

MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **May 25, 2017**. The meeting will be held at **the Island Hotel and Restaurant, 373 2nd Street, Cedar Key, FL**, beginning at **10:15 a.m.**

(Location Map on Back)



Map of:

373 2nd St

Cedar Key, FL 32625-5116

Notes



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The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Visit Natural
NORTH FLORIDA

Island Hotel and Restaurant
373 2nd Street, Cedar Key, FL
Levy County

May 25, 2017
10:15 a.m.

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Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., June 15, 2017 at a location to be determined in Columbia County.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Monticello-Jefferson County Chamber of Commerce
Monticello, FL
Jefferson County

April 20, 2017
10:00 a.m.

MEMBERS PRESENT

Pat Watson, Gilchrist County
Jennifer Hand, Hamilton County
Susan Ramsey, Hamilton County
Katrina Richardson, Jefferson County
Nancy Wideman, Jefferson County
Susie Page, Lafayette County, Vice-Chair
Alvin Jackson, Suwannee County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer
Diane Bardhi, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Gerald Lewis, Hamilton County
Tourist Development Council
Lois Nevins, By All Means Travel

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Ron Gromoll, Alachua County
Julie Waldman, Alachua County
Daniel Riddick, Bradford County
Will Sexton, Bradford County
Rod Butler, Columbia County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Martin Pierce, Dixie County
Carol McQueen, Levy County
Trent Abbott, Madison County
Phyllis Williams, Madison County
Teena Peavey, 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 10:04 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

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

III. APPROVAL OF THE MARCH 16, 2017 MINUTES

Chair Taylor asked for approval of the March 16, 2017 meeting minutes.

ACTION: Ms. Wideman moved and Sandy Beach seconded to approve the March 16, 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, February 28, 2017

Mr. Mecusker presented the February 28, 2017 monthly financial report.

Mr. Dopp stated that Task Force check number 1131 was used to reimburse Scott Koons for a payment he made to the Chicago RV and Camping Show for the rental of two tables and four chairs at the show.

ACTION: Ms. Beach moved and Ms. Wideman seconded to accept the February 28, 2017 monthly financial report. The motion passed unanimously.

2. Marketing Committee Report

Mr. Dopp stated that the Marketing Committee is in the process of scheduling a meeting. He further stated that the Committee will review and rank proposals for the 2017 Marketing Project.

Katrina Richardson stated that she would like to serve on the Marketing Committee.

ACTION: Ms. Wideman moved and Ms. Page seconded to appoint Ms. Richardson to the Marketing Committee. 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 has been reimbursed for its fourth quarter reimbursement submittal by the Florida Department of Economic Opportunity.

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 received an executed contract signed by both parties for the Fiscal Year 2016-17 Florida Department of Economic Opportunity Regional Rural Development Grant.

2. Draft Scope of Work

a. Website Enhancements and Digital Advertising Campaign

Mr. Dopp stated that Sparxoo will not be submitting a proposal for the 2017 Marketing Project. He further stated that he had received several inquiries from companies who anticipate submitting proposals.

b. Springs and Bicycle Microsites

No discussion occurred regarding this agenda item.

c. Blogs

Mr. Dopp stated that the Task Force has an executed contract with Two Tree, Inc. (Tommy Thompson) for blogging services.

d. Photography

Mr. Dopp stated that the Task Force has an executed contract with Two Tree, Inc. (Tommy Thompson) for photographic services.

e. Domestic Travel Shows

Mr. Dopp stated that the Task Force has registered for Bike New York Expo, the Midwest Mountaineering Spring Expo and the Hershey Recreational Vehicle Show. He further noted that last year the Task Force also attended the Midwest Mountaineering Winter Expo as well as the Tampa Boat Show. However, available grant funds are insufficient to pay for both the Midwest Mountaineering Winter Expo and the Tampa Boat Show.

The Task Force agreed by consensus to attend the Midwest Mountaineering Winter Expo and not to register for the Tampa Boat Show.

Mr. Dopp requested the Task Force assign representatives to staff the Hershey Recreational Vehicle Show.

The Task Force agreed by consensus for Pat Watson and Donna Creamer to staff the Hershey Recreational Vehicle Show.

f. Print and Digital Advertising Campaigns

Mr. Dopp stated that he was contacted by National Geographic Traveller, United Kingdom regarding a co-op advertising opportunity for their June 2017 edition. He noted that Columbia County, Gilchrist County and Levy County agreed to participate. He further stated that a copy of the advertisement is included in the meeting packet.

Mr. Dopp stated that the Task Force in the future may wish to allocate a portion of the Regional Rural Development Grant for such opportunities as they may occur, particularly for print advertisements in countries where the Task Force exhibits at travel shows.

g. eNewsletters

Mr. Dopp stated that the Spring enewsletter was distributed March 16, 2017 and is included in the Task Force meeting packet.

h. Brochure Printing and Distribution

Mr. Dopp stated that he had a quote of \$215 from ES Design Studio for updating the Task Force brochure and would be in touch with ES Design studio to begin the update process.

i. Scholarships

i. Southeast Tourism Society Marketing College, May 14 - 17, 2017,
Additional Scholarship Request

Mr. Dopp stated that he had received an additional scholarship request for Cassandra Key of the Levy County Visitors Bureau. He stated that Pat Watson is unable to attend and that the Task Force could assign Ms. Watson's scholarship to Ms. Key.

The Task Force agreed by consensus to assign Ms. Watson's scholarship to Ms. Key.

Mr. Dopp requested that individuals contact him if they desire to be alternates to attend Marketing College.

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

Mr. Dopp requested the Task Force award a scholarship to him to attend the Florida Governor's Conference.

ACTION: Susan Ramsey moved and Mr. Mecusker seconded to award a scholarship to Mr. Dopp to attend the 2017 Florida Governor's Conference on Tourism. The motion passed unanimously.

The Task Force members agreed by consensus to authorize Mr. Dopp to apply for a Flagler Award for the Task Force bicycle guide project.

j. Professional Organization Memberships

No discussion occurred regarding this agenda item.

D. Fiscal Year 2017-18 Regional Rural Development Grant

1. Draft Scope of Work

Task Force members agreed by consensus to reduce funding from \$15,000 to \$13,000 for the Ultimate Paddling Guide Microsite, to delete \$5,100 for the VisaVues subscription, to reduce funding from \$4,100 to \$2,750 for the revision and printing of the Ultimate Bicycle Guide, to reduce funding from \$5,000 to \$3,450 for the revision and printing of the Ultimate Springs Guide and to allocate \$10,000 for Co-operative Print Advertising Opportunities.

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. Internationale Tourismus Börse-Berlin

Ms. Creamer reported on Internationale Tourismus Börse-Berlin.

ii. Philadelphia Travel and Adventure Show

Chair Taylor reported on the Philadelphia Travel and Adventure Show.

iii. Dallas Travel and Adventure Show

Ms. Creamer reported on the Dallas Travel and Adventure Show.

b. Promotional Items

Task Force members agreed by consensus to ask their paddling guides and outfitters to allow the Task Force to create and distribute a limited number of 20 percent discount cards for their services during the travel show season next year.

The Task Force agreed by consensus to purchase whistles, t-shirts and business cards instead of eyeglass straps for the travel show season next year. The Task Force also agreed to acquire cloth banners and posters to supplement its popup displays the travel show season next year.

F. VISIT FLORIDA Monthly Report

Mr. Dopp distributed the VISIT FLORIDA monthly report prepared by Brenna Dacks.

G. Staff Items

1. Facebook Analytics

Mr. Dopp reported on Facebook analytics for the month of March 2017.

2. Website Analytics

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

3. Status of VISIT FLORIDA Funding

Task Force members discussed the status of VISIT FLORIDA funding.

4. Status of Senate Bill 936 and House Bill 1415

Mr. Dopp discussed the status of Senate Bill 936 and its companion House Bill 1415.

5. Selection of Travel Shows for 2017-18 Travel Show Season

The Task Force agreed by consensus to replace the Atlanta Boat Show with one of the travel shows currently funded through the Florida Department of Economic Opportunity Regional Rural Development Grant. The Task Force further agreed by consensus that if the number of travel shows must be reduced in the VISIT FLORIDA Rural Area of Opportunity Partnership program next year, that the Dallas and Washington D.C. Travel and Adventure Shows could be eliminated.

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

The Task Force agreed by consensus to change the May meeting date to May 25, 2017.

V. LEADERSHIP FORUM

The Honorable Betsy Barfield, Jefferson County Commissioner, discussed tourism activities in Jefferson County.

VI. 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., May 25, 2017 at a location to be determined in Levy County.

The meeting adjourned at 1:00 p.m.

