

MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **April 21, 2016**. The meeting will be held at **Monticello Opera House, 185 W Washington Street, Monticello, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)

The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Visit Natural
NORTH FLORIDA

Monticello Opera House
185 West Washington Street, Monticello, Florida
Jefferson County

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

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Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., May 19, 2016 at a location to be determined in Dixie County.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

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

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

MEMBERS PRESENT

Lois Nevins, Alachua County
Donna Creamer, Gilchrist County
Katrina Richardson, Jefferson County
Nancy Wideman, Jefferson County
Susie Page, Lafayette County, Vice-Chair
Lisa Frieman, Madison County, Treasurer
Brenda Graham, Madison County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County
Diane Bardhi, Wakulla County

OTHERS PRESENT

Kate Chunka, VISIT FLORIDA

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Russ McCallister, Dixie County
Martin Pierce, Dixie County
Helen Koehler, Levy County
Carol McQueen, Levy County
Gail Gilman, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Chair Dawn Taylor, noting the presence of a quorum, opened the meeting at 10:05 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 Nancy Wideman seconded to approve the agenda as circulated. The motion passed unanimously.**

III. APPROVAL OF THE FEBRUARY 18, 2016 MINUTES

Chair Taylor asked for approval of the February 18, 2016 meeting minutes.

ACTION: Susie Page moved and Lois Nevins seconded to approve the February 18, 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, January 31, 2016

Lisa Frieman presented the monthly financial report for January 2016.

ACTION: Katrina Richardson moved and Ms. Wideman seconded to approve the January 2016 financial report. The motion passed unanimously.

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

Steven Dopp reported that the Task Force had recently received a check for the final reimbursement in the amount of \$73,925.00 for the completion of all deliverables under to Fiscal Year 2014-15 Regional Rural Development Grant.

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

a. Identification of County Bicycle Routes for the Ultimate Bicycling Guide

Mr. Dopp requested the Task Force to forward to him county bicycle routes for inclusion in the Ultimate Bicycle Guide.

b. Identification of Springs for Ultimate Springs Guide

The Task Force reviewed the list of candidate springs included in the meeting packet for the Ultimate Springs Guide.

3. Approval of Request for Proposals - 2016 Task Force Marketing Project

Mr. Dopp presented the 2016 Task Force Marketing Project Request for Proposals. He stated that the proposal combines into a single request for proposal the Ultimate Bicycle Guide, the Ultimate Springs Guide and the digital advertising campaign. He noted that the proposal calls for the Marketing Committee to rank and select the proposer.

ACTION: Ms. Wideman moved and Brenda Graham seconded to approve and publish the request for proposals as circulated, to appoint Donna Creamer, Susie Page and Katrina Richardson to the Task Force Marketing Committee for a one-year term effective immediately and to authorize the Task Force Marketing Committee to select the winning proposer for 2016 Task Force Marketing Project, and to authorize the Chair to enter into a contract for services with the selected proposer. The motion passed unanimously.

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

Task Force members reviewed delegates to the Marketing College and Governor's Tourism Conference contained in the meeting packet. The Committee agreed by consensus to replace Ms. Frieman with Ms. Page as a delegate to the Marketing College.

Mr. Dopp requested that delegates to the Marketing College complete and submit a registration form to him by April 1, 2016 so that the Task Force can meet the reservation deadline.

5. eNewsletters

Mr. Dopp presented a status report on the quarterly eNewsletters. He noted that staff has entered over 2,800 email addresses into the Mailchimp account and anticipates publishing the first enewsletter by the end of March 2016.

6. Travel Show Assignments

The Task Force reviewed travel show assignments for The Villages, Philadelphia, Tampa, Minneapolis and Hershey, Pennsylvania travel shows.

7. Undiscovered Florida Advertisement

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

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. Chicago RV & Camping Show Report

Diane Bardhi reported on the Chicago RV & Camping Show.

b. Washington, D.C., Outdoor Adventure Show Report

Ms. Page reported on the Washington, D.C., Outdoor Adventure Show.

c. Toronto Outdoor Adventure Show

Donna Creamer reported on the Toronto Outdoor Adventure Show.

d. ITB Berlin Show Report

No report was presented on the ITB Berlin Show.

e. Canoecopia Show Report

No report was presented on the Canoecopia Show.

f. Promotional Items - Flash Cards and Eyeglass Straps

Mr. Dopp reported on the purchase of promotional items.

g. VNNF.ORG Website Analytics, 2011 - 2015

Mr. Dopp presented a report on website analytics for the 2011 - 2015 time period.

E. Other Staff Items

1. The Suwannee River Basin "Original Florida's" Outdoor Recreation Compact

Chair Taylor discussed the information included in the Task Force regarding the Suwannee River Basin "Original Florida's" Outdoor Recreation Compact. She noted that she had invited Helen Miller, Compact Chair to attend, but she was unable to attend the meeting due to illness.

ACTION: Ms. Creamer moved and Ms. Page seconded to have Ms. Frieman ask Ms. Miller to discontinue using the "Original Florida" trademarked name in association with the Compact. The motion passed unanimously.

ACTION: Ms. Beach moved and Ms. Creamer seconded to authorize staff to expend up to \$400 from Task Force reserves to trademark "Natural North Florida." The motion passed unanimously.

2. Discussion of Places to Eat Selection Criteria for Task Force Website

Mr. Dopp noted that fast food franchise restaurants are listed on the Task Force website. He advised that the Task Force consider eliminating or limiting the number of such restaurants on the website in order to highlight locally-owned restaurants.

ACTION: Ms. Beach moved and Ms. Graham seconded to prohibit the listing of fast food franchise restaurants and to remove all existing fast food chain restaurants from the Task Force website. The motion passed unanimously.

3. Letter to Hamilton County Tourist Development Council

Mr. Dopp discussed the letter sent by the Task Force to Randy Ogburn, Chair of the Hamilton County Tourist Development Council. He noted that a copy of the letter was included in the Task Force meeting packet.

4. Presentation to Suwannee County Tourist Development Council

Mr. Dopp stated that the Executive Director position at the Suwannee County Chamber of Commerce and Tourist Development Council has not yet been filled. He recommended that the presentation to the Suwannee County Tourist Development Council be postponed until such time as the position is filled.

5. RV and Outdoor Adventure Brochures - Printing Costs

Mr. Dopp discussed the costs incurred by the North Central Florida Regional Planning Council to print the recreational vehicle and outdoor adventures brochures.

ACTION: Ms. Beach moved and Ms. Creamer seconded to authorize staff to expend funds from Task Force reserves to pay for the printing costs incurred by the North Central Florida Regional Planning Council for the printing of the recreational vehicle and outdoor adventures brochures. The motion passed unanimously.

6. 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.

7. 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

Kate Chunka of VISIT FLORIDA presented the VISIT FLORIDA report.

G. Other Old Business

1. Updated Task Force Member Contact Information

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

1. Suwannee River Wilderness Trail Guide - Florida Paddling Trails Association

Mr. Dopp stated that he had received a request from the Florida Paddling Trails Association for two boxes of Suwannee River Wilderness Trail guides. The Task Force agreed by consensus to provide one box of paddling guides to the Florida Paddling Trails Association.

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

The meeting adjourned at 1:15 p.m.

Dawn Taylor, Chair

4/21/16
Date

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

1:32 PM

04/14/16

Accrual Basis

The Original Florida Tourism Task Force
Balance Sheet
As of February 29, 2016

	<u>Feb 29, 16</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	<u>42,442.30</u>
Total Checking/Savings	<u>42,442.30</u>
Other Current Assets	
Prepaid Travel	<u>2,002.56</u>
Total Other Current Assets	<u>2,002.56</u>
Total Current Assets	<u>44,444.86</u>
TOTAL ASSETS	<u>44,444.86</u>
LIABILITIES & EQUITY	
Equity	
Restricted	17,562.32
Unrestricted Earnings	77,302.05
Net Income	<u>-50,419.51</u>
Total Equity	<u>44,444.86</u>
TOTAL LIABILITIES & EQUITY	<u>44,444.86</u>

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of February 29, 2016

(These financial statements are unaudited)

Income	Budget	February 2016	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	48,000.00	0.00	48,000.00	0.00
FI Dept Econ Opp Staffing Grant FY 2014-15	123,000.00	0.00	53,108.71	(69,891.29)
FI Dept Econ Opp Staffing Grant FY 2015-16	150,000.00	0.00	0.00	(150,000.00)
VisitFlorida Rural Area Opportunity Grant	97,500.00	0.00	0.00	(97,500.00)
VisitFlorida Culture, Heritage Rural and Nature Grant	5,000.00	0.00	0.00	(5,000.00)
VisitFlorida Rural Area Opportunity In Kind	3,800.00	0.00	0.00	(3,800.00)
Transfer from Reserves	11,400.00	0.00	0.00	(11,400.00)
Miscellaneous	0.00	0.00	41.16	41.16
Gross Revenue	438,700.00	0.00	101,149.87	(337,550.13)
Expenses				
Marketing				
Planning	10,100.00	0.00	10,100.00	0.00
Collateral Materials - 1000 Bicycle Guides	3,000.00	0.00	0.00	(3,000.00)
Total Planning & Collateral Materials	13,100.00	0.00	10,100.00	(3,000.00)
Website				
Bloggers Fees	11,600.00	801.84	4,129.20	(7,470.80)
Ultimate Bicycle Guide	33,000.00	0.00	0.00	(33,000.00)
Ultimate Springs Guide	12,000.00	0.00	0.00	(12,000.00)
Remake Website	87,500.00	28,750.00	83,750.00	(3,750.00)
Bicycle Route Maps	3,000.00	0.00	0.00	(3,000.00)
Website Hosting Services	200.00	0.00	75.00	(125.00)
Total Website	147,300.00	29,551.84	87,954.20	(59,345.80)
Public Relations				
VisitFlorida NYC Media Luncheon	3,000.00	1,167.87	2,367.87	(632.13)
Total Public Relations	3,000.00	1,167.87	2,367.87	(632.13)
Trade Shows				
VisitFlorida RAO Promotional Items	3,000.00	2,065.69	2,807.92	(192.08)
VisitFlorida RAO In Kind	3,800.00	0.00	0.00	(3,800.00)
Detroit RV Show	5,600.00	0.00	3,816.09	(1,783.91)
London World Travel Market	16,200.00	0.00	10,454.82	(5,745.18)
Atlanta Boat Show	4,800.00	2,084.54	3,084.54	(1,715.46)
Chicago RV & Camping Show	6,800.00	0.00	1,693.00	(5,107.00)
ITB Berlin Trade Show	12,400.00	0.00	0.00	(12,400.00)
Dallas Travel Expo	7,400.00	3,284.04	3,284.04	(4,115.96)
Madison, WI Canoecopia	5,000.00	0.00	825.00	(4,175.00)
NY Times Travel Show	8,600.00	2,044.92	2,189.48	(6,410.52)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of February 29, 2016

