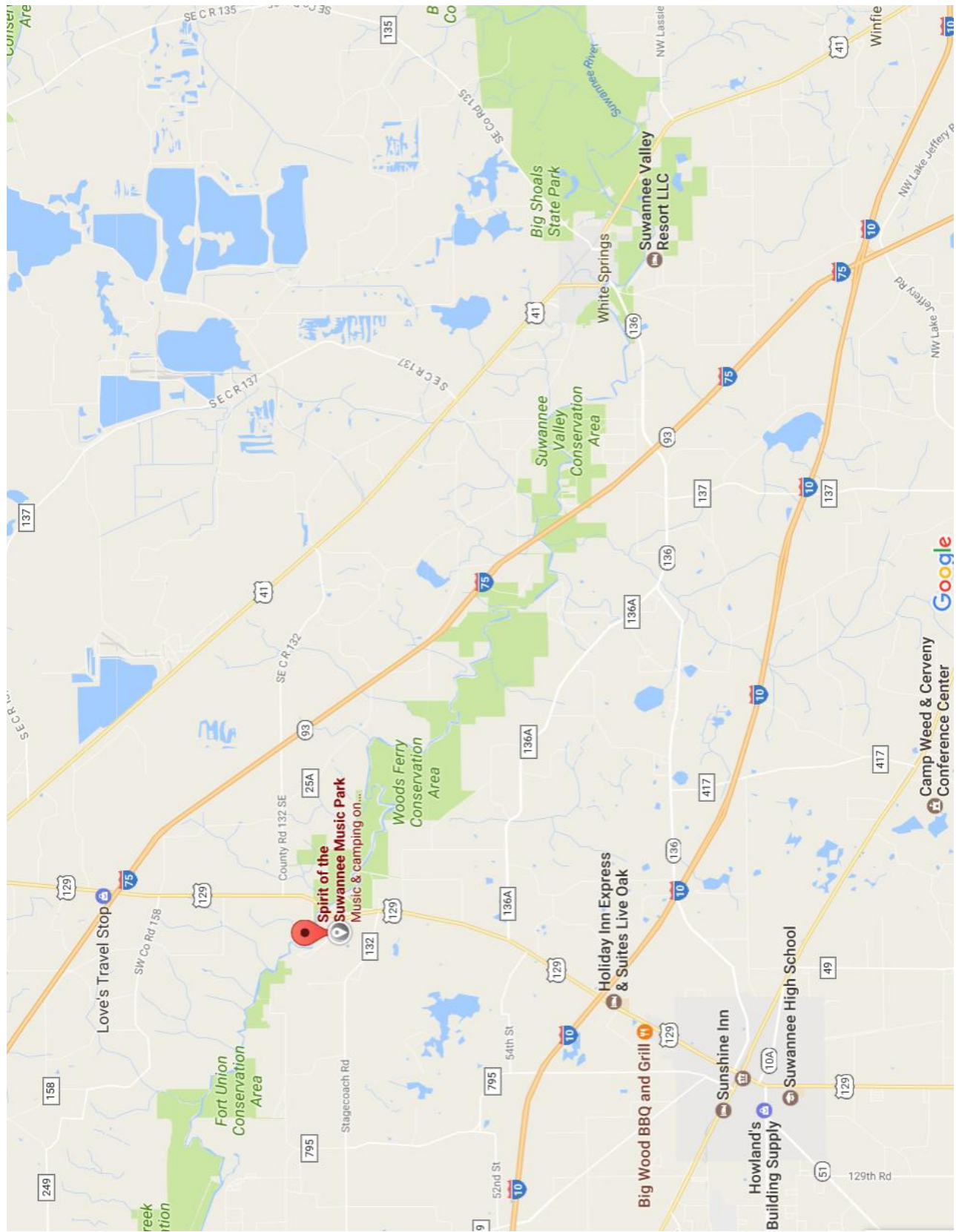


MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **February 16, 2017**. The meeting will be held at **Grand Hall, Spirit of the Suwannee Music Park, 3076 95th Avenue, Live Oak, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)



The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Visit Natural
NORTH FLORIDA

**Grand Hall, Spirit of the Suwannee Music Park
3076 95th Drive, Live Oak, FL
Suwannee County**

**February 16, 2017
Thursday 10:00 a.m.**

	PAGE NO.
I. Call to Order, Introductions	
II. Approval of the Agenda	3
III. Approval of the January 19, 2017 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee Report	
a. Monthly Financial Report Review and Approval, December 31, 2016	11
B. Fiscal Year 2015-16 Regional Rural Development Grant	
C. Fiscal Year 2016-17 Regional Rural Development Grant	23
1. Contract Status	
3. Draft Scope of Work	25
a. Website Enhancements	29
b. Springs and Bicycle Microsites	
c. Blogs	
d. Photography	
e. Domestic Travel Shows	
f. Print and Digital Advertising Campaigns	
g. eNewsletters	
h. Brochure Printing and Distribution	
i. Scholarships	
i. Southeast Tourism Society Marketing College, May 14-19, 2017	33
ii. Florida Governor's Conference on Tourism, August 28-30, 2017	34
iii. Designation of Scholarship Recipients	35
j. Professional Organization Memberships	
D. Fiscal Year 2017-18 Regional Rural Development Grant	
1. Draft Scope of Work	37

PAGE NO.

E.	VISIT FLORIDA Grants	
1.	VISIT FLORIDA - North Central Florida Fiscal Year 2016-17 Rural Area of Opportunity Partnership Program	
a.	Travel Show Reports	
i.	Washington, DC Travel & Adventure Show	
ii.	Chicago Travel & Adventure Show	
iii.	New York Times Travel Show	
iv.	Atlanta Camping & RV Show	
b.	Travel Show Assignments	39
c.	New Brochure	
d.	Promotional Items	
F.	VISIT FLORIDA Monthly Report, Kate Chunka	
G.	Staff Items	
1.	Website Analytics	41
2.	Travel Show Reimbursement for Tips	43
3.	Florida House Bill PCB CCS 17-01	
H.	Other Old Business	
1.	Updated Task Force Member Contact Information	49
2.	2017 Meeting Dates and Locations	53
V.	Leadership Forum: To be determined	
VI.	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., March 16, 2017 at a location to be determined in Madison County.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Thomas Center
Gainesville, FL
Alachua County

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

MEMBERS PRESENT

Julie Waldman, Alachua County
Will Sexton, Bradford County
Rod Butler, Columbia County
Paula Vann, Columbia County
Susan Ramsey, Hamilton County
Katrina Richardson, Jefferson County
Nancy Wideman, Jefferson County
Trent Abbott, Madison County
Phyllis Williams, Madison County
Alvin Jackson, Suwannee County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer

MEMBERS ABSENT

Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Russ McCallister, Dixie County
Martin Pierce, Dixie County
Pat Watson, Gilchrist County
Jennifer Hand, Hamilton County
Susie Page, Lafayette County, Vice-Chair
Carol McQueen, Levy County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County
Diane Bardhi, Wakulla County
Gail Gilman, Wakulla County

OTHERS PRESENT

David Capece, Sparxoo
Jeff Cary, Dixie County
Tourist Development Council
Donna Creamer, Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Roland Loog, Volunteer
Lois Nevins, By All Means Travel
John Pricher, Visit Gainesville
Chelsea Roby, Sparxoo

STAFF PRESENT

Steven Dopp
Scott Koons

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor called the meeting came to order at 10:09 a.m.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

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

III. APPROVAL OF THE NOVEMBER 17, 2016 MINUTES

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

ACTION: Mr. Mecusker moved and Nancy Wideman seconded to approve the November 17, 2016 meeting minutes as circulated. The motion passed unanimously.

IV. Presentation by Sparxoo on Digital Advertising Campaign and Website Enhancements

Chelsea Roby of Sparxoo presented the results of the Digital Advertising Campaign. David Capece of Sparxoo presented a proposal for revising the Task Force home page.

