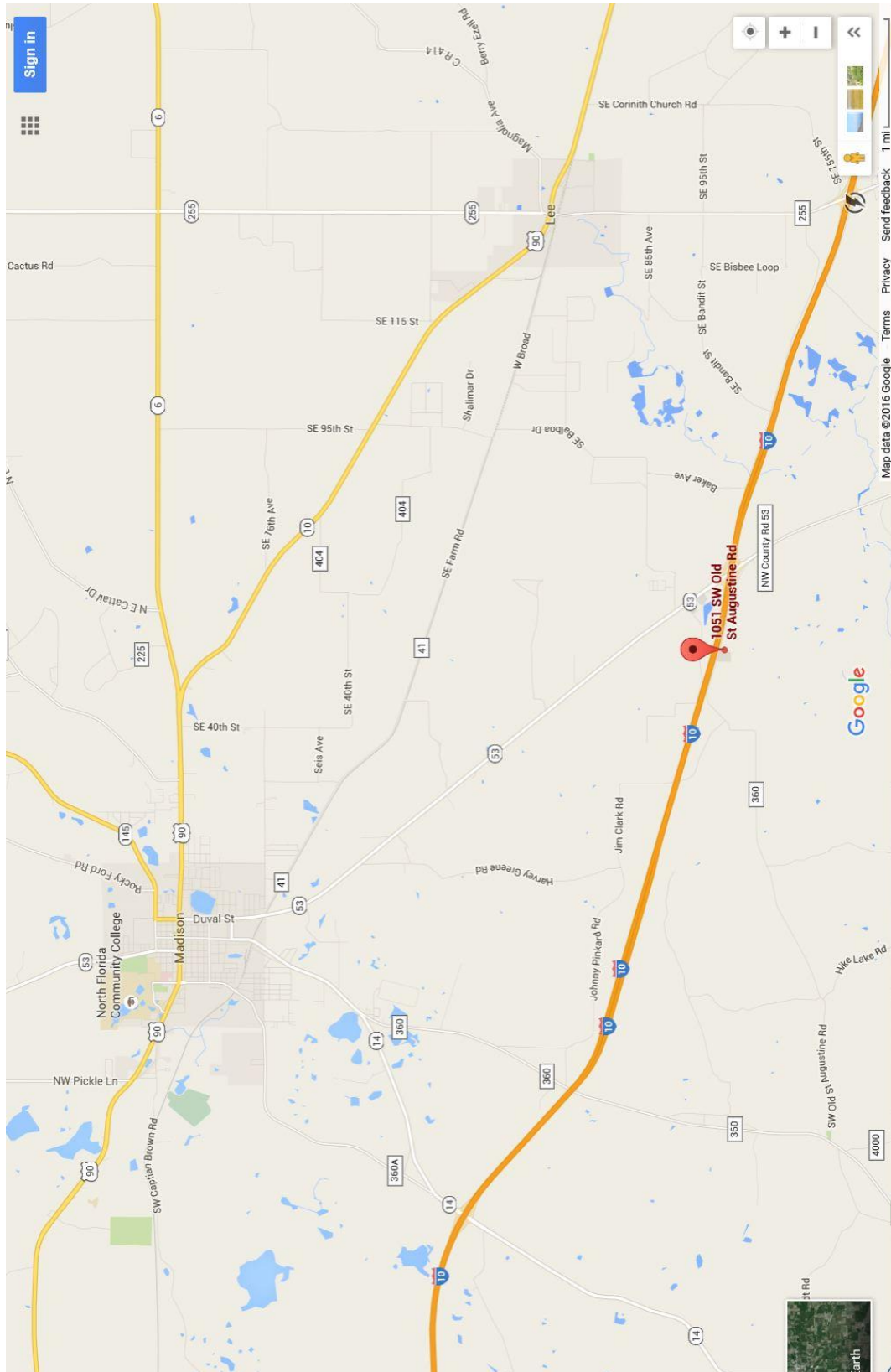


MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **March 16, 2017**. The meeting will be held at **Opry Hall, Yogi Bear's Jellystone Park of Madison, 1051 SW Old St. Augustine Road, Madison, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)



The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Visit Natural
NORTH FLORIDA

**Opry Hall, Yogi Bear's Jellystone Park of Madison
1051 SW Old St. Augustine Road, Madison, FL
Madison County**

**March 16, 2017
10:00 a.m.**

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IV. Old Business	
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e. Domestic Travel Shows	
i. Midwest Mountaineering Spring Expo, April 28-30, 2017	
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i. Southeast Tourism Society Marketing College, May 14-19, 2017	
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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.	Telegraph Outdoor Adventure and Travel Show	
ii.	Chicago RV and Camping Show Report	
iii.	Toronto Outdoor Adventure Show	
iv.	ITB - Berlin	
v.	Canoeecopia	
b.	Travel Show Assignments	51
c.	New Brochure	
d.	Promotional Items	
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G.	Staff Items	
1.	Website Analytics	53
2.	Travel Show Reimbursement for Tips	
3.	Florida Tourism Day, March 14, 2017	
H.	Other Old Business	
1.	Updated Task Force Member Contact Information	57
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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., April 20, 2017 at a location to be determined in Jefferson County.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Grand Hall, Spirit of the Suwannee Music Park
Live Oak, FL
Suwannee County

February 16, 2017
10:00 a.m.

MEMBERS PRESENT

Rod Butler, Columbia County
Paula Vann, Columbia County
Susan Ramsey, Hamilton County
Katrina Richardson, Jefferson County
Carol McQueen, Levy County
Trent Abbott, Madison County
Phyllis Williams, Madison County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer
Diane Bardhi, Wakulla County

OTHERS PRESENT

Jeff Cary, Dixie County
Tourist Development Council
Donna Creamer, Travel Show Coordinator
Lois Nevins, By All Means Travel

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Ron Gromoll, Alachua County
Julie Waldman, Alachua County
Will Sexton, Bradford County
Daniel Riddick, Bradford County
Russ McCallister, Dixie County
Martin Pierce, Dixie County
Pat Watson, Gilchrist County
Jennifer Hand, Hamilton County
Nancy Wideman, Jefferson County
Susie Page, Lafayette County, Vice-Chair
Alvin Jackson, Suwannee 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 10:15 a.m.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

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

III. APPROVAL OF THE JANUARY 19, 2017 MINUTES

Chair Taylor asked for approval of the January 19, 2017 meeting minutes.

ACTION: Ms. Richardson moved and Susan Ramsey seconded to approve the January 19, 2017 meeting minutes as circulated. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Financial Committee Report

a. Monthly Financial Report Review and Approval, December 31, 2016

Steven Dopp presented the December 30, 2016 monthly financial report.

ACTION: Ms. Vann moved and Phyllis Williams seconded to accept the December 31, 2016 monthly financial report. The motion passed unanimously.

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

Mr. Dopp reported that the Task Force had submitted its second and third quarter reports and reimbursement requests to the Florida Department of Economic Opportunity but has not yet been reimbursed for the 2nd and 3rd quarter expenditures.

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

1. Contract Status

Mr. Dopp reported that the Task Force has yet to receive a final contract from the Florida Department of Economic Opportunity.

2. Draft Scope of Work

a. Website Enhancements

Mr. Dopp distributed a document describing the addition of proposed topic-based landing pages for the Things to Do, Places to Eat and Places to Stay portions of the Home Page.

Chair Taylor requested Task Force members to send any events or attractions which need to be added to the website via email to the Task Force intern.

ACTION: Ms. Vann moved and Carol McQueen seconded to publish a request for proposals for the website enhancements. After discussion, the motion was withdrawn by Ms. Vann.

b. Springs and Bicycle Microsites

Mr. Dopp requested Ms. Peavey to identify two Suwannee County springs and bicycle routes to be added to the Task Force website.

c. Blogs

Mr. Dopp stated that the Task Force has entered into an agreement with Tommy Thompson to continue posting blogs on the Task Force website.

d. Photography

Mr. Dopp asked if the Task Force would like to enter into a contract with Tommy Thompson for photographs of the region.

ACTION: Ms. McQueen moved and Diane Bardhi seconded to enter into a photography contract. After discussion, the motion was withdrawn by Ms. McQueen.

Chair Taylor requested Task Force members email Mr. Dopp specific suggestions regarding the types and locations of photographs to be addressed in the contract.

e. Domestic Travel Shows

The Task Force agreed by consensus to attend the Midwest Mountaineering Spring Expo in Minneapolis as well as the Hershey RV Show.

f. Print and Digital Advertising Campaigns

The Task Force discussed the digital advertising campaign. The Task Force agreed by consensus to publish a Request for Proposals for the Digital Advertising Campaign.

g. eNewsletters

Mr. Dopp requested Task Force members to send ideas for the newsletter to the Task Force intern.

h. Brochure Printing and Distribution

No discussion occurred regarding this agenda item.

i. Scholarships

The Task Force agreed by consensus to award scholarships to Dean Taylor, Sandy Beach, Katrina Richardson, Diane Bardhi and Phyllis Williams to attend the Southeast Tourism Society Marketing College. Additionally, Steven Dopp, Susan Ramsey and Katrina Richardson expressed interest in receiving scholarships to attend the Florida Governor's Conference on Tourism.

j. Professional Organization Memberships

No discussion occurred under this agenda item.

D. Fiscal Year 2017-18 Regional Rural Development Grant

1. Draft Scope of Work

The Task Force members discussed the draft scope of work included in the meeting packet.

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 and Adventure Show

No report was presented on the Washington, DC Travel and Adventure Show.

ii. Chicago Travel and Adventure Show

Donna Creamer reported on the Chicago Travel and Adventure Show.

iii. New York Times Travel and Adventure Show

Chair Taylor reported on the New York Times Travel and Adventure Show.

iv. Atlanta Camping and RV Show

Ms. Bardhi reported on the Atlanta Camping and RV Show.

b. Travel Show Assignments

Chair Taylor agreed to serve as the Alternate for Canoeopia. Ms. Peavey agreed to serve as the Alternate for the Dallas Travel and Adventure Show.

c. New Brochure

Task Force members discussed the design of a new Visit Natural North Florida brochure.

d. Promotional Items

Mr. Dopp reported that the Task Force has expended its available funds for promotional items.