(These financial statements are unaudited)

	<u>Budget</u>	<u>February 2016</u>	<u>Year to Date</u>	<u>Over/(Under) Budget</u>
Philadelphia Travel Show	7,100.00	0.00	0.00	(7,100.00)
Atlanta RV & Camping Show	4,200.00	2,385.32	2,385.32	(1,814.68)
Washington DC Travel Expo	7,400.00	0.00	0.00	(7,400.00)
VisitFlorida Welcome Center Fest	100.00	0.00	0.00	(100.00)
Out State Travel Show #1	6,300.00	140.00	140.00	(6,160.00)
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	475.00	475.00	(525.00)
Toronto RV & Camping Show	7,400.00	0.00	1,758.28	(5,641.72)
Total Trade Shows	<u>121,400.00</u>	<u>12,479.51</u>	<u>32,913.49</u>	<u>(88,486.51)</u>
Advertising				
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)
VisitFlorida Co-op Advertisement	6,500.00	0.00	0.00	(6,500.00)
Distribute Springs Brochure	11,400.00	1,500.00	3,450.00	(7,950.00)
Total Advertising	<u>34,900.00</u>	<u>1,500.00</u>	<u>3,450.00</u>	<u>(31,450.00)</u>
Total Marketing	<u>319,700.00</u>	<u>44,699.22</u>	<u>136,785.56</u>	<u>(182,914.44)</u>
Administration				
FI Dept Econ Opp FY 2014-15	11,300.00	0.00	0.00	(11,300.00)
Service Fees - VisitFlorida Travel Shows	13,200.00	0.00	0.00	(13,200.00)
Regional Marketing Program Fees	36,400.00	5,500.00	5,500.00	(30,900.00)
FI Dept Econ Opp FY 2015-16	24,300.00	0.00	0.00	(24,300.00)
Total Administration	<u>85,200.00</u>	<u>5,500.00</u>	<u>5,500.00</u>	<u>(79,700.00)</u>
Memberships				
Florida Outdoor Writers Association	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)
Total Memberships	<u>1,000.00</u>	<u>0.00</u>	<u>175.00</u>	<u>(825.00)</u>
Professional Enhancement - Staff				
Governor's Tourism Conference	1,000.00	0.00	0.00	(1,000.00)
SE Tourism Society Marketing College	2,000.00	0.00	0.00	(2,000.00)
Total Professional Enhancement - Staff	<u>3,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(3,000.00)</u>

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of February 29, 2016

(These financial statements are unaudited)

	<u>Budget</u>	<u>February 2016</u>	<u>Year to Date</u>	<u>Over/(Under) Budget</u>
Professional Enhancement - Members				
Governor's Tourism Conference	10,000.00	0.00	0.00	(10,000.00)
SE Tourism Society Marketing College	12,100.00	0.00	0.00	(12,100.00)
Total Enhancement - Members	<u>22,100.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(22,100.00)</u>
 Bank Charges	 200.00	 24.03	 167.61	 (32.39)
 Legal				
Advertising	300.00	0.00	0.00	(300.00)
Expenses	300.00	0.00	0.00	(300.00)
Total Legal	<u>600.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(600.00)</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 Internships	<u>5,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(5,000.00)</u>
 Miscellaneous	 1,300.00	 0.00	 0.00	 (1,300.00)
 Telephone	 300.00	 0.00	 0.00	 (300.00)
 Postage	 300.00	 15.73	 15.73	 (284.27)
 Total Expenses	 <u>438,700.00</u>	 <u>50,238.98</u>	 <u>142,643.90</u>	 <u>(296,056.10)</u>
Net Income	<u>0.00</u>	<u>(50,238.98)</u>	<u>(41,494.03)</u>	<u>(41,494.03)</u>

9:28 AM

03/24/16

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 02/29/2016

	<u>Feb 29, 16</u>
Beginning Balance	102,925.84
Cleared Transactions	
Checks and Payments - 14 items	-57,418.98
Total Cleared Transactions	-57,418.98
Cleared Balance	<u>45,506.86</u>
Uncleared Transactions	
Checks and Payments - 5 items	-3,064.56
Total Uncleared Transactions	-3,064.56
Register Balance as of 02/29/2016	<u>42,442.30</u>
New Transactions	
Checks and Payments - 12 items	-20,857.72
Total New Transactions	-20,857.72
Ending Balance	<u>21,584.58</u>

163 3-24-16

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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

<i>Revenues</i>	Total
<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	\$48,000
<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
TOTAL REVENUES	\$440,800
Less In-Kind	(\$17,300)
TOTAL REVENUES - CASH	\$423,500

<i>Expenditures</i>	
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
TOTAL EXPENDITURES	\$438,700

(1) See Marketing Budget Detail

(2) See Current Memberships Detail

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

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

Amended 11/19/2015

	FY 2015-16		
	DEO Grant		
	Total	Eligible Funding	Remainder
Marketing Budget Detail			
Planning:			
Creation of 5-Year Marketing Plan	\$10,200.00	\$0.00	\$10,200.00
Collateral Material:			
Print 1,000 Copies of Bicycle Guide	\$3,000.00	\$3,000.00	\$0.00
Website:			
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
Public Relations:			
VisitFlorida NY City Media Luncheon	\$3,000.00	\$3,000.00	\$0.00
Trade Shows:			
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
Advertising:			
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
Total Marketing Expenditure	\$319,800.00	\$111,500.00	\$208,300.00
Administration			
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
Professional Enhancement - Staff			
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
Professional Enhancement - Members			
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
Internships			
Harvey Campbell Memorial Internship	\$2,500.00	\$0.00	\$2,500.00
Dean Fowler Internship	\$2,500.00	\$0.00	\$2,500.00
Total Non-Marketing Expenditure	\$118,900.00	\$38,500.00	\$80,400.00
Total Expenditure	\$438,700.00	\$150,000.00	\$288,700.00

Attachment 1

SCOPE OF WORK

1. Project Description:

Section 288.018, Florida Statutes (F.S.) created a matching grant program (the “Grant Program”) to provide funding to regionally-based economic development organizations representing rural counties and communities for the purpose of building the professional capacity of their organizations or providing technical assistance to businesses within the rural counties and communities that they serve.

Grantee is a regionally-based organization promoting natural, historic and cultural attractions of a twelve-county region. The region encompasses the counties of Bradford, Columbia, Dixie, Gilchrist, Jefferson, Lafayette, Levy, Madison, Taylor, Union, Wakulla and Alachua (the Region). The goal of the Grantee’s organization is to enhance the economy, image and quality of life through expanded tourism in the Region.

A. Marketing Services

1. **Creation of an on-line, interactive, bicycle route microsite (an auxiliary website with independent links to addresses that is accessed mainly from a larger site) and downloadable PDF bicycle route guide.**
 - a. Grantee shall create both a digital and printed bicycle guide. The guide shall, at a minimum, feature: (i) two (2) bicycle routes within the Region; (ii) one (1) multi-county bicycle route linking the four member coastal counties (Dixie, Jefferson, Levy and Taylor) of the Big Bend area; and (iii) one (1) multi-county bicycle route linking the non-coastal member counties (Alachua, Bradford, Columbia, Gilchrist, Lafayette, Madison, Union, and Wakulla) and (iv) a sampling of the most desirable nature-based tourism activities of the Region.
 - b. The selected bicycle routes will represent the “best of” routes available in each Grantee member county as well as the Region. Grantee shall print a minimum of 1,000 copies of the PDF bicycle guide. The on-line interactive bicycle microsite will be embedded in Grantee’s website and provide on-line maps of bicycle routes as well as nearby natural features and facilities of interest to bicyclists.
2. **Creation of an on-line “Ultimate Springs” microsite and downloadable PDF guide.**

Grantee shall create both a digital and downloadable PDF guide to springs located within the Region. The on-line guide and the downloadable PDF guide will contain a map of springs as well as information regarding available facilities at the springs.
3. **Website blogs.** Grantee shall contract with a professional travel writer/blogger to post and maintain blogs on the Grantee’s official website, 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 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 area, resulting in increased tourism spending within the Region. Links to the blogs shall be posted on Grantee’s Facebook page. The professional travel writer/blogger shall post a minimum of one (1) blog per month per subject area on the

Visit Natural North Florida website for the following five subject areas: (i) Outdoors and Nature; (ii) Activities, Events and Family Travel; (iii) Off the Beaten Path; (iv) Food and Dining; and (v) Fishing for a total of five (5) blogs per month. With the exception of Fishing, the blogs shall feature a different member county in each subject area. Each member county shall be the subject of four (4) blogs during the term of the Agreement.