V. OLD BUSINESS

A. Committee Reports

1. Financial Committee Reports

- a. Balance Sheet, September 30, 2016
- b. Monthly Financial Report Review and Approval, October 31, 2016
- c. Monthly Financial Report Review and Approval, November 30, 2016

Treasurer Mecusker reported on the September 30, 2016 Balance Sheet, the October 31, 2016 monthly financial report and the November 30, 2016 monthly financial report.

ACTION: Ms. Wideman moved and Katrina Richardson seconded to accept the October 31, 2016 and the November 30, 2016 monthly financial reports. 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 stated that 1,000 copies of the Ultimate Bicycle Guide had been printed and delivered to the Task Force.

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 “Exhilarating! Springs and More” brochure continues to be distributed along Interstates 10 and 75.

5. Winter eNewsletter

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

6. UnDiscovered Florida Advertisement

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

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

Mr. Dopp reported that Diane Bardhi and Sandy Beach will staff the Task Force booth at Midwest Mountaineering Outdoor Adventure Expo.

C. Fiscal Year 2016-17 Florida Department of Economic Opportunity Grant

1. Award Letter

Mr. Dopp stated that the Task Force received an award letter from the Florida Department of Economic Opportunity for the Fiscal Year 2016-17 Regional Rural Development Grant in the amount of \$150,000.

2. Contract Status

Mr. Dopp stated that the Florida Department of Economic Opportunity is developing a contract for the Fiscal Year 2016-17 Regional Rural Development Grant.

3. Scope of Work

- a. Website Enhancements
- b. Springs and Bicycle Microsites
- c. Blogs
- d. Photography
- e. Travel Shows
- f. Print and Digital Advertising Campaign
- g. eNewsletters
- h. Brochure Printing and Distribution
- i. Scholarships
- j. Professional Organization Memberships

Mr. Dopp discussed the scope of work for the Fiscal Year 2016-17 Regional Rural Development Grant.

The Task Force reviewed the 10-county “Exhilarating! Florida’s Springs and More” brochure and the 16-county “Exhilarating! Natural North Florida” brochure. The Task Force agreed by consensus to revise and reprint the “Exhilarating! Florida Springs and More” brochure for the 14-member counties of the Task Force using the format and layout of the “Exhilarating! Natural North Florida” brochure.

Mr. Dopp stated that the Task Force has entered into an agreement with Worth International for the 2017 Undiscovered Florida advertisement and has forwarded the contact information of participating members to Terri Tonkin at Worth International. He stated that Ms. Tonkin will contact the participating counties and bill them separately for their portion of the advertisement cost.

D. VISIT FLORIDA Grants

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

a. Travel Show Assignments

Roland Loog presented a report on the Washington, D.C. Travel and Adventure Show.

Alvin Jackson volunteered to staff the Task Force booth at the Chicago RV and Camping show.

b. New Brochure

Mr. Dopp stated that the new Unexplored Florida brochures have been delivered to the Council office.

c. Promotional Items

Mr. Dopp stated that the Task Force is purchasing additional media press kits and self-adhesive removable logos. He also noted that any unspent promotional item funds could be used to print specialty brochures, maps, the Florida State-Designated Paddling Trail Guide as well as the guide to Segments 5 and 6 of the Florida Circumnavigational Saltwater Paddling Trail.

E. Staff Items

1. Trademark Filing Status

Mr. Dopp reported that the U.S. Patent and Trademark Office granted the Visit Natural North Florida trademark.

2. Fiscal Year 2017-18 Task Force Cooperative Regional Program Marketing Fees

Mr. Dopp reported that the Fiscal Year 2017-18 marketing fee for each county will be the same amount as for Fiscal Year 2016-17.

3. VISIT FLORIDA State Funding

Mr. Koons advised the Task Force that Speaker Corcoran, of the Florida House of Representatives has proposed reducing or eliminating funding for VISIT FLORIDA. He further stated that a reduction or the elimination of funding for VISIT FLORIDA may have an adverse impact on future Task Force funding.

F. Other Old Business

1. Updated Task Force Member Contact Information

No changes were requested to be made to Task Force member contact information.

2. 2017 Meeting Dates and Locations

No changes were made to the 2017 meeting dates and locations.

G. VISIT FLORIDA Monthly Report

Brenna Dacks presented the VISIT FLORIDA monthly report.

VI. LEADERSHIP FORUM

Mr. Dopp and Mr. Loog gave a Powerpoint presentation about the 2015-16 Task Force travel show program. Mr. Dopp noted that the same presentation was made by the Task Force to VISIT FLORIDA in August 2016.

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.

The meeting adjourned at 1:30 p.m.

Dawn Taylor, Chair

2/16/17
Date

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

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Visit Natural
NORTH FLORIDA

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

	<u>Dec 31, 16</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	3,632.27
Total Checking/Savings	<u>3,632.27</u>
Accounts Receivable	
Accounts Receivable	42,806.21
Total Accounts Receivable	<u>42,806.21</u>
Other Current Assets	
Prepaid Expense	855.00
Prepaid Registration Fees	25,499.27
Prepaid Travel	1,700.00
Total Other Current Assets	<u>28,054.27</u>
Total Current Assets	<u>74,492.75</u>
TOTAL ASSETS	<u>74,492.75</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	11,762.04
Total Accounts Payable	<u>11,762.04</u>
Other Current Liabilities	
Contract Advance	35,000.00
Due to NCFRPC	10,000.00
Prepaid Dues	1,000.00
Total Other Current Liabilities	<u>46,000.00</u>
Total Current Liabilities	<u>57,762.04</u>
Total Liabilities	57,762.04
Equity	
Unrestricted Earnings	65,275.33
Net Income	-48,544.62
Total Equity	<u>16,730.71</u>
TOTAL LIABILITIES & EQUITY	<u>74,492.75</u>

9:09 AM

01/19/17

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 12/30/2016

	<u>Dec 30, 16</u>	
Beginning Balance	49,117.15	✓
Cleared Transactions		
Checks and Payments - 12 items	-54,789.31	✓
Deposits and Credits - 1 item	10,000.00	✓
Total Cleared Transactions	<u>-44,789.31</u>	
Cleared Balance	<u>4,327.84</u>	✓
Uncleared Transactions		
Checks and Payments - 2 items	<u>-695.57</u>	
Total Uncleared Transactions	<u>-695.57</u>	
Register Balance as of 12/30/2016	<u>3,632.27</u>	
New Transactions		
Checks and Payments - 6 items	<u>-2,952.00</u>	
Total New Transactions	<u>-2,952.00</u>	
Ending Balance	<u>680.27</u>	

Handwritten: 1-19-17

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 12/30/2016

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						49,117.15
Cleared Transactions						
Checks and Payments - 12 items						
Bill Pmt -Check	11/29/2016	1095	Sparxoo	X	-33,000.00	-33,000.00
Bill Pmt -Check	11/29/2016	1092	Dawn Taylor	X	-2,565.86	-35,565.86
Bill Pmt -Check	11/29/2016	1094	Katrina Richardson	X	-1,477.86	-37,043.72
Bill Pmt -Check	11/29/2016	1097	Donna Creamer	X	-1,100.00	-38,143.72
Bill Pmt -Check	11/29/2016	1093	Donna Creamer	X	-1,079.66	-39,223.38
Bill Pmt -Check	11/29/2016	1096	United Parcel Service	X	-250.42	-39,473.80
Bill Pmt -Check	12/06/2016	1099	Gilchrist County BO...	X	-3,249.59	-42,723.39
Bill Pmt -Check	12/06/2016	1100	Russ McCallister	X	-1,700.00	-44,423.39
Bill Pmt -Check	12/06/2016	1098	Diane Bardhi	X	-1,629.34	-46,052.73
Bill Pmt -Check	12/06/2016	1101	Two Tree, Inc.	X	-714.28	-46,767.01
Bill Pmt -Check	12/22/2016	1103	Sparxoo	X	-8,000.00	-54,767.01
Check	12/23/2016		Capital City Bank	X	-22.30	-54,789.31
Total Checks and Payments					-54,789.31	-54,789.31
Deposits and Credits - 1 item						
Deposit	12/23/2016			X	10,000.00	10,000.00
Total Deposits and Credits					10,000.00	10,000.00
Total Cleared Transactions					-44,789.31	-44,789.31
Cleared Balance					-44,789.31	4,327.84
Uncleared Transactions						
Checks and Payments - 2 items						
Bill Pmt -Check	12/22/2016	1102	Helinger Advertising...		-450.00	-450.00
Bill Pmt -Check	12/22/2016	1104	Stronco		-245.57	-695.57
Total Checks and Payments					-695.57	-695.57
Total Uncleared Transactions					-695.57	-695.57
Register Balance as of 12/30/2016					-45,484.88	3,632.27
New Transactions						
Checks and Payments - 6 items						
Bill Pmt -Check	01/05/2017	1107	Freeman2		-625.50	-625.50
Bill Pmt -Check	01/05/2017	1105	Alliant Energy Center		-179.88	-805.38
Bill Pmt -Check	01/05/2017	1106	Florida Outdoor Wri...		-175.00	-980.38
Bill Pmt -Check	01/05/2017	1108	The Freeman Com...		-109.83	-1,090.21
Bill Pmt -Check	01/05/2017	1109	United Parcel Service		-28.99	-1,119.20
Bill Pmt -Check	01/09/2017	1110	Sandy Beach		-1,832.80	-2,952.00
Total Checks and Payments					-2,952.00	-2,952.00
Total New Transactions					-2,952.00	-2,952.00
Ending Balance					-48,436.88	680.27