F. VISIT FLORIDA Monthly Report

No report was provided by VISIT FLORIDA.

G. Staff Items

1. Website Analytics

Mr. Dopp reported on Google website analytics for the month of January 2017.

2. Travel Show Reimbursement for Tips

Mr. Dopp discussed the Florida Department of Financial Services travel policy for tips. He stated that, without written receipts, the Task Force must use the tipping policy of the Florida Department of Financial Services as a safe harbor policy.

3. Florida House Bill 7005

Ms. McQueen reported on the status of Florida House of Representatives proposed legislation to eliminate VISIT FLORIDA.

H. 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.

VI. LEADERSHIP FORUM

No Leadership Forum presentation was provided.

VII. NEW BUSINESS

A. Announcements

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

B. Other New Business

No other new business was discussed.

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.

The meeting adjourned at 1:36 p.m.

Dawn Taylor, Chair

3/16/17
Date

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

10:31 AM
03/07/17
Accrual Basis

The Original Florida Tourism Task Force

Balance Sheet

As of January 31, 2017

	<u>Jan 31, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	15,761.27
Total Checking/Savings	15,761.27
Accounts Receivable	
Accounts Receivable	23,806.21
Total Accounts Receivable	23,806.21
Other Current Assets	
Prepaid Expense	3,137.00
Prepaid Registration Fees	17,634.27
Prepaid Travel	2,400.00
Total Other Current Assets	23,171.27
Total Current Assets	62,738.75
TOTAL ASSETS	<u>62,738.75</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	27,014.38
Total Accounts Payable	27,014.38
Other Current Liabilities	
Contract Advance	35,000.00
Due to NCFRPC	10,000.00
Total Other Current Liabilities	45,000.00
Total Current Liabilities	72,014.38
Total Liabilities	72,014.38
Equity	
Unrestricted Earnings	63,868.94
Net Income	-73,144.57
Total Equity	-9,275.63
TOTAL LIABILITIES & EQUITY	<u>62,738.75</u>

10:16 AM

03/01/17

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 01/31/2017

	<u>Jan 31, 17</u>	
Beginning Balance	4,327.84	✓
Cleared Transactions		
Checks and Payments - 12 items	-5,174.74	✓
Deposits and Credits - 2 items	19,000.00	✓
Total Cleared Transactions	<u>13,825.26</u>	
Cleared Balance	<u>18,153.10</u>	✓
Uncleared Transactions		
Checks and Payments - 2 items	-2,391.83	
Total Uncleared Transactions	<u>-2,391.83</u>	
Register Balance as of 01/31/2017	<u>15,761.27</u>	
New Transactions		
Checks and Payments - 17 items	-21,465.02	
Total New Transactions	<u>-21,465.02</u>	
Ending Balance	<u><u>-5,703.75</u></u>	

Handwritten: 3-1-17
Signature: [Signature]

10:16 AM

03/01/17

The Original Florida Tourism Task Force Reconciliation Detail Cash in Bank - Capital City, Period Ending 01/31/2017

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						4,327.84
Cleared Transactions						
Checks and Payments - 12 items						
Bill Pmt -Check	12/22/2016	1102	Helinger Advertising...	X	-450.00	-450.00
Bill Pmt -Check	12/22/2016	1104	Stronco	X	-245.57	-695.57
Bill Pmt -Check	01/05/2017	1107	Freeman2	X	-625.50	-1,321.07
Bill Pmt -Check	01/05/2017	1105	Alliant Energy Center	X	-179.88	-1,500.95
Bill Pmt -Check	01/05/2017	1106	Florida Outdoor Wri...	X	-175.00	-1,675.95
Bill Pmt -Check	01/05/2017	1109	United Parcel Service	X	-28.99	-1,704.94
Bill Pmt -Check	01/09/2017	1110	Sandy Beach	X	-1,832.80	-3,537.74
Bill Pmt -Check	01/19/2017	1114	Two Tree, Inc.	X	-714.28	-4,252.02
Bill Pmt -Check	01/19/2017	1113	Russ McCallister	X	-700.00	-4,952.02
Bill Pmt -Check	01/19/2017	1115	United Parcel Service	X	-159.58	-5,111.60
Bill Pmt -Check	01/19/2017	1112	Freeman	X	-45.00	-5,156.60
Check	01/26/2017		Capital City Bank	X	-18.14	-5,174.74
Total Checks and Payments					-5,174.74	-5,174.74
Deposits and Credits - 2 items						
Deposit	01/09/2017			X	4,000.00	4,000.00
Deposit	01/13/2017			X	15,000.00	19,000.00
Total Deposits and Credits					19,000.00	19,000.00
Total Cleared Transactions					13,825.26	13,825.26
Cleared Balance					13,825.26	18,153.10
Uncleared Transactions						
Checks and Payments - 2 items						
Bill Pmt -Check	01/05/2017	1108	The Freeman Com...		-109.83	-109.83
Bill Pmt -Check	01/19/2017	1111	Bike New York, Inc		-2,282.00	-2,391.83
Total Checks and Payments					-2,391.83	-2,391.83
Total Uncleared Transactions					-2,391.83	-2,391.83
Register Balance as of 01/31/2017					11,433.43	15,761.27
New Transactions						
Checks and Payments - 17 items						
Bill Pmt -Check	02/02/2017	1118	Donna Creamer		-6,081.44	-6,081.44
Bill Pmt -Check	02/02/2017	1121	Jennifer Hand		-1,564.98	-7,646.42
Bill Pmt -Check	02/02/2017	1122	LoogR		-1,421.78	-9,068.20
Bill Pmt -Check	02/02/2017	1120	Gilchrist County BO...		-1,307.94	-10,376.14
Bill Pmt -Check	02/02/2017	1119	Flashbay, Inc		-1,253.00	-11,629.14
Bill Pmt -Check	02/02/2017	1117	Diane Bardhi		-1,139.07	-12,768.21
Bill Pmt -Check	02/02/2017	1125	Two Tree, Inc.		-981.08	-13,749.29
Bill Pmt -Check	02/02/2017	1123	PRVCA		-704.00	-14,453.29
Bill Pmt -Check	02/02/2017	1126	United Parcel Service		-95.01	-14,548.30
Bill Pmt -Check	02/02/2017	1116	Alliant Energy Center		-90.47	-14,638.77
Bill Pmt -Check	02/02/2017	1124	Sparxoo		-50.00	-14,688.77
Bill Pmt -Check	02/16/2017	1128	LoogR		-1,421.78	-16,110.55
Bill Pmt -Check	02/16/2017	1129	United Parcel Service		-1,362.78	-17,473.33
Bill Pmt -Check	02/16/2017	1127	David Mecusker		-799.40	-18,272.73
Bill Pmt -Check	02/17/2017	1130	Donna Creamer		-1,446.64	-19,719.37
Bill Pmt -Check	02/17/2017	1132	United Parcel Service		-1,265.65	-20,985.02
Bill Pmt -Check	02/17/2017	1131	KoonsS		-480.00	-21,465.02
Total Checks and Payments					-21,465.02	-21,465.02
Total New Transactions					-21,465.02	-21,465.02
Ending Balance					-10,031.59	-5,703.75



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SK AD

00006164 FCC31545020117122346 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PLACE
GAINESVILLE FL 32653-1603

Date 1/31/17
Primary Account

Page 1
XXXXXXX2204



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		Images	13
Account Number	XXXXXXX2204	Statement Dates	1/01/17 thru 1/31/17
Previous Balance	4,327.84	Days in this Statement Period	31
2 Deposits/Credits	19,000.00	Avg Ledger Balance	11,628.71
12 Checks/Debits	5,174.74	Avg Collected Balance	11,015.80
Service Charges	.00		
Interest Paid	.00		
Ending Balance	18,153.10		

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
1/09	Deposit	4,000.00 ✓
1/19	Deposit	15,000.00 ✓

OTHER DEBITS

Date	Description	Amount
1/26	Account Analysis Charge	18.14- ✓

RECEIVED

FEB 07 2017

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



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

Date 1/31/17
Primary Account

Page 2
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER					
Date	Check No	Amount	Date	Check No	Amount
1/03	1102	450.00	✓1/25	1110	1,832.80 ✓
1/03	1104*	245.57	✓1/26	1112*	45.00 ✓
1/17	1105	179.88	✓1/24	1113	700.00 ✓
1/24	1106	175.00	✓1/25	1114	714.28 ✓
1/13	1107	625.50	✓1/31	1115	159.58 ✓
1/13	1109*	28.99			

* Denotes missing check numbers

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
1/01	4,327.84	1/17	6,797.90	1/26	18,312.68
1/03	3,632.27	1/19	21,797.90	1/31	18,153.10
1/09	7,632.27	1/24	20,922.90		
1/13	6,977.78	1/25	18,375.82		

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

00006164-0011913-0002-0005-FCC31545020117122346-01-L



THE ORIGINAL FLORIDA TOURISM TAX FORM
UNOFFICIAL COPY OF THE FLORIDA TOURISM TAX FORM
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE

Capital City Bank

1/17/17

1100

\$ 4000.00

00631006884 0224792204 133

0 01/09/2017 \$4,000.00

THE ORIGINAL FLORIDA TOURISM TAX FORM
UNOFFICIAL COPY OF THE FLORIDA TOURISM TAX FORM
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE

Capital City Bank

1/17/17

15000

\$ 15000.00

00631006884 0224792204 133

0 01/19/2017 \$15,000.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FORM
UNOFFICIAL COPY OF THE FLORIDA TOURISM TAX FORM
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE

Capital City Bank

1102

12/22/2016

Helinger Advertising, Inc.