4. **Bicycle route maps for new member counties.** Grantee shall develop an inventory of dedicated biking only trails, as well as state and local highways designated as bike paths, for a minimum of one (1) and a maximum of two (2) new Grantee 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 shall be created for a minimum of one (1) and a maximum of two (2) 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.
5. **Digital advertising campaign.** Grantee shall place targeted digital advertisements to consumers in a minimum of five metropolitan areas promoting Grantee's member counties and Grantee's participation in local travel shows. The digital advertisements will highlight attractions and events within the Region as well as highlighting its newly-revamped official website, www.vnnf.org.
6. **Create and distribute electronic newsletters.** Grantee shall subscribe to an email newsletter service such as Constant Contact, to design, create and distribute via email a minimum of four (4) unique electronic/digital newsletters on attractions and events within the Region.
7. **Distribute tourism brochures.** Grantee shall distribute 75,000 tourism 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.
8. **Professional organization annual memberships.** Grantee shall join professional organizations including, but not limited to, The Southeast Tourism Society, VISIT FLORIDA and the Florida Outdoor Writers Association. Membership in these organizations provides benefits to Grantee 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.
9. **Place Visit Natural North Florida advertising in print media.** To increase consumer awareness of the natural, recreational, and cultural assets of the Region in order to attract more visitors, Grantee shall place advertisements featuring its member counties in a minimum of one (1) print media publication.
10. **Attend annual VISIT FLORIDA media reception in New York City.** 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 Grantee's member counties, Grantee shall send one (1) 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.

11. Participate in In-State travel shows. 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, Grantee shall participate in a minimum of two (2) in-state travel shows. At the shows, Grantee shall staff a booth, distribute brochures pertaining to the Region, and answer questions raised by show attendees. A maximum of two (2) Grantee representatives per show will staff the travel show booths as well as the VISIT FLORIDA Welcome Center show booth.

12. Participate in domestic Out-of-State travel shows. Grantee shall participate in a minimum of two (2) domestic out-of-state travel shows. At the shows, Grantee shall provide no more than two (2) representatives per show to staff the booths, distribute brochures pertaining to the Region, and answer questions raised by show attendees.

B. Provide professional enhancement scholarships. Grantee shall provide a minimum of one (1) scholarship 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 Grantee's staff, members and member staff by providing attendees with increased skills and knowledge of tourism marketing.

C. Grant Administration at 15% of Grant Value. Grantee shall submit documentation supporting the costs in sufficient detail to evidence such costs are allowable, reasonable and necessary to accomplish the tasks outlined in Sections 1.A and 1.B above. Grantee shall submit reimbursements in accordance with Section 6, Invoice Submittal and Payment Schedule. Grantee shall also submit quarterly reports within fifteen (15) calendar days after the end of each reporting quarter in accordance with Section 2, Grantee Responsibilities.

2. Grantee Responsibilities: Grantee shall:

- A.** Secure non-state funds in an amount equal to 100% of the grant award;
- B.** Perform the tasks as defined in the Agreement and this Scope of Work;
- C.** Provide documentation for all work performed on the Project as outlined in this Scope of Work;
- D.** Comply with State of Florida competitive procurement requirements when subcontracting for services under this Agreement;
- E.** Within fifteen (15) calendar days after the end of each quarter (the "Reporting Quarter"), beginning with the quarter ending April 14, 2016, Grantee shall provide to DEO a written status report ("Quarterly Report") outlining progress in completion of the Project during the Reporting Quarter. Such Quarterly Reports shall include:
 - 1. A summary of work performed during the reporting period.
 - 2. Project expenditures since the Effective Date.
 - 3. The percent of work completed for activities indicated in this Scope of Work.
 - 4. A summary and explanation of any changes in the Project budget.
 - 5. A summary and explanation of any other material changes that may affect the outcomes of the Project.

6. A report on the use of Minority and Service-Disabled Veteran Business Enterprises as described in Section I.N.6.
- F. Provide no more than eight (8) reimbursement requests during the Agreement period; and
- G. Submit invoices in accordance with the requirements stated in Section 6, Invoice Submittal and Payment Schedule.

3. DEO's Responsibilities: DEO shall:

- A. Monitor the ongoing activities and progress of Grantee, as DEO deems necessary, to verify that all activities are being performed in accordance with the Agreement;
- B. Perform Agreement management responsibilities as stated herein;
- C. Reply to reasonable inquiries pursuant to the Agreement; and,
- D. Review Grantee's invoices for accuracy and thoroughness, and if accepted, process invoices on a timely basis.

4. Deliverables:

Deliverable 1. Marketing Services as described in Scope of Work, Section 1.A			
Tasks	Minimum Performance Measures and Required Documentation	Payment Type	Financial Consequences
Creation of on-line bicycle route and downloadable guides in accordance with scope of work, Section 1.A.1 above.	Completion of first draft of 26 bicycle route guides and updated microsite. Required Documentation: <ul style="list-style-type: none"> • Copy of solicitation. • Copy of executed contract with chosen vendor • Link to microsite • Printed guides for each route 	Total costs not to exceed \$18,000.00	DEO will withhold payment until minimum performance measures have been met.
	100% completion of 26 bicycle route guides and updated microsite. Required Documentation: <ul style="list-style-type: none"> • Link to completed microsite • Printed guides for each route 	Total costs not to exceed \$18,000.00	DEO will withhold payment until minimum performance measures have been met.
Create on-line and downloadable "Ultimate Springs" in accordance with scope of work, Section 1.A.2 above.	100% completion of "Ultimate Springs" microsite and printed guide as described in scope of work paragraph 1-B above. Required Documentation: <ul style="list-style-type: none"> • Copy of invitation to bid, or negotiate • Copy of executed contract with chosen vendor • Link to microsite • Printed guide 	Total Costs not to exceed \$12,000.00	DEO will withhold payment until minimum performance measures have been met.

Website Blogs - post and maintain blogs on the Visit Natural North Florida website in accordance with scope of work, Section 1.A.3 above.	<p>Completion of and links to 5 blogs each calendar month during the term of the agreement.</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Copy of invitation to bid, or negotiate • Copy of contract with chosen vendor • Link to each completed blog 	Total costs not to exceed \$5,000.00	DEO will withhold \$416.67 for each month minimum performance measures are not completed.
Bicycle route maps for a minimum of 1 and a maximum of two new member counties in accordance with scope of work, Section 1.A.4 above.	<p>100% Completion of bicycle route inventory and maps for one new member county in Grantee's Region.</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Link to each new member county bicycle route map. • Printed bicycle route guide for each new member county • Documentation of staff time associated with this task. 	Total Costs not to exceed \$3,000.00	DEO will withhold payment for each new member county not added.
Digital advertising in accordance with scope of work, Section 1.A.5 above.	<p>Placement of 1 digital advertisement.</p> <ul style="list-style-type: none"> • Link to advertisement • Area targeted for each digital ad placed 	Total Costs not to exceed \$13,000.00	DEO will withhold payment for failure to place any digital advertisements.
Create and distribute electronic newsletters in accordance with scope of work, Section 1.A.6 above.	<p>Creation and distribution of 1 electronic newsletter.</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Include DEO grant manager on electronic newsletter distribution list • Copy of software rental agreement • Number of newsletters distributed • Proof of Payment • Documentation of staff time associated with this task 	Total costs not to exceed \$4,000.00	DEO will withhold payment for failure to create and distribute any electronic newsletters in accordance with scope of work, Section 1.A.6 above.
Distribute 75,000 tourism brochures in accordance with scope of work Section 1.A.7	<p>Distribute a minimum of 18,750 brochures.</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • 1 sample copy of each 	Total costs not to exceed \$1,875.00	DEO will withhold payment until Grantee demonstrates that at least 18,750 brochures

above.	brochure distributed • Copy of distribution list and number distributed		have been distributed.
	Distribute a minimum of 18,750 brochures Required Documentation: • Copy of distribution list and number distributed	Total costs not to exceed \$1,875.00	DEO will withhold payment until Grantee demonstrates that at least 18,750 brochures have been distributed.
	Distribute a minimum of 18,750 brochures. Required Documentation: • Copy of distribution list and number distributed	Total costs not to exceed \$1,875.00	DEO will withhold payment until Grantee demonstrates that at least 18,750 brochures have been distributed.
	Distribute a minimum of 18,750 brochures. Required Documentation: • Copy of distribution list and number distributed	Total costs not to exceed \$1,875.00	DEO will withhold payment until Grantee demonstrates that at least 18,750 brochures have been distributed.
Join professional organizations in accordance with scope of work, Section 1.A.8 above.	Join at least 1 professional organization. Required Documentation: • Copy of registration for membership in each professional organization joined	Total costs not to exceed \$1,000.00	DEO will withhold payment for failure to join any professional organizations.
Place Visit Natural North Florida advertising in print media in accordance with scope of work, Section 1.A.9 above.	Place at least 1 Visit Natural North Florida advertisement in print media. Required Documentation: • Copy of advertisement and name of print media for each print advertisement placed	Total costs not to exceed \$6,500.00	DEO will withhold payment for failure to place any Visit Natural North Florida advertisements in print media.
Attend annual VISIT FLORIDA media reception in New York City in accordance with Section 1.A.10 above.	One (1) representative of Grantee shall attend media reception. Required Documentation: • Agenda for event • List of contacts made • Copy of information made available to media attending the event • Copies of any presentations made by task force representative • Completed travel voucher in accordance with section 112.061, F.S. • Summary of how	Total costs not to exceed \$3,000.00	DEO will withhold payment for failure of Grantee to have one representative attend the reception.