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SKAD

00001367 FCC31545123116085347 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PLACE
GAINESVILLE FL 32653-1603

Date 12/30/16
Primary Account

Page 1
XXXXXXXX2204



Don't let fraud crash your party this holiday season! It's an active time for fraudsters who would love a seat at your holiday table, so keep fraud from becoming the uninvited guest that ruins your celebration. Protection tips at www.ccbg.com

CHECKING ACCOUNT

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

XXXXXXXX2204	Images	12
49,117.15	Statement Dates	12/01/16 thru 12/31/16
10,000.00	Days in this Statement Period	31
54,789.31	Avg Ledger Balance	29,566.14
.00	Avg Collected Balance	29,566.14
.00		
4,327.84		

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
12/23	Deposit	10,000.00

OTHER DEBITS

Date	Description	Amount
12/23	Account Analysis Charge	22.30-

RECEIVED

JAN 06 2017

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL

00001367-0002236-0001-0004-FCC31545123116085347-01-L





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

Date 12/30/16
Primary Account

Page 2
XXXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER					
Date	Check No	Amount	Date	Check No	Amount
12/19	1092	2,565.86	12/21	1098	1,629.34 ✓
12/01	1093	1,079.66	12/21	1099	3,249.59 ✓
12/09	1094	1,477.86	12/12	1100	1,700.00 ✓
12/19	1095	33,000.00	12/12	1101	714.28 ✓
12/08	1096	250.42	12/29	1103*	8,000.00 ✓
12/01	1097	1,100.00			

* Denotes missing check numbers

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
12/01	46,937.49	12/12	42,794.93	12/23	12,327.84
12/08	46,687.07	12/19	7,229.07	12/29	4,327.84
12/09	45,209.21	12/21	2,350.14		

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

00001367-0002237-0002-0004-FCC31545123116085347-01-L



Natural North Florida THE ORIGINAL FLORIDA TOURISM CHECKBOOK
200 N.W. 4TH PLACE
GAINESVILLE, FLORIDA 32601-1000
888.888.8888

12/23/16
10000.00

1063100688 0224792204

0 12/23/2016 \$10,000.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM CHECKBOOK
200 N.W. 4TH PLACE
GAINESVILLE, FLORIDA 32601-1000
888.888.8888

1092
11/29/2016
\$ 2,565.86

1063100688 0224792204

1092 12/19/2016 \$2,565.86

Natural North Florida THE ORIGINAL FLORIDA TOURISM CHECKBOOK
200 N.W. 4TH PLACE
GAINESVILLE, FLORIDA 32601-1000
888.888.8888

1093
11/29/2016
\$ 1,079.66

1063100688 0224792204

1093 12/01/2016 \$1,079.66

Natural North Florida THE ORIGINAL FLORIDA TOURISM CHECKBOOK
200 N.W. 4TH PLACE
GAINESVILLE, FLORIDA 32601-1000
888.888.8888

1094
11/29/2016
\$ 1,477.86

1063100688 0224792204

1094 12/09/2016 \$1,477.86

Natural North Florida THE ORIGINAL FLORIDA TOURISM CHECKBOOK
200 N.W. 4TH PLACE
GAINESVILLE, FLORIDA 32601-1000
888.888.8888

1095
11/29/2016
\$ 33,000.00

1063100688 0224792204

1095 12/19/2016 \$33,000.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM CHECKBOOK
200 N.W. 4TH PLACE
GAINESVILLE, FLORIDA 32601-1000
888.888.8888

1096
11/29/2016
\$ 250.42

1063100688 0224792204

1096 12/08/2016 \$250.42

Natural North Florida THE ORIGINAL FLORIDA TOURISM CHECKBOOK
200 N.W. 4TH PLACE
GAINESVILLE, FLORIDA 32601-1000
888.888.8888

1097
11/29/2016
\$ 1,100.00

1063100688 0224792204

1097 12/01/2016 \$1,100.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM CHECKBOOK
200 N.W. 4TH PLACE
GAINESVILLE, FLORIDA 32601-1000
888.888.8888

1098
12/5/2016
\$ 1,629.34

1063100688 0224792204

1098 12/21/2016 \$1,629.34

Natural North Florida THE ORIGINAL FLORIDA TOURISM CHECKBOOK
200 N.W. 4TH PLACE
GAINESVILLE, FLORIDA 32601-1000
888.888.8888

1099
12/6/2016
\$ 3,249.59

1063100688 0224792204

1099 12/21/2016 \$3,249.59

Natural North Florida THE ORIGINAL FLORIDA TOURISM CHECKBOOK
200 N.W. 4TH PLACE
GAINESVILLE, FLORIDA 32601-1000
888.888.8888

1100
12/9/2016
\$ 1,700.00

1063100688 0224792204

1100 12/12/2016 \$1,700.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM CHECKBOOK
200 N.W. 4TH PLACE
GAINESVILLE, FLORIDA 32601-1000
888.888.8888

1101
12/9/2016
\$ 714.28

1063100688 0224792204

1101 12/12/2016 \$714.28

Natural North Florida THE ORIGINAL FLORIDA TOURISM CHECKBOOK
200 N.W. 4TH PLACE
GAINESVILLE, FLORIDA 32601-1000
888.888.8888

1103
12/9/2016
\$ 8,000.00

1063100688 0224792204

1103 12/29/2016 \$8,000.00

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of December 31, 2016

(These financial statements are unaudited)

	Budget	December 2016	Year to Date	Over/(Under) Budget
Income				
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)
Gross Revenue	412,300.00	0.00	53,000.00	(359,300.00)
Expenses				
Marketing				
Planning				
Planning	5,100.00	0.00	0.00	(5,100.00)
Total Planning	5,100.00	0.00	0.00	(5,100.00)
Collateral Materials				
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)
Total Collateral Materials	29,500.00	0.00	0.00	(29,500.00)
Website				
Bloggers Fees	7,975.00	714.28	1,426.12	(6,548.88)
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)
Total Website	39,225.00	714.28	34,426.12	(4,798.88)
Trade Shows				
London Telegraph Outdoor Show	20,750.00	109.83	109.83	(20,640.17)
Brochures and Popup Displays-VF	10,000.00	0.00	0.00	(10,000.00)
London World Travel Market	14,000.00	3,249.59	8,754.06	(5,245.94)
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 December 31, 2016

(These financial statements are unaudited)

