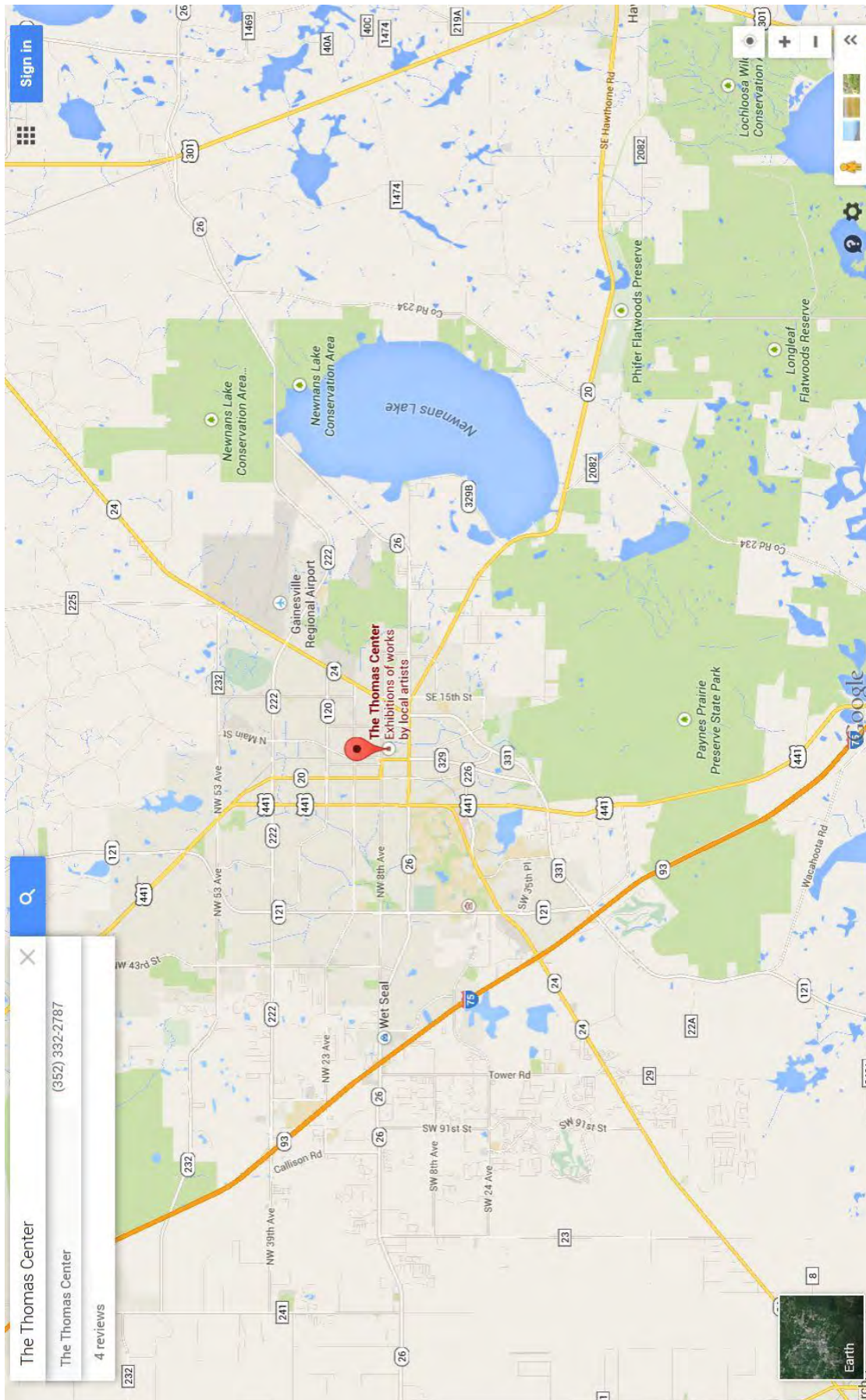
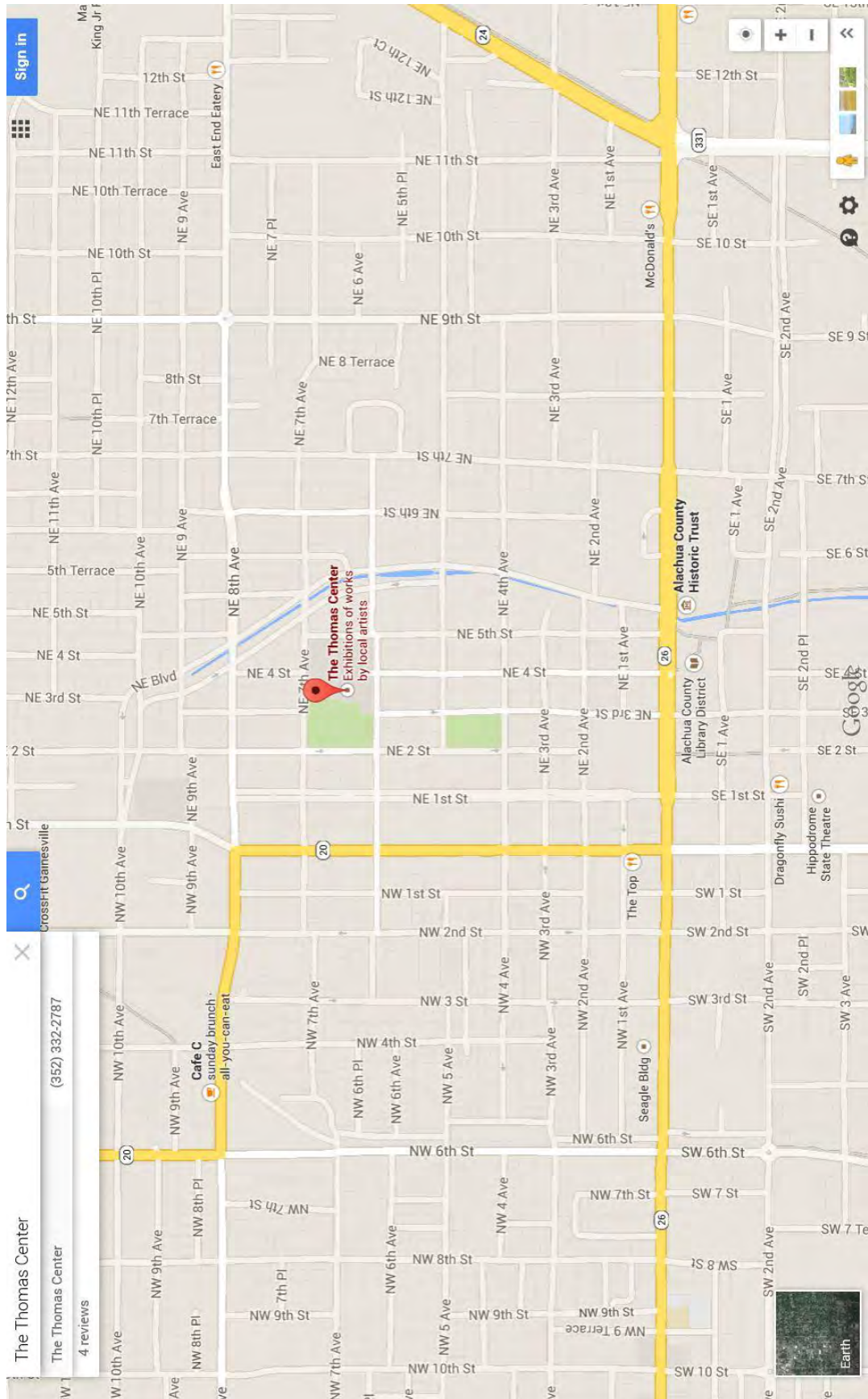


## MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **January 19, 2017**. The meeting will be held at the **Thomas Center, Long Gallery, 302 NE 6th Avenue, Gainesville, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)









*The Original Florida*  
TOURISM TASK FORCE  
Meeting Agenda

*Visit Natural*  
**NORTH FLORIDA**

**Thomas Center, Long Gallery  
302 NE 6th Avenue, Gainesville, FL  
Alachua County**

**January 19, 2017  
Thursday 10:00 a.m.**

	<b>PAGE NO.</b>
I. Call to Order, Introductions	
II. Approval of the Agenda	5
III. Approval of the November 17, 2016 Meeting Minutes	7
IV. Presentation by Sparxoo on Digital Advertising Campaign and Website Enhancements	
V. Old Business	
A. Committee Reports	
1. Finance Committee Report	
a. Balance Sheet, September 30, 2016	13
b. Monthly Financial Report Review and Approval, October 31, 2016	15
c. Monthly Financial Report Review and Approval, November 30, 2016	23
B. Fiscal Year 2015-16 Florida Department of Economic Opportunity Grant	35
1. 2016 Task Force Marketing Project - Bicycle Guides	
3. Website Blogs	
4. Tourism Brochure Distribution	
5. Winter eNewsletter	43
5. Digital Advertising Campaign	53
5. Midwest Mountaineering (Minneapolis) Outdoor Adventure Expo, November 18 - 20, 2016, Report	
C. Fiscal Year 2016-17 Florida Department of Economic Opportunity Grant	
1. Award Letter	61
2. Contract Status	
3. Scope of Work	63
a. Website Enhancements	
b. Springs and Bicycle Microsites	
c. Blogs	
d. Travel Shows	
e. Print and Digital Advertising Campaign	
f. eNewsletters	
g. Brochure Printing and Distribution	
h. Scholarships	
i. Professional Organization Memberships	

**PAGE NO.**

D. VISIT FLORIDA Grants	
1. VISIT FLORIDA - North Central Florida Fiscal Year 2016-17 Rural Area of Opportunity Partnership Program	
a. Travel Show Assignments	67
b. New Brochure	
c. Promotional Items	
E. Staff Items	
1. Trademark Filing Status	69
2. Fiscal Year 2017-18 Task Force Cooperative Regional Program Marketing Fees	73
3. VISIT FLORIDA State Funding	75
F. Other Old Business	
1. Updated Task Force Member Contact Information	77
2. 2017 Meeting Dates and Locations	81
G. VISIT FLORIDA Monthly Report, Brenna Dacks	
VI. Leadership Forum: To be determined	
VII. New Business	
A. Announcements	
B. Other New Business	

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., February 16, 2017 at a location to be determined in Suwannee County.

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

Taylor County Chamber of Commerce  
Perry, FL  
Taylor County

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

MEMBERS PRESENT

Rod Butler, Columbia County  
Russ McCallister, Dixie County  
Jennifer Hand, Hamilton County  
Katrina Richardson, Jefferson County  
Nancy Wideman, Jefferson County  
Carol McQueen, Levy County  
Trent Abbott, Madison County  
Phyllis Williams, Madison County  
Teena Peavey, Suwannee County  
Dawn Taylor, Taylor County, Chair  
Dave Mecusker, Union County, Treasurer

OTHERS PRESENT

Donna Creamer, Travel Show Coordinator  
Cody Gray, Columbia County Tourist  
Development Council  
Roland Loog, Volunteer  
Scott Mixon, Georgia Pacific Corporation  
Lois Nevins, By All Means Travel  
Tommy Thompson, Volunteer

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Ron Gromoll, Alachua County  
Julie Waldman, Alachua County  
Daniel Riddick, Bradford County  
Will Sexton, Bradford County  
Paula Vann, Columbia County  
Martin Pierce, Dixie County  
Pat Watson, Gilchrist County  
Susan Ramsey, Hamilton County  
Susie Page, Lafayette County, Vice-Chair  
Alvin Jackson, Suwannee County  
Sandy Beach, Taylor County  
Diane Bardhi, Wakulla County  
Gail Gilman, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor called the meeting came to order at 10:05 a.m.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

**ACTION:** Nancy Wideman moved and Russ McCallister seconded to approve the agenda as circulated. The motion passed unanimously.