Dawn Taylor, Chair

5/25/17
Date

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

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Visit Natural
NORTH FLORIDA

The Original Florida Tourism Task Force

Balance Sheet

As of March 31, 2017

	<u>Mar 31, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	10,235.05
Total Checking/Savings	<u>10,235.05</u>
Accounts Receivable	
Accounts Receivable	58,493.82
Total Accounts Receivable	<u>58,493.82</u>
Other Current Assets	
Prepaid Expense	2,282.00
Prepaid Registration Fees	3,395.00
Total Other Current Assets	<u>5,677.00</u>
Total Current Assets	<u>74,405.87</u>
TOTAL ASSETS	<u>74,405.87</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	13,102.54
Total Accounts Payable	<u>13,102.54</u>
Other Current Liabilities	
Contract Advance	35,000.00
Due to NCFRPC	20,000.00
Total Other Current Liabilities	<u>55,000.00</u>
Total Current Liabilities	<u>68,102.54</u>
Total Liabilities	68,102.54
Equity	
Unrestricted Earnings	63,868.94
Net Income	-57,565.61
Total Equity	<u>6,303.33</u>
TOTAL LIABILITIES & EQUITY	<u>74,405.87</u>

9:53 AM

04/10/17

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 03/31/2017

	<u>Mar 31, 17</u>
Beginning Balance	68,314.77 ✓
Cleared Transactions	
Checks and Payments - 16 items	-18,620.91 ✓
Total Cleared Transactions	<u>-18,620.91</u>
Cleared Balance	<u>49,693.86</u> ✓
Uncleared Transactions	
Checks and Payments - 12 items	-39,458.81
Total Uncleared Transactions	<u>-39,458.81</u>
Register Balance as of 03/31/2017	<u>10,235.05</u>
Ending Balance	<u>10,235.05</u>

[Handwritten Signature]
4-10-17

9:53 AM

04/10/17

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 03/31/2017

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						68,314.77
Cleared Transactions						
Checks and Payments - 16 items						
Bill Pmt -Check	03/02/2017	1136	Donna Creamer	X	-4,780.18	-4,780.18
Bill Pmt -Check	03/02/2017	1143	Two Tree, Inc.	X	-3,524.40	-8,304.58
Bill Pmt -Check	03/02/2017	1140	LoogR	X	-2,226.69	-10,531.27
Bill Pmt -Check	03/02/2017	1133	Alvin Jackson	X	-1,823.97	-12,355.24
Bill Pmt -Check	03/02/2017	1139	Katrina Richardson	X	-1,761.23	-14,116.47
Bill Pmt -Check	03/02/2017	1142	Russ McCallister	X	-1,348.23	-15,464.70
Bill Pmt -Check	03/02/2017	1135	Columbia County T...	X	-742.98	-16,207.68
Bill Pmt -Check	03/02/2017	1138	Gilchrist County BO...	X	-699.46	-16,907.14
Bill Pmt -Check	03/02/2017	1141	Midwest Mountaine...	X	-450.00	-17,357.14
Bill Pmt -Check	03/02/2017	1144	United Parcel Service	X	-266.11	-17,623.25
Bill Pmt -Check	03/02/2017	1134	Cody A. Gray	X	-180.32	-17,803.57
Bill Pmt -Check	03/02/2017	1137	Florida Department ...	X	-61.25	-17,864.82
Bill Pmt -Check	03/02/2017	1145	VisitFlorida	X	-55.00	-17,919.82
Bill Pmt -Check	03/16/2017	1146	Helinger Advertising...	X	-450.00	-18,369.82
Bill Pmt -Check	03/16/2017	1149	United Parcel Service	X	-230.11	-18,599.93
Check	03/24/2017		Capital City Bank	X	-20.98	-18,620.91
Total Checks and Payments					-18,620.91	-18,620.91
Total Cleared Transactions					-18,620.91	-18,620.91
Cleared Balance					-18,620.91	49,693.86
Uncleared Transactions						
Checks and Payments - 12 items						
Bill Pmt -Check	01/05/2017	1108	The Freeman Com...		-109.83	-109.83
Bill Pmt -Check	03/16/2017	1148	Worth International ...		-6,680.00	-6,789.83
Bill Pmt -Check	03/16/2017	1147	Marketing Mud		-538.00	-7,327.83
Bill Pmt -Check	03/30/2017	1155	Southeast Tourism ...		-10,810.00	-18,137.83
Bill Pmt -Check	03/30/2017	1158	VisitFlorida		-5,060.00	-23,197.83
Bill Pmt -Check	03/30/2017	1151	Donna Creamer		-4,592.65	-27,790.48
Bill Pmt -Check	03/30/2017	1153	LoogR		-4,096.37	-31,886.85
Bill Pmt -Check	03/30/2017	1152	Gilchrist County BO...		-3,086.96	-34,973.81
Bill Pmt -Check	03/30/2017	1150	Dawn Taylor		-2,186.56	-37,160.37
Bill Pmt -Check	03/30/2017	1156	Two Tree, Inc.		-1,324.56	-38,484.93
Bill Pmt -Check	03/30/2017	1154	Russ McCallister		-817.54	-39,302.47
Bill Pmt -Check	03/30/2017	1157	United Parcel Service		-156.34	-39,458.81
Total Checks and Payments					-39,458.81	-39,458.81
Total Uncleared Transactions					-39,458.81	-39,458.81
Register Balance as of 03/31/2017					-58,079.72	10,235.05
Ending Balance					-58,079.72	10,235.05



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SK AD

00002604 FCC31545040117113941 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PLACE
GAINESVILLE FL 32653-1603

Date 3/31/17
Primary Account

Page 1
XXXXXXX2204



Make memories of a lifetime when you purchase a new home or refinance your current one while rates are low. Speak to a mortgage banker at 800.245.7194 or visit www.ccbg.com/mortgage/ to apply today. Equal Housing Lender.

CHECKING ACCOUNT

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

XXXXXXX2204	Images	15
68,314.77 ✓	Statement Dates 3/01/17 thru 4/02/17	
.00	Days in this Statement Period	33
18,620.91 ✓	Avg Ledger Balance	56,145.95
.00	Avg Collected Balance	56,145.95
.00		
49,693.86 ✓		

OTHER DEBITS

Date	Description	Amount
3/24	Account Analysis Charge	20.98- ✓

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
3/17	1133	1,823.97 ✓	3/16	1138	699.46 ✓
3/21	1134	180.32 ✓	3/22	1139	1,761.23 ✓
3/17	1135	742.98 ✓	3/06	1140	2,226.69 ✓
3/03	1136	4,780.18 ✓	3/20	1141	450.00 ✓
3/13	1137	61.25 ✓	3/15	1142	1,348.23 ✓

* Denotes missing check numbers

RECEIVED

APR 05 2017

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL





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

Date 3/31/17
Primary Account

Page 2
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

		CHECKS IN NUMBER ORDER				Amount
Date	Check No	Amount	Date	Check No		Amount
3/15	1143	3,524.40	✓ 3/31	1146		450.00 ✓
3/13	1144	266.11	✓ 3/23	1149*		230.11 ✓
3/07	1145	55.00	✓			

* Denotes missing check numbers

DAILY BALANCE INFORMATION

Date	Balance	Date	Balance	Date	Balance
3/01	68,314.77	3/15	56,052.91	3/22	50,394.95
3/03	63,534.59	3/16	55,353.45	3/23	50,164.84
3/06	61,307.90	3/17	52,786.50	3/24	50,143.86
3/07	61,252.90	3/20	52,336.50	3/31	49,693.86
3/13	60,925.54	3/21	52,156.18		

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

00002604-0035297-0002-0005-FCC31545040117113941-03-L



Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
2000 NW 87TH PLACE
GAINESVILLE, FLORIDA 32609-1905
352.339.2204

Capital City Bank

1133

3/2/2017

PAY TO THE ORDER OF Alvin Jackson \$ 1,823.97

One Thousand Eight Hundred Twenty-Three and 97/100 DOLLARS

Alvin Jackson
13302 80th Terr
Live Oak, FL 32060

MEMO S.S.P.K.

⑈001133⑈ ⑆063100688⑆ 0224792204⑈

1133 03/17/2017 \$1,823.97

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
2000 NW 87TH PLACE
GAINESVILLE, FLORIDA 32609-1905
352.339.2204

Capital City Bank

1134

3/2/2017

PAY TO THE ORDER OF Cody A. Gray \$ 180.32

One Hundred Eighty and 32/100 DOLLARS

Cody A. Gray
131 SE Forta Net Olen
Lakeland, FL 32025

MEMO S.S.P.K.

⑈001134⑈ ⑆063100688⑆ 0224792204⑈

1134 03/21/2017 \$180.32

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
2000 NW 87TH PLACE
GAINESVILLE, FLORIDA 32609-1905
352.339.2204

Capital City Bank

1135

3/2/2017

PAY TO THE ORDER OF Columbia County TDC \$ 742.98

Seven Hundred Forty-Two and 98/100 DOLLARS

Columbia County TDC
PO Box 1847
Lake City, FL 32066-1847

MEMO S.S.P.K.

⑈001135⑈ ⑆063100688⑆ 0224792204⑈

1135 03/17/2017 \$742.98

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
2000 NW 87TH PLACE
GAINESVILLE, FLORIDA 32609-1905
352.339.2204

Capital City Bank

1136

3/2/2017

PAY TO THE ORDER OF Donna Creamer \$ 4,780.18

Four Thousand Seven Hundred Eighty and 18/100 DOLLARS

Donna Creamer
4869 NW 50th Ave
Bart, FL 32010

MEMO S.S.P.K.