	Budget	December 2016	Year to Date	Over/(Under) Budget
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	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	0.00	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)
Total Trade Shows	179,000.00	3,359.42	13,887.65	(165,112.35)
Advertising				
Web Digital Advertising Campaign	20,600.00	8,000.00	8,000.00	(12,600.00)
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	450.00	2,750.00	(6,625.00)
Total Advertising	46,175.00	8,450.00	10,750.00	(35,425.00)
Total Marketing	299,000.00	12,523.70	59,063.77	(239,936.23)
Administration				
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	1,100.00	(13,200.00)
NCFRPC-Admin Program Fees 16/17	44,000.00	0.00	0.00	(44,000.00)
	88,400.00	0.00	1,100.00	(87,300.00)

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

As of December 31, 2016

(These financial statements are unaudited)

	Budget	December 2016	Year to Date	Over/(Under) Budget
Memberships				
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)
Total Memberships	<u>1,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(1,000.00)</u>
Professional Enhancement				
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)
Total Professional Enhancement	<u>15,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(15,500.00)</u>
Bank Charges	200.00	22.30	65.32	(134.68)
Legal				
Advertising	300.00	0.00	0.00	(300.00)
Expenses	300.00	0.00	0.00	(300.00)
Total Legal	<u>600.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(600.00)</u>
Internships				
Harvey Campbell Memorial Internship	2,500.00	0.00	0.00	(2,500.00)
Dean Fowler Internship	2,500.00	0.00	0.00	(2,500.00)
Total Internships	<u>5,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(5,000.00)</u>
Miscellaneous	2,000.00	0.00	163.45	(1,836.55)
Telephone	300.00	0.00	0.00	(300.00)
Postage	300.00	28.99	0.00	(300.00)
Total NonMarketing Expense	<u>113,300.00</u>	<u>51.29</u>	<u>1,328.77</u>	<u>(111,971.23)</u>
Total Expenses	<u>412,300.00</u>	<u>12,574.99</u>	<u>60,392.54</u>	<u>(351,907.46)</u>
Net Income	<u>0.00</u>	<u>(12,574.99)</u>	<u>(7,392.54)</u>	<u>(7,392.54)</u>

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Visit Natural
NORTH FLORIDA

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

Adopted 7/21/2016

<i>Revenues</i>	Total
<i><u>Cooperative Regional Marketing Program Fees:</u></i>	
Alachua County	\$15,000
Bradford County	\$3,000
Columbia County	\$8,000
Dixie County	\$2,000
Gilchrist County	\$2,000
Hamilton County	\$1,000
Jefferson County	\$2,000
Lafayette County	\$1,000
Levy County	\$4,000
Madison County	\$3,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$3,000
Subtotal	\$49,000
<i><u>Additional Revenue:</u></i>	
DEO Rural Development Grant, FY 2015-16	\$51,225
DEO Rural Development Grant, FY 2016-17	\$150,000
VISIT Florida FY 2016-17 RAO Grant - Cash	\$132,265
VISIT Florida FY 2016-17 RAO Grant - In-Kind	\$26,310
Transfer From Reserves	\$3,500
Subtotal	\$363,300
TOTAL REVENUES	\$412,300
Less In-Kind	(\$26,310)
TOTAL REVENUES - CASH	\$385,990

<i>Expenditures</i>	
Bank Charges	\$200
Governor's Conference on Tourism	\$5,000
Internships	\$5,000
Legal Advertising	\$300
Legal Expenses	\$300
(1) Marketing Program for 2016-17	\$299,000
(2) Memberships	\$1,000
Miscellaneous	\$2,000
North Central Florida Regional Planning Council - Admin FY 2015-16	\$5,600
North Central Florida Regional Planning Council - Admin FY 2016-17	\$68,500
Postage Expenses	\$300
Service Fee - Visit Florida Travel Show Program	\$14,300
Southeast Tourism Society Marketing College	\$10,500
Telephone	\$300
TOTAL EXPENDITURES	\$412,300

- (1) See Marketing Budget Detail
(2) See Current Memberships Detail

<i>Reserve Funds</i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$81,000
TOTAL RESERVE FUNDS	\$81,000

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

Adopted 7/21/2016

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

Website Development		\$42,500.00	
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
Travel Shows		\$21,800.00	
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
Advertising		\$45,100.00	
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
Market Research		\$5,100.00	
Visa Vues Subscription	Annual Subscription to Visa Vues, Domestic & Foreign editions		
	Contractual Services	\$5,100.00	\$5,100.00
Professional Enhancement		\$13,000.00	
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
Grant Administration		\$22,500.00	
	Staff time	\$22,500.00	\$22,500.00
Total Grant Request			\$150,000.00

DRAFT

DRAFT

Category Expenditures

Staff Time		\$27,000.00
Travel		\$19,000.00
Registration Fees		\$13,000.00
Membership Fees		\$1,000.00
Software Rental		\$900.00
Contractual Services		\$89,100.00
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	
Total Grant Request		\$150,000.00

Attachment 1

SCOPE OF WORK

1. Project Description:

Section 288.018, Florida Statutes (F.S.), established the Regional Rural Development Grants Program ("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. Grant funds awarded under the Program may also be used by an economic development organization to provide technical assistance to businesses within the rural counties and communities it serves.

The Original Florida Tourism Task Force d/b/a Visit Natural North Florida ("Grantee") is a regionally-based organization promoting the natural, historic, and cultural attractions of a thirteen county region encompassing Alachua, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, Taylor, Union, and Wakulla counties (the "Region"). The Grantee's goal is to enhance the economy, image, and quality of life through expanded tourism in the Region. Grantee has been awarded grant funds under the Program to provide marketing and promotional services, market research, and professional enhancement training for the Region.

2. Grantee Responsibilities:

In addition to all other requirements set forth in the Agreement and this Scope of Work, the Grantee shall:

A. Website Upgrades and Enhancements:

1. Make enhancements to its website to make it more usable and engaging, particularly to website users who use mobile devices;
2. Review and update its springs and bicycle microsites to improve accuracy; place additional springs and bicycle routes on the microsites as necessary;
3. Post blogs on its website to inform visitors of tourist-oriented attractions and facilities within the Region; and
4. Obtain high quality original photographs of natural, recreational, and cultural assets of the Region for use in print and on the Grantee's website.

B. Marketing and Promotion:

1. Attend domestic travel shows. At the shows, the Grantee will staff a booth, distribute brochures pertaining to the region, and answer questions raised by show attendees. A maximum of two Grantee representatives will staff the travel show booths;
2. Engage in an advertising campaign which will consist of online digital and/or print media advertising;
3. Distribute an electronic newsletter to interested consumers; and
4. Publish and distribute hard-copy literature such as bicycle guides, springs guides, brochures, and placemats for distribution at travel shows, marketing events, hotels, retail outlets and other tourism related venues.

C. Professional Enhancement:

1. Provide professional enhancement scholarships to Grantee staff, members, and representatives of member organizations to attend training opportunities; and
 2. Grantee shall maintain memberships in professional organizations (e.g. the Southeast Tourism Society Marketing College, the Florida Governor’s Tourism Conference, and the Florida Outdoor Writers Association Conference).
- D.** Provide administrative support, program management, time, and materials (e.g. rent, utilities, office supplies and other consumables, newspaper ads, copies, postage) (“Administrative Costs”). **Total Administrative Costs shall not exceed 15% of the grant award.**
- E.** Comply with Grantee’s competitive procurement requirements when subcontracting for services under this agreement.
- F.** Within thirty (30) calendar days after the end of each quarter (the “Reporting Quarter”), beginning with the quarter ending March 31, 2017, 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 percentage 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 outcome of the Project, and
 6. A report on the use of Minority and Service-Disabled Veteran Business Enterprises as described in Section I.N.6 of the Agreement.
- G.** Submit invoices in accordance with the requirements stated in Section 5 of this Scope of Work.
- H.** Submit all quarterly reports and payment requests to Grantee’s Board of Directors for review and approval prior to submitting any invoice to DEO for reimbursement. Invoices shall be signed by the Chairman of the Board of Directors.
- 3. DEO’s Responsibilities:**
- 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 inquires 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:**
Grantee agrees to provide the following services as specified:

Deliverable No. 1 – Website Upgrades and Enhancements		
Tasks	Minimum Performance Measures and	Financial Consequences

