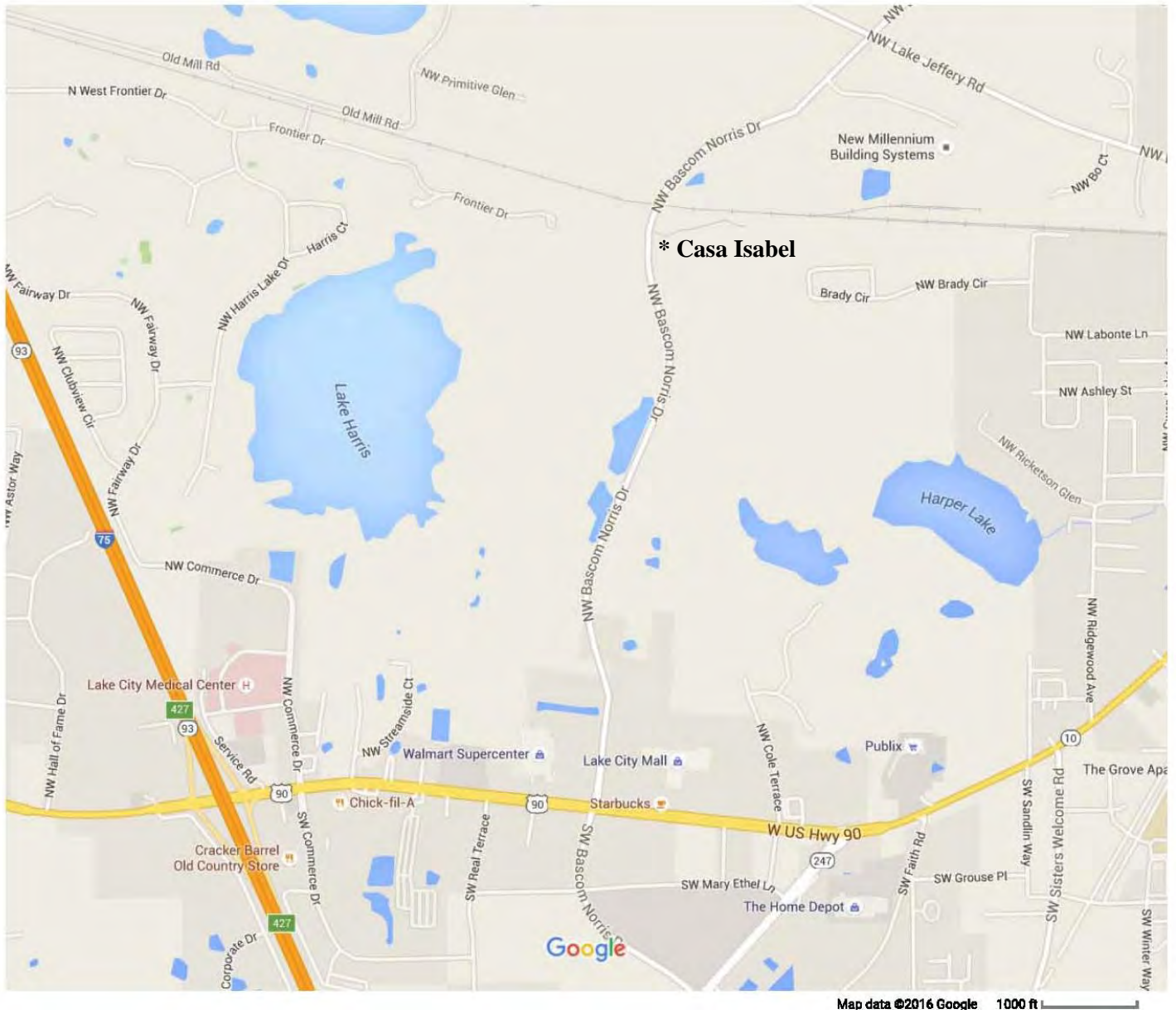


MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **June 16, 2016**. The meeting will be held at **Casa Isabel, 2338 NW Bascom Norris Dr, Lake City, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)



The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Visit Natural
NORTH FLORIDA

Casa Isabel
2338 NW Bascom Norris Drive, Lake City, Florida
Columbia County

June 16, 2016
Thursday 10:00 a.m.

	PAGE NO.
I. Call to Order, Introductions	
II. Approval of the Agenda	3
III. Approval of the April 21, 2016 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee Report	
a. Monthly Financial Report Review and Approval, March 31, 2016 and April 30, 2016	11
2. Marketing Committee Report	25
a. Review and Approval of Initial Design Concepts	
B. Fiscal Year 2015-16 Florida Department of Economic Opportunity Grant	47
1. 2016 Task Force Marketing Project	
a. Consideration of Adding Hamilton County	
b. Bicycle Routes and Springs for New Member Counties	
c. Identification of County Bicycle Routes for Ultimate Bicycling Guide	
2. Tourism Brochure Distribution	
3. Southeast Tourism Society Marketing College and Florida Governor's Tourism Conference Scholarships	53
4. eNewsletter	
5. Travel Expo at The Villages Show Report	
6. I-10 Welcome Center Summer Festival	
7. Undiscovered Florida Advertisement	
C. VISIT FLORIDA Grants	
1. VISIT FLORIDA Fiscal Year 2015-16 Cultural, Heritage Rural and Nature Grant (website blogger)	
2. VISIT FLORIDA - North Central Florida Fiscal Year 2015-16 Rural Area of Opportunity Partnership Program	55
a. Report on Cedar Key Giveaway Travel Contest Winner	
b. VISIT FLORIDA May 24, 2016 Meeting Report	
3. VISIT FLORIDA - North Central Florida Fiscal Year 2016-17 Rural Area of Opportunity Partnership Program	
a. Selection of a Travel Show Coordinator for 2016-17	
b. Travel Shows and Assignments (Tentative)	99

PAGE NO.

D. Other Staff Items	
1. Suwannee River Paddling Guide Distribution Policy	
2. Trademark Filing Status Report	
3. Consideration of Changes to Website Home Page	101
4. Hamilton County and Suwannee County Tourist Development Council Update	
5. Frank Levene Visit, June 24 - 28, 2016	
6. Regional Rural Development Grant Fiscal Year 2016 - 17	
Discussion of Proposed Projects	107
a. Hootsuite	109
b. Undiscovered Florida Co-Op Advertisement	115
7. Regional Rural Development Grant Fiscal Year 2017 - 18	
Discussion of Proposed Projects	117
E. VISIT FLORIDA Monthly Report, Brenna Dacks	119
F. Other Old Business	
1. Updated Task Force Member Contact Information	121
2. 2016 Meeting Dates and Locations	125
V. New Business	
A. Announcements	
B. Other New Business	
VI. Leadership Forum: Cody Gray, Columbia County Tourist Development Council, New Look Olustee and Tourism in Columbia County.	

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., July 21, 2016 at a location to be determined in Lafayette County.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Monticello Opera House
Monticello, FL
Jefferson County

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

MEMBERS PRESENT

Lois Nevins, Alachua County
Paula Vann, Columbia County
Katrina Richardson, Jefferson County
Nancy Wideman, Jefferson County
Susie Page, Lafayette County, Vice-Chair
Carol McQueen, Levy County
Lisa Frieman, Madison County, Treasurer
Brenda Graham, Madison County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Diane Bardhi, Wakulla County

MEMBERS ABSENT

Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Will Sexton, Bradford County
Russ McCallister, Dixie County
Martin Pierce, Dixie County
Donna Creamer, Gilchrist County
Helen Koehler, Levy County
Dave Mecusker, Union County
Gail Gilman, Wakulla County

OTHERS PRESENT

Dick Bailar
Brenna Dacks, VISIT FLORIDA
Bob Gitzen, Florida Department of Economic
Opportunity
Roland Loog
Ed Miller
Dr. Helen B. Miller
Kirk Reams, Jefferson County Clerk of the Court
Debbie Snap, Monticello News
Tommy Thompson, Two Tree

STAFF PRESENT

Steven Dopp

I. CALL TO ORDER, INTRODUCTIONS

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

II. APPROVAL OF THE AGENDA

Chair Taylor asked for approval of the meeting agenda.

ACTION: Nancy Wideman moved and Katrina Richardson seconded to approve the agenda as circulated. The motion passed unanimously.

III. APPROVAL OF THE MARCH 17, 2016 MINUTES

Chair Taylor asked for approval of the March 17, 2016 meeting minutes.

ACTION: Lisa Freeman moved and Ms. Richardson seconded to amend the March 17, 2016 meeting minutes to identify the meeting location as Jellystone Park, Madison Florida, and to approve the March 17, 2016 minutes as amended. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Financial Committee Reports

a. Monthly Financial Report Review and Approval, February 29, 2016

Lisa Frieman presented the monthly financial report for February 2016.

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

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

1. Contract Status

Steven Dopp noted that two signed originals of the contract were recently signed and mailed to the Florida Department of Economic Opportunity for their signature.

2. Scope of Work Discussion

a. Bicycle Routes for New Member Counties

Mr. Dopp reported that work has not begun on the deliverable.

b. Tourism Brochure Distribution

Mr. Dopp reported that brochures had been recently delivered to the two brochure distribution companies under contract with the Task Force. Mr. Dopp further reported that he had recently shipped brochures to both the I-10 and I-75 Welcome Centers.

c. Identification of County Bicycle Routes for Ultimate Bicycling Guide

Mr. Dopp requested the Task Force 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 and agreed by consensus to add the Blue Grotto in Levy County to the list of candidate springs. The Task Force also agreed by consensus to include all of the candidate springs in the Ultimate Springs Guide.

3. 2016 Task Force Marketing Project

Mr. Dopp recommended that a tentative meeting date be selected for the Task Force Marketing Committee to review proposals received for the 2016 Task Force Marketing Project. The Task Force agreed by consensus for the Marketing Committee to meet May 12, 2016 at a location to be determined to review the received proposals.

ACTION: Ms. McQueen moved Ms. Wideman seconded to add the Withlacoochee River South to the State-Designated Paddling Trails Trail Guide. The motion passed unanimously.

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

Mr. Dopp stated that registration forms have been submitted to the Southeast Tourism Society. He requested attendees to the Southeast Tourism Society Marketing College to contact him if they had not been contacted by the Southeast Tourism Society.

5. eNewsletters

Mr. Dopp stated that the spring newsletter has been distributed to over 3,000 email addresses. He noted that Mailchimp analytics indicate that the newsletter received an above-average rate of openings resulting in an above-average rate of click-thrus to the Task Force website.

6. Florida Welcome Center Festivals

Mr. Dopp asked if any Task Force members were interested in attending the I-10 Welcome Center Festival June 10, 2016 near Pensacola. Diane Bardhi and Ms. Frieman volunteered to staff a booth on behalf of the Task Force.

7. Travel Show Assignments

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

8. Undiscovered Florida Advertisement

Mr. Dopp stated that a copy of the Undiscovered Florida advertisement is included in the meeting packet.

C. 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. ITB Berlin Show Report

Roland Loog reported on the ITB Berlin Show.

- b. Canoeecopia Show Report

Tommy Thompson reported on the Canoeecopia Show.

- c. Philadelphia Travel and Adventure Show

Mr. Loog reported on the Philadelphia Travel and Adventure Show.

- d. Promotional Items - Flash Cards and Eyeglass Straps

Mr. Dopp reported on the purchase of promotional items.

- e. Selection of Cedar Key Getaway Travel Contest Winner

Diane Lawler was selected by Chair Taylor at random from the list of names and email addresses collected at travel shows as the winner of the Cedar Key Getaway Travel Contest.

D. Other Staff Items

1. Intern Activity Report

Mr. Dopp reported on recent activities of the Task Force intern.

2. Trademark Filing Status

Mr. Dopp reported that staff has researched filing a trademark for “Visit Natural North Florida” and anticipates submitting a trademark application soon.

3. Presentation to Suwannee County Tourist Development Council

Mr. Dopp updated the Task Force on efforts to contact the Suwannee County and Hamilton County Tourist Development Councils to recruit their respective counties to rejoin the Task Force.

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

Mr. Dopp reported on communications with VISIT FLORIDA staff regarding the Fiscal Year 2016-17 Rural Area of Opportunity Partnership. He noted that VISIT FLORIDA staff will agree to increase funding and the number of travel shows attended by the Task Force. Mr. Dopp recommended that the Task Force add an additional out-of-state domestic travel show as well as a subscription to VisaVues to its next Regional Rural Development Grant. Mr. Dopp noted that VISIT FLORIDA desires the Task Force to also represent Riverway South at the travel shows and for Riverway South to also represent Visit Natural North Florida at the travel shows it attends.

Chair Taylor suggested that she and Mr. Dopp meet with VISIT FLORIDA staff for a face-to-face meeting.

Brenna Dacks suggested that Roland also be part of such a meeting.

Roland Loog suggested that Heather Lopez of Riverway South be included as well as Donna Creamer and Carol McQueen.

It was agreed by consensus for Mr. Dopp to contact Heather Lopez of Riverway South to see if she is interested in attending such meeting and for Mr. Dopp to schedule a meeting with VISIT FLORIDA staff prior to May 24, 2016.

5. Regional Rural Development Grant Fiscal Year 2016 - 17

The Task Force reviewed the list of potential projects included in the meeting packet for the Fiscal Year 2016-17 Regional Rural Development Grant included in the meeting packet.

The Task Force agreed by consensus to delete the publication of the Big Bend Saltwater Paddling Guide, delete the Foreign Travel Agent Services item, add an additional out-of-state travel show and add the purchase of VisaVues domestic and international versions.

6. The Suwannee River Basin “Original Florida’s” Outdoor Recreation Compact

Dr. Helen Miller, Town of White Springs Councilwoman, discussed the purposes of the Suwannee River Basin Compact. She requested that the Compact be allowed to use “Original Florida” in its name and invited the Task Force to work with the Compact for the common goal of outdoor recreation facilities. The Task Force agreed by consensus to continue to request that the Compact exclude “Original Florida” from its name. The Task Force also agreed by consensus to work with the Compact in regards to promoting outdoor recreation.

F. VISIT FLORIDA Report

Brenna Dacks of VISIT FLORIDA presented the VISIT FLORIDA report.

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

Chair Taylor noted that a large number of members would be attending either the Southeast Tourism Conference Marketing College or the annual Florida Association of Destination Marketing Organizations meeting on the date of the scheduled May 2016 Task Force meeting.

ACTION: Ms. McQueen moved Ms. Wideman seconded to cancel the May 19, 2016 Task Force meeting. The motion passed unanimously.

V. NEW BUSINESS

A. Recognition of Nancy Wideman for Service as Chair of The Original Florida Tourism Task Force

Chair Taylor presented Ms. Wideman with a framed photo by John Moran in recognition of her service as Task Force Chair for Program Years 2013-14 and 2014-15.

B. Announcements

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

C. Other New Business

No new business was discussed.

VI. LEADERSHIP FORUM

Kirk Reams, Jefferson County Clerk of the Court discussed the Old Jefferson County High School Grant and other Jefferson County grant-funded projects.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., June 16, 2016 at a location to be determined in Columbia County, Florida.

The meeting adjourned at 1:40 p.m.

Dawn Taylor, Chair

6/16/16
Date

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

5:10 PM

06/10/16

Accrual Basis

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

	<u>Mar 31, 16</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	95,489.28
Total Checking/Savings	95,489.28
Other Current Assets	
Prepaid Registration Fees	12,464.30
Prepaid Travel	2,002.56
Total Other Current Assets	14,466.86
Total Current Assets	109,956.14
TOTAL ASSETS	<u>109,956.14</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	1,844.22
Total Accounts Payable	1,844.22
Total Current Liabilities	1,844.22
Total Liabilities	1,844.22
Equity	
Restricted	17,562.32
Unrestricted Earnings	64,064.63
Net Income	26,484.97
Total Equity	108,111.92
TOTAL LIABILITIES & EQUITY	<u>109,956.14</u>

3:34 PM

06/13/16

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 03/31/2016

	<u>Mar 31, 16</u>
Beginning Balance	45,506.86
Cleared Transactions	
Checks and Payments - 18 items	-23,942.58
Deposits and Credits - 1 item	73,925.00
Total Cleared Transactions	<u>49,982.42</u>
Cleared Balance	<u>95,489.28</u>
Register Balance as of 03/31/2016	95,489.28
New Transactions	
Checks and Payments - 30 items	-40,024.17
Deposits and Credits - 1 item	0.00
Total New Transactions	<u>-40,024.17</u>
Ending Balance	<u><u>55,465.11</u></u>

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6-13-16

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of March 31, 2016

(These financial statements are unaudited)

	Budget	March 2016	Year to Date	Over/(Under) Budget
Income				
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	73,920.00	73,920.00	(76,080.00)
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	73,920.00	175,069.87	(263,630.13)
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	4,931.04	(6,668.96)
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	0.00	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	801.84	88,756.04	(58,543.96)
Public Relations				
VisitFlorida NYC Media Luncheon	3,000.00	0.00	2,367.87	(632.13)
Total Public Relations	3,000.00	0.00	2,367.87	(632.13)
Trade Shows				
VisitFlorida RAO Promotional Items	3,000.00	0.00	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	0.00	3,084.54	(1,715.46)
Chicago RV & Camping Show	6,800.00	3,325.08	5,018.92	(1,781.08)
ITB Berlin Trade Show	12,400.00	0.00	0.00	(12,400.00)
Dallas Travel Expo	7,400.00	0.00	3,284.04	(4,115.96)
Madison, WI Canoeopia	5,000.00	0.00	825.00	(4,175.00)
NY Times Travel Show	8,600.00	2,445.93	4,635.41	(3,964.59)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of March 31, 2016

(These financial statements are unaudited)

	Budget	March 2016	Year to Date	Over/(Under) Budget
Philadelphia Travel Show	7,100.00	0.00	0.00	(7,100.00)
Atlanta RV & Camping Show	4,200.00	0.00	2,385.32	(1,814.68)
Washington DC Travel Expo	7,400.00	2,992.61	2,992.61	(4,407.39)
VisitFlorida Welcome Center Fest	100.00	0.00	0.00	(100.00)
Out State Travel Show #1	6,300.00	0.00	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	1,869.22	1,869.22	(2,130.78)
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	475.00	(525.00)
Toronto RV & Camping Show	7,400.00	2,422.44	4,190.38	(3,209.62)
Total Trade Shows	121,400.00	13,055.28	45,979.27	(75,420.73)
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	6,450.00	6,450.00	(50.00)
Distribute Springs Brochure	11,400.00		3,450.00	(7,950.00)
Total Advertising	34,900.00	6,450.00	9,900.00	(25,000.00)
Total Marketing	319,700.00	20,307.12	157,103.18	(162,596.82)
Administration				
Fl Dept Econ Opp FY 2014-15	11,300.00	0.00	0.00	(11,300.00)
Service Fees - VisitFlorida Travel Shows	13,200.00	2,200.00	2,200.00	(11,000.00)
Regional Marketing Program Fees	36,400.00	0.00	5,500.00	(30,900.00)
Fl Dept Econ Opp FY 2015-16	24,300.00	0.00	0.00	(24,300.00)
Total Administration	85,200.00	2,200.00	7,700.00	(77,500.00)
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	1,000.00	0.00	175.00	(825.00)
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	3,000.00	0.00	0.00	(3,000.00)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of March 31, 2016

(These financial statements are unaudited)

	<u>Budget</u>	<u>March 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	 0.00	 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	 168.59	 168.59	 (1,131.41)
 Telephone	 300.00	 0.00	 0.00	 (300.00)
 Postage	 300.00	 26.23	 29.46	 (270.54)
 Total Expenses	 <u>438,700.00</u>	 <u>22,701.94</u>	 <u>165,343.84</u>	 <u>(273,356.16)</u>
Net Income	<u>0.00</u>	<u>51,218.06</u>	<u>9,726.03</u>	<u>9,726.03</u>

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Visit Natural
NORTH FLORIDA

The Original Florida Tourism Task Force
Balance Sheet
As of April 30, 2016

	<u>Apr 30, 16</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	62,923.34
Total Checking/Savings	62,923.34
Other Current Assets	
Prepaid Registration Fees	12,464.30
Prepaid Travel	7,102.56
Total Other Current Assets	19,566.86
Total Current Assets	82,490.20
TOTAL ASSETS	<u>82,490.20</u>
LIABILITIES & EQUITY	
Equity	
Restricted	17,562.32
Unrestricted Earnings	64,064.63
Net Income	863.25
Total Equity	82,490.20
TOTAL LIABILITIES & EQUITY	<u>82,490.20</u>

3:40 PM

06/13/16

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 04/29/2016

	<u>Apr 29, 16</u>
Beginning Balance	95,489.28
Cleared Transactions	
Checks and Payments - 16 items	<u>-29,706.21</u>
Total Cleared Transactions	<u>-29,706.21</u>
Cleared Balance	<u><u>65,783.07</u></u>
Uncleared Transactions	
Checks and Payments - 5 items	<u>-2,859.73</u>
Total Uncleared Transactions	<u>-2,859.73</u>
Register Balance as of 04/29/2016	<u><u>62,923.34</u></u>
New Transactions	
Checks and Payments - 9 items	<u>-7,458.23</u>
Deposits and Credits - 1 item	<u>0.00</u>
Total New Transactions	<u>-7,458.23</u>
Ending Balance	<u><u>55,465.11</u></u>

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The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of April 30, 2016

(These financial statements are unaudited)

	Budget	April 2016	Year to Date	Over/(Under) Budget
Income				
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	73,920.00	(76,080.00)
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	175,069.87	(263,630.13)
Expenses				
Marketing				
Planning	10,100.00	0.00	10,100.00	0.00
Collateral Materials - 1000 Bicycle Guides	3,000.00	250.00	250.00	(2,750.00)
Total Planning & Collateral Materials	13,100.00	250.00	10,350.00	(2,750.00)
Website				
Bloggers Fees	11,600.00	801.84	5,732.88	(5,867.12)
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	0.00	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	801.84	89,557.88	(57,742.12)
Public Relations				
VisitFlorida NYC Media Luncheon	3,000.00	0.00	2,367.87	(632.13)
Total Public Relations	3,000.00	0.00	2,367.87	(632.13)
Trade Shows				
VisitFlorida RAO Promotional Items	3,000.00	1,238.41	4,046.33	1,046.33
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	0.00	3,084.54	(1,715.46)
Chicago RV & Camping Show	6,800.00	0.00	5,018.92	(1,781.08)
ITB Berlin Trade Show	12,400.00	8,196.89	8,196.89	(4,203.11)
Dallas Travel Expo	7,400.00	0.00	3,284.04	(4,115.96)
Madison, WI Canoeopia	5,000.00	2,073.91	2,898.71	(2,101.29)
NY Times Travel Show	8,600.00	0.00	4,635.41	(3,964.59)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of April 30, 2016

(These financial statements are unaudited)

