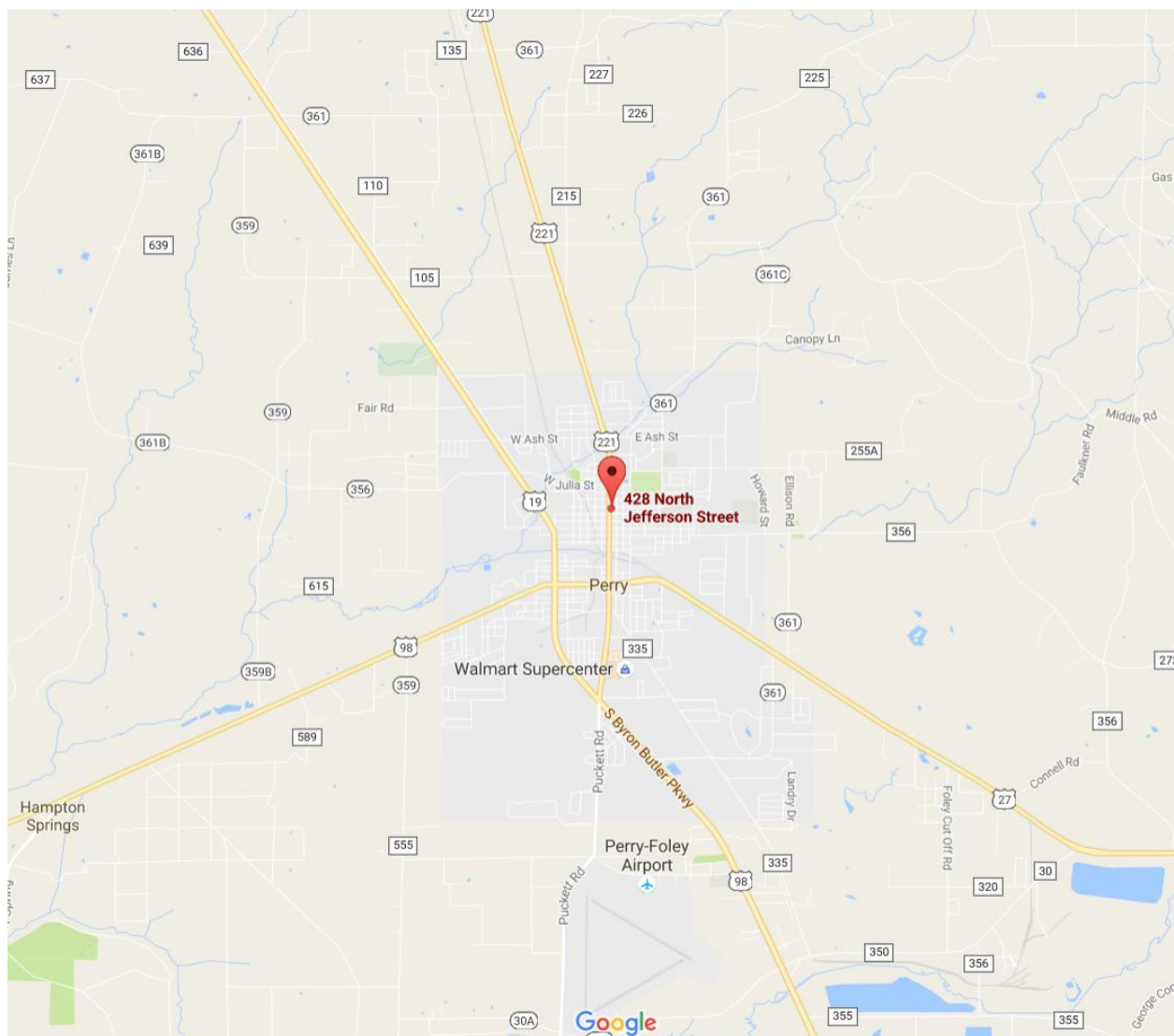


## MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **November 17, 2016**. The meeting will be held at the **Taylor County Chamber of Commerce, 428 North Jefferson Street, Perry, Florida** beginning at **10:00 a.m.**

(Location Map on Back)



*The Original Florida*  
**TOURISM TASK FORCE**  
**Meeting Agenda**

*Visit Natural*  
**NORTH FLORIDA**

**Taylor County Chamber of Commerce**  
**428 N. Jefferson Street**  
**Taylor County**

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

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7. Midwest Mountaineering (Minneapolis) Outdoor Adventure Expo, November 18 - 20, 2016	
C. Staff Items	
1. Trademark Filing Status	
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c. Promotional Items	
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E.	VISIT FLORIDA Monthly Report, Brenna Dacks	
F.	Other Old Business	
	1. Updated Task Force Member Contact Information	43
	2. 2016 Meeting Dates and Locations	47
V.	New Business	
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	C. Other New Business	
VI.	Leadership Forum: Fenholloway River Project, Mr. Scott Mixon - Community Relations, Georgia Pacific	
VII.	Adjournment	

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., January 19, 2017 at a location to be determined.

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

Wakulla Environmental Center  
Crawfordville, FL  
Wakulla County

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

MEMBERS PRESENT

Will Sexton, Bradford County  
Pat Watson, Gilchrist County  
Katrina Richardson, Jefferson County  
Nancy Wideman, Jefferson County  
Carol McQueen, Levy County  
Brenda Graham, Madison County  
Phyllis Williams, Madison County  
Sandy Beach, Taylor County  
Dave Mecusker, Union County, Treasurer  
Diane Bardhi, Wakulla County  
Gail Gilman, Wakulla County

OTHERS PRESENT

Bob Ballard, Wakulla Environmental Institute  
Donna Creamer, Gilchrist County  
Stefani Curll, VISIT FLORIDA  
Roland Loog, Volunteer  
Lois Nevins, Volunteer  
Pam Portwood, Big Bend Scenic Highway  
Joanna Price, VISIT FLORIDA  
Ralph Thomas, Wakulla County

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Ron Gromoll, Alachua County  
Mary Reichardt, Alachua County  
Julie Waldman, Alachua County  
Daniel Riddick, Bradford County  
Paula Vann, Columbia County  
Russ McCallister, Dixie County  
Martin Pierce, Dixie County  
Susie Page, Lafayette County, Vice-Chair  
Dawn Taylor, Taylor County, Chair

I. CALL TO ORDER, INTRODUCTIONS

The meeting came to order at 10:10 a.m.