	attending the event contributed to increasing tourism in Grantee's Region		
Participate and attend in-state travel shows in accordance with Scope of Work Section 1.A.11 above.	Participate in one (1) in-state travel show. Required Documentation: <ul style="list-style-type: none"> • Copies of completed registrations for each event participated in • Photos of completed booth set up • Completed travel vouchers in accordance with s. 112.061, F.S., for a maximum of two (2) Grantee representatives 	Total costs not to exceed \$9,000.00	Non-payment until minimum performance and required source documentation is received and approved by DEO.
Participate in domestic out-of-state travel shows in accordance with scope of work, Section 1.A.12 above.	Participate in two (2) domestic out-of-state travel shows, ensuring at least one (1), but no more than two (2) Grantee representatives attend Required Documentation: <ul style="list-style-type: none"> • Copies of completed registrations for each event participated in. • Copies of rental agreements • Completed travel vouchers in accordance with s. 112.061, F.S. for a maximum of 2 Grantee representatives 	Total costs not to exceed 12,500.00	DEO will withhold payment until Grantee attends two domestic out of state travel shows.
Deliverable 2. Professional Enhancement Scholarships as described in Scope of Work, Section 1.B			
Tasks	Minimum Performance Measures and Required Documentation	Payment Type	Financial Consequences
Provide professional enhancement scholarships in accordance with scope of work, Section 1.B.	Provide 1 professional enhancement scholarship. Required Documentation: For each scholarship recipient, submit: <ul style="list-style-type: none"> • Agenda • Registration form • Summary of how attendance at the event built professional capacity • Travel documentation in accordance with section 	Total costs not to exceed \$15,000.00	DEO will withhold payment for failure to provide any scholarships.

	112.061, F.S.		
Deliverable 3. Administrative Expenses as described in Scope of Work, Section 1.C			
Tasks	Minimum Performance Measures and Required Documentation	Payment Type	Financial Consequences
Provide Grant Administration in accordance with scope of work, Section 1.	Prepare and deliver quarterly reports in accordance with Scope of Work, Section 1.C above. <ul style="list-style-type: none"> • Documentation of staff time associated with this deliverable • Proof of wages • Certificate of Indirect Costs 	Grantee shall be reimbursed up to \$5,625.00 for each quarterly report submitted in accordance with Section 1.C above. Total costs shall not exceed \$22,500.00.	Failure to perform the minimum level of service will result in non-payment of \$5,625.00 for each quarterly report not submitted in accordance with Section 1.C above.

5. **Cost Shifting:** The payment amounts specified within the Deliverables section above are established based on the Parties' estimation of sufficient delivery of services fulfilling grant purposes under the Agreement in order to designate payment points during the Agreement Period; however, this is not intended to restrict DEO's ability to approve and reimburse allowable costs, incurred by Grantee in providing the deliverables herein. Prior written approval from DEO's Agreement Manager is required for changes to the above Deliverables funding amounts, as listed in the "Payment Type" column, that do not exceed **15%** of each deliverable total funding amount. Changes that exceed **15%** of the each deliverable total funding amount will require a formal written amendment to the Agreement.

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

DEO agrees to disburse funds under this Agreement in accordance with the following schedule in the amount identified per deliverable in Section 4 above. The deliverable amount specified does not establish the value of the deliverable. In accordance with Section I.F.11, Funding Requirements of Section 215.971, F.S., of this Agreement, Grantee's entitlement to retain funds paid by DEO is dependent upon the amount of allowable costs incurred and expended by Grantee in carrying out the Project.

- A. Grantee's invoice package shall be neatly organized with supporting documentation for each Deliverable; and include a cover letter on Grantee's letterhead signed by Grantee's Agreement Manager certifying that all costs:
1. Were incurred during the Agreement period.
 2. Are for one or more of the tasks as outlined in Section 4 of this Scope of Work.
- Documentation of payment shall include:
- i. Proof of payment for related Project costs in the form of a copy of the cancelled check, electronic transfer or, a copy of a check and the bank statement highlighting the cancelled check;
 - ii. Invoices for all work associated with the Deliverable as outlined in this Scope of Work paid by Grantee (see Section 6.B for Grantee invoice requirements);
 - iii. Grantee's invoices shall include the date, period in which work was performed, amount of reimbursement, and percent of work completed to date;

Steve Dopp

From: Ron Cunningham [rondarts2008@gmail.com]
Sent: Monday, March 28, 2016 10:38 AM
To: Steve Dopp
Subject: Re: Visit Natural North Florida Bicycling Guide

Steve. Bike Florida is happy to assist. We are about to begin our annual Spring Tour and it's pretty much going to consume all the staff's time for the next three weeks. After that we should be able to help you with this. On that subject. Bike Florida is sponsoring a one-day event in Gainesville on Friday, Oct. 28. We are going to have a series of speakers and panelists to talk about how Florida can become a major destination for bicycle tourism. I was wondering if you would be interested in serving as a panelist and talking about the Visit Natural North Florida Bicycling Guide. We would also appreciate the planning council's help in promoting this event. This will be our fourth annual Share The Road Celebration of Cycling event and the theme, promoting bicycle tourism, we think will attract a lot of attention from around the state.

Talk to you soon.

ron

On Mar 25, 2016, at 2:19 PM, Steve Dopp <dopp@ncfrpc.org> wrote:

Ron,

The Original Florida Tourism Task Force is going ahead with its bicycle guide project. We are seeking a minimum of two bicycle routes for each of the following counties: Alachua, Bradford, Columbia, Dixie, Gilchrist, Jefferson, Lafayette, Levy, Madison, Taylor, Union and Wakulla. In addition to the county bicycle routes, we are also seeking a multi-county bicycle route for the coastal counties of Levy, Dixie, Taylor, Jefferson and Wakulla. Finally, we are seeking a multi-county bicycle route which links together many/some of the natural resources of the region, such as springs.

We would appreciate any suggestions BikeFlorida may have for the bicycle routes.



*Senior Planner
North Central Florida Regional Planning Council
2009 NW 67th Place, Gainesville, FL 32653-1603
Voice: 352.955.2200, ext. 109
Fax: 352.955.2209*

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

From: Steve Dopp
Sent: Wednesday, September 09, 2015 4:45 PM
To: 'Ron Cunningham'
Cc: Scott Koons
Subject: RE: Visit Natural North Florida Bicycling Guide

Ron,

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Visit Natural
NORTH FLORIDA

CANDIDATE SPRINGS FOR THE ULTIMATE SPRINGS GUIDE

April 13, 2016

Alachua County

Poe Spring

Bradford County

-

Columbia County

Ichetucknee Springs State Park

Rum Island Spring County Park

Dixie County

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

Fanning Springs State Park

Manatee Spring State Park

Madison County

Madison Blue Spring

Taylor County

-

Union County

-

Wakulla County

Edward Ball Wakulla Spring State Park

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Visit Natural
NORTH FLORIDA

STS Marketing College and Governor's Tourism Conference Assignments
as of April 13, 2016

	Estimated Cost
<hr/> STS Marketing College, May 15-20, 2016 Participants <hr/>	
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	<hr/> \$9,000

	Estimated Cost
<hr/> Governor's Conference, September 7-9, 2016 Participants <hr/>	
Brenda Graham	\$1,100
Katina Richardson	1,100
Diane Bardhi	1,100
Donna Creamer	1,100
Steven Dopp	1,100
Total Estimated Cost	<hr/> \$5,500

Estimated Total Scholarship Costs	\$14,500
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Visit Natural
NORTH FLORIDA

Steve Dopp

From: Visit Natural North Florida [vnnf=ncfrpc.org@mail90.suw11.mcdlv.net] on behalf of Visit Natural North Florida [vnnf@ncfrpc.org]
Sent: Monday, April 11, 2016 9:48 AM
To: Steve Dopp
Subject: Spring Adventure Guide - Visit Natural North Florida

Adventure awaits you at NaturalNorthFlorida.com!

[View this email in your browser](#)

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 hiking trails.

We are excited to start bringing you the latest events, travel inspirations, and off-the-beaten-path destinations in a **quarterly adventure guide**.

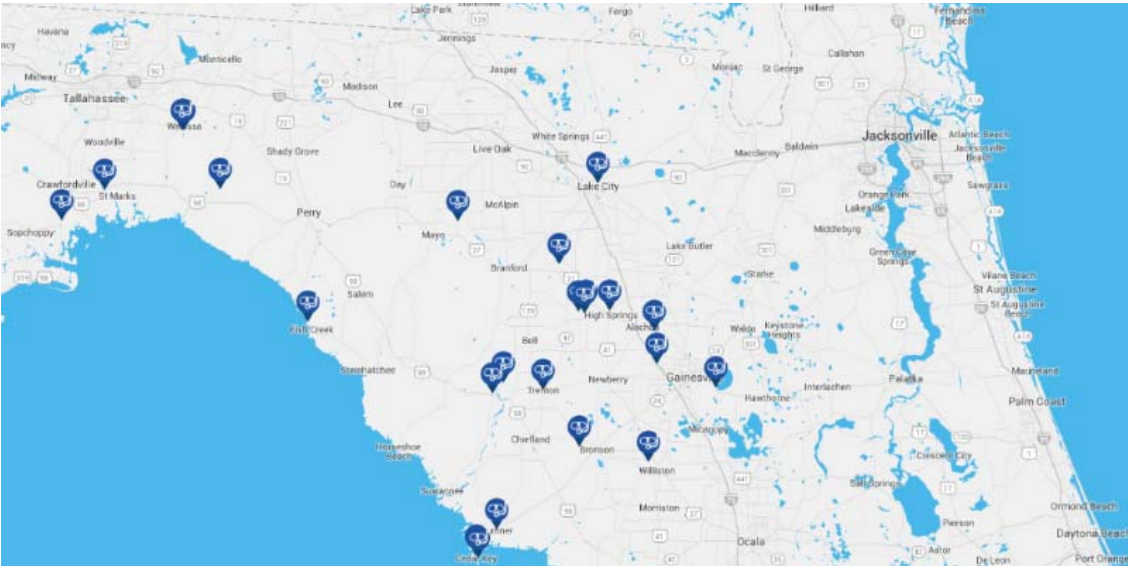
Planning a trip can be time-consuming. We make it simple to prepare your perfect vacation or stay-cation itinerary. Our new website spotlights unique adventures in North Central Florida, from the Big Bend coast

to downtown Gainesville and to 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 all the best in paddling and cycling.