	Budget	April 2016	Year to Date	Over/(Under) Budget
Philadelphia Travel Show	7,100.00	3,489.64	3,489.64	(3,610.36)
Atlanta RV & Camping Show	4,200.00	0.00	2,385.32	(1,814.68)
Washington DC Travel Expo	7,400.00	0.00	2,992.61	(4,407.39)
VisitFlorida Welcome Center Fest	100.00	60.00	60.00	(40.00)
Out State Travel Show #1	6,300.00	0.00	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	1,869.22	(2,130.78)
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	475.00	(525.00)
Toronto RV & Camping Show	7,400.00	2,335.68	6,526.16	(873.84)
Total Trade Shows	121,400.00	17,394.53	63,373.70	(58,026.30)
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	6,450.00	(50.00)
Distribute Springs Brochure	11,400.00	450.00	3,900.00	(7,500.00)
Total Advertising	34,900.00	450.00	10,350.00	(24,550.00)
Total Marketing	319,700.00	18,896.37	175,999.45	(143,700.55)
Administration				
Fl Dept Econ Opp FY 2014-15	11,300.00	0.00	0.00	(11,300.00)
Service Fees - VisitFlorida Travel Shows	13,200.00	5,500.00	7,700.00	(5,500.00)
Regional Marketing Program Fees	36,400.00	0.00	5,500.00	(30,900.00)
Fl Dept Econ Opp FY 2015-16	24,300.00	0.00	0.00	(24,300.00)
Total Administration	85,200.00	5,500.00	13,200.00	(72,000.00)
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	61.25	61.25	(338.75)
Total Memberships	1,000.00	61.25	236.25	(763.75)
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	3,000.00	0.00	0.00	(3,000.00)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of April 30, 2016

(These financial statements are unaudited)

	Budget	April 2016	Year to Date	Over/(Under) Budget
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	 0.00	 167.61	 (32.39)
 Legal				
Advertising	300.00	44.24	44.24	(255.76)
Expenses	300.00	0.00	0.00	(300.00)
Total Legal	<u>600.00</u>	<u>44.24</u>	<u>44.24</u>	<u>(555.76)</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	 1,030.00	 1,198.59	 (101.41)
 Telephone	 300.00	 0.00	 0.00	 (300.00)
 Postage	 300.00	 67.37	 96.93	 (203.07)
 Total Expenses	 <u>438,700.00</u>	 <u>25,599.23</u>	 <u>190,943.07</u>	 <u>(247,756.93)</u>
Net Income	<u>0.00</u>	<u>(25,599.23)</u>	<u>(15,873.20)</u>	<u>(15,873.20)</u>

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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)

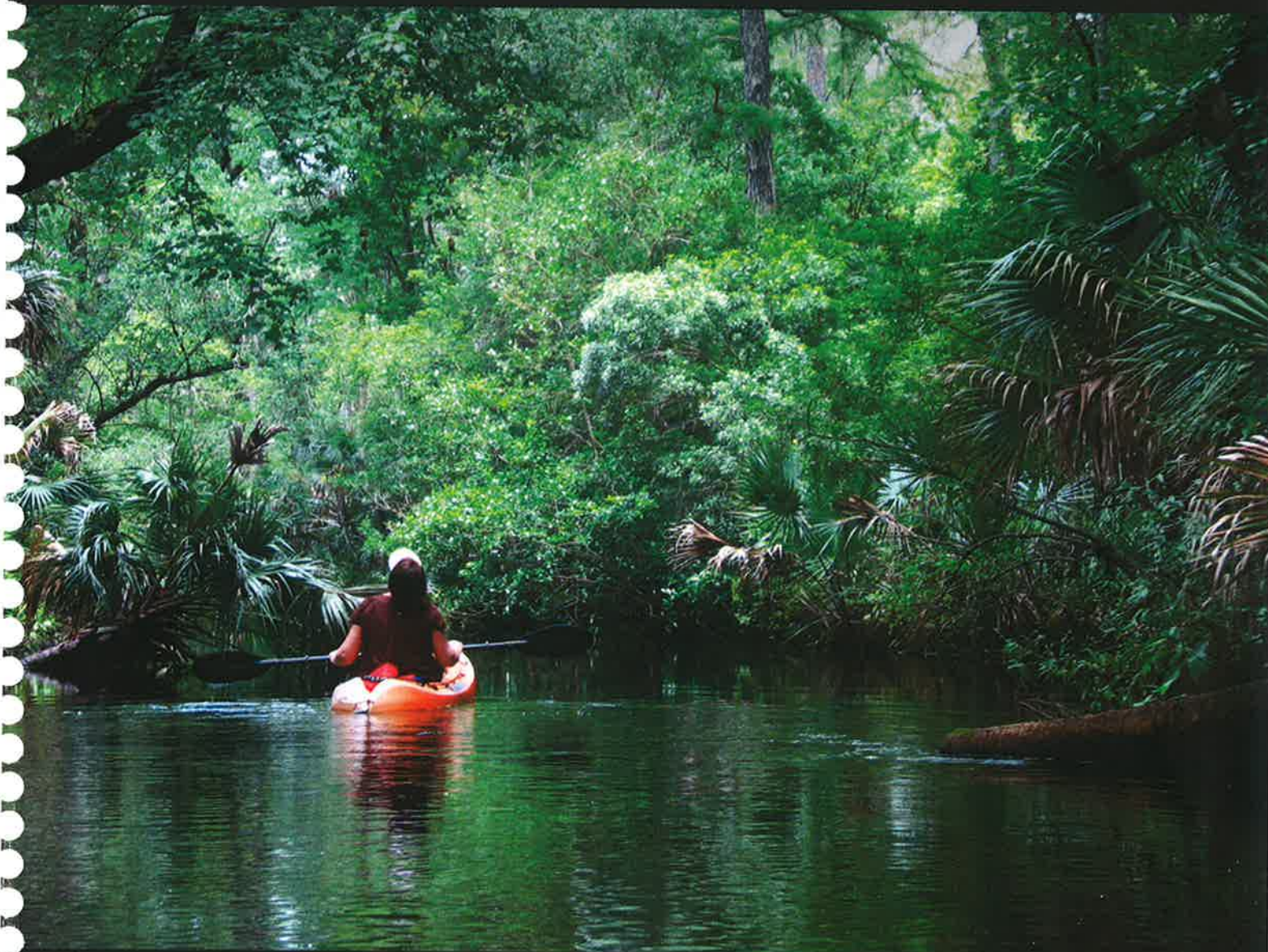
Amended 11/19/2015

	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

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PROPOSAL FOR

THE ORIGINAL FLORIDA TOURISM TASK FORCE 2016 MARKETING PROJECT



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- **1,000 Printed Copy of the Bicycle Trail/Route Guide, Referred to as the Ultimate Bicycle Guide**

We have identified two pricing quotes for the printed copy of the Ultimate Bicycle Guide. For our proposal, we are including the cost of Option 1 due to the overall project budget. If the Task Force is able to allocate additional funds to the printed version, Option 2 would be the preferred choice—since it will be printed on extremely premium, water proof paper.

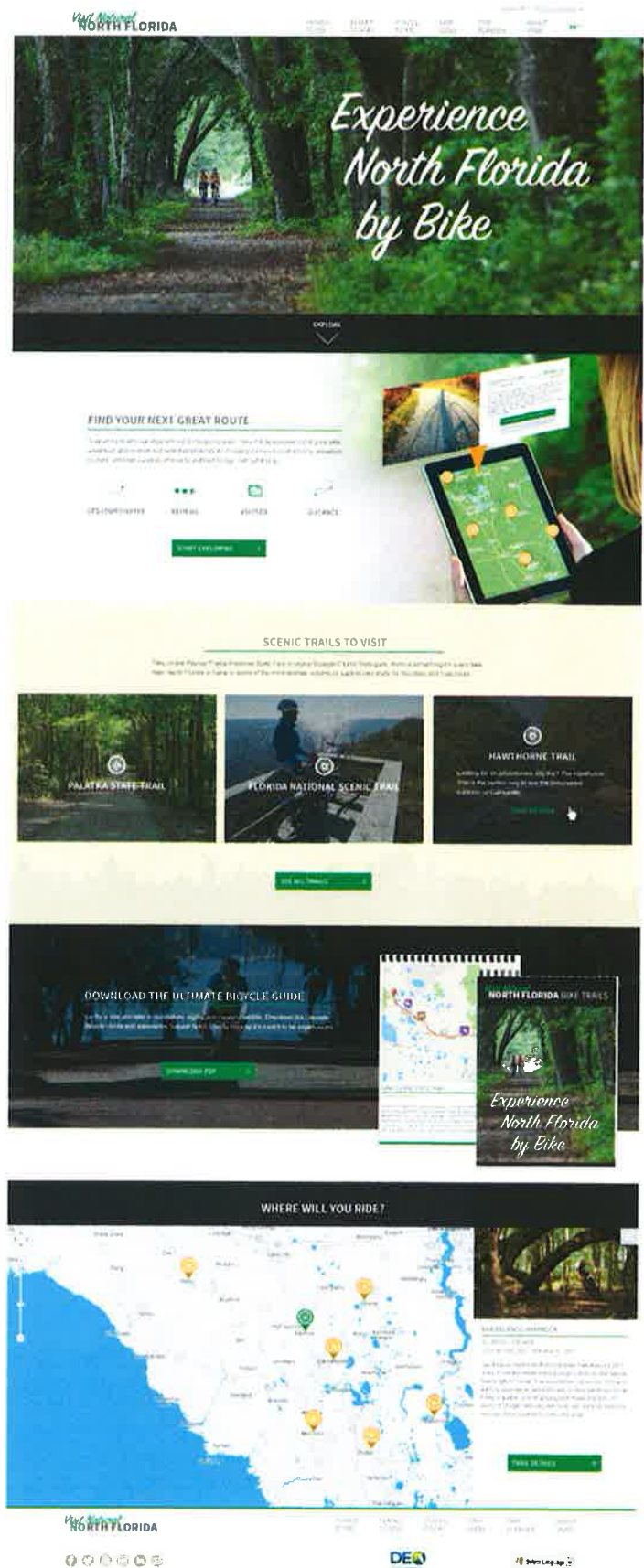
We have also included paper samples from Option 2 in our proposal package.

LEVEL 1: BICYCLE MICROSITE HOME PAGE

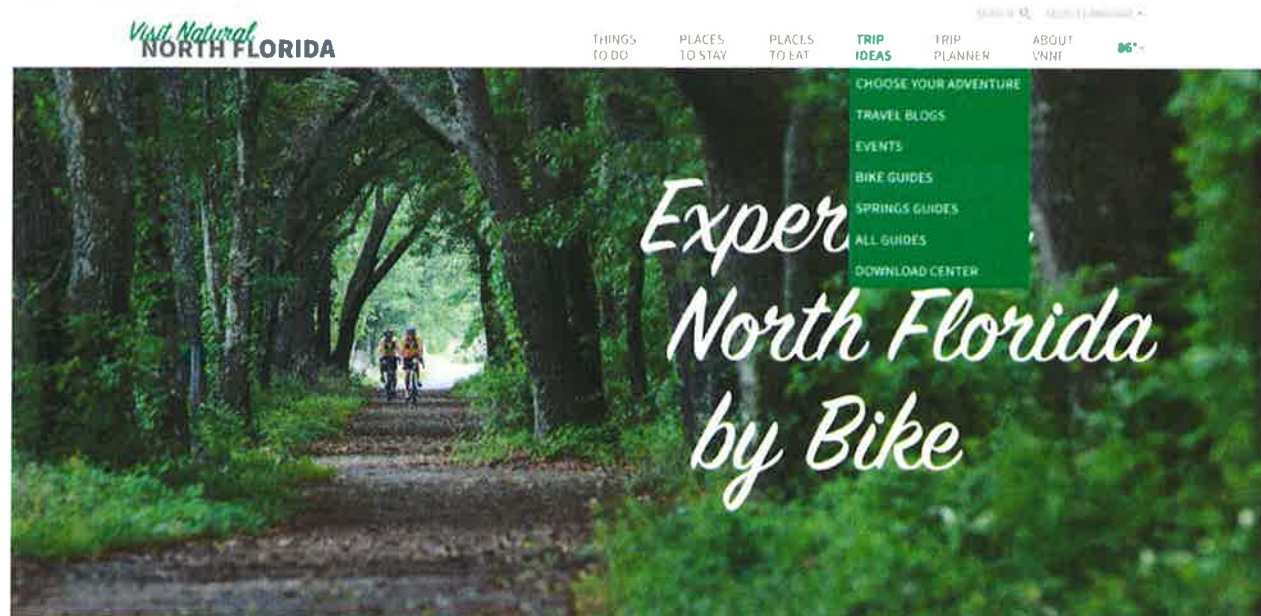
We have created the following bicycle microsite homepage as an example of how VNNF can promote the trails in North Florida as an experience that all cyclists—from leisure to experienced riders—will want to travel. From the striking imagery to the dynamic “Explore” bar, users will be prompted to use the site as a resource for their trail planning needs.

For this design, we have elevated four main content areas, which feature: Find Your Next Great Route, Scenic Trails to Visit, the Ultimate Bicycle Guide, and a map that will take the user to the Level 2 pages. Note that for the Scenic Trails to Visit, the Task Force would be able to easily rotate these featured trails, so that all counties are equally represented.

In this approach, we have utilized the same navigation on the current VNNF site. This integration will enable the user to easily navigate through all of the resources that the current site offers. As shown in the drop down menu on page 14, we recommend placing the bike microsite under the menu dropdown “Trip Ideas.”

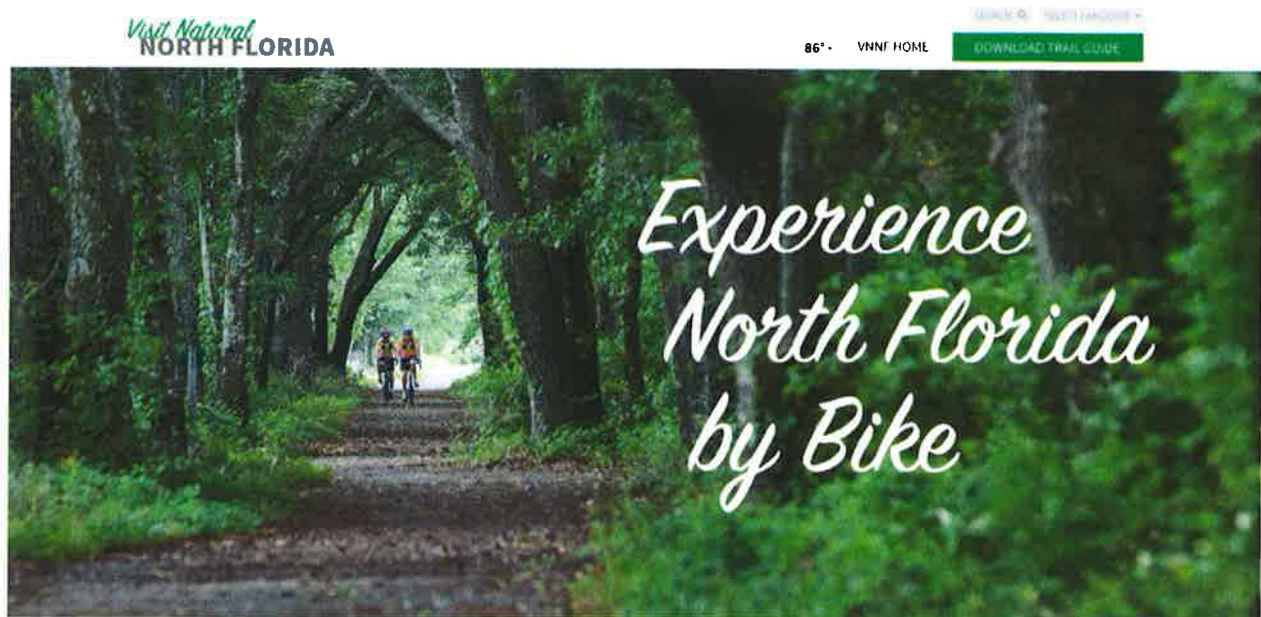


LEVEL 1: BICYCLE MICROSITE
DROP DOWN



LEVEL 1: BICYCLE MICROSITE ALTERNATIVE NAVIGATION

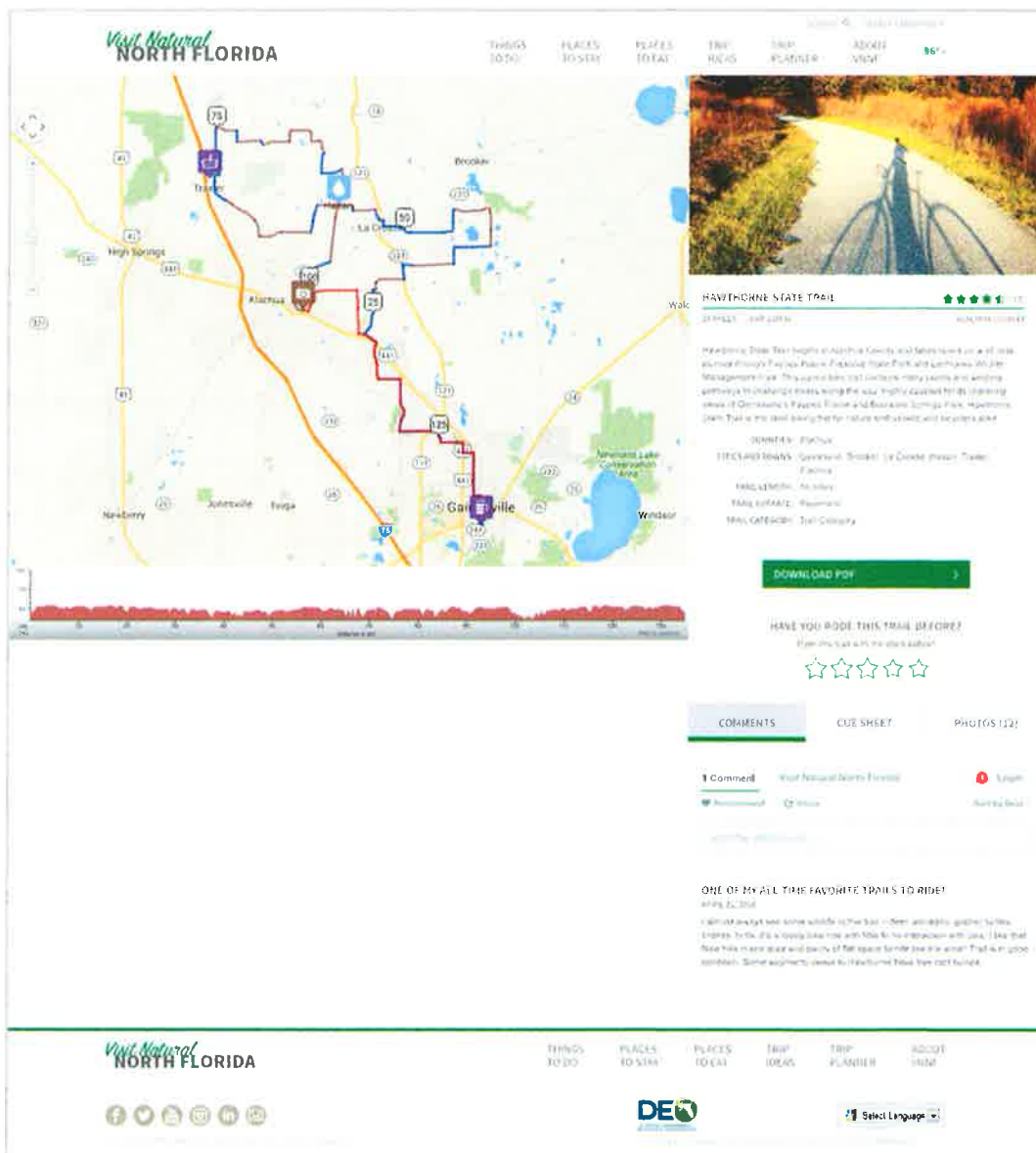
While our initial recommendation is to integrate the microsite within the current www.VNNF.org, we have also conceived the following design, which provides an alternative to how the main level navigation could be featured. If the Task Force selected this direction, we would recommend utilizing a new URL for the microsite, i.e. www.ridenorthflorida.com, www.ridenorthflorida.org, www.bikenorthflorida.org or www.bikenorthflorida.com.



LEVEL 2: BICYCLE MICROSITE INTERIOR PAGE

Understanding the importance of highlighting all of the required inputs for the bicycle microsite Level 2 page, we have conceived of the following design. In order to meet the Task Force's requests, we recommend using a Ride with GPS Application Program Interface (API) for the different portions of this page, i.e. the map and elevation features.

While we recommend that the map be the main feature of the page—and accordingly has the most dedicated space—we also know that it's important to feature other inputs, i.e. cue sheet, photos, comments, and trail description. In order to best organize these inputs, we have designed a page that will enable users to easily digest and navigate between the items that are most applicable to their site experience, by using the tab functionality underneath the trail description.



Feedback Regarding Technical Requirements:

For the microsite, we will plan to implement the requirements outlined in section C #1-14. We will use a RidewithGPS.com API to pull the requested information and integrate it into the microsite. While we are able to deliver on the items listed in C #1-14, we do want to call out the following items:

C.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.

C.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.

While both of these requirements are possible, this request will require additional training to the Task Force staff. We recommend one training session, during which we will provide a 1-hour tutorial on how the Task Force can add and hide routes as desired.

C.9.i.) Message boards for user comments regarding the trail/route

For the message board, we will use the service called DISQUS, which is currently used on the VNNF.org blog page. The message board on the bicycle microsite will function the same way as this current site feature (example: <http://www.naturalnorthflorida.com/tour-cedar-keys-lighthouse-february-20-2016/>). Note that for this feature and for the requested user-based rating, users will not be required to sign in.

10.b) The following items should be identified on each bicycle map, to the maximum extent practical: parking; trailheads; tunnels; restrooms; endpoints; drinking fountains; nearby hiking and bicycling trails/routes; geocoded photos; mileage markers; nearby restaurants; nearby lodging (hotels/motels/recreational vehicle and tent campgrounds, 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.

We are able to complete this request, except for the request to have the user turn on and off the functionality.

ULTIMATE SPRINGS GUIDE

Similar to the Ultimate Bicycle Guide, we have used the following pages to identify our approach for the following work streams: creating a downloadable springs guide and designing the ultimate springs microsite (inclusive of our initial thoughts on design directions).

- **Online, Interactive Springs Microsite**

According to the RFP, the Ultimate Springs Guide shall consist of an 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.

The detailed steps for site design, programming, maintenance and hosting of the microsite are provided on pages 4-7 and will follow the same project approach as the bicycle microsite. For the purposes of this proposal, below we have provided additional information regarding our site design process and content development approach.

Site Design

According to the RFP, the stated goal is to have an online, interactive freshwater springs website.

For this scope, we would follow the same design and development process that was previously outlined for the bicycle microsite as outlined on pages 11-12, in order to maintain a consistent look and feel to both microsites.