⑈001136⑈ ⑆063100688⑆ 0224792204⑈

1136 03/03/2017 \$4,780.18

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
2000 NW 87TH PLACE
GAINESVILLE, FLORIDA 32609-1905
352.339.2204

Capital City Bank

1137

3/2/2017

PAY TO THE ORDER OF Florida Department of State \$ 61.25

Sixty-One and 25/100 DOLLARS

Florida Department of State
Division of Corporations
225 South Capitol
Tallahassee, FL 32314

MEMO S.S.P.K.

⑈001137⑈ ⑆063100688⑆ 0224792204⑈

1137 03/13/2017 \$61.25

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
2000 NW 87TH PLACE
GAINESVILLE, FLORIDA 32609-1905
352.339.2204

Capital City Bank

1138

3/2/2017

PAY TO THE ORDER OF Okaloosa County BOCC \$ 699.46

Six Hundred Ninety-Nine and 46/100 DOLLARS

Okaloosa County BOCC
4178 Sibley County
209 SE 1st Street
Trenton, FL 32083

MEMO S.S.P.K.

⑈001138⑈ ⑆063100688⑆ 0224792204⑈

1138 03/16/2017 \$699.46

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
2000 NW 87TH PLACE
GAINESVILLE, FLORIDA 32609-1905
352.339.2204

Capital City Bank

1139

3/2/2017

PAY TO THE ORDER OF Katrina Richardson \$ 1,761.23

One Thousand Seven Hundred Sixty-One and 23/100 DOLLARS

Katrina Richardson
P.O. Box 1284
Monticello, FL 32345

MEMO S.S.P.K.

⑈001139⑈ ⑆063100688⑆ 0224792204⑈

1139 03/22/2017 \$1,761.23

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
2000 NW 87TH PLACE
GAINESVILLE, FLORIDA 32609-1905
352.339.2204

Capital City Bank

1140

3/2/2017

PAY TO THE ORDER OF Roland Loog \$ 2,226.69

Two Thousand Two Hundred Twenty-Six and 69/100 DOLLARS

Roland Loog
1907 NW 10th Avenue
Gainesville, FL 32609-5313

MEMO S.S.P.K.

⑈001140⑈ ⑆063100688⑆ 0224792204⑈

1140 03/06/2017 \$2,226.69

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
2000 NW 87TH PLACE
GAINESVILLE, FLORIDA 32609-1905
352.339.2204

Capital City Bank

1141

3/2/2017

PAY TO THE ORDER OF Midwest Mountaintop \$ 450.00

Four Hundred Fifty and 00/100 DOLLARS

Midwest Mountaintop
328 Cedar Avenue South
Minneapolis, MN 55454

MEMO S.S.P.K.

⑈001141⑈ ⑆063100688⑆ 0224792204⑈

1141 03/20/2017 \$450.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
2000 NW 87TH PLACE
GAINESVILLE, FLORIDA 32609-1905
352.339.2204

Capital City Bank

1142

3/2/2017

PAY TO THE ORDER OF Russ McCallister \$ 1,348.23

One Thousand Three Hundred Forty-Eight and 23/100 DOLLARS

Russ McCallister
P.O. 1348
Old Town, FL 32680

MEMO S.S.P.K.

⑈001142⑈ ⑆063100688⑆ 0224792204⑈

1142 03/15/2017 \$1,348.23

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
2000 NW 87TH PLACE
GAINESVILLE, FLORIDA 32609-1905
352.339.2204

Capital City Bank

1143

3/2/2017

PAY TO THE ORDER OF Two Tree, Inc. \$ 3,524.40

Three Thousand Five Hundred Twenty-Four and 40/100 DOLLARS

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

MEMO S.S.P.K.

⑈001143⑈ ⑆063100688⑆ 0224792204⑈

1143 03/15/2017 \$3,524.40

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
2000 NW 87TH PLACE
GAINESVILLE, FLORIDA 32609-1905
352.339.2204

Capital City Bank

1144

3/2/2017

PAY TO THE ORDER OF United Parcel Service \$ 266.11

Two Hundred Sixty-Six and 11/100 DOLLARS

United Parcel Service
P.O. Box 7247-0244
Philadelphia, PA 19170-0001

MEMO S.S.P.K.

⑈001144⑈ ⑆063100688⑆ 0224792204⑈

1144 03/13/2017 \$266.11



Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAIL FORCE
3000 BLUE SKY PLACE
DAVENPORT, FLORIDA 33426-1000
352.886.7700

Capital City Bank 1145

3/2/2017

PAY TO THE ORDER OF Vail Florida \$ 55.00

Fifty Five and 00/100

Vail Florida
Accounting Department
2540 W. Executive Center Circle, Suite 200
Tallahassee, FL 32302-1100

SSPK

⑆001145⑆ ⑈061100588⑈ 0224792204⑆

1145 03/07/2017 \$55.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAIL FORCE
3000 BLUE SKY PLACE
DAVENPORT, FLORIDA 33426-1000
352.886.7700

Capital City Bank 1146

3/16/2017

PAY TO THE ORDER OF Helinger Advertising, Inc. \$ 450.00

Four Hundred Fifty and 00/100

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

SSPK

⑆001146⑆ ⑈061100588⑈ 0224792204⑆

1146 03/31/2017 \$450.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAIL FORCE
3000 BLUE SKY PLACE
DAVENPORT, FLORIDA 33426-1000
352.886.7700

Capital City Bank 1149

3/16/2017

PAY TO THE ORDER OF United Parcel Service \$ 230.11

Two Hundred Thirty and 11/100

United Parcel Service
P.O. Box 7247-0241
Philadelphia, PA 19170-0001

SSPK

⑆001149⑆ ⑈061100588⑈ 0224792204⑆

1149 03/23/2017 \$230.11

00002604-0035298-0004-0005-FCC31545040117113941-03-L



The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of March 31, 2017

(These financial statements are unaudited)

	Budget	March 2017	Year to Date	Over/(Under) Budget
Income				
Co-op Regional Marketing Program Fee	49,000.00	0.00	53,000.00	4,000.00
DEO Rural Development Grant 15/16	51,225.00	0.00	0.00	(51,225.00)
DEO Rural Development Grant 16/17	150,000.00	0.00	0.00	(150,000.00)
VisitFlorida Rural Area Opportunity Grant 16/17	132,265.00	0.00	0.00	(132,265.00)
VisitFlorida Rural Area Opportunity 16/17 In Kind	26,310.00	0.00	0.00	(26,310.00)
Transfer from Reserves	3,500.00	0.00	0.00	(3,500.00)
Gross Revenue	412,300.00	0.00	53,000.00	(359,300.00)
Expenses				
Marketing				
Planning				
Planning	5,100.00	5,060.00	5,060.00	(40.00)
Total Planning	5,100.00	5,060.00	5,060.00	(40.00)
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	0.00	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	0.00	35,140.40	(4,084.60)
Trade Shows				
London Telegraph Outdoor Show	20,750.00	0.00	11,287.72	(9,462.28)
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	0.00	4,624.37	(925.63)
Chicago RV & Camping Show	8,150.00	0.00	8,455.67	305.67
ITB Berlin Trade Show	14,200.00	8,236.93	8,236.93	(5,963.07)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of March 31, 2017

(These financial statements are unaudited)

	Budget	March 2017	Year to Date	Over/(Under) Budget
Dallas Travel Expo	7,300.00	0.00	0.00	(7,300.00)
Madison, WI Canoeopia	6,550.00	4,580.94	4,851.29	(1,698.71)
NY Times Travel Show	8,950.00	0.00	3,786.49	(5,163.51)
Philadelphia Travel Show	8,350.00	3,467.93	3,467.93	(4,882.07)
Atlanta RV & Camping Show	4,600.00	0.00	3,238.47	(1,361.53)
Washington DC Travel Expo	7,950.00	0.00	5,827.18	(2,122.82)
Chicago Travel & Adventure Show	7,850.00	0.00	5,822.72	(2,027.28)
Out State Show #1 - Minn Winter	12,750.00	0.00	4,162.56	(8,587.44)
Out State Show #2 - Hershey	13,250.00	0.00	704.00	(12,546.00)
Out State Show #3 - Bike NY	6,500.00	0.00	0.00	(6,500.00)
Out State Show #4 - Minn Spring	0.00	0.00	450.00	450.00
Flash Drives	1,500.00	0.00	2,463.00	963.00
Travel Show Contest	1,500.00	0.00	0.00	(1,500.00)
Logo Patches	1,000.00	538.00	538.00	(462.00)
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 Outdoor Adventure Show	9,315.00	2,504.21	10,370.79	1,055.79
Total Trade Shows	179,000.00	19,328.01	88,525.18	(90,474.82)
Advertising				
Web Digital Advertising Campaign	20,600.00	0.00	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	6,680.00	6,680.00	(20.00)
Florida State Park Mobile Ad	3,500.00	0.00	0.00	(3,500.00)
Quarterly eNewsletter	5,000.00	0.00	0.00	(5,000.00)
Springs Brochure Distribution	9,375.00	450.00	3,200.00	(6,175.00)
Total Advertising	46,175.00	7,130.00	17,930.00	(28,245.00)
Total Marketing	299,000.00	31,518.01	146,655.58	(152,344.42)
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	3,300.00	9,900.00	(4,400.00)
NCFRPC-Admin Program Fees 16/17	44,000.00	0.00	0.00	(44,000.00)
	88,400.00	3,300.00	9,900.00	(78,500.00)