### III. APPROVAL OF THE OCTOBER 20, 2016 MINUTES

Chair Taylor asked for approval of the October 20, 2016 meeting minutes.

**ACTION: Ms. Wideman moved and Carol McQueen seconded to approve the October 20, 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, September 30, 2016

Dave Mecusker presented the monthly financial report for September 30, 2016.

Mr. Mecusker stated that Total Assets do not equal Liabilities and Equity on the Balance Sheet but recommended acceptance of the report with the understanding that this issue will be resolved.

The Task Force agreed by consensus to add the bank statement and listing of cancelled checks to the financial statement summary included in the meeting Task Force.

**ACTION: Katrina Richardson moved and Ms. McQueen seconded to accept the September 30, 2016 financial with the understanding that the assets and liabilities on the Balance Sheet will be resolved. The motion passed unanimously.**

###### b. Revised Fiscal Year 2015-16 Budget Review and Approval

Steven Dopp presented a proposed amended budget for Fiscal Year 2015-16.

**ACTION: Ms. Wideman moved and Mr. Mecusker seconded to approve the Task Force amended budget for Fiscal Year 2015-16 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 the results of the first month of the digital advertising campaign.

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

Mr. Dopp stated that funds for this item were previously reallocated by the Task Force 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. Winter eNewsletter

Mr. Dopp reported that the winter eNewsletter will be distributed in December 2016.

6. UnDiscovered Florida Advertisement

Mr. Dopp stated that he has not received any leads for the last two months from the UnDiscovered Florida advertisement.

7. Midwest Mountaineering (Minneapolis) Outdoor Adventure Exp, November 18 - 20, 2016

Mr. Dopp reported that Diane Bardhi and Sandy Beach are in Minneapolis to staff the Task Force booth for the Outdoor Adventure Expo.

C. Staff Items

1. Trademark Filing Status

Mr. Dopp reported that he had no new updates on this matter.

2. Suwannee County Tourist Development Council Update

Mr. Dopp reported that Teena Peavy of the Suwannee County Tourist Development Council was in attendance.

Teena Peavy stated that the County voted to rejoin the Task Force and has appointed both Alvin Jackson and Teena Peavy as Task Force members.

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

Mr. Dopp reported on the presentation he gave to the Bike Florida annual meeting regarding the Ultimate Bicycle Guide. He noted strong interest in the guide from the audience. He suggested that that Task Force allow the Gainesville Cycling Club, Suwannee Bicycle Association and the Capital City Cyclists to add two routes each to the Ultimate Bicycle Guide.

**ACTION: Mr. Mecusker moved and Ms. Wideman seconded to allow the Gainesville Cycling Club, the Suwannee Bicycle Association and the Capital City Cyclists to add two routes each to the Ultimate Bicycle Guide. The motion passed unanimously.**

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

and Budget

Mr. Dopp presented the proposed scope of work and budget for the grant application. He noted that the Florida Department of Economic Opportunity is likely to provide greater grant funding flexibility next year.

Mr. Dopp discussed the proposed budget. He noted that \$44,000 is budgeted for modifications to the website to provide topic-based landing pages for the Things to Do, Places to Stay and Places to Eat sections of the website. Mr. Dopp noted that the modifications will also improve usability of the website on mobile devices.

**ACTION: Ms. Richardson moved and Ms. McQueen seconded to amend the Fiscal Year 2016-17 Regional Rural Development Grant proposed budget to allocate \$30,000 for website modifications and to allocate \$14,000 for a digital advertising campaign and to approve the Fiscal Year 2016-17 Regional Rural Development Grant scope of work and budget as amended. The motion passed unanimously.**

The Task Force agreed by consensus to invite David Capece and his team from Sparxoo to the January 2017 meeting to discuss member concerns with the Task Force website.

5. 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.

Russ McCallister stated that River Graphics, located in North Carolina, is producing a new lower-cost map of the Suwannee River Wilderness Trail which could be printed instead of the Suwannee River Paddling Guide, which is currently included for printing in the draft 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

Ms. Creamer reported on the London World Travel Market show. She noted that attendees were most interested in diving and bicycling. She reported that attendees requested a handout which provides information on diving locations.

Mr. Dopp noted that the travel show assignments are included in the meeting packet. Ms. Creamer stated that a replacement attendee was needed for the Chicago Travel and Adventure Show from Hamilton County.

Mr. Dopp noted that a replacement attendee was needed to replace Mary Reichardt of Alachua County, who recently resigned from the Task Force, for the Toronto Outdoor Adventure Show and at Bike Expo New York.

The Task Force agreed by consensus to assign Tommy Thompson to the Chicago Travel and

Adventure Show, Paula Vann to the Bike Expo New York Show, and Donna Creamer to the Toronto Outdoor Adventure and Travel Show. The Task Force also agreed to assign Sean Plemons as an alternate to the Washington, DC Travel and Adventure Show and Tommy Thompson as an alternate to Bike Expo New York.

b. New Regional Brochure

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

c. Promotional items

Mr. Dopp noted that he has ordered eyeglass straps. He recommended printing the State-Designated Paddling Guide booklet previously developed by the Task Force.

d. Task Force Members Collateral Material for Travel Shows

Mr. Dopp requested collateral material from counties who have not yet submitted collateral material for distribution at travel shows.

E. VISIT FLORIDA Monthly Report

Mr. Dopp distributed the VISIT FLORIDA monthly report.

F. Other Old Business

1. Updated Task Force Member Contact Information

Changes were requested to be made to the contact information by several Task Force members.

2. 2016 Meeting Dates

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

V. NEW BUSINESS

A. Calendar Year 2017 Meeting Locations - Request for Members to Host Meetings

Task Force members agreed by consensus to the following meeting schedule for 2017:

January 19, 2017	Alachua County
February 16, 2017	Suwannee County
March 16, 2017	Madison County
April 20, 2017	Jefferson County
May 18, 2017	Levy County
June 15, 2017	Columbia County
July 20, 2017	Gilchrist County
August 17, 2017	Hamilton County
September 21, 2017	VISIT FLORIDA

October 19, 2017      Wakulla County  
November 16, 2017      Taylor County

B. Other New Business

The Task Force discussed the travel advance payment policy for travel show booth staff.

**ACTION:      Ms. Wideman moved and Ms. Richardson seconded to limit the advance payments for travel show booth staff to Russ McCallister and Donna Creamer. The motion passed unanimously.**

VI. LEADERSHIP FORUM

Scott Mixon, Georgia Pacific Corporation made a presentation concerning the Fenholloway River Restoration Project to the Task Force.

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 in Alachua County.

**The meeting adjourned at 1:35 p.m.**

\_\_\_\_\_  
Dawn Taylor, Chair

1/19/17  
Date

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

8:12 PM

01/11/17

Accrual Basis

# 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
<b>Total Checking/Savings</b>	27,740.00
Accounts Receivable	
Accounts Receivable	63,929.30
<b>Total Accounts Receivable</b>	63,929.30
<b>Other Current Assets</b>	
Prepaid Expense	1,869.30
Prepaid Registration Fees	24,121.20
Prepaid Travel	1,100.00
<b>Total Other Current Assets</b>	27,090.50
<b>Total Current Assets</b>	118,759.80
<b>TOTAL ASSETS</b>	<b><u>118,759.80</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
Accounts Payable	17,484.47
<b>Total Accounts Payable</b>	17,484.47
<b>Other Current Liabilities</b>	
Contract Advance	35,000.00
Prepaid Dues	1,000.00
<b>Total Other Current Liabilities</b>	36,000.00
<b>Total Current Liabilities</b>	53,484.47
<b>Total Liabilities</b>	53,484.47
<b>Equity</b>	
Unrestricted Earnings	69,228.27
Net Income	-3,952.94
<b>Total Equity</b>	65,275.33
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>118,759.80</u></b>

This page intentionally left blank.

*Visit Natural*  
NORTH FLORIDA



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

	<u>Oct 31, 16</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Cash in Bank - Capital City	29,834.53
<b>Total Checking/Savings</b>	<u>29,834.53</u>
<b>Accounts Receivable</b>	
Accounts Receivable	65,806.21
<b>Total Accounts Receivable</b>	<u>65,806.21</u>
<b>Other Current Assets</b>	
Prepaid Expense	855.00
Prepaid Registration Fees	25,703.70
Prepaid Travel	2,700.00
<b>Total Other Current Assets</b>	<u>29,258.70</u>
<b>Total Current Assets</b>	<u>124,899.44</u>
<b>TOTAL ASSETS</b>	<u><u>124,899.44</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
Accounts Payable	47,900.92
<b>Total Accounts Payable</b>	<u>47,900.92</u>
<b>Other Current Liabilities</b>	
Contract Advance	35,000.00
Prepaid Dues	1,000.00
<b>Total Other Current Liabilities</b>	<u>36,000.00</u>
<b>Total Current Liabilities</b>	<u>83,900.92</u>
<b>Total Liabilities</b>	83,900.92
<b>Equity</b>	
Unrestricted Earnings	65,275.33
Net Income	-24,276.81
<b>Total Equity</b>	<u>40,998.52</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>124,899.44</u></u>

8:03 PM

11/28/16

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 10/31/2016**

	<u>Oct 31, 16</u>	
Beginning Balance	32,662.32	✓
Cleared Transactions		
Checks and Payments - 11 items	-9,449.19	✓
Deposits and Credits - 2 items	10,000.00	✓
Total Cleared Transactions	<u>550.81</u>	
Cleared Balance	<u>33,213.13</u>	✓
Uncleared Transactions		
Checks and Payments - 4 items	-3,378.60	
Total Uncleared Transactions	<u>-3,378.60</u>	
Register Balance as of 10/31/2016	<u>29,834.53</u>	
New Transactions		
Checks and Payments - 3 items	-3,695.84	
Total New Transactions	<u>-3,695.84</u>	
Ending Balance	<u><u>26,138.69</u></u>	

*KAP*  
*11-28-16*



P.O. Box 900  
Tallahassee, FL 32302

ACCOUNT STATEMENT

SK AD

00001515 FCC31545110116113845 01 000000000  
THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PLACE  
GAINESVILLE FL 32653-1603

Date 10/31/16  
Primary Account

Page 1  
XXXXXXXX2204

Need a personal loan or line of credit? Visit [ccbg.com/loans](http://ccbg.com/loans) for information on our consumer credit products and then simply apply online. We make it easy to apply for the funds you need. All loans subject to credit approval; Equal Housing Lender.