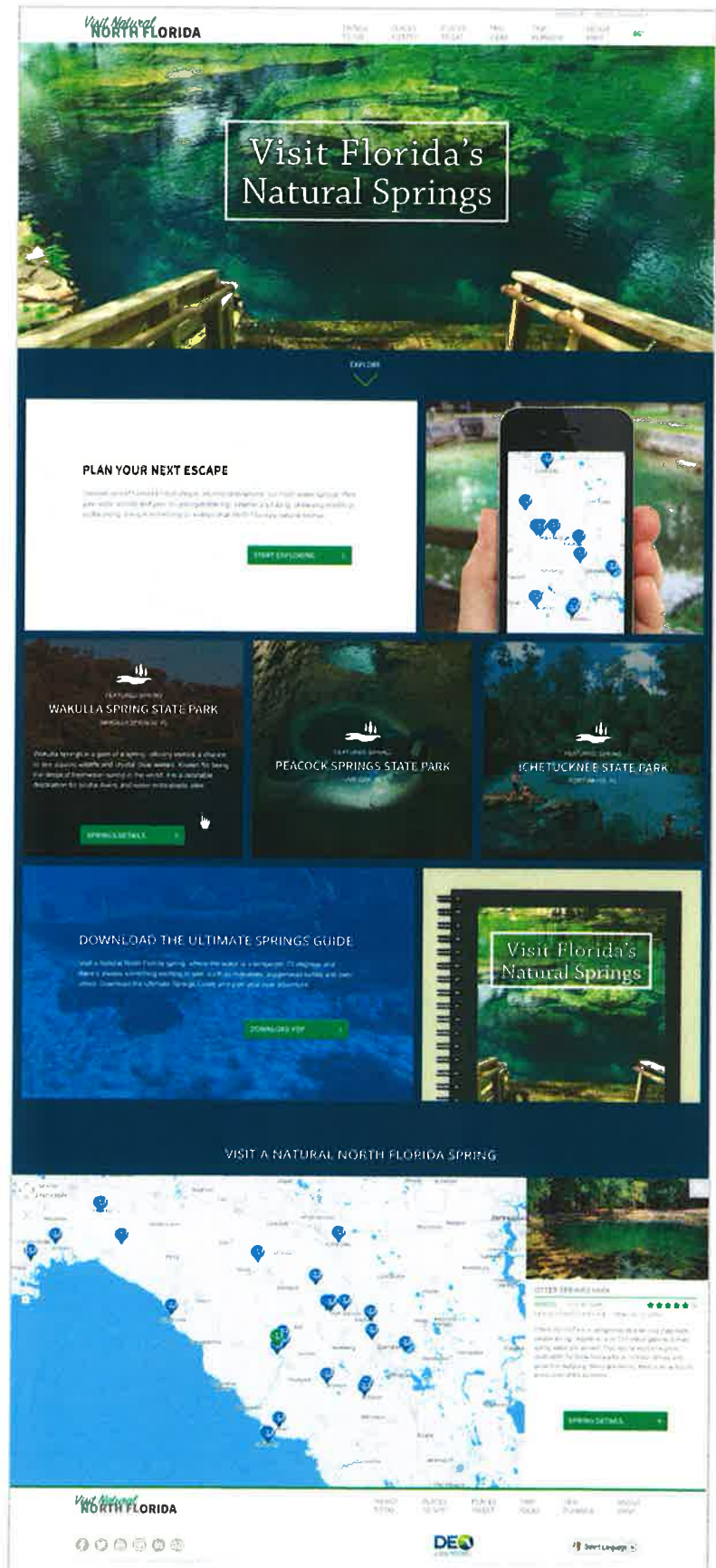
Similar to the bicycle microsite, these concepts will be a starting point, and we will use our initial discovery meetings with the Task Force staff to further explore other creative directions. As shown on pages 19-22, our team has conceived of initial content, layout, and design directions of the Level 1 and Level 2 pages for the microsite.

LEVEL 1: SPRINGS MICROSITE HOME PAGE

Per the issued RFP, the springs microsite should be an interactive site that features the freshwater springs throughout the north Florida region.

With this direction in mind, we designed the following page with the goal to prompt the user to begin planning their trip to one (or more) of the area's springs, showcase featured springs (which can be easily interchanged by the Task Force), promote the springs guide, and highlight the location of selected springs in the area.

For this page, we also followed a similar design to the bicycle microsite so that there would be a consistent look and feel among the various pages throughout the site. In addition, on the following page, we have demonstrated where this microsite could be integrated on the current www.VNNF.org site's drop down navigation.



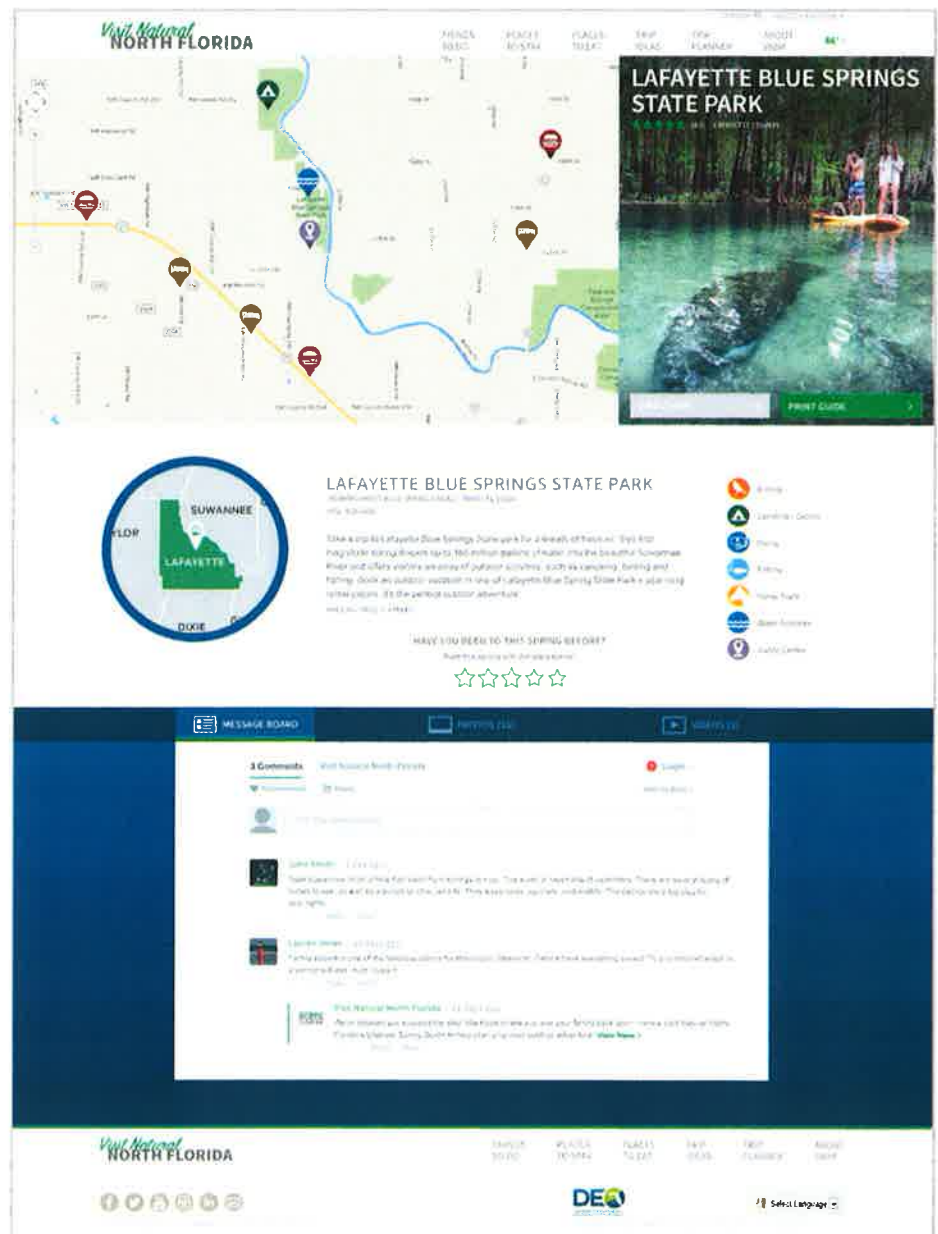
LEVEL 1: BICYCLE MICROSITE
DROP DOWN



LEVEL 2: SPRINGS MICROSITE INTERIOR PAGE

Matching the design theme for the Level 1 page, we focused on creating a visually striking and user-friendly page for the springs Level 2 design. As shown, we start the page with a map of the spring's surrounding amenities and features, i.e. restaurants, hotels, etc. For this page, the map will look similar to the map that is on the current www.VNNE.org site.

In addition to the map, the Level 2 page will provide the user the following information on the selected spring: brief description, message board, photos, videos, user rating, and the ability to print information on the spring.



**LEVEL 2: BICYCLE MICROSITE
MOBILE**



Feedback Regarding Technical Requirements:

For the microsite, we will plan to implement the requirements outlined in section B) 1-12, C) 1-2, and D) 1-16, and E. However, we do want to address the following requests:

D.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.

For this request, we will use a map that is very similar to the map on the current www.VNNF.org site.

12.h and 12.1) Level 2 web pages to consist of: Message boards for user comments regarding the trail/route; and a user-based rating system for the spring using a 1 (lowest score) to 5 (highest score) rating system.

For the message board, we will use the service called DISQUS, which is currently used on the VNNF.org blog page. The message board on the bicycle microsite will function the same way as this feature (example: <http://www.naturalnorthflorida.com/tour-cedar-keys-lighthouse-february-20-2016/>). Note that for this feature and for the requested user-based rating, users will not be required to sign in. For the user-based rating system, we will follow the same functionality as the bicycle microsite.

D.2) Level 2 spring description should identify the following information: The environmental/geographical setting of the spring

We would request additional clarification on this request from the Task Force, since we are currently unsure of exactly what this request represents.

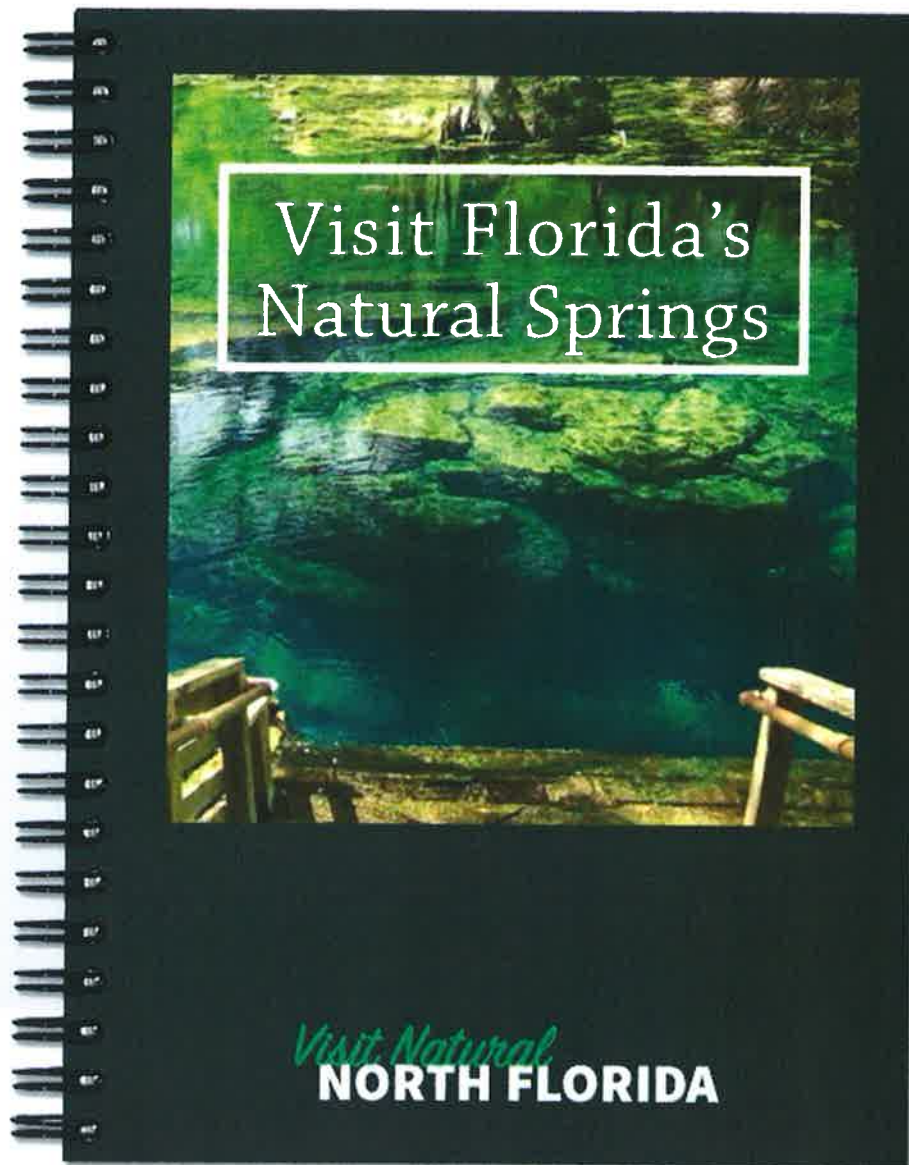
- **Creating the Downloadable PDF Springs guide**

Per the RFP, we will create a downloadable PDF springs guide. This guide will be featured on the website (see pages 19-22 for illustrative website designs that will feature the guide).

For this project scope, we use the following approach to design the create the downloadable springs PDF:

- Research & Discovery: In-depth research of the top springs in north Florida, inclusive of online research and Task Force input
- Content Plan: Identify and confirm 20 springs to feature
- Content Development: Organize level two inputs
- Design: Upon copy completion, layout, design elements, and production begins, with 1 round of feedback

For illustrative purposes, we have designed a sample cover of the Ultimate Springs Guide on the following page.



Content Development

Similar to our approach for the bicycle guide, we have conducted preliminary research on springs in the north Florida. Based on this research, we recommend featuring a total of 20 springs in the springs guide and on the microsite. Below, highlighted in green, are the 20 springs that we recommend. As alternative options, we have also included additional springs in the chart below. Upon project kick-off, we would work with the Task Force to finalize the 20 featured springs.

Priority:	HIGH PRIORITY	SWIMMING NOT RECOMMENDED		
COUNTY				
Alachua County	Pan Springs Park	Glen Springs	Boulware Springs	Horroby Spring
Bradford County	Heilbronn Spring			
Columbia County	Blue Hole Spring	Cedar Head Spring	Chetucknee Springs	Devil's Eye Springs
Dixie County	Copper Spring	Guarano Springs	Hart Springs	
Gilchrist County	Ginnie Springs	Dogwood Spring	Otter Springs Park	
Jefferson County	Wachusa River Springs	Big Blue Springs	Nutall River Rise Spring	
Lafayette County	Lafayette Blue Springs	Troy Springs	Ruth Spring	Meerson Spring
Levy County	Devil's Den	Fanning Springs	Wasscasassa River	Blue Springs
Madison County	Madison Blue Springs	Pet Spring		
Taylor County	Cedar Island Spring	Waldo Springs	Beaver Creek Spring Florida	
Union County	Worthington Spring			
Wakulla County	Gander Spring	Shepard Spring	Wakulla Springs	Indian Springs

DIGITAL ADVERTISING CAMPAIGN

Per the issued RFP, we understand that the goal of a Digital Advertising Campaign is to drive substantial additional traffic to the organization's website, www.vnnf.org through a geographically-targeted digital advertising campaign to increase awareness of tourist-oriented activities and resources located with the Natural North Florida region.

With that background in mind, we evaluated the digital advertising campaign requirements on pages 6-8 of the RFP. Our team has experience executing all identified items and will deliver all items identified in sections A-F. In addition, we have addressed a few of the specific requirements as outlined below:

A.2.) Demonstrate Familiarity with the tourism products of the Original Florida Task Force and its member counties, the Task Force website and the Task Force Facebook page.

Based on our experience leading the redesign and development of the new www.VNNF.org, our team of digital experts is very familiar with the Task Force, its member counties, website and Facebook page. For the launch of the www.VNNF.org site, we had a team of digital experts working on the project, during which they worked on the following tasks:

- **Content development, inclusive of site content (i.e. headlines) and 10 blogs:** For these 10 blogs, our content specialists researched and wrote on the activities, things to do, and

photos for all of the Task Force's member counties. This process enabled our team to become familiar with the top things to do, places to stay, and places to eat in every county.

- **Web design and development:** As the primary designers and developers for the new www.VNNF.org, our team of creative designers and developers know every aspect of the new site. In addition, we are most knowledgeable of the custom features that we created (i.e. the custom Things Do/Places to Eat/Places to Stay map, trip planner and county map).
- **Facebook:** As part of our content development and web design process, we have frequently visited the VNNF Facebook page since July 2015, in order to learn more about the Task Force and all of that North Florida has to offer tourists.

A.2.) Describe a digital advertising strategy which shall maximize impressions and conversions to the Task Force website and Facebook page

A.4.) Identify the maximum number of metropolitan areas to be included in the Digital Advertising Campaign

Due to the limited amount of media dollars, we propose taking a two-phased approach regarding digital marketing aimed at metropolitan areas. We propose the following schedule for the digital advertising campaign. Note that these dates are designed to occur in conjunction with the launch of the springs and bicycle microsites.

- Test Campaign: October 1 – October 31, 2016
- Full Campaign: November 1 – December 31, 2016

Phase 1 would be a testing phase that lasts 1 month (October 1 – October 31). Here we would take 30% of the overall media budget and publish and advertise in 8-10 geographic areas. These test campaigns will be inclusive but not limited to boosting Facebook posts, Facebook display ads, Google AdWords, and display ads and direct media buys on tourism and vacation focused websites.

Upon completion of Phase 1, we would judge the success of each metropolitan area's test based on metrics like impressions, clicks and conversion amounts and rates. Using those learnings, we would move into Phase 2 and use the remaining 70% of budget to advertise in the top 4-5 highest performing geographical areas using the tactics that provided the highest return on marketing investment (ROMI).

A.5.C.) Analytics: Provide analytics, accessible by the Task Force, on campaign performance including: 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.

We have full analytical and reporting capability and will provide detailed reports on all paid advertising and web analytics. In these reports we will include recommendations and insights for

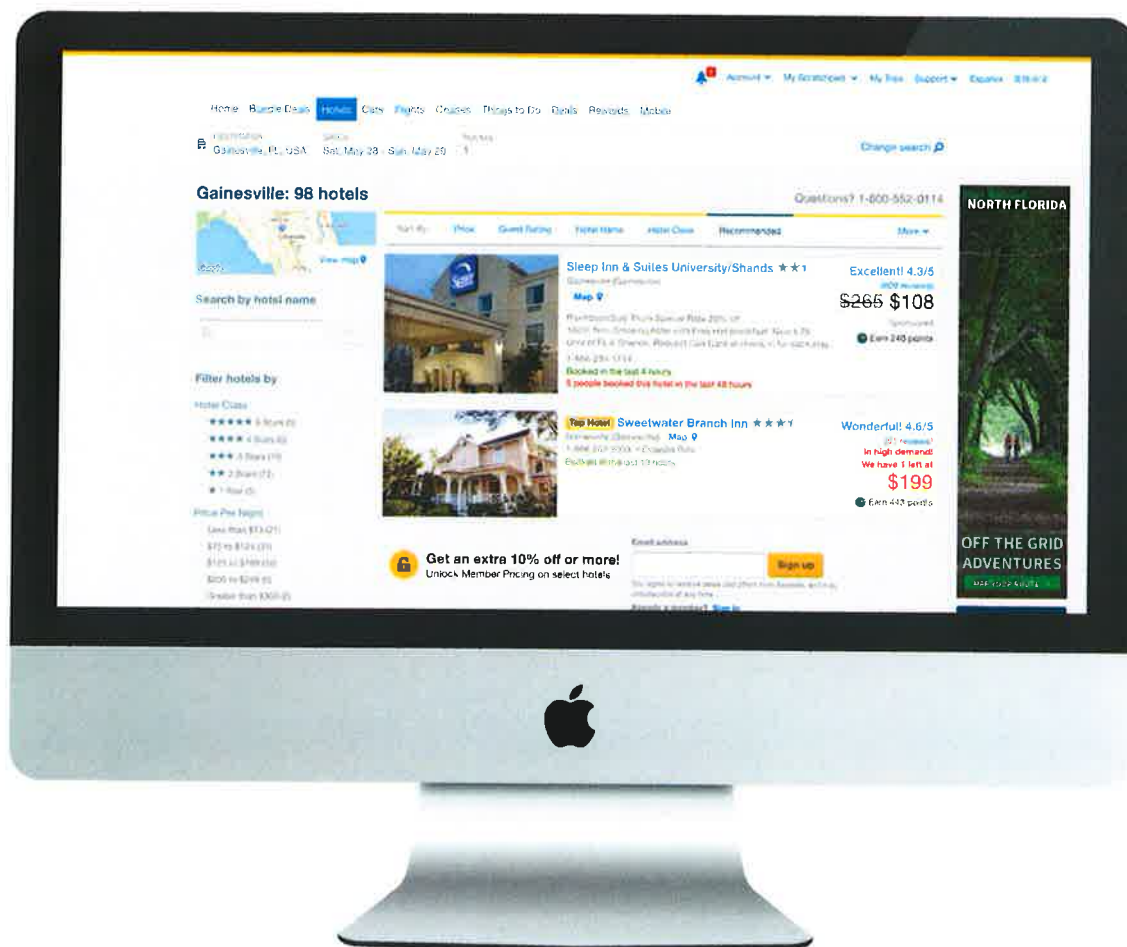
optimizations to incrementally improve the campaign as well as summaries of all ads run, websites the ads ran on and timeframes they were live. We will also change strategy at any time if the Task Force Marketing Committee requests it.

F. 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.

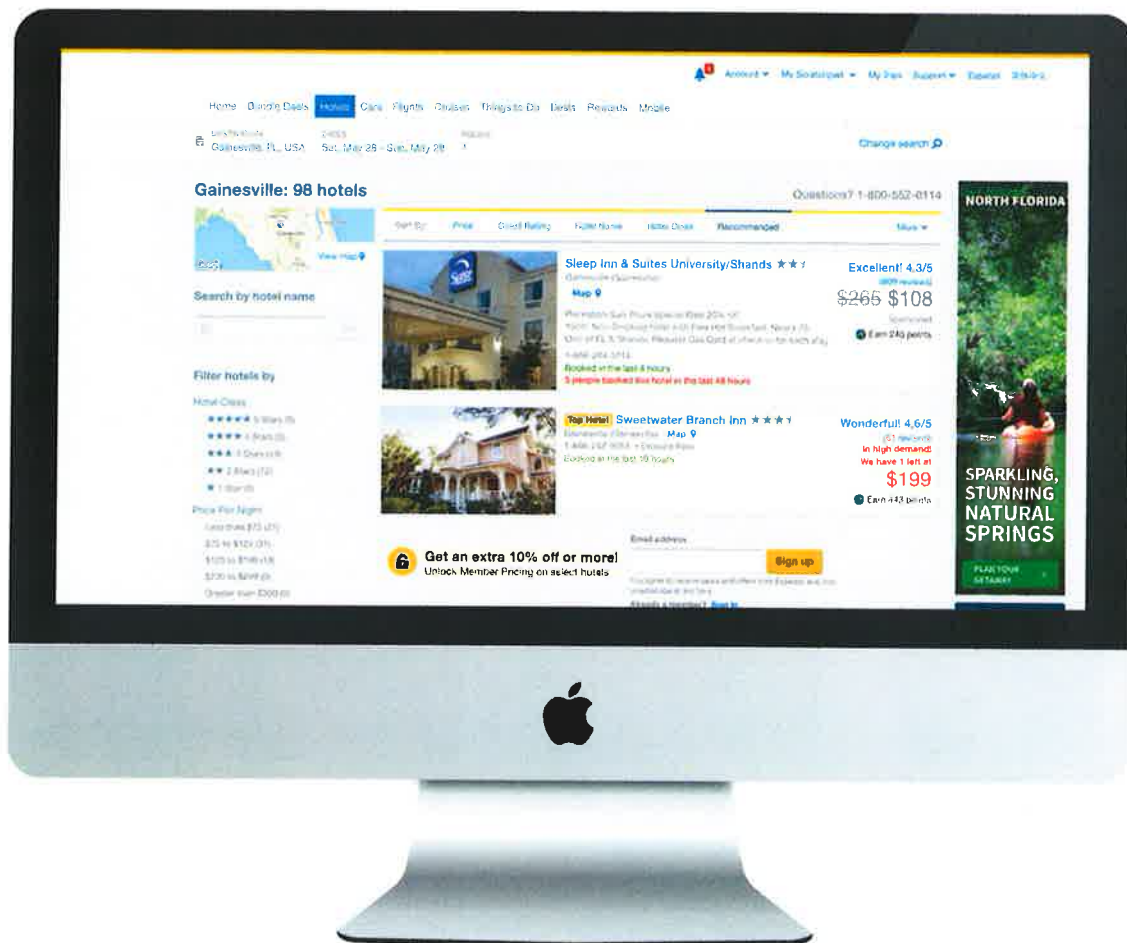
Due to the limited amount of media dollars and the demographic areas mainly existing in the United States, Google AdWords, and the Facebook Advertising Platform will be the best ad networks to utilize. These networks will allow us to target desktop, tablet and smartphones (mobile) using static and real-time bidding strategies. Static bidding will be used for search advertising, where a user is searching for something related to your keywords in a search engine. Static bidding provides several benefits including only paying when an ad is clicked and the ability to pay less for a click if the ad is very relevant to the keyword. The real-time bidding strategies will be used for display ads where ads are displayed only on websites or within smartphone apps that are related to the advertising subject matter. As a highlight of our expertise in paid search and analytics, Sparxoo is a Google Partner Certified Agency.