II. ELECTION OF INTERIM CHAIR

In the absence of both the Chair and Vice-Chair, the Task Force appointed an interim Chair for the meeting.

**ACTION:** Katrina Richardson moved and Sandy Beach seconded to approve Nancy Wideman to serve as Interim Chair for the meeting. The motion passed unanimously

### III. APPROVAL OF THE AGENDA

Interim Chair Wideman requested approval of the meeting agenda.

**ACTION: Carol McQueen moved and Dave Mecusker seconded to approve the agenda as circulated. The motion passed unanimously.**

### III. APPROVAL OF THE SEPTEMBER 15, 2016 MINUTES

Interim Chair Wideman asked for approval of the September 15, 2016 meeting minutes.

**ACTION: Ms. Richardson moved and Ms. McQueen seconded to approve the September 15, 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, August 31, 2016

Treasurer Mecusker presented the monthly financial report for August 31, 2016.

**ACTION: Ms. Richardson moved and Pat Williams seconded to accept the August 31, 2016 financial report 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

Mr. Dopp reported that the bicycle and springs microsites are now online. He reported that the bicycle guide is being printed at this time. Mr. Dopp noted that the Task Force had received a request from one county for additional copies of the bicycle guide to be paid by the requesting county. He further noted that the Task Force has received the invoice from Sparxoo for the bicycle and springs microsites.

##### 2. Bicycle Routes for New Member Counties

Mr. Dopp stated that funds for this item were previously moved 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 continues to be distributed along Interstates 10 and 75.

5. Fall eNewsletter

Mr. Dopp reported that the fall eNewsletter was distributed October 12, 2016 to approximately 3,500 email addresses. He noted that the both the Open and Click-thru rates, as reported by Mailchimp, were above industry averages.

6. UnDiscovered Florida Advertisement

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

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

Donna Creamer reported on the Hershey RV Show.

Task Force members expressed concerns regarding transporting collateral material shipped to the hotels of the booth staff for transport by the booth staff to exhibit halls.

Mr. Dopp stated that the travel show budget was based on shipping to the hotels of the booth staff to minimize the use of intermediary shippers. He further stated he would check to see if the convention centers will allow booth staff to bring collateral material directly onto the show floor. Mr. Dopp noted that the Task Force will have to prioritize the shows to which collateral material will be shipped directly to convention centers due to cost considerations.

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

Ms. Beach reported that she will be making a presentation at the Midwest Mountaineering Expo.

C. Staff Items

1. Trademark Filing Status

Mr. Dopp reported that the Task Force has received notification from the United State Trademark Office indicating that the Trademark notice was published October 18, 2016 and that the Trademark should be granted in approximately four months.

2. Travel Show Advances

Mr. Dopp reported on the administration of travel show advances. He noted that the Task Force will receive advances for hotels and airfare.

Members discussed acquiring a credit card for the Task Force.

**ACTION: Ms. McQueen moved and Ms. Beach seconded for the Task Force to acquire a credit card with usage of the credit card limited to costs associated with travel shows. The motion passed unanimously (11 Yeas and 0 Nays).**

3. Suwannee County Tourist Development Council Update

Mr. Dopp reported that the Suwannee County Tourist Development Council recently voted to rejoin the Task Force. He noted that administration of the Suwannee County Tourist Development Council had been transferred from the Suwannee County Chamber of Commerce to the Suwannee County Economic Development Office.

4. Bike Florida Celebration of Cycling, October 28, 2016

Mr. Dopp reported that he will be presenting the new Task Force bicycle microsite at the Bike Florida Celebration of Cycling on October 28, 2016 in Gainesville.

5. Review of Task Force Website - Where Do We Go From Here?

Mr. Dopp reviewed the Task Force website. He noted that the site does not work well on mobile devices and lacks topic-centric landing pages for its Things to Do, Places to Stay and Places to Eat subject areas. He recommended that the Task Force consider replacing the Ultimate Paddling Guide project with additional revisions to the Task Force website next year.

6. Review of Fiscal Year 2016-17 Regional Rural Development Grant Proposed Scope of Work

The Task Force reviewed the Fiscal Year 2016-17 proposed scope of work. Mr. Dopp recommended that he be authorized to negotiate with Sparxoo to determine the cost and types of website modifications to be made by Sparxoo and, in consultation with the Task Force Chair, modify the scope of work and budget based on negotiations with Sparxoo as part of the Task Force Fiscal Year 2016-17 Regional Rural Development Grant application.

**ACTION: Will Sexton moved and Ms. McQueen seconded to authorize Mr. Dopp to negotiate with Sparxoo to determine the cost and types of website modifications to be made by Sparxoo and, in consultation with the Task Force Chair, modify the scope of work and budget based on negotiations with Sparxoo as part of the Task Force Fiscal Year 2016-17 Regional Rural Development Grant application and to submit the revised scope of work and budget as part of the Task Force Fiscal Year 2016-17 Regional Rural Development Grant application. The motion passed unanimously.**

7. Review of Draft Fiscal Year 2017-18 Regional Rural Development Grant Scope of Work

The Task Force reviewed a draft scope of work for the Fiscal Year 2017-18 Regional Rural Development Grant Scope of Work.

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 promotional item expenditures.

E. VISIT FLORIDA Report

Stefani Curll presented the VISIT FLORIDA report.