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

As of March 31, 2017

(These financial statements are unaudited)

	Budget	March 2017	Year to Date	Over/(Under) Budget
Memberships				
Florida Outdoor Writers Association	300.00	0.00	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>0.00</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	10,810.00	10,810.00	310.00
Total Professional Enhancement	<u>15,500.00</u>	<u>10,810.00</u>	<u>10,810.00</u>	<u>(4,690.00)</u>
Bank Charges	200.00	20.98	125.05	(74.95)
Legal				
Advertising	300.00	0.00	0.00	(300.00)
Expenses	300.00	0.00	61.25	(238.75)
Total Legal	<u>600.00</u>	<u>0.00</u>	<u>61.25</u>	<u>(538.75)</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	855.00	1,073.45	(926.55)
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>14,985.98</u>	<u>22,173.74</u>	<u>(91,126.26)</u>
Total Expenses	<u>412,300.00</u>	<u>46,503.99</u>	<u>168,829.32</u>	<u>(243,470.68)</u>
Net Income	<u>0.00</u>	<u>(46,503.99)</u>	<u>(115,829.32)</u>	<u>(115,829.32)</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>Cooperative Regional Marketing Program Fees:</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>Additional Revenue:</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
<i>Reserve Funds</i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$81,000
TOTAL RESERVE FUNDS	\$81,000

(1) See Marketing Budget Detail

(2) See Current Memberships Detail

**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

Marketing Committee, Original Florida Tourism Task Force
 2017 Marketing Project Ranking Sheet
 Committee Rankings
 May 10, 2017

Proposals	Carol Mcqueen	Katrina Richardson	Dawn Taylor	Paula Vann	Total	Rank
JUMPEM	1	1	5	1	8	1
HCP	5.5	2	3	2	12.5	2
Advance360	2	4	2	6	14	3
Clique	3	3	6	3	15	4
Forward	10.5	5	1	5	21.5	5
Sive Canons	5.5	6	4	11	26.5	6
ILIAS	4	11	8	4	27	7
Cool Nerds	7.5	9	7	7	30.5	8
SWB&R	7.5	7	9	8	31.5	9
Markstein	9	10	11	10	40	10
EyeReturn	10.5	8	10	12	40.5	11
Webstreak	12	12	12	9	45	12

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Visit Natural
NORTH FLORIDA

Visit Natural NORTH FLORIDA

May 25, 2017

Mr. Robert Gitzen, Development Representative III
Florida Department of Economic Opportunity
Division of Community Development
107 East Madison Street, MSC 160
Tallahassee, Florida 32399-4120

RE: Fiscal Year 2016-17
Regional Rural Development Grant
1st Quarter Deliverables Report

Dear Mr. Gitzen:

At its May 25, 2017 meeting, The Original Florida Tourism Task Force reviewed and approved the first quarter report and reimbursement request for its Fiscal Year 2016-17 Regional Rural Development Grant.

Please find enclosed the first quarter Deliverables Report and an invoice in the amount of \$21,165.00 for the period January 15, 2017 through April 14, 2017 relative to the contract between **The Original Florida Tourism Task Force** and the Florida Department of Economic Opportunity. Also enclosed are a completed Minority and Service-Disabled Veteran Business Enterprise Report and a Compliance Certification form.

Thank you for your continuing support of the Original Florida Tourism Task Force and their mission of providing economic development opportunities through rural tourism development.

If you have any questions concerning this matter, please contact Steven Dopp, Senior Planner, at 352.955.2200, ext. 109.

Sincerely,

Dawn Taylor
Chair

Enclosures

The Original Florida Tourism Task Force
2009 NW 67th Place
Gainesville, FL 32653-1603
352.955.2200 · 877.955.2199

The Original Florida Tourism Task Force
FEID # 59-3534835

INVOICE

Agreement #: D0104

Invoice No.: 1
Date: May 25, 2017

TO:

Florida Dept. of Economic Opportunity
Division of Community Development
Attn: Robert Gitzen
107 E. Madison Street,
Caldwell Bldg. MSC 160
Tallahassee, Florida 32399-1160

FOR:

The Original Florida Tourism Task Force
2009 NW 67th Place
Gainesville, FL 32653-1603
352-955-2200

DESCRIPTION		AMOUNT
Dates of Service: January 15, 2017 to April 14, 2017		
Deliverable 1, Marketing Services		
1-Year Subscription to VisaVue, Domestic and Foreign Editions		
10 Website Blogs		
18,750 Brochures Distributed		
1 Electronic Newsletter		
1 Print Advertisement		
Expenditures		
Staff time		\$ 6,625.00
Contractual Services		9,480.00
Memberships		0.00
Travel		0.00
Subscriptions		5,060.00
Registrations		0.00
Shipping		0.00
Scholarships		
TOTAL		\$ 21,165.00

Make all checks payable to The Original Florida Tourism Task Force FEID # 59-3534835

I certify, by evidence of my signature below, the above information is true and correct; the goods and services have been satisfactorily delivered and payment is now due. I understand that DEO and other state personal have authority to require additional documentation and/or conduct audits or inspections of grant records.

Dawn Taylor
Chair

Florida Department of Economic Opportunity
Fiscal Year 2016-17
Regional Rural Development Grant
Fourth Quarter Report
January 15, 2017 through April 14, 2017

Submitted May 25, 2017 by

The Original Florida Tourism Task Force
2009 NW 67th Place
Gainesville, Florida 32653-1603
352.955.2200

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**NARRATIVE
REGIONAL RURAL DEVELOPMENT GRANT
FISCAL YEAR 2016-17
FIRST QUARTER REPORT
January 15, 2017 through April 14, 2017**

COMPLIANCE CERTIFICATION FORM, QUARTERLY MINORITY VENDOR AND SERVICE-DISABLED VETERAN BUSINESS REPORT

Please find attached the Compliance Certification from and Minority Vendor and disabled veterans business report in Part B.

WEBSITE UPDATES AND ENHANCEMENTS

HOME PAGE ENHANCEMENTS

The Task Force published a Request For Proposals in the Florida Administrative Record on March 22, 2017 for enhancements to its home page and for a digital advertising campaign. A copy of the Request for Proposals and the Florida Administrative Record advertisement are included in Part C.

UPDATE SPRINGS MICROSITE UPDATE AND BICYCLE MICROSITE

No activity occurred under this item during the first quarter.

WEBSITE BLOGS

During the first quarter, the Task Force entered into a contract with Two Tree, Inc., for the posting of 60 blogs during the course of the contract year. Additionally, the Task Force expended a total of \$850.00 for ten website blogs during the first quarter. A copy of the contract, a listing of blogs with hyperlinks to each blog posting, vendor invoice and cancelled check are included in Part D.

PHOTOGRAPHS

During the first quarter, the Task Force entered into a contract with Two Tree, Inc., for photographs of all Task Force member counties. Additionally, the Task Force expended \$1,000.00 for an advance payment to Two Tree, Inc, as per the terms of the contract. A copy of the contract, vendor invoice and cancelled check are included in Part E.

MARKETING AND PROMOTION

DIGITAL ADVERTISING CAMPAIGN

The Task Force published a Request For Proposals in Florida Administrative Record on March 22, 2017 for its digital advertising campaign as well as enhancements to its home page. A copy of the Request for Proposals and the Florida Administrative Record advertisement are included in Part C.

DOMESTIC TRAVEL SHOWS

The Task Force registered to exhibit at the New York Bike Expo, the Midwest Mountaineering Spring Expo and the Hershey Recreational Vehicle show. It is anticipated that the Task Force will seek reimbursement of expenses incurred for these shows as part of the second quarter reimbursement request.

VISAVUE SUBSCRIPTION

During the first quarter, The Task Force entered into an agreement with VISIT FLORIDA to purchase a one-year subscription to VisaVue, domestic and international editions, for \$5,060.00. The VisaVue subscription provides quarterly reports on credit card transactions within the region by domestic and foreign tourists. This will allow the Task Force to better determine the geographic locations and the degree of interest of tourists within the region. A copy of the contract and cancelled check are included in Part F.

