	Japan	30	Turkey	29	Poland	128
Total	36,078		48,011		68,763		74,215		71,781		296,646

Source: Compiled by The Original Florida Tourism Task Force, March 10, 2016.



Google Analytics - Visistnaturalnorthflorida.com Users by Top 49 States by Year

2011		2012		2013		2014		2015		2011 - 2015	
State	Users	State	Users	State	Users	State	Users	State	Users	State	Users
Florida	20,644	Florida	27,670	Florida	43,620	Florida	52,127	Florida	52,510	Florida	195,178
<b>Georgia</b>	2,761	<b>Georgia</b>	3,672	<b>Georgia</b>	4,464	<b>Georgia</b>	4,683	<b>Georgia</b>	3,908	<b>Georgia</b>	19,471
<b>New York</b>	1,052	<b>Maryland</b>	1,097	California	2,320	<b>New York</b>	1,217	<b>Texas</b>	1,177	<b>New York</b>	5,878
<b>California</b>	989	<b>New York</b>	1,040	<b>New York</b>	1,670	<b>Texas</b>	1,119	South Carolina	962	California	5,823
<b>Texas</b>	756	California	936	<b>Texas</b>	1,098	North Carolina	991	Alabama	944	<b>Texas</b>	5,060
North Carolina	523	<b>Texas</b>	888	<b>Maryland</b>	918	Alabama	962	North Carolina	869	North Carolina	4,198
Ohio	503	North Carolina	822	North Carolina	896	California	862	<b>New York</b>	846	Alabama	3,413
<b>Illinois</b>	469	<b>Pennsylvania</b>	704	Tennessee	847	<b>Michigan</b>	768	Colorado	840	Tennessee	3,155
<b>Virginia</b>	440	<b>Virginia</b>	634	Alabama	660	Tennessee	653	Tennessee	764	<b>Maryland</b>	3,126
<b>Pennsylvania</b>	436	Ohio	630	<b>Illinois</b>	626	<b>Illinois</b>	623	California	656	<b>Illinois</b>	2,819
Alabama	372	Tennessee	563	<b>Virginia</b>	589	<b>Virginia</b>	591	<b>Illinois</b>	515	<b>Virginia</b>	2,740
Tennessee	365	<b>Illinois</b>	505	New Jersey	570	<b>Pennsylvania</b>	576	<b>Pennsylvania</b>	427	<b>Pennsylvania</b>	2,579
<b>Michigan</b>	333	Alabama	430	Colorado	495	Ohio	524	Ohio	424	South Carolina	2,554
<b>Maryland</b>	320	<b>Michigan</b>	404	<b>Michigan</b>	468	South Carolina	493	<b>Virginia</b>	416	Ohio	2,534
New Jersey	308	South Carolina	396	Massachusetts	465	New Jersey	387	<b>Maryland</b>	412	<b>Michigan</b>	2,289
<b>England</b>	298	Kentucky	377	<b>Pennsylvania</b>	443	Colorado	380	Missouri	411	Colorado	2,031
South Carolina	263	<b>England</b>	357	Ohio	441	Kentucky	368	<b>Michigan</b>	325	New Jersey	1,848
Massachusetts	256	<b>Ontario</b>	341	South Carolina	392	<b>Maryland</b>	360	Louisiana	243	Massachusetts	1,494
<b>District of Columbia</b>	235	Washington	316	Kentucky	368	<b>Wisconsin</b>	347	New Jersey	242	Missouri	1,477
<b>Ontario</b>	231	New Jersey	311	Missouri	302	Louisiana	320	Kentucky	220	Kentucky	1,473
<b>Minnesota</b>	223	Massachusetts	284	<b>England</b>	283	<b>England</b>	319	Massachusetts	208	<b>England</b>	1,462
<b>Wisconsin</b>	202	<b>Minnesota</b>	236	<b>Minnesota</b>	258	Massachusetts	304	<b>England</b>	187	<b>Ontario</b>	1,228
Missouri	196	Louisiana	232	Nebraska	258	Missouri	303	State of Sao Paulo	173	Louisiana	1,214
Indiana	194	Missouri	221	Louisiana	254	Indiana	300	Indiana	171	<b>Wisconsin</b>	1,137
Washington	172	Indiana	218	Indiana	248	<b>Ontario</b>	256	<b>Wisconsin</b>	171	Indiana	1,127
Colorado	157	<b>Wisconsin</b>	169	<b>Ontario</b>	245	<b>Minnesota</b>	209	<b>Minnesota</b>	170	<b>Minnesota</b>	1,110
Louisiana	153	<b>District of Columbia</b>	157	<b>Wisconsin</b>	218	Mississippi	195	<b>District of Columbia</b>	167	Washington	1,044
Kentucky	145	Connecticut	156	Mississippi	181	State of Sao Paulo	176	Washington	163	<b>District of Columbia</b>	876
Arizona	115	Colorado	152	Washington	169	Washington	176	<b>Ontario</b>	155	Mississippi	722
Oregon	114	Arizona	148	Arizona	162	Kansas	165	Mississippi	150	Connecticut	687
Connecticut	112	Oregon	120	Connecticut	160	Connecticut	161	Connecticut	118	Arizona	601
Iowa	102	Mississippi	100	<b>District of Columbia</b>	155	<b>District of Columbia</b>	153	Arkansas	110	Kansas	538
Mississippi	101	Iowa	94	Kansas	137	Arkansas	108	Arizona	102	Oregon	538
Utah	92	Utah	94	Oregon	121	Oklahoma	96	Oregon	93	State of Sao Paulo	467
Oklahoma	72	Metro Manila	92	Oklahoma	91	Arizona	93	Rhode Island	73	Nebraska	447
Kansas	70	Arkansas	82	Arkansas	90	Iowa	91	State of Rio de Janeiro	70	Iowa	429
Maine	66	Kansas	82	Iowa	83	Quebec	85	Kansas	67	Arkansas	428
Quebec	59	West Virginia	64	Tokyo	70	State of Rio de Janeiro	80	New Hampshire	65	Oklahoma	374
Metro Manila	59	Oklahoma	63	Maine	64	Maine	78	Iowa	61	Maine	325
West Virginia	58	Quebec	62	West Virginia	59	West Virginia	78	<b>North Rhine-Westphalia</b>	58	Utah	310
New Hampshire	55	British Columbia	54	Quebec	52	Oregon	76	State of Parana	56	New Hampshire	306
Nevada	55	New Hampshire	53	New Hampshire	51	New Hampshire	66	Maine	53	Metro Manila	301
New Mexico	52	Maine	51	Utah	51	Nevada	63	Nebraska	51	Quebec	300
Arkansas	47	Nebraska	49	Metro Manila	50	State of Minas Gerais	61	State of Minas Gerais	50	West Virginia	292
Nebraska	43	State of Sao Paulo	46	Vermont	48	<b>North Rhine-Westphalia</b>	57	<b>Bavaria</b>	50	Nevada	240
Moscow	38	Tehran	41	Nevada	44	Maharashtra	57	Oklahoma	50	Rhode Island	219
British Columbia	36	New Mexico	40	<b>North Rhine-Westphalia</b>	42	<b>Bavaria</b>	48	West Virginia	49	State of Rio de Janeiro	209
Idaho	34	Rhode Island	40	Delaware	39	Utah	46	Metro Manila	46	New Mexico	206
Rhode Island	33	Nevada	39	New Mexico	37	Nebraska	44	Moscow	46	<b>North Rhine-Westphalia</b>	189
Total	34,409		45,332		65,372		72,295		70,094		286,466

Source: Compiled by The Original Florida Tourism Task Force, March 10, 2016.