F. Other Old Business

1. Updated Task Force Member Contact Information

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

2. 2016 Meeting Dates

No changes were made to meeting dates or locations of meetings.

V. NEW BUSINESS

A. Announcements

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

B. Other New Business

No other new business was discussed.

VI. LEADERSHIP FORUM

Bob Ballard, Wakulla Environmental Institute and Pam Portwood, Big Bend Scenic Byway made presentations to the Task Force.

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.

**The meeting adjourned at 1:29 p.m.**

---

Dawn Taylor, Chair

11/17/16  
Date

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

# The Original Florida Tourism Task Force

## Balance Sheet

As of September 30, 2016

	<u>Sep 30, 16</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Cash in Bank - Capital City	27,740.00
Total Checking/Savings	27,740.00
Accounts Receivable	
Accounts Receivable	-1,000.00
Total Accounts Receivable	-1,000.00
Other Current Assets	
Prepaid Expense	300.00
Prepaid Registration Fees	26,267.20
Prepaid Travel	2,682.50
Total Other Current Assets	29,249.70
Total Current Assets	55,989.70
<b>TOTAL ASSETS</b>	<u><b>55,989.70</b></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
Accounts Payable	2,786.28
Total Accounts Payable	2,786.28
Other Current Liabilities	
Prepaid Dues	-140.00
Total Other Current Liabilities	-140.00
Total Current Liabilities	2,646.28
Total Liabilities	2,646.28
<b>Equity</b>	
Unrestricted Earnings	69,509.41
Net Income	-15,884.85
Total Equity	53,624.56
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>56,270.84</b></u>

5:07 PM

10/20/16

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 09/30/2016**

	<u>Sep 30, 16</u>	
Beginning Balance	136,148.00	✓
Cleared Transactions		
Checks and Payments - 13 items	-104,062.68	✓
Deposits and Credits - 2 items	577.00	✓
Total Cleared Transactions	<u>-103,485.68</u>	
Cleared Balance	<u>32,662.32</u>	✓
Uncleared Transactions		
Checks and Payments - 6 items	-4,922.32	
Total Uncleared Transactions	<u>-4,922.32</u>	
Register Balance as of 09/30/2016	<u>27,740.00</u>	
New Transactions		
Checks and Payments - 4 items	-4,505.39	
Total New Transactions	<u>-4,505.39</u>	
Ending Balance	<u>23,234.61</u>	

*Handwritten:*  
10-20-16  
[Signature]

# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

As of September 30, 2016

(These financial statements are unaudited)

Income	Budget	September 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	61,935.30	78,764.17	(71,235.83)
VisitFlorida Rural Area Opportunity Grant	97,500.00	0.00	90,039.82	(7,460.18)
VisitFlorida Culture, Heritage Rural and Nature Grant	5,000.00	0.00	2,954.48	(2,045.52)
VisitFlorida Rural Area Opportunity In Kind	3,800.00	20,311.00	20,311.00	16,511.00
Transfer from Reserves	11,400.00	0.00	0.00	(11,400.00)
Miscellaneous	0.00	140.00	321.16	321.16
<b>Gross Revenue</b>	<b>438,700.00</b>	<b>82,386.30</b>	<b>341,815.63</b>	<b>(96,884.37)</b>
<b>Expenses</b>				
<b>Marketing</b>				
Planning	10,200.00	0.00	10,100.00	-100.00
Collateral Materials - 1000 Bicycle Guides	3,000.00	0.00	0.00	(3,000.00)
<b>Total Planning &amp; Collateral Materials</b>	<b>13,200.00</b>	<b>0.00</b>	<b>10,100.00</b>	<b>(3,100.00)</b>
<b>Website</b>				
Bloggers Fees	11,600.00	801.84	8,153.40	(3,446.60)
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)
<b>Total Website</b>	<b>147,300.00</b>	<b>801.84</b>	<b>111,978.40</b>	<b>(35,321.60)</b>
<b>Public Relations</b>				
VisitFlorida NYC Media Luncheon	3,000.00	0.00	2,367.87	(632.13)
<b>Total Public Relations</b>	<b>3,000.00</b>	<b>0.00</b>	<b>2,367.87</b>	<b>(632.13)</b>
<b>Trade Shows</b>				
VisitFlorida RAO Promotional Items	3,000.00	214.30	3,157.94	157.94
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 September 30, 2016

(These financial statements are unaudited)

	Budget	September 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	653.02	653.02	(5,646.98)
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	884.89	884.89	(3,115.11)
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)
<b>Total Trade Shows</b>	<b>121,400.00</b>	<b>1,752.21</b>	<b>77,634.53</b>	<b>(43,765.47)</b>
<b>Advertising</b>				
Web Digital Advertising Campaign	13,000.00	0.00	0.00	(13,000.00)
Quarterly Newsletter	4,000.00	2,000.00	2,250.00	(1,750.00)
VisitFlorida Co-op Advertisement	6,500.00	0.00	6,450.00	(50.00)
Distribute Springs Brochure	11,400.00	150.00	6,000.00	(5,400.00)
<b>Total Advertising</b>	<b>34,900.00</b>	<b>2,150.00</b>	<b>14,700.00</b>	<b>(20,200.00)</b>
<b>Total Marketing</b>	<b>319,800.00</b>	<b>4,704.05</b>	<b>216,780.80</b>	<b>(103,019.20)</b>
<b>Administration</b>				
Fl Dept Econ Opp FY 2014-15	11,300.00	5,625.00	5,625.00	(5,675.00)
Service Fees - VisitFlorida Travel Shows	13,200.00	0.00	15,000.00	1,800.00
Regional Marketing Program Fees	36,400.00	9,375.00	9,375.00	(27,025.00)
Fl Dept Econ Opp FY 2015-16	24,300.00	16,875.00	16,875.00	(7,425.00)
<b>Total Administration</b>	<b>85,200.00</b>	<b>31,875.00</b>	<b>46,875.00</b>	<b>(38,325.00)</b>
<b>Memberships</b>				
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	
<b>Total Memberships</b>	<b>1,000.00</b>	<b>0.00</b>	<b>1,095.00</b>	<b>95.00</b>
<b>Professional Enhancement - Staff</b>				
Governor's Tourism Conference	1,000.00	739.91	739.91	(260.09)
SE Tourism Society Marketing College	2,000.00	0.00	1,329.98	(670.02)
<b>Total Professional Enhancement - Staff</b>	<b>3,000.00</b>	<b>739.91</b>	<b>2,069.89</b>	<b>(930.11)</b>

# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

As of September 30, 2016

(These financial statements are unaudited)

	<u>Budget</u>	<u>September 2016</u>	<u>Year to Date</u>	<u>Over/(Under) Budget</u>
<b>Professional Enhancement - Members</b>				
Governor's Tourism Conference	10,000.00	2,256.24	2,256.24	(7,743.76)
SE Tourism Society Marketing College	12,100.00	0.00	6,649.85	(5,450.15)
<b>Total Enhancement - Members</b>	<u>22,100.00</u>	<u>2,256.24</u>	<u>8,906.09</u>	<u>(13,193.91)</u>
 <b>Bank Charges</b>	 200.00	 14.71	 261.08	 61.08
 <b>Legal</b>				
Advertising	300.00	0.00	44.24	(255.76)
Expenses	300.00	0.00	386.25	86.25
<b>Total Legal</b>	<u>600.00</u>	<u>0.00</u>	<u>430.49</u>	<u>(169.51)</u>
 <b>Internships</b>				
Harvey Campbell Memorial Internship	2,500.00	5,979.58	5,979.58	3,479.58
Dean Fowler Internship	2,500.00	5,318.72	5,318.72	2,818.72
<b>Total Internships</b>	<u>5,000.00</u>	<u>11,298.30</u>	<u>11,298.30</u>	<u>6,298.30</u>
 <b>Miscellaneous</b>	 1,300.00	 855.00	 2,494.00	 1,194.00
 <b>Telephone</b>	 300.00	 0.00	 0.00	 (300.00)
 <b>Postage</b>	 300.00	 28.99	 439.57	 139.57
 <b>Total Expenses</b>	 <u>438,800.00</u>	 <u>51,772.20</u>	 <u>290,650.22</u>	 <u>(148,149.78)</u>
<b>Net Income</b>	<u><u>-100.00</u></u>	<u><u>30,614.10</u></u>	<u><u>51,165.41</u></u>	<u><u>51,265.41</u></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

<b><i>Revenues</i></b>	<b>Total</b>
<b><i>Cooperative Regional Marketing Program Fees:</i></b>	
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
<b>Subtotal</b>	<b>\$49,000</b>
<b><i>Additional Revenue:</i></b>	
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
<b>Subtotal</b>	<b>\$363,300</b>
<b>TOTAL REVENUES</b>	<b>\$412,300</b>
<b>Less In-Kind</b>	<b>(\$26,310)</b>
<b>TOTAL REVENUES - CASH</b>	<b>\$385,990</b>
<b><i>Expenditures</i></b>	
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
<b>TOTAL EXPENDITURES</b>	<b>\$412,300</b>
 (1) See Marketing Budget Detail (2) See Current Memberships Detail	
<b><i>Reserve Funds</i></b>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$81,000
<b>TOTAL RESERVE FUNDS</b>	<b>\$81,000</b>

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

Adopted 7/21/2016

	<b>FY 2016-17 DEO Grant</b>		
	<b>Total</b>	<b>Eligible Funding</b>	<b>Remainder</b>
<b>Marketing Budget Detail</b>			
<b>Planning:</b>			
VisaVues Domestic and International Editions	\$5,100.00	\$5,100.00	\$0.00
<b>Collateral Material:</b>			
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
<b>Website:</b>			
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
<b>Trade Shows:</b>			
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
<b>Advertising:</b>			
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
<b>Total Marketing Expenditure</b>	<b>\$299,000.00</b>	<b>\$111,000.00</b>	<b>\$188,000.00</b>
<b>Administration</b>			
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
<b>Membership Organizations - Annual Dues</b>			
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
<b>Professional Enhancement</b>			
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
<b>Internships</b>			
Harvey Campbell Memorial Internship	\$2,500.00	\$0.00	\$2,500.00
Dean Fowler Internship	\$2,500.00	\$0.00	\$2,500.00
<b>Total Non-Marketing Expenditure</b>	<b>\$113,300.00</b>	<b>\$39,000.00</b>	<b>\$74,300.00</b>
<b>Total Expenditure</b>	<b>\$412,300.00</b>	<b>\$150,000.00</b>	<b>\$262,300.00</b>

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

Amended 11/19/2015

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

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

(1) See Marketing Budget Detail

(2) See Current Memberships Detail

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

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

Amended 11/19/2015

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

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

Proposed Amendment 11/17/2016

<b><i>Revenues</i></b>	<b>Total</b>
<i><u>Cooperative Regional Marketing Program Fees:</u></i>	
Alachua County	12,000.00
Bradford County	4,000.00
Columbia County	8,000.00
Dixie County	2,000.00
Gilchrist County	2,000.00
Jefferson County	2,000.00
Lafayette County	1,000.00
Levy County	4,000.00
Madison County	4,000.00
Taylor County	4,000.00
Union County	1,000.00
Wakulla County	4,000.00
Subtotal	<b>48,000.00</b>
<i><u>Additional Revenue:</u></i>	
DEO Rural Development Grant, FY 2014-15	101,500.00
DEO Rural Development Grant, FY 2015-16	78,800.00
VISIT Florida FY 2015-16 RAO Grant - Cash	90,100.00
VISIT Florida FY 2015-16 RAO Grant - In-Kind	20,400.00
VISIT FLORIDA Culture, Heritage Rural and Nature Grant	3,000.00
Miscellaneous	500.00
Subtotal	294,300.00
<b>TOTAL REVENUES</b>	<b>342,300.00</b>
<b>Less In-Kind</b>	(20,400.00)
<b>TOTAL REVENUES - CASH</b>	<b>321,900.00</b>