For this campaign, we anticipate that this digital advertising campaign will yield a minimum of 1 million total impressions, including Facebook and Google Adwords / Google Ad Network.

For illustrative purposes, our team has designed four sample digital ads that could be used as part of the digital advertising campaign. As shown, the theme of these ads is to drive traffic to the bicycle and springs microsite with striking imagery and compelling calls to action.









B. Project Coordination and Communication with Task Force

At Sparxoo, each project is led by a project leader who is a strategic communications expert and serves as the client's main point of contact. For this project, Strategic Account Director, Caitlin Doyle, will lead this project and facilitate deadlines and deliverables. In addition to Caitlin, the team will include Grace Northern who works closely with Visit Natural North Florida for digital initiatives. The extended Task Force team will include creative and development experts inclusive of UI / UX, content specialists, and web & mobile developers.

This process ensures a streamlined process for communication and project deliverables.

To ensure effective project coordination, we recommend the following communication plan:

- Design Phase: Weekly calls with the Task Force until all designs are approved
- Development and Production Phase: Bi-weekly calls to provide status updates

- Testing and Campaign Launch Phase: Weekly calls as the microsites and campaigns are launched and implemented

C. Detailed Implementation Timeline for the Project

- Bicycle Guide and Spring Guide Microsite Timeline: Please see detailed project timeline on page in the Appendix section. Note that the design and development for these two microsites will run concurrently.
- Bicycle Guide and Spring Guide PDF Guide Timeline:
 - Design: June and July
 - Content: July and August
 - Production: September
- Digital Advertising Campaign: Based on a launch date of on or around September 30, 2016 for the bicycle and springs microsites, we recommend the following timeline for the Digital Advertising Campaign. Note our team would conceive of the concepts and ad designs, and prep for media planning priorities prior to the Test Campaign start date.
 - Test Campaign: October 1 – October 31, 2016
 - Full Campaign: November 1 – December 31, 2016

D. Complete Proposal Summary Page for Each Project and Total Costs

Website Work stream	Budget
Ultimate Bicycle Guide	\$36,000
Ultimate Springs Guide	\$12,000
Digital Advertising Campaign	\$13,000
Transfer of Following URLs: www.ridenorthflorida.com , www.ridenorthflorida.org , www.bikenorthflorida.org and www.bikenorthflorida.com .	\$0
Hosting and Basic Maintenance included through January 13, 2018	\$0
Total for Website Project	\$61,000

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;

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NORTH FLORIDA

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Florida Governor's Conference on Tourism

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

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

	Estimated Cost
<hr/> STS Marketing College, May 15-20, 2016 Participants	
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	
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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North Central Florida Rural Area of Opportunity Partnership 2015-16 Travel Show Season Report



May 24, 2016

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

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Table of Contents

Chapter	Page Number
Executive Summary	iii
Introduction	1
North Central Florida Rural Area of Opportunity and The Original Florida Tourism Task Force.....	1
Partnership Description	1
Purpose: To Attract Visitors to the North Central Florida Rural Area of Opportunity	2
Goals	2
Partnership Advantages	2
Travel Show Reports.....	3
Detroit Camper and RV Show - September 30 - October 4, 2015	4
London World Travel Market - November 2 - 5, 2015	5
New York Times Travel Show - January 8 - 10, 2016	6
Atlanta Boat Show - January 14 - 17, 2016	7
Atlanta Camping & RV Show - January 29 - 31, 2016	8
Dallas Travel and Adventure Show - January 30 - 31, 2016	9
Chicago RV & Camping Show - February 17 - 21, 2016	10
Toronto Outdoors and Adventure Show - February 19 - 21, 2016	11
Washington, DC Travel Expo - February 20 - 21, 2016.....	13
Internationale Tourismusbörse Berlin, Germany - March 9 - 13, 2016.....	14
Canoeconia - Madison, Wisconsin - March 11 - 13, 2016	15
Philadelphia Travel and Adventure Show - March 19 - 20, 2016	17
Summary	18
Post- Consumer Show Marketing.....	19
Social Media - Facebook, Twitter, and Instagram.....	20
Revamped Task Force Website	23
North Florida Tourism Activity	24
Anecdotal Reports.....	24
Quantitative Reports	25
Other Positive Results.....	26
Google Analytics	27
Recommendations	34
RiverWay South Combined Shows.....	36
Additional Recommendations	38

List of Tables

Table	Page Number
Table 1 VISIT FLORIDA - Visit Natural North Florida 2015-16 Travel Show Schedule	3
Table 2 Total Travel Show Statistics.....	3
Table 3 Detroit Camper and RV Show Statistics	4
Table 4 London World Travel Market Statistics	5
Table 5 New York Times Travel Show Statistics	6
Table 6 Atlanta Boat Show Statistics.....	7
Table 7 Atlanta Camping & RV Show Statistics.....	8
Table 8 Dallas Travel and Adventure Show Statistics	9
Table 9 Chicago RV & Camping Show Statistics.....	10
Table 10 Toronto Outdoor Adventure Show Statistics	12
Table 11 Washington, DC Travel Expo Show Statistics	13
Table 12 Internationale Tourismusbörse Berlin Show Statistics	14
Table 13 Canoeconia Statistics.....	16
Table 14 Philadelphia Travel and Adventure Show Statistics.....	17
Table 15 Brochures Distributed per 100 Attendees, by Show	18
Table 16 Mailchimp Analytics, Task Force Spring 2016 Enewsletter: Engagement.....	19
Table 17 Mailchimp Analytics, Task Force Spring 2016 Enewsletter: Top Clicks to Website	20
Table 18 Natural North Florida Tourism Development Tax Revenues Fiscal Years 2013-14 and 2014-15	25
Table 19 Natural North Florida Tourism Development Tax Revenues July through February of Fiscal Years 2014-15 and 2015-16.....	26
Table 20 Visit Natural North Florida Website Usage by Top Ten Countries Calendar Years 2011 - 2015.....	28
Table 21 Visit Natural North Florida Website Usage by Top 25 States Calendar Years 2011 - 2015.....	30
Table 22 Visit Natural North Florida Website Usage by Top 40 Out-of-State Metropolitan Areas, 2011 - 2015.....	32
Table 23 Visit Natural North Florida Website Usage by Top 40 Countries, States and Out-of-State Metropolitan Areas, January 1 - April 26, 2016	33
Table 24 Recommended VISIT FLORIDA - Visit Natural North Florida Travel Shows, 2016-17 Season	34
Table 25 Potential European Outdoor Adventure Shows	35
Table 26 Potential Domestic Travel Shows for a Three-Year Rotation.....	36

Executive Summary

The Task Force favors travel shows as a marketing strategy since they provide an opportunity to introduce an unknown product to consumers, influence travel decisions and receive direct feedback from potential visitors to gauge reaction to Natural North Florida. Additionally, travel shows place Natural North Florida on par with destination marketing organizations with larger marketing budgets.

This year, the VISIT FLORIDA Rural Area of Opportunity Partnership Program leveraged an estimated \$57,500 of in-kind contributions from Task Force members and other volunteers who staffed Task Force booths as well as staff time spent on the program by the North Central Florida Regional Planning Council. The program also allowed the Task Force to apply for and receive \$150,000 in state matching grant funds. These funds were used to develop a new website, distribute brochures at hotels along interstate highways, publish a quarterly newsletter, as well as other marketing programs to drive visitors to the new website.

The Original Florida Tourism Task Force exhibited at nine domestic and three international travel shows during the 2015-16 travel show season. The travel shows were selected based on Task Force member knowledge of its top feeder markets as well as 2014 American Express Destinations Insights reports and Google Analytics data. Task Force booth teams noted strong consumer interest in the region at every show. Interest was particularly strong at outdoor adventure travel shows such as the Toronto Outdoor Adventure Show and recreational vehicle shows such as the Chicago RV and Camping Show. Overall, the Task Force distributed 27,250 pieces of collateral material at the 12 shows.

During State Fiscal Year 2014-15, Natural North Florida Tourist Development Tax (i.e., bed tax) revenues, the first year of the Rural Areas of Opportunity Partnership, increased by 8.9 percent over 2013-14 levels. Statewide, bed tax revenues increased by 12.6 percent during this time period. **For the 2015-16 State Fiscal Year, through February 2016, Natural North Florida bed tax revenues increased by 15.9 percent over Fiscal Year 2014-15, whereas statewide bed tax revenues increased 10.0 percent.** Many of the Task Force members attribute the increase in bed tax revenues to the VISIT FLORIDA Rural Areas of Opportunity Partnership travel show program.

Google Analytics reports the percentage of Florida-based users accessing the Task Force website increased from 60.0 percent in 2011 to 74.9 percent in 2015. At the same time, the percentage of mobile devices accessing the website increased from 8.5 percent in 2011 to 51.9 percent in 2015. Since Google Analytics identifies mobile devices by the location from which the website is accessed, instead of the billing address or place of residence of the device owner, the percentage of international and domestic visitor interest in the region is likely higher than suggested by Google. In order to better understand the Visit Natural North Florida market, it is recommended that the Task Force purchase a one-year subscription to VisaVues domestic and international editions through VISIT FLORIDA with its Fiscal Year 2016-17 Regional Rural Development Grant.

For Fiscal Year 2016-17, the Task Force recommends continuing the travel show program and increasing the number of travel shows to 16, including a European outdoor adventure show. Three of the 16 travel shows will be funded from the Task Force Regional Rural Development grant. After consultation with RiverWay South, it is recommended that the two organizations exhibit at five combined shows with each combined show consisting of one 10' x 20' booth shared by both with two representatives from each organization. It is further recommended that each organization use a large map displaying its location as well as the large amount of government-owned conservation land located in each region. Such maps can be used individually at individual shows and be placed side-by-side at the combined shows, providing a unifying theme for the two regions.

The Task Force estimates that its maximum operational capacity is 18 travel shows per travel show season. However, the number of attractive shows is significantly higher. Therefore, it may soon be necessary to place some shows on a two-year or three-year rotation to maintain a Task Force presence in all of the desired markets.

Finally, it is recommended that the VISIT FLORIDA advance payment to the Task Force be increased from \$25,000 to \$50,000. The cost-reimbursable nature of the Partnership has placed a significant strain on the available working capital of the Task Force. Increasing the deposit from \$25,000 to \$50,000 will help alleviate potential cash flow challenges and reduce the likelihood of the Task Force requesting reimbursements during the travel show season.

Introduction

This report presents the results of the second year of the North Central Florida Rural Area of Opportunity Partnership. It presents statistics on attendance and collateral distributed at the 12 trade and travel shows attended by The Original Florida Tourism Task Force. The report also includes information on users of the Visit Natural North Florida website (www.vnnf.org) as provided by Google Analytics. Based on the experience of the Task Force at the trade and travel shows, combined with the website user data, the report includes recommendations for the Partnership.

North Central Florida Rural Area of Opportunity and The Original Florida Tourism Task Force

The North Central Florida Rural Area of Opportunity was created by the State of Florida in recognition of the need for economic assistance in the area. The North Central Florida Rural Area of Opportunity is comprised of the following rural counties: Baker, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, Putnam, Suwannee, Taylor and Union Counties. Due to their membership in The Original Florida Tourism Task Force, Alachua and Wakulla Counties were also included in the promotional effort.

The Original Florida Tourism Task Force, doing business as Visit Natural North Florida, represents the North Central Florida Rural Area of Opportunity for VISIT FLORIDA in the promotion of the region to tourists. The North Central Florida Regional Planning Council provides staff to the Task Force.

Partnership Description

The Partnership allows tourism marketing representatives from Natural North Florida to talk directly to potential tourists at “out of state” consumer shows where potential tourists go to learn about the tourism products the Rural Area of Opportunity has in abundance.

This is a VISIT FLORIDA consumer show promotion campaign for Florida counties designated as the North Central Florida Rural Area of Opportunity and provides a means whereby VISIT FLORIDA can promote economic development through increased tourism.

The selection of consumer shows is based on the following criteria: (1) Does the target audience of the show have the likelihood of visiting the region due to the psychographics of the audience; (2) Are the attendees from a highly ranked feeder city for the region; and (3) Is the consumer show likely to attract sufficient numbers of people who are favorably predisposed to the types of tourist-oriented attractions found in Natural North Florida.

Purpose: To Attract Visitors to the North Central Florida Rural Area of Opportunity

The purpose of the Partnership is to provide financial assistance to the North Central Florida Rural Area of Opportunity through the creation of a partnership that focuses on selling the nature-based products of the region to individual consumers and trade professionals. The partnership has helped showcase the adventure travel of the area: Boating, recreational vehicle and camping facilities, paddle activities, bicycling, bird watching, unique getaway vacation spots and the other product elements of north central Florida.

This has been accomplished through the staffing of booths by Task Force members at nine domestic out-of-state travel adventure shows, one international outdoor adventure show and two international travel trade/consumer shows. The shows have given consumers and trade professionals the opportunity to learn about this undiscovered part of the Florida market.

Goals

One goal of Partnership is to create more awareness about the unique nature-based resources of the north central Florida region and encourage visitors traveling along the I-75 and I-95 corridors to explore the area, attract specific niche markets and to catch the attention of the international markets whose psychographics fit Natural North Florida.

Another Partnership goal is to generate frequent day trips into the area; thus, generating a greater appreciation of this “one of a kind” piece of the Florida experience. Over time, these frequent visitors will convert into longer stays in order to explore the entire area. The longer stays will grow the bed tax, sales tax and employment opportunities and contribute to economic growth.

Partnership Advantages

The Partnership allows Destination Marketing Organizations within the North Central Rural Area of Opportunity to staff travel show booths, promote the region as well as the entire State of Florida. It also allows rural north central Florida Destination Marketing Organizations to use market research to target identified feeder cities for tourism promotion and to appraise the reactions of show visitors to Natural North Florida (which has been overwhelmingly positive).

The Partnership also provides VISIT FLORIDA visibility at consumer shows without expanding their consumer show department and allows Natural North Florida to promote the entire Florida product, set-up a booth designed by VISIT FLORIDA to help to promote its brand, and distribute collateral material, such as the Florida State Parks Guides, which promotes the entire state. By limiting the number of shows attended by any one Task Force member, Task Force members are able to stay fresh and enthusiastic at each show.

Although the Task Force did not make a direct financial contribution to the Partnership, the salaries of Task Force members who attended the travel shows were paid for by their member organizations. Their time, as well as that of volunteers who attended the travel shows, amounts to 101 days with an estimated value \$32,000 of in-kind contributions to the Partnership. Additionally, North Central Florida Regional Planning Council contributed staff time to the project. The estimated value of the Planning Council in-kind contribution is \$25,000. Finally, the Levy County Visitors and Conventions Bureau contributed \$500 for a Cedar Key Getaway package which was used as a drawing for the gathering of email addresses at the travel shows.

Travel Show Reports

The Task Force exhibited at 12 travel shows during the 2015-16 travel show season, an increase of four shows over last year's Rural Area of Opportunity grant. The Coordinator attended seven shows. A total of 12 different Task Force members and volunteers staffed booths at the travel shows. Typically, Task Force members and volunteers attended one or two travel shows each. The salaries of Task Force members for their time while attending the various travel shows are paid by their member organizations. Table 1 identifies the travel shows at which the Task Force exhibited.

Table 1
VISIT FLORIDA - Visit Natural North Florida 2015-16 Travel Show Schedule

Show	Show Dates
Detroit Camper and RV Show	September 30 - October 3, 2015
London World Travel Market	November 2 - 5, 2015
Atlanta Boat Show	January 14 - 17, 2016
New York Times Travel Show	January 8 - 10, 2016
Atlanta Camping & RV Show	January 29 - 31, 2016
Dallas Travel and Adventure Show	January 30 - 31, 2016
Chicago RV & Camping Show	February 17 - 21, 2016
Toronto Outdoors Adventure Show	February 19 - 21, 2016
Washington, DC Travel Expo	February 20 - 21, 2016
Int'l Internationale Tourismusbörse Berlin, Germany	March 9 - 13, 2016
Canoecon	March 11 - 13, 2016
Philadelphia Travel and Adventure Show	March 19 - 20, 2016

Table 2 provides summary statistics on the 12 travel shows.

Table 2
Total Travel Show Statistics

Item	Amount
Total Attendance	541,434
Florida State Parks Guides	4,650
Florida State Transportation/Road Maps	5,850
North Central Florida Rural Area of Opportunity Brochures	11,050
Other Regional Brochures	5,514
Emails Collected	1,599
USB Press Kits	187
Meetings with Media, Trade Professionals	232

As can be seen in Table 2, attendance at the 12 travel shows exceeded 500,000, although more than half of the attendance figure (330,000) was attributable to the ITB Berlin and London World Travel Market shows. Excluding these shows, attendance averaged 21,643 per show, or 6,670 per travel-show day. Table 1 also indicates that 11,050 16-county VISIT FLORIDA-prepared brochures as well as 5,514 other regional brochures were distributed at the shows.

Detroit Camper and RV Show - September 30 - October 4, 2015
Booth Team: Donna Creamer and Cody Gray

The Detroit Camper and RV Show was held approximately 30 miles from Detroit at the Suburban Collection Showplace in Novi Michigan. It is the largest recreational vehicle show in the state. This was the first year which the producers of the show, the Michigan Association of Recreation Vehicles and Campgrounds, allowed out-of-state exhibitors. As such, Visit Natural North Florida was the only Florida destination exhibiting at the show. Booth team members noted that show attendees exhibited greater knowledge of the region than at other shows but assumed, as at every other recreational vehicle show attended by the Task Force, that the area's recreational vehicle parks were full during the winter. Interest in the region was storing as evidenced by the large number of Rural Area of Opportunity brochures distributed at the show as reported in Table 2.

Detroit is ranked as the 21st out-of-state feeder market based on American Express Destination Insights 2014 credit card usage data and 22nd by Google Analytics for out-of-state metropolitan area Task Force website users, 2011- 2015.

Table 3
Detroit Camper and RV Show Statistics

Item	Amount
Total Attendance	25,600
Florida State Parks Guides (ran out)	300
Florida State Transportation/Road Maps (ran out)	600
North Central Florida Rural Area of Opportunity Brochures	1,500
Other Regional Brochures	0
Emails Collected	63
USB Press Kits	0
Meetings with Media, Trade Professionals	0



Visit Natural North Florida at Detroit

London World Travel Market - November 2 - 5, 2015
Booth Team: Roland Loog and Sandy Beach

The London World Travel Market is the second-largest travel trade and consumer show in the world and served as Visit Natural North Florida's introduction to the United Kingdom market. The United Kingdom is ranked as the second-largest largest foreign market for the Task Force based on Google Analytics for website users by country, 2011 - 2015.

Attendees showed strong interest in unique, soft, outdoor adventures of the region. Booth staff held multiple meetings with members of the United Kingdom travel profession which may result in future collaborative efforts to market Visit Natural North Florida in the United Kingdom.

Table 4
London World Travel Market Statistics

Item	Amount
Total Attendance (includes 50,000 consumers)	150,000
State Parks Guides (ran out)	200
Florida State Transportation/Road Maps	0
North Central Florida Rural Area of Opportunity Brochures	600
Other Regional Brochures	200
Emails Collected	20
USB Press Kits	60
Meetings with Media, Trade Professionals	71



Task Force Counter at World Travel Market

New York Times Travel Show - January 8 - 10, 2016

Booth Team: Roland Loog and Dawn Taylor

The New York Times Travel Show, held at the Jacob Javits Convention Center in Manhattan, had representatives from all over the world manning booths selling luxury, adventure, and family travel. Attendees appeared interested in quaint, off-the-beaten path destinations such as Natural North Florida. The show also allowed the Task Force to be part of the VISIT FLORIDA team. This market knew little about the region and was surprised at the quantity and quality of the nature-based product while being easily accessible to major airport hubs. The show also gave the Task Force an opportunity to meet with travelers/travel professionals from outside the established market for the region. Task Force staff presented a talk on Natural North Florida which was lightly attended.

New York is ranked as the number four out-of-state feeder market based on American Express Destination Insights 2014 credit card usage data and second by Google Analytics for out-of-state metropolitan area Task Force website users, 2011 - 2015.

Table 5
New York Times Travel Show Statistics

Item	Amount
Total Attendance	29,061
Florida State Parks Guides (ran out)	500
Florida State Transportation/Road Maps	600
North Central Florida Rural Area of Opportunity Brochures	600
Other Regional Brochures	410
Emails Collected	200
USB Press Kits	52
Meetings with Media, Trade Professionals	52



Last Year's Travel Contest Winner at This Year's New York Times Show

Atlanta Boat Show - January 14 - 17, 2016
Booth Team: Roland Loog

The Atlanta Boat Show, held at the World Congress Center, is one of the largest boat shows in the country. The attendees are avid motorboat enthusiasts living in the number one "Out of State" feeder market for north central Florida. Many attendees were familiar with the Natural North Florida area, but unaware of the multitude of services and sites available within the region, particularly in the Big Bend.

Atlanta is ranked as the number one out-of-state feeder market based on American Express Destination Insights 2014 credit card usage data and first by Google Analytics for out-of-state metropolitan area Task Force website users, 2011- 2015.

Table 6
Atlanta Boat Show Statistics

Item	Amount
Total Attendance	24,000
Florida State Parks Guides (ran out)	400
Florida State Transportation/Road Maps	400
North Central Florida Rural Area of Opportunity Brochures	600
Other Regional Brochures	62
Emails Collected	48
USB Press Kits	0
Meetings with Media, Trade Professionals	0



Main Showroom at the Atlanta Boat Show

Atlanta Camping & RV Show - January 29 - 31, 2016
Booth Team: Roland Loog and Russ McCallister

The Atlanta Camping & RV Show is the largest all-indoor recreational vehicle show in Georgia. The attendees are interested in north Florida camping and outdoor activities. It is the second show attended by the Task Force in Atlanta as it is the number one out-of-state feeder market for north central Florida.