Get Started

Where Are We?



Natural North Florida consists of 12 counties. We are located approximately 75 miles west of Jacksonville and 50 miles east of Tallahassee. Tampa and Orlando are about 100 miles to the south. For more information, click on the map above.

Spring Into the Springs!



Ready to jump into something new? How about a Florida spring? Springs are points where water from underground aquifers meet the surface of the earth. Many of the springs in Natural North Florida are designated as first magnitude springs, which means they produce around 65 million gallons of water or more daily!

These pristine waters are perfect oases for swimming, snorkeling, wildlife watching, scuba diving, or just floating around in a tube. Escape the crowded beaches and enjoy a unique experience with the whole family.

Select "SPRINGS" on our [Things to Do](#) menu for a regional map.

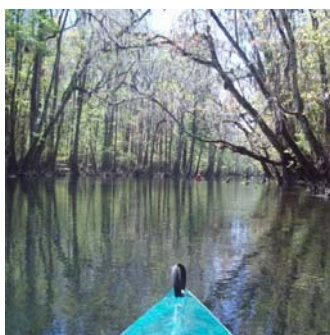
Travel Inspiration



© Tommy Thompson

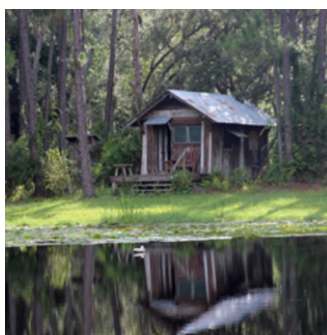
Our travel blogs offer more in-depth insight to our favorite activities and hidden gems. Select a day trip or a long weekend according to what type of traveler you are, whether that's an animal lover or a history buff. This [3-day, family friendly guide to Natural North Florida](#) can get you on your way. Explore [all of the blogs](#) to discover what inspires you.

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. [Check them out.](#)

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). Come say hello!



Follow us and tag your posts with **#NaturalNorthFlorida** for a chance to be featured!

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Spring Adventure Guide - Visit Natural North Florida

Switch report ▾

2,935 Recipients

List: Quarterly Adventure Guide - Spring 2016

Delivered: Thu, Mar 24, 2016 7:30 am

Subject: Spring Adventure Guide - Visit Natural North Florida

Open rate 24.7%

Click rate 4.1%

List average 19.8%

List average 3.9%

Industry average (Travel and Transportation) 18.0%

Industry average (Travel and Transportation) 1.8%

609 Opened	101 Clicked	468 Bounced	35 Unsubscribed
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Successful deliveries 2,467 84.1%

Clicks per unique opens 16.6%

Total opens 1,362

Total clicks 161

Last opened 4/14/16 6:52AM

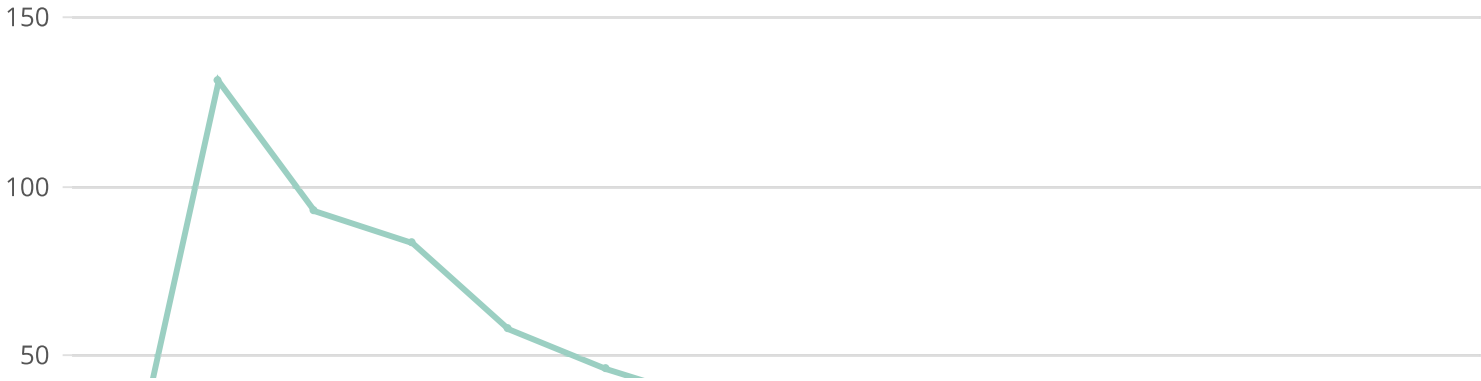
Last clicked 4/11/16 11:22PM

Forwarded 0

Abuse reports 2

24-hour performance

Opens Clicks



Top links clicked

http://www.naturalnorthflorida.com/where-are-we/	66
http://www.naturalnorthflorida.com/map/?t=places_to_stay	25
http://www.naturalnorthflorida.com/	21
http://www.naturalnorthflorida.com/events/	15
http://naturalnorthflorida.com/	13

Subscribers with most opens

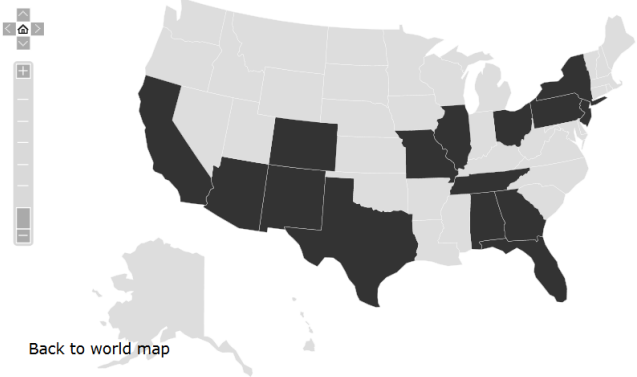
larwhite@bellsouth.net	21
cbab711high@yahoo.com	25
grndskpr@gmail.com	40
largaycpa@hotmail.com	28
zteamsells@gmail.com	27

Social performance

0 Tweets	9 EepURL clicks	0 Likes
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Top locations by opens

 USA 29 100.0%



Spring Adventure Guide - Visit Natural North Florida

Switch report ▾

106 Recipients

List: Test 2

Delivered: Mon, Apr 11, 2016 9:47 am

Subject: Spring Adventure Guide - Visit Natural North Florida

Open rate	40.2%	Click rate	6.5%
<div></div>		<div></div>	
List average	100.0%	List average	33.3%
Industry average (Travel and Transportation)	18.0%	Industry average (Travel and Transportation)	1.8%

37 Opened	6 Clicked	14 Bounced	0 Unsubscribed
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Successful deliveries	92 86.8%	Clicks per unique opens	16.2%
Total opens	80	Total clicks	9
Last opened	4/14/16 7:28AM	Last clicked	4/11/16 9:03PM
Forwarded	0	Abuse reports	0

24-hour performance

OpensClicks



Top links clicked

http://www.naturalnorthflorida.com/	5
http://www.naturalnorthflorida.com/where-are-we/	4
http://www.stetlermediaandexpos.com/travel-expos.html	0
http://www.tampaboatshow.com/	0
https://www.facebook.com/naturalnorthflorida	0

Subscribers with most opens

dopp@ncfrpc.org	9
bruce@brucehyer.ca	13
barbarawinckler@gmail.com	3
stevemcminn@msn.com	3
ncyank@windstream.net	4

Social performance

0 Tweets	0 EepURL clicks	0 Likes
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Spring Adventure Guide - Visit Natural North Florida

Switch report ▾

139 Recipients

List: 2016 Travel Shows - Travel Professionals

Delivered: Wed, Apr 06, 2016 12:54 pm

Subject: Spring Adventure Guide - Visit Natural North Florida

Open rate 31.3%

Click rate 3.8%

List average 26.6%

List average 3.8%

Industry average (Travel and Transportation) 18.0%

Industry average (Travel and Transportation) 1.8%

41 Opened	5 Clicked	8 Bounced	1 Unsubscribed
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Successful deliveries 131 94.2%