\$ 450.00

Four Hundred Fifty and 00/100

Helinger Advertising, Inc.
4201 Central Avenue
St. Petersburg, FL 33713

SPR.K

001102 00631006884 0224792204

1102 01/03/2017 \$450.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FORM
UNOFFICIAL COPY OF THE FLORIDA TOURISM TAX FORM
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE

Capital City Bank

1104

12/22/2016

Shronco

\$ 245.57

Two Hundred Forty-Five and 57/100

Shronco
1510-B Calepine Road
Mesa, AZ 85209

SPR.K

001104 00631006884 0224792204

1104 01/03/2017 \$245.57

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FORM
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ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE

Capital City Bank

1105

1/5/2017

Alliant Energy Center

\$ 179.88

One Hundred Seventy-Nine and 88/100

Alliant Energy Center
Attn: Becky
1810 Alliant Energy Center Way
Madison, FL 53715

SPR.K

001105 00631006884 0224792204

1105 01/17/2017 \$179.88

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FORM
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ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE

Capital City Bank

1106

1/6/2017

Florida Outdoor Writers Association

\$ 175.00

One Hundred Seventy-Five and 00/100

Florida Outdoor Writers Association
24 NW 33rd Court, Suite A
Gainesville, FL 32607

SPR.K

001106 00631006884 0224792204

1106 01/24/2017 \$175.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FORM
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Capital City Bank

1107

1/6/2017

Freeman

\$ 625.50

Six Hundred Twenty-Five and 50/100

Freeman2
8900 Business Parkway
Lanham, MD 20706

SPR.K

001107 00631006884 0224792204

1107 01/13/2017 \$625.50

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FORM
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ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE

Capital City Bank

1109

1/10/2017

United Parcel Service

\$ 28.99

Twenty-Eight and 99/100

United Parcel Service
P.O. Box 7247-024
Philadelphia, PA 19170-001

SPR.K

001109 00631006884 0224792204

1109 01/13/2017 \$28.99

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FORM
UNOFFICIAL COPY OF THE FLORIDA TOURISM TAX FORM
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE

Capital City Bank

1110

1/6/2017

Sandy Beach

\$ 1,832.80

One Thousand Eight Hundred Thirty-Two and 80/100

Sandy Beach
20848 Weston Beach Dr.
Perry, FL 32348

SPR.K

001110 00631006884 0224792204

1110 01/25/2017 \$1,832.80

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FORM
UNOFFICIAL COPY OF THE FLORIDA TOURISM TAX FORM
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE

Capital City Bank

1112

1/19/2017

Freeman

\$ 45.00

Forty-Five and 00/100

Freeman
P.O. Box 650036
Dallas, TX 75265-0036

RECEIVED
JAN 25 2017

SPR.K

001112 00631006884 0224792204

1112 01/26/2017 \$45.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FORM
UNOFFICIAL COPY OF THE FLORIDA TOURISM TAX FORM
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE

Capital City Bank

1113

1/19/2017

Russ McCallister

\$ 700.00

Seven Hundred and 00/100

Russ McCallister
P.O. 1349
Old Town, FL 32980

SPR.K

001113 00631006884 0224792204

1113 01/24/2017 \$700.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FORM
UNOFFICIAL COPY OF THE FLORIDA TOURISM TAX FORM
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE

Capital City Bank

1114

1/19/2017

Two Tree, Inc.

\$ 714.28

Seven Hundred Fourteen and 28/100

Two Tree, Inc.
Tommy Thompson
24-A NW 33rd Court
Gainesville, FL 32607

SPR.K

001114 00631006884 0224792204

1114 01/25/2017 \$714.28



United Natural North Florida
THE UNITED FLORIDA TOURIST HISTORICAL SOCIETY
3000 ALA. ST. NW, FLORIDA
GAINESVILLE, FLORIDA 32608-1001
352.378.3101

Capital City Bank 1115
1/19/2017

PAY TO THE ORDER OF United Parcel Service
One Hundred Fifty-Nine and 58/100
United Parcel Service
P.O. Box 7247-0244
Philadelphia, PA 19170-001

S. R. Lee

⑈001445⑈ ⑈053400688⑈ 0276792204⑈

1115 01/31/2017 \$159.58

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of January 31, 2017

(These financial statements are unaudited)

				Over/(Under)
Income	Budget	January 2017	Year to Date	Budget
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	2,140.40	(5,834.60)
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	35,140.40	(4,084.60)
Trade Shows				
London Telegraph Outdoor Show	20,750.00	0.00	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	0.00	8,754.06	(5,245.94)
Atlanta Boat Show	5,550.00	4,624.37	4,624.37	(925.63)
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 January 31, 2017

(These financial statements are unaudited)

	Budget	January 2017	Year to Date	Over/(Under) Budget
Dallas Travel Expo	7,300.00	0.00	0.00	(7,300.00)
Madison, WI Canoecopia	6,550.00	270.35	270.35	(6,279.65)
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	1,139.07	1,139.07	(3,460.93)
Washington DC Travel Expo	7,950.00	5,646.86	5,646.86	(2,303.14)
Chicago Travel & Adventure Show	7,850.00	4,376.08	4,376.08	(3,473.92)
Out State Travel Show #1 - Minn	12,750.00	1,832.80	4,162.56	(8,587.44)
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	1,253.00	2,463.00	963.00
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	1,484.00	484.00
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	19,142.53	33,030.18	(145,969.82)
Advertising				
Web Digital Advertising Campaign	20,600.00	50.00	8,050.00	(12,550.00)
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	0.00	2,750.00	(6,625.00)
Total Advertising	46,175.00	50.00	10,800.00	(35,375.00)
Total Marketing	299,000.00	19,906.81	78,970.58	(220,029.42)
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	5,500.00	6,600.00	(7,700.00)
NCFRPC-Admin Program Fees 16/17	44,000.00	0.00	0.00	(44,000.00)
	88,400.00	5,500.00	6,600.00	(81,800.00)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of January 31, 2017

(These financial statements are unaudited)

	Budget	January 2017	Year to Date	Over/(Under) Budget
Memberships				
Florida Outdoor Writers Association	300.00	175.00	175.00	(125.00)
Southeast Tourism Society	300.00	0.00	0.00	(300.00)
Visit Florida	400.00	0.00	0.00	(400.00)
Total Memberships	<u>1,000.00</u>	<u>175.00</u>	<u>175.00</u>	<u>(825.00)</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	18.14	83.46	(116.54)
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	0.00	28.99	(271.01)
Total NonMarketing Expense	<u>113,300.00</u>	<u>5,693.14</u>	<u>7,050.90</u>	<u>(106,249.10)</u>
Total Expenses	<u>412,300.00</u>	<u>25,599.95</u>	<u>86,021.48</u>	<u>(326,278.52)</u>
Net Income	<u>0.00</u>	<u>(25,599.95)</u>	<u>(33,021.48)</u>	<u>(33,021.48)</u>

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

Attachment 1

SCOPE OF WORK

1. Project Description:

Section 288.018, Florida Statutes (F.S.), 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.

	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:

Budget			
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

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

VNNF Website Proposal			
Updated March 6, 2017			
Service	Description	Hours	Cost
Digital advertising campaign			\$14,000
Website hosting 1yr: Jan 2018 - Jan 2019	\$200/month		\$2,400
Website hosting 2yr: Jan 2018 - Jan 2020	\$175/month (includes pre-paid discount)		\$4,200
Website Design & Development			\$51,700
Redesign the homepage	<p>Improve mobile usability - locked header, unlocked footer, responsive image sizing, improved maps usability</p> <p>Header and footer update - add menu options to top navigation, add Instagram to footer menu, unlock headers on mobile</p> <p>Rearrange home page content hierarchy</p>	72	\$7,920
Interactive Maps	<p>Update for Do, Eat & Stay</p> <p>Overlay map with 2 views by county and town</p>	180	\$19,800
Redesign topic centered landing pages	<p>Ease-of-use on mobile is a priority</p> <p>Will include topic and sub-topic pages</p> <p>Most recent related stories highlight</p> <p>Related features</p> <p>Backend admin customization features</p> <p>Points of interest and subtopic thumbnail mapping</p>	218	\$23,980
Testing, Final Bug Fixing & Deployment		60	\$6,600
Total Proposal			\$76,500

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Visit Natural
NORTH FLORIDA

The Original Florida Tourism Task Force
2009 NW 67th Place
Gainesville, FL 32653-1603
Request for Proposals
The Original Florida Tourism Task Force 2017 Marketing Project

The Original Florida Tourism Task Force is a governmental entity consisting of member counties located in north central Florida. Current member counties consist of Alachua County, Bradford County, Columbia County, Dixie County, Gilchrist County, Hamilton County, Jefferson County, Lafayette County, Levy County, Madison County, Suwannee County, Taylor County, Union County and Wakulla County. The Task Force seeks to promote natural, historic and cultural attractions of the 14-county region to increase the number of visitors and to extend their stay.

The Original Florida Tourism Task Force seeks one website design and marketing company or similarly-qualified company to design and create the following three products which together comprise The Original Florida Tourism Task Force 2017 Marketing Project:

- I. Overlay map and topic-centered landing pages for its Things to Do, Places to Stay and Places to Eat sections of its existing WordPress website (www.vnnf.org), map-based filtering of these menu items by county and town, and changes to the presentation of pins on its Things to Do, Places to Stay and Places to Eat pin maps, referred to as Topic-centered Landing Pages;
- II. Changes to the order of presentation of sections of its website, changes to its footer and header, as well as changes to its header menu on mobile devices, referred to as Home Page Modifications; and
- II. A geographically-targeted digital advertising campaign, referred to as the Digital Advertising Campaign.

I. Topic-centered Landing Pages

The selected proposer will create topic-centered landing pages as described below to replace the Task Force website current method of displaying pins on its Things to Do Places to Stay, and Places to Eat Google pin maps.

Scope of Work

Overlay Map. The development of a Regional Map of Visit Natural North Florida which automatically overlays on the existing Hero Banner on the website home page when a user's cursor is placed on a "Places to Sleep," "Places to Eat," or "Things to Do" menu category. The Regional Map shall be designed such that the specific menu items which will result in the appearance of the map will be selectable by the Task Force website administrator from the website Dashboard.

The overlay map will be designed so that the Task Force website administrator, from the website dashboard, can select which counties comprise the overlay map. The Task Force website administrator will have the ability to add or delete counties from the map from the following group of 16 Florida counties: Alachua, Baker, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, Marion, Putnam, Suwannee, Taylor, Union and Wakulla.

The overlay map will depict the Visit Natural North Florida region and consist of a Town Map and a County Map. The Town Map will display the name and location of towns within each selected county using dots, small circles, or similar symbology. The County Map will display the names and boundaries of the selected Florida counties.

The overlay map will contain a user-controlled switch which, when activated, will present an alternate map view consisting of the counties of the region (the County Map).