As previously noted, Atlanta is ranked as the number one out-of-state feeder market based on American Express Destination Insights 2014 credit card usage data and first by Google Analytics for out-of-state metropolitan area Task Force website users, 2011- 2015. When including Florida metropolitan areas, Atlanta is ranked as the third largest feeder market based on American Express data and the 7th-largest market based on Google Analytics.

Subsequent to the show, booth members identified several show attendees at recreational vehicle campgrounds in Dixie County and paddling the Suwannee River.

Table 7
Atlanta Camping & RV Show Statistics

Item	Amount
Total Attendance	20,000
Florida State Parks Guides (ran out)	500
Florida State Transportation/Road Maps (ran out)	600
North Central Florida Rural Area of Opportunity Brochures	650
Other Regional Brochures (ran out)	1,000
Emails Collected	250
USB Press Kits	0
Meetings with Media, Trade Professionals	0



Roland Loog working his magic... Day #2



Roland Works his Magic at the Atlanta Camping & RV Show

Dallas Travel and Adventure Show - January 30 - 31, 2016

Booth Team: Donna Creamer and Brenda Graham

The Dallas Travel and Adventure Show is another in a series of shows produced by Unicom. The attendees consider themselves to be within the drive market of Visit Natural North Florida. As with the other travel shows, attendees are unaware of the location of the region and its recreational/tourist-oriented opportunities. However, when informed of the region's location, attendees considered themselves to be within the drive market of Visit Natural North Florida.

American Express Destination Insights 2014 credit card usage data ranks Dallas as the region's number seven out-of-state market. Google Analytics ranks Dallas as 12th for out-of-state metropolitan area Task Force website users between 2011 and 2015.

Booth team members noted that the total number of show hours for the two-day show was rather short at 12.5 hours; with a total attendance of approximately 14,000 meant the show averages over 1,000 visitors per hour. The Natural North Florida Recreational Vehicle and Campgrounds brochure as well as the Natural North Florida Outdoor Adventures brochure were quite popular with attendees.

Table 8
Dallas Travel and Adventure Show Statistics

Item	Amount
Total Attendance	13,985
Florida State Parks Guides (ran out)	350
Florida State Transportation/Road Maps (ran out)	600
North Central Florida Rural Area of Opportunity Brochures (ran out)	1,200
Other Regional Brochures (ran out)	1,650
Emails Collected	235
USB Press Kits	0
Meetings with Media, Trade Professionals	22



Visit Natural North Florida Booth at the Dallas Show

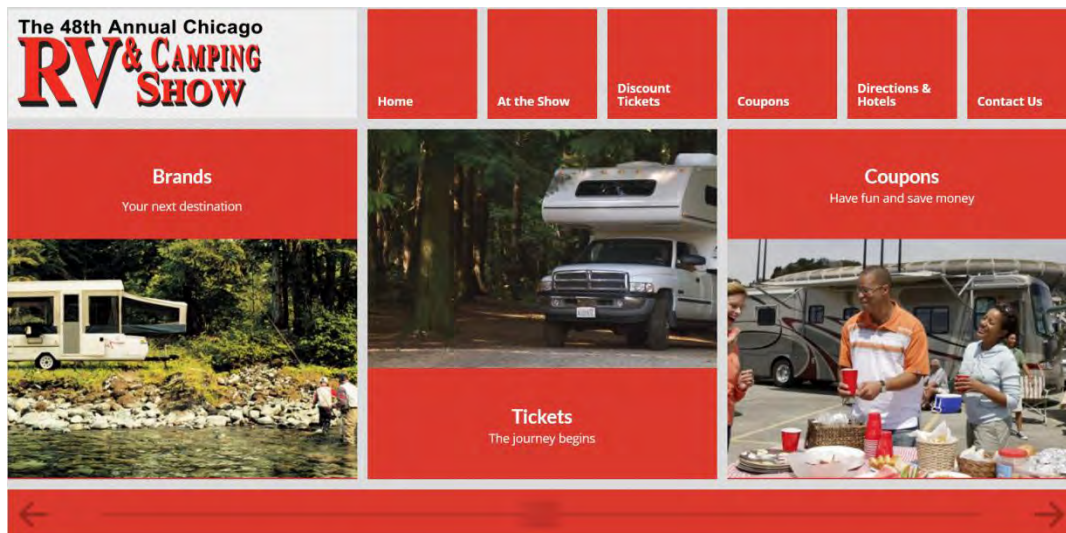
Chicago RV & Camping Show - February 17 - 21, 2016
Booth Team: Diane Bardhi and Roland Loog

The Chicago show, which was held at the Donald Stephens Convention Center in Rosemont, Illinois, is promoted as the largest indoor recreational vehicle and camping show in the United States. This show was, as last year, extremely. Once again the Task Force was the only Florida exhibitor at the show. Furthermore, the Task Force booth was located next to the main entrance. The market at this show was mainly recreational vehicle enthusiasts who frequently travel the I-75 corridor. They were as equally excited as last year about the abundance of recreational vehicle and tent camping opportunities in the region. Given the large number of days for and long hours of the show, booth members report that a third person be added to the booth for next year.

Chicago is ranked as the fifth highest-ranking out-of-state feeder market based on both American Express Destination Insights 2014 credit card usage data by Google Analytics for out-of-state metropolitan area Task Force website users, 2011 - 2015. Over the past two years the Chicago Recreational Vehicle and Camping Show has been one of the top-two shows attended by the Task Force in terms of visitor interest.

Table 9
Chicago RV & Camping Show Statistics

Item	Amount
Total Attendance	23,912
Florida State Parks Guides (ran out)	700
Florida State Transportation/Road Maps (ran out)	800
North Central Florida Rural Area of Opportunity Brochures (ran out)	1,500
Other Regional Brochures (ran out)	550
Emails Collected	244
USB Press Kits	0
Meetings with Media, Trade Professionals	0



Chicago RV & Camping Show Website Banner



Diane Bardhi Staffs the Task Force Booth at the Chicago RV & Camping Show

Toronto Outdoors and Adventure Show - February 19 - 21, 2016

Booth Team: Donna Creamer and Katrina Richardson

The Toronto Outdoor Adventure Show was a replacement show for a Toronto recreational vehicle show which was not organized in time for Task Force participation. Nevertheless, the outdoor show was excellent, featuring outdoor-oriented products and activities such as hiking and paddling. Booth team members report strong interest in the region, particularly from Canadian paddlers. The Task Force made a presentation to an audience of approximately 30 people regarding paddling opportunities in north central Florida. Seven of the 30 attendees stopped by the booth after the show to receive more information about the region. One attendee specifically told the booth team that the only reason he attended the show was to hear the Task Force presentation.

Canada is Visit Natural North Florida's highest-ranking international feeder market based on Google Analytics for Task Force website users between 2011 and 2015. Booth team members report that interest in Natural North Florida was strong and equal to that of the Chicago and Canoecopia shows.

Table 10
Toronto Outdoor Adventure Show Statistics

Item	Amount
Total Attendance	27,400
Florida State Parks Guides (ran out)	400
Florida State Transportation/Road Maps (ran out)	600
North Central Florida Rural Area of Opportunity Brochures (ran out)	1,200
Other Regional Brochures	1,150
Emails Collected	99
USB Press Kits	0
Meetings with Media, Trade Professionals	12



Katrina Richardson discusses the region with a show attendee, Toronto

Washington, DC Travel Expo - February 20 - 21, 2016
Booth Team: Dave Mecusker and Susie Page

This show, held at the Washington, DC Convention Center, is an adventure travel show targeting the soft adventure aficionado, an ideal audience for Natural North Florida. Booth team members report that attendees do not know where the region is located or what attractions are available in the region. Visitors to the booth showed strong interest in the area and stated that Natural North Florida is the one part of Florida they have yet to visit.

Washington, DC is the region's 12th highest-ranking out-of-state feeder market based on American Express Destination Insights 2014 credit card usage data. It is ranked as the 3rd highest- market by Google Analytics for out-of-state metropolitan area Task Force website users, for the five year period between 2011 and 2015.

Unicomm, the producers of the show, report attendance as 21,245. However, booth team members felt that attendance was lower than reported by Unicomm due to an unplanned Metro subway system shutdown on Saturday and a rainy Sunday. Despite the suspected lower attendance, booth team members recommend returning to the show in 2017.

Table 11
Washington, DC Travel Expo Show Statistics

Item	Amount
Total Attendance	21,245
Florida State Parks Guides (ran out)	300
Florida State Transportation/Road Maps (ran out)	400
North Central Florida Rural Area of Opportunity Brochures	800
Other Regional Brochures	50
Emails Collected	100
USB Press Kits	0
Meetings with Media, Trade Professionals	0



Visit Natural North Florida at the Washington, DC Show

Internationale Tourismusbörse Berlin, Germany - March 9 - 13, 2016
Booth Team: Roland Loog and Carol McQueen

Internationale Tourismusbörse Berlin, commonly known as ITB Berlin, is the world's largest and most complete travel extravaganza with over 100 nations represented. Task Force booth staff met with approximately 50 travel writers and travel professionals. As with the London World Travel Market, booth staff held multiple meetings with European-based travel professionals which may result in future collaborative efforts to market Visit Natural North Florida in Europe. The Task Force produced and distributed press kits in the form of electronic USB cards for writers and travel professionals that highlighted the region.

Booth members report that, similar to last year, interest was strong among German consumers. The Visit Natural North Florida booth consistently out-drew the neighboring Puerto Rico booth in terms of number of trade show attendees who visited the booth. Although neither booth team member could speak German, language was generally not an issue as most Germans could speak at least some English. Differences between Task Force booth staff and other booth staff were readily apparent at ITB Berlin. Some exhibitors hired young Germans to staff their booths. These booth staffers were unfamiliar with the foreign destinations they represented and were unable to answer questions posed by show visitors. Additionally, the staff at many booths were absent the last day of the show, whereas Task Force booth members staffed its booth until the official closing time.

Google Analytics for the Task Force website suggests that Germany is the 2nd-largest foreign market, excluding Canada, for the five year period between 2011 and 2015. Google Analytics ranks Brazil higher than Germany, but a very high bounce rate for Brazilian users suggests they are not interested in the resource-based attractions of Natural North Florida.

Table 12
Internationale Tourismusbörse Berlin Show Statistics

Item	Amount
Total Attendance	180,000
Florida State Parks Guides (ran out)	100
Florida State Transportation/Road Maps (ran out)	400
North Central Florida Rural Area of Opportunity Brochures (ran out)	1,200
Other Regional Brochures (ran out)	50
Emails Collected	25
USB Press Kits	50
Meetings with Media, Trade Professionals	50



Entrance to Internationale Tourismusbörse Berlin, Germany

Canoecopia - Madison, Wisconsin - March 11 - 13, 2016

Booth Team: Russ McCallister, Tommy Thompson and Curt Blair

Canoecopia is the largest travel show in the country exclusively targeting paddling enthusiasts from Wisconsin as well as nearby states. Natural North Florida was one of only three Florida destinations present. Task Force booth staff again spoke to large crowds interested in Natural North Florida paddling opportunities. This show provided an opportunity for vendors to make two 45-minute presentations on paddling opportunities to interested attendees. The booth team took full advantage of the opportunity. Attendance totaled 230 for the two presentations. The booth team distributed 180 copies of the Suwannee River Wilderness Trail Guide to interested show attendees. Curt Blair from RiverWay South joined the booth team as an observer.

Booth representatives spoke with Scott MacGregor, publisher of Rapid Media (Kayak Angler Magazine, Paddling Magazine, and Adventure Kayak Magazine). Continued contact may result in an article in one of these publications. The event is anticipated to result in a Florida Sportsman Magazine feature/destination story about fishing in Dixie County in the fall.

As noted by one Task Force booth member, "Canoecopia attracts what I consider to be the perfect visitor to Natural North Florida. They're educated, avid outdoors-people, well traveled and affluent. Many have visited our area, but a surprising number have traveled through without stopping. Our interactions and presentations likely influenced travel to Natural North

Florida.”

Madison, Wisconsin does not appear as a feeder market in American Express Destination Insights 2014 credit card usage data. Additionally, It is not ranked by Google Analytics in the top 39 metropolitan areas for out-of-state metropolitan area Task Force website users, 2011 - 2015. Nevertheless, the show is one of the top shows attended by the Task Force in terms of visitor interest. Canoecopia attendees appear to have exhibited the highest open rate (40.2%) and highest click-thru rate (6.5%) of any travel show for the Task Force’s first newsletter.

Table 13
Canoecopia Statistics

Item	Amount
Total Attendance	20,000
Florida State Parks Guides (ran out)	600
Florida State Transportation/Road Maps (ran out)	400
North Central Florida Rural Area of Opportunity Brochures	600
Other Regional Brochures (ran out)	380
Emails Collected	105
USB Press Kits	0
Meetings with Media, Trade Professionals	0



Tommy Thompson Makes a Presentation at Canoecopia

Philadelphia Travel and Adventure Show - March 19 - 20, 2016

Booth Team: Roland Loog, Dawn Taylor and Pam Fuqua

This was the second year for the Philadelphia Travel and Adventure Show. Attendance was up from approximately 10,000 last year to 11,231 in 2016. Interest in Natural North Florida among attendees was still high. Booth attendees noted that attendees were unaware of the location and attractions of the region and were willing to take time to talk. Booth attendees also noted that while the attendance was lower than most of the other shows, a higher percentage of show visitors stopped at the Task Force booth and engaged the booth staff for a longer period of time than at most of the larger shows. Pam Fuqua from RiverWay South joined the booth team as an observer.

Task Force booth representatives had extended discussions with Samantha Brown of the Travel Channel and Karl Alan Karl of www.worldrider.com, author of *Forks* and a contributor to CNN. Alan Karl expressed interest in developing a CNN feature on clamming in Taylor County. Samantha Brown also expressed interest in featuring the region in her work.

Philadelphia ranks 10th by Google Analytics for out-of-state metropolitan area Task Force website users, 2011 - 2015. However, it is not ranked in the top 20 out-of-state feeder markets based on American Express Destination Insights 2014 credit card usage data.

Table 14
Philadelphia Travel and Adventure Show Statistics

Item	Amount
Total Attendance	11,231
Florida State Parks Guides (ran out)	300
Florida State Transportation/Road Maps	450
North Central Florida Rural Area of Opportunity Brochures	800
Other Regional Brochures	12
Emails Collected	210
USB Press Kits	25
Meetings with Media, Trade Professionals	25



Roland Loog and Dawn Taylor, Philadelphia

Summary

The Task Force booth team members consider Canoecopia, Chicago RV & Camping Show, and the Toronto Outdoor Adventure Show as the top shows in terms of visitor interest. Booth members noted that the word “Florida” in the brand name helps to attract visitors to the booth. Additionally, the local knowledge of the Task Force booth staff has played an important role in engaging and informing booth visitors. Booth team staff also note that travel show attendees do not know where Visit Natural North Florida is located, think that the region’s recreational vehicle parks are filled in the winter, and are unaware of the attractions and amenities of the area.

The booth teams report that there is a noticeable difference in visitor engagement at a booth staffed by Task Force representatives compared to booths staffed by persons either unfamiliar with or uninterested in their product. Task Force booth teams remain enthusiastic, actively engage travel show attendees, and consistently outdraw other booths. By limiting Task Force member participation to no more than one or two shows per season, enthusiasm is retained and all Task Force member counties feel they are engaged in the entire Task Force marketing program.

Table 15 attempts to gauge market interest by reporting the total number of brochures distributed to visitors by show. The table includes ITB Berlin as well as the London World Travel Market; however both of these shows have very large number of attendees. Given the large number of visitors to these shows, the measure is not considered a valid identifier of market interest in the region for the London and Berlin shows. However, Table 15 suggests that there is significant interest in Natural North Florida at the Dallas Travel and Adventure show.

Table 15
Brochures Distributed per 100 Attendees, by Show

Rank	Show	Brochures
1	Dallas	27.2
2	Chicago RV & Camping	14.8
3	Philadelphia	13.9
4	Atlanta Camping & RV	13.8
5	Toronto Outdoor Adventure	12.2
6	Canoecopia	9.9
7	Detroit	9.4
8	Washington, DC	7.3
9	New York Times	7.3
10	Atlanta Boat	6.1
11	ITB-Berlin	1.0
12	London Word Travel Market	0.7
	Average, less London & ITB-Berlin	12.8

Although booth team members report that Detroit attendees showed interest in the region comparable to the other shows, and that the interest identified by the booth team is confirmed by Table 15, it is recommended that the Detroit show be replaced due to logistical difficulties for booth teams attending the show.

Post- Consumer Show Marketing

Once again a Cedar Key Getaway package drawing was promoted at the travel shows for purposes of collecting email addresses. A total of 1,599 email addresses were collected. These email addresses were added to the email addresses collected last year as well as emails from the Undiscovered Florida 2015 and 2016 coop advertisements for a total of 3,656 email addresses. The Task Force prepared and distributed its first quarterly enewsletter in March 2016 to these email addresses.



Excerpt from First Visit Natural North Florida enewsletter.

As can be seen in Table 16, the spring 2016 Task Force enewsletter enjoyed above-average rates of engagement. The 2016 Canoecopia attendees appeared to have the highest rates of engagement with a 40.2 percent open rate and a 6.5 percent click rate.

Table 16
Mailchimp Analytics, Task Force Spring 2016 Enewsletter: Engagement

Email List	Number of Recipients	Successful Deliveries	Open Rate	Click Rate
Travel Show Attendees, less 2016 Canoecopia	2,935	2,467	24.7%	4.1%
2016 Canoecopia Attendees	106	92	40.2%	6.5%
Travel and Tourism Professionals	139	131	31.3%	3.8%
Visit Florida Co-op Ad Leads	476	432	19.4%	1.2%
Total	3,656	3,122	24.7%	3.7%
Industry Average (Travel & Transportation)	-	-	18.0%	1.8%

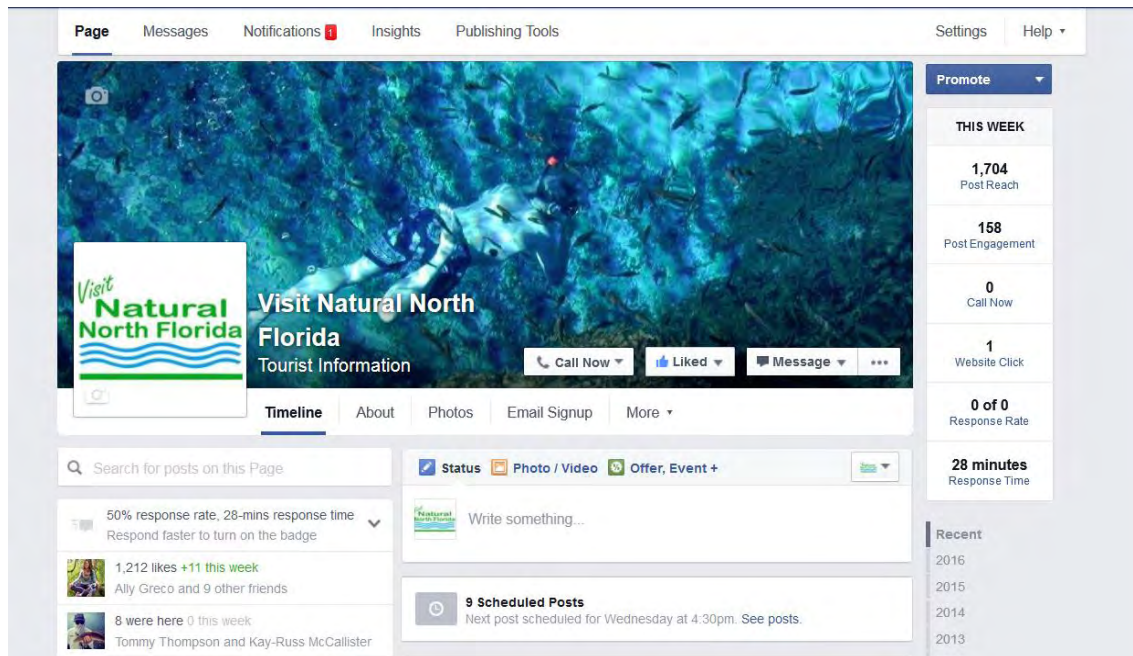
Table 17 reports the most frequented areas of the Task Force website visited by enewsletter subscribers. The table confirms booth team reports that travel show attendees do not know where Natural North Florida is located.

Table 17
Mailchimp Analytics, Task Force Spring 2016 Enewsletter:
Top Clicks to Website

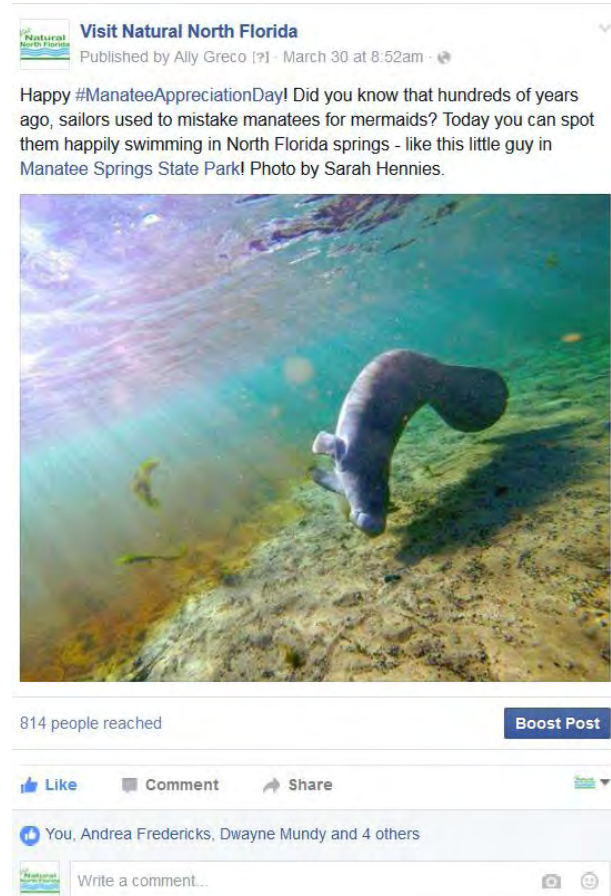
Top Links Clicked	Number of Clicks	Percent of Total Clicks
Where Are We?	75	46.6%
Home Page	42	26.1%
Places to Stay	25	15.5%
Events	18	11.2%
Blogs	1	0.6%
Total	161	99.4%

Social Media - Facebook, Twitter, and Instagram

The Task Force maintains an active Facebook page. During the 2015-16 travel show season, the Task Force featured posts highlighting activities and tourism destinations within the region as well as notifications regarding Task Force appearances at travel shows. The Task Force also established Instagram and Twitter accounts and began to send Instagram messages as well as Tweets about Visit Natural North Florida. An excerpt from the Visit Natural North Florida Facebook page is shown below.



The Task Force is using its Facebook page to promote attractions and events in the area, as well as promoting appearances at travel shows. Two examples of such posts follow.

