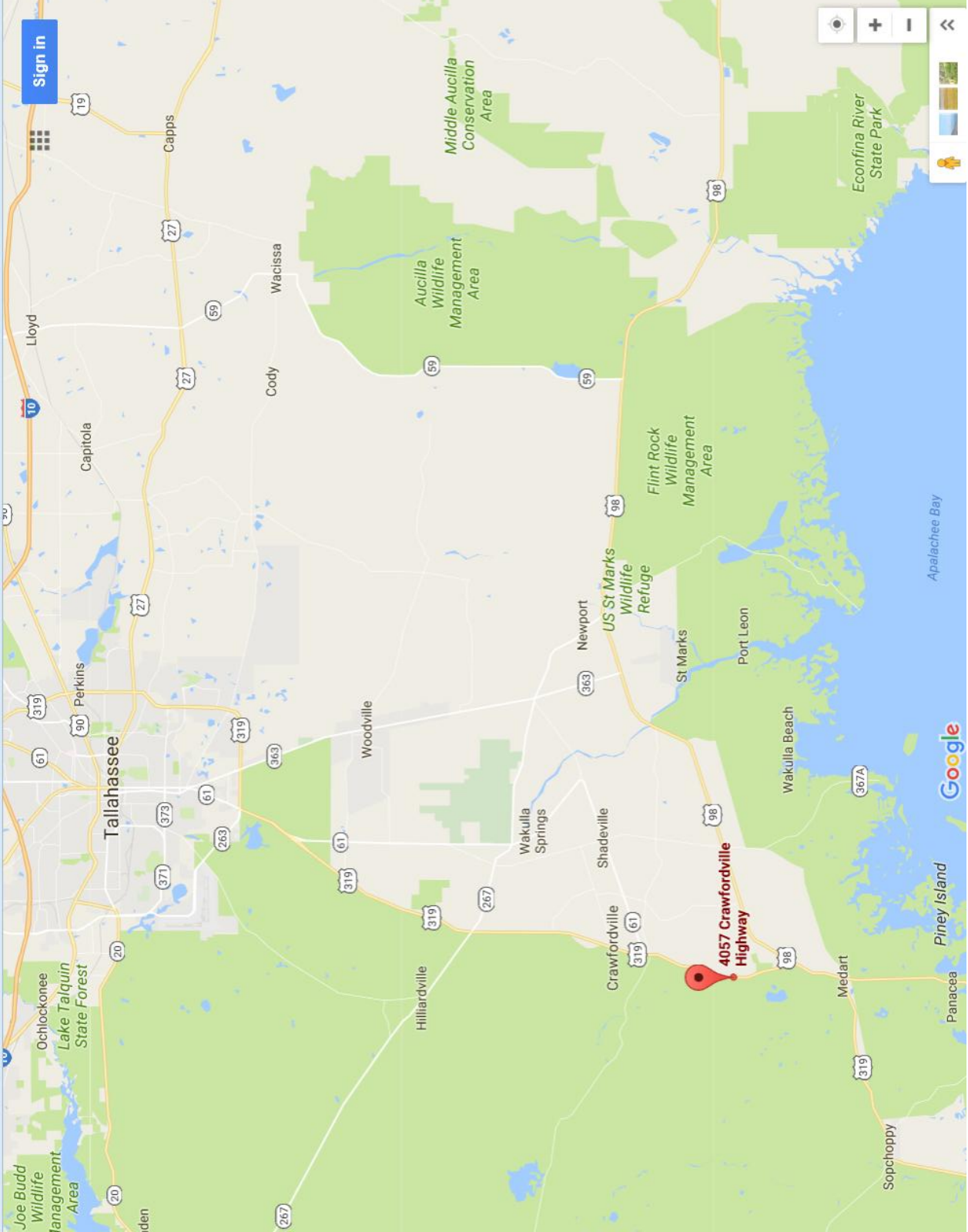


MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **October 20, 2016**. The meeting will be held at the **Wakulla Environmental Institute, 4057 Crawfordville Highway, Crawfordville, Florida** beginning at **10:00 a.m.**

(Location Map on Back)



The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Visit Natural
NORTH FLORIDA

Wakulla Environmental Center
4057 Crawfordville Highway, Crawfordville, FL
Wakulla County

October 20, 2016
Thursday 10:00 a.m.

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- V. New Business
 - A. Announcements
 - B. Other New Business
 - 1. Task Force Member Contact Information
 - 2. 2016 Meeting Dates and Locations
- VI. Leadership Forum: Bob Ballard, Wakulla Environmental Institute and Pam Portwood, Big Bend Scenic Byway
- VII. Adjournment

Date and Location of Next Meeting:

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

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Suwannee River Rendezvous
Mayo, FL
Lafayette County

September 15, 2016
Thursday, 10:00 a.m.

MEMBERS PRESENT

Ron Gromoll, Alachua County
Mary Reichardt, Alachua County
Julie Waldman, Alachua County
Paula Vann, Columbia County
Pat Watson, Gilchrist County
Katrina Richardson, Jefferson County
Nancy Wideman, Jefferson County
Susie Page, Lafayette County, Vice-Chair
Carol McQueen, Levy County
Phyllis Williams, Madison County
Dave Mecusker, Union County, Treasurer

OTHERS PRESENT

Brack Barker, Wild Florida Adventures
Donna Creamer, Gilchrist County
Brenna Dacks, VISIT FLORIDA
Roland Loog, Volunteer
Lois Nevins, Volunteer

STAFF PRESENT

Steven Dopp
Scott Koons

MEMBERS ABSENT

Daniel Riddick, Bradford County
Will Sexton, Bradford County
Russ McCallister, Dixie County
Martin Pierce, Dixie County
Brenda Graham, Madison County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Diane Bardhi, Wakulla County
Gail Gilman, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Vice-Chair Susie Page, noting the presence of a quorum, opened the meeting at 10:00 a.m. and asked for introductions.

II. APPROVAL OF THE AGENDA

Vice-Chair Page requested approval of the meeting agenda.

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

III. APPROVAL OF THE AUGUST 18, 2016 MINUTES

Vice-Chair Page asked for approval of the August 18, 2016 meeting minutes.

ACTION: Nancy Wideman moved and Ron Gomoll seconded to approve the August 18, 2016 meeting minutes as circulated. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Financial Committee Reports

a. Monthly Financial Report Review and Approval, June 30, 2016 and July 31, 2016

Treasurer Mecusker presented the monthly financial reports for June 30, 2016 and July 31, 2016.

ACTION: Mr. Gromoll moved and Katrina Richardson seconded to approve the June 30, 2016 and July 31, 2016 financial reports as circulated. The motion passed unanimously.

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

1. 2016 Task Force Marketing Project

a. 2016 Marketing Project Update and Request for Approval, Adrienne Morgan, Senior Director, Strategy and Business Development, Sparxoo, Inc.

Ms. Morgan presented the draft Ultimate Springs Guide website, Ultimate Springs Guide guidebook, Ultimate Bicycle Guide website, the Ultimate Bicycle Guide guidebook and the Digital Advertising Campaign.

Task Force members provided comments and recommended edits to the various products.

2. Bicycle Routes for New Member Counties

Mr. Dopp stated that funds for this item were previously diverted to the 2016 Marketing Project.

3. Website Blogs

Mr. Dopp noted that the website blogger continues to write blogs for the Task Force website in accordance with Task Force contracts.

4. Tourism Brochure Distribution

Mr. Dopp reported that the Springs and More brochure continue to be distributed along Interstates 10 and 75.

5. Fall eNewsletter

Allison Greco reported that the fall eNewsletter is under development and is anticipated to be distributed in early October.

6. 2016 Florida Governor's Annual Tourism Conference

Mr. Dopp reported that he, Diane Bardhi, Marianne Graves and Katrina Richardson attended the Florida Governor's Annual Tourism Conference. Mr. Dopp requested attendees to complete and send to him their signed expense statements for reimbursement.

7. UnDiscovered Florida Advertisement

Mr. Dopp stated that he is receiving leads from the UnDiscovered Florida advertisement and is forwarding them to Task Force members.

8. Tampa Boat Show, September 8 - 12, 2016

Roland Loog reported on the Tampa Boat Show

9. Hershey RV Show, September 14 - 18, 2016

Mr. Dopp noted that Sandy Beach, Donna Creamer and Dawn Taylor were staffing the Task Force booth at the Hershey RV Show.

10. Midwest Mountaineering (Minneapolis) Outdoor Adventure Expo, November 19 - 20, 2016

Mr. Dopp reported that the Task Force is registered and the registration fees have been paid for the above-referenced shows. He encouraged travel show representatives to make their hotel and travel arrangements.

C. Staff Items

1. Purchase of Three Folding Hand Carts

Mr. Dopp requested authorization to purchase three folding hand carts for use at travel shows. The Task Force agreed by consensus to purchase three folding hand carts.

2. Suwannee County Tourist Development Council Update

Mr. Dopp reported that Chair Taylor made a presentation to the Suwannee County Chamber of Commerce regarding joining the Task Force

3. Fiscal Year 2016-17 Task Force Draft Work Program and Authorization to Prepare a Fiscal Year 2017-18 Regional Rural Development Grant Application

Mr. Dopp discussed the Fiscal Year 2016-17 work program. The Task Force reviewed the Fiscal Year 2016-17

Carol McQueen stated that the Task Force should consider placing an additional VISIT FLORIDA co-op ad in lieu of the digital advertising campaign.

Ms. Dacks discussed several advertising opportunities through VISIT FLORIDA.

Mr. Dopp requested Ms. Dacks to prepare a proposed advertising campaign for a cost not to exceed \$10,000.

Task Force draft work program and agreed by consensus for Mr. Dopp to begin preparation of the grant application.

4. Letter to Florida Fish and Wildlife Commission Requesting Authorization to Post Fish and Wildlife Commission Publications on the Task Force Website

Mr. Dopp recommended that the Task Force prepare a pdf file of Sections 5 and 6 of the Florida Circumnavigational Saltwater Paddling Trail and post the pdf file to the Task Force website in lieu of requesting permission from the Florida Fish and Wildlife Conservation Commission to post a pdf file of the Big Bend Saltwater Paddling Trail. He further recommended that the Task Force not prepare a letter to the Commission requesting permission to post Commission publications to the Task Force website as was authorized by the Task Force at its August 18, 2016 meeting.