Google Analytics - Visistnaturalnorthflorida.com Users by Top 39 Out-of-State Metropolitan Areas by Year

2011		2012		2013		2014		2015		2011 - 2015	
Metro	Users	Metro	Users	Metro	Users	Metro	Users	Metro	Users	Metro	Users
<b>Atlanta GA</b>	1,605	<b>Atlanta GA</b>	2,143	<b>New York NY</b>	2,716	<b>Atlanta GA</b>	2,551	<b>Atlanta GA</b>	1,960	<b>Atlanta GA</b>	10,651
<b>New York NY</b>	1,124	<b>Washington DC (Hagerston</b>	1,437	<b>Atlanta GA</b>	2,535	<b>New York NY</b>	1,319	<b>New York NY</b>	796	<b>New York NY</b>	7,128
<b>Washington DC (Hagerston</b>	620	<b>New York NY</b>	1,121	Los Angeles CA	1,704	<b>Washington DC (H</b>	630	Denver CO	778	<b>Washington DC (Hagerstov</b>	4,416
Los Angeles CA	477	Albany GA	449	<b>Washington DC (Hagersto</b>	1,235	<b>Chicago IL</b>	507	Charlotte NC	583	Los Angeles CA	3,176
<b>Chicago IL</b>	358	<b>Philadelphia PA</b>	408	Nashville TN	594	Charlotte NC	487	Houston TX	565	<b>Chicago IL</b>	2,181
<b>Philadelphia PA</b>	289	Los Angeles CA	404	Albany GA	497	Albany GA	474	Nashville TN	521	Albany GA	2,101
Cleveland-Akron (Canton)	281	<b>Chicago IL</b>	397	<b>Dallas-Ft. Worth TX</b>	491	<b>Philadelphia PA</b>	395	Florence-Myrtle Beach SC	520	Charlotte NC	2,019
Boston MA-Manchester N	262	Cleveland-Akron (Canton) (	379	<b>Chicago IL</b>	478	Nashville TN	370	Birmingham AL	483	Nashville TN	2,006
San Francisco-Oakland-Sar	257	Nashville TN	346	Boston MA-Manchester Nt	475	Flint-Saginaw-Bay (	367	<b>Washington DC (Hagersto</b>	480	Denver CO	1,740
Albany GA	222	Charlotte NC	330	Charlotte NC	388	Los Angeles CA	330	Albany GA	467	<b>Philadelphia PA</b>	1,662
<b>Dallas-Ft. Worth TX</b>	212	Seattle-Tacoma WA	290	Denver CO	376	Birmingham AL	328	<b>Chicago IL</b>	413	Boston MA-Manchester NH	1,552
Nashville TN	211	Boston MA-Manchester Nt	289	<b>Philadelphia PA</b>	332	Denver CO	328	Baltimore MD	310	<b>Dallas-Ft. Worth TX</b>	1,545
Macon GA	207	Louisville KY	285	San Francisco-Oakland-San	301	Macon GA	314	Macon GA	287	Houston TX	1,475
Raleigh-Durham (Fayettev	201	San Francisco-Oakland-San	259	Savannah GA	262	Boston MA-Manch	311	<b>Dallas-Ft. Worth TX</b>	284	Birmingham AL	1,312
Savannah GA	185	Raleigh-Durham (Fayettevil	241	Macon GA	254	<b>Dallas-Ft. Worth T</b>	308	<b>Philadelphia PA</b>	258	San Francisco-Oakland-San	1,309
<b>Minneapolis-St. Paul MN</b>	185	Wilkes Barre-Scranton PA	237	Raleigh-Durham (Fayettevi	247	Savannah GA	281	Los Angeles CA	249	Macon GA	1,236
Houston TX	179	<b>Dallas-Ft. Worth TX</b>	232	Louisville KY	243	San Francisco-Oakl	279	Boston MA-Manchester Ni	237	Savannah GA	1,214
Charlotte NC	168	Houston TX	228	Greenville-Spartanburg SC	243	Houston TX	275	Savannah GA	234	Raleigh-Durham (Fayettevil	1,112
<b>Detroit MI</b>	165	Greenville-Spartanburg SC	221	Houston TX	240	Huntsville-Decatur	258	Springfield MO	217	Cleveland-Akron (Canton) C	1,051
Baltimore MD	153	Savannah GA	220	Lincoln & Hastings-Kearney	234	<b>Detroit MI</b>	257	Raleigh-Durham (Fayettevi	208	Baltimore MD	1,043
Seattle-Tacoma WA	142	<b>Minneapolis-St. Paul MN</b>	218	<b>Minneapolis-St. Paul MN</b>	219	Greenville-Spartan	237	San Francisco-Oakland-Sar	190	Greenville-Spartanburg SC-	1,018
Denver CO	141	<b>Detroit MI</b>	198	Birmingham AL	206	Waco-Temple-Brya	220	Greenville-Spartanburg SC	179	<b>Detroit MI</b>	980
Birmingham AL	133	Baltimore MD	184	<b>Detroit MI</b>	195	Raleigh-Durham (F	210	<b>Detroit MI</b>	176	<b>Minneapolis-St. Paul MN</b>	964
<b>London</b>	127	San Antonio TX	154	St. Louis MO	183	St. Louis MO	206	New Orleans LA	168	Seattle-Tacoma WA	896
Greenville-Spartanburg SC	121	Macon GA	147	Baltimore MD	166	Baltimore MD	204	Seattle-Tacoma WA	144	Louisville KY	795
St. Louis MO	112	<b>London</b>	139	New Orleans LA	162	<b>Minneapolis-St. Pa</b>	197	<b>Minneapolis-St. Paul MN</b>	140	St. Louis MO	781
Portland OR	98	St. Louis MO	135	Dothan AL	147	Augusta GA	183	Montgomery (Selma) AL	137	Florence-Myrtle Beach SC	732
Columbus OH	97	Denver CO	127	San Antonio TX	142	New Orleans LA	173	Columbus OH	135	New Orleans LA	699
Norfolk-Portsmouth-Newp	95	Birmingham AL	125	Phoenix AZ	139	Cleveland-Akron (C	156	San Antonio TX	121	Columbus OH	613
Salt Lake City UT	95	New Orleans LA	123	Cleveland-Akron (Canton) (	133	Bowling Green KY	154	Cincinnati OH	117	San Antonio TX	607
Abilene-Sweetwater TX	93	Phoenix AZ	117	Kansas City MO	131	Seattle-Tacoma W/	150	St. Louis MO	115	Flint-Saginaw-Bay City MI	565
Phoenix AZ	92	Norfolk-Portsmouth-Newp	114	Columbus OH	122	Indianapolis IN	149	San Diego CA	107	Huntsville-Decatur (Florenc	541
Indianapolis IN	91	Hartford & New Haven CT	113	Seattle-Tacoma WA	122	Columbus OH	137	Cleveland-Akron (Canton)	100	<b>London</b>	535
Austin TX	91	Columbus OH	110	San Diego CA	122	Dothan AL	137	Chattanooga TN	100	Indianapolis IN	519
Pittsburgh PA	90	Indianapolis IN	100	Flint-Saginaw-Bay City MI	120	Cincinnati OH	126	Louisville KY	99	Cincinnati OH	502
Cincinnati OH	87	Knoxville TN	100	Cincinnati OH	115	Pittsburgh PA	123	Albany-Schenectady-Troy (	97	Norfolk-Portsmouth-Newp	502
Kansas City MO	86	Portland OR	100	Knoxville TN	113	Louisville KY	123	Dothan AL	96	Dothan AL	500
Grand Rapids-Kalamazoo-L	85	Columbia SC	99	<b>London</b>	112	Milwaukee WI	123	Hartford & New Haven CT	93	Kansas City MO	492
San Diego CA	85	Richmond-Petersburg VA	99	Austin TX	111	Chattanooga TN	118	Huntsville-Decatur (Floren	93	Austin TX	492
Total	9,322		12,418		16,605		13,495		12,257		62,662