The default display for the overlay map will be the Town Map.

The number of towns presented on the Town Map will be limited by the appearance and practicality of presenting the names of towns on the map. All other towns and cities within the region not displayed on the map will be displayed as part of the overlay map in a pull-down menu.

The County Map will allow the user to select a single county by moving the user's cursor over a county and then clicking on the county. Similarly, The Town Map will allow the user to select a single town by moving the user's cursor over the town symbol and then clicking on the town symbol. Both the Town Map and the County Map will have a user-selectable option to view a Google map of the Entire Region.

Entire Region Map. Should the Entire Region option be selected from the overlay map, no topic-centered landing page will be presented. Instead, the user will be presented with a Google map of the entire region as well as a menu of user-selectable topics and subtopics. The user may select one or more topics or subtopics and the applicable items from the existing website database will be displayed as pins on the Google map. The default pin setting for the Google map will be no pins. That is, no pins will be presented on the Google map until the user selects an "All" topic option or a subtopic. After selecting a subtopic, all applicable subtopic pins will be displayed. The map will allow the display of pins of multiple subtopics, or the deletion of subtopic pins, as selected by the user.

Topic-centered Landing Pages. When a county is selected from the County Map or a town is selected from the Town Map, a topic-centered landing page will be displayed. Each topic-centered landing page will consist of an Overview of the selected topic as it pertains to the selected geographic area, an option to further refine/filter the selection by subtopics, a listing of up to four (4) thumbnails of the most-recent Related Stories of the area from the website blog database and, following the display of Related Stories, up to six (6) randomly-selected thumbnails of applicable Related Features about the selected topic and the selected area will be displayed from the website database.

Subtopics consist of existing website menu categories. Subtopics for Things to Do currently consist of Agritourism, Culture/History, Ecotourism, Fishing, Outfitters and Guides, Paddling, Parks and Trails, Recreation, Shopping/Antiquing, Springs and Visitor Services. Subtopics for Places to Stay currently consist of Camping/RVs, Hotels/Motels, Resorts and B&B's, and Vacation Rentals. Subtopics for Places to currently Eat consist of American, Bakeries & Delis, BBQ/Southern, Bistros & Cafes, Ethnic, Seafood, Steakhouses, as well as Wineries, Breweries and Pubs.

Should the user select a subtopic, a subtopic-centered landing page will be displayed. The subtopic-centered landing page will be constructed similar to a topic-centered landing page and will consist of a subtopic overview as it pertains to the selected geographic area, a listing of up to six thumbnails of the most-recent Related Stories of the applicable to the sub-topic and the geographic area from the website blog database and, following the display of Related Stories, up to six (6) randomly-selected thumbnails of applicable Related Features about the selected subtopic and area will be displayed from the website database.

For the display of both Related Stories and Related Features thumbnails on both topic-centered and subtopic-centered landing pages, the user will be provided with an option to list additional Related Stories and Related Features thumbnails which, if selected, will display another six (6) Related Stories or another six (6) Related Features thumbnails. The user will be able to continue to select a "More" option until all Related Stories or Related Features thumbnails have been displayed.

When a Related Story thumbnail is selected, the full Related Story (blog) will be displayed to the user.

Related Features consist of applicable items from the website database. For example, if the user selects Places to Stay, then Related Features will consist of lodging thumbnails from the existing website database. If the user selects Places to Eat, the Related Features will consist of restaurant thumbnails from the existing website database. If the user selects Things to Do, then applicable Things to Do thumbnails, such as agritourism, fishing, bicycling, paddling and similar proprietors /features will be displayed from the existing website database.

When a Related Feature thumbnail is selected, a Google map, which overlays the Hero banner area, will be presented to the user with a pin highlighting the location of the selected Related Feature. Underneath the Google map, the user will be presented with the full description of the Related Feature as contained in the website database (which contains additional information about the Related Feature, website links and other contact information). The user will be given the option of adding the Related Feature to the existing website Trip Planner.

The displayed Google map will also contain a menu option to allow the user to select nearby Points of Interest. If selected, the user will be presented with an overlay menu of all user-selectable Points of Interest categories. Selected Points of Interest are to be displayed as pins on the map. The overlay menu will allow the user to select from all available subtopics in the Task Force database (All Things to Do subtopics, all Places to Stay subtopics, and all Places to Eat subtopics). The user will have the ability to select multiple subtopics from the overlay menu. When the selected overlay menu items are displayed on the Google map, the user will have the ability to select a pin which will display a thumbnail about the selected item from the existing website database. If the user clicks on a thumbnail, the user-selected thumbnail will display all information contained in the website database about the selected item (typically consisting of a photograph, a brief description of the item, contact information and a website link).

Topic and subtopic overviews will consist of a one to four of photographs, as available, of the selected geographic area related to the selected topic/subtopic, and a description of the topic/subtopic as it relates to the selected geographic area. The description will consist of 100 to 400 words, and may include hypertext links as applicable.

II. Home Page Modifications

The selected proposer will modify the Task Force website home page to be more functional on mobile devices. Increased functionality will include a locked header menu and an unlocked footer menu. All graphic elements, including but not limited to photos, videos, and the Hero Banner of the home page shall display with the proper aspect ratio on all devices so that such graphic elements are not distorted or otherwise not fully displayed on mobile devices. Additionally, all maps shall be designed such that they can be easily swiped up or down the screens of mobile devices.

Scope of Work

Headers and Footers

The display of the header menu shall minimize the amount of screen area devoted to menus. The header menu should occupy more than ten percent of the vertical display area of a mobile device screen when in either portrait or landscape mode. The Task Force will consider the use of an unlocked header on portable devices.

The header menu will be redesigned to as to accept seven or eight top-level menu categories without resulting in displaying two rows of top-level menu categories (Blogs, Things to Do, Places to Eat, Places to Stay, Trip Ideas, Events, Where are We?) on a desktop computer. The number of top level menu categories will be determined in consultation with the Task Force.

The home page theme will be modified to allow for the display of a footer menu in both desktop and mobile devices. The footer menu will contain two top-level menu categories consisting of "Contact" and "About Us" from the existing header menu (which will subsequently be removed from the header menu). The footer menu will also continue to display the logos of the Florida Department of Economic Opportunity, Visit Florida, the Florida Rural Economic Development Initiative, and the current "Funding Provided by the Florida Department of Economic Opportunity" statement.

The website will be modified to include an Instagram link/handle in the footer.

Re-arrange Home Page Sections

The order of appearance of the sections of the home page shall be as follows:

Header & Header Menu
Hero Banner

Natural Features Count Block
Events
Things to Do
Trip Planner
Newsletter
Video
Footer & Footer Menu

Trademarked Logo

The existing Visit Natural North Florida logo will be replaced with a version of the logo containing a registered trademark.

III. Digital Advertising Campaign

The Task Force seeks to drive substantial additional traffic to the organization's website, naturalnorthflorida.com through a geographically-targeted digital advertising campaign to increase awareness of tourist-oriented activities and resources located within the Natural North Florida region. The Task Force desires to target residents of specific metropolitan areas in which it attends tourist-oriented travel expos and shows. The digital advertisements shall highlight attractions and events within the region as well as highlighting the Visit Natural North Florida website.

The project shall focus on strategic purchases of advertising on social websites such as Facebook as well as websites oriented towards outdoor adventure travelers, recreational vehicles, paddling, fishing and similar recreational activities, provided that such advertisements are targeted to specific metropolitan areas. The selected proposer shall work with the Task Force Marketing Committee to design and implement the campaign, including publisher strategy, bidding strategy, keyword strategy, advertising strategy, as well as a measurement and evaluation strategy. As the campaign progresses, the selected proposer shall be responsible for monitoring campaign performance, analyzing click-thru patterns and making adjustments to the advertisement placements to maximize the volume of impressions and click-thrus to the Task Force website. Upon completion of the advertising campaign, analytics shall be provided by the selected proposer to determine the overall effectiveness of the campaign. The period of time of the campaign shall be the date of an executed contract between the selected proposer and the Task Force through December 31, 2017.

Scope of Work

A. The selected proposal must:

1. Demonstrate familiarity with the tourism products of The Original Florida Tourism Task Force and its member counties, the Task Force website and the Task Force Facebook page;
2. Describe a digital advertising strategy which shall maximize impressions and conversions to the Task Force website and Facebook page;
3. Demonstrate creative campaign design and implementation approaches;
4. Identify the maximum number of metropolitan areas to be included in the Digital Advertising Campaign; and
5. Provide analytics, accessible by the Task Force, on campaign performance including;
 - a. Number of impressions, click-thrus and click-thru rates to the Task Force website for the duration of the campaign for each targeted metropolitan area;
 - b. Analytics of each advertisement displayed, including number of impressions, click-thrus and click-thru rates, frequency and display report listing web sites where the advertisement is being displayed/delivered; and
 - c. Task Force Marketing Committee Involvement. The selected proposer shall work with the Task Force Marketing Committee to design and implement the

advertising campaign including advertising strategy, publisher strategy and bidding strategy as applicable.

- B. The Task Force Marketing Committee shall approve:
 - 1. The selected metropolitan areas;
 - 2. The websites on which the advertisements shall be displayed;
 - 3. The timing and length of time the advertisements shall run; and
 - 4. All advertisements prior to publication.
- C. The selected proposer shall provide to the Task Force Marketing Committee copies of all advertisements placed, the name of the websites on which they were placed and the period of times that the advertisements were run.
- D. The Task Force reserves the right to divert impressions to target another audience, web site, or metropolitan area throughout the campaign.
- E. Advertisements placed on social media and other websites should include photographs from the region depicting tourism products, associated text, and a link to the Task Force website (www.vnnf.org). All such advertisements shall be approved prior to placement by the Task Force Marketing Committee. Creativity is encouraged in the design of the advertisements.
- F. The selected proposer may use multiple ad exchanges and real time bidding to place display advertising, which may include mobile. The proposal shall specify the specific ad exchanges to be used.