BROCHURE DISTRIBUTION

The Task Force continues to distribute a minimum of 75,000 brochures during the contract year through its two brochure distribution companies, Helinger Advertising and Florida Suncoast Tourism Promotions. Helinger Advertising continues to distribute a minimum of 25,000 brochures along I-75 in Georgia during the contract year. The Task Force paid Helinger \$450.00 during the first quarter for three months of brochure distribution services. Florida Suncoast Tourism Promotions, Inc. continues to distribute a minimum of 50,000 brochures for the Task Force during the contract year along I-10 from Marianna to I-75, U.S. Highway 19 from Tallahassee to Tampa Bay, I-75 from Lake City to Venice, I-4 from Tampa to Haines City, and at AAA Autoclub South offices statewide. A minimum of 18,750 brochures were distributed during the first quarter. The Task Force paid Florida Suncoast Tourism Promotions, Inc. \$1,500.00 during the first quarter for three months of brochure distribution services. The Task Force spent a total of \$1,950.00 on this item during the first quarter. Copies of the contracts, rack locations, invoices and cancelled checks are included in Part G.

ELECTRONIC NEWSLETTERS

The Task Force created and distributed one electronic newsletter during the first quarter to approximately 3,600 email addresses. The Task Force spent \$1,000.00 on this item during the first quarter. A copy of the newsletter as well as timesheets documenting \$1,000.00 of staff time spent on the newsletter are included in Part H.

PRINT ADVERTISEMENTS

The Task Force entered into an agreement with Worth Advertising for a full-page co-op advertisement in UnDiscovered Florida during the first quarter. The Task Force expended \$6,680.00 for the advertisement during the first quarter. The magazine was published in March and distributed in April. The advertisement can be found on page 13 of the following link: <http://www.nxtbook.com/worth/SUPPLEMENTS/UndiscoveredFlorida2017/index.php>. A copy of the advertisement, contract and cancelled check are included in Part I.

PRINTING IN-HOUSE BROCHURES AND FLYERS

The Task Force printed 400 copies of its RV Campsites Guide, 400 copies of its Guides and Outfitters brochure, and 200 copies of its Ultimate Bike Guide flyer during the first quarter. The brochures and flyers were distributed by the Task Force at various travel shows at which it exhibited during the first quarter. It is anticipated that the Task Force will seek reimbursement of expenses incurred for these items as part of the second quarter reimbursement request.

PROFESSIONAL ENHANCEMENT

PROFESSIONAL ORGANIZATION ANNUAL MEMBERSHIPS

The Task Force did not expend any funds during the first quarter on professional organization annual memberships.

PROFESSIONAL ENHANCEMENT SCHOLARSHIPS

Ten Task Force members were awarded scholarships to attend the Southeast Tourism Society Marketing College May 14-19, 2017 at the University of North Georgia, Dahlonega, Georgia. It is anticipated that the Task Force will seek reimbursement for the scholarships as part of the second quarter reimbursement request.

ADMINISTRATION

The North Central Florida Regional Planning Council provided \$5,625.00 in staff services to the Task Force in the administration of its Regional Rural Development grant. Copies of North Central Florida Regional Planning Council employee time sheets, pay stubs and Certificate of Indirect Costs are included in Part J.

PROOF OF FINANCIAL MATCH

See Part K, Proof of Financial Match.

Visit Natural
NORTH FLORIDA

**COMPLIANCE CERTIFICATION FORM AND
MINORITY VENDOR AND DISABLED VETERANS
BUSINESS REPORT**

Grantee: The Original Florida Tourism Task Force		
Street Address: 2009 NW 67th Place		
City: Gainesville	ST: FL	Zip: 32653-1603
Phone: 352.955.2200	Email: taylorchamber@fairpoint.net	

COMPLIANCE CERTIFICATION FORM

TO:
 Department of Economic Opportunity
 Bureau of Economic Development
 The Caldwell Bldg.
 107 East Madison Street, MSC 160
 Tallahassee, FL 32399

DESCRIPTION: Deliverables Including Minimum Performance Standards	Invoice Period: (dates)
Invoice #1 (attached)	January 15 to April 14, 2017
1 Electronic Newsletter	
Brochure Distribution of a Minimum of 18,750 Brochures	
10 Website Blogs	
1 VisaVue Domestic and International Subscription	
1 Print Advertisement	
INVOICE AMOUNT	\$21,165.00

Recipient Certification:

I certify, by evidence of my signature below, the above information is true and correct; the goods and services have been satisfactorily delivered and payment is now due. I understand that DEO and other state personnel have authority to require additional documentation and/or conduct audits or inspections of grant records.

Name Printed: Dawn Taylor Title: Chair
 Signature: _____ Date: 5/25/2017

DEO Agreement Manager Certification:

I certify, by evidence of my signature below, the above information is true and correct to the best of my knowledge; the goods and services have been satisfactorily received and payment is now due.

DEO Agreement Manager Signature: _____
 Title: _____ Date: _____

**DEPARTMENT OF ECONOMIC OPPORTUNITY
MINORITY SERVICE-DISABLED VETERAN BUSINESS ENTERPRISE REPORT**

Company Name: The Original Florida Tourism Task Force **Invoice #:** 1 **Date:** 5/25/2017

Contract Amount: \$150,000

MBE Participation Amount: \$ - **MBE Percentage:** 0%

DV Participation Amount: \$ - **DV Percentage:** 0%

MINORITY BUSINESS ENTERPRISE (MBE)

**Include consultants, sub-contractors, travel agents, etc. who provided services on this project

**Minority Business Enterprise	Description	** MBE Status	State Certified MBE (Yes or No)	MBE Contract \$ Amount	\$ Amount this Invoice	Total Paid	Balance Due	Project Type (Commodities or Contractual Services)
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
TOTALS				\$ -	\$ -	\$ -	\$ -	
							\$ -	

Certified MBE: **H - African American **I** - Hispanic **J** - Asian/Hawaiian **K** - Native American **M** - American Women
Non-Certified MBE: **N** - African American **O** - Hispanic **P** - Asian/Hawaiian **Q** - Native American **R** - American Women

SERVICE-DISABLED VETERAN (DV) BUSINESS ENTERPRISE

**Include consultants, sub-contractors, travel agents, etc. who provided services on this project

**Service-Disabled Veteran Business Enterprise	Description	** DV Status	State Certified DV (Yes or No)	DV Contract \$ Amount	\$ Amount this Invoice	Total Paid	Balance Due	Project Type (Commodities or Contractual Services)
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
TOTALS				\$ -	\$ -	\$ -	\$ -	
							\$ -	

*Certified DV: **W** - Service-Disabled Veteran Business
Non-Certified DV: **Y - Service-Disabled Veteran Business

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 Updates 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 (2) 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. Design and print a minimum of 35,000 pieces of hard-copy literature.

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. **Match Requirement:** As required by section 288.018(1), F.S., Grantee shall secure and submit proof of match of non-state resources equivalent to the amount of the grant award.
- F. Comply with Grantee's competitive procurement requirements when subcontracting for services under this Agreement.
- G. 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.
- H. Submit invoices in accordance with the requirements stated in Section 5 of this Scope of Work.
- I. 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. Grantee shall supply DEO with the meeting agenda showing the request for approval of the quarterly report and payment request, along with the meeting package including the quarterly report and the invoice submitted to DEO.
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 inquiries pursuant to the Agreement; and,
 - D. Review Grantee's invoices for accuracy and thoroughness, and if accepted process invoices on a timely basis.

4. **Deliverables:**

Grantee agrees to provide the following services as specified:

Deliverable No. 1 – Website Updates and Enhancements		
Tasks	Minimum Performance Measures and Required Documentation	Financial Consequences
Website enhancements in accordance with Scope of Work, Section 2.A.1.	Completion of draft website enhancements. Required Documentation: <ul style="list-style-type: none"> • Copy of contract with website developer including a scope of work or deliverable schedule; • Link to draft website • 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.
	Completion of website enhancements. Required Documentation: <ul style="list-style-type: none"> • Invoice from website developer showing work completed in accordance with scope of work; • Link to finalized enhancements 	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.	Completion of one (1) update or addition to springs or bicycle route microsite. Required Documentation: <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.	Post one (1) blog on Grantee's website. Required Documentation: <ul style="list-style-type: none"> • Copy of agreement with blogger; • Link to each blog; • Photographer release forms; • Model release forms; • 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.	Obtain at least one (1) photograph for use on Grantee's website and/or printed media. Required Documentation: <ul style="list-style-type: none"> • Copy of agreement with photographer; • Copy of each photograph obtained; • Invoice from photographer; • Photographer release forms; • Model release forms; and • 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	Attend one (1) domestic travel show.	DEO shall withhold payment

domestic travel shows in accordance with Scope of Work, Section 2.B.1.	Required Documentation: <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. 	until Grantee attends one (1) domestic travel show.
Conduct advertising campaign in accordance with Scope of Work, Section 2.B.2.	Place at least one (1) digital or print advertisement. Required Documentation: <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.	Prepare and distribute one (1) electronic newsletter. Required Documentation: <ul style="list-style-type: none"> • Include DEO Agreement Manager on electronic newsletter distribution list; • Copy of software rental agreement. • Documentation of staff time associated with this deliverable. 	DEO will withhold payment for failure to distribute any electronic newsletters.
Design and print hard copy literature in accordance with Scope of Work, Section 2.B.4.	Print a minimum of 35,000 pieces of literature. Required Documentation: <ul style="list-style-type: none"> • A copy of each hard-copy literature printed; • A copy of the invoice from contractor; and • Proof of payment. 	DEO will withhold payment until 35,000 pieces of literature have been printed.
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

Natural North Florida

Welcomes You!