<b><i>Expenditures</i></b>	
Bank Charges	300.00
Governor's Conference on Tourism - Members	2,300.00
Governor's Conference on Tourism - Staff	800.00
Internships	11,300.00
Legal Advertising	100.00
Legal Expenses	400.00
(1) Marketing Program for 2015-16, Cash	217,600.00
(1) Marketing Program for 2015-16, In-Kind	20,400.00
(2) Memberships	1,100.00
Miscellaneous	2,500.00
North Central Florida Regional Planning Council - Admin FY 2014-15	5,700.00
North Central Florida Regional Planning Council - Admin FY 2015-16	26,300.00
Postage Expenses	500.00
Service Fee - Visit Florida Travel Show Program	15,000.00
Southeast Tourism Society Marketing College - Members	6,700.00
Southeast Tourism Society Marketing College - Staff	1,400.00
Telephone	0.00
Contingency	29,900.00
Subtotal	342,300.00
<b>TOTAL EXPENDITURES</b>	<b>342,300.00</b>
<b>Less In-Kind</b>	(20,400.00)
<b>TOTAL EXPENDITURES - CASH</b>	<b>321,900.00</b>

(1) See Marketing Budget Detail

(2) See Current Memberships Detail

<b><i>Reserve Funds</i></b>	
Restricted Funds Balance	0.00
Unrestricted Funds Balance, Estimate	55,000.00
<b>TOTAL RESERVE FUNDS</b>	<b>55,000.00</b>

**Original Florida Tourism Task Force**  
**Budget FY 2015-16 (10/1/15 to 9/30/16)**  
Proposed Amendment 11/17/2016

<b>Marketing Budget Detail</b>	<b>Total</b>
<b>Planning:</b>	
Creation of 5-Year Marketing Plan	\$10,100.00
<b>Collateral Material:</b>	
Print 1,000 Copies of Bicycle Guide	\$0.00
<b>Website:</b>	
Remake Website	\$83,800.00
Ultimate Bicycle Guide Mircosite & Downloadable PDF Guide	\$15,000.00
Web Hosting Services	\$100.00
Blogger Fees	\$8,200.00
Ultimate Springs Guide Mircosite & Downloadable PDF Guide	\$5,000.00
Bicycle Route Maps for Bradford & Columbia Counties	\$0.00
<b>Public Relations:</b>	
VisitFlorida NY City Media Luncheon	\$2,400.00
<b>Trade Shows:</b>	
Visit Florida Rural Area of Opportunity Grant - Promotional Items	\$3,200.00
Visit Florida Rural Area of Opportunity Grant - In-kind Contributions	\$20,400.00
Visit Florida - Detroit RV Show	\$5,100.00
Visit Florida - London World Travel Market	\$10,500.00
Visit Florida - NY Times Travel Show	\$4,600.00
Visit Florida - Atlanta Boat Show	\$3,100.00
Visit Florida - Dallas Expo	\$6,800.00
Visit Florida - Atlanta RV & Camping Show	\$3,100.00
Visit Florida - Chicago RV & Camping Show	\$5,000.00
Visit Florida - Washington DC Travel Expo	\$6,600.00
Visit Florida - Toronto RV & Camping Show	\$6,600.00
Visit Florida - Berlin - ITB Trade Show	\$8,200.00
Visit Florida - Madison, WI - Canoeopia	\$4,900.00
Visit Florida - Philadelphia Travel Expo	\$8,300.00
Out-of-State Travel Show #1	\$700.00
Out-of-State Travel Show #2	\$0.00
In-State Travel Show #1	\$0.00
In-State Travel Show #2	\$900.00
In-State Travel Show #3	\$500.00
I-75 Welcome Center Festival	\$100.00
<b>Advertising:</b>	
New vnnf.org & Travel Show Website Digital Advertising Campaign	\$0.00
Quarterly enewsletters	\$2,300.00
Undiscovered Florida Co-op Advertisement	\$6,500.00
Undiscovered Florida Co-op Advertisement	\$6,000.00
<b>Subtotal</b>	<b>\$238,000.00</b>
<b>TOTAL MARKETING EXPENDITURES</b>	<b>\$238,000.00</b>
<b>Less In-Kind</b>	<b>(\$20,400.00)</b>
<b>TOTAL MARKETING EXPENDITURES - CASH</b>	<b>\$217,600.00</b>
<b>Administration</b>	
North Central Florida Regional Planning Council - Visit Florida, DEO FY 2014-15	\$5,700.00
North Central Florida Regional Planning Council - Visit Florida, DEO FY 2015-16	\$16,900.00
Visit Florida Rural Area of Opportunity Program - Regional Marketing Program Fees, FY 2015-16	\$9,400.00
Service Fee - Visit Florida Travel Show Program	\$15,000.00
VISIT FLORIDA Annual Dues	\$400.00
Southeastern Tourism Society Annual Dues	\$300.00
Florida Outdoor Writers Association Annual Dues	\$200.00
Ride with GPS Annual Club Account Dues	\$300.00
Other Administrative Expenses/Miscellaneous	\$3,600.00
<b>Professional Enhancement - Staff</b>	
Southeastern Tourism Society Marketing College	\$1,400.00
Governor's Tourism Conference	\$800.00
<b>Professional Enhancement - Members</b>	
Southeastern Tourism Society Marketing College	\$6,700.00
Governor's Tourism Conference	\$2,300.00
<b>Internships</b>	
Harvey Campbell Memorial Internship	\$6,000.00
Dean Fowler Internship	\$5,400.00
<b>Contingency</b>	<b>\$29,900.00</b>
<b>Subtotal</b>	<b>\$104,300.00</b>
<b>TOTAL NON-MARKETING EXPENDITURES</b>	<b>\$104,300.00</b>
<b>TOTAL EXPENDITURES</b>	<b>\$342,300.00</b>
<b>Less In-Kind</b>	<b>(\$20,400.00)</b>
<b>TOTAL EXPENDITURES - CASH</b>	<b>\$321,900.00</b>