	Required Documentation	
Complete website enhancements in accordance with Scope of Work, Section 2.A.1.	<p>Completion of website enhancements.</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Copy of contract with website developer including a scope of work or deliverable schedule; • Invoice from website developer showing work completed in accordance with scope of work; and • Proof of payment. 	DEO shall withhold payment for failure to provide the minimum performance measures as specified.
Update Springs and Bicycle route microsites in accordance with Scope of Work, Section 2.A.2.	<p>Completion of one (1) update or addition to springs or bicycle route microsite.</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Screenshot of updated springs or bicycle route microsite. 	DEO shall withhold payment for failure to make any microsite updates.
Post blogs on Grantee's website in accordance with Scope of Work, Section 2.A.3.	<p>Post one (1) blog on Grantee's website.</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Copy of agreement with blogger; • Link to each blog; • Invoice from blogger; and • Proof of payment. 	DEO shall withhold payment for failure to post any blogs to Grantee's website.
Obtain photographs in accordance with Scope of Work, Section 2.A.4.	<p>Obtain at least one (1) photograph for use on Grantee's website and/or printed media.</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Copy of agreement with photographer; • Copy of each photograph obtained; • Invoice from photographer; • Proof of payment. 	DEO shall withhold payment for failure to obtain any photographs.
Deliverable No. 2 – Marketing and Promotion		
Tasks	Minimum Performance Measures and Required Documentation	Financial Consequences
Attend and participate in domestic travel shows in accordance with Scope of Work, Section 2.B.1.	<p>Attend one (1) domestic travel show.</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Copies of completed registrations for each travel show attended; • Copies of rental agreements, if applicable; • Completed travel documentation in accordance with s. 112.061, F.S., for a maximum of two (2) attendees. 	DEO shall withhold payment until Grantee attends one (1) domestic travel show.
Conduct advertising campaign in accordance with Scope of Work, Section 2.B.2.	<p>Place at least one (1) digital or print advertisement.</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Copy of print or digital advertisement. 	DEO will withhold payment for failure to place any digital or print advertisements.
Distribute Electronic Newsletter in accordance with Scope of Work, Section 2.B.3.	<p>Prepare and distribute one (1) electronic newsletter.</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Include DEO Agreement Manager on 	DEO will withhold payment for failure to distribute any electronic newsletters.

	<ul style="list-style-type: none"> electronic newsletter distribution list; • Copy of software rental agreement. • Documentation of staff time associated with this deliverable. 	
Publish and distribute hard copy literature in accordance with Scope of Work, Section 2.B.4.	Publish and distribute one (1) hard copy literature. Required Documentation: <ul style="list-style-type: none"> • A copy of each hard-copy literature published; • Distribution list showing distribution points, and quantity distributed; • A copy of the invoice from contractor; and • Proof of payment. 	DEO will withhold payment for failure to publish and distribute any hard copy literature.
Deliverable No. 3 – Professional Enhancement		
Tasks	Minimum Performance Measures and Required Documentation	Financial Consequences
Provide professional enhancement scholarships in accordance with Scope of Work, Section 2.C.1.	Provide one (1) Professional Enhancement Scholarship. Required Documentation: For each scholarship awarded, submit: <ul style="list-style-type: none"> • Agenda; • Completed registration form; • Summary of how attendance at the event built professional capacity; 	DEO will withhold payment for failure to award any professional enhancement scholarships.
Maintain memberships in professional organizations in accordance with Scope of Work, Section 2.C.2.	Maintain membership in one (1) professional organization. Required Documentation: <ul style="list-style-type: none"> • Copy of registration for each professional organization membership maintained. 	DEO will reimburse Grantee for each payment made by Grantee to a professional organization to maintain its active member status.
Total Amount Not to Exceed: \$150,000.00		

5. 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. Grantee shall provide one (1) invoice per quarter for all services rendered during the applicable period of time.

The following documents shall be submitted with the itemized invoice:

- 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 Chairman of the Board of Directors certifying the payment request was reviewed and approved by the full Board of Directors of the Grantee organization and that all costs:

<p>31ST ANNUAL HOGGETOWNE MEDIEVAL FAIRE: WEEKEND 1</p> <p>JAN 28 - JAN 29 GAINESVILLE, FL</p>	<p>31ST ANNUAL HOGGETOWNE MEDIEVAL FAIRE: WEEKEND 2</p> <p>FEB 03 - FEB 05 GAINESVILLE, FL</p>	<p>VALENTINE'S DAY WITH MURIEL ANDERSON</p> <p>FEB 14 WILLISTON, FL</p>	<p>CHILI CHALLENGE, MONTICELLO</p> <p>FEB 18 MONTICELLO, FL</p>
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[SEE ALL EVENTS](#)

NEW! SPRINGS GUIDE	NEW! CYCLING GUIDE	TRAVEL BLOGS	ONE DAY EXCURSION
LONGER EXCURSIONS	SUBMERNE RIVER WILDERNESS TRAIL GUIDE	FISHING BLOGS	OUTFITTERS AND GUIDES BROCHURE
	RV PARKS AND CAMPGROUNDS BROCHURE	GREAT FLORIDA BIRDING TRAIL BROCHURE	

1 PLAN ACTIVITIES

2 PICK ACCOMMODATIONS

3 VIEW ITINERARY

WATCH THE VIDEO

January 30, 2017

Steven Dopp
Senior Planner
North Central Florida Regional Planning Council
2009 NW 67th Place
Gainesville, FL 32653-1603

Dear Steven:

Sparxoo (the “Agency”) is pleased to provide digital services to Visit Natural North Florida (the “Company”) as described below.

1. The Services: The Agency will lead the one of the following workstreams:

Option A

Initial

- Sparxoo to redesign and develop the homepage pro bono (design to be refreshed and compatible with mobile devices)
 - Two rounds of design to include prototyping and the ability to provide digital feedback
 - Timeframe: 4 weeks of design and 2 weeks of development

AND

- Sparxoo to work on 2017 initiatives with VNNF to include website enhancements (\$30k) and a digital advertising campaign (\$14k) as outlined at the 1/19/17 Task Force meeting
 - Website enhancements include, but not limited to, dedicated landing pages for the Things to Do, Things to Eat and Places to Stay maps, improved mobile maps, ability to sort maps by county and city
 - The digital advertising campaign will include database generation and baseline brand awareness initiatives to be launched at a peak tourism timeframe ranging 6-12 weeks

Option B

Initial

- Sparxoo to redesign the Things To Do, Things To Eat, Places To Stay maps to be compatible with mobile devices

AND

- Sparxoo to work on 2017 initiatives with VNNF to include website enhancements (\$30k) and a digital advertising campaign (\$14k) as outlined at the 1/19/17 Task Force meeting
 - Website enhancements include, but not limited to, dedicated landing pages for the Things to Do, Things to Eat and Places to Stay maps, improved mobile maps, ability to sort maps by county and city
 - The digital advertising campaign will include database generation and baseline brand awareness initiatives to be launched at a peak tourism timeframe ranging 6-12 weeks

Very truly yours,

David J. Capece
CEO, Sparxoo

Date

ACCEPTED AND AGREED TO:

Steven Dopp
Senior Planner
North Central Florida Regional Planning Council

Date

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Visit Natural
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ESCAPE TO THE SOUTHEAST

EVENTS YEAR-ROUND

STS JOURNAL

#GETSOCIAL



STS MARKETING COLLEGE MAY 14-19, 2017

For more than 25 years STS Marketing College has been providing a continuing education program for the travel and tourism industry.

Since its inception in 1992, the Southeast Tourism Society Marketing College has hosted tourism professionals, for one week, each year, at the University of North Georgia. Students participate in a curriculum of courses designed to teach marketing techniques from all facets of the tourism industry.

Marketing College professors are industry-related professionals from across the U.S., noted as experts in their field, who bring a working-knowledge of current trends, data and implementation for tourism and travel.

Upon completion of the three-year Marketing College curriculum, students receive a Travel Marketing Professional (TMP) certification, presented at a special graduation ceremony at the [STS spring meeting](#).