Clicks per unique opens 12.2%

Total opens 156

Total clicks 7

Last opened 4/13/16 5:21PM

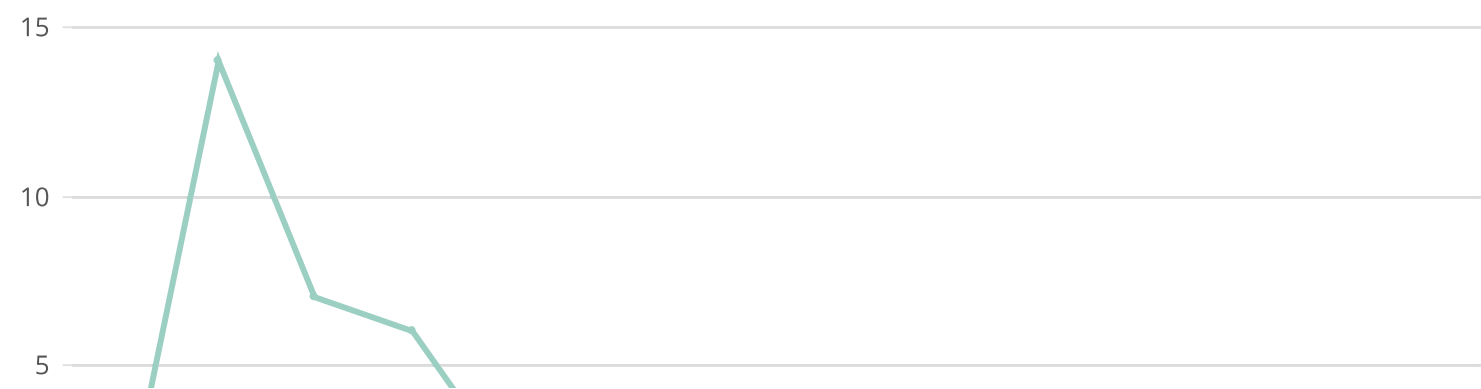
Last clicked 4/7/16 3:23AM

Forwarded 0

Abuse reports 0

24-hour performance

Opens Clicks



Top links clicked

http://www.naturalnorthflorida.com/where-are-we/	3
http://www.naturalnorthflorida.com/a-three-day-guide-to-navigate-natural-north-florida/	2
http://naturalnorthflorida.com/	1
http://www.naturalnorthflorida.com/	1
https://twitter.com/visitnnfl	0

Subscribers with most opens

ashok.patel@travelpack.com	10
franklevene@americafirstcoasttravel.com	81
michaelw@9400group.com	7
USH@AMERICANA-REISEN.DE	3
tmr-reisecenter@t-online.de	3

Social performance

0 Tweets	0 EepURL clicks	0 Likes
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Steve Dopp

From: Brenda Walter [bwalter@visitflorida.org]
Sent: Wednesday, April 13, 2016 1:36 PM
To: Steve Dopp
Subject: Florida I-10 Welcome Center Festival

Steven,

The Florida I-10 Welcome Center Summer Festival is scheduled for Friday, June 10. Last year's festival was a great success as our industry representatives helped us welcome over 3,600 visitors. We look forward to another great successful event this year.

Share an 8' x 2' table with an industry member in your region and bring giveaways, coupons, brochures, characters and specials to interact directly with our Florida visitors. Whether it is for this trip or their next Florida trip, it is a great opportunity to be face to face with the visitor to help them plan. You will also meet or reacquaint with the I-10 Florida Welcome Center staff that helps promote your area every day. This is a winning event for all.

The festival runs from 9 am to 3 pm Central in the Welcome Center lobby. Lunch is provided and the price is \$60 for Marketing Partners and \$75 for Web Partners and Non-Partners.

Registration is open. Simply follow this link to register online. <http://www.cvent.com/d/tfq4yc>

We hope to see you there!

Cheers,

Brenda Walter

Assistant Manager
I-10 Welcome Center
VISIT FLORIDA®
(850)944-0442 Office
(850)694-9860 Cell
www.VISITFLORIDA.com



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The Original Florida Tourism Task Force
Travel Show Participants
April 13, 2016

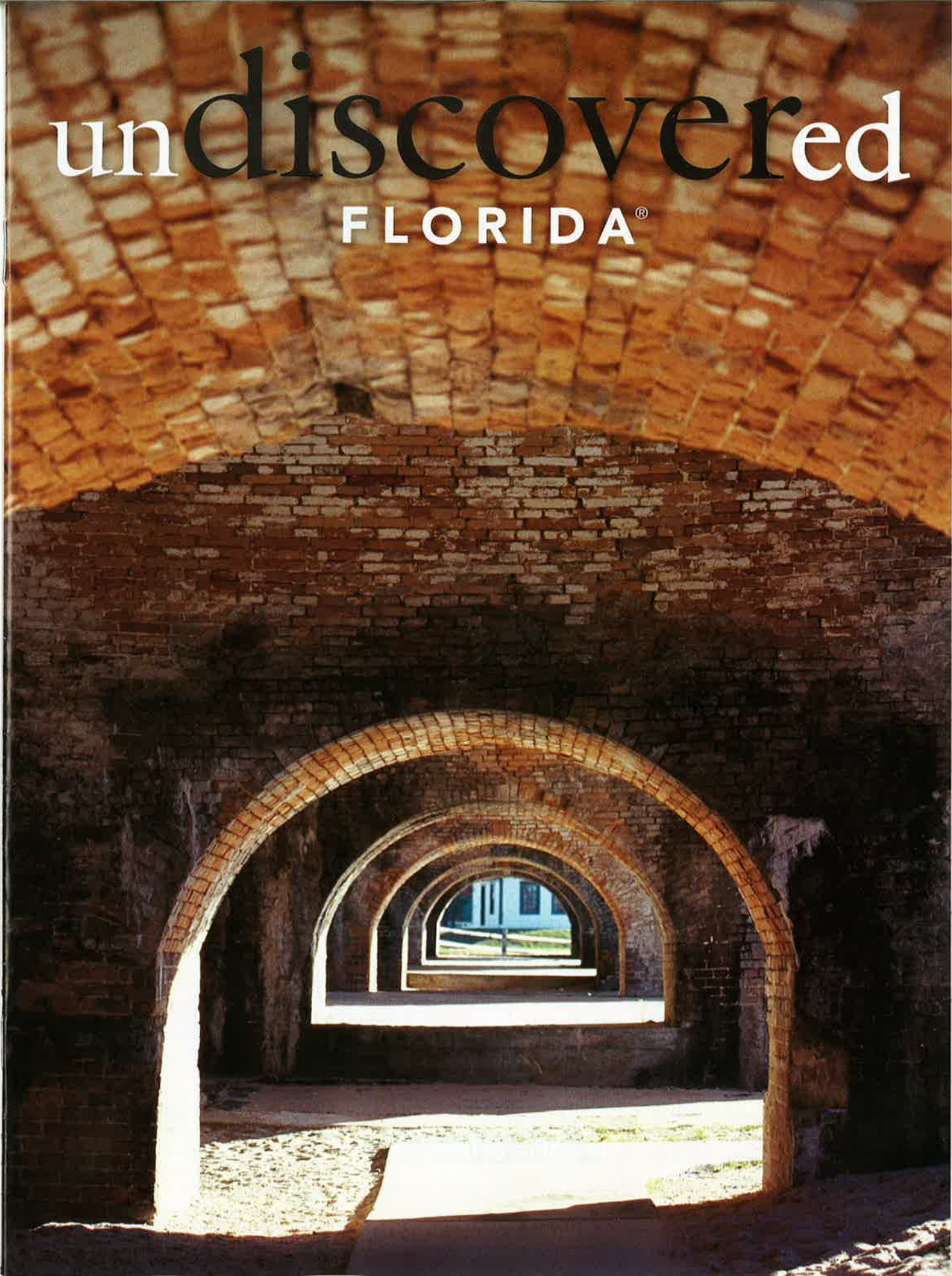
Participant	Travel Show																	
	Detroit Sept 28 - Oct 5	London Oct 29 - Nov 7	NY Times Jan 6 - 11	Atlanta Boat Jan 12 - 18	Dallas Jan 28 - Feb 1	Atlanta RV Jan 29 - 31	Chicago RV Feb 15 - 22	Wash. DC Feb 18 - 22	Toronto Feb 17 - 22	Berlin ITB Mar 5 - 14	Canoecopia Mar 9 - 14	Philadelphia Mar 20 - 23	The Villages 6-May	I-10 Festival 10-Jun	Tampa Boat Sept 9-11	Hershey RV Sept 14-18	I-75 Festival Oct 28?	Minneapolis Expo November 20-22
Diane Bardhi Sandy Beach		x	x (gratis)				x											x
Donna Creamer Steve Dopp	x				y				x								x	x
Lisa Frieman Brenda Graham					y													
Cody Gray Helen Koehler	x																	
Roland Loog Russ McCallister		x	x	x		x	x			x		x			x			
Carol McQueen Dave Mecusker											x							
Lois Nevins Susie Page								x										
Martin Pierce Katrina Richardson																		
Daniel Riddick Dawn Taylor			x	x (gratis)					x				x					
Tommy Thompson Paula Vann											x		x					
Nancy Wideman Pam Whittle																		

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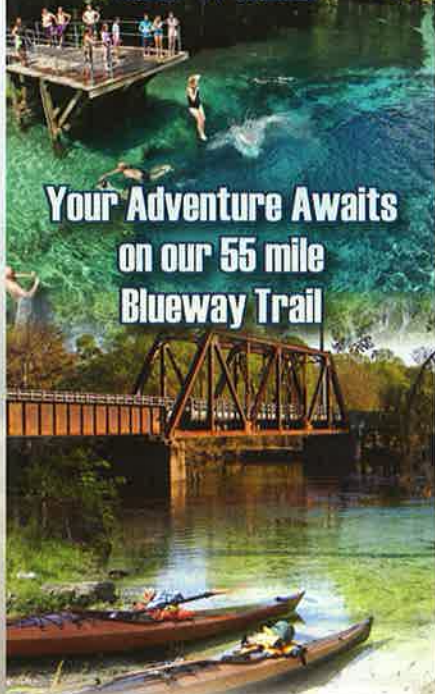
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561-395-6766