CHECKING ACCOUNT

ANALYZED BUS CHECKING	Images	12
Account Number XXXXXX2204	Statement Dates 10/03/16 thru 10/31/16	29
Previous Balance 32,662.32 ✓	Days in this Statement Period	29
2 Deposits/Credits 10,000.00 ✓	Avg Ledger Balance	29,523.88
11 Checks/Debits 9,449.19 ✓	Avg Collected Balance	29,454.91
Service Charges .00		
Interest Paid .00		
Ending Balance 33,213.13 ✓		

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
10/18	Deposit	2,000.00 ✓
10/25	Deposit	8,000.00 ✓

OTHER DEBITS

Date	Description	Amount
10/28	Account Analysis Charge	21.48- ✓

RECEIVED

NOV 07 2016

NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL

DEPOSIT TICKET

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT  
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE  
DATE 09/18/2016

Capital City Bank

10/18/2016

CURRENCY

0000

2000.00

00631006884 0224792204 131

0 10/18/2016 \$2,000.00

DEPOSIT TICKET

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT  
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE  
DATE 10/25/2016

Capital City Bank

10/25/2016

CURRENCY

0000

8000.00

00631006884 0224792204 131

0 10/25/2016 \$8,000.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT  
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE  
DATE 10/04/2016

Capital City Bank

10/04/2016

CURRENCY

0000

1300.00

00631006884 0224792204 131

1065 10/04/2016 \$1,300.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT  
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE  
DATE 10/04/2016

Capital City Bank

10/04/2016

CURRENCY

0000

1100.00

00631006884 0224792204 131

1074 10/04/2016 \$1,100.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT  
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE  
DATE 10/05/2016

Capital City Bank

10/05/2016

CURRENCY

0000

266.08

00631006884 0224792204 131

1076 10/05/2016 \$266.08

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT  
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE  
DATE 10/13/2016

Capital City Bank

10/13/2016

CURRENCY

0000

655.82

00631006884 0224792204 131

1077 10/13/2016 \$655.82

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT  
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE  
DATE 10/04/2016

Capital City Bank

10/04/2016

CURRENCY

0000

868.97

00631006884 0224792204 131

1078 10/04/2016 \$868.97

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT  
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE  
DATE 10/17/2016

Capital City Bank

10/17/2016

CURRENCY

0000

731.45

00631006884 0224792204 131

1080 10/17/2016 \$731.45

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT  
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE  
DATE 10/19/2016

Capital City Bank

10/19/2016

CURRENCY

0000

1210.00

00631006884 0224792204 131

1081 10/19/2016 \$1,210.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT  
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE  
DATE 10/20/2016

Capital City Bank

10/20/2016

CURRENCY

0000

801.84

00631006884 0224792204 131

1082 10/20/2016 \$801.84

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT  
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE  
DATE 10/21/2016

Capital City Bank

10/21/2016

CURRENCY

0000

386.94

00631006884 0224792204 131

1083 10/21/2016 \$386.94

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT  
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE  
DATE 10/21/2016

Capital City Bank

10/21/2016

CURRENCY

0000

2106.61

00631006884 0224792204 131

1084 10/21/2016 \$2,106.61



THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PLACE  
GAINESVILLE FL 32653-1603

Date 10/31/16  
Primary Account

Page 2  
XXXXXXX2204

## ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER					
Date	Check No	Amount	Date	Check No	Amount
10/04	1065	1,300.00	10/17	1080*	731.45 ✓
10/04	1074*	1,100.00	10/19	1081	1,210.00 ✓
10/05	1076*	266.08	10/20	1082	801.84 ✓
10/13	1077	655.82	10/21	1083	386.94 ✓
10/04	1078	868.97	10/21	1084	2,106.61 ✓

\* Denotes missing check numbers

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
10/03	32,662.32	10/17	27,740.00	10/21	25,234.61
10/04	29,393.35	10/18	29,740.00	10/25	33,234.61
10/05	29,127.27	10/19	28,530.00	10/28	33,213.13
10/13	28,471.45	10/20	27,728.16		

-----END OF STATEMENT-----



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

(These financial statements are unaudited)

				Over/(Under)
Income	Budget	October 2016	Year to Date	Budget
Co-op Regional Marketing Program Fee	49,000.00	53,000.00	53,000.00	4,000.00
DEO Rural Development Grant 15/16	51,225.00	0.00	0.00	(51,225.00)
DEO Rural Development Grant 16/17	150,000.00	0.00	0.00	(150,000.00)
VisitFlorida Rural Area Opportunity Grant 16/17	132,265.00	0.00	0.00	(132,265.00)
VisitFlorida Rural Area Opportunity 16/17 In Kind	26,310.00	0.00	0.00	(26,310.00)
Transfer from Reserves	3,500.00	0.00	0.00	(3,500.00)
<b>Gross Revenue</b>	<b>412,300.00</b>	<b>53,000.00</b>	<b>53,000.00</b>	<b>(359,300.00)</b>
<b>Expenses</b>				
<b>Marketing</b>				
<b>Planning</b>				
Planning	5,100.00	0.00	0.00	(5,100.00)
<b>Total Planning</b>	<b>5,100.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(5,100.00)</b>
<b>Collateral Materials</b>				
Print Bicycle Guide	3,000.00	0.00	0.00	(3,000.00)
Design/ Print New Brochure	9,500.00	0.00	0.00	(9,500.00)
Design / Print Placemats	2,500.00	0.00	0.00	(2,500.00)
Print VNNF RV Guide	500.00	0.00	0.00	(500.00)
Print VNNF Outdoor Guide	500.00	0.00	0.00	(500.00)
Print VNNF Lodging Brochure	500.00	0.00	0.00	(500.00)
Print VNNF Paddling Guide	13,000.00	0.00	0.00	(13,000.00)
<b>Total Collateral Materials</b>	<b>29,500.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(29,500.00)</b>
<b>Website</b>				
Bloggers Fees	7,975.00	711.84	711.84	(7,263.16)
Ultimate Bicycle Guide Update	2,000.00	0.00	0.00	(2,000.00)
Ultimate Paddle Guide	12,000.00	0.00	0.00	(12,000.00)
Ultimate Bicycle Guide Microsite	8,250.00	33,000.00	33,000.00	24,750.00
Ultimate Springs Microsite	3,000.00	0.00	0.00	(3,000.00)
Revise Homepage	6,000.00	0.00	0.00	(6,000.00)
<b>Total Website</b>	<b>39,225.00</b>	<b>33,711.84</b>	<b>33,711.84</b>	<b>(5,513.16)</b>
<b>Trade Shows</b>				
London Telegraph Outdoor Show	20,750.00	0.00	0.00	(20,750.00)
Brochures and Popup Displays-VF	10,000.00	0.00	0.00	(10,000.00)
London World Travel Market	14,000.00	246.95	246.95	(13,753.05)
Atlanta Boat Show	5,550.00	0.00	0.00	(5,550.00)
Chicago RV & Camping Show	8,150.00	0.00	0.00	(8,150.00)
ITB Berlin Trade Show	14,200.00	0.00	0.00	(14,200.00)



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

(These financial statements are unaudited)

	<b>Budget</b>	<b>October 2016</b>	<b>Year to Date</b>	<b>Over/(Under) Budget</b>
Dallas Travel Expo	7,300.00	0.00	0.00	(7,300.00)
Madison, WI Canoeecopia	6,550.00	0.00	0.00	(6,550.00)
NY Times Travel Show	8,950.00	0.00	0.00	(8,950.00)
Philadelphia Travel Show	8,350.00	0.00	0.00	(8,350.00)
Atlanta RV & Camping Show	4,600.00	0.00	0.00	(4,600.00)
Washington DC Travel Expo	7,950.00	0.00	0.00	(7,950.00)
Chicago Travel & Adventure Show	7,850.00	0.00	0.00	(7,850.00)
Out State Travel Show #1 - Minn	12,750.00	0.00	0.00	(12,750.00)
Out State Travel Show #2 - Hershey	13,250.00	0.00	0.00	(13,250.00)
State Travel Show #3 - Bike NY	6,500.00	0.00	0.00	(6,500.00)
Flash Drives	1,500.00	1,210.00	1,210.00	(290.00)
Travel Show Contest	1,500.00	0.00	0.00	(1,500.00)
Logo Patches	1,000.00	0.00	0.00	(1,000.00)
Eyeglass Strip	1,000.00	0.00	0.00	(1,000.00)
I-10 Welcome Center Summer Festival	400.00	0.00	0.00	(400.00)
I-75 Welcome Center Festival	300.00	0.00	0.00	(300.00)
Shipping Berlin & London - VF	1,000.00	0.00	0.00	(1,000.00)
In State Travel Show #1	3,400.00	0.00	0.00	(3,400.00)
State Park Guide & Road Map-VF	2,000.00	0.00	0.00	(2,000.00)
Welcome Center Rack Space- VF	885.00	0.00	0.00	(885.00)
Toronto RV & Camping Show	9,315.00	0.00	0.00	(9,315.00)
<b>Total Trade Shows</b>	<b>179,000.00</b>	<b>1,456.95</b>	<b>1,456.95</b>	<b>(177,543.05)</b>
<b>Advertising</b>				
Web Digital Advertising Campaign	20,600.00	0.00	0.00	(20,600.00)
Social Media Posting	1,000.00	0.00	0.00	(1,000.00)
Undiscovered Florida Co-op Ad	6,700.00	0.00	0.00	(6,700.00)
Florida State Park Mobile Ad	3,500.00	0.00	0.00	(3,500.00)
Quarterly eNewsletter	5,000.00	0.00	0.00	(5,000.00)
Springs Brochure Distribution	9,375.00	800.00	800.00	(8,575.00)
<b>Total Advertising</b>	<b>46,175.00</b>	<b>800.00</b>	<b>800.00</b>	<b>(45,375.00)</b>
<b>Total Marketing</b>	<b>299,000.00</b>	<b>35,968.79</b>	<b>35,968.79</b>	<b>(263,031.21)</b>
<b>Administration</b>				
NCFRPC - Admin VF DEO 2015-2016	5,600.00	0.00	0.00	(5,600.00)
NCFRPC-Admin VF DEO FY 2016-2017	24,500.00	0.00	0.00	(24,500.00)
Service Fees - VisitFlorida Travel Shows	14,300.00	0.00	0.00	(14,300.00)
NCFRPC-Admin Program Fees 16/17	44,000.00	0.00	0.00	(44,000.00)
	<b>88,400.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(88,400.00)</b>

# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

As of October 31, 2016

(These financial statements are unaudited)