REGISTRATION #STSMC17

TMP ALUMNI REGISTRATION #STSMC17 (PDF)

FAQS

#STSMC17 CURRICULUM

#STSMC17 SCHEDULE

SPONSOR



MILES MEDIA PARTNERSHIP IN EDUCATION SPOTLIGHT ▸

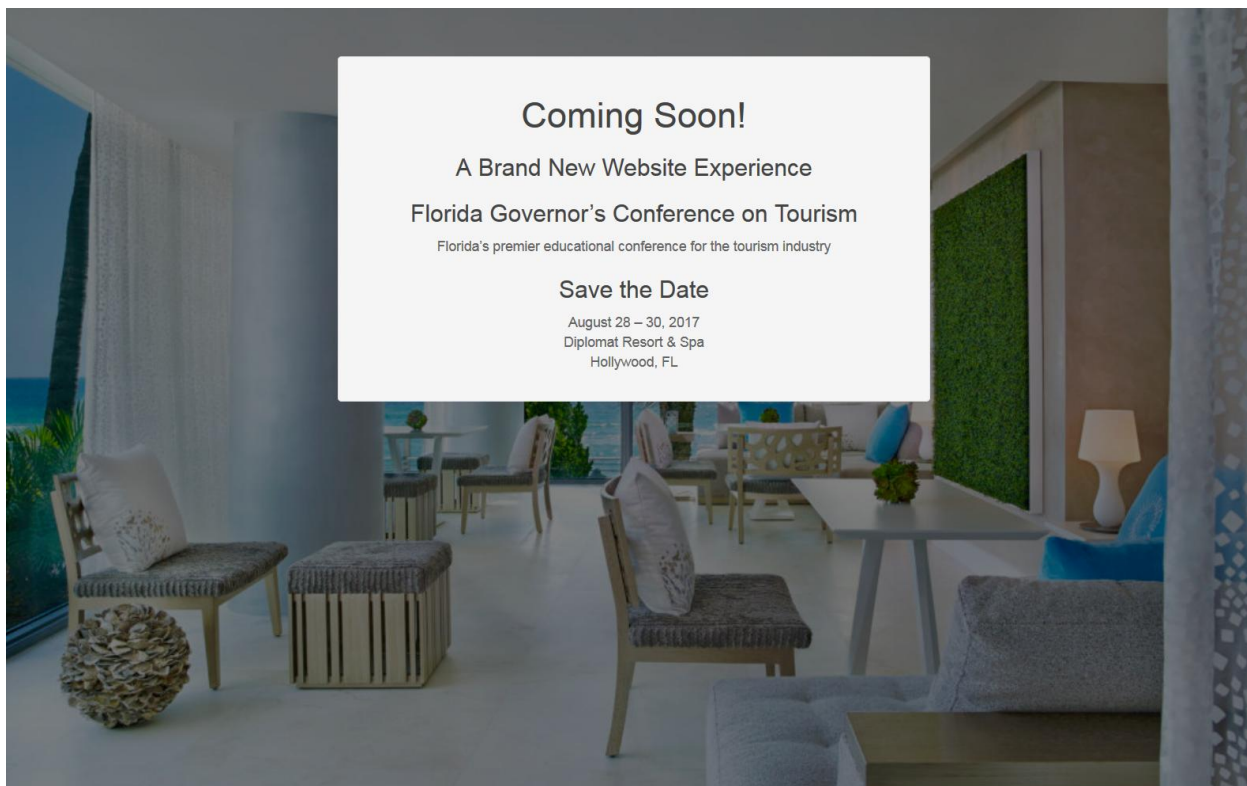
WE ♥ MARKETING COLLEGE

Every success story is built upon hard work and the right resources. STS is committed to provide travel professionals with the education resources they need. All this in a networking environment like no other.

What is it like to be a Marketing College student?

STUDENTS SUCCESS STORIES





Coming Soon!

A Brand New Website Experience

Florida Governor's Conference on Tourism

Florida's premier educational conference for the tourism industry

Save the Date

August 28 – 30, 2017
Diplomat Resort & Spa
Hollywood, FL

Southeast Tourism Society Marketing College and Florida Governor's Conference on Tourism
Average Cost per Attendee

February 8, 2017

Southeast Tourism Society Marketing College, May 14-19, 2017

2016 Number of Attendees:	\$6,621.55
2016 Total Cost	6
2016 Average Cost per Attendee:	\$1,103.59

2017 Recommended Budget: \$1,250.00 per attendee

Fiscal Year 2017-18 Task Force Budget allotted for Marketing College: \$10,500.00

2017 Estimated Cost for eight Attendees = \$10,000.00

Florida Governor's Conference on Tourism, August 28-30, 2017

2016 Number of Attendees:	\$4,312.15
2016 Total Cost	4
2016 Average Cost per Attendee:	\$1,078.04

2017 Recommended Budget: \$1,200.00 per attendee

Fiscal Year 2017-18 Task Force Budget allotted for Governor's Tourism Conference: \$5,000

2017 Estimated Cost for four Attendees = \$4,800.00

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Florida Department of Economic Opportunity
Fiscal Year 2017-18 Regional Rural Development Grant
(January 15, 2018 - January 15, 2019)
Deliverables and Cost Estimates
February 8, 2017

Cost Estimate	Deliverable
\$100.00	Suwannee River Wilderness & FI Saltwater Trail Maps, 3,000 copies
\$1,000.00	Ultimate Bicycle Guide Maintenance and Updates
\$1,000.00	Ultimate Springs Guide Maintenance and Updates
\$15,000.00	Ultimate Paddling Guide Microsite
\$5,100.00	Website Blogs (60 blogs per at \$85 per blog)
\$1,600.00	Print 3,000 VNNF Specialty Brochures (RV Guide, Outfitters Guide, Lodging Guide)
\$3,000.00	Design and Print 10,000 placemats
\$4,100.00	Revise & Print Ultimate Bicycle Guide
\$5,000.00	Revise & Print Ultimate Springs Guide
\$3,000.00	Print 500 copies of VNNF Paddling Guide
\$800.00	Print 100 copies of Saltwater Paddling Trail Guide
\$23,500.00	Domestic Travel Shows (4 shows)
\$7,000.00	Visit Florida Co-op Ad
\$10,000.00	Digital Advertising Campaign - Facebook, Google Adword search, Other
\$8,000.00	Website Hosting
\$15,500.00	Scholarships (7 Tourism Marketing College @ \$1,500 and 5 Gov Tourism Conf @ \$1,000)
\$5,000.00	Tours for out-of-state and foreign travel media
\$8,500.00	Brochure Distribution
\$1,200.00	Professional Organization Memberships
\$5,100.00	VisaVues Domestic and International Editions - 1-year subscription
\$4,000.00	Quarterly eNewsletters
\$22,500.00	Administration
\$150,000.00	Total

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The Original Florida Tourism Task Force
Travel Shows and Show Assignments, 2016-17 Travel Show Season
February 8, 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 <u>Allara Gutcher</u>	Tommy Thompson <u>Bruce Ballister</u>	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	Atlanta Camping & RV Show	Diane Bardhi <u>Pam Fugua</u>	Dave Mecusker	Ron Gromoll	January 25, 2017	January 26, 2017	January 27 - 29, 2017	January 30, 2017
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	Chicago RV & Camping Show	Roland Loog	Alvin Jackson		February 13, 2017	February 14, 2017	February 15 - 19, 2017?	February 20, 2017
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	Toronto Outdoor Adventure Show	TSC <u>Christy Andreasen</u>	Katrina Richardson <u>Anne Glick</u>		February 22, 2017	February 23, 2017	February 24 - 26, 2017	February 27, 2017
13	ITB-Berlin	TSC <u>Jerrie Lindsey</u>	Roland Loog	Katrina Richardson	March 4, 2017	March 4, 2017	March 8 - 12, 2017	March 13, 2017
14	Canoecopia	Tommy Thompson <u>Bob Voss</u>	Russ McCallister <u>Ben Chandler</u>		March 8, 2017	March 9, 2017	March 10 - 12, 2017	March 13, 2017
15	Philadelphia Travel & Adventure Show	Dawn Taylor	Sady Beach	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>	May 3, 2017	May 4, 2017	May 5 - 6, 2017	May 7, 2017