ACTION: Ms. McQueen moved and Ms. Richardson seconded to rescind a previously approved Task Force Action and not send a letter to the Florida Fish and Wildlife Commission Requesting Authorization to Post Fish and Wildlife Commission Publications on the Task Force Website and to instead publish, as a pdf, Sections 5 and 6 of the Florida Circumnavigational Saltwater Paddling Trail. The motion passed unanimously.

5. Task Force Credit Card

Scott Koons advised the Task Force of concerns he had regarding potential liabilities of Task Force acquisition of a credit card. He recommended that the Task Force rescind its previously-approved action to acquire a credit card.

ACTION: Ms. Wideman moved and Ms. Richardson seconded to rescind a previously approved Task Force Action and not acquire a credit card. The motion passed with seven Yeas and four Nays (Gromoll, Waldman, Watson, Wideman).

Mr. Koons recommended that the Task Force could authorize him to issue advance payments for travel show attendees to assist those who are experiencing difficulty waiting for their reimbursement requests to be processed.

ACTION: Ms. Wideman moved and Ms. Richardson seconded to authorize advance payments for travel show booth staff. The motion passed unanimously.

D. VISIT FLORIDA Grants

1. VISIT FLORIDA - North Central Florida Fiscal Year 2016-17 Rural Area of Opportunity Partnership Program

a. Travel Shows and Assignments

Mr. Dopp noted that the travel show assignments are included in the meeting packet.

b. New Regional Brochure

Mr. Dopp stated that VISIT FLORIDA is progressing on the development of the new Unexplored Florida brochure.

c. Promotional items

Mr. Dopp reviewed the promotional items expenditures.

E. Other Staff Items

No other staff items were discussed.

F. VISIT FLORIDA Report

Brenna Dacks 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

No changes were made to meeting dates and locations.

V. NEW BUSINESS

A. Staff Items

1. Request for Six Replacement Suwannee River Wilderness Trail Paddling Guides, Boy Scout Troop 23, South Miami, Florida

Mr. Dopp informed the Task Force of a request for six replacement paddling guidebooks by the Boy Scout Troop. He noted that an email from the Scoutmaster by which was forwarded to him by Kay McCallister indicated that the Troop had been robbed and while paddling the Suwannee River.

The Committee agreed by consensus to send the Troop six replacement copies of the paddling guide.

B. Other New Business

No other new business was discussed.

VI. LEADERSHIP FORUM

No leadership forum was held.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., October 20, 2016 at a location to be determined in Wakulla County.

The meeting adjourned at 1:25 p.m.

Dawn Taylor, Chair

10/20/16
Date

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

The Original Florida Tourism Task Force

Balance Sheet

As of August 31, 2016

	<u>Aug 31, 16</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	127,131.80
Total Checking/Savings	127,131.80
Other Current Assets	
Prepaid Registration Fees	26,267.20
Total Other Current Assets	26,267.20
Total Current Assets	153,399.00
TOTAL ASSETS	<u>153,399.00</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	93,793.59
Total Accounts Payable	93,793.59
Other Current Liabilities	
Prepaid Dues	860.00
Total Other Current Liabilities	860.00
Total Current Liabilities	94,653.59
Total Liabilities	94,653.59
Equity	
Unrestricted Earnings	41,706.20
Net Income	17,039.21
Total Equity	58,745.41
TOTAL LIABILITIES & EQUITY	<u>153,399.00</u>

10:48 AM
09/23/16

GT

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 08/31/2016

	<u>Aug 31, 16</u>	
Beginning Balance	101,787.28	✓
Cleared Transactions		
Checks and Payments - 10 items	-18,032.15	
Deposits and Credits - 2 items	52,392.87	
Total Cleared Transactions	<u>34,360.72</u>	
Cleared Balance	<u>136,148.00</u>	✓
Uncleared Transactions		
Checks and Payments - 4 items	-9,016.20	
Total Uncleared Transactions	<u>-9,016.20</u>	
Register Balance as of 08/31/2016	<u>127,131.80</u>	
New Transactions		
Checks and Payments - 7 items	-94,591.88	
Total New Transactions	<u>-94,591.88</u>	
Ending Balance	<u>32,539.92</u>	

KAB
10-12-16

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of August 31, 2016

(These financial statements are unaudited)

Income	Budget	August 2016	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	48,000.00	0.00	48,000.00	0.00
FI Dept Econ Opp Staffing Grant FY 2014-15	123,000.00	0.00	101,425.00	(21,575.00)
FI Dept Econ Opp Staffing Grant FY 2015-16	150,000.00	0.00	16,828.87	(133,171.13)
VisitFlorida Rural Area Opportunity Grant	97,500.00	35,000.00	125,370.77	27,870.77
VisitFlorida Culture, Heritage Rural and Nature Grant	5,000.00	0.00	5,000.00	0.00
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	35,000.00	296,665.80	(142,034.20)
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	0.00	7,351.56	(4,248.44)
Ultimate Bicycle Guide	33,000.00	0.00	15,000.00	(18,000.00)
Ultimate Springs Guide	12,000.00	0.00	5,000.00	(7,000.00)
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	0.00	111,176.56	(36,123.44)
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	2,943.64	(56.36)
VisitFlorida RAO In Kind	3,800.00	0.00	0.00	(3,800.00)
Detroit RV Show	5,600.00	0.00	5,055.39	(544.61)
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	4,990.90	(1,809.10)
ITB Berlin Trade Show	12,400.00	0.00	8,196.89	(4,203.11)
Dallas Travel Expo	7,400.00	0.00	6,750.76	(649.24)
Madison, WI Canoecopia	5,000.00	0.00	4,881.44	(118.56)
NY Times Travel Show	8,600.00	0.00	4,571.05	(4,028.95)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of August 31, 2016

(These financial statements are unaudited)

	Budget	August 2016	Year to Date	Over/(Under) Budget
Philadelphia Travel Show	7,100.00	0.00	8,258.23	1,158.23
Atlanta RV & Camping Show	4,200.00	0.00	3,072.24	(1,127.76)
Washington DC Travel Expo	7,400.00	0.00	6,519.79	(880.21)
VisitFlorida Welcome Center Fest	100.00	0.00	60.00	(40.00)
Out State Travel Show #1/ Hershey	6,300.00	0.00	0.00	(6,300.00)
Out State Travel Show #2 / Minneapolis	6,300.00	0.00	0.00	(6,300.00)
In State Travel Show #1	4,000.00	0.00	0.00	(4,000.00)
in State Travel Show #2 / Tampa Boat	4,000.00	0.00	0.00	(4,000.00)
in State Travel Show #3 / Villages	1,000.00	0.00	500.00	(500.00)
Toronto RV & Camping Show	7,400.00	0.00	6,542.63	(857.37)
Total Trade Shows	121,400.00	0.00	75,882.32	(45,517.68)
Advertising				
Web Digital Advertising Campaign	13,000.00	0.00	0.00	(13,000.00)
Quarterly Newsletter	4,000.00	0.00	250.00	(3,750.00)
VisitFlorida Co-op Advertisement	6,500.00	0.00	6,450.00	(50.00)
Distribute Springs Brochure	11,400.00	455.00	6,305.00	(5,095.00)
Total Advertising	34,900.00	455.00	13,005.00	(21,895.00)
Total Marketing	319,700.00	455.00	212,531.75	(107,168.25)
Administration				
FI Dept Econ Opp FY 2014-15	11,300.00	0.00	0.00	(11,300.00)
Service Fees - VisitFlorida Travel Shows	13,200.00	0.00	15,000.00	1,800.00
Regional Marketing Program Fees	36,400.00	0.00	0.00	(36,400.00)
FI Dept Econ Opp FY 2015-16	24,300.00	0.00	0.00	(24,300.00)
Total Administration	85,200.00	0.00	15,000.00	(70,200.00)
Memberships				
Florida Outdoor Writers Association	300.00	0.00	175.00	(125.00)
Southeast Tourism Society	300.00	0.00	275.00	(25.00)
Visit Florida	400.00	0.00	395.00	(5.00)
Ride With GPS	0.00	0.00	250.00	
Total Memberships	1,000.00	0.00	1,095.00	95.00
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	1,329.98	(670.02)
Total Professional Enhancement - Staff	3,000.00	0.00	1,329.98	(1,670.02)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of August 31, 2016

(These financial statements are unaudited)

	<u>Budget</u>	<u>August 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	6,649.85	(5,450.15)
Total Enhancement - Members	<u>22,100.00</u>	<u>0.00</u>	<u>6,649.85</u>	<u>(15,450.15)</u>
 Bank Charges	 200.00	 21.87	 246.37	 46.37
 Legal				
Advertising	300.00	0.00	44.24	(255.76)
Expenses	300.00	0.00	386.25	86.25
Total Legal	<u>600.00</u>	<u>0.00</u>	<u>430.49</u>	<u>(169.51)</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	 874.00	 1,184.00	 (116.00)
 Telephone	 300.00	 0.00	 0.00	 (300.00)
 Postage	 300.00	 0.00	 410.58	 110.58
 Total Expenses	 <u>438,700.00</u>	 <u>1,350.87</u>	 <u>238,878.02</u>	 <u>(199,821.98)</u>
Net Income	<u>0.00</u>	<u>33,649.13</u>	<u>57,787.78</u>	<u>57,787.78</u>

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Visit Natural
NORTH FLORIDA

Original Florida Tourism Task Force
Budget FY 2016-17 (10/1/16 to 9/30/17)

Adopted 7/21/2016

<i>Revenues</i>	Total
<i><u>Cooperative Regional Marketing Program Fees:</u></i>	
Alachua County	\$15,000
Bradford County	\$3,000
Columbia County	\$8,000
Dixie County	\$2,000
Gilchrist County	\$2,000
Hamilton County	\$1,000
Jefferson County	\$2,000
Lafayette County	\$1,000
Levy County	\$4,000
Madison County	\$3,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$3,000
Subtotal	\$49,000
<i><u>Additional Revenue:</u></i>	
DEO Rural Development Grant, FY 2015-16	\$51,225
DEO Rural Development Grant, FY 2016-17	\$150,000
VISIT Florida FY 2016-17 RAO Grant - Cash	\$132,265
VISIT Florida FY 2016-17 RAO Grant - In-Kind	\$26,310
Transfer From Reserves	\$3,500
Subtotal	\$363,300
TOTAL REVENUES	\$412,300
Less In-Kind	(\$26,310)
TOTAL REVENUES - CASH	\$385,990
<i><u>Expenditures</u></i>	
Bank Charges	\$200
Governor's Conference on Tourism	\$5,000
Internships	\$5,000
Legal Advertising	\$300
Legal Expenses	\$300
(1) Marketing Program for 2016-17	\$299,000
(2) Memberships	\$1,000
Miscellaneous	\$2,000
North Central Florida Regional Planning Council - Admin FY 2015-16	\$5,600
North Central Florida Regional Planning Council - Admin FY 2016-17	\$68,500
Postage Expenses	\$300
Service Fee - Visit Florida Travel Show Program	\$14,300
Southeast Tourism Society Marketing College	\$10,500
Telephone	\$300
TOTAL EXPENDITURES	\$412,300
 (1) See Marketing Budget Detail (2) See Current Memberships Detail	
<i><u>Reserve Funds</u></i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$81,000
TOTAL RESERVE FUNDS	\$81,000