	Budget	October 2016	Year to Date	Over/(Under) Budget
<b>Memberships</b>				
Florida Outdoor Writers Association	300.00	0.00	0.00	(300.00)
Southeast Tourism Society	300.00	0.00	0.00	(300.00)
Visit Florida	400.00	0.00	0.00	(400.00)
<b>Total Memberships</b>	<u>1,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(1,000.00)</u>
<b>Professional Enhancement</b>				
Governor's Tourism Conference	5,000.00	0.00	0.00	(5,000.00)
SE Tourism Society Marketing College	10,500.00	0.00	0.00	(10,500.00)
<b>Total Professional Enhancement</b>	<u>15,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(15,500.00)</u>
<b>Bank Charges</b>	200.00	21.48	21.48	(178.52)
<b>Legal</b>				
Advertising	300.00	0.00	0.00	(300.00)
Expenses	300.00	0.00	0.00	(300.00)
<b>Total Legal</b>	<u>600.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(600.00)</u>
<b>Internships</b>				
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)
<b>Total Internships</b>	<u>5,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(5,000.00)</u>
<b>Miscellaneous</b>	2,000.00	163.45	163.45	(1,836.55)
<b>Telephone</b>	300.00	0.00	0.00	(300.00)
<b>Postage</b>	300.00	0.00	0.00	(300.00)
<b>Total NonMarketing Expense</b>	<u>113,300.00</u>	<u>184.93</u>	<u>184.93</u>	<u>(113,115.07)</u>
<b>Total Expenses</b>	<u>412,300.00</u>	<u>36,153.72</u>	<u>36,153.72</u>	<u>(376,146.28)</u>
<b>Net Income</b>	<u>0.00</u>	<u>16,846.28</u>	<u>16,846.28</u>	<u>16,846.28</u>

5:38 PM

01/11/17

Accrual Basis

# The Original Florida Tourism Task Force

## Balance Sheet

### As of November 30, 2016

	<u>Nov 30, 16</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Cash in Bank - Capital City	9,643.35
<b>Total Checking/Savings</b>	<u>9,643.35</u>
<b>Accounts Receivable</b>	
Accounts Receivable	42,806.21
<b>Total Accounts Receivable</b>	<u>42,806.21</u>
<b>Other Current Assets</b>	
Prepaid Registration Fees	25,253.70
<b>Total Other Current Assets</b>	<u>25,253.70</u>
<b>Total Current Assets</b>	<u>77,703.26</u>
<b>TOTAL ASSETS</b>	<u><u>77,703.26</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
Accounts Payable	13,252.56
<b>Total Accounts Payable</b>	<u>13,252.56</u>
<b>Other Current Liabilities</b>	
Contract Advance	35,000.00
Prepaid Dues	1,000.00
<b>Total Other Current Liabilities</b>	<u>36,000.00</u>
<b>Total Current Liabilities</b>	<u>49,252.56</u>
<b>Total Liabilities</b>	49,252.56
<b>Equity</b>	
Unrestricted Earnings	65,275.33
Net Income	-36,824.63
<b>Total Equity</b>	<u>28,450.70</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>77,703.26</u></u>

2:52 PM

12/15/16

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 11/30/2016**

	Nov 30, 16
Beginning Balance	33,213.13 ✓
Cleared Transactions	
Checks and Payments - 8 items	-7,095.98 ✓
Deposits and Credits - 6 items	23,000.00 ✓
Total Cleared Transactions	15,904.02
Cleared Balance	49,117.15 ✓
Uncleared Transactions	
Checks and Payments - 6 items	-39,473.80
Total Uncleared Transactions	-39,473.80
Register Balance as of 11/30/2016	9,643.35
New Transactions	
Checks and Payments - 4 items	-7,293.21
Total New Transactions	-7,293.21
Ending Balance	2,350.14

*Handwritten:*  
ZAP  
12-15-16



P.O. Box 900  
Tallahassee, FL 32302

ACCOUNT STATEMENT

SK AD

00006302 FCC31545120116105933 01 000000000  
THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PLACE  
GAINESVILLE FL 32653-1603

Date 11/30/16  
Primary Account

Page 1  
XXXXXXXX2204

Need a personal loan or line of credit? Visit [ccbg.com/loans](http://ccbg.com/loans) for information on our consumer credit products and then simply apply online. We make it easy to apply for the funds you need. All loans subject to credit approval; Equal Housing Lender.

CHECKING ACCOUNT

ANALYZED BUS CHECKING  
Account Number  
Previous Balance  
6 Deposits/Credits  
8 Checks/Debits  
Service Charges  
Interest Paid  
Ending Balance

XXXXXXXX2204  
33,213.13 ✓  
23,000.00 ✓  
7,095.98 ✓  
.00  
.00  
49,117.15 ✓  
Images  
Statement Dates 11/01/16 thru 11/30/16  
Days in this Statement Period  
Avg Ledger Balance  
Avg Collected Balance

13

30

44,891.60

43,391.60

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
11/02	Deposit	2,000.00 ✓
11/04	Deposit	8,000.00 ✓
11/10	Deposit	2,000.00 ✓
11/14	Deposit	3,000.00 ✓
11/15	Deposit	4,000.00 ✓
11/22	Deposit	4,000.00 ✓

OTHER DEBITS

Date	Description	Amount
11/25	Account Analysis Charge	21.54- ✓

RECEIVED

DEC 07 2016

NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL



THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PLACE  
GAINESVILLE FL 32653-1603

Date 11/30/16  
Primary Account

Page 2  
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

-----

CHECKS IN NUMBER ORDER					
Date	Check No	Amount	Date	Check No	Amount
11/15	1085	1,600.00	11/22	1089	1,500.00 ✓
11/02	1086	1,582.50	11/21	1090	1,484.00 ✓
11/04	1087	163.45	11/15	1091	711.84 ✓
11/04	1088	32.65			

\* Denotes missing check numbers

-----

-----

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
11/01	33,213.13	11/10	43,434.53	11/21	46,638.69
11/02	33,630.63	11/14	46,434.53	11/22	49,138.69
11/04	41,434.53	11/15	48,122.69	11/25	49,117.15

-----END OF STATEMENT-----





POSTAL TICKET

THE ORIGINAL ALUMINA THERMOCOAT THERMOCOAT

11-2-16

10631006881 0224792204133

\$ 2000.00

0 11/02/2016 \$2,000.00

POSTAL TICKET

THE ORIGINAL ALUMINA THERMOCOAT THERMOCOAT

11-4-16

10631006881 0224792204133

\$ 8000.00

0 11/04/2016 \$8,000.00

POSTAL TICKET

THE ORIGINAL ALUMINA THERMOCOAT THERMOCOAT

11-10-16

10631006881 0224792204133

\$ 2000.00

0 11/10/2016 \$2,000.00

POSTAL TICKET

THE ORIGINAL ALUMINA THERMOCOAT THERMOCOAT

11-14-16

10631006881 0224792204133

\$ 3000.00

0 11/14/2016 \$3,000.00

POSTAL TICKET

THE ORIGINAL ALUMINA THERMOCOAT THERMOCOAT

11-15-16

10631006881 0224792204133

\$ 4000.00

0 11/15/2016 \$4,000.00

POSTAL TICKET

THE ORIGINAL ALUMINA THERMOCOAT THERMOCOAT

11-22-16

10631006881 0224792204133

\$ 4000.00

0 11/22/2016 \$4,000.00

Natural North Florida

1085

10/27/2016

10631006881 0224792204133

\$ 1600.00

0 11/15/2016 \$1,600.00

Natural North Florida

1086

10/27/2016

10631006881 0224792204133

\$ 1582.50

0 11/02/2016 \$1,582.50

Natural North Florida

1087

10/27/2016

10631006881 0224792204133

\$ 163.45

0 11/04/2016 \$163.45

Natural North Florida

1088

10/27/2016

10631006881 0224792204133

\$ 32.65

0 11/04/2016 \$32.65

Natural North Florida

1089

11/2/2016

10631006881 0224792204133

\$ 1500.00

0 11/22/2016 \$1,500.00

Natural North Florida

1090

11/2/2016

10631006881 0224792204133

\$ 1484.00

0 11/21/2016 \$1,484.00



1001

11/10/2016

Two Trees, Inc.

Seven Hundred Sixty and 84/100

Two Trees, Inc.  
Tommy Thompson  
25-A W 13th Court  
Gainesville, FL 32607

SPK

1001091P 00631006880 0224792204P

1091

11/15/2016

\$711.84

00006302-0012221-0004-0005-FCC31545120116105933-01-L



**The Original Florida Tourism Task Force**  
**Income and Expenses - Budget vs. Actual**  
**As of November 30, 2016**

(These financial statements are unaudited)

				Over/(Under)
	Budget	November 2016	Year to Date	Budget
<b>Income</b>				
Co-op Regional Marketing Program Fee	49,000.00	0.00	53,000.00	4,000.00
DEO Rural Development Grant 15/16	51,225.00	0.00	0.00	(51,225.00)
DEO Rural Development Grant 16/17	150,000.00	0.00	0.00	(150,000.00)
VisitFlorida Rural Area Opportunity Grant 16/17	132,265.00	0.00	0.00	(132,265.00)
VisitFlorida Rural Area Opportunity 16/17 In Kind	26,310.00	0.00	0.00	(26,310.00)
Transfer from Reserves	3,500.00	0.00	0.00	(3,500.00)
<b>Gross Revenue</b>	<b>412,300.00</b>	<b>0.00</b>	<b>53,000.00</b>	<b>(359,300.00)</b>
<b>Expenses</b>				
<b>Marketing</b>				
<b>Planning</b>				
Planning	5,100.00	0.00	0.00	(5,100.00)
<b>Total Planning</b>	<b>5,100.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(5,100.00)</b>
<b>Collateral Materials</b>				
Print Bicycle Guide	3,000.00	0.00	0.00	(3,000.00)
Design/ Print New Brochure	9,500.00	0.00	0.00	(9,500.00)
Design / Print Placemats	2,500.00	0.00	0.00	(2,500.00)
Print VNNF RV Guide	500.00	0.00	0.00	(500.00)
Print VNNF Outdoor Guide	500.00	0.00	0.00	(500.00)
Print VNNF Lodging Brochure	500.00	0.00	0.00	(500.00)
Print VNNF Paddling Guide	13,000.00	0.00	0.00	(13,000.00)
<b>Total Collateral Materials</b>	<b>29,500.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(29,500.00)</b>
<b>Website</b>				
Bloggers Fees	7,975.00	0.00	711.84	(7,263.16)
Ultimate Bicycle Guide Update	2,000.00	0.00	0.00	(2,000.00)
Ultimate Paddle Guide	12,000.00	0.00	0.00	(12,000.00)
Ultimate Bicycle Guide Microsite	8,250.00	0.00	33,000.00	24,750.00
Ultimate Springs Microsite	3,000.00	0.00	0.00	(3,000.00)
Revise Homepage	6,000.00	0.00	0.00	(6,000.00)
<b>Total Website</b>	<b>39,225.00</b>	<b>0.00</b>	<b>33,711.84</b>	<b>(5,513.16)</b>
<b>Trade Shows</b>				
London Telegraph Outdoor Show	20,750.00	0.00	0.00	(20,750.00)
Brochures and Popup Displays-VF	10,000.00	0.00	0.00	(10,000.00)
London World Travel Market	14,000.00	5,257.52	5,504.47	(8,495.53)
Atlanta Boat Show	5,550.00	0.00	0.00	(5,550.00)
Chicago RV & Camping Show	8,150.00	0.00	0.00	(8,150.00)
ITB Berlin Trade Show	14,200.00	0.00	0.00	(14,200.00)
	<b>Budget</b>	<b>November 2016</b>	<b>Year to Date</b>	<b>Over/(Under)</b>
				<b>Budget</b>

# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

As of November 30, 2016

(These financial statements are unaudited)