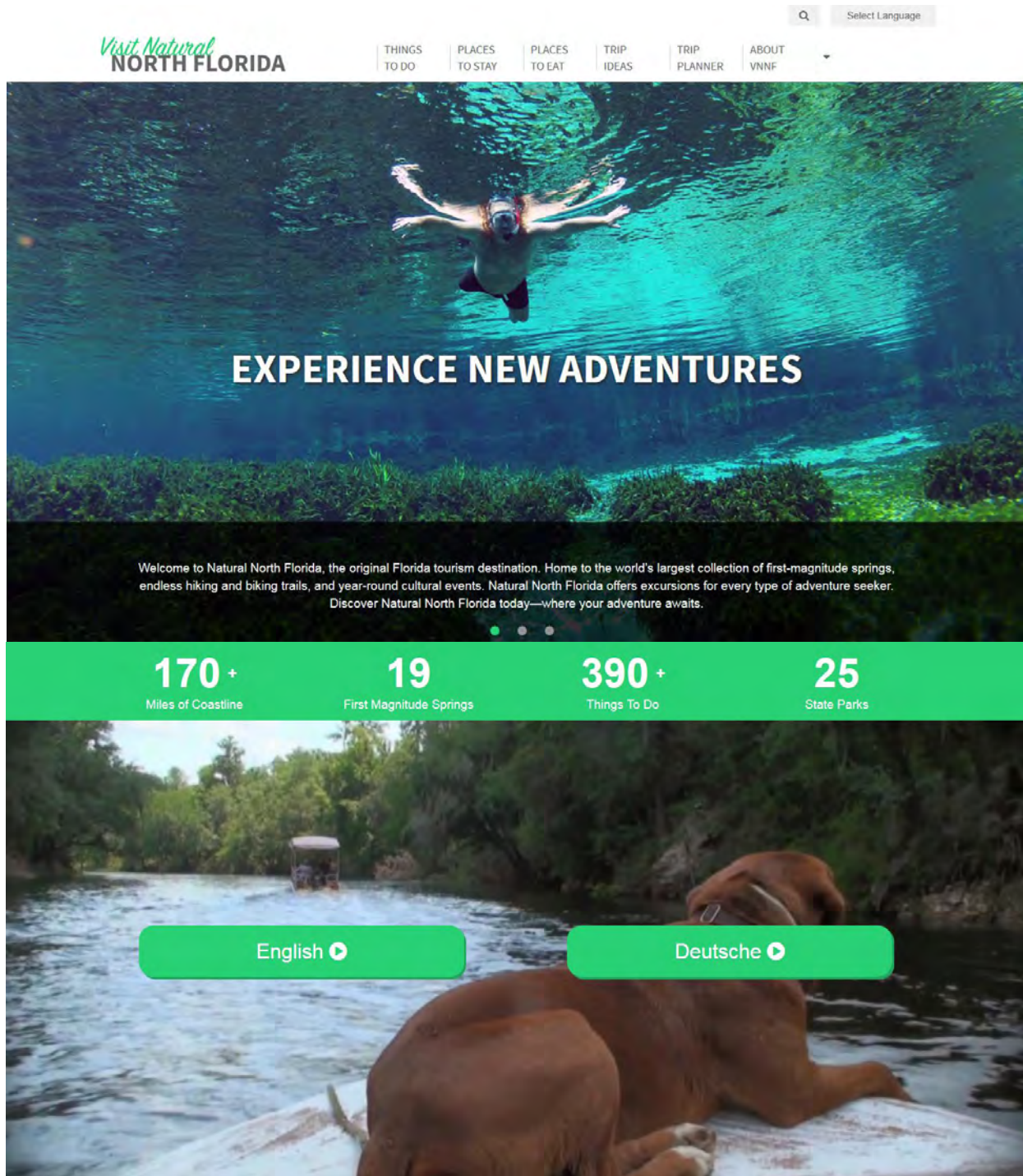


The Task Force is also using Instagram and Twitter to direct traffic to the Task Force website. Two example messages are posted below.



Revamped Task Force Website

In 2016 the Task Force revamped its website. Among other features, the revamped website is demand responsive so as to be viewable on multiple platforms, contains Google translate to engage foreign users, provides better back-end controls for easier website updates and maintenance. An excerpt of the new website homepage is presented below.



North Florida Tourism Activity

Anecdotal Reports

Anecdotal reports suggest that north Florida is experiencing an increase in tourism activity during spring 2016. The owner of Suwannee River Rendezvous, in Lafayette County, reports a 30 percent year-over-year increase in business.

Bradford County notes a significant increase in attendees at their 2016 Strawberry Festival compared to last year. "...every vendor we had back said they did more (business) on Saturday than they did all weekend last year. We sold out of Strawberries by Sunday afternoon. There were none left in the fields. Record crowds."

A new recreational vehicle park opened in Columbia County in 2016.

Dixie County reports sighting visitors from the Atlanta Camping & RV Show, who stayed 3 nights at Suwannee River Hideaway, and went paddling. They also visited Cedar Key. Dixie County also notes that the Anderson River Camp recreational vehicle campground, in Suwannee, has almost doubled their occupancy rates from last year and that the Yellow Jacket RV Resort has also seen an increase. Dixie County also notes that visitors were sighted who attended the 2015 Canoecopia as well as visitors who saw the Task Force booth at this year's Canoecopia.

Gilchrist County notes an extension of recreational vehicle campers into the spring and fall shoulder seasons.

A recreational vehicle park in Lafayette County is expanding in 2016.

Levy County reports that they are experiencing their best year ever, are seeing increases in bed tax revenues every month compared to last year, and in February, Cedar Key had the highest occupancy rate they have experienced in many years. One recreational vehicle campground near Cedar Key added 85 sites and a 450-unit recreational vehicle campground planned to be built in Chiefland. Finally, Levy County notes that they are experiencing an increase in German and Swedish visitors to the Blue Grotto and Devil's Den in Williston.

Taylor County reports a recent 30 percent increase in bed tax revenues and notes the presence of more event and festival attendees from northern states (New Jersey, New York, Michigan, Pennsylvania and Ohio) at its events. "Our area is promoted more than ever before, and there is no other reason why the rates would suddenly start to increase."

In 2014, The Original Florida Tourism Task Force office received virtually no visitor inquiries. In 2016, visitor inquiries are averaging one per day. A young woman from Belgium recently visited the Task Force office requesting information on nearby springs.

Quantitative Reports

Table 18 reports Tourism Development Tax Revenues for Natural North Florida counties for Fiscal Years 2013-14 and 2014-15. The table compares pre-travel show (Fiscal Year 2013-14) county revenues to revenues collected during the first year (Fiscal Year 2013-14) of the Rural Area of Opportunity program. As can be seen, Natural North Florida tax revenues increased by 8.9 percent between Fiscal Year 2013-14 and Fiscal Year 2014-15. When Alachua County is removed from consideration, the remainder of the region experienced a 9.9 percent increase in tax revenue over this period. Dixie, Gilchrist, Suwannee and Wakulla Counties experienced rates of increase in excess of the statewide average percentage increase of 12.6 percent. At the same time, Hamilton, Jefferson and Taylor Counties experienced slight declines in Tourism Development Tax revenues.

Table 18
Natural North Florida Tourism Development Tax Revenues
Fiscal Years 2013-14 and 2014-15

County	Fiscal Year 2014	Fiscal Year 2015	Difference	Percentage Change
Alachua	\$3,904,498	\$4,225,711	\$321,212	8.2%
Baker	\$29,421	\$32,510	\$3,089	10.5%
Bradford	\$89,297	\$100,026	\$10,729	12.0%
Columbia	\$913,440	\$987,326	\$73,885	8.1%
Dixie	\$23,879	\$29,751	\$5,872	24.6%
Gilchrist	\$29,461	\$39,898	\$10,436	35.4%
Hamilton	\$30,462	\$30,296	-\$166	-0.5%
Jefferson	\$30,473	\$30,205	-\$268	-0.9%
Lafayette	\$0	\$0	\$0	0.0%
Levy	\$169,100	\$189,174	\$20,075	11.9%
Madison	\$102,347	\$115,272	\$12,924	12.6%
Putnam	\$278,685	\$312,944	\$34,259	12.3%
Suwannee	\$193,133	\$219,495	\$26,362	13.6%
Taylor	\$231,205	\$229,088	-\$2,117	-0.9%
Union	\$0	\$0	\$0	0.0%
Wakulla	\$112,838	\$139,948	\$27,110	24.0%
Total	\$6,138,239	\$6,681,642	\$543,403	8.9%
w/o Alachua County	\$2,233,741	\$2,455,932	\$222,191	9.9%
State	\$662,536,505	\$746,013,814	\$83,477,309	12.6%

Source: Florida Department of Revenue, accessed April 28, 2016

http://dor.myflorida.com/taxes/pages/colls_from_7_2003.aspx

Table 19 examines Tourism Development Tax revenues between October and February of Fiscal Years 2014-15 and 2015-16 to provide data on this season's travel show program. Partial Fiscal Year 2015-16 data suggests an even greater increase in Tourism Development Tax revenues than in year one of the Partnership. Between July 2015 and February 2016, Visit Natural North Florida Tourism Development Tax Revenues increase by 15.9 percent compared to the same period last Fiscal Year. When Alachua County is removed, the remaining region experienced a 14.3 percent increase. Statewide Tourism Development Tax revenues increased by 10.0 percent during this period.

Table 19
Natural North Florida Tourism Development Tax Revenues
July through February of Fiscal Years 2014-15 and 2015-16

County	Fiscal Year 2014-15	Fiscal Year 2015-16	Difference	Percentage Change
Alachua	\$2,324,784	\$2,716,984	\$392,200	16.9%
Baker	\$15,206	\$16,938	\$1,732	11.4%
Bradford	\$61,640	\$69,056	\$7,415	12.0%
Columbia	\$622,939	\$776,569	\$153,630	24.7%
Dixie	\$18,297	\$24,462	\$6,165	33.7%
Gilchrist	\$24,786	\$23,611	-\$1,175	-4.7%
Hamilton	\$15,174	\$16,369	\$1,195	7.9%
Jefferson	\$20,285	\$21,354	\$1,069	5.3%
Lafayette	\$0	\$0	\$0	0.0%
Levy	\$108,055	\$122,824	\$14,769	13.7%
Madison	\$73,219	\$67,299	-\$5,920	-8.1%
Putnam	\$106,631	\$107,583	\$952	0.9%
Suwannee	\$87,504	\$95,962	\$8,458	9.7%
Taylor	\$129,360	\$133,677	\$8,458	3.3%
Union	\$0	\$0	\$0	0.0%
Wakulla	\$91,406	\$95,045	\$3,639	4.0%
Total	\$3,699,286	\$4,287,731	\$592,586	15.9%
w/o Alachua County	\$1,374,502	\$1,570,747	\$196,246	14.3%
State	\$272,048,715	\$299,233,233	\$27,184,518	10.0%

Source: Florida Department of Revenue, accessed April 28, 2016

http://dor.myflorida.com/taxes/pages/colls_from_7_2003.aspx

Other Positive Results

Task Force membership increase by two counties in 2015 with the addition of Bradford and Columbia Counties. In 2016 the Task Force is recruiting Hamilton and Suwannee counties to rejoin. As part of the recruitment effort, the Task Force revised its dues structure, thereby reducing Hamilton County annual dues from \$2,000 to \$1,000. Several Hamilton County officials have expressed interest in rejoining since revising the dues structure. Suwannee County experienced a change in leadership at the County Chamber of Commerce where its Executive Director left to take another position. As a result, efforts to recruit Suwannee County have been placed on hold until the new executive director has time to adjust to his new position.

In 2015, the Task Force used the VISIT FLORIDA Rural Areas of Opportunity Partnership funds as part of its match for a \$150,000 Regional Rural Development Grant administered by the Florida Department of Economic Opportunity. These funds were used to revamp the Visit Natural North Florida website; design and distribute brochures along interstate highways in Florida and Georgia; provide scholarships for Task Force members to attend the Annual Florida Governor's Tourism Conference and the Southeast Tourism Society Marketing College, advertise on the Florida State Parks Pocket Ranger cell phone app, attend the VISIT FLORIDA New York City media luncheon, develop a regionwide bicycle route map, and to develop a five-year strategic marketing plan.

In 2016, the Task Force successfully applied for a \$150,000 Regional Rural Development Grant using VISIT FLORIDA Rural Areas of Opportunity Partnership funds as part of its match. The Task Force is using these funds to create an online interactive "Ultimate Bicycle Guide" as well as an "Ultimate Springs Guide." The Task Force is also purchasing a full-page advertisement in UnDiscovered Florida, contract with a professional outdoor writer to produce blogs for the website, conduct a digital advertising campaign to drive traffic to the website site, distribute brochures along interstate highways in Florida and Georgia, provide scholarships to the Florida Governor's Conference and the Southeast Tourism Society Marketing College, and to develop and distribute a quarterly enewsletter.

Google Analytics

Google Analytics for the Visit Natural North Florida website (www.vnnf.org) indicate a total of 72,380 users accessed the website during calendar year 2015. This represents a decline from 75,143 users in 2014. Review of Google Analytics indicates significant changes from year to year with regards to top geographic areas by country, state, and region. Therefore, 20 through 22 report top geographies of interest for the 5-year period between 2011 and 2015.

Of these, 71,411, or 95 percent of all users, were from the United States as indicated in Table 20, below. The top five foreign countries between 2011 and 2015 were Canada, Brazil, United Kingdom, Germany and India. Although Brazil was the second-ranked foreign country of origin, its high bounce rate of 88.9 percent suggests that Brazilian users are unlikely visitors to the Natural North Florida area.

Finally, the table shows a significant increase in mobile users between 2011 and 2015. In 2011, mobile users constituted 8.5 percent of website traffic. By 2015, the percentage of mobile users increased to 51.9 percent. Since mobile users are identified by the location at which they access the website, inquiries from foreigners may be under-reported. When foreign visitors access the website while in the United States, Google Analytics identifies them as located within the United States.

Table 20
Visit Natural North Florida Website Usage by Top Ten Countries
Calendar Years 2011 - 2015

Rank	2011		2012		2013		2014		2015		2011 - 2015	
	Country	Users	Country	Users	Country	Users	Country	Users	Country	Users	Country	Users
1	United States	34,021	United States	45,404	United States	66,829	United States	71,411	United States	69,295	United States	284,970
2	Canada	433	Canada	563	Canada	416	Brazil	590	Brazil	554	Canada	2,125
3	United Kingdom	344	United Kingdom	408	United Kingdom	326	Canada	473	Germany	319	United Kingdom	1,667
4	India	160	India	193	Germany	207	United Kingdom	369	Canada	271	Brazil	1,463
5	Brazil	114	Germany	177	India	152	Germany	254	United Kingdom	222	Germany	1,047
6	Philippines	101	Brazil	125	Japan	89	India	231	India	199	India	977
7	Germany	100	Philippines	125	France	86	France	106	Italy	131	France	458
8	France	82	Turkey	121	Brazil	78	Italy	92	France	113	Philippines	453
9	Turkey	77	Italy	86	Philippines	64	Philippines	67	Philippines	88	Italy	394
10	Netherlands	76	Australia	80	Australia	54	Netherlands	64	Russia	58	Netherlands	339
	Total	35,508		47,282		68,301		73,657		71,250		293,893
	Percent Domestic	94.3%	Percent Domestic	94.6%	Percent Domestic	97.2%	Percent Domestic	96.2%	Percent Domestic	96.5%	Percent Domestic	96.1%
	Percent International	5.7%	Percent International	5.4%	Percent International	2.8%	Percent International	3.8%	Percent International	3.5%	Percent International	3.9%
	Pct. Mobile Devices	8.5%	Pct. Mobile Devices	16.3%	Pct. Mobile Devices	33.6%	Pct. Mobile Devices	43.3%	Pct. Mobile Devices	51.9%	Pct. Mobile Devices	34.8%

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

Note: **bolded** countries are those countries where the Task Force exhibited at travel shows during the 2015-16 travel show season.

Table 21 portrays website users by the top 25 states for the five-year period of 2011 through 2015. The top five states, excluding Florida, for this time period were Georgia, New York, California, Texas and North Carolina. Google data also includes states of foreign nations. Therefore the “states” of England and Ontario, Canada are also listed in the top 25 states. All states where travel shows attended by the Task Force were located, except Berlin, Germany appear in the top 25 list (Berlin ranked 70th). Although not listed in Table 21, the German states of North Rhine-Westphalia (Dusseldorf, ranked 44th) and Bavaria (Munich, ranked 47th) are listed in the top 50 states for the 2013 - 2015 time period.

Table 21 displays the same data regarding mobile users as Table 20. As can be seen, the percentage of out-of-state website users has declined over time while at the same time the absolute number of in-state users and the percentage of mobile users increased. The data suggests that the number of out-of-state users may be under-reported as they are identified as located within Florida by Google Analytics when accessing the website while on vacation in Florida.

Table 21
Visit Natural North Florida Website Usage by Top 25 States
Calendar Years 2011 - 2015

Rank	2011		2012		2013		2014		2015		2011 - 2015	
	State	Users	State	Users	State	Users	State	Users	State	Users	State	Users
1	Florida	20,644	Florida	27,670	Florida	43,620	Florida	52,127	Florida	52,510	Florida	195,178
2	Georgia	2,761	Georgia	3,672	Georgia	4,464	Georgia	4,683	Georgia	3,908	Georgia	19,471
3	New York	1,052	Maryland	1,097	California	2,320	New York	1,217	Texas	1,177	New York	5,878
4	California	989	New York	1,040	New York	1,670	Texas	1,119	South Carolina	962	California	5,823
5	Texas	756	California	936	Texas	1,098	North Carolina	991	Alabama	944	Texas	5,060
6	North Carolina	523	Texas	888	Maryland	918	Alabama	962	North Carolina	869	North Carolina	4,198
7	Ohio	503	North Carolina	822	North Carolina	896	California	862	New York	846	Alabama	3,413
8	Illinois	469	Pennsylvania	704	Tennessee	847	Michigan	768	Colorado	840	Tennessee	3,155
9	Virginia	440	Virginia	634	Alabama	660	Tennessee	653	Tennessee	764	Maryland	3,126
10	Pennsylvania	436	Ohio	630	Illinois	626	Illinois	623	California	656	Illinois	2,819
11	Alabama	372	Tennessee	563	Virginia	589	Virginia	591	Illinois	515	Virginia	2,740
12	Tennessee	365	Illinois	505	New Jersey	570	Pennsylvania	576	Pennsylvania	427	Pennsylvania	2,579
13	Michigan	333	Alabama	430	Colorado	495	Ohio	524	Ohio	424	South Carolina	2,554
14	Maryland	320	Michigan	404	Michigan	468	South Carolina	493	Virginia	416	Ohio	2,534
15	New Jersey	308	South Carolina	396	Massachusetts	465	New Jersey	387	Maryland	412	Michigan	2,289
16	England	298	Kentucky	377	Pennsylvania	443	Colorado	380	Missouri	411	Colorado	2,031
17	South Carolina	263	England	357	Ohio	441	Kentucky	368	Michigan	325	New Jersey	1,848
18	Massachusetts	256	Ontario	341	South Carolina	392	Maryland	360	Louisiana	243	Massachusetts	1,494
19	District of Columbia	235	Washington	316	Kentucky	368	Wisconsin	347	New Jersey	242	Missouri	1,477
20	Ontario	231	New Jersey	311	Missouri	302	Louisiana	320	Kentucky	220	Kentucky	1,473
21	Minnesota	223	Massachusetts	284	England	283	England	319	Massachusetts	208	England	1,462
22	Wisconsin	202	Minnesota	236	Minnesota	258	Massachusetts	304	England	187	Ontario	1,228
23	Missouri	196	Louisiana	232	Nebraska	258	Missouri	303	State of Sao Paulo	173	Louisiana	1,214
24	Indiana	194	Missouri	221	Louisiana	254	Indiana	300	Indiana	171	Wisconsin	1,137
25	Washington	172	Indiana	218	Indiana	248	Ontario	256	Wisconsin	171	Indiana	1,127
	Total	32,541		43,284		62,953		69,833		68,021		275,308
	Percent Florida	60.0%	Percent Florida	61.0%	Percent Florida	66.7%	Percent Florida	72.1%	Percent Florida	74.9%	Percent Florida	68.1%
	Percent Out-of-State	40.0%	Percent Out-of-State	39.0%	Percent Out-of-State	33.3%	Percent Out-of-State	27.9%	Percent Out-of-State	25.1%	Percent Out-of-State	31.9%
	Pct. Mobile Devices	8.5%	Pct. Mobile Devices	16.3%	Pct. Mobile Devices	33.6%	Pct. Mobile Devices	43.3%	Pct. Mobile Devices	51.9%	Pct. Mobile Devices	34.8%

Note: **bolded** states are those states where the Task Force exhibited at travel shows during the 2015-16 travel show season.

Table 22 reports website users by the top 40 out-of-state metropolitan areas for the 2011 - 2015 time period. Annual rankings of the top metropolitan areas change significantly from year-to-year. However, for the five year period, the top five out-of-state metropolitan areas are Atlanta, Georgia; New York, New York; Washington, DC, Los Angeles, California and Chicago, Illinois. London, England is ranked 33rd among metropolitan areas. Every metropolitan area in which the Task Force exhibited at a Travel Show, with the exceptions of Madison, Wisconsin and Berlin, Germany (which is classified as a state by Google Analytics), are ranked in the top 40 metropolitan areas for this time period.