Notes: TSC = Travel Show Coordinator

RWS = Riverway South

N/A = Not Applicable

Bolded shows are combined shows with Riverway South

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Google Analytics, month of January 2017

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
/	3497	2188	64.12	2144	43.75%	37.66%	0.00
/springs-guide/	551	355	71.51	50	62.00%	22.69%	0.00
/map/?t=things_to_do	468	292	99.29	14	71.43%	29.06%	0.00
/events/	431	278	45.98	17	29.41%	21.81%	0.00
/category/one-day-trips/	390	298	49.63	10	80.00%	26.67%	0.00
/trip-ideas/	388	227	19.98	8	50.00%	8.25%	0.00
/things-to-do/devils-den-spring/	356	316	206.65	310	87.74%	84.83%	0.00
/fish-shired-island-near-horseshoe-beach-in-dixie-county-florida/	232	181	183.21	158	68.35%	59.48%	0.00
/get-lost-not-dixie-county-floridas-shired-island/	183	141	115.68	100	66.00%	60.66%	0.00
/trip-planner/	158	99	53.99	6	33.33%	22.78%	0.00
/map/?t=places_to_stay	155	98	75.76	10	60.00%	30.97%	0.00
/steinhatchee-floridas-2016-fiddler-crab-festival-february-12-14/	154	125	80.97	124	75.00%	75.32%	0.00
/bay-scallops-the-best-of-floridas-big-bend/	147	130	238.10	124	90.32%	86.39%	0.00
/spring_trails/devils-den/	140	108	105.24	7	71.43%	34.29%	0.00
/category/longer-trips/	107	80	92.25	2	50.00%	24.30%	0.00
/travel-blogs/	100	80	63.24	16	43.75%	25.00%	0.00
/10-wonderful-waters-in-natural-north-florida-to-cool-down-in-this-state/	99	84	133.32	66	84.85%	71.72%	0.00
/spring_trails/ichetucknee-springs/	91	76	143.12	9	88.89%	34.07%	0.00
/category/off-the-beaten-path/	90	54	48.73	5	60.00%	13.33%	0.00
/dont-have-a-boat-give-cedar-keys-fishing-pier-a-try/	90	83	124.55	83	87.95%	87.78%	0.00
/i-75-pit-stops/	89	66	143.43	16	68.75%	23.60%	0.00
/fossilized-florida-a-guide-to-finding-fossils-in-florida-creeks/	84	79	56.00	78	92.31%	90.48%	0.00
/4-spectacular-florida-springs-for-beginner-scuba-divers/	82	67	277.57	64	64.06%	63.41%	0.00
/bike-guide/	82	61	154.69	27	85.19%	48.78%	0.00
/kayak-shell-mound-near-cedar-key-florida/	79	66	241.04	56	69.64%	65.82%	0.00
/contact/	68	44	97.89	7	57.14%	45.59%	0.00
/category/one-day-trip/outdoor-explorers/	65	44	34.96	0	0.00%	15.38%	0.00
/category/fishingandboating/	63	43	75.49	14	64.29%	28.57%	0.00
/things-to-do/rum-island-spring-and-park/	62	53	110.82	51	76.47%	72.58%	0.00
/places-to-stay/shired-island-campground/	61	46	149.14	29	41.38%	52.46%	0.00
/hagens-cove-taylor-county/	58	47	147.96	42	59.52%	58.62%	0.00
/map/?t=places_to_eat	54	40	67.11	2	50.00%	33.33%	0.00
/trip-guides/	49	31	162.13	6	83.33%	38.78%	0.00
/category/one-day-trip/nature-lovers/	48	35	40.40	1	100.00%	12.50%	0.00
/wheres-the-beach-at-horseshoe-beach/	48	44	192.14	44	84.09%	85.42%	0.00
/category/outdoorsandnature/	47	34	40.32	1	100.00%	21.28%	0.00
/about-vnnf/	45	29	90.76	11	45.45%	24.44%	0.00
/floridas-20162017-stone-crab-season-opens-october-15th-great-eating/	43	38	22.17	37	86.49%	86.05%	0.00
/head-down-dixie-countys-road-to-nowhere-for-some-excellent-paddling/	43	33	86.24	29	75.86%	60.47%	0.00
/spring_trails/wakulla-springs/	42	35	111.42	3	66.67%	14.29%	0.00
/along-the-santa-fe-at-chastain-seay/	41	31	272.71	30	70.00%	65.85%	0.00
/category/eventsandactivities/	41	29	24.03	1	100.00%	12.20%	0.00
/the-green-giants-of-goethe-state-forest/	41	26	75.36	5	80.00%	19.51%	0.00
/scuba-diving-at-its-best-at-devils-den-and-blue-grotto-springs-in-levy/	40	31	104.44	26	69.23%	60.00%	0.00
/category/fishing/	38	30	132.03	2	100.00%	15.79%	0.00
/category/one-day-trips/history-buffs/	38	25	55.86	0	0.00%	7.89%	0.00
/often-overlooked-by-anglers-waccasassa-bay-in-floridas-levy-county/	38	32	384.14	32	78.79%	81.58%	0.00
/category/one-day-trips/nature-lovers/	37	16	42.36	2	0.00%	10.81%	0.00
/category/one-day-trips/animal-lovers-bird-watchers/	36	16	21.15	0	0.00%	8.33%	0.00
/category/one-day-trip/diving-snorkeling/	35	21	34.87	0	0.00%	11.43%	0.00
/category/one-day-trips/small-town-getaway/	34	23	23.62	0	0.00%	14.71%	0.00
/big-grass-island-a-landmark-for-steinhatchee-and-keaton-beach-angler/	33	24	79.60	23	69.57%	69.70%	0.00
/category/one-day-trip/budget-travelers/	33	27	33.06	0	0.00%	6.06%	0.00
/wade-for-bay-scallops-at-taylor-countys-hagens-cove-park/	33	26	257.46	21	61.90%	60.61%	0.00
/category/one-day-trips/families-one-day-trip/	32	18	42.10	0	0.00%	9.38%	0.00
/drive-floridas-dixie-mainline-hardly-a-road-to-nowhere/	32	23	266.06	11	45.45%	43.75%	0.00
/partners/	32	13	40.96	0	0.00%	21.88%	0.00
/tonys-famous-cedar-key-clam-chowder-now-available-in-cans/	32	25	113.13	25	72.00%	75.00%	0.00
/taste-old-florida-bills-fish-camp-suwannee/	31	19	277.21	13	46.15%	38.71%	0.00

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Visit Natural
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FLORIDA DEPARTMENT OF FINANCIAL SERVICES

TRAVEL MANUAL

Revised: January 20, 2010

~~It is not necessary for travelers to submit meal receipts in order to claim reimbursement for meals. Currently, there is no reimbursement for meals during Class C travel. (The Implementing Bill for the General Appropriations Act will annually address the applicability of Class C travel reimbursement for meals.) Currently, a state traveler shall neither be reimbursed for Class C Travel on a per diem basis, nor shall a traveler receive a meal allowance.~~

Transportation

Travelers may use a common carrier, a state owned vehicle, a privately owned vehicle, or a rented vehicle for transportation. Whether the traveler chooses one or a combination of modes of transportation, the traveler must use the most economical travel route and the most economical and efficient travel method. However, travelers are not required to use their privately owned vehicle. The use of a privately owned vehicle is voluntary and is contingent upon such use conforming to the requirements above.

Travelers using a common carrier must make sure that they abide by any state issued contract if one is in effect at the time of travel, unless use of the contract is not the most economical option or there is no common carrier on contract available at the time of travel. Travelers can find the current state contract online: [Click here](#).

If there is not a state issued contract covering the use of common carrier at the time of travel, the traveler must make sure that he/she chooses the most economical method of travel.