IV. General

- A. The Task Force is not liable for costs incurred by proposers prior to execution of a contract. All costs incurred as a result of this request for proposals, including travel and personnel costs, are the sole responsibility of the proposer.
- B. The selected proposer shall be expected to work closely with the Task Force Marketing Committee as well as Task Force staff through all phases of the project, including but not limited to microsite testing prior to launch and the launch process. The selected proposer shall also be expected to work closely with the Task Force Marketing Committee with regards to the Digital Advertising Campaign, including but not limited to the selection of metropolitan areas, the design and development of the advertisements, and the selection of websites for publication of the advertisements.
- C. The Task Force website, including the code used to modify the website as well as all content on the website, shall be exclusively owned by the Task Force. All content produced for the Digital Advertising Campaign shall be exclusively owned by the Task Force.
- D. In addition to the items described herein, the Task Force shall give consideration to other concepts for developing the Topic-centered Landing Pages, Website Modifications and the Digital Advertising Campaign. Proposers are therefore encouraged to present other concepts and features not contained herein.
 - 1. The combined budget for the Topic-centered Landing Pages and the Homepage Modifications is a maximum of \$30,000.
 - 2. The budget for the Digital Advertising Campaign is a maximum of \$14,000.
- E. On execution of a contract between the selected proposer and the Task Force, the Task Force shall make one payment for the completion of draft Topic-centered Landing Pages and Home Page Modifications and a final payment for completion of the Topic-centered Landing Pages and Home Page Modifications; and one payment for the Digital Advertising Campaign at the end to advertising

campaign. All payments for the project shall be as specified by contract between the Task Force and the selected proposer.

V. Responses

If you would like to respond to this Request for Proposals, please provide the following:

- A. A description of how the above scope of work shall be implemented for the project.
- B. An explanation of coordination and communication with the Task Force throughout the development and implementation of the project.
- C. A detailed implementation timeline for the project.
- D. A complete proposal summary page for each project covering each item, for each project cost and/or a total overall cost for the project.
- E. A description of your company, the year it was founded, and information about your philosophy for successful web design and marketing.
- F. A list of previous/current clients in the travel and tourism sector and a description of the work you have performed for them, to include success stories and statistics demonstrating the impact of your services. Please provide relevant Uniform Resource Locators (URLs).
- G. An organization chart naming the key players in your organization, their professional backgrounds and areas of expertise.
- H. Specifically state which staff would be assigned to manage the Task Force account.
- I. Describe the specific expertise you offer in each of the following areas:
 - 1. Website and topic-based landing page development for destination marketing organizations;
 - 2. Website home page design and development for destination marketing organizations; and
 - 3.. Geographically-targeted digital advertising campaigns for destination marketing organizations.
- J. With regard to website testing, please describe the website testing and approval process.
- K. Three letters of reference from clients familiar with your website development and digital advertising capabilities.
- L. A list of all subcontracted vendors and third-party software to be included in the proposed project, including a description of your work experience with them and the specific role each shall have in the project.
- M. Project budget.
- N. Any terms and conditions that might affect the project.
- O. For on-going support for the Topic-based Landing Pages and Home Page Modifications, including but not limited to monthly maintenance, please list any project fees and administration fees, if any. Please list any other anticipated fees.

VI. Ranking and Selection Criteria

Preliminary Ranking: All proposals received shall be reviewed and ranked by the Task Force Marketing Committee using the following criteria based upon a total of 100 points, as follows:

(a) capacity to complete the work by December 31, 2017 (25 points); (b) past experience with the development and maintenance of tourism-oriented websites and digital advertising campaigns (25 points);

(c) quality of proposal and ability to implement items listed under Scope of Work as well as other proposed features not contained herein (25 points); and (d) commitment to provide maintenance and support for the Overlay Map, Topic-centered Landing Pages and Home Page Modifications after project launch (25 points). The total score from these criteria shall be used to establish the rank order for the selection of the proposals by Task Force Marketing Committee members. The rankings, as established by the individual Task Force Marketing Committee members, shall be combined to result in a Task Force Marketing Committee ranking of proposers based on the average rank order of proposals assigned by individual Task Force Marketing Committee members, not the total number of points assigned by individual Task Force Marketing Committee members.

Final Ranking: Unless oral presentations are requested by the Task Force Marketing Committee, the Preliminary Ranking shall be the Final Ranking. Should the Task Force Marketing Committee request oral presentations from the highest-ranking proposers, the finalists shall be re-reviewed and re-ranked after the oral presentations by the Task Force Marketing Committee using the same criteria and method used for the Preliminary Ranking.

An attempt shall be made to reach an agreement with the highest ranking proposer, the second highest, and so on until a satisfactory agreement is reached.

Responses are due by 5:00 p.m. Eastern Daylight Savings Time, April 17, 2017.

Submit two hard (paper) copies of your proposal in writing to:

2017 Marketing Project Proposal
c/o Scott R. Koons, Executive Director
The Original Florida Tourism Task Force
2009 NW 67th Place
Gainesville, Florida 32653-1603

Electronic and facsimile copies shall not be accepted.

A maximum of three finalists shall be selected from submitted proposals and may be requested to give oral presentations.

If you have any questions concerning the request for proposals, please contact Steven Dopp, Senior Planner, by email at dopp@ncfrpc.org or by telephone at 352.955.2200, extension 109.

The Original Florida Tourism Task Force
Task Force 2017 Marketing Project
List of Potential Proposers

March 8, 2017

Interfuse Media
Attn: Chris Collinson
15 Technology Pkwy. South, Ste. 250
Norcross, GA 30092
Website: <http://collinsonmedia.com/>
(w) 770.582.9700

Evok Advertising
1485 International Pkwy, Ste 3001
Heathrow, FL 32746
P: 407-302-4416
F: 407-302-4417

Thrive Creative Labs
Attn: Jay Rieckmann, Principal & Creative Director
3000 Dovera Drive, Ste 140
Oviedo, FL 32765
www.thrivecreativelabs.com
ph: 407.971.2244 ext. 112 | fx: 407.971.2246

Paramore Digital
Attn: Stephanie Friedlander
500 Church Street, Suite 500
Nashville, TN 37219
thepinkboa@paramoredigital.com
(615) 386-9012

Blenderbox
26 Dobbins Street, 3rd Floor
Brooklyn, NY 11222
info@blenderbox.com
718.963.4594

ITI Marketing, Inc.
P.O. Box 1434
Brunswick GA 31521
912.267.1558
info@iti-marketing.com

Sparxoo
Attn. Chelsea Robey
450 Knights Run Ave, Unit 1
Tampa, FL 33602
(813) 402-0208

Rhyme and Reason Design
Attn: Scarlett Rosier
P.O. Box 8671
Atlanta, GA 31106

Concilio Labs, Inc.
8000 Westpark Drive, Suite 620
McLean, VA 22102

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Visit Natural
NORTH FLORIDA

**PHOTOGRAPHIC SERVICES AGREEMENT
BETWEEN
THE ORIGINAL FLORIDA TOURISM TASK FORCE
AND
TWO TREE, INC. (TOMMY THOMPSON, PHOTOGRAPHER)**

This Agreement is entered into this ____ day of _____ 2017 by and between TWO TREE, INC, hereinafter referred to as "Photographer", and the Original Florida Tourism Task Force, hereinafter referred to as "Original Florida".

THIS AGREEMENT/CONTRACT IS ENTERED BASED ON THE FOLLOWING FACTS:

WHEREAS, Original Florida, in furtherance of its duties, desires to engage Photographer to render certain technical or professional services regarding the production of photography within Alachua County, Bradford County, Columbia County, Dixie County, Gilchrist County, Hamilton County, Jefferson County, Lafayette County, Levy County, Madison County, Suwannee County, Taylor County, Union County and Wakulla County, hereinafter referred to as "Region;" and

WHEREAS, Photographer possesses the qualifications and expertise to perform the services required by Original Florida,

NOW THEREFORE, the parties hereto do mutually agree, as follows:

ARTICLE I - Scope of Work

Photographer agrees to provide services to Original Florida in accordance with the terms and conditions set forth in Appendix A that are attached hereto and made a part hereof by reference.

ARTICLE II - Compensation

In consideration for services received, Original Florida agrees to pay the Photographer a fixed fee amount of Five Thousand dollars and no cents (\$5,000.00) in accordance with Appendix A. A travel advance of One Thousand dollars and no cents (\$1,000.00) will be paid to the Photographer upon execution of this Agreement by both parties.

Original Florida agrees to pay Photographer the balance due in full within thirty (30) days following receipt of an appropriate invoice and satisfactory work products.

ARTICLE III - Time of Completion

This Agreement shall begin on the date as referenced above as first written and shall end on December 1, 2017.

Photographer agrees to perform the required services in accordance with the terms and conditions set forth in the Appendix A which is attached hereto and made a part hereof by reference. Photographer also agrees to obtain model releases (see Appendix B) of any individuals featured in photographs and provide copies of all obtained model releases to Original Florida.

ARTICLE IV - Termination Without Cause

Either party may terminate this Agreement without cause by providing ten (10) business days written notice to the other. In such event, all finished or unfinished documents and other materials prepared by Photographer pursuant to this Agreement shall become the property of Original Florida.

ARTICLE V - Default and Termination

The failure of either party to comply with any provision of this Agreement shall place that party in default. Prior to terminating this Agreement, the non-defaulting party shall notify the defaulting party in writing. The notification shall make specific reference to the provision that gave rise to the default. The defaulting party shall then be entitled to a period of ten (10) days in which to cure the default. In the event said default is not cured within the ten (10) day period, the Agreement may be terminated. The failure of either party to exercise this right shall not be considered a waiver of such right in the event of any further default or noncompliance. Upon default and termination as provided in this Article, unfinished documents and other materials prepared by Photographer pursuant to this Agreement shall become the property of Original Florida.