**Original Florida Tourism Task Force
Budget FY 2016-17 (10/1/16 to 9/30/17)**

Adopted 7/21/2016

	FY 2016-17 DEO Grant		
	Total	Eligible Funding	Remainder
Marketing Budget Detail			
Planning:			
VisaVues Domestic and International Editions	\$5,100.00	\$5,100.00	\$0.00
Collateral Material:			
Print 1,000 Copies of Bicycle Guide	\$3,000.00	\$0.00	\$3,000.00
Design and Print New Regional Brochure (adds Brad, Col, & Ham Cou)	\$9,500.00	\$9,500.00	\$0.00
Design and Print 25,000 VNNF Placemats	\$2,500.00	\$2,500.00	\$0.00
Print 1,000 copies of VNNF RV Guide	\$500.00	\$500.00	\$0.00
Print 1,000 Copies of VNNF Outdoor Adventure Guide	\$500.00	\$500.00	\$0.00
Print 1,000 Copies of VNNF Lodging Brochure	\$500.00	\$500.00	\$0.00
Print 2,000 Copies of VNNF Paddling Guide	\$13,000.00	\$13,000.00	\$0.00
Website:			
Revise Homepage	\$6,000.00	\$6,000.00	\$0.00
Ultimate Bicycle Guide Microsite & Downloadable PDF Guide	\$8,250.00	\$0.00	\$8,250.00
Ultimate Bicycle Guide Maintenance and Updates	\$2,000.00	\$2,000.00	\$0.00
Ultimate Paddling Guide	\$12,000.00	\$12,000.00	\$0.00
Web Hosting Services	\$0.00	\$0.00	\$0.00
Bloggers Fees - Fishing	\$375.00	\$0.00	\$375.00
Ultimate Springs Guide Microsite & Downloadable PDF Guide	\$3,000.00	\$0.00	\$3,000.00
Website Blogs - 5 Blogs Categories	\$7,600.00	\$5,100.00	\$2,500.00
Trade Shows:			
Flash Drives	\$1,500.00	\$0.00	\$1,500.00
Travel Show Contest	\$1,500.00	\$0.00	\$1,500.00
Logo patches	\$1,000.00	\$0.00	\$1,000.00
Eyeglass Straps	\$1,000.00	\$0.00	\$1,000.00
Brochures and Popup Displays	\$10,000.00	\$0.00	\$10,000.00
Visit Florida Welcome Center Rack Space (in-kind)	\$885.00	\$0.00	\$885.00
State Parks Guides and State Road Maps (in-kind)	\$2,000.00	\$0.00	\$2,000.00
Shipping - Berlin and London (in-kind)	\$1,000.00	\$0.00	\$1,000.00
Visit Florida - London World Travel Market	\$14,000.00	\$0.00	\$14,000.00
Visit Florida - Atlanta Boat Show	\$5,550.00	\$0.00	\$5,550.00
Visit Florida - Washington, DC Tavel & Adventure Show	\$7,950.00	\$0.00	\$7,950.00
Visit Florida - Chicago Travel & Adventure Show	\$7,850.00	\$0.00	\$7,850.00
Visit Florida - New York Times Travel Show	\$8,950.00	\$0.00	\$8,950.00
Visit Florida - Atlanta Camping & RV Show	\$4,600.00	\$0.00	\$4,600.00
Visit Florida - Telegraph Outdoor Adventure & Travel Show	\$20,750.00	\$0.00	\$20,750.00
Visit Florida - Chicago RV & Camping Show	\$8,150.00	\$0.00	\$8,150.00
Visit Florida - Toronto RV & Camping Show	\$9,315.00	\$0.00	\$9,315.00
Visit Florida - Berlin - ITB Trade Show	\$14,200.00	\$0.00	\$14,200.00
Visit Florida - Madison, WI - Canoeopia	\$6,550.00	\$0.00	\$6,550.00
Visit Florida - Philadelphia Travel Expc	\$8,350.00	\$0.00	\$8,350.00
Visit Florida - Dallas Travel & Adventure Show	\$7,300.00	\$0.00	\$7,300.00
Out-of-State Travel Show #1	\$12,750.00	\$6,500.00	\$6,250.00
Out-of-State Travel Show #2	\$13,250.00	\$7,000.00	\$6,250.00
Out-of-State Travel Show #3	\$6,500.00	\$6,500.00	\$0.00
In-State Travel Show #1	\$3,400.00	\$3,400.00	\$0.00
I-10 Welcome Center Summer Festival	\$400.00	\$400.00	\$0.00
I-75 Welcome Center Festival	\$300.00	\$200.00	\$100.00
Advertising:			
New vnnf.org & Travel Show Website Digital Advertising Campaign	\$20,600.00	\$7,600.00	\$13,000.00
Florida State Parks Mobile Advertisement	\$3,500.00	\$3,500.00	\$0.00
Social Media Postings (Facebook, Twitter, Instagram)	\$1,000.00	\$1,000.00	\$0.00
Quarterly eNewsletters	\$5,000.00	\$4,000.00	\$1,000.00
Undiscovered Florida Co-op Advertisement	\$6,700.00	\$6,700.00	\$0.00
Distribution of Springs and More Brochure	\$9,375.00	\$7,500.00	\$1,875.00
Total Marketing Expenditure	\$299,000.00	\$111,000.00	\$188,000.00
Administration			
North Central Florida Regional Planning Council -			
Visit Florida, DEO FY 2015-16	\$5,600.00	\$0.00	\$5,600.00
North Central Florida Regional Planning Council -			
Visit Florida, DEO FY 2016-17	\$24,500.00	\$22,500.00	\$2,000.00
Visit Florida Rural Area of Opportunity Program -			
Regional Marketing Program Fees, FY 2016-17	\$44,000.00	\$0.00	\$44,000.00
Bank Charges	\$200.00	\$0.00	\$200.00
Legal Advertising	\$300.00	\$0.00	\$300.00
Legal Expenses	\$300.00	\$0.00	\$300.00
Other Administrative Expenses/Miscellaneous	\$2,000.00	\$0.00	\$2,000.00
Postage	\$300.00	\$0.00	\$300.00
Service Fee - Visit Florida Travel Show Program	\$14,300.00	\$0.00	\$14,300.00
Telephone	\$300.00	\$0.00	\$300.00
Membership Organizations - Annual Dues			
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
Professional Enhancement			
Southeastern Tourism Society Marketing College	\$10,500.00	\$10,500.00	\$0.00
Governor's Tourism Conference	\$5,000.00	\$5,000.00	\$0.00
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	\$113,300.00	\$39,000.00	\$74,300.00
Total Expenditure	\$412,300.00	\$150,000.00	\$262,300.00

Attachment 1

SCOPE OF WORK

1. Project Description:

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

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

A. Marketing Services

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

Grantee shall create both a digital and downloadable PDF guide to springs located within the Region. The on-line guide and the downloadable PDF guide will contain a map of springs as well as information regarding available facilities at the springs.
3. **Website blogs.** Grantee shall contract with a professional travel writer/blogger to post and maintain blogs on the Grantee’s official website, www.vnnf.org, in order to provide fresh content, stories and images. The blogging program is intended to inform potential visitors of attractions and events within the Region. The information provided by bloggers on attractions and events is anticipated to attract new out-of-state as well as in-state visitors to the area, resulting in increased tourism spending within the Region. Links to the blogs shall be posted on Grantee’s Facebook page. The professional travel writer/blogger shall post a minimum of one (1) blog per month per subject area on the

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

4. **Bicycle route maps for new member counties.** Grantee shall develop an inventory of dedicated biking only trails, as well as state and local highways designated as bike paths, for a minimum of one (1) and a maximum of two (2) new Grantee member counties. The current online region-wide map will be revised to display the new member counties inventory, with mileages shown between stops. Separate online maps shall be created for a minimum of one (1) and a maximum of two (2) new member counties that highlight the available trails located within each county as well as additional information on local bicycle vendors, resources, and related links.
5. **Digital advertising campaign.** Grantee shall place targeted digital advertisements to consumers in a minimum of five metropolitan areas promoting Grantee's member counties and Grantee's participation in local travel shows. The digital advertisements will highlight attractions and events within the Region as well as highlighting its newly-revamped official website, www.vnnf.org.
6. **Create and distribute electronic newsletters.** Grantee shall subscribe to an email newsletter service such as Constant Contact, to design, create and distribute via email a minimum of four (4) unique electronic/digital newsletters on attractions and events within the Region.
7. **Distribute tourism brochures.** Grantee shall distribute 75,000 tourism brochures to private businesses, such as hotels, along major travel routes within the state as well as Georgia where they will be picked up by travelers. This will be accomplished by contracting with one or more brochure distribution companies which maintain and stock brochure racks at several hundred unique locations throughout the state as well as in Georgia. The activity builds the brand of the Region by putting tourism information in the hands of tens of thousands of potential visitors in a format that can be easily accessed and saved.
8. **Professional organization annual memberships.** Grantee shall join professional organizations including, but not limited to, The Southeast Tourism Society, VISIT FLORIDA and the Florida Outdoor Writers Association. Membership in these organizations provides benefits to Grantee by offering discounts for participation in the Southeast Tourism Society Marketing College, the annual Florida Governor's Tourism Conference, and the annual Florida Outdoor Writers Association Conference.
9. **Place Visit Natural North Florida advertising in print media.** To increase consumer awareness of the natural, recreational, and cultural assets of the Region in order to attract more visitors, Grantee shall place advertisements featuring its member counties in a minimum of one (1) print media publication.
10. **Attend annual VISIT FLORIDA media reception in New York City.** To increase travel writers awareness of the natural, recreational and cultural assets of the Region in order to generate articles by New York City-based travel writers featuring Grantee's member counties, Grantee shall send one (1) representative to attend the VISIT FLORIDA annual New York City Media Reception. The reception offers the opportunity to meet more

than 30 media guests. Examples from past receptions include Good Morning America, Fodors, Skift, New York Daily News, Travel Weekly and Travel + Leisure, and food writers.