## 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](http://www.vnnf.org), in order to provide fresh content, stories and images. The blogging program is intended to inform potential visitors of attractions and events within the 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](http://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:**

<b>Deliverable 1. Marketing Services as described in Scope of Work, Section 1.A</b>			
<b>Tasks</b>	<b>Minimum Performance Measures and Required Documentation</b>	<b>Payment Type</b>	<b>Financial Consequences</b>
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. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of solicitation.</li> <li>• Copy of executed contract with chosen vendor</li> <li>• Link to microsite</li> <li>• Printed guides for each route</li> </ul>	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. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Link to completed microsite</li> <li>• Printed guides for each route</li> </ul>	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. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of invitation to bid, or negotiate</li> <li>• Copy of executed contract with chosen vendor</li> <li>• Link to microsite</li> <li>• Printed guide</li> </ul>	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><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>• Copy of invitation to bid, or negotiate</li> <li>• Copy of contract with chosen vendor</li> <li>• Link to each completed blog</li> </ul>	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><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>• Link to each new member county bicycle route map.</li> <li>• Printed bicycle route guide for each new member county</li> <li>• Documentation of staff time associated with this task.</li> </ul>	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"> <li>• Link to advertisement</li> <li>• Area targeted for each digital ad placed</li> </ul>	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><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>• Include DEO grant manager on electronic newsletter distribution list</li> <li>• Copy of software rental agreement</li> <li>• Number of newsletters distributed</li> <li>• Proof of Payment</li> <li>• Documentation of staff time associated with this task</li> </ul>	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><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>• 1 sample copy of each</li> </ul>	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 <b>Required Documentation:</b> • 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. <b>Required Documentation:</b> • 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. <b>Required Documentation:</b> • 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. <b>Required Documentation:</b> • 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. <b>Required Documentation:</b> • 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. <b>Required Documentation:</b> • 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. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copies of completed registrations for each event participated in</li> <li>• Photos of completed booth set up</li> <li>• Completed travel vouchers in accordance with s. 112.061, F.S., for a maximum of two (2) Grantee representatives</li> </ul>	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 <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copies of completed registrations for each event participated in.</li> <li>• Copies of rental agreements</li> <li>• Completed travel vouchers in accordance with s. 112.061, F.S. for a maximum of 2 Grantee representatives</li> </ul>	Total costs not to exceed 12,500.00	DEO will withhold payment until Grantee attends two domestic out of state travel shows.
<b>Deliverable 2. Professional Enhancement Scholarships as described in Scope of Work, Section 1.B</b>			
<b>Tasks</b>	<b>Minimum Performance Measures and Required Documentation</b>	<b>Payment Type</b>	<b>Financial Consequences</b>
Provide professional enhancement scholarships in accordance with scope of work, Section 1.B.	Provide 1 professional enhancement scholarship. <b>Required Documentation:</b> For each scholarship recipient, submit: <ul style="list-style-type: none"> <li>• Agenda</li> <li>• Registration form</li> <li>• Summary of how attendance at the event built professional capacity</li> <li>• Travel documentation in accordance with section</li> </ul>	Total costs not to exceed \$15,000.00	DEO will withhold payment for failure to provide any scholarships.

	112.061, F.S.		
<b>Deliverable 3. Administrative Expenses as described in Scope of Work, Section 1.C</b>			
<b>Tasks</b>	<b>Minimum Performance Measures and Required Documentation</b>	<b>Payment Type</b>	<b>Financial Consequences</b>
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"> <li>• Documentation of staff time associated with this deliverable</li> <li>• Proof of wages</li> <li>• Certificate of Indirect Costs</li> </ul>	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;

The Original Florida Tourism Task Force  
Fiscal Year 2016-17 Regional Rural Development Grant  
Proposed Scope of Work

The Fiscal Year 2016-2017 grant program will consist of additional development and enhancement of the Task Force website, participation at various domestic consumer-oriented travel shows, advertising and collateral development and distribution, market research and professional enhancement.

Fiscal Year 2016-17 goals are:

- 1) To increase consumer awareness of the natural, recreational and cultural assets of the region;
- 2) To increase Task Force understanding of the geographic location of both domestic and foreign visitors to the region; and
- 3) To increase the professionalism of Task Force staff and member organizations in order to more effectively promote tourism within the region.

To achieve these goals the Task Force will:

- 4) Make enhancements to its website to make [www.vnnf.org](http://www.vnnf.org) more useable and engaging, particularly to website users who use mobile devices such as cell phones and tablets;
- 5) Review and update its springs and bicycle microsites to improve accuracy, and, should additional counties join the Task Force, place additional springs and bicycle routes on the microsites;
- 6) Post blogs on its website to inform visitors of tourist-oriented attractions and facilities within the region;
- 7) Obtain high-quality original photographs of natural, recreational and cultural assets of the region for use on the Task Force website as well as in printed media;
- 8) Attend domestic travel shows. At the shows, the Task Force will staff a booth, distribute brochures pertaining to the region and answer questions raised by show attendees. A maximum of two Task Force representatives will staff the travel show booths;
- 9) Engage in an advertising campaign which will consists of on-line digital and/or print media advertising. The Task Force will also distribute an electronic newsletter to interested consumers, publish and distribute hard copy collateral such as bicycle guides, springs guides, brochures and placemats;
- 10) Provide scholarships to Task Force staff, members and representatives of member organizations to attend training opportunities such as the Southeast Tourism Society Marketing College and the annual Florida Governor's Conference on Tourism; and

- 11) Maintain memberships in professional organizations such as 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.