Dallas Travel Expo	7,300.00	0.00	0.00	(7,300.00)
Madison, WI Canoeopia	6,550.00	0.00	0.00	(6,550.00)
NY Times Travel Show	8,950.00	0.00	0.00	(8,950.00)
Philadelphia Travel Show	8,350.00	0.00	0.00	(8,350.00)
Atlanta RV & Camping Show	4,600.00	0.00	0.00	(4,600.00)
Washington DC Travel Expo	7,950.00	0.00	0.00	(7,950.00)
Chicago Travel & Adventure Show	7,850.00	0.00	0.00	(7,850.00)
Out State Travel Show #1 - Minn	12,750.00	2,329.76	2,329.76	(10,420.24)
Out State Travel Show #2 - Hershey	13,250.00	0.00	0.00	(13,250.00)
State Travel Show #3 - Bike NY	6,500.00	0.00	0.00	(6,500.00)
Flash Drives	1,500.00	1,484.00	2,694.00	1,194.00
Travel Show Contest	1,500.00	0.00	0.00	(1,500.00)
Logo Patches	1,000.00	0.00	0.00	(1,000.00)
Eyeglass Strip	1,000.00	0.00	0.00	(1,000.00)
I-10 Welcome Center Summer Festival	400.00	0.00	0.00	(400.00)
I-75 Welcome Center Festival	300.00	0.00	0.00	(300.00)
Shipping Berlin & London - VF	1,000.00	0.00	0.00	(1,000.00)
In State Travel Show #1	3,400.00	0.00	0.00	(3,400.00)
State Park Guide & Road Map-VF	2,000.00	0.00	0.00	(2,000.00)
Welcome Center Rack Space- VF	885.00	0.00	0.00	(885.00)
Toronto RV & Camping Show	9,315.00	0.00	0.00	(9,315.00)
<b>Total Trade Shows</b>	<b>179,000.00</b>	<b>9,071.28</b>	<b>10,528.23</b>	<b>(168,471.77)</b>
<b>Advertising</b>				
Web Digital Advertising Campaign	20,600.00	0.00	0.00	(20,600.00)
Social Media Posting	1,000.00	0.00	0.00	(1,000.00)
Undiscovered Florida Co-op Ad	6,700.00	0.00	0.00	(6,700.00)
Florida State Park Mobile Ad	3,500.00	0.00	0.00	(3,500.00)
Quarterly eNewsletter	5,000.00	0.00	0.00	(5,000.00)
Springs Brochure Distribution	9,375.00	1,500.00	2,300.00	(7,075.00)
<b>Total Advertising</b>	<b>46,175.00</b>	<b>1,500.00</b>	<b>2,300.00</b>	<b>(43,875.00)</b>
<b>Total Marketing</b>	<b>299,000.00</b>	<b>10,571.28</b>	<b>46,540.07</b>	<b>(252,459.93)</b>
<b>Administration</b>				
NCFRPC - Admin VF DEO 2015-2016	5,600.00	0.00	0.00	(5,600.00)
NCFRPC-Admin VF DEO FY 2016-2017	24,500.00	0.00	0.00	(24,500.00)
Service Fees - VisitFlorida Travel Shows	14,300.00	1,100.00	1,100.00	(13,200.00)
NCFRPC-Admin Program Fees 16/17	44,000.00	0.00	0.00	(44,000.00)
	<b>88,400.00</b>	<b>1,100.00</b>	<b>1,100.00</b>	<b>(87,300.00)</b>
	<b>Budget</b>	<b>November 2016</b>	<b>Year to Date</b>	<b>Over/(Under) Budget</b>
<b>Memberships</b>				
Florida Outdoor Writers Association	300.00	0.00	0.00	(300.00)

# The Original Florida Tourism Task Force Income and Expenses - Budget vs. Actual

As of November 30, 2016

(These financial statements are unaudited)

Southeast Tourism Society	300.00	0.00	0.00	(300.00)
Visit Florida	400.00	0.00	0.00	(400.00)
<b>Total Memberships</b>	<u>1,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(1,000.00)</u>
<b>Professional Enhancement</b>				
Governor's Tourism Conference	5,000.00	0.00	0.00	(5,000.00)
SE Tourism Society Marketing College	10,500.00	0.00	0.00	(10,500.00)
<b>Total Professional Enhancement</b>	<u>15,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(15,500.00)</u>
<b>Bank Charges</b>	200.00	21.54	43.02	(156.98)
<b>Legal</b>				
Advertising	300.00	0.00	0.00	(300.00)
Expenses	300.00	0.00	0.00	(300.00)
<b>Total Legal</b>	<u>600.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(600.00)</u>
<b>Internships</b>				
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)
<b>Total Internships</b>	<u>5,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(5,000.00)</u>
<b>Miscellaneous</b>	2,000.00	0.00	163.45	(1,836.55)
<b>Telephone</b>	300.00	0.00	0.00	(300.00)
<b>Postage</b>	300.00	0.00	0.00	(300.00)
<b>Total NonMarketing Expense</b>	<u>113,300.00</u>	<u>1,121.54</u>	<u>1,306.47</u>	<u>(111,993.53)</u>
<b>Total Expenses</b>	<u>412,300.00</u>	<u>11,692.82</u>	<u>47,846.54</u>	<u>(364,453.46)</u>
<b>Net Income</b>	<u>0.00</u>	<u>(11,692.82)</u>	<u>5,153.46</u>	<u>5,153.46</u>

This page intentionally left blank.

*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>
<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
<b>Subtotal</b>	<b>\$49,000</b>
<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
<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>

## 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;

**Steve Dopp**

---

**From:** Visit Natural North Florida [vnnf=ncfrpc.org@mail228.atl81.rsgsv.net] on behalf of Visit Natural North Florida [vnnf@ncfrpc.org]  
**Sent:** Friday, December 02, 2016 9:47 AM  
**To:** Steve Dopp  
**Subject:** Seasonal Adventure Guide - Visit Natural North Florida

Winter weekend getaways & family fun in Natural  
North Florida

[View this email in your browser](#)

# Visit Natural NORTH FLORIDA

## Quarterly Adventure Guide: Winter 2016

What makes [Natural North Florida](#) the perfect winter destination? Our climate is moderate and optimal for outdoor activities (averages in December, January and February range from 45-70° F, or 6-20° C). Our rivers and Gulf coastline are full of fish (our [fishing blogs](#) have all the details), and our trails are begging to be hiked and biked. More than that, our small towns and wide open highways offer an escape from the hubbub of the holiday season.

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 season. Check out our quarterly adventure guide to plan out your ideal winter vacation, for a day trip, a weekend, or an extended getaway.

### Winter in Florida:

### The Sparkle of the Season, Without All the Snow!

---

#### Events In December, January and February

These special events only offer a small taste of the activities that await in Natural North Florida. While we are known for our pristine springs and outdoor offerings, our arts and culture add a layer of fun as you explore destinations both new and old.



*Holiday tree lighting at the Thomas Center in Gainesville (Photo by Gainesville Downtown)*

## December

[Suwannee Lights](#) - Awe-inspiring holiday lights & music at the Spirit of the Suwannee Music Park.

[A Christmas Carol](#) - Enjoy this Christmas classic live at Gainesville's Hippodrome Theatre

[The Winter Wonderettes at Monticello's Opera House](#) - Fun live entertainment in historic Monticello.



*What's better than blues and BBQ? Southern Pines Blues & BBQ Festival in Perry*

- 3 - [Christmas in Panacea](#) - Games, activities, and even "snow" in coastal Panacea!
- 3 - [Holiday Tree Lighting Celebration](#) - Marvel in the gorgeous decor at the Thomas Center in Gainesville.
- 3 - [Fanning Springs Festival of Lights](#) - Get into the holiday spirit in lovely Fanning Springs.
- 9-10 - [Greenville Country Christmas](#) - A parade, arts & crafts, and family fun in Greenville.
- 9-10 - [Southern Pines Blues & BBQ Festival](#) - Creative BBQ cuisine and local live music in Perry.
- 17 - [A Taste of Cedar Key](#) - Sample local seafood specialties from Cedar Key restaurants.
- 31 - [Winterfest & New Year's Celebration](#) - Family activities at Jellystone Park in Madison County.
- 31 - Downtown Countdown - Celebrate the last hours of 2016 in vibrant Downtown Gainesville.





© Tommy Thompson

*Clams and Pasta from The Island Hotel at A Taste of Cedar Key*

### January and February

- 1 - [First Day Hike](#) - Wakulla Springs State Park hosts a ranger-led trek to start the year right!
- 1 - [First Day Swim](#) - Plunge into freshwater springs at Madison Blue Spring State Park.
- 28-29 - [Hoggetowne Medieval Faire \(Weekend 1\)](#) - Marketplace, entertainment, and magic in Gainesville.
- 3-5 - [Hoggetowne Medieval Faire \(Weekend 2\)](#) - Hear ye! Hear ye! Join the Faire fun in Gainesville.
- 8 - [Chill Challenge](#) - Taste delicious homemade chili and dance the night away in downtown Monticello.
- 17-19 - [Annual Reenactment of the Battle of Olustee](#) - Step back in time to the Civil War!

Keep up with our [Facebook](#) for more events,  
and see our full [event calendar](#) on NaturalNorthFlorida.com!

## Places To Stay



Ready to plan a trip to Natural North Florida, but unsure where to stay? Our [Places To Stay Map](#) can get you started. Filter by Camping or RV sites, Hotels and Motels, Resorts or B&Bs, or Vacation Rentals, then browse the map and add your ideas to your custom [Trip Planner](#).

Our [RV Parks and Campgrounds Brochure](#) lists some of our favorite places to get away from it all in Natural North Florida. From full service RV resorts to simple Florida State Park camping spots, find the best accommodation for you and your family here.

Looking for a little more luxury? How about a historic bed and breakfast? There are plenty of beautiful B&Bs in our region, but favorites include [Grace Manor Bed and Breakfast](#) in quiet Madison County (above), and the top-rated [Grady House Bed and Breakfast](#) in historic downtown High Springs.

---

## Local Guides & Brochures

Curious about the elusive freshwater springs of Florida? Want to take your paddling to the next level? Or do you simply want an overview of the region to consider for your next trip?

Our Trip Ideas page is full of guides and brochures (in the form of quick-downloading PDF files) that will enhance your exploration of #NaturalNorthFlorida. Here are a few favorites:



[Ultimate Natural Springs Guide](#) - Discover your own fountain of youth in "Springs Country". Take a dip in constant 72-degree freshwater, paddle a kayak down a spring-fed run, or simply take in the surrounding sights and relax.

[Ultimate Bicycle Guide](#) - Mostly flat roads, very light traffic, and scenic routes make Natural North Florida an ideal cycling destination. Plan a short family ride with a stop in a historic downtown, or set off on a longer tour through wilderness preserves and coastal byways.





[Outdoor Adventures & Outfitters Brochure](#) - A quick-reference source to outdoor guides, outfitters and merchants in Natural North Florida. From equestrian services to scuba diving shops, find a local business that will help get you going!

[State-Designated Paddling Trails Guide](#) - Maps and trail descriptions for paddling around our region from the Florida Office of Greenways and Trails. Enjoy the wildlife and scenic beauty from your boat while navigating these trails.