Visit Natural
NORTH FLORIDA

VISITFLORIDA
PARTNER

- County Roads
- State Highways
- Federal Highways
- Interstate Highways

Away from the hustle and bustle of everyday life, Natural North Florida allows you to move at the speed of nature.

Replenish your spirit by day frolicking in the springs that feed the world-famous Suwannee River, and by night experience the music and cultural venues of Gainesville, the home of the University of Florida.

Natural North Florida is home to natural springs, award-winning state parks and old-fashioned rural towns ready to be explored. Located approximately 150 miles north of Orlando, the region spans from Monticello, home to the historic Old Jail Museum, to Edward Ball Wakulla Springs State Park, the world's deepest and longest freshwater spring, to Micanopy and its National Historic District, to the Gulf of Mexico and the quaint fishing villages of Cedar Key and Steinhatchee.

We invite you to explore a place that brings back memories of a simpler time, when roads weren't nearly as congested, wildflowers grew in abundance on the roadsides and nature was literally all around us. Welcome to Natural North Florida — the state's original tourist destination that still offers a glimpse of Old Florida.

Inside this brochure you'll find visitor services information, a map of the region and a listing of springs, rivers and attractions you'll love to explore.

naturalnorthflorida.com
877.955.2199 • 352.955.2199

@naturalnorthflorida

@naturalnorthFL

Visitor Information

Access the Visit Natural North Florida website (naturalnorthflorida.com), Facebook page (www.facebook.com/naturalnorthflorida), or call 877.955.2199 for more information. Contact any of the offices listed below for more county-specific information.

ALACHUA COUNTY
Covering: Alachua, Archer, Gainesville, Hawthorne, High Springs, La Crosse, Micanopy, Newberry & Waldo
Visit Gainesville
30 E University Avenue
Gainesville, FL 32601
866.778.5002
www.visitgainesville.com
Facebook: Visit Gainesville, FL

BRADFORD COUNTY
Covering: Brooker, Hampton, Lawley, & Starke
North Florida Regional Chamber of Commerce
100 E Call Street, Starke, FL 32091
904.964.5278
www.northfloridachamber.com

COLUMBIA COUNTY
Covering: Lake City & Fort White
971 W Duval Street, Suite 145
Lake City, FL 32055
877.746.4778
www.springsrus.com
Facebook: Visit Columbia County, FL

DIXIE COUNTY
Covering: Cross City, Horseshoe Beach, Jena, Old Town & Suwannee
Dixie County Tourism Development
P.O. Box 2600, Cross City, FL 32628
352.498.1403
www.visitdixie.com
Facebook: Visit Dixie

FLORIDA'S SUWANNEE RIVER VALLEY
Covering: Columbia, Hamilton & Suwannee Counties
P.O. Box 1847, Lake City, FL 32056
386.758.1312
www.suwanneevalley.org

GILCHRIST COUNTY
Covering: Bell, Fanning Springs & Trenton
Gilchrist County Tourist Development Council
209 SE 1st Street, Trenton, FL 32693
352.463.3198
www.visitgilchristcounty.com

HAMILTON COUNTY
Covering: Jasper, Jennings & White Springs
Hamilton County Tourism Development Council
207 NE 1st Street RM 107
Jasper, FL 32052
386.792.6829
www.hamiltoncountyflorida.com/cd_tdc.aspx

JEFFERSON COUNTY
Covering: Monticello, Lamont & Lloyd
Monticello/Jefferson County Chamber of Commerce
420 W Washington Street
Monticello, FL 32344
850.997.5552
www.VisitJeffersonCountyFlorida.com
www.monticellojeffersonfl.com
Facebook: Monticello, FL/Jefferson County

LAFAYETTE COUNTY
Covering: Mayo
Lafayette County Chamber of Commerce
P.O. Box 416
Mayo, FL 32066
386.294.2705
www.lafayettecountychamber.com

LEVY COUNTY
Covering: Bronson, Cedar Key, Chiefland, Fanning Springs, Inglis, Otter Creek, Williston & Yankeetown
Levy County Visitors Bureau
620 N Hathaway Avenue
Bronson, FL 32621
877.387.5673
www.VisitLevy.com
Facebook: Levy County Visitors Bureau

MADISON COUNTY
Covering: Greenville, Lee & Madison
Madison County Chamber of Commerce & Tourism
316 SW Pinckney Street
Madison, FL 32340
850.973.2788
www.madisonfl.org
Facebook: Madison County (FL) Chamber of Commerce & Tourism
Facebook: Visit Madison County, Florida

SUWANNEE COUNTY
Covering: Branford, Live Oak & Wellborn
Suwannee County Tourism Development Council
212 N Ohio Avenue
Live Oak, FL 32604
386.362.3071
www.visitsuwanneecounty.com

TAYLOR COUNTY
Covering: Keaton Beach, Perry & Steinhatchee
Taylor Chamber of Commerce
428 N Jefferson Street
Perry, FL 32347
866.584.5366
www.taylorcountychamber.com
Facebook: Taylor County Tourism

UNION COUNTY
Covering: Lake Butler, Railford & Worthington Springs
North Florida Regional Chamber of Commerce
100 E Call Street
Starke, FL 32091
904.964.5278
www.northfloridachamber.com

WAKULLA COUNTY
Covering: Crawfordville, Panacea, Sopchoppy & St. Marks
Wakulla County Tourist Development Council
P.O. Box 67
Panacea, FL 32346
850.984.3966
www.VisitWakulla.com
Facebook: Visit Wakulla

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North Florida



Natural North Florida awaits you!
877.955.2199 • 352.955.2199
naturalnorthflorida.com

Springs!

Natural North Florida is home to the largest collection of first magnitude springs in the world, which are great places to swim and camp. Here are just a few:

- Edward Ball Wakulla Springs State Park (world’s largest & deepest freshwater spring)
- Fanning Springs State Park
- Gilchrist Blue Springs
- Ginnie Springs
- Hart Springs
- Ichetucknee Springs State Park
- Lafayette Blue Springs
- Madison Blue Spring State Park
- Manatee Springs State Park (winter home to hundreds of Florida manatees)
- Otter Springs
- Poe Springs
- Wes Skiles Peacock Springs State Park

Visit our Ultimate Springs Guide at naturalnorthflorida.com/springs-guide.

The region is well-known to experienced divers from around the world, who come to explore the caverns of a vast underwater world. Popular cave diving-locations include:

- Devil’s Den Springs and Blue Grotto
- Ginnie Springs
- Little River Springs State Park
- Madison Blue Spring State Park
- Wes Skiles Peacock Springs State Park



Rivers!

Great places to tube, fish and paddle. Try your hand at canoeing or kayaking our unspoiled flatwater rivers, including:

- | | |
|-----------------------------|-------------------------------------|
| • Alapaha River | • St. Marks River |
| • Aucilla River | • Suwannee River and Suwannee River |
| • Ichetucknee River | Wilderness Trail |
| • Lower Withlacoochee River | • Waccasassa River |
| • Ochlockonee River | • Wacissa River |
| • Ocklawaha River | • Wakulla River |
| • Santa Fe River | • Withlacoochee River North |
| • Sopchoppy River | |
| • Steinhatchee River | |

Download our Guide to State-Designated Paddling Trails as well as our Suwannee River Wilderness Trail Paddling Guide. For the more adventurous paddler, download our guide Segments 5 and 6 of the Florida Circumnavigational Saltwater Paddling Trail. The guidebooks can be downloaded at naturalnorthflorida.com/trip-guides/.

Fishing and Gulf Coast Fishing Villages!

Eager to cast a line? Try any of our rivers or local lakes and ponds for bass, bream or catfish and, of course, the Gulf Coast for its saltwater bounty. Boat ramps and bait and tackle shops are found in many locations. Guides and charter boats are available at various coastal fishing villages, including Cedar Key, Horseshoe Beach, Keaton Beach, Panacea, Steinhatchee and Suwannee.

Note: A State of Florida fishing license is required. Visit gooutdoorsflorida.com to purchase a license online.



Lakes!

The region is also well-known for its freshwater lakes which provide excellent fishing, including:

- Alligator Lake
- Cherry Lake
- Lake Butler
- Lake Miccosukee
- Lake Rousseau
- Lake Rowell
- Lake Sampson
- Lochloosa Lake
- Orange Lake
- Santa Fe Lake & Upper Santa Fe Lake

Wildlife Viewing!

- **Paynes Prairie Preserve State Park** located adjacent to Gainesville, was named Florida’s best spot to view alligators. (Keep a safe distance, please!) Walk the La Chua Trail starting at the north rim of the prairie for the best gator viewing.
- **St. Marks National Wildlife Refuge** provides wintering habitat for migratory birds. With more than 70,000 acres on the Gulf Coast, the refuge offers miles of trails and many exceptional wildlife viewing locations.
- The 53,000-acre **Lower Suwannee National Wildlife Refuge** was established to protect one of the largest undeveloped river-delta estuarine systems in the United States. Its headquarters is located approximately 16 miles southwest of Chiefland on County Road 347.