*Total Deliverable Value: \$150,000*



**RRDG Proposed Budget**

<b>Website Development</b>		<b>\$56,500.00</b>	
Bicycle Microsite Maintenance & PDF Guide	Bicycle Microsite Maintenance, Updates, Route Additions & PDF Update		
	Contractual Services	\$500.00	
	Staff Time	\$500.00	
	Software Rental	\$400.00	
			1,400.00
Springs Microsite Maintenance & PDF Guide	Springs Microsite Updates, Springs Additions & PDF Update		
	Contractual Services	\$500.00	
	Staff Time	\$500.00	
			\$1,000.00
Website Modifications	Modifications to Website		
	Contractual Services	\$44,000.00	
			\$44,000.00
Website Blogs	Website Blogs	\$5,100.00	
	Contractual Services		
			\$5,100.00
Photography	Obtain high-quality photos for Website		
	Contractual Services	\$5,000.00	
			\$5,000.00
<b>Travel Shows</b>		<b>\$21,800.00</b>	
In-state Travel Shows	Registration Fees	\$7,000.00	
	Booth Accessories Rental (Contractual Services)	\$800.00	
	Travel	\$13,000.00	
	Shipping	\$1,000.00	
			\$21,800.00
<b>Advertising</b>		<b>\$31,100.00</b>	
Digital Advertising Campaign	Digital Advertising Campaign		
	Contractual Services	\$0.00	
			\$0.00
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	Design and Print Regional Specialty Brochures		
	Contractual Services	\$900.00	
			\$900.00
Placemats	Design and Print Paper Placemats		
	Contractual Services	\$0.00	
			\$0.00
New Regional Brochures	Design and Print New Regional Brochure		
	Contractual Services	\$8,500.00	
			\$8,500.00
Brochure Distribution	Brochure Distribution		
	Contractual Services	\$8,000.00	
			\$8,000.00
Bicycle Guide	Revise & Print Ultimate Bicycling Guide		
	Contractual Services	\$3,000.00	
			\$3,000.00
Springs Guide	Revise & Print Ultimate Springs Guide		
	Contractual Services	\$0.00	
			\$0.00
<b>Market Research</b>		<b>\$5,100.00</b>	
Visa Vues Subscription	Annual Subscription to Visa Vues, Domestic & Foreign editions		
	Contractual Services	\$5,100.00	
			\$5,100.00
<b>Professional Enhancement</b>		<b>\$13,000.00</b>	
Scholarships	Scholarships		
	Registration Fees	\$6,000.00	
	Travel	\$6,000.00	
			\$12,000.00
Professional Enhancement Organizational Annual Memberships	Organizational Annual Memberships		
	Membership Fees	\$1,000.00	
			\$1,000.00
<b>Grant Administration</b>		<b>\$22,500.00</b>	
	Staff time	\$22,500.00	
			\$22,500.00
<b>Total Grant Request</b>			<b>\$150,000.00</b>

**Proposed Budget Category Expenditures**

<b>Staff Time</b>		\$27,000.00
<b>Travel</b>		\$19,000.00
<b>Registration Fees</b>		\$13,000.00
<b>Membership Fees</b>		\$1,000.00
<b>Software Rental</b>		\$900.00
<b>Contractual Services</b>		\$89,100.00
Bicycle Micosite	\$500.00	
Springs Micorsite	\$500.00	
Website Modifications	\$44,000.00	
Website Blogs	\$5,100.00	
Photography	\$5,000.00	
Digital Advertising Campaign	\$0.00	
Print Media Advertising	\$6,700.00	
Regional Specialty Brochures	\$900.00	
Placemats	\$0.00	
New Regional Brochure	\$8,500.00	
Brochure Distribution	\$8,000.00	
Design & Print Bicycle Guide	\$3,000.00	
Design & Print Springs Guide	\$0.00	
Visa Vues Subscription	\$5,100.00	
Booth Accessories Rental	\$800.00	
Shipping	\$1,000.00	
<b>Total Grant Request</b>		<b>\$150,000.00</b>

VNNF WEBSITE ENHANCEMENT			
#	Topic	Description	Cost
1	Website hosting Jan. 2018 - Jan. 2019		\$2,400 (or \$200/month)
2	Website hosting Jan. 2018 - Jan. 2020	Including pre-paid discount	\$4,200 (or \$175/month)
3	Resign the homepage: Rearranging, reordering and streamlining the navigation	We believe the homepage can be more interactive and eye catching. This redesign would include reordering and rearranging the home page, and improving the navigation. We can add in the top four blog posts and update the hero image.	\$2,320
4	Header & Footer Update	Redesign the footer - add in some of the "about" information to the footer. Unlock the header	\$1,650
5	Topic centered landing pages	Top level menu items to have a topic centered landing page with an introduction which describes the topic. Followed by the most recent 4-6 blogs that are applicable to that category (categorize blogs). Option to display more blog. After the blog section, there would be a listing/graphic of the items from the pin maps, about 4-6 items. Option to select more. This would be displayed instead of the pin map or maybe it overlays the pin map. When the user click on an item they are redirected to a pin map that displays just that one item. Landing page for the top menu items, and individual landing pages for the Do, Eat, Stay maps.	\$30,000
6	Resign the mobile map experience	We will research the best way to display the mobile maps, confirm with you, and develop the best mobile experience	\$2,200
7	Update the Do, Eat, Stay Maps to replicate Vist Main Site	Add a graphical map similar to the Vist Main website to outline the counties. Ability to filter by county OR city.	\$9,900
8	Pins On Map: Reverse the way they are currently showing	We recommend keeping the pins the way they are, which provides a great user experience. It also shows the variety of things to do right when the user lands on the map.	\$1,320
9	Language choices	Language choices in native language, display the flag	Currently have this option. Need more info.