ARTICLE VI - General Terms and Conditions

- a. Term of Agreement. This Agreement shall begin on the date as referenced above as first written and shall end on December 1, 2017.
- b. Non-Discrimination. In carrying out the work of this Agreement, the Photographer shall not discriminate against any employee or applicant for employment because of race, creed, color, sex, national origin or handicapped status. The Photographer shall take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, creed, color, sex, national origin or handicapped status. Such action shall include, but not be limited to the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising, layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The Photographer agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause. The Photographer shall incorporate the foregoing requirement of this paragraph in all subcontracts for services covered by this Agreement.
- c. Assignability. Photographer shall not assign any interest in this Agreement and shall not transfer any interest in the same (whether by assignment or novation), without the prior written consent of Original Florida.
- d. Representative for the Parties. In all matters relating to the performance of this Agreement, Photographer shall represent and act for Photographer and the Executive Director of the North Central Florida Regional Planning Council shall represent and act for Original Florida.
- e. Photographer is bound by all applicable state and federal laws and regulations.
- f. Photographer agrees to hold the North Central Florida Regional Planning Council and Original Florida harmless against all claims of whatever nature arising out of Photographer's performance of work under this Agreement, to the extent allowed and required by law.
- g. Venue and Jurisdiction for Litigation Between the Parties. This Agreement shall be construed according to the laws of the State of Florida. Venue shall be exclusively in Alachua County, Florida for all litigation between the parties and all issues litigated between the parties shall be litigated exclusively in a court of competent jurisdiction in Alachua County, Florida. If any provision of this Agreement is in conflict with any applicable statute or rule or is otherwise unenforceable, then such provision shall be deemed null and void to the extent of such conflict and shall be deemed severable, but shall not invalidate any other provision of this Agreement.
- h. Amendment. The Photographer and Original Florida by mutual agreement may amend, extend, or modify this Agreement. Any such modification shall be mutually agreed upon by and between the Photographer and Original Florida and shall be incorporated in a written amendment to this Agreement, duly signed by both parties.

i. Complete Contract. This Agreement, including Appendix A and Appendix B of this Agreement, which is incorporated by reference herein and considered as an integral part of this Agreement, constitutes the entire contract between the parties, and any changes, amendments or modifications hereof shall be void unless the same are reduced to writing and signed by the parties hereto.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on this _____ day of _____ 2017.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the date as first above written.

TWO TREE, INC.
NAME OF PHOTOGRAPHER

By: _____
Name of Photographer

ATTEST

By: _____
Type or Print Name

THE ORIGINAL FLORIDA TOURISM TASK FORCE

By: _____
Scott R. Koons, Executive Director

ATTEST

By: _____
Type or Print Name

APPENDIX A
AGREEMENT BETWEEN
THE ORIGINAL FLORIDA TOURISM TASK FORCE
and
TWO TREE, INC.
(TOMMY THOMPSON, PHOTOGRAPHER)

Two Tree, Inc., hereinafter referred to as "Photographer," in accordance with the duly executed Agreement of which this Appendix is a part, will conduct the following services. All services require the written prior approval of the Original Florida Tourism Task Force, hereinafter referred to as "Original Florida."

The Photographer will photograph natural resources, architectural points of interest, parks, springs, rivers, bicycle trails, downtowns, events, festivals, recreational activities as well as other tourism-oriented resources and features. The photographs will include a combination of natural scenes as well as persons engaging in tourism-oriented activities.

If photographing private property, the property must be accessible to the general public. No existing or stock photography will be accepted. At a minimum, the photographer shall provide a minimum of ten (10) photographs of each County identified below and a minimum of two hundred (200) total photographs. Additionally, the Photographer shall provide a minimum of twenty-eight (28) photographs using live models.

List of counties to be photographed:

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

Image Requirements:

- a. Creative images and approaches are encouraged.
- b. Images must be made with cameras capable of producing image sizes in excess of eighteen (18) megapixels and submitted to the Task Force in a raw image format as well as large jpeg and small jpeg formats. The Task Force will be responsible for cataloging the images in Adobe Lightroom or similar program. The Photographer shall be responsible for providing keywords for each photograph or sequence of photographs.
- c. Rights granted by Photographer shall be universal, allowing Original Florida to distribute the images freely to member organizations, public and private institutions or individuals wishing to use them. The Photographer will retain copyright of images, but will transfer "All Use Rights" to Original Florida and its assigns. The Photographer shall not emblazon his name or other copyright related information on the photographs.
- d. Live models. When requested by the Photographer, Task Force members will provide the Photographer live models when and where possible.

APPENDIX B

Florida Department of Economic Opportunity Photographer Release Form

Photographer: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: (_____) _____ Email: _____

License and Indemnification: I certify that I am the photographer and owner of the photograph(s) being submitted and am 18 years of age or older.

I hereby grant The Original Florida Tourism Task Force (Original Florida) and the Florida Department of Economic Opportunity (Department) the royalty-free and non-exclusive right to distribute, publish and use the photograph(s) submitted herewith ("the Work"). Uses may include, but are not limited to publications, including electronic media, internet, print publications, as distributed to the media, and in commercial products. The Original Florida and/or the Department reserve the right to use/not use any Work as deemed appropriate by Original Florida and/or the Department. No Work will be returned once submitted.

I hereby acknowledge that Original Florida and/or the Department shall bear no responsibility whatsoever for protecting the Work against third party infringement of my copyright interest or other intellectual property rights or other rights I may hold in such Work, and in no way shall be responsible for any losses I may suffer as a result of any such infringement; and I hereby represent and warrant that the Work does not infringe the rights of any other individual or entity.

I hereby unconditionally release, hold harmless and indemnify the Original Florida and the Department, its employees, volunteers, and representatives from all claims, liabilities and losses arising out of, or in connection with, Original Florida and the Department's use of the Work. This release and indemnification shall be binding upon me, and my heirs, executors, administrators and assignees. I have read and understand the terms of this release.

Photographer Signature: _____ Date: _____

Photo Filename(s): _____

Location of Photo Shoot: _____

Name of Person Accepting Photographs: _____

Florida Department of Economic Opportunity
Model Release Form: Photo/Video/Audio

Photo Release for Adults

I, being 18 years or older, hereby consent that the videotapes, photographs and/or motion picture film in which I appear, and/or audio recordings made of my voice, may be used by The Original Florida Tourism Task Force (Original Florida) and the Florida Department of Economic Opportunity (Department), its assignees or successors, in whatever way they desire, including television, without compensation. Furthermore, I hereby consent that such photographs, films, negatives and recordings, and the plates and/or tapes from which they are made shall be the property of Original Florida and the Department, its assignees or successors. They shall have the right to sell, duplicate, reproduce, and make other lawful uses of such photographs, films, recordings, plates and tapes as they may desire, free and clear of any claim whatever on my part, in perpetuity.

IN WITNESS WHEREOF I have hereunto set my hand, in the State of Florida,

this _____ day of _____, 20____

Photo Location: _____

Signature: _____

Name (Print): _____

Address: _____

City: _____ State: _____ Zip: _____

Photo Release for Minors

I, being the Parent/Guardian of _____, hereby consent that the videotapes, photographs and/or motion picture film for which he/she posed, and/or audio recordings made of his/her voice, may be used by Original Florida and the Department, its assigns or successors, in whatever way they desire, including television without compensation. Furthermore, I hereby consent that such photographs, films, negatives, and recordings and the plates and/or tapes or other medium from which they are made shall be the property of Original Florida and the Department, its assignees or successors, and they shall have the right to sell, duplicate, reproduce and make other uses of such photographs, films, recordings, plates, and tapes as they may desire free and clear of any claim whatsoever on my part or my child's part, or by anyone who may claim by or through my child, in perpetuity.

IN WITNESS WHEREOF I have hereunto set my hand, in the State of Florida,

this _____ day of _____, 20____

Photo Location: _____

Name of child (print): _____

Signature of parent: _____

Name of parent (print): _____

Address: _____

City: _____ State: _____ Zip: _____

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
2016 Total Cost	\$6,621.55
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
2016 Total Cost	\$4,312.15
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

STS Marketing Scholarships - May 14 - 17, 2017 - Cost Estimates
March 7, 2017

Name	Year	Registration	Food	Transportation	Total
Cody Gray	3	\$945.00	\$70.00	\$0.00	\$1,015.00
Teena Peavy	1	\$1,190.00	\$80.00	\$400.00	\$1,670.00
Susie Page	3	\$1,145.00	\$70.00	\$400.00	\$1,615.00
Katrina Richardson	1	\$1,190.00	\$80.00	\$400.00	\$1,670.00
Dawn Taylor	3	\$1,095.00	\$70.00	\$400.00	\$1,565.00
Sandy Beach	2	\$1,120.00	\$80.00	\$400.00	\$1,600.00
Pat Watson	1	\$1,045.00	\$80.00	\$400.00	\$1,525.00
Kristina Walker	2	\$1,095.00	\$80.00	\$0.00	\$1,175.00
Total		\$8,825.00	\$610.00	\$2,400.00	\$11,835.00

Alternates

Rod Butler	1	\$1,045.00	\$80.00	\$350.00	\$1,475.00
Phyllis Williams	1	\$1,190.00	\$80.00	\$350.00	\$1,620.00

Florida Governor's Tourism Conference Scholarships - August 28 - 30, 2017 - Cost Estimates
March 7, 2017

Name	Registration	Lodging	Food	Transportation	Total
Steven Dopp	\$350.00	\$800.00	\$75.00	\$150.00	\$1,025.00
Katrina Richardson	\$350.00	\$800.00	\$75.00	\$150.00	\$1,025.00
Susan Ramsey	\$350.00	\$800.00	\$75.00	\$150.00	\$1,025.00
Total	\$1,050.00	\$2,400.00	\$225.00	\$450.00	\$3,075.00

Florida Department of Economic Opportunity
Fiscal Year 2017-18 Regional Rural Development Grant
(January 15, 2018 - January 15, 2019)
Deliverables and Cost Estimates
March 7, 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 17, 2017