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*Visit Natural*  
NORTH FLORIDA

## Steve Dopp

---

**From:** Dawn Taylor [taylorchamber@fairpoint.net]  
**Sent:** Thursday, March 10, 2016 9:24 AM  
**To:** Steve Dopp  
**Subject:** FW: Suwannee River Basin - Regional Compact Stakeholder Invitation  
**Attachments:** SRB Outdoor Recreation Gov Scott Ltr 2013-10-25 - Attachment 1.pdf; SRB Outdoor Recreation Compact - Attachment 2.pdf; Hamilton County Outdoor Recreation Project Opportunities List - Draft 2016-02-22 - Attachment 3.pdf

SEE BOTTOM EMAIL TOO.

Dawn V. Taylor, President  
Taylor County Chamber of Commerce & Tourism Development  
PO Box 892 Perry, FL 32348  
850-584-5366  
[taylorchamber@gtcom.net](mailto:taylorchamber@gtcom.net)  
[www.taylorcountychamber.com](http://www.taylorcountychamber.com)

---

**From:** Dustin Hinkel [mailto:dustin.hinkel@taylorcountygov.com]  
**Sent:** Tuesday, March 08, 2016 9:39 AM  
**To:** Kenneth Dudley; Melody Cox; Margaret Dunn; Dawn Taylor  
**Cc:** Workshop Item (52281\_50976.tl431714@tasks.teamwork.com)  
**Subject:** FW: Suwannee River Basin - Regional Compact Stakeholder Invitation

Seems like an interesting group. Have you guys heard of them?

Thanks!

## Dustin Hinkel

County Administrator  
Taylor County Board of County Commissioners

[Click here to sign up for instant severe weather alerts and updates via email and text message!](#)

201 E Green Street  
Perry, FL 32347  
850-838-3500 ext 7 Office  
850-838-3501 Fax  
850-672-0830 Cell

[dustin.hinkel@taylorcountygov.com](mailto:dustin.hinkel@taylorcountygov.com)  
<http://www.taylorcountygov.com>

Please note: Florida has a very broad public records law. Most written communications to or from public officials regarding public business are available to the media and public upon request. Your e-mail communications may be subject to public disclosure.

---

**From:** Dr. Helen B. Miller [<mailto:helenbmiller@windstream.net>]

**Sent:** Monday, March 07, 2016 5:02 PM

**To:** Jody Devane <[jdevane@taylorcountygov.com](mailto:jdevane@taylorcountygov.com)>; Dustin Hinkel <[dustin.hinkel@taylorcountygov.com](mailto:dustin.hinkel@taylorcountygov.com)>

**Subject:** Suwannee River Basin - Regional Compact Stakeholder Invitation

Dear Chairman DeVane and County Coordinator Hinkel,

I am writing on behalf of the Suwannee River Basin “Original Florida’s” Outdoor Recreation Compact to request your help and support to improve and expand the outdoor recreation opportunities and experiences available to our citizens and the millions of visitors who frequent this region of Florida year after year. Each of us recognizes the unique nature of the Suwannee River Basin (SRB) and the adjacent Cody Escarpment regions and we understand the fiscal and other limitations our jurisdictions have to expand access to and the support infrastructure for our natural treasures. Today, we are being asked to identify our outdoor recreation needs and to prioritize them for State funding. Let me explain.

In October 2013, I wrote to Governor Scott illuminating the outdoor recreation opportunities, including the economic development benefits, for rural Florida in general, but for the SRB in particular (Attachment 1). Subsequently, I was invited by Governor Scott to brief him and his Cabinet regarding this opportunity. As a result, Florida’s Department of Environmental Protection, Greenways and Trails Division was assigned to work with me and my colleagues to develop an outdoor recreation opportunities plan for the SRB. The working group was formalized and became the Suwannee River Basin “Original Florida’s” Outdoor Recreation Compact. At the request of Greenways and Trails, the Compact was expanded to become as inclusive as possible for SRB and adjacent regions.

I have attached a copy (Attachment 2) of the Compact for your review. You’ll notice there are no dues, fees or costs associated with the Compact Membership. Its goals are simple, to work together to identify needs, prioritize them and create a plan. Not only does this plan become the basis for Florida’s outdoor recreation and greenways and trails budget for the next five years, but it also impact budgets for FLAPwD, FLDOA&CS, FLDEO, FLDEP, FLDOT, Enterprise FL, and more. I urge Taylor County to join the Compact. With sixty plus municipalities and fifteen plus counties our voice is louder and stronger if we stand united. This means more resources sooner.

Even while we worked to develop and prioritize our outdoor recreation needs (Attachment 3 Hamilton County Draft), FLDEP, Greenways and Trails has already begun to integrate needs which we have identified into their “Opportunities” funding lists. Our efforts are far from complete, but we also need your input. The more steps we take to expand access to and strengthen the infrastructure for our outdoor recreation needs, the greater the benefits for everyone. Please help us identify and prioritize the outdoor recreation needs in and near your region.

Again, I urge you to become a Stakeholder of the Compact by placing it on the Commission agenda for a vote at your next meeting. Should you have any questions or be in need of additional information please contact me at [helenbmiller@windstream.net](mailto:helenbmiller@windstream.net) or (386) 397-1111. I look forward to working with you to continue enhancing and expanding our outdoor recreation opportunities throughout the SRB and adjacent regions.

Warmest regards,

Helen Miller

Chair, Suwannee River Basin "Original Florida" Outdoor Recreation Regional Compact

President, Suwannee River League of Cities



# TOWN OF WHITE SPRINGS

*"On the Banks of the Suwannee River"*

25 October 2013

Office of Governor Rick Scott  
State of Florida  
The Capitol  
400 S. Monroe Street  
Tallahassee, FL 32399-0001

Dear Governor Scott:

I believe there is an economic development opportunity which could contribute immensely to communities and businesses across rural Florida that would benefit from your leadership. Permit me to explain.

Whether you are living, driving, biking, hiking, kayaking, boating, swimming, diving, or fishing – if you are in Florida – you are on top of the Floridan Aquifer System, the “World’s Greatest Natural Wonder.” It has thousands of sinkholes, over 300 disappearing streams and rivers, hundreds of underground streams and rivers, millions of solution tubes which crisscross the State from the surface to the bedrock thousands of feet below, and which are responsible for transporting billions of gallons of water daily to all reaches of the State, approximately 8,000 lakes, and the largest concentration, over 1,200, of springs on the face of the globe.

