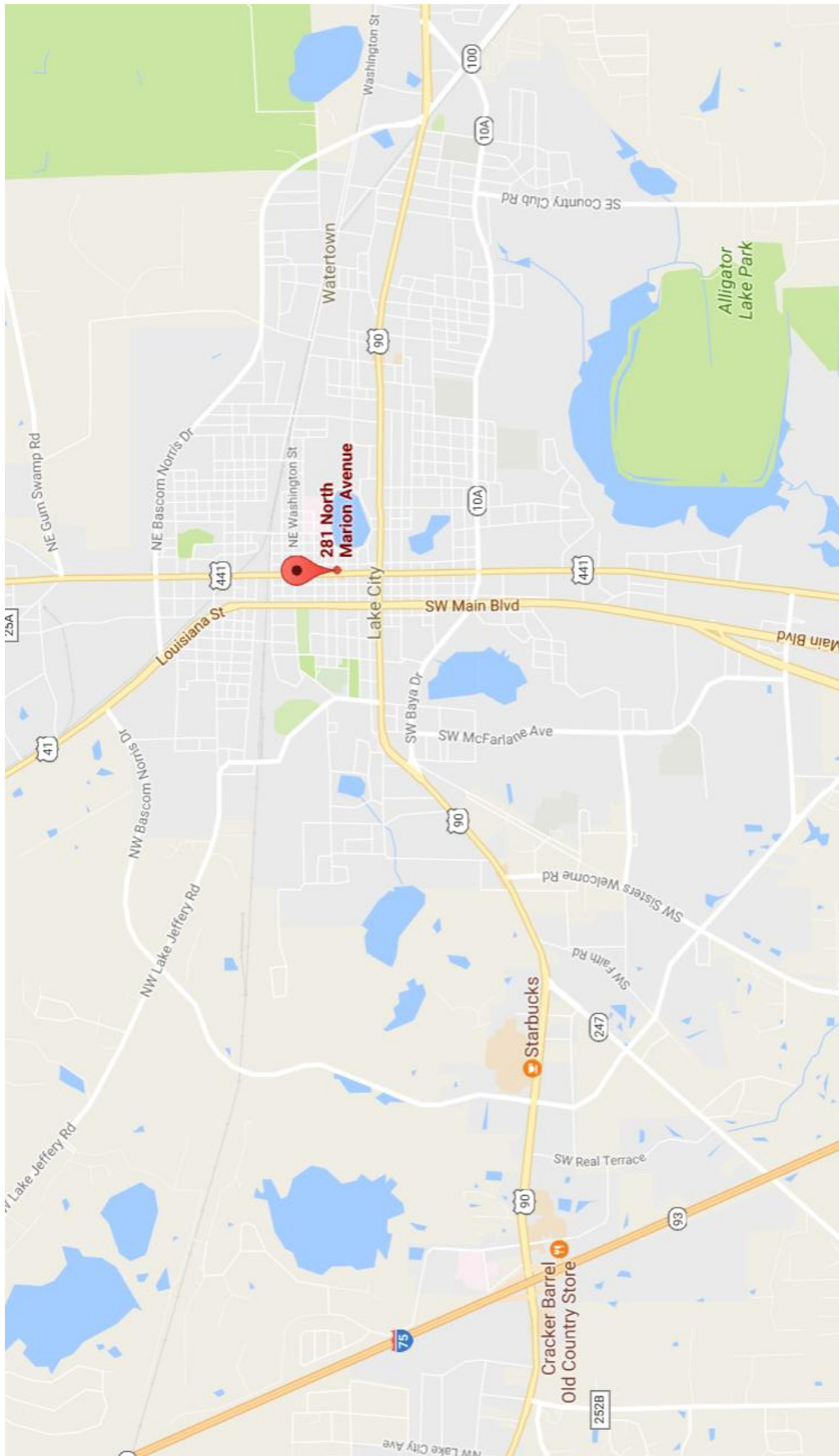


MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **June 15, 2017**. The meeting will be held at the **Marion Street Deli and Pub, 281 North Marion Avenue, Lake City, FL**, beginning at **10:00 a.m.**

(Location Map on Back)



The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Visit Natural
NORTH FLORIDA

Marion Street Deli and Pub
281 N. Marion Avenue, Lake City, FL
Columbia County

June 15, 2017
10:00 a.m.