Number	Show Name	Leader	2nd Person	Alternate	Leader Departure Date	Member Departure Date	Show Dates	Return Travel Date
1	Tampa Boat Show	Roland Loog			September 8, 2016	September 9, 2016	September 9 - 11, 2016	September 12, 2016
2	Hershey RV Show	Donna Creamer	Dawn Taylor	Katrina Richardson	September 12, 2016	September 13, 2016	September 14 - 18, 2016	September 19, 2016
3	London World Travel Market	TSC	Katrina Richardson	Carol McQueen	November 3, 2016	November 3, 2016	November 7 - 9, 2016	November 10, 2016
4	Minneapolis Outdoor Adventure Expo	Sandy Beach	Diane Bardhi	Donna Creamer	November 16, 2016	November 17, 2016	November 18 - 20, 2016	November 21, 2016
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
		Allara Gutcher	Bruce Ballister					
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	Dave Mecusker	Ron Gromoll	January 25, 2017	January 26, 2017	January 27 - 29, 2017	January 30, 2017
		Pam Fugua						
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	Nashville RV Supershow	N/A	N/A	N/A	February 15, 2017	N/A	February 17 - 19, 2017?	February 20, 2017
12	Toronto Outdoor Adventure Show	TSC	Katrina Richardson		February 22, 2017	February 23, 2017	February 24 - 26, 2017	February 27, 2017
		Christy Andreasen	Anne Glick					
13	ITB-Berlin	TSC	Roland Loog	Katrina Richardson	March 4, 2017	March 4, 2017	March 8 - 12, 2017	March 13, 2017
		Jerrie Lindsey						
14	Canoecopia	Tommy Thompson	Russ McCallister	Dawn Taylor	March 8, 2017	March 9, 2017	March 10 - 12, 2017	March 13, 2017
		Bob Voss	Ben Chandler					
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	Teena Peavey	March 30, 2017	March 31, 2017	April 1 - 2, 2017	April 3, 2017
17	Midwest Mountaineering Spring Expo				April 26, 2016	April 27, 2016	April 28 - 30, 2017	May 1, 2017
18	Bike Expo New York	Tommy Thompson	Paula Vann	Sean Plemons	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: Top Pages
February 1 - 28, 2017

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
/	3126	2060	67.28	2009	40.27%	37.56%	0.00
/events/	618	351	87.18	46	58.70%	24.43%	0.00
/springs-guide/	525	369	58.86	41	70.73%	26.86%	0.00
/map/?t=things_to_do	457	267	63.13	16	62.50%	28.45%	0.00
/trip-ideas/	410	236	20.66	14	64.29%	7.32%	0.00
/spend-amazing-weekend-wakulla-county-florida/	407	361	110.30	346	85.55%	79.85%	0.00
/category/one-day-trips/	337	256	54.97	11	45.45%	24.33%	0.00
/things-to-do/devils-den-spring/	322	285	97.26	281	87.54%	84.47%	0.00
/steinhatchee-floridas-2016-fiddler-crab-festival-februari	287	242	119.08	239	86.61%	81.88%	0.00
/fish-shired-island-near-horseshoe-beach-in-dixie-county	209	164	148.17	145	64.83%	60.29%	0.00
/trip-planner/	170	103	46.64	6	50.00%	20.59%	0.00
/map/?t=places_to_stay	159	108	85.39	13	61.54%	33.96%	0.00
/get-lost-not-dixie-county-floridas-shired-island/	149	116	181.97	92	63.04%	59.06%	0.00
/spring_trails/devils-den/	138	104	156.90	10	70.00%	30.43%	0.00
/bay-scallops-the-best-of-floridas-big-bend/	122	118	159.57	107	95.33%	88.52%	0.00
/things-to-do/rum-island-spring-and-park/	119	100	62.67	98	74.49%	74.79%	0.00
/category/longer-trips/	105	84	44.35	2	50.00%	23.81%	0.00
/fossilized-florida-a-guide-to-finding-fossils-in-florida-county	98	82	113.89	82	81.71%	81.63%	0.00
/4-spectacular-florida-springs-for-beginner-scuba-divers	97	84	193.61	77	85.71%	76.29%	0.00
/dont-have-a-boat-give-cedar-keys-fishing-pier-a-try/	92	82	137.81	81	83.95%	82.61%	0.00
/travel-blogs/	92	71	69.89	8	50.00%	19.57%	0.00
/category/eventsandactivities/	83	49	28.41	3	66.67%	10.84%	0.00
/hagens-cove-taylor-county/	82	63	220.62	55	54.55%	54.88%	0.00
/category/fishingandboating/	81	47	61.86	11	63.64%	22.22%	0.00
/often-overlooked-by-anglers-waccasassa-bay-in-florida	79	60	93.38	57	78.95%	73.42%	0.00
/wade-for-bay-scallops-at-taylor-countys-hagens-cove-pier	79	57	91.97	47	61.70%	55.70%	0.00
/10-wonderful-waters-in-natural-north-florida-to-cool-down	74	62	211.90	49	79.59%	71.62%	0.00
/bike-guide/	74	47	83.46	5	40.00%	17.57%	0.00
/contact/	70	38	49.32	6	33.33%	32.86%	0.00
/floridas-20162017-stone-crab-season-opens-october-1	70	62	78.00	60	86.67%	84.29%	0.00
/spring_trails/ichetucknee-springs/	70	57	88.91	5	100.00%	37.14%	0.00
/kayak-shell-mound-near-cedar-key-florida/	66	57	235.52	45	80.00%	68.18%	0.00
/places-to-stay/shired-island-campground/	66	58	74.14	42	83.33%	78.79%	0.00
/nothin-but-good-meat-at-newberry-cold-storage-in-newberry	63	49	207.13	49	77.55%	76.19%	0.00
/category/one-day-trip/outdoor-explorers/	59	39	65.10	1	0.00%	13.56%	0.00
/spring_trails/wakulla-springs/	59	50	78.06	6	83.33%	44.07%	0.00
/category/off-the-beaten-path/	58	42	70.61	3	100.00%	24.14%	0.00
/event/fiddler-crab-festival-2017/	58	43	54.29	23	43.48%	46.55%	0.00
/map/?t=places_to_eat	58	44	63.32	8	75.00%	46.55%	0.00
/category/one-day-trip/nature-lovers/	57	45	38.49	1	100.00%	14.04%	0.00
/i-75-pit-stops/	55	47	108.18	14	85.71%	40.00%	0.00
/wheres-the-beach-at-horseshoe-beach/	51	45	316.56	44	81.82%	82.35%	0.00
/category/one-day-trips/page/2/	50	40	57.81	3	100.00%	26.00%	0.00
/where-are-we/	48	38	78.76	4	50.00%	22.92%	0.00
/kick-off-your-spring-fishing-at-keaton-beach-on-florida	43	36	60.78	34	76.47%	79.07%	0.00
/big-grass-island-a-landmark-for-steinhatchee-and-keaton	41	31	133.10	28	78.57%	75.61%	0.00
/category/outdoorsandnature/	41	28	47.82	2	100.00%	17.07%	0.00
/trip-guides/	41	26	69.68	5	60.00%	39.02%	0.00
/steinhatchee-seafood-festival-april-8th-and-9th-2016/	40	33	163.46	33	66.67%	67.50%	0.00
/drive-floridas-dixie-mainline-hardly-a-road-to-nowhere	39	31	287.88	20	60.00%	58.97%	0.00
/scuba-diving-at-its-best-at-devils-den-and-blue-grotto-in	38	34	104.50	28	89.29%	84.21%	0.00
/category/one-day-trips/small-town-getaway/	37	22	37.11	0	0.00%	2.70%	0.00
/fish-suwannee-town-and-the-mouth-of-the-suwannee-river	36	32	73.50	31	80.65%	77.78%	0.00
/partners/	36	28	429.05	2	50.00%	47.22%	0.00
/things-to-do/historic-district-downtown-lake-city/	36	28	60.29	28	57.14%	61.11%	0.00
/guide-55-miles-fun-along-natural-north-floridas-gilchrist	34	27	70.67	5	80.00%	38.24%	0.00
/category/one-day-trips/animal-lovers-bird-watchers/	33	21	34.19	0	0.00%	21.21%	0.00
/head-down-dixie-countys-road-to-nowhere-for-some-one	33	28	165.00	25	76.00%	81.82%	0.00
/category/one-day-trips/fishing/	32	21	65.48	0	0.00%	15.63%	0.00
/category/food-and-dining/	31	18	22.88	2	100.00%	22.58%	0.00
/taylor-countys-dallus-creek-is-on-fire-with-spotted-sea-trout	31	17	82.13	15	60.00%	51.61%	0.00
/about-vnnf/	30	21	81.76	7	71.43%	30.00%	0.00
/category/one-day-trip/diving-snorkeling/	30	22	82.17	2	50.00%	20.00%	0.00
/category/one-day-trip/families-one-day-trip/	30	22	33.63	2	0.00%	10.00%	0.00
/the-green-giants-of-goethe-state-forest/	30	25	71.38	12	100.00%	56.67%	0.00
/slow-down-paddle-levy-countys-backwaters-at-shell-mound	29	23	1.50	23	73.91%	79.31%	0.00
/things-to-do/lake-montgomery-lake-hamburg/	29	21	130.20	21	71.43%	65.52%	0.00
/category/one-day-trips/history-buffs/	28	22	64.67	1	0.00%	25.00%	0.00
/event/the-florida-challenge/	28	19	15.44	0	0.00%	10.71%	0.00
/boat-rentals-at-st-marks-and-steinhatchee-on-floridas	27	22	123.20	20	60.00%	62.96%	0.00
/category/one-day-trips/page/3/	27	19	36.45	0	0.00%	18.52%	0.00






