11. Participate in In-State travel shows. To increase consumer awareness among Florida residents of the natural, recreational, and cultural assets of the Region through direct contact with potential tourists who are Florida residents in order to attract more visitors, Grantee shall participate in a minimum of two (2) in-state travel shows. At the shows, Grantee shall staff a booth, distribute brochures pertaining to the Region, and answer questions raised by show attendees. A maximum of two (2) Grantee representatives per show will staff the travel show booths as well as the VISIT FLORIDA Welcome Center show booth.

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

B. Provide professional enhancement scholarships. Grantee shall provide a minimum of one (1) scholarship to attend training opportunities such as the Southeast Tourism Society Marketing College and the annual Florida Governor's Conference on Tourism. This activity increases the knowledge and professionalism of Grantee's staff, members and member staff by providing attendees with increased skills and knowledge of tourism marketing.

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

2. Grantee Responsibilities: Grantee shall:

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

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

3. DEO's Responsibilities: DEO shall:

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

4. Deliverables:

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

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

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

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

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

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

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

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

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

Steve Dopp

From: Visit Natural North Florida [vnnf=ncfrpc.org@mail168.atl171.mcdlv.net] on behalf of Visit Natural North Florida [vnnf@ncfrpc.org]
Sent: Wednesday, October 12, 2016 8:01 AM
To: Steve Dopp
Subject: Seasonal Adventure Guide - Visit Natural North Florida

Autumn weekend getaways & family fun in Natural
North Florida

[View this email in your browser](#)

Visit Natural NORTH FLORIDA

Quarterly Adventure Guide: Fall 2016

Summer may be long gone, but the warm climate in [Natural North Florida](#) is the perfect backdrop for family-friendly adventures, both indoors and out. Come visit the region of Florida from the state line to **Gainesville**, from **Starke** to **Sopchoppy**, and everywhere in between .

Whether you're local to the area, staying for some time, or just passing through on your way to **Jacksonville**, **Tallahassee** or **Orlando**, there is plenty to experience here this autumn. Check out our quarterly adventure guide to plan out your perfect fall vacation, for a day trip, a weekend, or an extended getaway.

Fall in Florida: Festivals, Fishing, and More

Things To Do In Autumn



[5 Florida Autumn Activities That Will Make You Forget All About Colorful Leaves](#)

Here in **#NaturalNorthFlorida**, we may not have the colorful foliage or crisp autumn air like our Northern friends do this time of year. But warmer weather means more outdoor adventures to be had without the need for hand warmers or woolly layers.

Many of our favorite summer activities and destinations are just as fun in the fall, and even boast less crowds than in the hotter months! Check out our favorites below. Don't worry, you can still cozy up with a pumpkin spice latte afterwards.

Experience North Florida By Bike



[NEW! The Ultimate Bicycle Guide](#)

Discover new natural environments and quaint small towns on a bicycle ride through Natural North Florida with our new Bicycle Guide. Fall is the perfect time of year to get moving outdoors without excess humidity or scorching sun.

There are plenty of routes to be explored, from beginner-friendly paved greenways to long-distance tours for the experienced cyclist. [Join the VNNF Bicycle Club](#) on [Ride with GPS](#) to follow along with our routes or check out other scenic rides in the region.

In addition to the fun festivals listed in the above article, be sure to visit our [Events calendar](#) and keep up with our [Facebook](#) and [Twitter](#) pages to discover other unique events in North Central Florida.

Plan Your Next Escape



[NEW! Download the Ultimate Springs Guide](#)

Curious about the springs you've seen on our [Facebook](#) and [Instagram](#) accounts? What is a spring, exactly? Natural North Florida is home to the world's largest collection of first magnitude freshwater springs, which are freshwater pools where water flows from an underground aquifer to the Earth's surface.

Most of our area's springs remain a constant 72 degrees Fahrenheit year round. That means they're cool in summer and warm in winter! Our newest springs guide will give you all the details. Go for a swim, paddle a kayak, scuba dive or simply relax beside these magical watering holes.

Make the Journey Part of Your Destination



[4 North Florida Destinations Worth Exiting I-10 For](#)

Interstate 10 stretches over 2,400 miles across the southern United States. Make the most of your travel time across the Natural North Florida region by stopping at these one-of-a-kind destinations. Visit a [Civil War battlefield](#), have lunch in a [historic downtown district](#), or make a day out of paddling the [iconic Suwannee River](#). You might be tempted to stay here a while!

If you're traveling on I-75 instead, check out these [4 Unforgettable Pit Stops That Fit Your Schedule](#).

Experience Authentic Local Flavor



© Tommy Thompson

No vacation is complete without delicious local eats. Explore our [Food and Dining blogs](#) to see what our experts have to say about the food and beverages in #NaturalNorthFlorida. From [in-season stone crab](#) fresh from the Gulf at the upcoming [SL Marks Stone Crab Festival](#) to creative craft beers inspired by our freshwater springs at a [Gainesville brewery](#), there are plenty of choices to delight your taste buds.

Prefer to browse by city or region? Check out our [Places to Eat](#) map. Add your must-visit locations to your [Trip Planner](#) to draft an itinerary perfect for your schedule.

Share your photos with us for an opportunity to be featured on our pages! [#NaturalNorthFlorida](#)



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Steve Dopp

From: TMOOfficialNotices@USPTO.GOV
Sent: Wednesday, September 28, 2016 4:04 AM
To: Scott Koons
Cc: Steve Dopp
Subject: Official USPTO Notification of Notice of Publication: U.S. Trademark SN 87014216: VISIT NATURAL NORTH FLORIDA (Stylized/Design)

NOTIFICATION OF "NOTICE OF PUBLICATION"

Your trademark application (Serial No.87014216) is scheduled to publish in the Official Gazette on Oct 18, 2016. To preview the Notice of Publication, go to <http://tdr.uspto.gov/search.action?sn=87014216>. If you have difficulty accessing the Notice of Publication, contact TDR@uspto.gov.

PLEASE NOTE:

1. The Notice of Publication may not be immediately available but will be viewable within 24 hours of this e-mail notification.
2. You will receive a second e-mail on the actual "Publication Date," which will include a link to the issue of the Official Gazette in which the mark has published.

Do NOT hit "Reply" to this e-mail notification. If you have any questions about the content of the Notice of Publication, contact TMPostPubQuery@uspto.gov.



UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451
www.uspto.gov

Sep 28, 2016

NOTICE OF PUBLICATION

1. Serial No.:
87-014,216
2. Mark:
VISIT NATURAL NORTH FLORIDA
(STYLIZED/DESIGN)
3. International Class(es):
35
4. Publication Date:
Oct 18, 2016
5. Applicant:
The Original Florida Tourism Task Force

The mark of the application identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, as amended, be published in the *Official Gazette* on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13(a) of the Statute or by rules 2.101 or 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a certificate of registration.

Copies of the trademark portion of the *Official Gazette* containing the publication of the mark may be obtained from:

The Superintendent of Documents
U.S. Government Printing Office
PO Box 371954
Pittsburgh, PA 15250-7954
Phone: 202-512-1800

By direction of the Commissioner.

Email Address(es):

koons@ncfrpc.org
dopp@ncfrpc.org

1. The Post Registration "Maintenance Tab" has been temporarily disabled. It will return soon.

2. The Trademark organization is beta testing a next generation examination system. As a result, there may be instances where Office actions have unexpected formatting or spacing issues. The Office is working on improvements to resolve these issues and appreciates your patience. Please contact us at [TMFeedback](#) if you have comments or issues with the appearance of a particular Office action or its attachments.

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Trademark Documents

Select All <input type="checkbox"/>	Create/Mail Date	Document Description	Document Type
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<input type="checkbox"/>	Sep. 13, 2016	Publication & Issue Review Complete	MULTI
<input type="checkbox"/>	Aug. 13, 2016	TRAM Snapshot of App at Pub for Oppostn	MULTI
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Visit Natural
NORTH FLORIDA

Steve Dopp

From: Bike Florida - Celebration of Cycling 2016 Team
[ron=bikeflorida.org@mail90.suw15.mcsv.net] on behalf of Bike Florida - Celebration of
Cycling 2016 Team [ron@bikeflorida.org]
Sent: Friday, October 07, 2016 9:59 AM
To: Steve Dopp
Subject: Looking to build 'Healthier Communities & Healthier Economies' ?

[Learn More](#)

[View this email in your browser](#)



Celebration of Cycling 2016
Only Three Weeks Left
Space Limited - \$40 includes light breakfast & lunch
[Reserve Your Seat Today!](#)

Full Conference Details Available at:

www.sharetheroad.org

Special Thanks to:

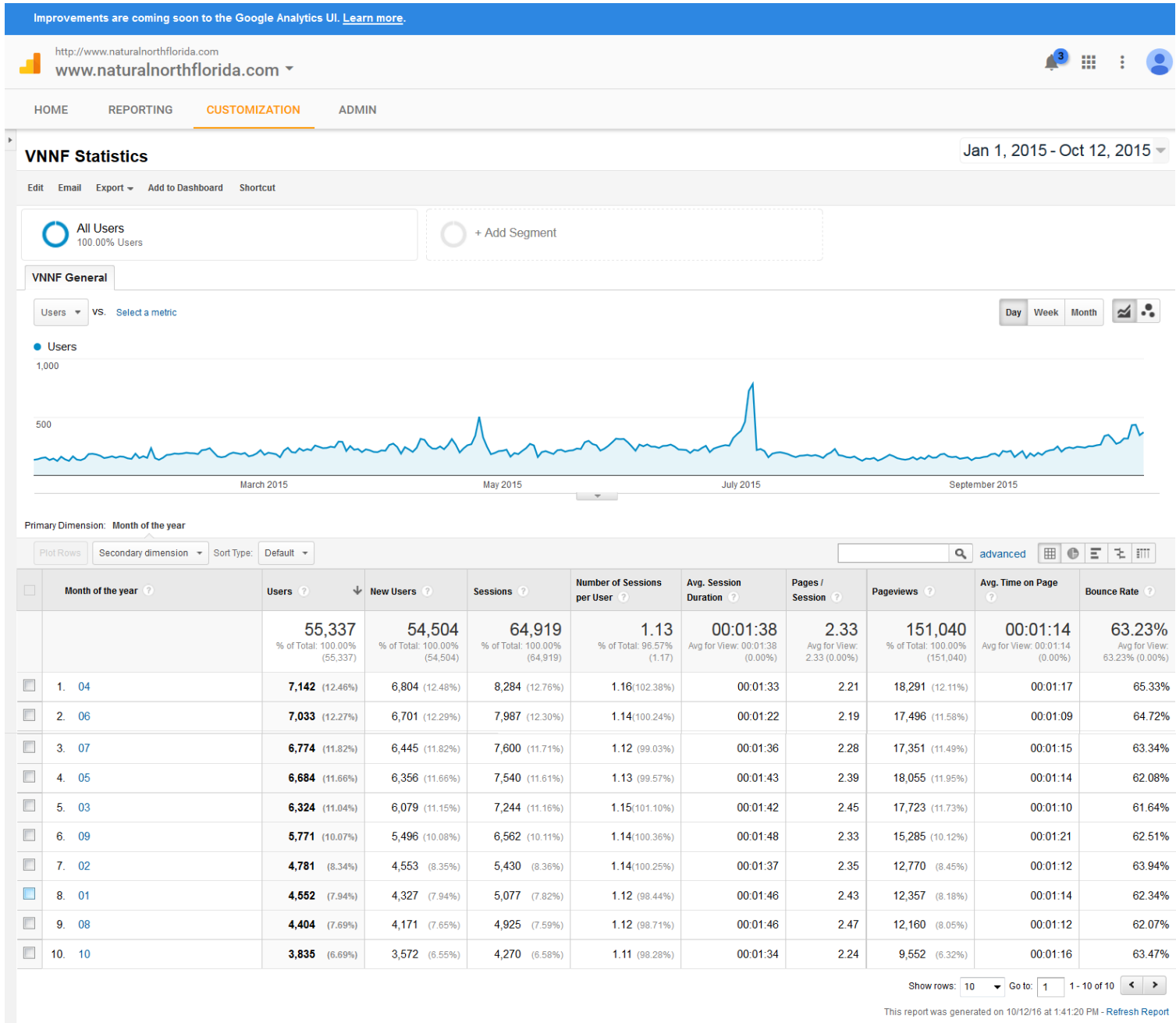


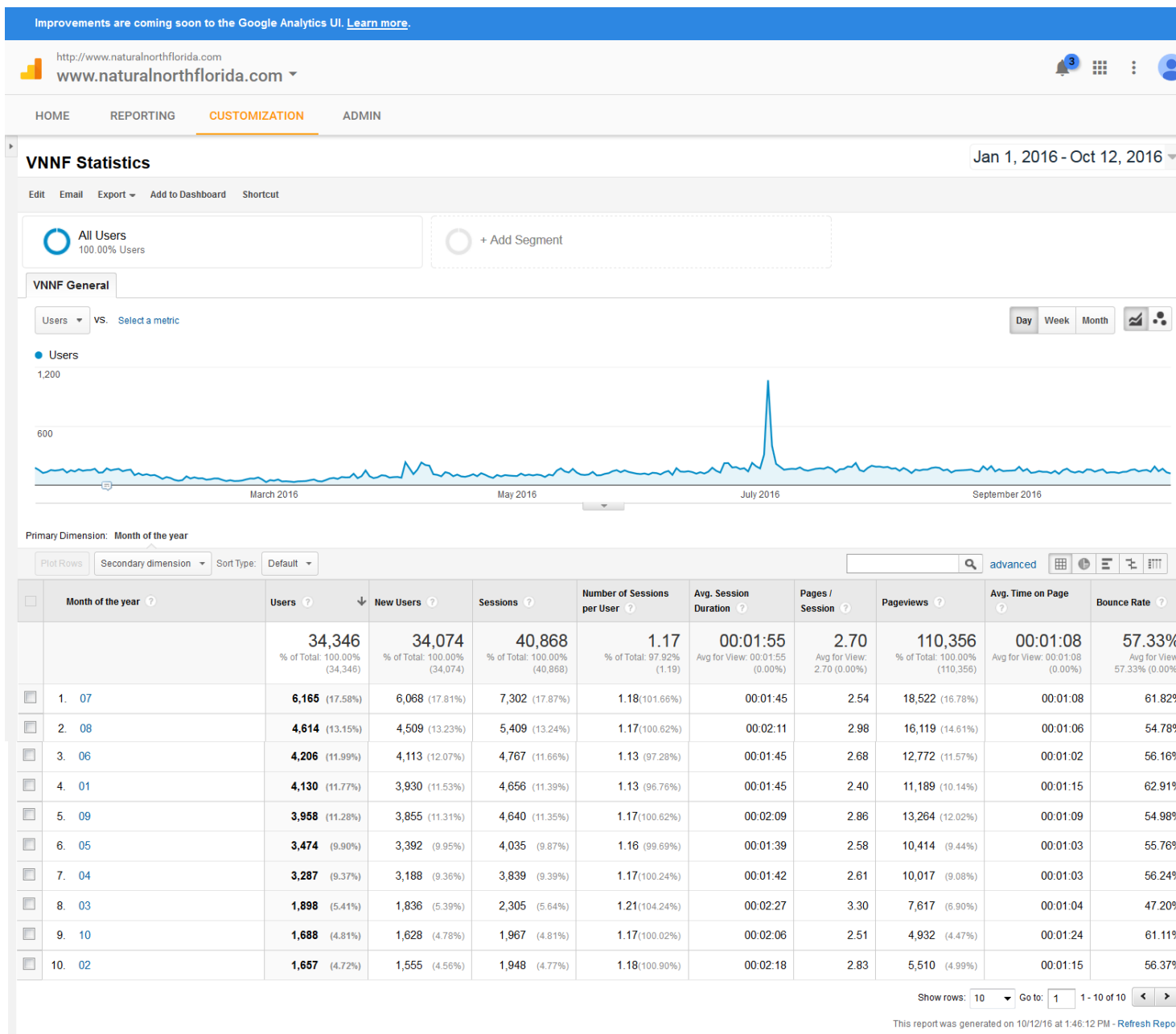
This email was sent to dopp@ncfrpc.org

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MacSol Marketing Solutions · 726 NW 8th Avenue Suite A · Gainesville, FL 32601 · USA

MailChimp





Steve Dopp

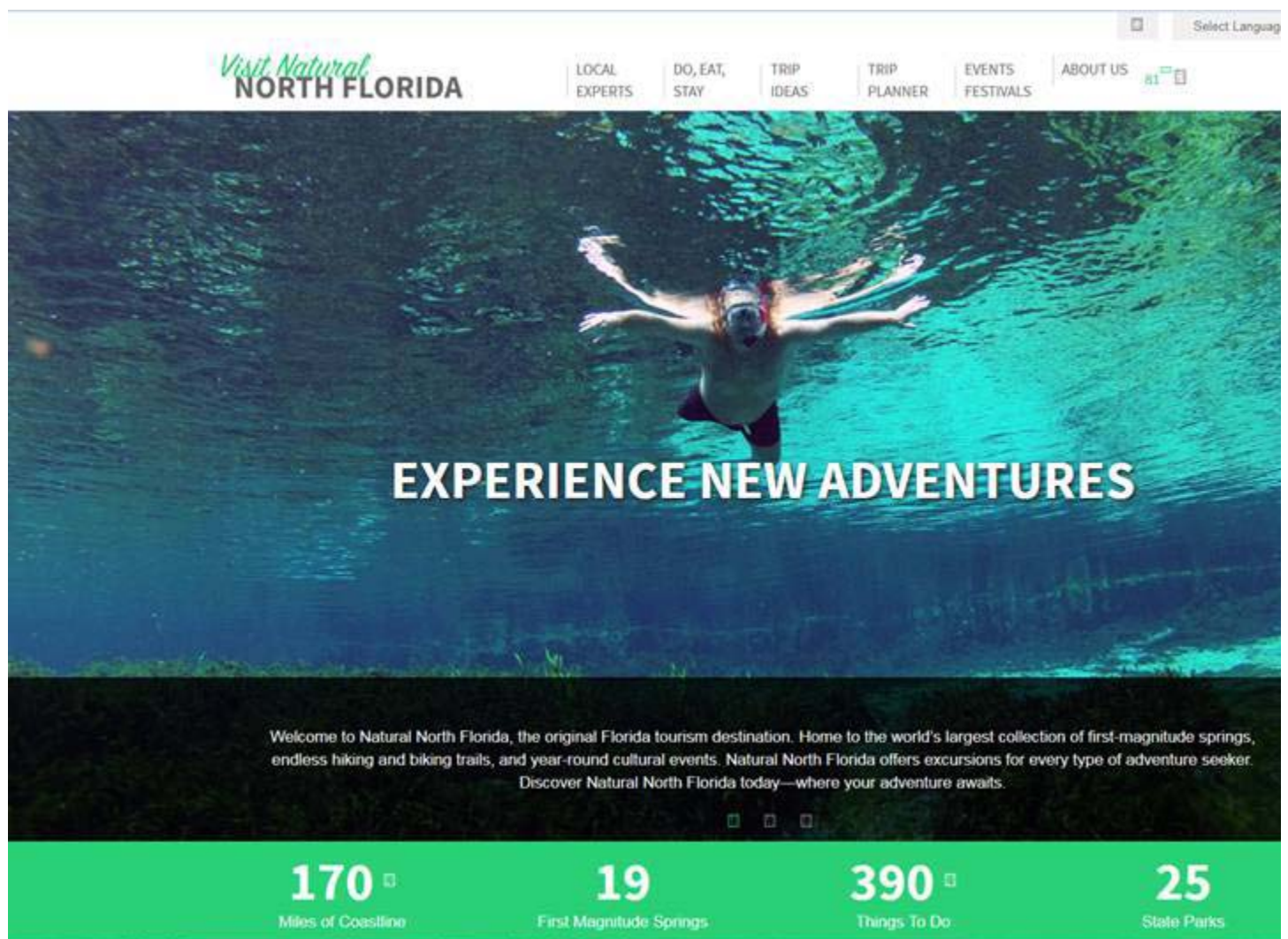
From: Chelsea Roby [chelsea@sparxoo.com]
Sent: Wednesday, October 12, 2016 2:46 PM
To: Steve Dopp
Cc: Scott Koons
Subject: Re: Editor Access Removed. Please Restore

Thank you for the visual, very helpful!