4. Boggy Creek Airboat Rides
407-344-9550

5. Bradenton/Anna Maria Island/Longboat Key, FL
941-729-9177

6. Charlotte Harbor and the Gulf Islands
1-800-652-6090

7. Columbia County Tourist Development Council
386-758-1312

8. Discover the Palm Beaches
1-800-554-7256

9. Dixie County Tourist Development Council
352-498-1403

10. Flamingo Gardens
954-473-2955

11. Flagler Museum
561-655-2833

12. Florida Coastal Office
850-245-2094

13. Florida Department of State
850-245-6000

14. The Florida Keys & Key West
1-800-FLA-KEYS

15. Florida's Adventure Coast Visitors Bureau
1-800-601-4580

16. Fort Pierce, St. Lucie County
772-462-1539

17. Fountain of Youth Archaeological Park
904-829-3168

18. Franklin County Tourist Development Council
1-866-914-2068

19. Friends of Florida State Forests
850-681-5880

20. Garrett Realty Services, Inc.
1-800-537-5387

21. Gilchrist County Tourist Development Council
352-463-3467

22. Greater Miami Convention & Visitors Bureau
305-539-3000

23. Gumbo Limbo Nature Center
561-544-8605

24. Historic Tours of Flagler College
904-819-6400

25. Holiday Isle Oceanfront Resort
1-800-626-7263

26. Key West Tropical Forest & Botanical Garden
305-296-1504

27. Lee County Visitor & Convention Bureau
239-338-3500

28. Levy County Visitors Bureau
352-486-3396

29. Madison County Tourist Development Council
850-973-2788

30. Martin County Office of Tourism and Marketing
1-877-585-0085

31. The Mennello Museum of American Art
407-246-4278

32. Morikami Museum and Japanese Gardens
561-495-0233

33. Naples Marco Island Everglades, Florida's Paradise Coast
1-800-688-3600

34. Navarre Beach/Historic Milton
850-981-8900

35. Okeechobee County Tourist Development Council
863-763-3959

36. Old Fenimore Mill Condominiums
352-543-9803

37. Oldest Wooden School House
904-824-0192

38. Putnam County Chamber of Commerce
386-328-1503

39. Sebastian River Area Chamber of Commerce & Visitor's Center
772-589-5969

40. St. Augustine Lighthouse & Maritime Museum
904-829-0745

41. St. Augustine | Ponte Vedra - Florida's Historic Coast
1-800-397-5660

42. Taylor County Tourism
850-584-5366

43. Visit Gainesville
1-866-778-5002

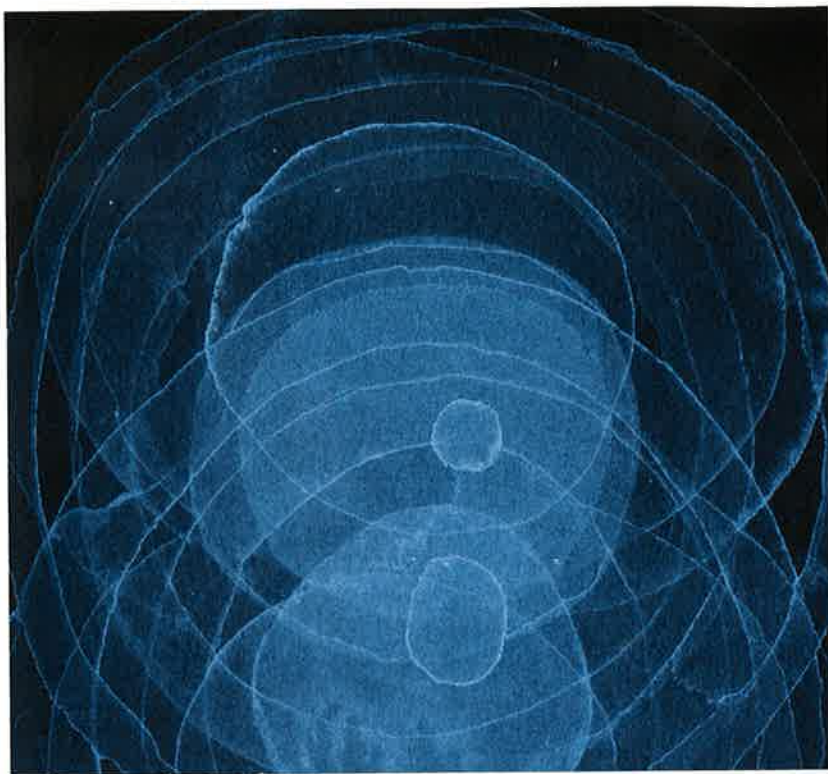
44. Visit Natural North Florida
1-877-955-2199

45. Visit Pasco
1-800-842-1873

46. Visit Pensacola
1-800-874-1234

47. Visit Sarasota County
239-225-1006

48. Yankee Freedom III Dry Tortugas National Park Ferry
305-294-7009



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11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48		

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world after detecting gravitational waves for the first time. Now what?

BY BRIAN GREENE *illustration by John Hersey*

More than a billion years ago, in a galaxy far, far away, two black holes executed the first-footed pas de deux, in a final embrace so violent it released more energy than the light of every star in every observable universe. Yet, at the moment, the energy was dark, and the invisible force of gravity held them together. On September 14, 2015, at 5:51 a.m. Eastern Daylight Time, a fragment of that energy, in the form of a gravitational wave, reached Earth, its first transit across space and time, a mere whisper of its thunderous power.

Now we know, Earth has been the beneficiary of a new type of gravitational event. Frequently. The time is that two supermassive detectors, one in Louisiana, and the other in

Hanford, Washington, were standing at the ready. When the gravitational wave rolled by, it tickled the detectors, providing the unmistakable signature of colliding black holes on the other side of the universe and marking



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Visit Natural
NORTH FLORIDA

April 11, 2016

TO: Steven Dopp, Senior Planner
FROM: Allison Greco, Intern

RE: Tasks Which I am Working On

Dear Mr. Dopp:

Recently:

- Organizing lists of emails for Mailchimp. Backing them up as .csv files in my drive as well as uploading them to Mailchimp.
 - Sent out Spring newsletter to additional entries.
 - Preparing Summer newsletter, to be sent to nearly 2700 members.
 - Viewing reports on Spring campaign to determine most popular pages clicked and times opened.
- Managing Facebook, Twitter, and Instagram platforms.
 - Participating in Twitter travel chat with Visit Florida - gaining attention and followers.
 - Submitting original posts to Visit Florida (via marketing partner program) to be shared on their page.
 - Utilizing Instagram best practices to gain considerable amount of followers.
 - Sharing photos from users who tag the account.
 - Scheduling posts on a weekly basis. Beginning to schedule far in advance for when I will be unavailable this summer.
- Editing blog posts on website for categorization and social media share-ability.
 - Linking “places” on pin maps to featured blog posts
 - Adding high-resolution photos to “places”
 - Going through older posts, deleting outdated ones, and categorizing relevant ones as needed.
- Adding posts for restaurants, events, etc. as submitted via email by Task Force members.
- Preparing trademark application.

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NORTH FLORIDA

Steve Dopp

From: Steve Dopp
Sent: Friday, March 25, 2016 1:53 PM
To: 'Kate Chunka'
Cc: 'roland and gerri loog'; Roland Loog; Scott Koons
Subject: The Original Florida Tourism Task Force April Staff Meeting with Visit Florida Staff
Attachments: 2016-17 Travel Shows.docx; Travel Shows.xlsx

Kate,

With regards to our recent telephone conversation, please find attached a list of potential travel shows for both The Original Florida Tourism Task Force and Riverway South. I have discussed the potential Riverway South travel shows with Heather Lopez of the Washington County TDC. Ms. Lopez will be taking the list to a Riverway South Executive Committee meeting for their consideration next week.

As you can see, the draft list has both groups attending Canoecon, Atlanta RV Show, the Chicago RV show and ITB Berlin. At these shows, I suggest both groups represent their own separate travel organizations but have booths adjacent to each other, thereby each show team can assist the other over the length of the shows. Alternatively, both groups could attend completely different sets of shows.

We are not certain how many shows each group should attend. Ms. Lopez suggested one show for each county in each group. Under this scenario Riverway South would attend 6 shows while The Original Florida Tourism Task Force would attend 16 shows.

As you can see from the draft show list, The Original Florida Tourism Task Force is considering switching some of the RAO shows to its Regional Rural Development Grant.

Also enclosed is an Excel workbook which contains pertinent information about various domestic and European shows. The Task Force is interested in attending additional European shows, particularly consumer shows and outdoor adventure shows. While we have a team in Europe attending ITB Berlin and/or World Travel Mart, perhaps the Task Force could attend additional shows. One could also put together a circuit of European shows. The Excel workbook identifies two such travel show circuits.

If we did a circuit, we could use the days between shows to distribute brochures at the offices of European travel agents. Having said that, it may be better to gradually ease into European shows since the Task Force has only attended Visit Florida-sponsored European shows and has not had to deal with shipping, securing booth space, booth tables, etc for European shows.

We wish to ask the Visit Florida international team if it makes sense to do more shows in Europe than the two shows we already attend, switch ITB-Berlin and World Travel Mart for two other European shows, or retain ITB Berlin and World Travel Mart and add additional European shows.

The draft travel show schedule for The Original Florida Tourism Task Force currently includes 9 Visit Florida-funded out-of-state domestic shows, 3 to 5 Visit Florida-funded international shows, 3 Regional Rural Development grant-funded out-of-state domestic shows, and 3 Regional Rural Development grant-funded in-state shows. While the Task Force can use Regional Rural Development grant funds to attend domestic out-of-state travel shows, using the grant money for this purpose reduces Task Force funding for other tourism marketing activities. Therefore, consideration should be given to funding all of the out-of-state shows through Visit Florida.