Airline

Travel by airline, when authorized, shall be “coach class” accommodations only (free upgrades are allowed). “First class” accommodations are not authorized and will result in reimbursement of expenses at the lower “coach” rate. The traveler must attach the original receipt for the purchase of the ticket (if a state-issued purchasing card is not used to purchase the ticket) or a copy of the receipt (if the purchasing card is used).

When appropriate, travelers should make use of discount airfares; however, many discount offers are either non-refundable or require payment of a penalty if exchanged or canceled. Penalties for exchange or cancellation of discount airfares may be reimbursed only if the cause for cancellation is in the best interest of the state. Reimbursement will not be made if the change is made strictly for the convenience of the traveler. A detailed justification for reimbursement of the exchange or cancellation penalty must be included on the traveler’s reimbursement voucher.

No group tickets or group charges are to be made. Each traveler must have an individual ticket.

The traveler must return any unused portion of an airline ticket to the agency. Documentation verifying that the unused ticket has been submitted to the agency must be included in the voucher requesting payment.

Charges imposed by air carriers for lost or stolen tickets because of employee negligence will not be reimbursed by the state.

State owned vehicles

Travelers using a state owned vehicle must abide by the agency rules regarding use of the state vehicle and must list the number of the state vehicle on the Voucher for Reimbursement of Travel Expenses.

Privately owned vehicles

Travelers may use their privately owned vehicle and when doing so will be reimbursed for authorized business travel. Travelers using a privately owned vehicle will be reimbursed on a mile for mile basis at the rate authorized in Section 112.061, F.S., which is currently \$.445 per mile. Miles traveled between the traveler's residence and official headquarters will not be reimbursed. Miles traveled between the point of origination and the point of destination must be based on the most current map miles maintained by the Florida Department of Transportation at Click here.

Note: Travelers must calculate out to the third decimal point and round down to the nearest cent when calculating the allowable amount for all mileage. Example: 15 miles multiplied by \$.445 would equal \$6.675 and the amount to be paid to the traveler would be \$6.67.

If a privately owned vehicle (POV) is the method of travel selected and the destination is more than 100 miles round trip, employees must complete the Rental Car vs. POV worksheet Form DFS-C1-1812 prior to travel. In the event the most economical method of travel is a rental car, employees will only be reimbursed up to the cost of a rental car. The Rental Car vs. POV worksheet Form DFS-C1-1812 must be attached to the Voucher for Reimbursement of Travel Expenses Form DFS-C1-500 for each individual trip where the POV miles are greater than 100 miles.

Vicinity miles incurred while conducting state business while in official travel status will be reimbursed on a mile-for-mile basis at the rate authorized in Section 112.061, F.S., which is currently \$.445 per mile, as a separate item on the reimbursement voucher. (See definition of vicinity miles under the section titled DEFINITIONS). Vicinity miles are determined in addition to the map mileage discussed in the previous paragraph. Vicinity mileage is determined by applying the lesser of "point of origin (see definition under the section titled DEFINITIONS) or headquarters". An example of vicinity miles would be the lesser distance from the traveler's home (point of origin) to the airport or from the traveler's headquarters to the airport. Another example of vicinity miles is the distance from a hotel (point of origin) in a city or town to a work assignment. It is the traveler's responsibility to accurately report vicinity miles incurred. The traveler must justify any vicinity miles that are deemed to be excessive.

It is the traveler's responsibility to ensure that he/she receives the appropriate rate under the terms of the contract and the appropriate class vehicle at that rate. The traveler must be diligent in ensuring that the state contract vendor provides the vehicle in accordance with the terms of the contract. If a traveler has made an advance reservation with a state contract vendor and the vendor does not have a "Class B" vehicle available at the time of the rental, the state contract vendor should upgrade the rental to the next class vehicle available, but should only charge the rate for a "Class B" vehicle. The traveler should make sure that the upgrade is not charged to the traveler.

Travelers may use other vendors when a vehicle is not available from the state contract vendor, when a vendor other than the state contract vendor offers a lower rate, or when a state contract vendor is not local and travel time or distance to the state contract vendor's site is not cost effective and/or practical.

The state contract vendor for rental cars provides primary insurance and collision damage coverage at no extra charge to the state. Therefore, when signing the rental agreement, travelers will refuse extra Personal Accident Insurance (P.A.I.) and refuse any daily Collision Damage Waiver (CDW) and Loss Damage Waiver (LDW) fees added to the contract. If the traveler approves these charges, the cost will be deducted from the travel claim and must be assumed by the traveler.

If renting from a company other than the state contract vendor, employees must verify prior to renting a vehicle that primary insurance is included in the rental. The traveler must purchase collision damage insurance if it is not included in the rental agreement and the charge will be reimbursed. If another rental car company is used, other than the state contract vendor, the Voucher for Reimbursement of Travel Expenses must document this (after considering all costs and other factors) and must justify the rental with one of the following phrases, "Vehicle with lower net rate rented" or "Vehicle not available from state contract vendor."

Incidental Expenses

Travelers must have a receipt for the following incidental expenses if they exceed \$25 per occurrence: taxi fares, all tolls, ferry fares, parking fees, and storage. Limousine services should not be used unless it can be shown that it is the most economical method of travel.

Parking or storage fees will not be reimbursed on a weekly or monthly basis for privately owned vehicles unless it can be established that such method results in a savings to the state.

Charges for photocopies and communication expenses will only be reimbursed when it is required for official state business. Communication expenses to contact the traveler's family or other non-business purposes will not be reimbursed.

Reasonable tips and gratuities may be reimbursed for actual tips paid to taxi drivers (not to exceed 15% of the fare), actual tips paid for mandatory valet parking (not to exceed \$1 per occasion), and actual tips paid for portage of baggage (not to exceed \$1 per bag and not to

exceed \$5 total per incident); additional tips will require justification. The number of bags must be included on the Voucher for Reimbursement of Travel Expenses. Tips for meals are not reimbursable.

Other incidental travel expenses may be reimbursed upon presentation of receipt attached to the Voucher for Reimbursement of Travel Expenses and validation that the expense was incurred for official state business. Actual laundry, dry cleaning, and pressing expenses will be reimbursed when official travel extends beyond seven (7) days and such expenses are necessarily incurred to complete the official business portion of the trip. Actual passport and visa fees will be reimbursed if it is required for official business. Actual and necessary fees for the purchase of traveler's checks, fees charged to exchange currency, and the cost of maps will be reimbursed if it is documented that it is necessary for official state business.

Expenses related to lost keys or keys locked in a vehicle due to employee negligence are not reimbursable.

REQUEST FOR REIMBURSEMENT OF EXPENSES

The traveler must complete Form DFS-CI-500, Voucher for Reimbursement of Travel Expenses to receive reimbursement of travel related expenses.

Travelers are not authorized Class A or Class B per diem when the work assignment is within 50 miles from their official headquarters or residence. Exceptions to this restriction must be pre-approved by the agency head or their designee.

The traveler must submit a Voucher for Reimbursement of Travel Expenses within ten (10) working days after returning to their official headquarters, or at the completion of each 30-day travel period of continuous travel, or at the completion of each 30-day period of Class C travel trips.

Vouchers requesting reimbursement must be typed or completed in ink and must be legible. Vouchers that are not legible or that are incomplete will not be processed for reimbursement and will be returned to the traveler.

The traveler must provide his/her name, social security number, organization code, and expansion option (EO) code.

The traveler must complete the Voucher for Reimbursement of Travel Expenses with the purpose of travel, travel destination, travel times, and requested reimbursement of expenses as appropriate. Vouchers for Reimbursement of Travel Expenses must be signed and dated by the traveler and their supervisor.

The traveler will note travel expenses paid with a state issued credit card (referred to as "purchasing card" or "p-card") in the proper portion of the voucher and attach copies of the corresponding receipts. The original receipts should be marked "p-card charge," and signed, dated, and provided to the traveler's purchasing card reconciler. The traveler shall not use the

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Visit Natural
NORTH FLORIDA

The Original Florida Tourism Task Force 2017 MEMBERS as of 2/7/2017

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

as of 12/1/2016

VOLUNTEERS, CONSULTANTS AND OTHERS

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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	✓

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