The Floridan Aquifer is truly unique! No aquifer system in the world has the quantity and diversity of hydrogeologic features which characterize the Floridan. No Natural Wonder compares to the Floridan. It’s larger than the Grand Canyon. In fact, its total area, including parts of South Carolina, Georgia, Alabama, all of Florida, and submerged regions under the Atlantic and the Gulf make it larger than the Great Barrier Reef. More water flows through the Floridan Aquifer than over Victoria Falls. And, its dry and wet caves, and cavern systems far exceed the Puerto Princesa cave of the Philippines.

Currently, very few people, including Floridians, are aware of this natural wonder and all of its features. And, most of these truly unique features are in rural areas in dire need of economic opportunities. Just think about the potential before us! In the Philippines, the Puerto Princesa cave is visited by a few tens of thousands of people annually. Victoria Falls experiences

10363 Bridge Street, White Springs, FL 32096

Ph. 386.397.2310 | Fax 386.397.1542 | [www.whitesprings.org](http://www.whitesprings.org) | [manager@whitespringsfl.us](mailto:manager@whitespringsfl.us)

comparable numbers. The Great Barrier Reef does a little better with a couple of hundred thousand visitors yearly. The Grand Canyon sees the low millions of visitors. Our opportunity is far greater. We have nearly 20 million people living here, and we will welcome about 100,000,000 visitors over the next year. What if our residents spent one or two weekends each year exploring these unique assets? That's about \$4B per day into our economy. Or, perhaps we could interest our non-Florida resident visitors to add a weekend to their trip to see these magnificent wonders. This would contribute an additional \$40B a year to economically challenged regions of our State. And, of course, this doesn't even speak to the potential of attracting new guests to our State.

The opportunities before us are tremendous! First of all, no investment is needed to create new attractions. Nature and time have already made the investment. Florida, including its aquifers, is the result of half a billion years of marine deposits resulting in layer upon layer of limestone interspersed with layers of clay, silica, and other minerals. The north central and eastern region of the State is home to the Cody Escarpment, an old coastline from millions of years past, responsible for much of this massive and unique Natural Wonder. Over time, the action of mild acids from decaying vegetation and rainwater dissolved some of the limestone creating thousands upon thousands of sinkholes, like the Devil's Millhopper in Gainesville, and millions of solution tubes.

In the Suwannee River Valley and adjacent regions, every brook, stream, and river (and there are more than 300), except the Suwannee, disappear underground through these sinkholes (i.e., called siphons and swallets), and flow underground in solution tubes. Many disappearing waterways, like the Alapaha, Aucilla River, Camp Branch, Falling Creek, Little River, Rose Creek, St. Mark's River, and including the nation's largest, the Santa Fe River, and more, are readily accessible and can be observed both where they leave the surface and through strings of karst windows that allow you to peer at their underground flow and where they resurface.

Both artesian water and surface water-filled solution tubes emerge through openings in the limestone into more than 1,200 springs and resurgences. Each opening is a doorway to a vast network of hundreds of miles of dry and underwater (saturated) caves and caverns underlying the entire region. Many of these caves and caverns are accessible to the spelunker and/or scuba diver. Peacock Springs, gateway to a vast underwater cave system, is a favorite of the beginning diver. Alternatively, Devil's Ear on the Santa Fe boosts a network of interconnected caves, springs and sinkholes. Leon Sink Cave System, at 87,750 feet which makes it the longest in North America, and Wakulla Spring and Cave System, the second longest with the largest diameter caverns, require greater diving skill and experience.

Scattered throughout the Suwannee River Basin's spring region are more first and second magnitude springs than any other region in the world. Springs such as Blue Springs, Fanning Springs, Ginnie Springs, Homosassa Springs, Hornsby Springs, world famous Ichetuckenee Springs, Manatee Springs, Otter Springs, Rum Island Springs, the world's largest spring system which is the Spring Creek Spring Group – and a thousand more including White Sulphur Springs here in White Springs – Florida's original tourist destination, are all readily accessible.



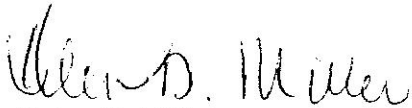
Gov. Rick Scott, October 25, 2013, page 3.

What I and all of Florida need is your leadership. We need you to take the necessary steps to declare the Floridan Aquifer the "World's Greatest Natural Wonder." We need you to help brand the Floridan as the "World's Greatest Natural Wonder" and begin promoting it in all marketing material about the State. Also, I request your support to have March declared "National Floridan Aquifer Month," and to leverage the wide array of outdoor recreational activities hosted by others to increase visitors throughout the year (e.g., May is National Biking Month). Additionally, in accordance with USPS Publication 186, Pictorial Postmarks, your support to coordinate the state-wide use of postmarks celebrating "The Floridan, World's Greatest Natural Wonder," would be extremely helpful in reaching more potential visitors at no cost.

If we all work together, under your leadership, to make it easy for visitors to identify, locate, and access the unique natural features of Florida, the rewards would be great. We need to identify and describe all of the sinkholes, siphons, swallets, karst windows, caves, caverns, resurgences, springs, and more. Currently, many of the features are nearly impossible to locate and/or access even though the vast majority are on public lands. We already have a great transportation network. However, signage needs to be improved. And, the State's rural highways, like Routes 19, 24, 27 47 and more, would benefit from the same beautification effort applied to US 1, I-10, I-75, I-95 and others. Access to individual sites that is supportive of mobility impaired visitors or families with small children (this is rural Florida and there are poisonous reptiles) would be a strong positive influence.

Governor Scott, I could write at length about how great I believe the economic development opportunity would be for Florida overall, especially for economically challenged rural Florida, but I would rather work directly with you to develop a plan and bring it to fruition.

With best wishes,



Helen B. Miller

Mayor

Board Member, Suwannee River League of Cities

## Attachment 2

### Suwannee River Basin

#### “Original Florida’s” Outdoor Recreation Compact

WHEREAS, Florida is underlain with a Platform bedrock, originally part of the African tectonic plate prior to the breakup of Pangea, and is unique in North America with more than two hundred fifty million years of limestone deposits including up to 20,000 feet of buildup; and

WHEREAS, Florida’s limestone formations have been and remain highly sensitive to natural phenomena and man-made influences resulting in a vast network of billions of miles of small and large underground solution tubes, conduits, caves and caverns receiving, transporting, storing, and expelling water throughout the State; and

WHEREAS, the Suwannee River is the most widely known and recognized river system in the world, and served as the host for Florida’s original tourist destination; and

WHEREAS, the Suwannee River Basin represents fifteen (i.e., 15%) percent of the State’s landmass but is home to nearly seventy-five (i.e., 75%) percent of Florida’s unique geologic features; and

WHEREAS, the Suwannee River Basin and adjacent regions encompass more than three hundred (i.e., 300) siphons and swallets, thousands (i.e., 1,000’s) of miles of underground rivers and underwater caves, hundreds of Karst windows, over one thousand (i.e., 1,000) springs including North America’s largest single spring (the Alapaha Rise), the world’s largest spring system (i.e., Spring Creek Springs), and more first and second magnitude springs than anywhere in the world, as well as thousands (i.e., 1,000’s) of miles of hiking, biking, and horseback riding greenways and trails, and paddling rivers, lakes and waterways with an abundance of colorful flora and vibrant fish and fauna; and

WHEREAS, the Suwannee River Basin and adjacent regions have over 500 outdoor recreation businesses and member organizations which attract more than

two million out of region outdoor recreation tourists and account for over one billion dollars of revenue annually, and with access and infrastructure improvements would more than quadruple annual visitors, increase annual revenues by five to ten billion dollars and create 10 to 50 thousand new jobs region-wide within five to eight years; and