Next Year's Supplies

On one occasion this year, we had 3 teams on the road at the same time. The same is likely to occur during the next travel show season. Therefore, I suggest adding two sets of popup displays with carrying cases.

The Task Force is almost out of regional brochures. I suggest reprinting approximately 60,000 of the brochures, which should be sufficient for two years worth of shows plus extra brochures for the Welcome Centers (60,000 brochures at 1,200 brochures per box = 50 boxes).

VisaVues, domestic and international editions.

We could use 3 iPads and/or iPad Minis with associated table mounting stands and lock hardware. Alternatively, or in addition to, we could use 3 pico projectors to display images and videos while at the shows. Videos seems to really attract show visitors and helps with the language barrier.

Finally, the Task Force can always money for promotional items.

European Representatives

At both World Travel Mart and at ITB Berlin, we made contact with two individuals who would like to represent the Task Force in Europe. We can discuss this issue at our meeting.

Please be aware that I will be out of the office between March 28 and April 1, 2016, although I will check my email from time to time. As far as scheduling a date, I cannot attend a meeting on either April 12th, 21st, or 28th.



Steven Dopp
Senior Planner
North Central Florida Regional Planning Council
2009 NW 67th Place, Gainesville, FL 32653-1603
Voice: 352.955.2200, ext. 109
Fax: 352.955.2209



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

**2016-17 Proposed Travel Shows
March 25, 2016**

The Original Florida Tourism Task Force

RAO Shows

Atlanta Boat Show	Jan 14-17, 2016
Washington, DC Travel & Adventure Show	January 14-17, 2017
Chicago Travel & Adventure Show	January 21-22, 2017
New York Times Travel Show	January 27-29, 2017
Atlanta RV & Camping Show	Jan 29-31, 2016
Chicago RV & Camping Show	February 17-21, 2016
Boston Globe Travel Show	Feb 19-21, 2016
Canoecon	March 10-12, 2017
Philadelphia Travel & Adventure Show	March 19-21, 2016

<i>TurNatur, Dusseldorf</i>	<i>September 4-9, 2017</i>
London World Travel Market	November 7-9, 2016
<i>London Times Destinations Show</i>	<i>February 5-7, 2017</i>
Toronto Outdoor Adventure Show	February 19-21, 2016
<i>F.Re.E. Messe Munchen</i>	<i>February 22-26, 2017</i>
ITB Berlin	March 8-12, 2017
<i>Salon Mondial du Tourisme, Paris</i>	<i>March 17-20, 2016</i>
<i>Montreal Outdoor Adventure Show</i>	<i>April 2-3, 2016</i>

italicized text = potential additional international shows. Choose 1 to 2.

RRDG Grant

Hershey RV Show	September 14-18, 2016
Detroit RV & Camper Show	October 5-9, 2017
Dallas Travel & Adventure Show	April 1-2, 2017

Riverway South

RAO Shows

Atlanta RV & Camping Show	Jan 29-31, 2016
Houston RV Show	Feb 15-19, 2017
Chicago RV & Camping Show	February 17-21, 2016
St. Louis Boat & Sports Show	Feb 24-28, 2016
ITB Berlin	March 8-12, 2017
Canoecon	March 10-12, 2017

Steve Dopp

From: Kate Chunka [kchunka@visitflorida.org]
Sent: Monday, April 11, 2016 11:45 AM
To: Steve Dopp; Roland Loog
Cc: Joanna Price
Subject: VISIT FLORIDA Consumer Tradeshow follow up

Hi Steve & Roland,

I met with Will last week, and here is the feedback/next steps with regards to next fiscal year's tradeshows:

FEEDBACK:

- Regarding the 2016-17 proposed lineup-overall, looked good - 3 of the additional international shows have received the green light if budget permits. These shows are TurNature, London Times Destinations Show, and F.Re.E Messe Munchen. The shows we will not proceed with are the Paris and Montreal ones.
- For the 4 shows that both Visit Natural North FL and Riverway South attend, we'd like one representative from each group to attend those events, rather than having two from each group attend. These shows are Atlanta RV & Camping Show, Chicago RV & Camping Show, ITB Berlin, and Canoecopia.
- The brochure will be revised and reprinted to include both Northwest and North Central RAOs
- VisaVue data will be included in the upcoming contract if budget permits
- Additional pop up displays will be provided
- We would ask that the Task Force purchase their own technology equipment (iPads, projectors)

NEXT STEPS:

- Joanna to begin costing out items for show schedule as proposed (minus the Paris and Montreal show) and work on an agreement draft for the upcoming fiscal year. Registration and admin costs should be sent to Joanna no later than April 29.
- Let's schedule a date and time for a Consumer Tradeshow program debrief meeting with Will, Joanna, Kate. Right now, we are looking at **Tuesday, May 24 from 1-3pm**. Does that work for you? Roland and Steve can attend like last year.
- In early summer, we would like to invite county representatives from Visit Natural North Florida and RiverWay South to come to the VISIT FLORIDA office and give 10 min presentations about each of their counties so everyone can learn more about each others' areas, take notes, and use as talking points moving forward during the shows. I'll be in touch with both groups about this, and we'll set a date in the coming weeks.

Please reach out to Joanna if you have any questions about additional deliverables. We will be in touch over the coming month and look forward to another successful partnership!

Kate Chunka

Senior Manager, Industry Relations
VISIT FLORIDA®

2016-17 Regional Rural Development Grant
DRAFT - Proposed Work Plan - DRAFT
April 13, 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 2,000 copies of VNNF RV Guide
\$550.00	Print 2,000 copies of VNNF Outdoor Adventure Guide
\$550.00	Print 2,000 copies of VNNF Lodging Brochure
\$6,000.00	Design and Print 25,000 placemats
\$25,100.00	Ultimate Paddling Guide Website Enhancement
\$2,500.00	Print 500 copies of VNNF Paddling Guide (excerpts from OGT guides)
\$5,000.00	Reprint 1,000 copies of Saltwater Paddling Trail Guide
\$7,000.00	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
	Separate out sample itineraries from blogs, Add a special heading for
	"Recommended Itineraries" in Trip Ideas pull-down menu
	Speed up website loading
\$7,000.00	Hershey RV & Camping Show
\$7,000.00	Minneapolis Travel Expo or Detroit RV Show
\$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	Professional Organization Memberships
\$4,000.00	Quarterly eNewsletters
\$10,000.00	Foreign Travel Agent Services
\$150,000.00	Total

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Visit Natural
NORTH FLORIDA



COLLABORATION

Suwannee River League Forms Regional Compact

Eco-tourism focus brings together area stakeholders

by Kristin Jacobs
Kristin Jacobs Consulting

On the day **Hawthorne Mayor Matthew Surrency** donned the mantle of Florida League of Cities president, he shared a vision to strengthen cities through the creation of regional compacts. The inspiration for his **Florida Regional Compact Initiative** was borne from Surrency's many years as a coach and encompassed his core conviction: We are better together. We are stronger together.

The concept was music to **Helen Miller's** ears. Miller, who is president of the **Suwannee River League of Cities** and councilwoman for the **Town of White Springs**, had been working for many months pulling stakeholders together in an effort to create a regional trail network to bolster eco-tourism.

"The idea of adopting a compact as a tool to combine and leverage our resources with those of other cities and counties was an exciting moment for me," said Miller. "I sat in the audience that day and thought, 'This is great! This structure is perfect for accelerating the growth of our outdoor recreation stakeholders' partnership.'"

With her can-do personality, Miller set to work. She started with an invitation to

the Florida League of Cities to present Surrency's initiative to her regional league members. That was followed by another presentation to more than 12 different stakeholders ranging from state and local government agencies to local elected officials and academia, paying particular attention to those working – including many who are volunteering – in the recreational industry.

Coming together to leverage their resources and enthusiasm has enormous potential for the Suwannee River Basin and adjacent regions. More than 500 outdoor recreation businesses and member organizations are located in the region, attracting over 2 million out-of-region outdoor recreation tourists. The recreation industry accounts for over \$1 billion of revenue annually. Access and infrastructure improvements could more than quadruple annual visitors, increase annual revenues by \$5 billion to \$10 billion, and create 10,000 to 50,000 new jobs region-wide within five to eight years.

In crafting the compact language for her region, Miller studied compact models near and wide. With the Florida League of Cities' help, Miller also investigated local government compacts including

those crafted by the cities of **Boston, Los Angeles** and **San Diego** – even **Durban, South Africa**. Ultimately, it was the **Southeast Florida Climate Compact** – eight years strong and still building momentum – that most closely fit the structural needs of Suwannee River Basin. Lauded as the national and international model for cross jurisdictional collaboration, the Southeast Florida Climate Compact comprises 109 cities and four counties.

Although the **Suwannee River Basin "Original Florida's" Outdoor Recreation Compact** is in its early stages, it has already been formally adopted unanimously by three city commissions. Several more cities have placed the compact on their agendas and passage is anticipated.

"The enthusiasm of community leaders across such a broad swath of north central Florida has been fantastic. It is humbling to watch committed stakeholders run with our vision and make it real," said Surrency.

Kristin Jacobs, president of Kristin Jacobs Consulting, is working with the Florida League of Cities on the Florida Regional Compact Initiative. She also serves as a member of the Florida House of Representative. **QC**

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Visit Natural
NORTH FLORIDA

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VOLUNTEERS, CONSULTANTS AND OTHERS**

as of 7/9/2015

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2016
Visit Natural North Florida
Meeting Dates and Counties



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

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

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