---

## Small Town Spotlight



Monticello, Florida in Jefferson County is a welcoming small town destination, just [under 6 miles from Interstate 10](#), 23 miles east of Tallahassee.

Visit the historic 19th century [Monticello Opera House](#) and enjoy live theater and music, or ponder the ancient past at the [Letchworth-Love Mounds Archaeological State Park](#), the site of Florida's tallest Native American ceremonial mound. Take a walking tour among live oak trees and charming antebellum homes.

Dine in quaint downtown Monticello at [Tupelo's Bakery and Cafe](#) or Brick House Eatery, or grab a coffee on your bike tour at [Electric City Wheels & Grinds](#).

Or, if you can't spare a stop on your busy road trip, take a scenic detour from the monotonous highway by exploring the [historic heritage roads](#). The canopied roadways showcase the breathtaking natural beauty of the old South.

---

Share your photos with us for an opportunity to be featured on our pages! **#NaturalNorthFlorida**



---

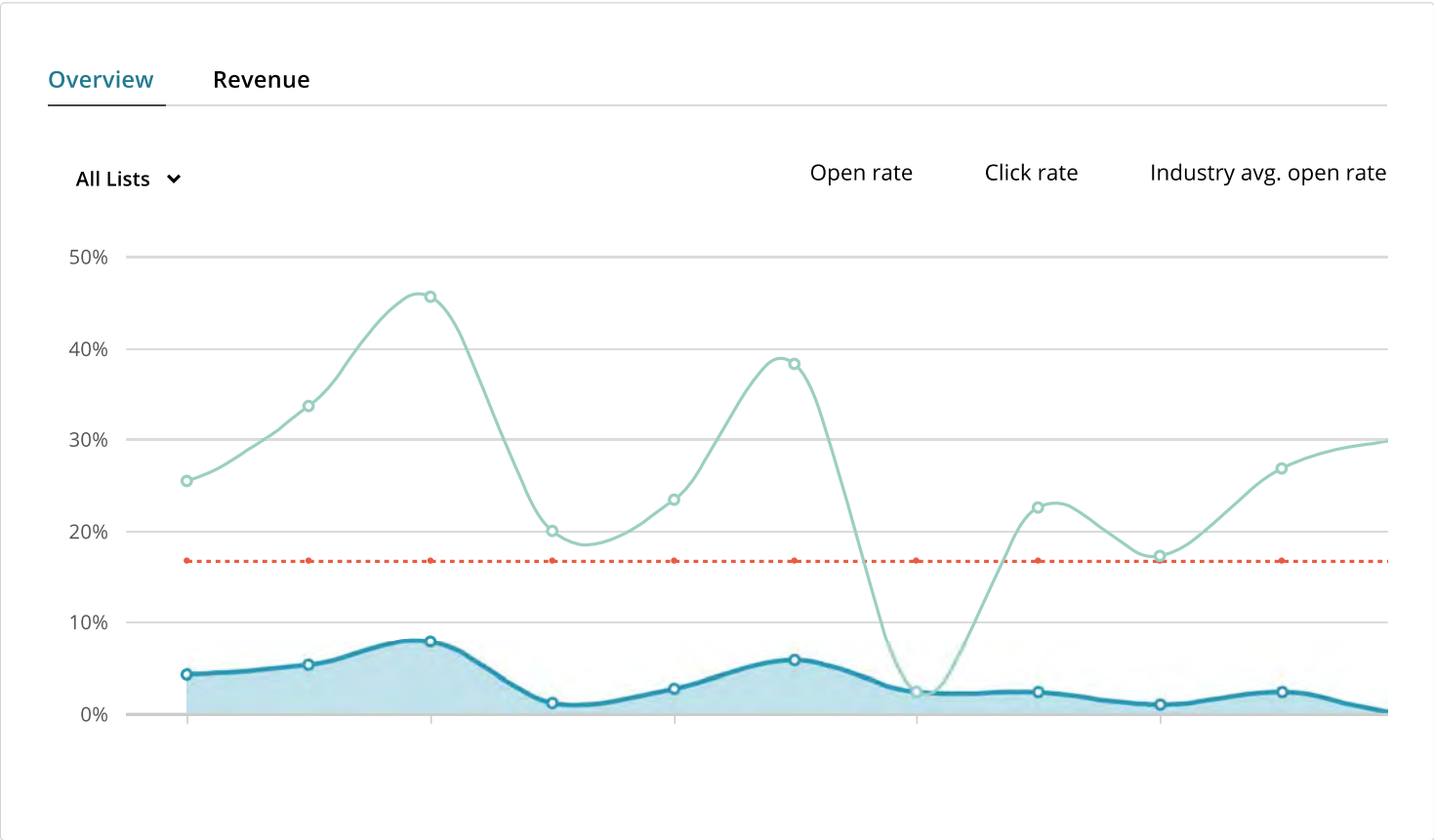
*Copyright © 2016 Visit Natural North Florida, All rights reserved.*

# Reports

Campaigns

Comparative

Automation



<div>Winter Newsletter (copy 02)</div> <div>Regular • WTM London 2016</div> <div>Sent on Mon, Dec 05, 2016 3:29 pm</div>	<div>55</div> <div>Subscribers</div> <div>0.0%</div> <div>Clicks</div>	<div>30.0%</div> <div>Opens</div>
<div>Winter Newsletter (copy 01)</div> <div>Regular • Hershey Sept 2016</div> <div>Sent on Mon, Dec 05, 2016 11:55 am</div>	<div>86</div> <div>Subscribers</div> <div>2.4%</div> <div>Clicks</div>	<div>26.8%</div> <div>Opens</div>
<div>Winter Newsletter</div> <div>Regular • Newsletter Master List</div> <div>Sent on Fri, Dec 02, 2016 9:44 am</div>	<div>3,309</div> <div>Subscribers</div> <div>1.1%</div> <div>Clicks</div>	<div>17.2%</div> <div>Opens</div>

This page intentionally left blank.

*Visit Natural*  
NORTH FLORIDA

Visit Natural North Florida

# DIGITAL CAMPAIGN OVERALL RESULTS



SPARXOO

SPARXOO CONTACT: CHELSEA ROBY

▪ Chelsea@Sparxoo.com | 850.585.6424

450 Knights Run Ave., Suite 1 | Tampa, FL 33602

# ADWORDS & FACEBOOK CAMPAIGN

## APPROACH & STRATEGY

- **Primary Goal (Full Campaign)**

- Reach 1,000,000 impressions across target locations to raise awareness for the Visit Natural North Florida brand.

- **Secondary Goal (Test Campaign in October)**

- Determine highest impression rate, lowest CPM by:
  - Channel
  - Location
- Determine best performing geographic location:
  - London, England
  - Toronto, Canada
  - New York City
  - Chicago
  - Atlanta
  - Tampa
  - Washington DC

- **Advertising Content**

- Ads emphasize North Florida tourism with emphasis on bike trails, natural springs, and local events.

# DIGITAL ADVERTISING CAMPAIGN STRATEGY

## TWO-PHASED APPROACH

### PHASE 1

- Utilize 30% of media budget and publish / advertise in 8-10 geographic areas
- Includes boosting Facebook posts, Facebook display ads, Google AdWords, display ads and direct media buys
- Test Campaign: October 1 – October 31, 2016

### PHASE 2

- Utilize 70% of media budget to advertise in the top 4-5 highest performing geographical areas using the tactics that provided the highest return on marketing investment
- Full Campaign: November 1 – December 31, 2016



# DECEMBER RESULTS

## ADWORDS DISPLAY & FACEBOOK SIDEBAR

TARGET AUDIENCE	IMPRESSIONS	AVG CPM	CLICKS	CLICK THROUGH RATE	COST
DISPLAY – BIKE/SPRINGS	318,105	\$1.57	815	0.26%	\$498.81
REMARKETING – BIKE/SPRING	90,844	\$1.36	209	0.23%	\$123.17
DISPLAY - EVENTS	11,655	\$1.64	26	0.22%	\$19.09
<b>TOTAL</b>	<b>420,604</b>	<b>\$1.52</b>	<b>1,050</b>	<b>0.25%</b>	<b>\$641.07</b>

FACEBOOK	IMPRESSIONS	AVG CPM	CLICKS	CLICK THROUGH RATE	COST
BIKES - SIDEBAR	152,801	\$1.03	191	0.13%	\$156.95
SPRINGS - SIDEBAR	82,254	\$1.17	114	0.13%	\$100
<b>TOTAL</b>	<b>238,055</b>	<b>\$1.10</b>	<b>305</b>	<b>0.13%</b>	<b>\$256.95</b>

### Campaign Takeaways & Notes

- Total impressions generated in December were 658,659
- Overall CTR for AdWords campaigns is ~3 times better than the industry benchmark of .08%
- The Display – Bike/Springs campaign yielded the highest number of impressions and clicks on AdWords by more than 3x the other campaigns
- The Display – Events campaign yielded the fewest amount of impressions and clicks and had the highest CPM, so either the events themselves weren't interesting to the audience or that people were more interested in the location activities than specific events
- The Bikes – Sidebar campaign yielded the lowest CPM and highest number of impressions and clicks on Facebook



# TOP PERFORMING LOCATIONS AND ADS

SORTED BY IMPRESSIONS

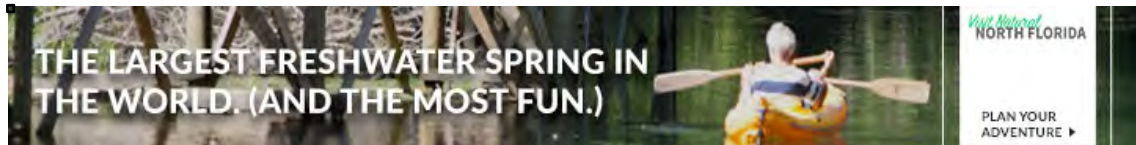
LOCATION	IMPRESSIONS	CPM	SPEND
LONDON	197,013	0.95	\$223.25
NYC	78,919	2.20	\$146.09
CHICAGO	53,616	2.38	\$108.39
ATLANTA	37,810	2.31	\$83.31



Visit Natural  
NORTH FLORIDA

PLAN YOUR ADVENTURE ▶

IMPRESSIONS	CPM	SPEND
53,645	\$1.92	\$103.18



Visit Natural  
NORTH FLORIDA

PLAN YOUR  
ADVENTURE ▶

IMPRESSIONS	CPM	SPEND
136,566	\$1.27	\$173.46



Visit Natural  
NORTH FLORIDA

JUMP INTO NORTH FLORIDA'S SPRINGS ▶

IMPRESSIONS	CPM	SPEND
52,009	\$1.73	\$89.86

# TOTAL CAMPAIGN RESULTS

## ADWORDS DISPLAY & FACEBOOK SIDEBAR

TARGET AUDIENCE	IMPRESSIONS	AVG CPM	CLICKS	CLICK THROUGH RATE	COST
DISPLAY – BIKE/SPRINGS	941,703	\$1.34	2,341	0.25%	\$1,263.30
REMARKETING – BIKE/SPRING	233,637	\$1.17	447	0.19%	\$272.50
DISPLAY - EVENTS	65,458	\$1.64	190	0.29%	\$107.03
<b>TOTAL</b>	<b>1,250,098</b>	<b>\$1.33</b>	<b>3,042</b>	<b>0.24%</b>	<b>\$1,661.18</b>