WHEREAS, the municipalities and counties of the Suwannee River Basin represent the State's most economically depressed region with some of the State's highest unemployment rates, the lowest per capita incomes, the highest incidence of health issues and the lowest quality of available healthcare; and

WHEREAS, identifying and improving Municipal, County, and State greenway and trail assets and infrastructures throughout the region and supplementing awareness of, access to, and use of "Original Florida's" world renown natural resources for recreation and tourism related activities would create vast economic opportunities across the region, increase per capita incomes and dramatically improve healthcare outcomes; and

WHEREAS, the signatories of the Suwannee River Basin "Original Florida's" Outdoor Recreation Compact have independently taken steps to enhance and improve greenway and trail properties and related infrastructure including awareness of, access to, and use of "Original Florida's" world renown natural assets for recreation and tourism related activities, all parties recognize that coordinated and collective action on this, the defining issue for the Suwannee River Basin in the 21<sup>st</sup> Century will best serve the region and its citizens.

NOW THEREFORE, BE IT RESOLVED BY THE SIGNATORIES OF THE SUWANNEE RIVER BASIN "ORIGINAL FLORIDA'S" OUTDOOR RECREATION COMPACT:

#### SECTION 1:

That each Signatory shall work in close collaboration with the aforementioned Signatories of the Suwannee River Basin "Original Florida's" Outdoor Recreation Compact to develop a joint policy position defining the unique and sensitive nature of the Suwannee River Basin and its natural assets, the need to protect the Suwannee River Basin from negative manmade influences while continuing to

enhance and supplement awareness of, access to, and use of its natural assets, and to upgrade and improve the regional greenways and trails infrastructure.

## SECTION 2:

That each Signatory shall work in close collaboration with the aforementioned Signatories of the Suwannee River Basin “Original Florida’s” Outdoor Recreation Compact to develop a Strategic Plan which recognizes all existing outdoor recreation greenways and trails whether for hiking, biking, horseback riding, paddling, touring, or other purposes, highlights all gaps between existing trails, natural assets and area attractions, identifies needed hardcopy and digital literature of local and regional greenways and trails, classifies missing signage, parking, and related infrastructure, and facilitates access to area dining, lodging, product and fuel businesses as well as emergency services.

## SECTION 3:

That each Signatory shall work in close collaboration with the aforementioned Signatories of the Suwannee River Basin “Original Florida’s” Outdoor Recreation Compact to develop an Action Plan based on the Strategic Plan, understanding that no Signatory will work at cross-purposes with the other Signatories. The Action Plan could, at a minimum, include the following components:

- a. Identify and prioritize all greenway and trail missing links and connectors including schedule and budget estimates for each item as well as the responsible private or government jurisdiction;
- b. Identify and prioritize all missing and needed signage, parking, trailhead and access point infrastructure including schedule and budget estimates for each item as well as the responsible private or government jurisdiction;
- c. Develop a Suwannee River Basin, region-wide, integrated information infrastructure including schedule and budget estimates for each item as well as the responsible private or government jurisdiction;
- d. Work with appropriate State Agencies to develop and implement a Suwannee River Basin region-wide recreation and “Original Florida” tourism promotion and marketing program.

## SECTION 4:

That each Signatory shall work in close collaboration with the aforementioned Signatories of the Suwannee River Basin “Original Florida’s” Outdoor Recreation Compact to develop Legislative and budgetary recommendations for local Governments throughout the Suwannee River Basin.

#### SECTION 5:

That each Signatory shall work in close collaboration with the aforementioned Signatories of the Suwannee River Basin “Original Florida’s” Outdoor Recreation Compact to develop Legislative and budgetary recommendations for greenways and trails infrastructure expansion and maintenance as well as the preservation and restoration of the waters and aquifer of the Suwannee River Basin to the State of Florida.

#### SECTION 6:

That each Signatory shall work in close collaboration with the aforementioned Signatories of the Suwannee River Basin “Original Florida’s” Outdoor Recreation Compact to develop Legislative and budgetary recommendations for greenways and trails infrastructure expansion and preservation as well as the restoration and preservation of water quantity and quality within the Suwannee River Basin and adjacent regions to the United States Government.

#### SECTION 7:

That each Signatory shall work in close collaboration with the aforementioned Signatories of the Suwannee River Basin “Original Florida’s” Outdoor Recreation Compact to host on an annual basis in October an “Original Florida” Outdoor Recreation Summit which focuses on enhancing and preserving the natural assets of the region while facilitating region-wide modernization, economic growth and job creation.

## Attachment 3

### Hamilton County Project Opportunities List

Hamilton County Land Trails Opportunities List							
<i><b>Project</b></i>	<i><b>Description</b></i>	<i><b>Start Location</b></i>	<i><b>Finish Location</b></i>	<i><b>Land Availability</b></i>	<i><b>Priority</b></i>	<i><b>Responsibility</b></i>	<i><b>Figure Number</b></i>
Biking – US 41 (SRB-1.1-Ham)	Develop a paved, off-road Bike trail along US 41 from Georgia (South) to Jennings.	App. 30.6228 -83.1183	App 30.6077 -83.105	Existing FDOT corridor			
Biking – US 41 (SRB-1.2-Ham)	Develop a paved, off-road Bike trail along US 41 from Jennings (South) to Jasper.	App 30.5985 -83.0960	App. 30.5246 -82.967	Existing FDOT corridor			
Biking – US 41 (SRB-1.3-Ham)	Develop a paved, off-road Bike trail along US 41 from Jasper (South) to Columbia County at White Springs.	App. 30.5078 -82.9459	App. 30.32.60 -82.739	Existing FDOT corridor			
Biking – CR 136 (SRB-2.1-Ham)	Develop a paved, off-road Bike trail along CR 136 from White Springs (west) to Columbia County	App. 30.3295 -82.7585	App. 30.3281 -82.760				
Biking – US 129 (SRB-3.1)	Develop a paved, off-road Bike trail along US 129 from Jasper (south) to Suwannee County	App. 30.5078 -82.9459	App. 30.3983 -82.938				
Biking – FL 6 (SRB 4.1)	Develop a paved, off-road Bike trail along FL 6 from Jasper (west) to Madison County	App. 30.5246 -82.967	App. 30.4823 -83.247				



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*Visit Natural*  
**NORTH FLORIDA**



February 29, 2016

Honorable Randy Ogburn, Chair  
Hamilton County Tourist Development Council  
1153 U.S. Highway 41 Northwest, Suite 9  
Jasper, FL 32052-5897

RE: Change to The Original Florida Tourism Task Force Annual Regional Cooperative Marketing Fees

Dear Chair Ogburn:

As you may recall, Steven Dopp made a presentation to the County Tourist Development Council at its December 9, 2015 meeting regarding The Original Florida Tourism Task Force. During his presentation, he noted that the annual regional cooperative marketing fee (membership dues) for the County Tourist Development Council to rejoin the Task Force was \$2,000. The Task Force is aware of the challenges that smaller tourist development councils have in allocating a relatively high percentage of their total annual bed tax revenues for Task Force membership. Therefore, the Task Force has recently revised its dues structure. **Should the County choose to rejoin the Task Force in Fiscal Year 2016-17 (beginning October 1, 2016), its annual regional cooperative marketing fee will be \$1,000.**

The Fiscal Year 2016-17 annual regional cooperative marketing fees are based on the first two pennies of County bed tax revenues collected for Fiscal Year 2014-15. The higher the County bed tax revenues, the higher the annual fee. The two year lag between County bed tax revenues collected and Task Force annual marketing fees is designed to allow County Tourist Development Councils to budget for membership. A copy of the new Task Force fee structure is attached. Also attached is an overview of the Task Force for your information.