PAGE NO.

I.	Call to Order, Introductions	
II.	Approval of the Agenda	3
III.	Approval of the May 25, 2017 Meeting Minutes	5
IV.	Old Business	
A.	Committee Reports	
1.	Finance Committee	
a.	Monthly Financial Report Review and Approval, April 30, 2017	11
b.	Fiscal Year 2017-18 Cooperative Regional Program Marketing Fees	
B.	Fiscal Year 2016-17 Regional Rural Development Grant	
1.	Scope of Work	23
a.	Website Enhancements and Digital Advertising Campaign	
b.	Springs and Bicycle Microsite Updates	
c.	Blogs	
d.	Photography	
e.	Domestic Travel Shows	
i.	Hershey RV Show	
f.	Print and Digital Advertising Campaigns	
i.	Undiscovered Florida Advertisement - Reader Response Cards	
g.	eNewsletters	27
h.	VisaVues	
i.	Brochure Redesign	
j.	Brochure Printing and Distribution	
k.	Scholarships	
i.	Southeast Tourism Society Marketing College, May 14-19, 2017 - Reimbursement Requests	
ii.	Florida Governor's Conference on Tourism, August 28-30, 2017	
l.	Professional Organization Memberships	

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C.	Fiscal Year 2017-18 Regional Rural Development Grant	
1.	Draft Scope of Work	33
D.	VISIT FLORIDA Grants	
1.	VISIT FLORIDA - North Central Florida Fiscal Year 2016-17 Rural Area of Opportunity Partnership Program	
a.	Promotional Items	
b.	Final Report	35
2.	VISIT FLORIDA - North Central Florida Fiscal Year 2017-18 Rural Area of Opportunity Partnership Program	
a.	Tentative Listing of Travel Shows	
b.	Selection of Travel Show Coordinator	
b.	Travel Show Assignments (tentative)	47
E.	VISIT FLORIDA Monthly Report, Brenna Dacks	
F.	Staff Items	
1.	Status of Visit Florida Funding	
G.	Other Old Business	
1.	Updated Task Force Member Contact Information	55
2.	2017 Meeting Dates and Locations	59
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., July 20, 2017 at a location to be determined in Gilchrist County.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

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

May 25, 2017
10:00 a.m.

MEMBERS PRESENT

Paula Vann, Columbia County
Pat Watson, Gilchrist County
Katrina Richardson, Jefferson County
Carol McQueen, Levy County
Phyllis Williams, Madison County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer

OTHERS PRESENT

Brack Barker, Levy County
Wild Florida Adventure
Lois Nevins, By All Means Travel
Tommy Thompson, Two Tree, Inc.

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
Russ McCallister, Dixie County
Martin Pierce, Dixie County
Nancy Wideman, Jefferson County
Susie Page, Lafayette County, Vice-Chair
Trent Abbott, Madison County
Alvin Jackson, Suwannee County
Teena Peavey, Suwannee County
Diane Bardhi, Wakulla County
Gail Gilman, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Treasurer Dave Mecusker called the meeting came to order at 10:18 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Steven Dopp requested approval of the meeting agenda.

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

III. APPROVAL OF THE April 20, 2017 MINUTES

Mr. Mecusker asked for approval of the April 20, 2017 meeting minutes.

ACTION: Ms. Richardson moved and Pat Watson seconded to approve the April 20, 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, March 31, 2017

Mr. Mecusker presented the March 31, 2017 monthly financial report.

Mr. Dopp stated that the Task Force has been reimbursed for the fourth quarter of the Florida Department of Economic Opportunity Regional Grant.

ACTION: Sandy Beach moved and Paula Vann seconded to accept the March 31, 2017 monthly financial report. The motion passed unanimously.

2. Marketing Committee Report

Ms. Richardson reported that the Marketing Committee had ranked the proposals for the 2017 Marketing Project. She noted that the Committee ranked Jumpem LLC as the highest ranked proposal. She further noted that the proposal from HPC was the second-highest ranked proposal and that proposal from Advance 360 was the third-highest ranking proposal. She noted that the Committee decided to forego oral presentations from the top three proposals and to offer a contract to the highest-ranking proposer and, should the Task Force be unable to enter into a contract with Jumpem LLC, to then offer a contract to the second-highest ranking proposer and if unable to enter into a contract with the second-highest ranking proposer, to offer a contract to the third-highest ranking proposer.