FACEBOOK	IMPRESSIONS	AVG CPM	CLICKS	CLICK THROUGH RATE	COST
BIKES - SIDEBAR	366,182	\$2.74	546	0.47%	\$473.83
SPRINGS - SIDEBAR	563,908	\$2.60	702	0.39%	\$611.45
<b>TOTAL</b>	<b>930,090</b>	<b>\$2.67</b>	<b>1,248</b>	<b>0.43%</b>	<b>\$1,085.28</b>

### Campaign Takeaways & Notes

- Total impressions generated was well over the campaign goal (2,180,188 on goal of 1,000,000)
- Overall CTR for AdWords campaigns is ~3 times better than the industry benchmark of .08%
- The Display – Bike/Springs campaign yielded the highest number of impressions and clicks on AdWords

# TOTAL TOP PERFORMING LOCATIONS AND ADS

SORTED BY IMPRESSIONS

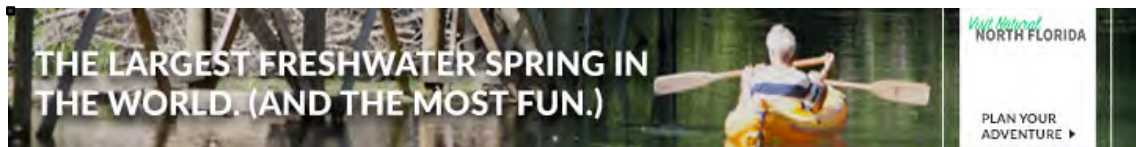
LOCATION	IMPRESSIONS	CPM	SPEND
NYC	776,327	\$83.62	\$943.31
LONDON	550,912	\$80.79	\$564.13
CHICAGO	165,867	\$85.80	\$274.07
ATLANTA	147,881	\$18.92	\$278.94



Visit North Florida

PLAN YOUR ADVENTURE ▶

IMPRESSIONS	CPM	SPEND
155,942	\$1.69	\$263.25



Visit North Florida

PLAN YOUR ADVENTURE ▶

IMPRESSIONS	CPM	SPEND
366,420	\$1.03	\$378.29



Visit North Florida

JUMP INTO NORTH FLORIDA'S SPRINGS ▶

IMPRESSIONS	CPM	SPEND
146,849	\$1.47	\$216.60

# DIGITAL ADVERTISING CAMPAIGN

## FINAL RESULTS & FUTURE IDEAS

### Goal

1 million  
impressions over 3  
month period

### Actual

2,180,188  
impressions over 3  
month period

### Ideas for Future Paid Digital Marketing Campaigns

- Now that we've set a baseline for the Springs and Cycling guide regarding impressions, for future campaigns we believe there is an opportunity to **generate leads** from these PDF guides. We would need to build a form and put the document behind it, but this can be easily done. Then we could add leads to other forms of marketing – like an email marketing program.
- We believe there is another opportunity to **promote the trip planner on the website**. We could also generate leads from this asset if we created an option to have your personalized trip emailed to you. This would allow us to generate leads and provide prospective travelers with an organized itinerary for download.
- Additionally, there should also always be **baseline brand awareness activities** in key target markets to generate traffic to the website.

**Rick Scott**  
GOVERNOR



**Cissy Proctor**  
EXECUTIVE DIRECTOR

December 16, 2016

Ms. Dawn Taylor  
Original Florida Tourism Task Force  
2009 N.W. 67<sup>th</sup> Place  
Gainesville, FL 32653

Dear Ms. Taylor:

It is my pleasure to inform you that the Original Florida Tourism Task Force's application for a Regional Rural Development Grant in the amount of \$150,000.00 has been approved. The purpose of the Regional Rural Development Grant is to provide funding support to regionally based economic development organizations that represent rural counties and communities. This award is to be used to build professional capacity, enhance and support the organization's sustainable economic development activities and marketing efforts in your region.

Please be advised that funds will be provided upon the execution of a grant agreement that will include a scope of work, set of deliverables and proof of financial and in-kind match. If you have any questions about this award or the grant agreement, please contact Robert Gitzen in the Bureau of Economic Development by telephone at (850)-717-8497 or by email at [Robert.Gitzen@deo.myflorida.com](mailto:Robert.Gitzen@deo.myflorida.com).

Sincerely,

Taylor Teepel  
Director  
Division of Community Development

This page intentionally left blank.

*Visit Natural*  
NORTH FLORIDA



## **TAB F: SCOPE OF WORK AND BUDGET**

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

### **Proposed Scope of Work**

The Fiscal Year 2016-2017 grant Scope of Work 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:

- 1) 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;
- 2) 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;

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

- 4) Post blogs on its website to inform visitors of tourist-oriented attractions and facilities within the region;
- 5) 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;
- 6) 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;
- 7) Engage in an advertising campaign which will consist 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 and brochures;
- 8) 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
- 9) 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*



# Regional Rural Development Grant



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

Budget			
<b>Website Development</b>			<b>\$42,500.00</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	\$30,000.00	\$30,000.00
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>\$45,100.00</b>
Digital Advertising Campaign	Digital Advertising Campaign		
	Contractual Services	\$14,000.00	\$14,000.00
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	Design and Print Regional Specialty Brochures		
	Contractual Services	\$900.00	\$900.00
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
<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>

## Category Expenditures

<b>Staff Time</b>		<b>\$27,000.00</b>
<b>Travel</b>		<b>\$19,000.00</b>
<b>Registration Fees</b>		<b>\$13,000.00</b>
<b>Membership Fees</b>		<b>\$1,000.00</b>
<b>Software Rental</b>		<b>\$900.00</b>
<b>Contractual Services</b>		<b>\$89,100.00</b>
Bicycle Micosite	\$500.00	
Springs Micorsite	\$500.00	
Website Modifications	\$30,000.00	
Website Blogs	\$5,100.00	
Photography	\$5,000.00	
Digital Advertising Campaign	\$14,000.00	
Print Media Advertising	\$6,700.00	
Regional Specialty Brochures	\$900.00	
New Regional Brochure	\$8,500.00	
Brochure Distribution	\$8,000.00	
Design & Print Bicycle Guide	\$3,000.00	
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>

The Original Florida Tourism Task Force  
Travel Shows and Show Assignments, 2016-17 Travel Show Season  
January 12, 2017

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>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	Jennifer Hand	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	Sean Plemons	January 12, 2017	January 13, 2017	January 14 - 15, 2017	January 16, 2017
7	Chicago Travel & Adventure Show	TSC	Tommy Thompson	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	Sean Plemons	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 Thompson	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>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>N/A</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>TSC</b>	<b>Katrina Richardson</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 Thompson</b>	<b>Russ McCallister</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	Roland Loog		March 23, 2017	March 24, 2017	March 25 - 26, 2017	March 27, 2017
16	Dallas Travel & Adventure Show	TSC	Phyllis Williams	Susie Page	March 30, 2017	March 31, 2017	April 1 - 2, 2017	April 3, 2017
17	<i>Bike Expo New York</i>	<i>Tommy Thompson</i>	<i>Paula Vann</i>	<i>Sean Plemons</i>	<i>May 3, 2017</i>	<i>May 4, 2017</i>	<i>May 5 - 6, 2017</i>	<i>May 7, 2017</i>

Notes: TSC = Travel Show Coordinator

RWS = Riverway South

N/A = Not Applicable

**Bolded shows are combined shows with Riverway South**

This page intentionally left blank.

*Visit Natural*  
**NORTH FLORIDA**

# United States of America

United States Patent and Trademark Office

*Visit Natural*  
**NORTH FLORIDA**

**Reg. No. 5,113,168**

**Registered Jan. 03, 2017**

**Int. Cl.: 35**

**Service Mark**

**Principal Register**

The Original Florida Tourism Task Force (FLORIDA body politic and corporate ), DBA Visit Natural North Florida ,  
2009 NW 67th Place  
Gainesville, FL 32653

CLASS 35: Promoting recreation and tourism in North Florida

FIRST USE 1-1-1993; IN COMMERCE 1-1-1993

The color(s) green and gray is/are claimed as a feature of the mark.

The mark consists of the text "Visit Natural" in green script text over "North Florida" in gray block text.

No claim is made to the exclusive right to use the following apart from the mark as shown:  
"NORTH FLORIDA"

SER. NO. 87-014,216, FILED 04-26-2016  
CARYN GLASSER, EXAMINING ATTORNEY



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office

<p><b>REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION</b></p> <p><b>WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.</b></p>
---

**Requirements in the First Ten Years\***

**What and When to File:**

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

**NOTE:** A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.





Please note that U.S. Customs & Border Protection (CBP), a bureau of the Department of Homeland Security, maintains a trademark recordation system for marks registered at the United States Patent and Trademark Office. Parties who register their marks on the Principal Register may record these marks with CBP, to assist CBP in its efforts to prevent the importation of goods that infringe registered marks. The recordation database includes information regarding all recorded marks, including images of these marks. CBP officers monitor imports to prevent the importation of goods bearing infringing marks, and can access the recordation database at each of the 317 ports of entry.

CBP's Intellectual Property Rights e-Recordation (IPRR) system, located at <https://apps.cbp.gov/e-recordations/>, allows right holders to electronically file IPR recordation applications, thus significantly reducing the amount of time normally required to process paper applications. Some additional benefits of the system include:

- Elimination of paper applications and supporting documents.
- Copies of the certificate issued by the registering agency (U.S. Patent and Trademark Office or the Copyright Office) are retained by the right holder, not submitted to CBP.
- Payment by credit card (preferred), check or money order.
- Ability to upload images of the protected work or trademark, thus obviating the need to send samples to CBP.
- Reduced time from filing of the application to enforcement by field personnel.

Information about how to obtain a recordation, and about CBP's Intellectual Property Rights border enforcement program, is available at CBP's web site, [www.cbp.gov](http://www.cbp.gov).



**INFORMATION FROM THE USPTO CONCERNING COURTESY E-MAIL  
REMINDERS OF TRADEMARK REGISTRATION MAINTENANCE DEADLINES  
AND WARNING ABOUT UNOFFICIAL SOLICITATIONS**

**E-mail Authorization and Current E-mail Address Required to Receive Courtesy E-mail Reminders of Registration Maintenance Deadlines**

As a courtesy to registration owners who authorize e-mail communication and maintain a current e-mail address with the United States Patent and Trademark Office (USPTO), the USPTO will issue courtesy e-mail reminders when your deadline approaches to file the necessary maintenance filings to keep your registration active. No reminders will be sent by regular mail. If you have authorized receipt of correspondence by e-mail, please make sure that you have added the USPTO to your "approved senders list" and/or that your server will accept USPTO e-mail and not treat it as junk mail.

The Trademark Electronic Application System (TEAS) Change of Correspondence Address and Change of Owner Address Forms (available through [USPTO.gov](http://USPTO.gov)) should be used to update and add e-mail address information. If an attorney represented you prior to registration but the representation is not ongoing, please use the same form to remove the attorney e-mail address(es) and provide your own, so that the reminders come directly to you.