Primary Dimension: Metro

Plot Rows Secondary dimension Sort Type: Default

advanced

	Metro	Users ?	New Users ?	Sessions ?	Number of Sessions per User ?	Avg. Session Duration ?	Pages / Session ?	Pageviews ?	Avg. Time on Page ?	Bounce Rate ?
		50,579 % of Total: 100.00% (50,579)	50,494 % of Total: 100.07% (50,459)	59,575 % of Total: 100.00% (59,575)	1.15 % of Total: 97.91% (1.18)	00:01:47 Avg for View: 00:01:47 (0.00%)	2.55 Avg for View: 2.55 (0.00%)	151,865 % of Total: 100.00% (151,865)	00:01:09 Avg for View: 00:01:09 (0.00%)	60.31% Avg for View: 60.31% (0.00%)
<input type="checkbox"/>	1. Orlando-Daytona Beach-Melbourne FL	7,881 (15.26%)	7,667 (15.18%)	8,988 (15.09%)	1.14 (98.89%)	00:01:33	2.31	20,718 (13.64%)	00:01:11	62.17%
<input type="checkbox"/>	2. (not set)	7,544 (14.60%)	7,496 (14.85%)	8,783 (14.74%)	1.16 (100.96%)	00:00:46	1.73	15,220 (10.02%)	00:01:02	77.75%
<input type="checkbox"/>	3. Gainesville FL	5,106 (9.88%)	4,960 (9.82%)	6,499 (10.91%)	1.27 (110.37%)	00:03:07	3.12	20,298 (13.37%)	00:01:28	55.10%
<input type="checkbox"/>	4. Tampa-St. Petersburg (Sarasota) FL	3,611 (6.99%)	3,553 (7.04%)	4,607 (7.73%)	1.28 (110.63%)	00:03:15	3.51	16,156 (10.64%)	00:01:18	52.18%
<input type="checkbox"/>	5. Jacksonville FL	3,504 (6.78%)	3,411 (6.76%)	3,936 (6.61%)	1.12 (97.41%)	00:01:57	2.93	11,536 (7.60%)	00:01:01	50.74%
<input type="checkbox"/>	6. Tallahassee FL-Thomasville GA	2,900 (5.61%)	2,839 (5.62%)	3,396 (5.70%)	1.17 (101.55%)	00:01:52	2.79	9,486 (6.25%)	00:01:03	50.80%
<input type="checkbox"/>	7. Miami-Ft. Lauderdale FL	2,700 (5.23%)	2,608 (5.16%)	2,976 (5.00%)	1.10 (95.58%)	00:01:41	2.72	8,093 (5.33%)	00:00:58	55.07%
<input type="checkbox"/>	8. Atlanta GA	2,022 (3.91%)	1,963 (3.89%)	2,238 (3.76%)	1.11 (95.98%)	00:01:29	2.28	5,112 (3.37%)	00:01:10	60.41%
<input type="checkbox"/>	9. New York NY	1,037 (2.01%)	1,018 (2.02%)	1,162 (1.95%)	1.12 (97.17%)	00:01:03	2.01	2,341 (1.54%)	00:01:02	65.75%
<input type="checkbox"/>	10. London	871 (1.69%)	861 (1.71%)	1,019 (1.71%)	1.17 (101.45%)	00:00:31	1.67	1,701 (1.12%)	00:00:46	73.41%
<input type="checkbox"/>	11. Washington DC (Hagerstown MD)	784 (1.52%)	778 (1.54%)	854 (1.43%)	1.09 (94.46%)	00:00:45	1.77	1,509 (0.99%)	00:00:59	73.07%
<input type="checkbox"/>	12. West Palm Beach-Ft. Pierce FL	745 (1.44%)	739 (1.46%)	817 (1.37%)	1.10 (95.09%)	00:02:11	3.23	2,642 (1.74%)	00:00:59	47.12%
<input type="checkbox"/>	13. Chicago IL	710 (1.37%)	696 (1.38%)	772 (1.30%)	1.09 (94.29%)	00:01:25	2.42	1,869 (1.23%)	00:01:00	63.21%
<input type="checkbox"/>	14. Ft. Myers-Naples FL	528 (1.02%)	520 (1.03%)	598 (1.00%)	1.13 (98.21%)	00:02:20	3.82	2,286 (1.51%)	00:00:49	49.33%
<input type="checkbox"/>	15. Mobile AL-Pensacola (Ft. Walton Beach) FL	523 (1.01%)	515 (1.02%)	573 (0.96%)	1.10 (95.00%)	00:02:12	3.23	1,852 (1.22%)	00:00:59	48.34%

	16. Birmingham AL	481 (0.93%)	462 (0.91%)	530 (0.89%)	1.10 (95.55%)	00:01:36	2.20	1,168 (0.77%)	00:01:20	62.64%
	17. Houston TX	402 (0.78%)	379 (0.75%)	442 (0.74%)	1.10 (95.34%)	00:01:00	2.13	943 (0.62%)	00:00:53	62.22%
	18. Panama City FL	382 (0.74%)	371 (0.73%)	437 (0.73%)	1.14 (99.20%)	00:01:54	2.71	1,185 (0.78%)	00:01:06	55.15%
	19. Nashville TN	352 (0.68%)	339 (0.67%)	390 (0.65%)	1.11 (96.08%)	00:01:34	2.47	964 (0.63%)	00:01:04	59.23%
	20. Boston MA-Manchester NH	336 (0.65%)	330 (0.65%)	360 (0.60%)	1.07 (92.91%)	00:01:07	2.34	843 (0.56%)	00:00:50	67.50%
	21. Dallas-Ft. Worth TX	324 (0.63%)	310 (0.61%)	355 (0.60%)	1.10 (95.01%)	00:01:10	2.03	720 (0.47%)	00:01:08	66.48%
	22. Albany GA	305 (0.59%)	298 (0.59%)	328 (0.55%)	1.08 (93.25%)	00:02:19	3.04	996 (0.66%)	00:01:08	42.99%
	23. Charlotte NC	300 (0.58%)	291 (0.58%)	332 (0.56%)	1.11 (95.96%)	00:01:42	2.46	818 (0.54%)	00:01:10	57.83%
	24. Detroit MI	271 (0.52%)	264 (0.52%)	289 (0.49%)	1.07 (92.47%)	00:01:17	2.14	619 (0.41%)	00:01:07	59.86%
	25. Philadelphia PA	260 (0.50%)	253 (0.50%)	287 (0.48%)	1.10 (95.72%)	00:01:02	2.33	668 (0.44%)	00:00:46	62.37%
	26. Savannah GA	256 (0.50%)	249 (0.49%)	310 (0.52%)	1.21 (105.01%)	00:02:16	3.15	976 (0.64%)	00:01:03	50.00%
	27. Los Angeles CA	246 (0.48%)	233 (0.46%)	318 (0.53%)	1.29 (112.09%)	00:03:26	3.37	1,073 (0.71%)	00:01:27	49.69%
	28. San Francisco-Oakland-San Jose CA	244 (0.47%)	238 (0.47%)	263 (0.44%)	1.08 (93.47%)	00:01:40	2.45	644 (0.42%)	00:01:09	69.96%
	29. Macon GA	242 (0.47%)	233 (0.46%)	266 (0.45%)	1.10 (95.31%)	00:01:21	2.60	692 (0.46%)	00:00:51	53.01%
	30. San Antonio TX	193 (0.37%)	184 (0.36%)	212 (0.36%)	1.10 (95.25%)	00:01:32	2.30	488 (0.32%)	00:01:10	65.57%
	31. Indianapolis IN	191 (0.37%)	181 (0.36%)	204 (0.34%)	1.07 (92.62%)	00:01:09	2.11	430 (0.28%)	00:01:02	63.73%
	32. Denver CO	190 (0.37%)	184 (0.36%)	206 (0.35%)	1.08 (94.02%)	00:02:02	2.67	549 (0.36%)	00:01:14	60.19%
	33. Raleigh-Durham (Fayetteville) NC	182 (0.35%)	175 (0.35%)	193 (0.32%)	1.06 (91.96%)	00:01:35	2.16	417 (0.27%)	00:01:22	60.10%
	34. New Orleans LA	179 (0.35%)	174 (0.34%)	192 (0.32%)	1.07 (93.01%)	00:01:26	2.15	412 (0.27%)	00:01:15	59.38%
	35. Greenville-Spartanburg SC-Asheville NC-Anderson SC	175 (0.34%)	171 (0.34%)	203 (0.34%)	1.16 (100.59%)	00:02:27	3.10	629 (0.41%)	00:01:10	53.69%
	36. Minneapolis-St. Paul MN	139 (0.27%)	136 (0.27%)	151 (0.25%)	1.09 (94.20%)	00:01:53	3.21	485 (0.32%)	00:00:51	47.68%
	37. Cleveland-Akron (Canton) OH	132 (0.26%)	130 (0.26%)	140 (0.23%)	1.06 (91.97%)	00:02:11	3.19	447 (0.29%)	00:01:00	57.14%

	38. St. Louis MO	130 (0.25%)	128 (0.25%)	141 (0.24%)	1.08 (94.05%)	00:01:36	2.23	314 (0.21%)	00:01:18	56.03%
	39. Austin TX	117 (0.23%)	114 (0.23%)	122 (0.20%)	1.04 (90.42%)	00:01:27	2.34	285 (0.19%)	00:01:05	63.11%
	40. Seattle-Tacoma WA	117 (0.23%)	116 (0.23%)	131 (0.22%)	1.12 (97.09%)	00:00:46	2.11	277 (0.18%)	00:00:41	64.12%
	41. Little Rock-Pine Bluff AR	115 (0.22%)	106 (0.21%)	130 (0.22%)	1.13 (98.02%)	00:01:23	1.88	245 (0.16%)	00:01:33	74.62%
	42. Cincinnati OH	106 (0.21%)	103 (0.20%)	112 (0.19%)	1.06 (91.62%)	00:02:17	2.82	316 (0.21%)	00:01:15	48.21%
	43. Louisville KY	101 (0.20%)	96 (0.19%)	108 (0.18%)	1.07 (92.72%)	00:01:13	2.12	229 (0.15%)	00:01:05	70.37%
	44. Hartford & New Haven CT	100 (0.19%)	100 (0.20%)	104 (0.17%)	1.04 (90.18%)	00:00:49	2.38	248 (0.16%)	00:00:35	61.54%
	45. Columbus OH	100 (0.19%)	99 (0.20%)	107 (0.18%)	1.07 (92.78%)	00:01:04	2.54	272 (0.18%)	00:00:41	57.01%
	46. Knoxville TN	97 (0.19%)	95 (0.19%)	101 (0.17%)	1.04 (90.29%)	00:01:05	2.08	210 (0.14%)	00:01:00	60.40%
	47. Baltimore MD	91 (0.18%)	86 (0.17%)	95 (0.16%)	1.04 (90.53%)	00:00:46	2.08	198 (0.13%)	00:00:42	60.00%
	48. Portland OR	88 (0.17%)	88 (0.17%)	96 (0.16%)	1.09 (94.60%)	00:00:52	1.97	189 (0.12%)	00:00:54	69.79%
	49. Lexington KY	87 (0.17%)	87 (0.17%)	97 (0.16%)	1.11 (96.68%)	00:01:32	2.13	207 (0.14%)	00:01:21	59.79%
	50. Dothan AL	87 (0.17%)	84 (0.17%)	91 (0.15%)	1.05 (90.70%)	00:01:29	2.75	250 (0.16%)	00:00:51	52.75%

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

as of 12/1/2016

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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	✓