I'll connect with the development team to see if we can make this change under the current scope of work.

On Wed, Oct 12, 2016 at 2:43 PM, Steve Dopp <dopp@ncfrpc.org> wrote:

I am considering re-arranging the home page of the website to look like the following.



EVENTS

www.alligatorfest.org

Reenacting the 2nd Seminole War Battle of San Felipe Hammock (Sat&Sun)
Fri 14 - Sun 16 October 2016
 9 AM - 5 PM (Limited activities on Friday)

O'Leno State Park
 410 S.E. Oleno Park Road
 High Springs, Florida 32643

A celebration of North Central Florida History for the whole family to enjoy. Organized by the Alligator Festival of Lake City FL, Inc. not for profit corporation. This event is neither sponsored nor endorsed by either the school or the school district.

No charge to attend the festival but State Park Entrance Fees Apply \$5 per vehicle/holding 2-3 people

Alligator Warrior Festival

Oct 14 - Oct 16
 O'Leno State Park, High Springs, Florida



Cedar Key Seafood Festival

Oct 15 - Oct 16
 Cedar Key, FL



St. Marks Stone Crab Festival

Oct 22
 St Marks, FL

35th Annual Downtown Festival and Arts Show

Nov 05 - Nov 06
 Gainesville, FL

[SEE ALL EVENTS >](#)

THINGS TO DO

NEW! SPRINGS GUIDE

NEW! CYCLING

LOCAL EXPERTS

ONE-DAY EXCURSIONS

LONGER EXCURSIONS

SUWANNEE WILDERNESS TRAIL



NEWSLETTER

Receive updates on all upcoming events and other happenings in Natural North Florida

Your email address

SIGN UP

PLAN YOUR TRIP IN 3 EASY STEPS

Simplify your adventure planning



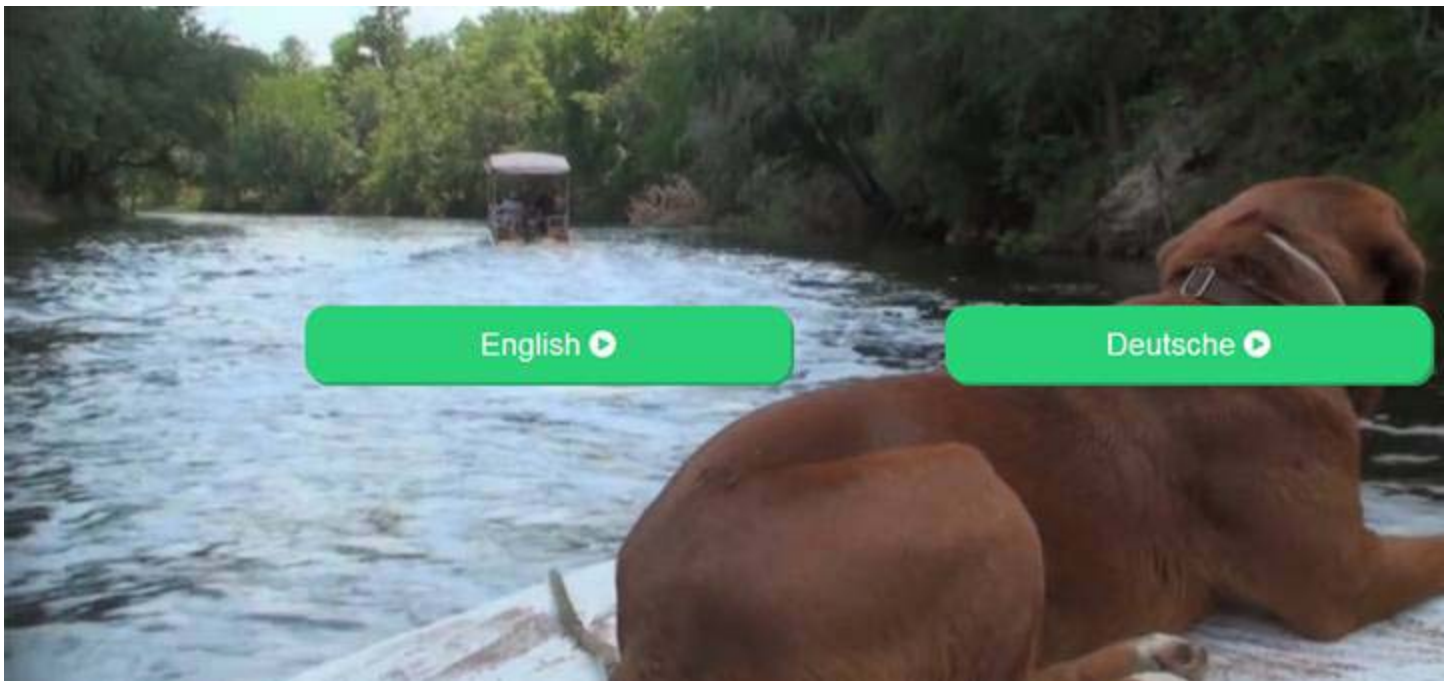
1 PLAN ACTIVITIES ▶



2 PICK ACCOMMODATIONS ▶



3 VIEW ITINERARY ▶



Visit Natural
NORTH FLORIDA



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FUNDING PROVIDED BY THE FLORIDA DEPARTMENT OF ECONOMIC OPPORTUNITY

WEBSITE BY FLORIDA DIGITAL AGENCY 584



Steven Dopp

Senior Planner
North Central Florida Regional Planning Council
2009 NW 67th Place, Gainesville, FL 32653-1603
Voice: [352.955.2200, ext. 109](tel:352.955.2200)

Fax: [352.955.2209](tel:352.955.2209)

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NORTH FLORIDA

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

TAB F: SCOPE OF WORK AND BUDGET

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

Proposed Scope of Work

- 1) **Develop and printfold out regional brochures/maps.** Goal: to create and print a regional brochure/map that will entice visitors at welcome centers to investigate Natural North Florida on their current or subsequent trips to Florida. Since 2013 the Task Force has added three new member counties and may add a fourth member county by January 2016. Therefore, a new brochure is needed to promote the expanded area of the region. The brochures will be distributed in welcome centers, visitor centers, private businesses and through mail fulfillment. A professional graphic artist will be hired to design the brochure, and the print job will be publicly noticed for bids. A minimum of 40,000 brochures will be printed. This activity builds the professional capacity of the region by putting tourism information in the hands of tens of thousands of potential visitors to the area. - Deliverable Value: \$9,500.
- 2) **Distribute brochures.** Goal: To distribute regional brochures to private businesses, such as hotels, along major travel routes within the state as well as Georgia where they will be picked up by travelers. This will be accomplished by contracting with one or more brochure distribution companies which maintain and stock brochure racks at several hundred unique locations throughout the state as well as in Georgia. The activity builds the brand of the region by putting tourism information in the hands of tens of thousands of potential visitors in a format that can be easily accessed and saved. Deliverable value: \$7,500.

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

- 3) **Create, print and distribute paper placemats.** Goal: Provide information to in-region tourists at local restaurants to inform diners of regional tourist attractions and to encourage their participation in tourism activities located within the region. A new regional tourism placement will be designed and a minimum of 10,000 of the redesigned placemats will be printed and distributed to local restaurants. *Deliverable Value: \$2,500.*
- 4) **Creation of an on-line, Ultimate Paddling Guide microsite, downloadable PDF guide and printing of the guide.** Goal: To increase tourism throughout The Original Florida region by increasing knowledge of both freshwater and saltwater paddling opportunities within the region. The project will create both a digital and downloadable PDF guide to State-designated paddling trails located within the region. The On-line guide as well as the downloadable PDF guide will contain maps and descriptions of the trails as. Additionally, the project will print a minimum of 1,000 copies of the Visit Natural North Florida State-Designated Paddling Trails Guide - *Deliverable Value: \$24,400.*
- 5) **Provision of website blogs.** Goal: Inform potential tourists on tourist-oriented attractions and events within the region. The Original Florida Tourism Task Force will contract with a professional travel writer/blogger to post and maintain blogs on the Visit Natural North Florida website (www.vnnf.org) in order to provide fresh content, stories and images. The blogging program is intended to inform potential visitors of attractions and events within the member counties of The Original Florida Tourism Task Force region. The information provided by bloggers on attractions and events is anticipated to attract new out-of-state as well as in-state visitors to the areas, resulting in increased tourism spending within the ten-county area Links to the blogs will be posted on the Visit Natural North Florida Facebook page. The blogger will post a minimum of 48 blogs on various subjects of interest to tourists such as Outdoors and Nature; Activities, Events and Family Travel; Off the Beaten Path; Food and Dining; and Fishing. *Deliverable value: \$5,100.*

- 6) **Digital advertising campaign.** Goal: Inform potential tourists on tourist-oriented attractions and events within the region. The campaign will place targeted digital advertisements to consumers in a minimum of five metropolitan areas identified by the Task Force as key market areas. Additionally, a digital advertisement may be placed in a cell phone app which targets users interested in Florida outdoor and recreation. The digital advertisements will highlight attractions and events within the region as well as the newly-revamped Visit Natural North Florida website. *Deliverable value: \$12,000.*
- 7) **Create and distribute electronic newsletters.** Goal: To increase consumer awareness of the natural, recreational and cultural assets of the region in order to attract more visitors among consumers who have either visited the region or have expressed an interest in visiting the region. The Task Force will subscribe to an email newsletter service such as Mailchimp and design, create and distribute via email a minimum of four electronic/digital newsletters on attractions and events within the region. *Deliverable value: \$4,000.*
- 8) **Subscribe to Visa Vues, domestic and international editions.** Goal: To increase Task Force member understanding of the location of both domestic and foreign visitors to the region by subscribing for one-year to Visa Vues domestic and foreign editions. The reports help the Task Force understand more about domestic and international visitors by providing credit card transaction information on top feeder markets and spending patterns by the location of residence of visitors. This information will be used to enhance and to focus both domestic and international marketing campaigns. *Deliverable value: \$5,100.*
- 9) **Provide professional enhancement scholarships to Task Force members and staff.** Goal: To increase the professionalism of Task Force staff and member organizations. The Task Force will provide scholarships to attend training opportunities such as the Southeast Tourism Society Marketing College and the annual Florida Governor's Conference on Tourism. This activity increases the knowledge and professionalism of Task Force staff, members and member staff by providing attendees with increased skills and knowledge of tourism marketing. *Deliverable value: \$15,500.*