ACTION: Ms. Richardson moved and Ms. Vann seconded to authorize the Chair to sign a contract with the highest ranked proposer, Jumpem LLC, or the second highest proposer, HCP, if the Task Force is unable to negotiate and enter into a contract with the highest proposer, or the third highest proposer, Advanced 360 if the Task Force is unable to negotiate and enter into a contract with the highest or second highest proposer for the 2017 Marketing Project. The motion passed unanimously.

B. Fiscal Year 2016-17 Regional Rural Development Grant

1. Approval of 1st Quarter Report and Reimbursement Submittal Package

Mr. Dopp reported that the Fiscal Year 2016-17 Regional Rural Development Grant contract with the Florida Department of Economic Opportunity requires the Task Force to formally approve quarterly reports and reimbursement submittal packages.

Mr. Dopp discussed the first quarterly report and reimbursement request which was Included in the Task Force meeting packet.

ACTION: Ms. Watson moved and Ms. Richardson seconded to approve the 1st Quarter Report and reimbursement submittal package for the Fiscal Year 2016-17 Regional Rural Development Grant with the Florida Department of Economic Opportunity. The motion passed unanimously.

Chair Dawn Taylor joined the meeting at this time

2. Scope of Work

a. Website Enhancements and Digital Advertising Campaign

No discussion occurred regarding this agenda item.

b. Springs and Bicycle Microsite Updates

No discussion occurred regarding this agenda item.

c. Blogs

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

d. Photography

Mr. Dopp stated that the Task Force has entered into a contract with Two Tree, Inc. (Tommy Thompson) for photography services.

e. Domestic Travel Shows

i. Bike Expo New York

Ms. Vann reported on Bike Expo New York.

ii. Midwest Mountaineering Spring Expo

Tommy Thompson reported on the Midwest Mountaineering Spring Expo.

iii. Hershey RV Show

Chair Taylor discussed the Hershey RV Show.

f. Print and Digital Advertising Campaigns

No discussion occurred regarding this agenda item.

g. eNewsletter

Mr. Dopp reported that the summer newsletter will be distributed in June 2017.

h. Visa Vues

Mr. Dopp reported that the Task Force has received the first quarter Visa Vues report.

i. Brochure Redesign

No discussion occurred regarding this agenda item.

j. Brochure Printing and Distribution

Mr. Dopp reported on the status of the new brochure design.

k. Scholarships

i. Southeast Tourism Society Marketing College, May 14-19, 2017 -
Attendees Report

Chair Taylor reported on the Southeast Tourism Society Marketing College.

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

The Task Force did not award any additional scholarships for the Florida Governor's Conference on Tourism.

l. Professional Organization Memberships

No discussion occurred regarding this agenda item.

C. Fiscal Year 2017-18 Regional Rural Development Grant

1. Draft Scope of Work

Mr. Dopp recommended that the Task Force change a line item in the draft Scope of Work from the Ultimate Paddling Guide Microsite to an Online Reservation System.

The Task Force agreed by consensus to change the line item from the Ultimate Paddling Guide Microsite to an Online Reservation System.

D. VISIT FLORIDA Grants

1. VISIT FLORIDA - North Central Florida Fiscal Year 2016-17

Rural Area of Opportunity Partnership Program

a. Promotional Items

By consensus, the Task Force agreed to cancel an order with Marketing Mud for self-Adhesive removable logo tags.

b. Final Report

Mr. Dopp stated that he is preparing the final report and reimbursement package the Fiscal Year 2016-17 VISIT FLORIDA Rural Area of Opportunity Partnership.

E. VISIT FLORIDA Monthly Report, Brenna Dacks

F. Staff Items

1. Status Visit Florida Funding

Task Force members discussed the status of VISIT FLORIDA funding.

2. Status of Senate Bill 936 and House Bill 1415

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

G. Other Old Business

1. Updated Task Force Member Contact Information

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

2. 2017 Meeting Dates and Locations

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

V. Leadership Forum

Ms. McQueen gave a presentation on the recently-completed coastal county Shellfish Trail.