The Task Force hopes that the revised fee structure will result in the County rejoining the Task Force for Fiscal Year 2016-17.

If you have any questions concerning this matter, please do not hesitate to contact Steven Dopp, Senior Planner, at 352.955.2200, extension 109.

Sincerely,

A handwritten signature in black ink, appearing to read "SS", likely representing Scott R. Koons.

Scott R. Koons  
Executive Director

xcs: Louie Goodin  
Susan Ramsey

*The Original Florida Tourism Task Force*  
2009 NW 67th Place  
Gainesville, FL 32653-1603  
352.955.2200 • 877.955.2199

**Original Florida Tourism Task Force**  
**Annual Regional Cooperative Marketing Fees**  
 As Adopted by the Task Force on January 18, 2016  
 Effective Fiscal Year 2016-17

<b>Annual Tourism Tax Collection on the First Two Cents of Tax Collected</b>	<b>Dues</b>
<b>\$0 - \$25,000</b>	<b>\$1,000</b>
<b>\$25,001 - \$50,000</b>	<b>\$2,000</b>
<b>\$50,001 - \$125,000</b>	<b>\$3,000</b>
<b>\$125,001- \$225,000</b>	<b>\$4,000</b>
<b>\$225,001 - \$400,000</b>	<b>\$6,000</b>
<b>\$400,001 - \$800,000</b>	<b>\$8,000</b>
<b>\$800,001 - \$1,200,000</b>	<b>\$10,000</b>
<b>\$1,200,000 +</b>	<b>\$15,000</b>

- Goal:** To increase tourism as a means of sustainable economic development by marketing the region as one product to increase visibility and increase visitor offerings.
- Background:** Formed in 1993, **Visit Natural North Florida** is a regional tourism marketing and promotional organization comprised of 12 counties located in north central Florida. Counties represented are: Alachua, Bradford, Columbia, Dixie, Gilchrist, Jefferson, Lafayette, Levy, Madison, Taylor, Union and Wakulla. Visit Natural North Florida is a founding partner of the state's official tourism marketing organization, VISIT FLORIDA®.
- Mission:** **Visit Natural North Florida** promotes the natural, historic, and cultural attractions of the area to increase the number of visitors and extend their stay. The goal is to enhance the area's economy, image, and quality of life through expanded revenues and employment opportunities. At the same time, the organization encourages the preservation of the resources which bring visitors to the area.
- Unique Features:**
- ✓ Internet Exposure - Each county in the Natural North Florida region receives extensive exposure on North Florida's premier tourism website, [www.VisitNaturalNorthFlorida.com](http://www.VisitNaturalNorthFlorida.com). Potential visitors can find events and festivals, attractions, accommodations, trails, themed itineraries and more by county with just a click of their mouse.
  - ✓ Travel Shows - Each county is represented by Visit Natural North Florida at domestic out-of-state consumer travel shows, international travel shows, and in-state travel shows where members and staff actively engage hundreds of potential visitors and provide collateral marketing materials to thousands more. Each show is attended by thousands of potential visitors to the region.
  - ✓ Scholarships - County Tourist Development Council staff is eligible to receive scholarships to attend educational programs such as the Southeast Tourism Society Marketing College and the annual Florida Governor's Tourism Conference. Attendees are taught marketing techniques in all facets of the tourism industry and learn about the latest trends in tourism promotion.
  - ✓ Advertising Campaigns - Each county receives exposure in digital as well as print media advertising campaigns. The advertisements are viewed by millions annually.
- Results:**
- ✓ Member counties experienced a 9 percent increase, on average, in bed tax revenues between Fiscal Year 2013-14 and Fiscal Year 2014-15.
  - ✓ Visit Natural North Florida is recognized as the premier advocate for rural tourism in the state, with several Task Force members serving on VISIT FLORIDA committees and promoting rural issues.
  - ✓ Member counties benefit from over \$8 leveraged in tourism marketing funding for every \$1 of contribution.

For additional information on **Visit Natural North Florida**, please contact Steven Dopp, Senior Planner, at 352-955-2200, ext. 109 or e-mail [dopp@ncfrpc.org](mailto:dopp@ncfrpc.org).

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*Visit Natural*  
NORTH FLORIDA

2016-17 Regional Rural Development Grant  
DRAFT - Proposed Work Plan - DRAFT  
March 10, 2016  
Florida Department of Economic Opportunity  
Fiscal Year 2016-17 Grant Application  
Potential Projects

Cost	Description
\$10,000.00	Reprint Regional Brochure (add Bradford & Columbia Counties)
\$550.00	Print 2000 copies of VNNF RV Guide
\$550.00	Print 2000 copies of VNNF Outdoor Adventure Guide
\$550.00	Print 2000 copies of VNNF Lodging Brochure
\$6,000.00	Design and Print 25,000 placemats
\$20,000.00	Ultimate Paddling Guide Website Enhancement
\$2,500.00	Print 500 copies of VNNF Paddling Guide (excerpts from OGT guides)
\$5,000.00	Reprint 1000 copies of Saltwater Traveling Guide
\$6,000.00	Website Enhancement, General
	Public submittal of events as per old website
	Identify two most-recent blogs on home page
	Add a Task Force override "What's New" to website home page
	Add "Blogs" choice to top of masthead
\$7,000.00	Hershey RV & Camping Show
\$7,000.00	Minneapolis Travel Expo or Canoecon
\$6,000.00	two in-state shows & I-75 Welcome Center
\$7,000.00	Visit Florida co-op ad
\$15,050.00	Digital advertising campaign - Facebook, Google Adword search, travel show cities, other cities
\$3,500.00	Florida State Parks Mobile App advertisement
\$15,000.00	Scholarships
\$8,000.00	Brochure distribution
\$9,000.00	Website bloggers
\$1,200.00	Memberships
\$5,000.00	Quarterly eNewsletters
\$5,100.00	VisaVues 2017 Domestic & International
\$10,000.00	Great Britain Travel Agent Services
\$150,000.00	Total



## Steve Dopp

---

**From:** Beth Melillo [bethm@parksbynature.com]  
**Sent:** Thursday, March 03, 2016 9:48 AM  
**To:** Steve Dopp  
**Subject:** Renewal - Task Force

Dear Steve

ParksByNature Network values the **Original Florida Tourism Task Force** as a Proud Sponsor on the Official Florida State Parks & Beaches Pocket Ranger app for the last year!

We reached expectations to increase awareness and visitation towards your area.

1/21/14 – 1/21/15 Total Impressions: 2,552,185 and 1,098 Clicks.  
*We did 5 social promotions that each reached over 70,000 + followers*

We would want you to continue to speak to your Pocket Ranger app users that look for places to visit and things to do. 93% of our app users pre plan looking on app, seeing your banners and getting ideas on places and things to visit/do! What better way to keep driving traffic.