Table 22
Visit Natural North Florida Website Usage by Top 40
Out-of-State Metropolitan Areas, 2011 - 2015

Rank	2011 Metropolitan Area	Users	2012 Metropolitan Area	Users	2013 Metropolitan Area	Users	2014 Metropolitan Area	Users	2015 Metropolitan Area	Users	2011 - 2015 Metropolitan Area	Users
1	Atlanta GA	1,605	Atlanta GA	2,143	New York NY	2,716	Atlanta GA	2,551	Atlanta GA	1,960	Atlanta GA	10,651
2	New York NY	1,124	Washington DC (Hagersto	1,437	Atlanta GA	2,535	New York NY	1,319	New York NY	796	New York NY	7,128
3	Washington DC (Hagersto	620	New York NY	1,121	Los Angeles CA	1,704	Washington DC (Hagersto	630	Denver CO	778	Washington DC (Hagerstown MD)	4,416
4	Los Angeles CA	477	Albany GA	449	Washington DC (Hagersto	1,235	Chicago IL	507	Charlotte NC	583	Los Angeles CA	3,176
5	Chicago IL	358	Philadelphia PA	408	Nashville TN	594	Charlotte NC	487	Houston TX	565	Chicago IL	2,181
6	Philadelphia PA	289	Los Angeles CA	404	Albany GA	497	Albany GA	474	Nashville TN	521	Albany GA	2,101
7	Cleveland-Akron (Canton)	281	Chicago IL	397	Dallas-Ft. Worth TX	491	Philadelphia PA	395	Florence-Myrtle Beach SC	520	Charlotte NC	2,019
8	Boston MA-Manchester N	262	Cleveland-Akron (Canton)	379	Chicago IL	478	Nashville TN	370	Birmingham AL	483	Nashville TN	2,006
9	San Francisco-Oakland-Sai	257	Nashville TN	346	Boston MA-Manchester N	475	Flint-Saginaw-Bay City MI	367	Washington DC (Hagersto	480	Denver CO	1,740
10	Albany GA	222	Charlotte NC	330	Charlotte NC	388	Los Angeles CA	330	Albany GA	467	Philadelphia PA	1,662
11	Dallas-Ft. Worth TX	212	Seattle-Tacoma WA	290	Denver CO	376	Birmingham AL	328	Chicago IL	413	Boston MA-Manchester NH	1,552
12	Nashville TN	211	Boston MA-Manchester N	289	Philadelphia PA	332	Denver CO	328	Baltimore MD	310	Dallas-Ft. Worth TX	1,545
13	Macon GA	207	Louisville KY	285	San Francisco-Oakland-Sai	301	Macon GA	314	Macon GA	287	Houston TX	1,475
14	Raleigh-Durham (Fayettevi	201	San Francisco-Oakland-Sai	259	Savannah GA	262	Boston MA-Manchester N	311	Dallas-Ft. Worth TX	284	Birmingham AL	1,312
15	Savannah GA	185	Raleigh-Durham (Fayettevi	241	Macon GA	254	Dallas-Ft. Worth TX	308	Philadelphia PA	258	San Francisco-Oakland-San Jose CA	1,309
16	Minneapolis-St. Paul MN	185	Wilkes Barre-Scranton PA	237	Raleigh-Durham (Fayettevi	247	Savannah GA	281	Los Angeles CA	249	Macon GA	1,236
17	Houston TX	179	Dallas-Ft. Worth TX	232	Louisville KY	243	San Francisco-Oakland-Sai	279	Boston MA-Manchester N	237	Savannah GA	1,214
18	Charlotte NC	168	Houston TX	228	Greenville-Spartanburg SC	243	Houston TX	275	Savannah GA	234	Raleigh-Durham (Fayetteville) NC	1,112
19	Detroit MI	165	Greenville-Spartanburg SC	221	Houston TX	240	Huntsville-Decatur (Floren	258	Springfield MO	217	Cleveland-Akron (Canton) OH	1,051
20	Baltimore MD	153	Savannah GA	220	Lincoln & Hastings-Kearne	234	Detroit MI	257	Raleigh-Durham (Fayettevi	208	Baltimore MD	1,043
21	Seattle-Tacoma WA	142	Minneapolis-St. Paul MN	218	Minneapolis-St. Paul MN	219	Greenville-Spartanburg SC	237	San Francisco-Oakland-Sai	190	Greenville-Spartanburg SC-Asheville NC	1,018
22	Denver CO	141	Detroit MI	198	Birmingham AL	206	Waco-Temple-Bryan TX	220	Greenville-Spartanburg SC	179	Detroit MI	980
23	Birmingham AL	133	Baltimore MD	184	Detroit MI	195	Raleigh-Durham (Fayettev	210	Detroit MI	176	Minneapolis-St. Paul MN	964
24	London	127	San Antonio TX	154	St. Louis MO	183	St. Louis MO	206	New Orleans LA	168	Seattle-Tacoma WA	896
25	Greenville-Spartanburg SC	121	Macon GA	147	Baltimore MD	166	Baltimore MD	204	Seattle-Tacoma WA	144	Louisville KY	795
26	St. Louis MO	112	London	139	New Orleans LA	162	Minneapolis-St. Paul MN	197	Minneapolis-St. Paul MN	140	St. Louis MO	781
27	Portland OR	98	St. Louis MO	135	Dothan AL	147	Augusta GA	183	Montgomery (Selma) AL	137	Florence-Myrtle Beach SC	732
28	Columbus OH	97	Denver CO	127	San Antonio TX	142	New Orleans LA	173	Columbus OH	135	New Orleans LA	699
29	Norfolk-Portsmouth-Newj	95	Birmingham AL	125	Phoenix AZ	139	Cleveland-Akron (Canton)	156	San Antonio TX	121	Columbus OH	613
30	Salt Lake City UT	95	New Orleans LA	123	Cleveland-Akron (Canton)	133	Bowling Green KY	154	Cincinnati OH	117	San Antonio TX	607
31	Abilene-Sweetwater TX	93	Phoenix AZ	117	Kansas City MO	131	Seattle-Tacoma WA	150	St. Louis MO	115	Flint-Saginaw-Bay City MI	565
32	Phoenix AZ	92	Norfolk-Portsmouth-Newj	114	Columbus OH	122	Indianapolis IN	149	San Diego CA	107	Huntsville-Decatur (Florence) AL	541
33	Indianapolis IN	91	Hartford & New Haven CT	113	Seattle-Tacoma WA	122	Columbus OH	137	Cleveland-Akron (Canton)	100	London	535
34	Austin TX	91	Columbus OH	110	San Diego CA	122	Dothan AL	137	Chattanooga TN	100	Indianapolis IN	519
35	Pittsburgh PA	90	Indianapolis IN	100	Flint-Saginaw-Bay City MI	120	Cincinnati OH	126	Louisville KY	99	Cincinnati OH	502
36	Cincinnati OH	87	Knoxville TN	100	Cincinnati OH	115	Pittsburgh PA	123	Albany-Schenectady-Troy	97	Norfolk-Portsmouth-Newport News V	502
37	Kansas City MO	86	Portland OR	100	Knoxville TN	113	Louisville KY	123	Dothan AL	96	Dothan AL	500
38	Grand Rapids-Kalamazoo-i	85	Columbia SC	99	London	112	Milwaukee WI	123	Hartford & New Haven CT	93	Kansas City MO	492
39	San Diego CA	85	Richmond-Petersburg VA	99	Austin TX	111	Chattanooga TN	118	Huntsville-Decatur (Floren	93	Austin TX	492
40	New Orleans LA	78	Salt Lake City UT	97	Norfolk-Portsmouth-Newj	109	Knoxville TN	117	Kansas City MO	90	Phoenix AX	488
	Total			12,515		16,714		13,612		12,347		63,150

Note: **bolded** metropolitan areas are those areas where the Task Force exhibited at travel shows during the 2015-16 travel show season.

Table 23 reports Task Force website users by location between January 1 and April 26, 2016. Perhaps the most surprising information in the table is the sudden emergence of Russia and China in the top five countries of origin for Task Force website users. Several Russian states; Moscow, Moscow Oblast, Saint Petersburg, Voronezh Oblast, and the Republic of Bashkortostan appear in the top 40 states. The Chinese states of Beijing and Shandong also appear. None of these states appeared in the top 40 states for the 2011 - 2015 time period.

Table 23
Visit Natural North Florida Website Usage by Top 40
Countries, States and Out-of-State Metropolitan Areas,
January 1 - April 26, 2016

Rank	Countries	States	Non-Florida Metropolitan Areas
1	United States	Florida	Atlanta GA
2	Russia	Georgia	New York NY
3	United Kingdom	Texas	Houston TX
4	Germany	New York	Washington DC (Hagerstown MD)
5	China	Alabama	Chicago IL
6	Canada	North Carolina	Birmingham AL
7	Brazil	Illinois	Albany GA
8	India	Virginia	Nashville TN
9	France	Ohio	Denver CO
10	Kyrgyzstan	Tennessee	Boston MA-Manchester NH
11	South Korea	California	Philadelphia PA
12	Netherlands	Pennsylvania	Charlotte NC
13	Switzerland	Michigan	Dallas-Ft. Worth TX
14	Philippines	England	Savannah GA
15	Ukraine	Colorado	Detroit MI
16	Belgium	Moscow	Greenville-Spartanburg SC-Asheville NC-
17	Japan	Wisconsin	Los Angeles CA
18	Austria	New Jersey	Macon GA
19	Australia	Massachusetts	Cleveland-Akron (Canton) OH
20	Cyprus	Moscow Oblast	San Francisco-Oakland-San Jose CA
21	Spain	Indiana	Raleigh-Durham (Fayetteville) NC
22	Mexico	South Carolina	Columbus OH
23	Italy	Kentucky	London
24	Puerto Rico	Beijing	Indianapolis IN
25	Sweden	District of Columbia	Milwaukee WI
26	Taiwan	Missouri	Hartford & New Haven CT
27	United Arab Emirates	Saint Petersburg	Portland OR
28	Denmark	Maryland	Pittsburgh PA
29	Iran	Ontario	Minneapolis-St. Paul MN
30	Oman	Connecticut	Baltimore MD
31	Slovakia	Mississippi	Dothan AL
32	Bahamas	Louisiana	Cincinnati OH
33	Colombia	Minnesota	St. Louis MO
34	Croatia	Voronezh Oblast	New Orleans LA
35	Hungary	Arizona	Austin TX
36	Israel	Oregon	Phoenix AZ
37	Kazakhstan	Arkansas	Lexington KY
38	Malaysia	Republic of Bashkortostan	Grand Rapids-Kalamazoo-Battle Creek MI
39	Pakistan	Shandong	Seattle-Tacoma WA
40	Portugal	Bavaria	Columbus GA

Source: Compiled by The Original Florida Tourism Task Force, April 27, 2016.

Note: **bolded** locations are those locations where the Task Force exhibited at travel shows during the 2015-16 travel show season

Recommendations

Given the positive feedback from booth staff and the increase in year-over-year bed tax for the last two years, it is recommended that the Task Force continue the travel show program and increase the number of travel shows for the 2016-17 travel show season. The Task Force, in consultation with RiverWay South, recommends a total of 16 travel shows; five of which will be combined shows with RiverWay South. It is further recommended that 13 of the shows be funded by the VISIT FLORIDA Rural Areas of Opportunity Partnership and that three of the shows be funded by the Task Force through its Regional Rural Development Grant. The recommended travel show schedule is presented in Table 24.

Table 24
Recommended VISIT FLORIDA - Visit Natural North Florida Travel Shows,
2016-17 Season*

Number	Show Name	Show Dates	Attendance
1	<i>Hershey RV Show</i>	<i>September 14 - 18, 2016</i>	<i>50,000 in 2015</i>
2	London World Travel Market	November 7 - 9, 2016	150,000 in 2016
3	<i>Minneapolis Outdoor Adventure Expo</i>	<i>November 18 - 20, 2016</i>	<i>6,000 - 8,000 in 2016</i>
4	Atlanta Boat Show	January 12 - 15, 2017	24,000 in 2016
5	Washington, DC Travel & Adventure Show	January 14 - 17, 2017	21,245 in 2016
6	Chicago Travel & Adventure Show	January 21 - 22, 2017	23,912 in 2016
7	New York Times Travel Show	January 27 - 29, 2017	29,061 in 2016
8	Atlanta Camping & RV Show	January 27 - 29, 2017	20,000 in 2016
9	Boston Globe Travel Show	February 10 - 12, 2017	20,000-plus in 2015
10	Telegraph Outdoor Adventure & Travel Show	February 16 - 19, 2017	50,271 in 2015
11	Chicago RV & Camping Show	February 17 - 21, 2016	23,912 in 2016
12	Toronto Outdoor Adventure Show	February 24 - 26, 2017	27,400 in 2016
13	ITB-Berlin	March 8 - 12, 2017	180,000 in 2016
14	Canoecopia	March 10 - 12, 2017	20,000 in 2016
15	Philadelphia Travel & Adventure Show	March 25 - 26, 2017	11,231 in 2016
16	<i>Dallas Travel & Adventure Show</i>	<i>April 1 - 2, 2017</i>	<i>11,231 in 2016</i>

**italicized shows are shows funded by the Task Force Regional Rural Development Grant.*

Bolded shows are combined RAO Partnership shows with RiverWay South.

All other shows are RAO Partnership shows attended solely by Visit Natural North Florida.

Although booth team members reported that Detroit attendees showed interested in the region comparable to the other shows, it is recommended that the Detroit show be replaced due to logistical difficulties. The Task Force will use some of its Regional Rural Development Grant funds to add the following two additional shows next travel season: the Hershey RV and Camping Show and, the Minneapolis (i.e., Midwest Mountaineering) Outdoor Adventure Expo. Additionally, the Task Force will use Regional Rural Development Grant to fund the Dallas Travel and Adventure Show. The combined effort will result in the Task Force attending 12 domestic out-of-state travel shows and four international travel shows.

The Task Force has noticed strong interest from outdoors-oriented shows such as Canoecopia, the Toronto Outdoor Adventure Show as well as the domestic travel and adventure shows such as the Dallas Travel and Adventure Show. It is therefore recommended that a European outdoor adventure show be added to the 2016-17 travel show season. The Task Force identified three candidate European outdoor adventure shows. Specifically, the Task Force recommends the London Telegraph Outdoor Adventure & Travel Show be added because 1) the show is oriented to consumers interested in outdoor adventures such as hiking and paddling located all over the world; 2) no American exhibitors were present at last year's show; 3), Google Analytics suggest an interest in Natural North Florida in London; and 4) there is no language barrier.

Given the strong interest the Task Force has experienced at outdoor adventure travel shows, it is recommended that, consideration be given to adding two additional consumer-oriented European outdoor adventure shows in future years. Future additional European shows of interest include TourNatur, in Dusseldorf, Germany and F.Re.E. Messe Munchen, in Munich, Germany. TourNatur appears similar to Canoecopia and the Toronto Outdoor Adventure Show while F.Re.E. Messe Munchen appears similar to the travel and adventure shows produced by Unicom (i.e., the Dallas, Philadelphia and Washington, DC Travel and Adventure Shows). North Rhine-Westphalia (Dusseldorf), and Munich (Bavaria) are the number one and two ranked German states, respectively, by Google Analytics (Berlin is the number three ranked German state). TourNatur is particularly interesting as it is a September show, which is an ideal time to market outdoor-oriented activities in Natural North Florida. Table 25 identifies the candidate European outdoor-adventure shows.

Table 25
Potential European Outdoor Adventure Shows

Show	Show Dates	Attendance
TourNatur - Dusseldorf, Germany	September 4 - 9, 2016	40,000 attendees in 2015
F.Re.E. Messe Munchen - Munich, Germany	February 22 - 26, 2017	122,000 attendees in 2016

The 16 shows recommended for the 2016-17 travel show season is approaching the limit of the operational capacity of the Task Force. The addition of two additional shows for the 2017-18 travel show season would bring the total number of travel shows attended by Visit Natural North Florida to 18, which may represent the maximum operational capacity of the Task Force.

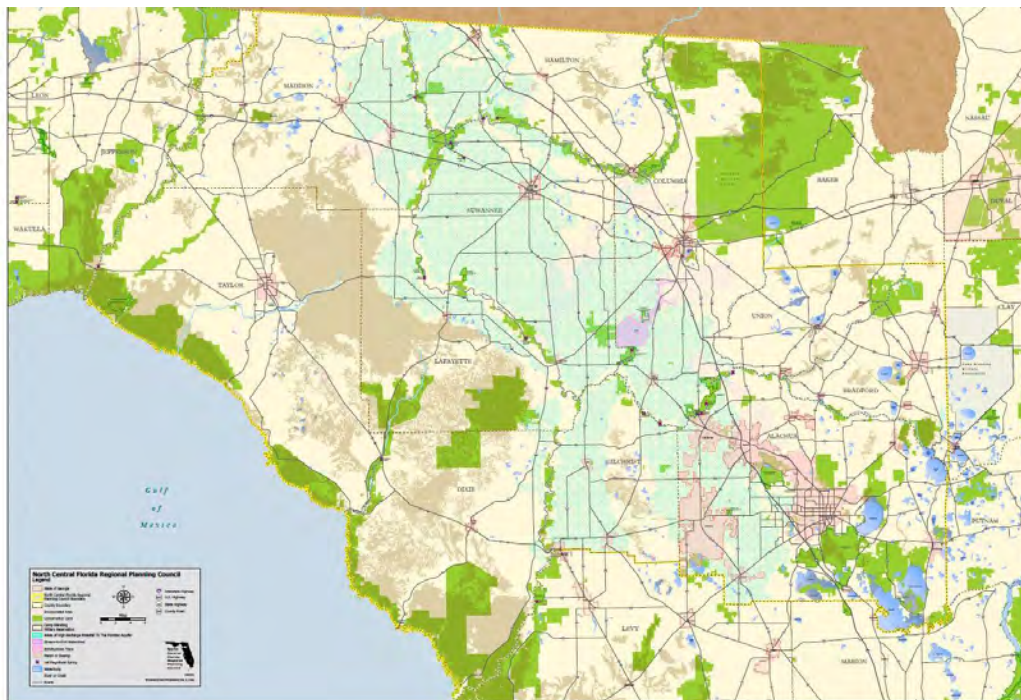
A significant number of additional domestic out-of-state travel shows are also appealing. However, assuming a maximum operational capacity of 18 shows per season, it may be advisable to put some shows on a two- or three-year rotation in order to reach as many domestic out-of-state markets as possible. Candidate travel shows are identified in Table 26 below.

Table 26
Potential Domestic Travel Shows for a Three-Year Rotation

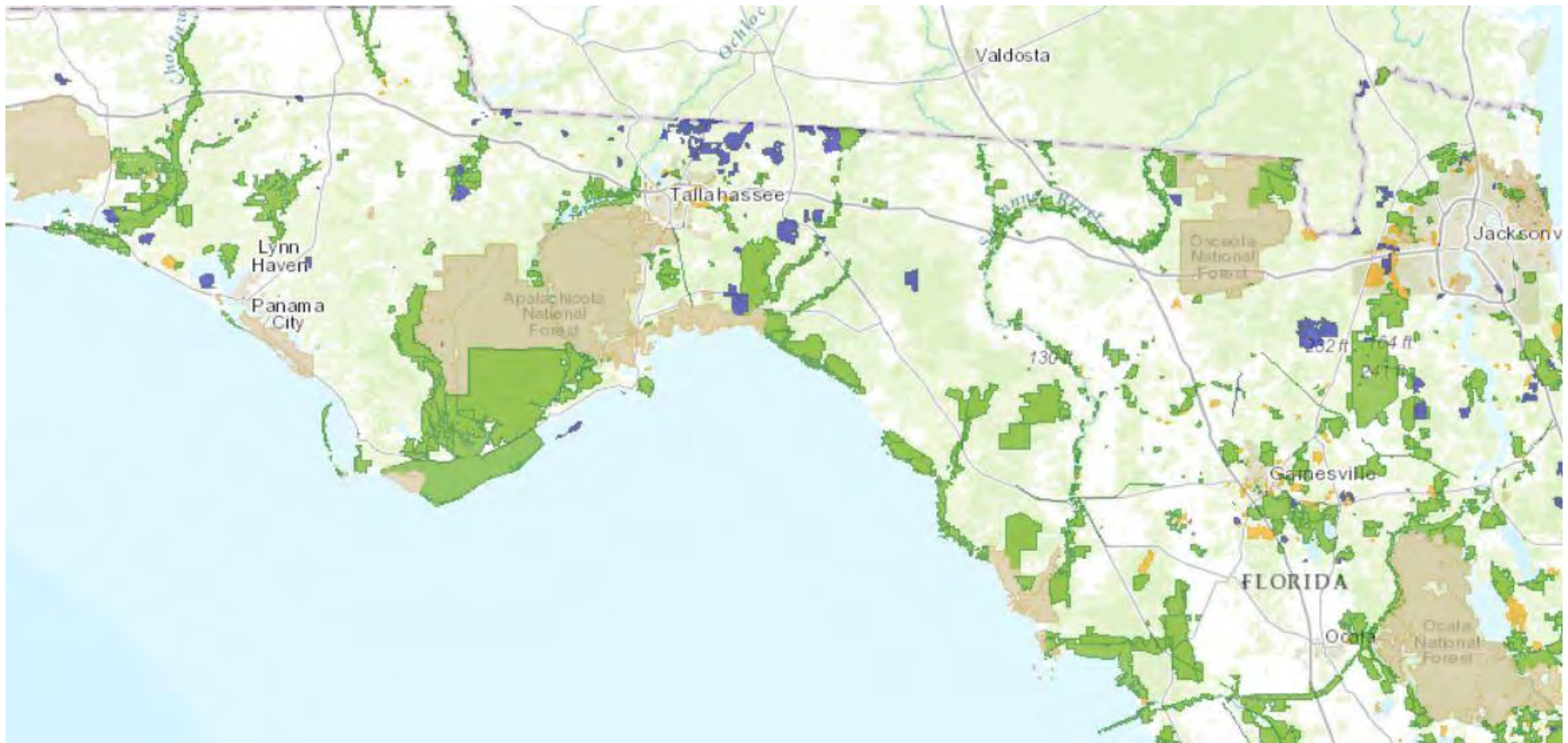
Show	Show Dates	Attendance
Detroit Camper and RV Show	October 5 - 9, 2016	25,600 attendees in 2016
Cincinnati Travel, Sports & Boat Show	January 13 - 15 & 18 - 22, 2017	55,000 attendees in 2016
Minneapolis Outdoor Expo, Spring	April 22 - 24, 2016	10,000 attendees in 2015
Minneapolis/St. Paul RV, Vacation & Camping Show	February 11 - 14, 2016	31,000 attendance in 2016
Houston RV Show	February 15 - 19, 2017	35,000 attendees in 2016
Milwaukee RV Show	February 25 - 28, 2016	12,500 attendees in 2016
Bike Expo New York	April 29 - 30, 2016	60,000 attendees in 2015

RiverWay South Combined Shows

With regards to the combined shows with Riverway South, it is recommended that double booths be rented so that each organization can have its own table. The Task Force is concerned that a single table cannot provide sufficient horizontal space for the display of both organization's brochures. It is further recommended that two representatives from each organization attend the combined shows in order to assure adequate staffing due to amount of visitor traffic, the long hours of the Chicago RV & Camping Show, and the need for two people to staff Canoeopia presentations. Additionally, it is recommended that large (4' x 6') display maps be created of each region highlighting conservation lands. The two maps could be placed next to each other at the combined shows to display the entire two-region area. The striking amount of conservation lands on the maps would help draw travel show visitors to the booths, help travel show visitors recognize the locations of the two areas, and help to unify the presentation of the two regions. Example maps for Visit Natural North Florida as well as the combined areas follow.



Example Display Map of Visit Natural North Florida



Example Display Map Combining Visit Natural North Florida and RiverWay South

Additional Recommendations

In order to better understand the Visit Natural North Florida market, it is recommended that the Task Force purchase a one-year subscription to VisaVues domestic and international editions through VISIT FLORIDA with its Fiscal Year 2016-17 Regional Rural Development Grant.

Finally, it is also recommended that the VISIT FLORIDA advance payment to the Task Force be increased from \$25,000 to \$50,000. The cost-reimbursable nature of the Partnership has placed a significant strain on the available working capital of the Task Force. Increasing the deposit from \$25,000 to \$50,000 will help alleviate potential cash flow challenges and reduce the likelihood of the Task Force requesting reimbursements during the travel show season.