- **Edward Ball Wakulla Springs State Park** river boat tour along the Wakulla River is one of the most visited destinations in the area. The guided 60-minute wildlife-viewing event takes visitors on a three-mile loop downstream and back among majestic bald cypress trees, elegant wading birds, manatees and toothy alligators.

Camping and RV Parks!

Natural North Florida contains over 60 campgrounds and RV parks. Whether it’s camping on the Gulf, along a riverbank or at a state park, you are sure to find a starry night. Download our Campgrounds and RV Parks brochure at naturalnorthflorida.com/trip-guides/.

Also, download our Guides and Outfitters brochure at naturalnorthflorida.com/trip-guides/ for listings and locations of all sorts of guides, outfitters and rental locations for fishing, paddling, boating, bicycling and horseback riding.

Antiquing and Unique Shopping!

Shopping for unexpected treasures is part of the fun of visiting our towns, where you’ll find shops filled with enticing bargains in collectibles and antiques, and affordable souvenirs, gifts, folk arts and crafts.



History!

- **San Marcos de Apalache Historic State Park** in Wakulla County is the site of the second landing by Spanish explorer Panfilo de Narvez in 1528. Self-guided tours and a museum interpret Spanish, English, Union and Confederate ruins.
- **Monticello** is well-known for restored and registered historic homes and buildings. Peruse the moss-covered, oak-lined city streets, while taking the Self-Guided Walking and Driving Tour. Do not miss the 1890 Monticello Opera House.
- **Island Hotel & Restaurant**, located in Cedar Key, was constructed of seashell tabby in 1859. It has changed little over the years except for hosting 13 alleged friendly ghosts.
- **Micanopy**, founded in 1821, is the oldest inland town in Florida. Virtually the entire town is designated as a National Historic District.
- **Stephen Foster Folk Culture Center State Park**, ssituated on the banks of the legendary Suwannee River in the Town of White Springs, honors the memory of American composer Stephen Foster, who wrote Old Folks at Home, the song that made the river famous.
- **Olustee Battlefield**, located 16 miles east of Lake City, is the site of an annual reenactment in February of the Civil War Battle of Olustee. Scenes for Civil War movies, including the 1989 movie Glory, have been filmed during the reenactments. Olustee Battlefield has a visitor center with historical information and artifacts.
- **Putnam Lodge**, located in Cross City and built in the 1920s, will remind visitors of an old National Park-style hotel with its pecky cypress interior. The Dixie County Cultural Center is also located in Cross City.



Biking, Hiking and Horse Trails!

Natural North Florida is popular with bicyclists and hikers who have discovered the many lightly traveled roads and miles of wooded public trails, including the Florida National Scenic Trail. Touring companies in the area offer tours, rentals and routing information. Popular bicycle trails include:

- **Four Freedoms Trail**
Madison – 25 miles (40.2 km), paved
- **Nature Coast State Trail**
Chiefland, Cross City, Fanning Springs, Old Town, Trenton – 31 miles (50km), paved
- **Suwannee River Greenway at Branford**
Branford, High Springs, Lake City, Live Oak – 12 miles (19 km), paved
- **Tallahassee-St. Marks Historic Railroad State Trail**
Tallahassee, St. Marks – 20.5 miles (32.9 km), paved

Visit our Ultimate Bicycle Guide at naturalnorthflorida.com/bike-guide. Download our guide. Better yet, join our Ride with GPS bicycle club and download our turn-by-turn GPS-enabled bicycle routes to your cell phone!

Steve Dopp

From: VISIT FLORIDA [meetings@visitflorida.org]
Sent: Wednesday, April 12, 2017 3:33 PM
To: Steve Dopp
Subject: Act Now! Registration is Open for the Florida Governor's Conference on Tourism!



Registration Now Open for the Florida Governor's Conference on Tourism!

Attend Florida's premier educational conference for the tourism industry! The 2017 Florida Governor's Conference on Tourism (GC17) is one of [VISIT FLORIDA's](#) annual signature events that brings more than 1,100 attendees together to learn more about the industry and network with tourism colleagues.

REGISTER NOW



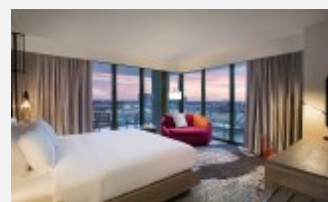
About

Featuring dozens of specialized speakers and positioned around networking opportunities, GC17 is the perfect occasion to continue your professional and personal development.



Sponsorships

Take advantage of a wide variety of cost-effective sponsorship and advertising opportunities to increase your exposure to 1,100+ attendees! From a turndown service to a



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networking event, investing in GC17 produces the perfect introduction to communication with your key audience.

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Florida Department of Economic Opportunity
Fiscal Year 2017-18 Regional Rural Development Grant
(January 15, 2018 - January 15, 2019)
Deliverables and Cost Estimates
April 20, 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
\$13,000.00	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
\$2,750.00	Revise & Print Ultimate Bicycle Guide
\$3,450.00	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)
\$17,000.00	Co-op Print Advertising
\$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
\$4,000.00	Quarterly eNewsletters
\$22,500.00	Administration
\$150,000.00	Total

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10610 Bridge St
White Springs, Florida 32096

HOME	ABOUT US	DAY TRIPS	OVERNIGHT TRIPS	RESERVATIONS	LINKS	FAQ

Call us anytime during business hours 9am to 6pm everyday except Tuesday. (386) 397-1309

SUBMIT

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Table 1
Totals
2016-17 Travel Show Season

Item	Amount
Total Attendance	606,869
Florida State Transportation/Road Maps	6,700
Florida State Parks Guides	135
Unexplored Florida Brochures	4,950
Old RAO Brochures	9,665
Exhilarating Springs Brochures	1,000
Ultimate Bike Guides	460
RV & Campgrounds Brochures	4,700
Guides & Outfitters Brochures	2,423
Suwannee River Wilderness Trail Guidebooks	517
Suwannee River & Saltwater Trail Maps	735
VNNF Placemats	420
County Brochures	3,760
VNNF Business Cards	2,500
Emails Collected	1,165
USB Press Kits	468
Meetings with Media, Trade Professionals	219
Total Collateral Distributed	35,465
Number of Show Days	55
Total Show Hours	456.5
Brochures per 100 Visitors	5.8
Visitors per Day	11,034.0
Brochures Distributed per Day	644.8
Visitors per Hour	1,329.4
Brochures Distributed per Hour	77.7
Total Visitors, less ITB & WTM	386,369
Total Visitors per Show, less ITB & WTM	24,148
Brochures Distributed per Show, less ITB & WTM	2,211.6
Brochures per 100 Visitors, less ITB & WTM	8.9
Visitors per Day, less ITB & WTM	8,220.6
Brochures Distributed per Day, less ITB & WTM	732.6
Visitors per Hour, less ITB & WTM	964.7
Brochures Distributed per Hour, less ITB & WTM	86.0

Table 2

Total Brochure Distribution per 100 Show Visitors, by Show

Rank	Show	Brochures
1	Midwest Winter Expo	26.1
2	Atlanta Camping & RV Show	24.5
3	Canoecopia	19.8
4	Chicago RV & Camping Show	18.0
5	Midwest Spring Expo	12.4
6	Philadelphia Travel & Adventure Show	10.6
7	Chicago Travel & Adventure Show	9.5
8	Toronto Outdoor Adventure Show	8.1
9	Tampa Boat Show	6.8
10	New York Times Travel Show	8.8
11	Atlanta Boat Show	5.7
12	Dallas Travel & Adventure Show	5.7
13	Washington, DC Travel & Adventure Show	5.6
14	Hershey RV Show	5.4
15	Bike Expo New York	4.1
16	London Telegraph Outdoor Adventure & Camping Show	3.8
17	London World Travel Market	0.8
18	ITB-Berlin	0.4

Table 3

Total Visitors per Show, by Show

Rank	Show	Visitors
1	ITB-Berlin	169,000.00
2	Hershey RV Show	57,692.00
3	Bike Expo New York	55,000.00
4	London World Travel Market	51,500.00
5	New York Times Travel Show	30,099.00
6	London Telegraph Outdoor Adventure & Camping Show	29,500.00
7	Toronto Outdoor Adventure Show	27,200.00
8	Chicago RV & Camping Show	26,125.00
9	Chicago Travel & Adventure Show	24,798.00
10	Atlanta Boat Show	23,000.00
11	Washington, DC Travel & Adventure Show	20,587.00
12	Canoecopia	20,500.00
13	Tampa Boat Show	15,000.00
14	Philadelphia Travel & Adventure Show	12,934.00
15	Dallas Travel & Adventure Show	12,934.00
16	Atlanta Camping & RV Show	12,000.00
17	Midwest Spring Expo	11,000.00
18	Midwest Winter Expo	8,000.00
		606,869.00