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2016-17 Regional Rural Development Grant  
DRAFT - Proposed Work Plan - DRAFT  
November 16, 2016

Cost	Description
\$1,400.00	Ultimate Bicycle Guide Maintenance and Updates
\$1,000.00	Ultimate Springs Guide Maintenance
\$44,000.00	Website Modifications
\$0.00	Ultimate Paddling Guide Website Enhancement
\$5,100.00	Website Blogs (60 blogs per at \$85 per blog)
\$5,000.00	website Photographs
\$0.00	In-state Travel Shows (minimum of 1)
\$0.00	Out-of-State Travel Shows (minimum of 3)
\$21,800.00	Domestic Travel Shows (minimum of 4)
\$0.00	Digital Advertising Campaign - Facebook, Google Adword search, Other
\$4,000.00	Quarterly eNewsletters
\$6,700.00	Visit Florida Co-op Ad (Smithsonian Magazine. \$1,116.67 per 1/6th ad)
\$900.00	Print 3,000 VNNF Specialty brochures (RV Guide, Outfitters Guide, Lodging Guide)
\$0.00	Design and Print 10,000 placemats
\$8,500.00	Design and Print Regional Brochure (add Bradford, Columbia & Hamilton Counties)
\$8,000.00	Brochure Distribution
\$3,000.00	Revise & Print Ultimate Bicycle Guide
\$0.00	Revise & Print Ultimate Springs Guide
\$0.00	Print 1,000 copies of VNNF Paddling Guide - 4.25" x 5.75"
\$5,100.00	VisaVues Domestic and International Editions - 1-year subscription
\$12,000.00	Scholarships (6 Tourism Marketing College @ \$1,500 and 3 Gov Tourism Conf @ \$1,000)
\$1,000.00	Professional Organization Memberships
\$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  
November 17, 2016

Cost	Description
\$16,500.00	Reprint Suwannee River Paddling Guide
\$1,000.00	Ultimate Bicycle Guide Maintenance and Updates
\$1,000.00	Ultimate Springs Guide Maintenance and Updates
\$15,000.00	Ultimate Paddling Guide Microsite
\$0.00	Ultimate Paddling Guide Maintenance & Updates
\$5,100.00	Website Blogs (60 blogs per at \$85 per blog)
\$0.00	Print 1,000 copies of VNNF RV Guide
\$0.00	Print 1,000 copies of VNNF Outdoor Adventure Guide
\$0.00	Print 1,000 copies of VNNF Lodging Brochure
\$1,500.00	Print 3,000 VNNF Specialty Brochures (RV Guide, Outfitters Guide, Lodging Guide)
\$3,500.00	Design and Print 10,000 placemats
\$5,000.00	Revise & Print Ultimate Bicycle Guide
\$5,000.00	Revise & Print Ultimate Springs Guide
\$5,000.00	Print 1,000 copies of VNNF Paddling Guide - 4.25" x 5.75"
\$0.00	3 Out-of-State Travel Shows
\$0.00	One In-State Show, I-10 & I-75 Welcome Center Festivals
\$23,500.00	Domestic Travel Shows (4 shows)
\$7,000.00	Visit Florida Co-op Ad
\$10,000.00	Digital Advertising Campaign - Facebook, Google Adword search, Other
\$8,000.00	Website Hosting
\$3,500.00	Florida State Parks Mobile App advertisement
\$15,500.00	Scholarships (7 Tourism Marketing College @ \$1,500 and 5 Gov Tourism Conf @ \$1,000)
\$8,500.00	Brochure Distribution
\$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
\$167,400.00	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	<b>Atlanta Camping &amp; RV Show</b>	<b>Diane Bardhi</b>	<b>Dave Mecusker</b>	<b>Ron Gromoll</b>	<b>January 25, 2017</b>	<b>January 26, 2017</b>	<b>January 27 - 29, 2017</b>	<b>January 30, 2017</b>
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	<b>Chicago RV &amp; Camping Show</b>	<b>Roland Loog</b>	<b>Sandy Beach</b>	<b>Lois Nevins</b>	<b>February 13, 2017</b>	<b>February 14, 2017</b>	<b>February 15 - 19, 2017?</b>	<b>February 20, 2017</b>
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	<b>Toronto Outdoor Adventure Show</b>	<b>Katrina Richardson</b>	<b>Mary Reichardt</b>	<b>Carol McQueen</b>	<b>February 22, 2017</b>	<b>February 23, 2017</b>	<b>February 24 - 26, 2017</b>	<b>February 27, 2017</b>
13	<b>ITB-Berlin</b>	<b>TSC</b>	<b>Roland Loog</b>	<b>Katrina Richardson</b>	<b>March 4, 2017</b>	<b>March 4, 2017</b>	<b>March 8 - 12, 2017</b>	<b>March 13, 2017</b>
14	<b>Canoecopia</b>	<b>Tommy Tompson</b>	<b>Russ McCallister</b>	<b>Carol McQueen</b>	<b>March 8, 2017</b>	<b>March 9, 2017</b>	<b>March 10 - 12, 2017</b>	<b>March 13, 2017</b>
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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VOLUNTEERS, CONSULTANTS AND OTHERS**

**as of 10/17/2016**

**VOLUNTEERS, CONSULTANTS AND OTHERS**

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2016  
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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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2017  
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Meeting Dates and Counties



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

January 19:	_____
February 16:	_____
March 16:	_____
April 20:	_____
May 18:	_____
June 15:	_____
July 20:	_____
August 17:	_____
September 21:	_____ VISIT FLORIDA _____
October 19:	_____
November 16:	_____
December 21:	_____ Alachua (Council Office) _____

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

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