The Original Florida Tourism Task Force
Travel Shows and Show Assignments, 2016-17 Travel Show Season
June 7, 2016

Number	Show Name	Leader	2nd Person	Alternate	Leader Departure Date	Member Departure Date	Show Dates	Return Travel Date
1	<i>Hershey RV Show</i>	<i>Donna Creamer</i>	<i>Dawn Taylor</i>		<i>September 12, 2016</i>	<i>September 13, 2016</i>	<i>September 14 - 18, 2016</i>	<i>September 19, 2016</i>
2	London World Travel Market	TSC			November 3, 2016	November 3, 2016	November 7 - 9, 2016	November 10, 2016
3	<i>Minneapolis Outdoor Adventure Expo</i>	<i>Sandy Beach</i>	<i>Diane Bardhi</i>		<i>November 16, 2016</i>	<i>November 17, 2016</i>	<i>November 18 - 20, 2016</i>	<i>November 21, 2016</i>
4	Atlanta Boat Show	TSC			January 10, 2017	January 11, 2017	January 12 - 15, 2017	January 16, 2017
5	Washington, DC Travel & Adventure Show	?			January 12, 2017	January 13, 2017	January 14 - 15, 2017	January 16, 2017
6	Chicago Travel & Adventure Show	TSC			January 19, 2017	January 20, 2017	January 21 - 22, 2017	January 23, 2017
7	New York Times Travel Show	TSC?			January 25, 2017	January 26, 2017	January 27 - 29, 2017	January 30, 2017
8	Atlanta Camping & RV Show	TSC?			January 25, 2017	January 26, 2017	January 27 - 29, 2017	January 30, 2017
9	Telegraph Outdoor Adventure & Travel Show	?			February 12, 2017	February 12, 2017	February 16 - 19, 2017	February 20, 2017
10	Chicago RV & Camping Show	?			February 13, 2017	February 14, 2017	February 15 - 19, 2017?	February 20, 2017
RWS	<u>Nashville RV Supershow</u>	<u>TSC</u>	<u>N/A</u>		<u>February 15, 2017</u>	<u>N/A</u>	<u>February 17 - 19, 2017?</u>	<u>February 20, 2017</u>
11	Toronto Outdoor Adventure Show	?			February 22, 2017	February 23, 2017	February 24 - 26, 2017	February 27, 2017
12	ITB-Berlin	TSC			March 4, 2017	March 4, 2017	March 8 - 12, 2017	March 13, 2017
13	Canoecopia	?			March 8, 2017	March 9, 2017	March 10 - 12, 2017	March 13, 2017
14	Philadelphia Travel & Adventure Show	TSC			March 23, 2017	March 24, 2017	March 25 - 26, 2017	March 27, 2017
15	Dallas Travel & Adventure Show	TSC			March 30, 2017	March 31, 2017	April 1 - 2, 2017	April 3, 2017
16	<i>Bike Expo New York</i>	?			April 27, 2017	April 28, 2017	April 29-30, 2016	May 1, 2017

Notes: TSC = Travel Show Coordinator

RWS = Riverway South

N/A = Not Applicable

Bolded shows are combined shows with Riverway South

Italicised shows are shows funded by the Task Force Regional Rural Development Grant.

Underlined show is Riverway South Show

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Visit Natural
NORTH FLORIDA

DIVE INTO A HIDDEN OASIS

For many years, the first magnitude springs of Natural North Florida have attracted tourists and adventure seekers alike. The crystal-clear spring waters and shimmering shorelines boast countless aquatic activities suitable for all types of travelers. It's natural, uncharted surrounding terrain is home to unique wildlife and ecosystems, and offers visitors a slice of the bygone days.

170 +

Miles of Coastline

19

First Magnitude Springs

390 +

Things To Do

25

State Parks

English

Deutsche

THINGS TO DO



CHOOSE YOUR ADVENTURE



NATURE LOVERS

ONE DAY TRIP ▶ LONGER TRIP ▶



OUTDOOR EXPLORERS

ONE DAY TRIP ▶ LONGER TRIP ▶



DIVING / SNORKELING

ONE DAY TRIP ▶ LONGER TRIP ▶



FISHING

ONE DAY TRIP ▶ LONGER TRIP ▶



ANIMAL LOVERS & BIRD WATCHERS

ONE DAY TRIP ▶ LONGER TRIP ▶



CAMPING TRIPS

ONE DAY TRIP ▶ LONGER TRIP ▶



FAMILIES

ONE DAY TRIP ▶ LONGER TRIP ▶




ROMANTICS

ONE DAY TRIP ▶ LONGER TRIP ▶



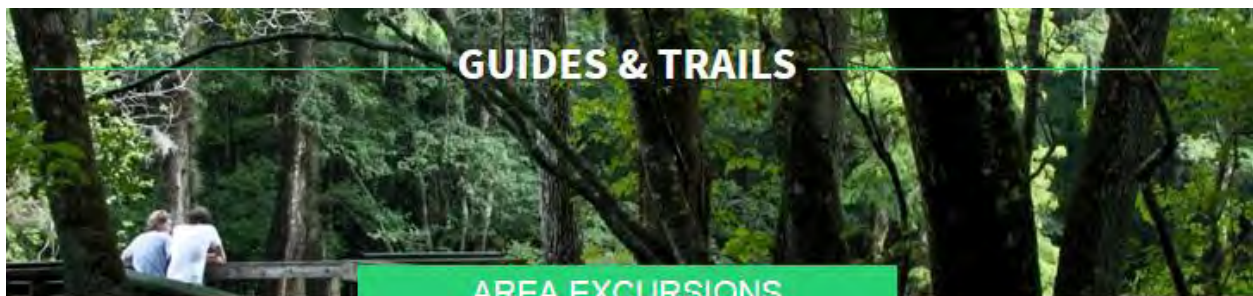
HISTORY BUFFS

ONE DAY TRIP ▶ LONGER TRIP ▶



BUDGET TRAVELERS

ONE DAY TRIP ▶ LONGER TRIP ▶



AREA EXCURSIONS



SUWANNEE WILDERNESS TRAIL PADDLING GUIDE

[Download Guide \(PDF\) ▶](#)



SPRINGS BROCHURE

[Download Guide \(PDF\) ▶](#)



WEST FLORIDA BIRDING TRAIL

[Download Guide \(PDF\) ▶](#)



BIKE PATHS AND TRAILS

[Download Guide \(PDF\) ▶](#)



MORE GUIDES COMING SOON



TRAVEL BLOGS

IT'S JUNE 2016—THINGS TO KNOW ABOUT CATCHING GROUPEL ON FLORIDA'S GULF COAST

BY TOMMY THOMPSON | JUN 02, 2016 | [FISH SPECIES](#), [FISHING AND BOATING](#)

At its Feb. 10 meeting at the Florida Public Safety Institute near Tallahassee, the Florida Fish and Wildlife Conservation Commission (FWC) approved changes to the gag and black grouper minimum size limit and the gag grouper recreational season in Gulf state waters. The approvals include: Read more: <http://www.floridasportsman.com/2016/02/12/fwo-approves-grouper-bag-limit-season-changes/#bz4AROF8k6Z> Setting a 24-inch total length minimum size [...]

VISIT GAINESVILLE'S SWEETWATER WETLANDS PARK FOR A CLOSE-UP LOOK AT NATURAL NORTH FLORIDA

BY TOMMY THOMPSON | MAY 31, 2016 | [EVENTS AND FAMILY ACTIVITIES](#), [OUTDOORS AND NATURE](#)

It's June, and it's the perfect time to visit and hike (no bikes or horses allowed!) Gainesville's newest park, Sweetwater Wetlands Park. Here's a blurb from the park's website that does a pretty good job of describing the awesome place: "Sweetwater Wetlands Park is not only a place to connect with nature, it's a way [...]"

MARK YOUR CALENDARS—2016 HIDDEN COAST PADDLING ADVENTURE, SUWANNEE FLORIDA, 9/29-10/2

BY TOMMY THOMPSON | MAY 31, 2016 | [EVENTS AND FAMILY ACTIVITIES](#), [FISHING AND BOATING](#), [OUTDOORS AND NATURE](#)

Now's the time to mark your calendar for the 2016 Hidden Coast Paddling Adventure. This year's event will be at Suwannee, Florida on the Suwannee River, and promises to be more fun than ever before. And, with the event falling on the last week of September, the air should be cooler—but not so cool to [...]"

A FEW CHANGES AT FLORIDA'S ICHETUCKNEE STATE PARK IN COLUMBIA COUNTY

BY TOMMY THOMPSON | MAY 31, 2016 | [EVENTS AND FAMILY ACTIVITIES](#), [ONE DAY TRIPS](#), [OUTDOORS AND NATURE](#)

Florida's Ichetucknee State Park is a favorite of locals, as well as visitors to the State. The head spring feeds the river with clean, clear water and pushes rafters, tubers and paddlers downstream for an unequalled view of one of Florida's most pristine natural areas. For the 2016 "season", beginning in late May, there have [...]"

CATEGORIES

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[Food and Dining](#)
[Longer Trips](#)
[Off The Beaten Path](#)
[One Day Trips](#)
[Outdoors and Nature](#)
[Romantics](#)
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[Romantics](#)

TAGS

[alachua](#) [alachua county](#) [big bend](#) [boating](#) [canoe](#)
[cedar key](#) [dining](#) [dixie county](#) [family fun](#)

Possible Revisions to Task Force Website Home Page
June 10, 2016

Top of Home Page Menu Bar					
Blogs	Events	Trip Ideas	Places to Stay, Eat, & Shop	Things to Do	About VNNF
		Choose Your Adventure Recommended Itineraries Guides & Trails Download Center Trip Planner Ultimate Bicycle Guide Ultimate Springs Guide Newsletter Signup	Stay Eat Shopping/Antiquing		About VNNF Where are We? Partners Minutes, Notices & Agendas VNNF Publications Privacy Policy
Hero Page					
Events & Fesitvals					
Blogs					
Choose Your Adventure					
Ultimate Springs Guide Guides & Trails Things to Do Download Center			Ultimate Bicycle Guide Recommended Itineraries Places to Eat, Sleep & Shop		
Newsletter Sign-up					
Plan Your Trip					
Videos					
Bottom of Home Page					

Note: Delete Trip Planner from top menu bar, place under Trip Ideas
Delete Weather from Trip Planner
Combine Places to Stay and Places to Eat on top menu bar

2016-17 Regional Rural Development Grant
DRAFT - Proposed Work Plan - DRAFT
June 8, 2016

Cost	Description
\$10,000.00	Reprint Regional Brochure (add Bradford & Columbia Counties)
\$600.00	Print 2,000 copies of VNNF RV Guide
\$600.00	Print 2,000 copies of VNNF Outdoor Adventure Guide
\$600.00	Print 2,000 copies of VNNF Lodging Brochure
\$2,400.00	Design and Print 25,000 placemats
\$25,000.00	Ultimate Paddling Guide Website Enhancement
\$12,700.00	Print 2,500 copies of VNNF Paddling Guide (excerpts from OGT guides) 4.25" x 5.75"
\$6,000.00	Website Enhancement, General
\$6,500.00	New York Bicycle Show
\$7,000.00	Hershey RV & Camping Show
\$6,500.00	Minneapolis Outdoor Expo
\$4,000.00	One In-State Show, I-17 & I-10 Welcome Center Festivals
\$6,700.00	Visit Florida Co-op Ad (Smithsonian Magazine. \$1,116.67 per 1/6th ad)
\$15,000.00	Digital Advertising Campaign - Facebook, Google Adword search, Travel Show Cities, Other
\$3,500.00	Florida State Parks Mobile App advertisement
\$16,000.00	Scholarships
\$8,000.00	Brochure Distribution
\$7,500.00	Website Bloggers (5 blogs per month at \$125 per blog)
\$1,100.00	Social Media Postings (Facebook, Instagram and Twitter)
\$1,200.00	Professional Organization Memberships
\$5,100.00	VisaVues Domestic and International Editions - 1-year subscription
\$4,000.00	Quarterly eNewsletters
\$150,000.00	Total

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Visit Natural
NORTH FLORIDA

Get serious about social

Join the 10+ million professionals who trust Hootsuite.

Free 30-Day Trial

OR

Compare All Business Plans

Connect with over 35 popular social networks



New!

Hootsuite lets you do more with social media



With the ability to manage all your social networks and schedule messages for future publishing, Hootsuite gives you a wide scope of your social media activity.



What's your audience saying about your brand? Find out, engage them, and save the day with Hootsuite's best-in-class social media monitoring tools.



Hootsuite's social media analytics give you an in-depth view of how well your social media efforts are being received, so you can run with what's working or change directions.



Adding multiple Team Members makes sharing the workload easier. Social media management and being a voice for your brand is everyone's job. Team Members make that possible.



Security is no joke. Reputations, assets, and financials are all at stake. Hootsuite's secure logins, profile protections, and permission levels keep your organization protected.



Increase your social reach and productivity with our App Directory - a collection of 80+ applications like Instagram, YouTube, Reddit, and Marketo, right in the social media dashboard.

[Free 30-Day Trial](#)[Compare all business plans](#)

Who uses Hootsuite social media dashboard?

Small-med businesses



Grow and engage your audience using Hootsuite's robust social media listening tools. You'll always be up-to-date, and truly connected to your customer base.

Agencies



Your clients want results. Our social media analytics reports give you an in-depth view of campaign momentum and how it relates to your clients' ROI and bottom line.

Enterprise



When your organization grows, your social media efforts should grow with it. Hootsuite scales to your company's size and adapts to your business objectives as needed.

Select your plan to get started

MOST POPULAR

Pro

For: Entrepreneurs, owners & consultants that want to maximize their time on social

Free 30-Day Trial

You get all these features:

- Up to 50 Social Profiles
- 1 Enhanced Analytics Report
- Bulk Message Scheduling
- 1 user included, up to 10
- Access to Premium Apps

\$9.99/mo on annual plan

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[Learn more](#)

Business

For: Small businesses & agencies that need one platform for their teams to manage social media

Get Started Now

You get all **Pro** features, plus:

- Up to 50 Social Profiles
- Real-time Analytics
- Publishing Approvals
- Starting at 5 users
- Social Media Certification
- Vanity URL
- 24/7 Priority Support
- Custom Set-up & training

Get Started Now

[Learn more](#)

Enterprise

For: Large businesses & agencies that need a solution to safely & securely scale social media

Get Started Now

Customizable plans & features

Hootsuite for Enterprise empowers large teams, departments and regions to drive results by safely and securely scaling social media across their entire organization

Get Started Now

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Sign up for our limited Free plan for individuals

Get Started—Free

Hootsuite is trusted by 10+ million users in 175+ countries for

ANALYTICS TOOLS

Understand your impact with social media analytics

Measure the effectiveness of your social media outreach and easily share the results.

[Compare Plans](#)

Track engagement and conversions with insights from key social networks



Gain new insights

Understand social media engagement patterns across your Facebook, Twitter, LinkedIn, Pinterest, and Google+ accounts, and add insights from Google Analytics.

Identify social influencers

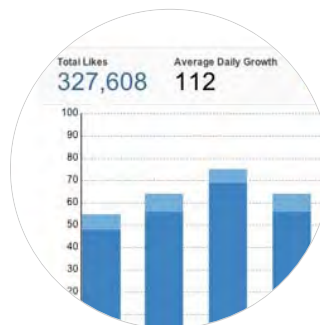
Pinpoint the key influencers and brands driving important conversations and generating buzz.

See what content resonates

Measure clicks, likes, retweets and more to learn what content works and what content doesn't.

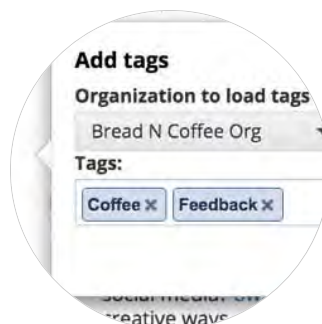


Track, measure, and share key social media metrics



Create social reports

Quickly and easily build intuitive reports and keep your team up-to-date with automatic report sharing.



Tag and track messages

Tag messages tied to specific campaigns or events to easily analyze their content, volume, and sentiment.



Measure internal metrics

Track performance at the individual and team level—including messages sent, and resolution times.

“Hootsuite analytics provides us with an excellent opportunity to gauge customer sentiment and adjust conversations accordingly.”



Ameel Khan
Social Media Manager
Jetstar Airlines

1 BUY, 2 DISTINCT BRANDS, 20 YEARS OF EXPERTISE, LEAD GENERATION, TARGETED REACH... *MAJOR IMPACT!*



Reach a vital audience with Smithsonian, voted the most interesting and a trusted magazine publication in the market. Smithsonian magazine provides its audience of influential thinkers with a curiosity to know more, and a historical perspective giving them the tools to make well-informed decisions.

2017 Program Details & Offerings

Smithsonian

250,000 copies poly-bagged in Smithsonian's annual travel issue (April 2017) targeting NY, TX, AL, IL, DC, GA, NC, TN, LA, MS, PA, SC & Florida residents with a median HHI of over \$78,000

Smithsonian e-newsletters sent to 2 million opt-in subscribers (500,000 quarterly) promoting Undiscovered Florida and featuring the link to digital edition

BONUS COVERAGE

1 million subscribers via promotional listing in Smithsonian's September "Gold Edition" (for full-page advertisers)

Reader response listing and **lead collection** on BRC included in Smithsonian April issue

1 million circulation reach with full page reader listing in 2 additional Smithsonian issues

Recommend

20,000 copies poly-bagged with Recommend's April 2017 issue targeting travel agents

BONUS COVERAGE

Undiscovered Florida promotional site (www.undiscoveredflorida.com) including digital edition with reader service listing

Official Florida Welcome Centers

50,000 copies distributed year-round at Official Florida Welcome Centers

ADVERTISING RATES

Ad Sizes	Marketing Partner	Web Partner/Non-Partner
2-page spread	\$25,695	\$32,118
Full page	\$14,275	\$17,843
1/2 page	\$9,960	\$12,450
1/3 page	\$7,400	\$9,250
1/6 page	\$4,300	\$5,375
1/12 page	\$1,495	\$1,868

Space Reservation Deadline:

February 3, 2017

Materials Deadline:

February 10, 2017

Insertion Date:

April 2017

ADDITIONAL INFORMATION

Email: Daimee@worthit.com

for FTP site or digital specs

Limited space—book now

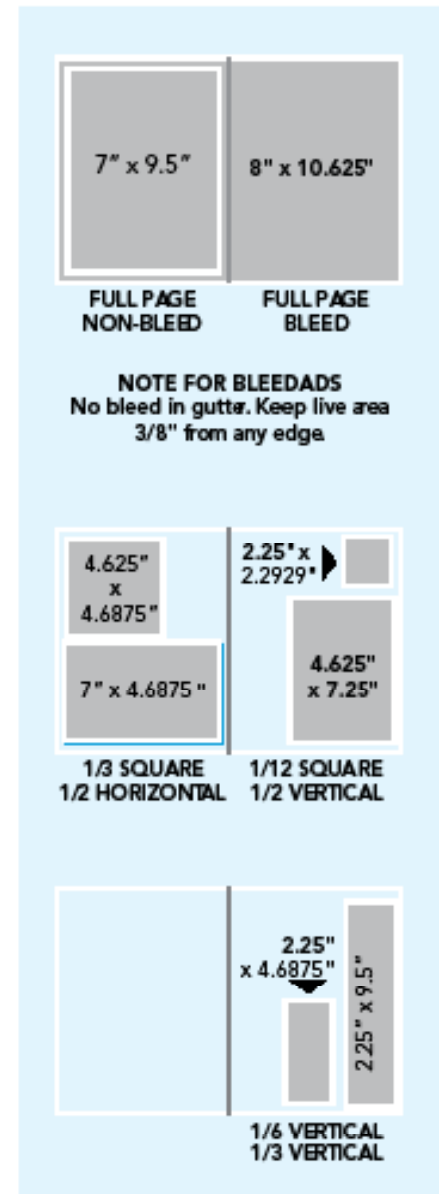
800.447.0123 x182

Terri Tonkin, Regional Sales Director

Email: terri@worthit.com



worthit.com Worth Custom Publishing is a division of Worth International Media, a Florida company that has developed publications for the worldwide travel trade and tourism industries for more than 35 years, including the monthly Recommend magazine, with the highest audited travel agent circulation in North America and the bi-monthly Prevue magazine, offering destination insight to meeting and incentive planners.



2017-18 Regional Rural Development Grant
DRAFT - Proposed Work Plan - DRAFT
June 10, 2016

Cost	Description
\$16,500.00	Reprint Suwannee River Paddling Guide
\$5,000.00	Reprint Ultimate Bicycle Guide
\$5,000.00	Design & Print Ultimate Bicycle Guide Brochure
\$5,000.00	Print Ultimate Springs Guide
\$700.00	Print 2,000 copies of VNNF RV Guide
\$700.00	Print 2,000 copies of VNNF Outdoor Adventure Guide
\$700.00	Print 2,000 copies of VNNF Lodging Brochure
\$5,000.00	Print Ultimate Paddling Guide
\$6,000.00	Website Enhancement, General
\$21,500.00	3 Out-of-State Travel Shows
\$4,000.00	One In-State Show, I-17 & I-10 Welcome Center Festivals
\$7,000.00	Visit Florida Co-op Ad
\$20,000.00	Digital Advertising Campaign - Facebook, Google Adword search, Travel Show Cities, Other
\$6,000.00	Website Hosting
\$3,500.00	Florida State Parks Mobile App advertisement
\$16,000.00	Scholarships
\$8,500.00	Brochure Distribution
\$7,500.00	Website Bloggers (5 blogs per month at \$125 per blog)
\$1,100.00	Social Media Postings (Facebook, Instagram and Twitter)
\$1,200.00	Professional Organization Memberships
\$5,100.00	VisaVues Domestic and International Editions - 1-year subscription
\$4,000.00	Quarterly eNewsletters
\$150,000.00	Total

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Visit Natural
NORTH FLORIDA

**Original Florida/Visit Natural North Florida
6/16/2016 Meeting
VISIT FLORIDA Update
Prepared by Brenna C. Dacks**

- Registration is open for the **Florida Governor's Conference on Tourism** that will be held September 7-9 at the Hilton Orlando. The early-bird discounted registration deadline is July 27; there is also a special \$100 discount for businesses located in one of the state's designated Rural Areas of Opportunity (use code RAO2016 when registering). For more details or to register, go to FloridaTourismConference.com.
- The next VISIT FLORIDA **Twitter Chat** will be held on Tuesday, June 21 (1-2PM EST) and will cover "**Florida Road Trips.**" Login and go to VISITFLORIDA.org/social to access the list of questions prior to the chat.
- There are some great **webinars** coming up soon. Check them out and register at VISITFLORIDA.org/webinars. Some of these include:
 - How DMOs are Using Content to Define and Diversify their Brand Identity, presented by Skift (June 22 at 10AM EST)
 - The Life Cycle of a Press Release (July 20 at 10AM EST)
 - VISIT FLORIDA's Online Training Incentive Program (July 26 at 10 AM EST)
 - VISIT FLORIDA's 2016-17 Marketing Plan Overview (Date TBA)
 - Traveler Attribution Study, presented by Expedia (Date TBA)

FRIENDLY REMINDERS

- **June is Fishing Month** at the Welcome Centers. Contact Annette Larson (alarson@VISITFLORIDA.org) to see how you can get involved if you are a Partner.
- Don't forget to **make sure your listing is updated** via the Partner Portal (portal.VISITFLORIDA.org) **by June 17**, when we pull your information for inclusion in the printed 2017 Vacation Guide.
- Looking for some good vacation deals? Don't forget to check the **Partner-to-Partner specials** under the Resources section of VISITFLORIDA.org. In this section of the site, our industry Partners post special offers and deals that they are extending to VISIT FLORIDA Partners!

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Visit Natural
NORTH FLORIDA

The Original Florida Tourism Task Force 2016 MEMBERS as of 4/13/2016

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Vacant

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Vacant

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Vacant

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(c) 727.457.3924
forest_1@msn.com
www.suwanneeriverrendezvous.com

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www.VisitLevy.com

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www.taylorcountychamber.com

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STAFF

Steve Dopp

Senior Planner

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Scott R. Koons

Executive Director

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

as of 7/9/2015

**VOLUNTEERS, CONSULTANTS AND
OTHERS**

Tommy Thompson

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24 NW 33rd Ct., Suite A
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(w) 3532.284.1763
(c) 352.338.9907

Roland Loog

1907 NW 10TH AVE
GAINESVILLE, FL 32605-5313
(h) 352.375.2060
(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>Cancelled</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	✓