**Beware of Unofficial Trademark Solicitations**

The USPTO's e-mail reminders will direct you to make the necessary filings and pay the associated fees online through TEAS, and will not request any fees by mail. Please be aware that private companies not associated with the USPTO often use trademark application and registration information from the USPTO's databases to mail or e-mail trademark-related solicitations. These may include offers: (1) for legal services; (2) for trademark monitoring services; (3) to record trademarks with U.S. Customs and Border Protection; and (4) to "register" trademarks in a private registry.

These companies may use names that resemble the USPTO name, including, for example, one or more of the terms "United States," "U.S.," "Trademark," "Patent," "Registration," "Office," or "Agency." Some companies attempt to make their solicitations mimic the look of official government documents by using official government data that is publicly available from USPTO records. Many refer to other government agencies and sections of the U.S. Code. Most require "fees" to be paid. **All official correspondence will be from the "United States Patent and Trademark Office" in Alexandria, VA, and if by e-mail, specifically from the domain "@uspto.gov."**

If you receive a trademark-related solicitation that you believe is deceptive, you may file an on-line consumer complaint with the Federal Trade Commission ("FTC"), at [www.FTC.gov](http://www.FTC.gov). In addition, the USPTO encourages recipients of deceptive trademark-related solicitations to contact their states' consumer protection authorities.

For additional information, please visit the page on the [USPTO.gov](http://USPTO.gov) website entitled **"WARNING: Non-USPTO Solicitations That May Resemble Official USPTO Communications."**



THE ORIGINAL FLORIDA TOURISM TASK FORCE  
FISCAL YEAR 2017-18  
ANNUAL COOPERATIVE REGIONAL PROGRAM MARKETING FEES  
January 9, 2017

COUNTY	FY 2015-16 Tourist Development Tax	Tax Rate	Tax on First Two Pennies	Task Force 2017-18 Fees
11 Alachua	\$4,782,947.46	5.0%	\$1,913,178.98	\$15,000.00
14 Bradford	\$115,993.09	4.0%	\$57,996.55	\$3,000.00
22 Columbia	\$1,278,696.10	5.0%	\$511,478.44	\$8,000.00
25 Dixie	\$38,151.99	2.0%	\$38,151.99	\$2,000.00
31 Gilchrist	\$40,708.93	2.0%	\$40,708.93	\$2,000.00
34 Hamilton	\$28,001.58	3.0%	\$18,667.72	\$1,000.00
43 Jefferson	\$33,069.34	2.0%	\$33,069.34	\$2,000.00
44 Lafayette	\$0.00	0.0%	\$0.00	\$1,000.00
48 Levy	\$211,919.65	2.0%	\$211,919.65	\$4,000.00
50 Madison	\$102,546.12	3.0%	\$68,364.08	\$3,000.00
71 Suwannee	\$239,440.29	3.0%	\$159,626.86	\$4,000.00
72 Taylor	\$235,048.27	3.0%	\$156,698.85	\$4,000.00
73 Union	\$0.00	0.0%	\$0.00	\$1,000.00
75 Wakulla	\$148,844.91	4.0%	\$74,422.46	\$3,000.00
TOTAL	\$7,255,367.73		\$3,284,283.84	\$53,000.00

THE ORIGINAL FLORIDA TOURISM TASK FORCE  
COOPERATIVE REGIONAL PROGRAM MARKETING FEE STRUCTURE

Annual Bed Tax Revenue on First 2 Pennies		Annual Fees
From	To	
\$0	\$25,000	\$1,000
\$25,001	\$50,000	\$2,000
\$50,001	\$100,000	\$3,000
\$100,001	\$225,000	\$4,000
\$225,001	\$400,000	\$6,000
\$400,001	\$800,000	\$8,000
\$800,001	\$1,200,000	\$11,000
\$1,200,000	\$3,000,000	\$15,000

This page intentionally left blank.

*Visit Natural*  
**NORTH FLORIDA**

# Corcoran: Florida tourism works without state dollars

Rep. Richard Corcoran 1:25 p.m. EST December 30, 2016



(Photo: AP)

Which came first, the tourists or the taxes?

In 1996, the Legislature created Visit Florida as a public/private partnership to promote tourism. Recently, a secret \$1 million contract between Visit Florida and rapper Pitbull has prompted renewed discussion about Visit Florida's mission and purpose.

Proponents of Visit Florida argue that tourism represents a significant sector of Florida's economy and that government-sponsored marketing is necessary to support the tourism industry. Critics of Visit Florida question if state advertising dollars make a significant difference and ask whether the money could be better spent on

other state priorities, such as education or public safety.

Let's examine the facts.

When we look at the history of Florida tourism, we find the clearest nexus between the health of the economy and the growth in tourism. When people have disposable income to spend on travel and vacation, they come to Florida. That's common sense.

When we look at the history of state spending for Visit Florida and our tourism numbers, the picture isn't as clear. In 2003, the state spent 15 percent less than the prior year on Visit Florida and tourism rose by 8 percent. The state spent 13 percent more on Visit Florida in 2004 and 19 percent more in 2005 and yet tourism only grew by 3 percent and 1 percent, respectively.

From 2006 to 2008, Visit Florida's budget increased 44 percent and tourism dropped by 4 percent. Visit Florida's budget dropped by 30 percent in 2009 and tourism increased by 2 percent.

Proponents of Visit Florida point out that we can't look at these numbers in isolation because Florida is competing with other states. However, according to the U.S. Travel Association, California spends \$14 million less but is the No. 1 destination for domestic tourism while New York spends at least \$40 million less and is the No. 1 international tourist destination.

Taxpayer-funded tourism marketing arose either, at best, out of a well-intentioned desire on the part of politicians to help Florida's economy or, at worst, out of politicians wanting to take political credit for the state's tourism industry. Either way, the facts suggest that this is not money well spent.

As we move forward as a state, we have a decision to make. We can continue to use taxpayer dollars to subsidize corporations receiving lucrative contracts and generous incentives, or we can spend our money on programs and policies that will improve the lives of everyday Floridians.

For me and many of my colleagues in the Florida House of Representatives, that's an easy choice to understand.

Something else easy to understand is that people don't need government marketing or rappers to tell them that Florida is a special place.

Whether it is a family from the Midwest or Latin America choosing to visit South Florida or Orlando, Tampa Bay or the Panhandle, our state has long been recognized as a premier vacation spot.

After all, do we really need the government to tell us that Florida has the brightest sunshine, the greatest beaches and the most amazing tourist destinations?

*Rep. Richard Corcoran, R-Land O' Lakes, is the speaker of the Florida House of Representatives.*

Read or Share this story: <http://on.flatoday.com/2hAEVMv>

This page intentionally left blank.

*Visit Natural*  
**NORTH FLORIDA**

## **The Original Florida Tourism Task Force 2016 MEMBERS as of 12/1/2016**

### **ALACHUA COUNTY**

#### ***Vacant***

#### ***Ron Gromoll***

Best Western Gateway Grand  
4200 NW 97th Boulevard

(w) 352.331.3336  
[gm@gatewaygrand.com](mailto:gm@gatewaygrand.com)

#### ***Julie Waldman***

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

### **BRADFORD COUNTY**

#### ***William Sexton***

Bradford County Attorney  
945 North Temple Avenue  
Starke, FL 32091-2210  
[will\\_sexton@bradfordcountyfl.gov](mailto: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](mailto: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](mailto: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](mailto:pvann@columbiacountyfla.com)  
[www.springsrus.com](http://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](mailto:russ776@bellsouth.net)  
[www.visitdixie.com](http://www.visitdixie.com)  
[www.suwanneeguides.com](http://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](mailto:goodtimesmotel@gmail.com)  
[www.visitdixie.com](http://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](mailto:pwatson@trentonflorida.org)

## **HAMILTON COUNTY**

### ***Jennifer Hand***

Staff Assistant  
Hamilton County Tourist Development Council  
1153 U.S. Highway 41 West,  
Jasper, FL 32052-5897  
(w) 386.792.6829  
[hamiltontdc@windstream.net](mailto:hamiltontdc@windstream.net)

Susan Ramsey  
Executive Director  
Hamilton County Development Authority  
1153 U.S. Hwy 41 NW, Suite 4  
Jasper, FL 32052  
(w) 386.792.6828  
[sramsey@hamiltoncda.org](mailto:sramsey@hamiltoncda.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](mailto:info@monticellojeffersonfl.com)

### ***Nancy Wideman***

1100 Pearl Street  
Monticello, FL 32344  
(h) 850.997.0517  
(c) 850.528.7362  
[nancyw1100@yahoo.com](mailto: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](mailto:forest_1@msn.com)  
[www.suwanneeriverrendezvous.com](http://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](mailto:carol@visitnaturecoast.com)  
[www.VisitLevy.com](http://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](mailto:phyllis@madisonfl.org)

### ***Trent Abbott***

Jellystone Park of Madison, Florida  
1051 Old St. Augustine Road  
Madison, FL 32340  
(w) 850.973.8269  
[tacountry@hotmail.com](mailto:tacountry@hotmail.com)

## **SUWANNEE COUNTY**

### ***Alvin Jackson***

Executive Director  
Suwannee County Economic Development  
Office  
13302 80th Terrace  
Live Oak, FL 32064  
(w) 386.364.1700  
(c) 386.688.5366  
[alvinj@suwcounty.org](mailto:alvinj@suwcounty.org)  
[www.suwanneechamber.com](http://www.suwanneechamber.com)

**Teena Peavy**  
Marketing Director  
Spirit of the Suwannee Music Park  
9379 County Road 132  
Live Oak, Florida 32060  
(w) 386.364.1683  
[teena@musicliveshere.com](mailto:teena@musicliveshere.com)  
[www.musicliveshere.com](http://www.musicliveshere.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](mailto:taylorchamber@gtcom.net)  
[www.taylorcountychamber.com](http://www.taylorcountychamber.com)

**Sandy Beach**  
20845 Keaton Beach Dr.  
Perry, FL 32348  
850.578.2898  
Cell: 850.843.1546  
[sandybeach8431546@gmail.com](mailto: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](mailto: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  
[dbardhi@mywakulla.com](mailto:dbardhi@mywakulla.com)  
[www.visitwakulla.com](http://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](mailto: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](mailto:dopp@ncfrpc.org)  
[www.visitnaturalnorthflorida.com](http://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](mailto:Koons@ncfrpc.org)



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

**as of 12/1/2016**

**VOLUNTEERS, CONSULTANTS AND OTHERS**

***Donna Creamer***

Staff Assistant  
Gilchrist County Tourist Development Council  
220 S. Main Street  
Trenton, FL 32693  
(w) 352.463.3467  
(f) 352.463.3469  
(c) 352.210.1827  
[dcreamer@gilchrist.fl.us](mailto:dcreamer@gilchrist.fl.us)  
[www.VisitGilchristCounty.com](http://www.VisitGilchristCounty.com)

***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  
(w) 386.418.0242  
[byallmeanstravel@hotmail.com](mailto:byallmeanstravel@hotmail.com)

***Tommy Thompson***

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



2017  
Visit Natural North Florida  
Meeting Dates and Counties



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

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

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

This page intentionally left blank.

*Visit Natural*  
NORTH FLORIDA