Table 4

Total Brochure Distribution per Show, by Show

Rank	Show	Brochures
1	Canoecopia	4,065.0
2	Chicago RV & Camping Show	4,710.0
3	Hershey RV Show	3,102.0
4	Atlanta Camping & RV Show	2,935.0
5	Chicago Travel & Adventure Show	2,358.0
6	Bike Expo New York	2,250.0
7	Toronto Outdoor Adventure Show	2,200.0
8	Midwest Winter Expo	2,090.0
9	New York Times Travel Show	2,635.0
10	Philadelphia Travel & Adventure Show	1,370.0
11	Midwest Spring Expo	1,365.0
12	Atlanta Boat Show	1,305.0
13	Washington, DC Travel & Adventure Show	1,160.0
14	London Telegraph Outdoor Adventure & Camping Show	1,135.0
15	Tampa Boat Show	1,017.0
16	Dallas Travel & Adventure Show	733.0
17	ITB-Berlin	615.0
18	London World Travel Market	420.0

Table 5

Total Brochure Distribution per Hour, by Show

Rank	Show	Brochures
1	Canoecopia	193.6
2	Chicago RV & Camping Show	162.4
3	Philadelphia Travel & Adventure Show	124.5
4	Hershey RV Show	121.6
5	Atlanta Camping & RV Show	117.4
6	Chicago Travel & Adventure Show	102.5
7	Bike Expo New York	97.8
8	Washington, DC Travel & Adventure Show	96.7
9	Toronto Outdoor Adventure Show	88.0
10	Midwest Winter Expo	87.1
11	New York Times Travel Show	114.6
12	Dallas Travel & Adventure Show	66.6
13	Midwest Spring Expo	59.3
14	Tampa Boat Show	36.3
15	London Telegraph Outdoor Adventure & Camping Show	39.1
16	Atlanta Boat Show	33.5
17	ITB-Berlin	19.2
18	London World Travel Market	17.5

Table 6

Total Visitors per Hour, by Show

Rank	Show	Visitors
1	ITB-Berlin	5,281.3
2	Bike Expo New York	2,391.3
3	Hershey RV Show	2,262.4
4	London World Travel Market	2,145.8
5	Washington, DC Travel & Adventure Show	1,715.6
6	New York Times Travel Show	1,308.7
7	Philadelphia Travel & Adventure Show	1,175.8
8	Dallas Travel & Adventure Show	1,175.8
9	Toronto Outdoor Adventure Show	1,088.0
10	Chicago Travel & Adventure Show	1,078.2
11	London Telegraph Outdoor Adventure & Camping Show	1,017.2
12	Canoecopia	976.2
13	Chicago RV & Camping Show	900.9
14	Atlanta Boat Show	589.7
15	Tampa Boat Show	535.7
16	Atlanta Camping & RV Show	480.0
17	Midwest Spring Expo	478.3
18	Midwest Winter Expo	333.3

Table 7

Total Visitors per Day, by Show

Rank	Show	Visitors
1	ITB-Berlin	33,800
2	Bike Expo New York	27,500
3	Hershey RV Show	19,231
4	London World Travel Market	17,167
5	New York Times Travel Show	15,050
6	Chicago Travel & Adventure Show	12,399
7	Atlanta Boat Show	11,500
8	Washington, DC Travel & Adventure Show	10,294
9	Toronto Outdoor Adventure Show	9,067
10	London Telegraph Outdoor Adventure & Camping Show	7,375
11	Canoecopia	6,833
12	Chicago RV & Camping Show	6,531
13	Philadelphia Travel & Adventure Show	6,467
14	Dallas Travel & Adventure Show	6,467
15	Tampa Boat Show	5,000
16	Atlanta Camping & RV Show	4,000
17	Midwest Spring Expo	3,667
18	Midwest Winter Expo	2,667

Table 8

Total Brochures Distributed per Day, by Show

Rank	Show	Brochures
1	Canoecopia	1,355.0
2	Chicago Travel & Adventure Show	1,179.0
3	Bike Expo New York	1,125.0
4	Hershey RV Show	1,034.0
5	New York Times Travel Show	1,317.5
6	Atlanta Camping & RV Show	978.3
7	Chicago RV & Camping Show	1,177.5
8	Toronto Outdoor Adventure Show	733.3
9	Midwest Winter Expo	696.7
10	Philadelphia Travel & Adventure Show	685.0
11	Atlanta Boat Show	652.5
12	Washington, DC Travel & Adventure Show	580.0
13	Midwest Spring Expo	455.0
14	Dallas Travel & Adventure Show	366.5
15	Tampa Boat Show	339.0
16	London Telegraph Outdoor Adventure & Camping Show	283.8
17	London World Travel Market	140.0
18	ITB-Berlin	123.0

Table 9

Composite Ranking of Shows, Best to Worst

Rank	Show	Points
1	Hershey RV Show	33.0
2	Bike Expo New York	38.0
3	Canoecopia	41.0
4	Chicago Travel & Adventure Show	45.0
5	Chicago RV & Camping Show	48.0
6	New York Times Travel Show	51.0
7	Toronto Outdoor Adventure Show	57.0
8	Philadelphia Travel & Adventure Show	63.0
9	Atlanta Camping & RV Show	65.0
10	Washington, DC Travel & Adventure Show	70.0
11	ITB-Berlin	73.0
12	Atlanta Boat Show	81.0
13	London World Travel Market	82.0
14	Midwest Winter Expo	82.0
15	London Telegraph Outdoor Adventure & Camping Show	88.0
16	Dallas Travel & Adventure Show	91.0
17	Midwest Spring Expo	93.0
18	Tampa Boat Show	96.0

Table 10

Modified Composite Ranking of Shows, Best to Worst
(Excludes per Hour Measures)

Rank	Show	Points
1	Hershey RV Show	12.0
2	Bike Expo New York	14.0
3	Chicago Travel & Adventure Show	22.0
4	New York Times Travel Show	24.0
5	Canoecopia	25.0
6	Chicago RV & Camping Show	29.0
7	Toronto Outdoor Adventure Show	31.0
8	ITB-Berlin	37.0
9	Atlanta Boat Show	40.0
10	Atlanta Camping & RV Show	42.0
11	London World Travel Market	43.0
12	Washington, DC Travel & Adventure Show	44.0
13	London Telegraph Outdoor Adventure & Camping Show	46.0
14	Philadelphia Travel & Adventure Show	47.0
15	Midwest Winter Expo	53.0
16	Tampa Boat Show	57.0
17	Midwest Spring Expo	58.0
18	Dallas Travel & Adventure Show	59.0

Table 11

Qualitative Ranking Adjustments to Shows, Best to Worst

Rank	Show	Points
1	Canoecopia	25.0
2	Midwest Spring Expo	58.0
3	Chicago RV & Camping Show	29.0
4	Bike Expo New York	14.0
5	Hershey RV Show	12.0
6	Toronto Outdoor Adventure Show	31.0
7	Atlanta Camping & RV Show	42.0
8	New York Times Travel Show	24.0
9	Chicago Travel & Adventure Show	22.0
10	ITB-Berlin	37.0
11	London Telegraph Outdoor Adventure & Camping Show	46.0
12	Washington, DC Travel & Adventure Show	44.0
13	Philadelphia Travel & Adventure Show	47.0
14	Midwest Winter Expo	53.0
15	Dallas Travel & Adventure Show	59.0
16	London World Travel Market	43.0
17	Atlanta Boat Show	40.0
18	Tampa Boat Show	57.0

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

ALACHUA COUNTY

Vacant

Ron Gromoll

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

Julie Waldman

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

BRADFORD COUNTY

William Sexton

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

The Honorable Daniel Riddick

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

COLUMBIA COUNTY

Vacant

Rod Butler

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

Paula R. Vann

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

DIXIE COUNTY

Russ McCallister

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

Martin Pierce

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

GILCHRIST COUNTY

Vacant

Pat Watson

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

HAMILTON COUNTY

Jennifer Hand

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

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

JEFFERSON COUNTY

Katrina Richardson

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

Nancy Wideman

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

LAFAYETTE COUNTY

Susie Page, Vice-Chair

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

LEVY COUNTY

Vacant

Carol McQueen

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

MADISON COUNTY

Phyllis Williams

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

Trent Abbott

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

SUWANNEE COUNTY

Alvin Jackson

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

Teena Peavy
Marketing Director
Spirit of the Suwannee Music Park
3076 95th Drive
Live Oak, Florida 32060
(w) 386.364.1683
teena@musicliveshere.com
www.musicliveshere.com

TAYLOR COUNTY

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

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

UNION COUNTY

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

WAKULLA COUNTY

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

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

STAFF

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

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

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

as of 12/1/2016

VOLUNTEERS, CONSULTANTS AND OTHERS

Donna Creamer

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

Roland Loog

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

Lois Nevins

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

Tommy Thompson

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

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2017
Visit Natural North Florida
Meeting Dates and Counties



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

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

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

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