**Package option #1 : RENEW NOW-July 2016 for \$1000.00 until you have Funds 2017. Only offering you this since you've been a good member. Will get the Summer Vacation audience!**

**Package option #2 : 2017 - \$3,500 – Entire Package below with No activities statics- Still own Region**

**Package option #3 : 2017 - \$5,500.00 - ENTIRE PACKAGE BELOW for 12 months – guaranteed 2.5 Million impressions**

**Breakdown Original Florida Tourism Task Force Pocket Ranger Program:**

**Official Florida State Parks Pocket Ranger mobile app:**

-Full State Rotation

-Static ads: (own area)

-Region 2

-Parks within Region 2

-By Activity – pick 2 Activities TBD (to be approved by pbn)

We can link to any url you want for each location

**Added value:**

-Pocket Ranger social media awareness & cross promotion

-We will give you the official app logo to use on your website and any marketing needs

Please let me know if you want to have a call for me to recap with the TASK!

Warmest Regards,  
Beth

**Beth Melillo**

VP Client Services & PR, ParksByNature Network

Main: (646) 480-3546 Ext.115

Mobile: (917) 414-7452

1431 Broadway, Fl. #12, New York, NY 10018

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



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## Steve Dopp

---

**From:** Frank Levene [franklevene@americafirstcoasttravel.com]  
**Sent:** Thursday, February 25, 2016 7:38 PM  
**To:** Steve Dopp  
**Subject:** Confidential & Personal - Proposed Scope of UK & European - Natural North Florida Representation

Dear Steve,

Delighted to talk with you as ever earlier this week. Please find for your kind consideration some suggested roles, responsibilities and actions for the ' Representation Role '

I have italicised for your review key deliverables that bring together the three legs of a program - trade, consumer & public relations. Presented as a menu for your selection and prioritisation.

Costs to attend shows & other expenses would be additional and all subject to approval by your office. Adopted a modular approach for an investment of \$10,000. Open to add & or delete as you see fit. My idea was to approach the strategy as modular - so you can take a view of increments for any activity.

Would welcome greatly your thoughts

Sincerely

Frank

### ' Sales

- *Serve as the primary contact for the destination based in the UK*
- *Establish destination in the assigned territory as a desirable destination for holiday travel, while positioning it to successfully compete for market share with other highly recognised destinations.*
- *Conduct an annual audit of how well our product (including air service) is represented in the UK market*
- *Develop and implement an annual travel trade plan that supports activities mentioned in the overview section. The plan shall include a proposed budget, recommended promotional activity and suggested advertising recommendations.*
- *Identify and recommend sales and marketing opportunities and potential partnerships in the UK*
- *Create and maintain strong relationships with tour operators, travel agents, airlines, meeting professionals, call centres and press.*
- *Monthly sales calls and presentations to key accounts in target regions.*
- *Coordinate sales missions, sales blitzes, and special events during the contract period, to include airline and local industry participation. The event may include, but is not limited to, meals, events, trainings, seminars, workshops, presentations, and other activities*
- *Coordinate and attend key industry trade shows, product launches, and seminars.*
- *Coordinate in market presentations and seminars in partnership with tour operators, airlines, and wholesalers to educate the travel industry in assigned territory about the destination.*
- *Work with local industry hotel partners to coordinate an in-market sales mission to key UK.*
- *Initiate, develop, and escort familiarisation trips to destination for selected tour operators travel agents, meeting, and incentive trade during the contract period. The representative will obtain airline participation (seats) and qualify participants.*
- *Conduct quarterly tour operator reservation trainings in assigned territory for a total of four (4) annually.*
- *Identify and participate in industry travel trade and consumer trade shows to represent destination in assigned territory.*

### Marketing

- *Provide assistance and support to consumer advertising campaigns. The representative would be a resource for review and evaluation for the campaign and provide insights and recommendations on how to include the travel trade in the plan.*
- *Identify coop marketing opportunities with tour operators with destination product and track measurable campaign results.*
- *Provide direction and copy for VCB marketing materials such as holiday guides, digital, e-mail blasts, etc.*
- *Analyse state and national tourism plans; complete an inventory of Visit Florida and Brand USA plans in the UK, , to identify areas of coordination.*
- *Coordinate marketing activities in the UK in consultation with designated VCB staff liaison(s).*
- *Provide assistance and support to consumer advertising campaigns in the UK.*
- *Assist in developing an effective communication messaging strategy by working with the VCB's advertising agency of record to review creative and provide input on campaign elements.*

- Assist in the implementation of advertising and coop marketing programs that will showcase the destination in assigned territory.
- Provide recommendations for content on VCB's web site (consumer and travel trade) under the direction of VCB staff liaison(s).
- Required to also have the capability of keeping a supply of Destination collateral materials in office.

#### *Public Relations*

- *Under the direction of the VCB, work in partnership with the agency of record for public relations in the United Kingdom and assist wherever appropriate. This may include special events and other publicity opportunities.*
- Provide monthly reports of activities and services.

#### *Administrative*

- *Provide regular monthly reports of activities which will include: a list of sales calls conducted with pertinent discussion points; general market summary and trend information to include economic conditions; competitor observations and perceptions of the destination; trade shows, sales activities, or events attended or conducted; tour operator/wholesale program development and lead generation; and a summary of contacts made, requests and inquiries serviced during reporting period.*
- Maintain inventory of collateral material (including hotels, attractions and other hospitality partners) for distribution to travel trade clients.
- Provide one telephone line listed in the name of the VCB.
- Research and contract with a qualified fulfilment/shipping firm to store and distribute collateral materials for consumers and travel trade.

#### **MEASUREMENTS AND ACCOUNTABILITY**

- *Work with VCB staff and leadership to develop and meet annual goals and objectives designed to increase in visitation from the UK.*
- Required to perform a minimum of three (3) sales calls to tour operators, airlines, or retail travel agents on a monthly basis.
- Conduct a minimum of five (5) tour operator reservation trainings annually.
- Identify and participate in minimum of ten (10) travel trade and consumer trade show events in assigned territory to represent the destination.
- Organize, coordinate, and escort a minimum of two (2) familiarization tours to destination from assigned territory annually.
- Provide detailed records of expenditures, appropriate invoices, and verification of exchange rates for proper reimbursement, as detailed by the destination procurement/travel/entertainment policy.

Frank Levene  
Chairman

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m +44 (0) 7758 586059

e franklevene@americafirstcoasttravel.com

www.americafirstcoasttravel.com

## Steve Dopp

---

**From:** detleffox@comcast.net  
**Sent:** Monday, March 07, 2016 3:54 PM  
**To:** Steve Dopp  
**Subject:** Re: Florida in AMERICA Journal, the German travel magazine just focused on travel to the US  
**Attachments:** Florida in AMERICA Journal's March-April 2016 issue, pages 10, 2 to 49.pdf; Editorial Topics America Journal 2016.pdf; AMERICA Journal 2016 rate card.pdf

Hi Steven:

It brings me great pleasure to present you with a scan of the Florida articles published in the March-April issue of AMERICA Journal.

Please find attached the editorial calendar and rate card and I would be delighted to answer further questions.