- 10) **Professional enhancement organization annual memberships.** Goal. To increase the professionalism of Task Force staff and member organizations. The Task Force will join the Southeast Tourism Society, Visit Florida and the Florida Outdoor Writers Association. Membership in these organizations provides benefits to the Task Force by offering discounts for participation in the Southeast Tourism Society Marketing College, the annual Florida Governor's Tourism Conference, and the annual Florida Outdoor Writers Association Conference. *Deliverable value: \$1,000.*
- 11) **Place Visit Natural North Florida advertising in print media.** Goal: To increase consumer awareness of the natural, recreational and cultural assets of the region in order to attract more visitors. Advertisements featuring Natural North Florida will be placed in a minimum of one print media publication to promote consumer awareness of the Natural North Florida brand and to attract visitors to the region. *Deliverable value: \$6,700.*
- 12) **Print and Distribute Visit Natural North Florida specialty brochures.** Goal: To increase consumer awareness of the natural, recreational and cultural assets of the region in order to attract more visitors. Copies of various brochures covering topics such as Campgrounds, Recreational Vehicle Parks, and Outfitters will be printed and distributed at travel shows. *Deliverable value: \$1,500.*
- 13) **Participate in In-state travel shows.** Goal: To increase consumer awareness among Florida residents of the natural, recreational and cultural assets of the region through direct contact with potential tourists who are Florida residents in order to attract more visitors. The Task Force will participate in a minimum of one in-state travel show. At the shows, the Task Force will staff a booth, distribute brochures pertaining to the region and answer questions raised by show attendees. A maximum of two Task Force representatives will staff the travel show booth. *Deliverable value: \$3,200.*
- 14) **Participate in domestic out-of-state travel shows.** Goal: To increase consumer awareness among out-of-state residents of the natural, recreational and cultural assets of the region through direct contact with potential tourists who reside out-of-state in order to attract more visitors. The Task Force will participate in a minimum of three domestic out-of-state travel shows. At the shows, the Task Force will staff booths, distribute brochures pertaining to the region and answer questions raised by show attendees. A maximum of two Task Force representatives per show will staff the travel show booths. *Deliverable value: \$18,000*

- 15) **Revamp Visist Natural North Florida Website Homepage.** Goal: To decrease Google bounce rates, increase average view times and increase the number of repeat users on the Visit Natural North Florida website. At a minimum, changes will be made to the website home page to make blogs and other premier website content more readily accessible to website users. Deliverable value: \$6,000.
- 16) **Ultimate Bicycle Guide Maintenance and Booklet Printing.** Goal: To increase bicycle tourism throughout the region by maintaining and updating the recently-created Task Force bicycle route microsite. Two new trails will be added to the inventory should Suwannee County rejoin the Task Force. All existing routes will be reviewed for needed updates. Routes deemed in need of modification will be updated as warranted. Additionally, the Task Force will print a minimum of 1,000 copies of the PDF bicycle guide. Deliverable value: \$4,500.
- 17) **Ultimate Springs Guide Maintenance and Updates.** Goal: To increase tourism throughout the region by maintaining and updating the recently-created Task Force springs microsite. Additional springs may be added to the guide should Suwannee County rejoin the Task Force. The springs microsite and associated pdf guide will be reviewed and modified to update information. Additional springs may be added to the microsite and pdf guide. Deliverable value: \$1,000.
- 18) **Grant administration @ 15% of grant value.** Goal: To ensure that grant deliverables are properly completed and to provide timely quarterly and final reports to the Florida Department of Economic Opportunity. Each report will be provided in the format acceptable to the Department and will fully outline and document the completion of each deliverable as specified in the contracted list of grant deliverables. Deliverable value: \$22,500

Regional Rural Development Grant



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

RRDG Proposed Budget				
Website Development				\$41,000.00
Ultimate Bicycle Guide	Bicycle Micosite Updates, Route Additions & Printing			
Microsite Maintenance & Printing	Contractual Services	\$3,000.00		
PDF Guide	Staff Time	\$1,100.00		
	Software Rental	\$400.00		
			4,500.00	
Ultimate Springs Guide	Springs Microsite Upadtes, Springs Additions	\$1,000.00		
Microsite Maintenance & PDF Guide	& PDF Update			
			\$1,000.00	
Website Homepage	Modifications to Website Home Page			
Modifications	Contractual Services	\$6,000.00		
			\$6,000.00	
Website Blogs	Website Blogs	\$5,100.00		
	Contractual Services			
			\$5,100.00	
Ultimate Paddling Guide	Create online state-designated paddling trail guide			
Microsite Development & Printing	& printing			
	Contractual Services	\$24,400.00		
			\$24,400.00	
Travel Shows				\$21,200.00
In-state Travel Shows	Registration Fees	\$1,000.00		
	Booth Accessories Rental (Contractual Services)	\$200.00		
	Travel	\$2,000.00		
			\$3,200.00	
Domestic Out-of-state	Registration Fees	\$4,000.00		
Travel Shows	Booth Accessories Rental (Contractual Services)	\$400.00		
	Shipping	\$1,200.00		
	Travel	\$12,400.00		
			\$18,000.00	
Advertising				\$43,700.00
Digital Advertising Campaign	Digital Advertising Campaign			
	Contractual Services	\$12,000.00		
			\$12,000.00	
Quarterly eNewsletters	Quarterly eNewsletters			
	Staff time	\$3,500.00		
	eNewsletter software rental	\$500.00		
			\$4,000.00	
Print Media Advertising	Print media advertising			
	Contractual Services	\$6,700.00		
			\$6,700.00	
Regional Specialty Brochures	Create and Print New Regional Specialty Brochures			
	Contractual Services	\$1,500.00		
			\$1,500.00	
Placemats	Create and Print New Placemats			
	Contractual Services	\$2,500.00		
			\$2,500.00	
New Regional Brochures	Create and Print New Regional Brochure			
	Contractual Services	\$9,500.00		
			\$9,500.00	
Brochure Distribution	Brochure Distribution			
	Contractual Services	\$7,500.00		
			\$7,500.00	
Market Research				\$5,100.00
Visa Vues Subscription	Annual Subscription to Visa Vues, Domestic & Foreign editions			
	Contractual Services	\$5,100.00		
			\$5,100.00	
Professional Enhancement				\$16,500.00
Scholarships	Scholarships			
	Registration Fees	\$7,750.00		
	Travel	\$7,750.00		
			\$15,500.00	
Professional Enhancement	Organizational Annual Memberships			
Organizational Annual Memberships	Membership Fees	\$1,000.00		
			\$1,000.00	
Grant Administration				\$22,500.00
	Staff time	\$22,500.00		
			\$22,500.00	
Total Grant Request				\$150,000.00

Proposed Budget Category Expenditures

Staff Time		\$27,100.00
Travel		\$22,150.00
Registration Fees		\$12,750.00
Membership Fees		\$1,000.00
Software Rental		\$900.00
Contractual Services		\$86,100.00
Ultimate Bicycle Guide	\$3,000.00	
Ultimate Springs Guide	\$1,000.00	
Website Homepage Modifications	\$6,000.00	
Website Blogs	\$5,100.00	
Ultimate Paddling Guide	\$24,400.00	
Digital Advertising Campaign	\$12,000.00	
Print Media Advertising	\$6,700.00	
Regional Specialty Brochures	\$1,500.00	
Placemats	\$2,500.00	
New Regional Brochure	\$9,500.00	
Brochure Distribution	\$7,500.00	
Visa Vues Subscription	\$5,100.00	
Shipping	\$1,200.00	
Booth Accessories Rental	\$600.00	
Total Grant Request		\$150,000.00

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2016-17 Regional Rural Development Grant
DRAFT - Proposed Work Plan - DRAFT
October 12, 2016

Cost	Description
\$9,500.00	Design and Print Regional Brochure (add Bradford, Columbia & Hamilton Counties)
\$7,500.00	Brochure Distribution
\$2,500.00	Design and Print 10,000 placemats
\$12,000.00	Ultimate Paddling Guide Website Enhancement
\$12,400.00	Print 1,000 copies of VNNF Paddling Guide - 4.25" x 5.75"
\$5,100.00	Website Bloggers (60 blogs per at \$85 per blog)
\$12,000.00	Digital Advertising Campaign - Facebook, Google Adword search, Other
\$4,000.00	Quarterly eNewsletters
\$5,100.00	VisaVues Domestic and International Editions - 1-year subscription
\$15,500.00	Scholarships (7 Tourism Marketing College @ \$1,500 and 5 Gov Tourism Conf @ \$1,000)
\$1,000.00	Professional Organization Memberships
\$6,700.00	Visit Florida Co-op Ad (Smithsonian Magazine. \$1,116.67 per 1/6th ad)
\$1,500.00	Print 3,000 VNNF Specialty brochures (RV Guide, Outfitters Guide, Lodging Guide)
\$3,200.00	In-state Travel Shows (minimum of 1)
\$18,000.00	Out-of-State Travel Shows (minimum of 3)
\$6,000.00	Revamp Home Page
\$4,500.00	Ultimate Bicycle Guide Maintenance and Updates
\$1,000.00	Ultimate Springs Guide Maintenance
\$22,500.00	Administration
\$150,000.00	Total

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Fiscal Year 2017-18 Regional Rural Development Grant
DRAFT - Proposed Work Plan - DRAFT
October 12, 2016

Cost	Description
\$16,500.00	Reprint Suwannee River Paddling Guide
\$5,000.00	Reprint Ultimate Bicycle Guide
	Update & Print Ultimate Bicycle Guide Booklet
\$5,000.00	Print Ultimate Springs Guide
	Update & Print Ultimate Springs Guide Booklet
\$500.00	Print 1,000 copies of VNNF RV Guide
\$500.00	Print 1,000 copies of VNNF Outdoor Adventure Guide
\$500.00	Print 1,000 copies of VNNF Lodging Brochure
\$5,000.00	Print Ultimate Paddling Guide
	Update & Print Ultimate Paddling Guide Booklet
\$20,000.00	3 Out-of-State Travel Shows
\$3,500.00	One In-State Show, I-10 & I-75 Welcome Center Festivals
\$7,000.00	Visit Florida Co-op Ad
\$10,600.00	Digital Advertising Campaign
\$7,000.00	Website Hosting
\$1,000.00	Ultimate Bicycle Guide Maintenance and Updates
\$1,000.00	Ultimate Paddling Guide Maintenance and Updates
\$1,000.00	Ultimate Springs Guide Maintenance & Updates
\$3,500.00	Florida State Parks Mobile App advertisement
\$16,000.00	Scholarships
\$8,500.00	Brochure Distribution
\$5,100.00	Website Bloggers
\$1,200.00	Professional Organization Memberships
\$5,100.00	VisaVues Domestic and International Editions - 1-year subscription
\$4,000.00	Quarterly eNewsletters
\$22,500.00	Administration
\$150,000.00	Total