Best regards,

Detlef  
Detlef Fox  
AMERICA Journal  
D.A. Fox Advertising Sales, Inc.  
5 Penn Plaza, 19th Floor  
New York, NY 10001  
Tel: 212 896 3881  
Fax: 212 629 3988  
email: [detleffox@comcast.net](mailto:detleffox@comcast.net)  
[www.americajournal.de](http://www.americajournal.de)  
25 years AMERICA Journal 1990 to 2015

*AMERICA Journal* is published six times a year, has a circulation of 40,000 copies, and 200,000 readers. Our readers are affluent (35% have a household income of US\$ 60,000 to 120,000, 40% have a household income of more than US\$ 120,000). Among their family, friends and coworkers they are opinion formers and advisers for vacation in the US. On average our readers stay for 22 days per visit and they visit the US once a year. They have already been to the US approximately 8 times. Therefore, this would be a good multiplier to help spread the word about your region. *AMERICA Journal* presents its readers through beautiful pictures and exclusive editorial (written by German writers traveling to those destinations with a German point of view) the newest attractions, the scenic drives and trends in shopping and lifestyle. Basically *America Journal* tells its readers where to go, what to visit, where to stay and eat, and what to do.

And your ad would also participate in our reader response service, which will provide you with leads and generate business for you. This service as well as translation and typesetting is included in our rates.

## General Ad Rates

### DISPLAY ADVERTISING 4c

incl. Reader Response Service via Post/Internet

1/1 page	\$ 7,410
2/3 page v	\$ 4,990
1/2 page v/h	\$ 3,780
1/3 page v/h	\$ 2,540
1/6 page v/h	\$ 1,290

### COVER POSITIONS 4C (only 1/1 page)

incl. Reader Response Service via Post/Internet

2nd/3rd only full pages, trim or bleed	\$ 8,270
4th only full pages, trim or bleed	\$ 8,980

### SPECIAL FORMATS

incl. Reader Response Service via Post/Internet

2/1 through gutter	\$ 14,080
2 x 1/3 through gutter	\$ 4,950

### MARKETPLACE 4c

without Reader Response System

1/12 (= 2 <sup>3/16</sup> x 2 <sup>3/8</sup> )	\$ 490
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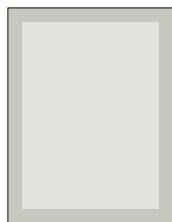
### Width x height in inches

TA: Type area

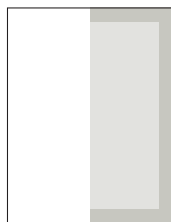
T: Trim size

B: Bleed size

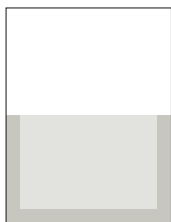
For bleed advertisements please  
add an additional 0,15 inches on  
all sides for trimming.



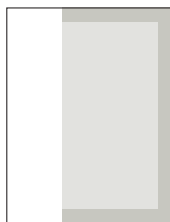
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B: 8<sup>5/8</sup> x 11<sup>1/8</sup>



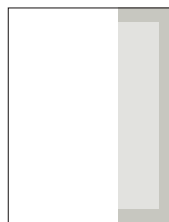
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TA: 3<sup>9/16</sup> x 10<sup>1/8</sup>  
T: 4 x 10<sup>7/8</sup>  
B: 4<sup>15/16</sup> x 11<sup>1/8</sup>



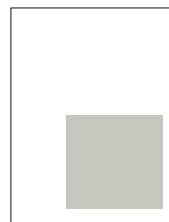
**1/2 h**  
TA: 7<sup>1/4</sup> x 4<sup>15/16</sup>  
T: 8<sup>3/8</sup> x 5<sup>1/2</sup>  
B: 8<sup>5/8</sup> x 5<sup>11/16</sup>



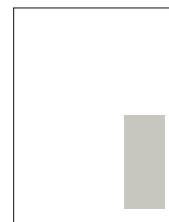
**2/3 v**  
TA: 4<sup>5/8</sup> x 10<sup>1/8</sup>  
T: 5<sup>1/8</sup> x 10<sup>7/8</sup>  
B: 5<sup>3/8</sup> x 11<sup>1/8</sup>



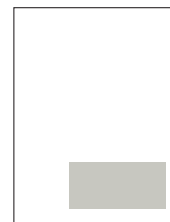
**1/3 v**  
TA: 2<sup>3/16</sup> x 10<sup>1/8</sup>  
T: 2<sup>11/16</sup> x 10<sup>7/8</sup>  
B: 3 x 11<sup>1/8</sup>



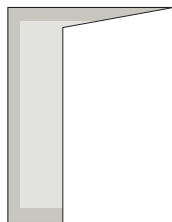
**1/3 h**  
TA: 4<sup>5/8</sup> x 4<sup>15/16</sup>



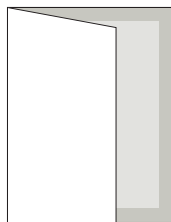
**1/6 v**  
TA: 2<sup>3/16</sup> x 4<sup>15/16</sup>



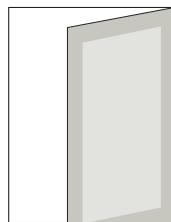
**1/6 h**  
TA: 4<sup>5/8</sup> x 2<sup>5/16</sup>



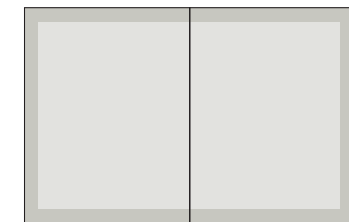
**2nd**  
(1/1)



**3rd**  
(1/1)



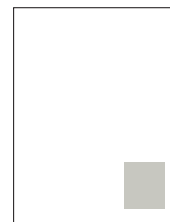
**4th**  
(1/1)



**2/1**  
TA: 15<sup>3/4</sup> x 10<sup>1/8</sup>  
T: 16<sup>3/4</sup> x 10<sup>7/8</sup>  
B: 17 x 11<sup>1/8</sup>



**2 x 1/3**  
T: 10<sup>1/4</sup> x 5<sup>1/8</sup>  
B: 10<sup>1/4</sup> x 5<sup>11/16</sup>



**MARKETPLACE**  
**1/12**  
TA: 2<sup>3/16</sup> x 2<sup>3/8</sup>

**The Original Florida  
3/17/2016 Meeting  
VISIT FLORIDA Update  
Prepared by Brenna C. Dacks**

- Be sure to check out our **Learning Library** ([VISITFLORIDA.org/library](http://VISITFLORIDA.org/library)). If you didn't catch them live, we've had some great webinars lately. Topics include:
  - Expedia - The Traveler's Path to Purchase
  - TripAdvisor Online Reputation Management
  - LGBT
- VISIT FLORIDA is now accepting **applications for FY2016-2017 Committees**. The deadline to apply is April 1. For more information, go to [VISITFLORIDA.org](http://VISITFLORIDA.org) and click on "Apply for a Committee" on the home page.
- The **US-231 Welcome Center Spring Festival** will be held April 1. For more information or to register, search for "US 231 Spring Festival" on the Online Marketing Planner ([VISITFLORIDA.org/planner](http://VISITFLORIDA.org/planner)). Registration closes March 25.
- Florida welcomed **105 million visitors in 2015**, an increase of 6.6 percent over last year. This is the 5<sup>th</sup> consecutive year for record visitation to the state. Thanks to each of you for helping establish Florida as the #1 travel destination in the world!

**FRIENDLY REMINDERS**

- **National Travel & Tourism Week** is May 1-7. Be sure to mark your calendars!
- 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.
- **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!



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*Visit Natural*  
NORTH FLORIDA

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

**as of 7/9/2015**

**VOLUNTEERS, CONSULTANTS AND  
OTHERS**

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(c) 352.231.2077

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	✓