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The Original Florida Tourism Task Force
Travel Shows and Show Assignments, 2016-17 Travel Show Season
September 1, 2016

Number	Show Name	Leader	2nd Person	Alternate	Leader Departure Date	Member Departure Date	Show Dates	Return Travel Date
1	<i>Tampa Boat Show</i>	<i>Roland Loog</i>	<i>Dave Mecusker</i>		<i>September 8, 2016</i>	<i>September 9, 2016</i>	<i>September 9 - 11, 2016</i>	<i>September 12, 2016</i>
2	<i>Hershey RV Show</i>	<i>Donna Creamer</i>	<i>Dawn Taylor</i>	<i>Katrina Richardson</i>	<i>September 12, 2016</i>	<i>September 13, 2016</i>	<i>September 14 - 18, 2016</i>	<i>September 19, 2016</i>
3	London World Travel Market	TSC	Katrina Richardson	Carol McQueen	November 3, 2016	November 3, 2016	November 7 - 9, 2016	November 10, 2016
4	<i>Minneapolis Outdoor Adventure Expo</i>	<i>Sandy Beach</i>	<i>Diane Bardhi</i>	<i>Donna Creamer</i>	<i>November 16, 2016</i>	<i>November 17, 2016</i>	<i>November 18 - 20, 2016</i>	<i>November 21, 2016</i>
5	Atlanta Boat Show	TSC	Susan Ramsey	Dave Mecusker	January 10, 2017	January 11, 2017	January 12 - 15, 2017	January 16, 2017
6	Washington, DC Travel & Adventure Show	Roland Loog	Columbia County	Mary Reichardt	January 12, 2017	January 13, 2017	January 14 - 15, 2017	January 16, 2017
7	Chicago Travel & Adventure Show	TSC	Hamilton County	Sandy Beach	January 19, 2017	January 20, 2017	January 21 - 22, 2017	January 23, 2017
8	New York Times Travel Show	Roland Loog	Dawn Taylor	Mary Reichardt	January 25, 2017	January 26, 2017	January 27 - 29, 2017	January 30, 2017
9	Atlanta Camping & RV Show	Diane Bardhi	Dave Mecusker	Ron Gromoll	January 25, 2017	January 26, 2017	January 27 - 29, 2017	January 30, 2017
10	Telegraph Outdoor Adventure & Travel Show	Tommy Tompson	Russ McCallister	Ron Gromoll	February 12, 2017	February 12, 2017	February 16 - 19, 2017	February 20, 2017
11	Chicago RV & Camping Show	Roland Loog	Sandy Beach	Lois Nevins	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>N/A</u>	<u>February 15, 2017</u>	<u>N/A</u>	<u>February 17 - 19, 2017?</u>	<u>February 20, 2017</u>
12	Toronto Outdoor Adventure Show	Katrina Richardson	Mary Reichardt	Carol McQueen	February 22, 2017	February 23, 2017	February 24 - 26, 2017	February 27, 2017
13	ITB-Berlin	TSC	Roland Loog	Katrina Richardson	March 4, 2017	March 4, 2017	March 8 - 12, 2017	March 13, 2017
14	Canoecopia	Tommy Tompson	Russ McCallister	Carol McQueen	March 8, 2017	March 9, 2017	March 10 - 12, 2017	March 13, 2017
15	Philadelphia Travel & Adventure Show	Dawn Taylor	Susie Page	Roland Loog	March 23, 2017	March 24, 2017	March 25 - 26, 2017	March 27, 2017
16	Dallas Travel & Adventure Show	TSC	Carol McQueen	Susie Page	March 30, 2017	March 31, 2017	April 1 - 2, 2017	April 3, 2017
17	<i>Bike Expo New York</i>	<i>Mary Reichardt</i>	<i>Diane Bardhi</i>	<i>Paula Vann</i>	<i>April 27, 2017</i>	<i>April 28, 2017</i>	<i>April 29-30, 2016</i>	<i>May 1, 2017</i>

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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The Original Florida Tourism Task Force 2016 MEMBERS as of 8/17/2016

ALACHUA COUNTY

Ron Gromoll

Best Western Gateway Grand
4200 NW 97th Boulevard
Gainesville, FL
(w) 352.331.3336
gm@gatewaygrand.com

Mary Reichardt

Visit Gainesville
30 E University Avenue
Gainesville, FL 32601
(w) 352.374.5260
mreichardt@alachuacounty.us

Julie Waldman

1621 NE Waldo Road
Gainesville, FL 32609
(c) 352.538.1514
julie@juliewaldman.com

BRADFORD COUNTY

William Sexton

Bradford County Attorney
945 North Temple Avenue
Starke, FL 32091-2210
will_sexton@bradfordcountyfl.gov
(w) 904.368.3902

The Honorable Daniel Riddick

Bradford County Board of County
Commissioners
945 North Temple Avenue
P.O. Drawer B
Starke, Florida 32091
(w) 352.473.7033
(o) 904.966.6327
(f) 352.473.5907
bccriddick@yahoo.com

COLUMBIA COUNTY

Vacant

Rod Butler

General Manager
Holiday Inn Hotel and Suites
213 NW Commerce Dr
Lake City, FL 32025-1501
(w) 386.487.1080
gm@hilakecityfl.com

Paula R. Vann

Executive Director
Columbia County Tourism Development
Council
P.O. Box 1847
Lake City, FL 32056
386.758.1312
pvann@columbiacountyfla.com
www.springsrus.com

DIXIE COUNTY

Russ McCallister

Suwannee Guides and Outfitters
PO Box 1345
Old Town, FL 32680
(w) 352.542.8331
(h) 352.325.1520
(c) 352.258.0189
russ776@bellsouth.net
www.visitdixie.com
www.suwanneeguides.com

Martin Pierce

Dixie County Tourism Development Council
PO Box 2600
56 NE 210th Avenue
Cross City, FL 32628
(w) 352.498.8088
goodtimesmotel@gmail.com
www.visitdixie.com

GILCHRIST COUNTY

Vacant

Pat Watson

Executive Administrative Assistant
City of Trenton
114 N. Main Street
Trenton, FL 32693
(w) 352.463.4000
(f) 352.463.4007
pwatson@trentonflorida.org

JEFFERSON COUNTY

Katrina Richardson

Executive Director
Monticello/Jefferson Chamber of Commerce
420 West Washington Street
Monticello, FL 32344
(w) 850-997-5552
info@monticellojeffersonfl.com

Nancy Wideman

1100 Pearl Street
Monticello, FL 32344
(h) 850.997.0517
(c) 850.528.7362
nancyw1100@yahoo.com

LAFAYETTE COUNTY

Susie Page, Vice-Chair

Suwannee River Rendezvous LLC
828 NE Primrose Road
Mayo, FL 32066
(w) 386.294.2510
(f) 386.294.1133
(c) 727.457.3924
forest_1@msn.com
www.suwanneeriverrendezvous.com

LEVY COUNTY

Vacant

Carol McQueen

Executive Director
Levy County Visitors Bureau
P.O. Box 1324
620 N Hathaway Avenue
Bronson, Florida 32621
(w) 352.486.3396
(f) 352.486.3401
(c) 352.221.0838
carol@visitnaturecoast.com
www.VisitLevy.com

MADISON COUNTY

Phyllis Williams

Executive Director
Madison County Chamber of Commerce
and Tourism
316 SW Pinckney Street
Madison, FL 32340
(w) 850.973.2788
(f) 850.973.8863
phyllis@madisonfl.org

Brenda Graham

Grace Manor Bed and Breakfast
P. O. Box 87
Greenville, FL 32331-0087
(w) 850.948.5352
bsg8@embarqmail.com

TAYLOR COUNTY

Dawn Taylor, Chair

Executive Director
Taylor County Chamber of Commerce
PO Box 892
428 N Jefferson Street
Perry, FL 32347
(w) 850.584.5366
(f) 850.584.8030
(c) 850.843.0992
taylorchamber@gtcom.net
www.taylorcountychamber.com

Sandy Beach

20845 Keaton Beach Dr.
Perry, FL 32348
850.578.2898
Cell: 850.843.1546
sandybeach8431546@gmail.com

UNION COUNTY

Dave Mecusker

City Manager
City of Lake Butler
200 SW 1st Street
Lake Butler, FL 32054
(w) 386.496.3401
(c) 352.672.5938
dmecusker@windstream.net

WAKULLA COUNTY

Diane Bardhi

Outreach Coordinator
Wakulla County Tourist Development Council
P.O. Box 1263
Crawfordville, FL 32327
(w) 850.926.0919 x 716
www.visitwakulla.com

The Honorable Gail Gilman

City of St. Marks, Florida
PO Box 296
St. Marks, Florida, 32355
(h) 850.725.6168
glylette@embarqmail.com

STAFF

Steve Dopp

Senior Planner
Visit Natural North Florida
2009 NW 67th Place
Gainesville, FL 32653
(w) 352.955.2200 ext. 109
(f) 352.955.2209
dopp@ncfrpc.org
www.visitnaturalnorthflorida.com

Scott R. Koons

Executive Director
Visit Natural North Florida
2009 NW 67th Place
Gainesville, FL 32653
(w) 352.955.2200 ext. 101
(f) 352.955.2209
Koons@ncfrpc.org

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

as of 9/13/2016

VOLUNTEERS, CONSULTANTS AND OTHERS

Roland Loog

1907 NW 10th Avenue
Gainesville, Florida 32605-5313
(h) 352.375.2060
(c) 352.231.2077

Lois Nevins

By All Means Travel
7513 NW County Road 235
Alachua, Florida 32615
(h) 386.418.0242
byallmeanstravel@hotmail.com

Tommy Thompson

Two Tree, Inc.
24 NW 33rd Ct., Suite A
Gainesville, FL 32607
(w) 3532.284.1763
(c) 352.338.9907

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>VISIT FLORIDA</u>
September 15:	<u>Alachua (Best Western Grand)</u>
October 20:	<u>Wakulla</u>
November 17:	<u>Taylor</u>
December 15:	<u>Alachua (Council Office)</u>

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

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