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., June 15, 2017 at the Marian Street Deli and Pub in Lake City, Florida.

The meeting adjourned at 12:26 p.m.

Dawn Taylor, Chair

6/15/17
Date

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

The Original Florida Tourism Task Force

Balance Sheet

As of April 30, 2017

	<u>Apr 30, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	55,110.26
Total Checking/Savings	55,110.26
Accounts Receivable	
Accounts Receivable	748.77
Total Accounts Receivable	748.77
Other Current Assets	
Prepaid Expense	2,282.00
Prepaid Travel	2,400.00
Total Other Current Assets	4,682.00
Total Current Assets	60,541.03
TOTAL ASSETS	<u>60,541.03</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	13,291.36
Total Accounts Payable	13,291.36
Other Current Liabilities	
Contract Advance	35,000.00
Due to NCFRPC	20,000.00
Total Other Current Liabilities	55,000.00
Total Current Liabilities	68,291.36
Total Liabilities	68,291.36
Equity	
Unrestricted Earnings	64,617.71
Net Income	-72,368.04
Total Equity	-7,750.33
TOTAL LIABILITIES & EQUITY	<u>60,541.03</u>

11:08 AM

06/09/17

The Original Florida Tourism Task Force
Customer Balance Summary
As of April 30, 2017

	<u>Apr 30, 17</u>
N.C.F.R.P.C.	<u>748.77</u>
TOTAL	<u><u>748.77</u></u>

9:40 AM

05/11/17

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 04/28/2017

	<u>Apr 28, 17</u>	
Beginning Balance	49,693.86	✓
Cleared Transactions		
Checks and Payments - 12 items	-32,614.87	✓
Deposits and Credits - 1 item	58,493.82	✓
Total Cleared Transactions	<u>25,878.95</u>	
Cleared Balance	<u>75,572.81</u>	✓
Uncleared Transactions		
Checks and Payments - 14 items	<u>-20,462.55</u>	
Total Uncleared Transactions	<u>-20,462.55</u>	
Register Balance as of 04/28/2017	<u>55,110.26</u>	
Ending Balance	<u>55,110.26</u>	

KAD
5-11-17

9:40 AM

05/11/17

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 04/28/2017

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						49,693.86
Cleared Transactions						
Checks and Payments - 12 items						
Bill Pmt -Check	03/30/2017	1155	Southeast Tourism ...	X	-10,810.00	-10,810.00
Bill Pmt -Check	03/30/2017	1158	VisitFlorida	X	-5,060.00	-15,870.00
Bill Pmt -Check	03/30/2017	1151	Donna Creamer	X	-4,592.65	-20,462.65
Bill Pmt -Check	03/30/2017	1153	LoogR	X	-4,096.37	-24,559.02
Bill Pmt -Check	03/30/2017	1152	Gilchrist County BO...	X	-3,086.96	-27,645.98
Bill Pmt -Check	03/30/2017	1156	Two Tree, Inc.	X	-1,324.56	-28,970.54
Bill Pmt -Check	03/30/2017	1154	Russ McCallister	X	-817.54	-29,788.08
Bill Pmt -Check	03/30/2017	1157	United Parcel Service	X	-156.34	-29,944.42
Bill Pmt -Check	04/12/2017	1161	Russ McCallister	X	-1,400.00	-31,344.42
Bill Pmt -Check	04/12/2017	1159	Donna Creamer	X	-1,100.00	-32,444.42
Bill Pmt -Check	04/12/2017	1162	United Parcel Service	X	-159.41	-32,603.83
Check	04/25/2017		Capital City Bank	X	-11.04	-32,614.87
Total Checks and Payments					-32,614.87	-32,614.87
Deposits and Credits - 1 item						
Deposit	04/13/2017			X	58,493.82	58,493.82
Total Deposits and Credits					58,493.82	58,493.82
Total Cleared Transactions					25,878.95	25,878.95
Cleared Balance					25,878.95	75,572.81
Uncleared Transactions						
Checks and Payments - 14 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	1150	Dawn Taylor		-2,186.56	-9,514.39
Bill Pmt -Check	04/12/2017	1160	Florida Suncoast T...		-1,500.00	-11,014.39
Bill Pmt -Check	04/27/2017	1164	Donna Creamer		-2,824.33	-13,838.72
Bill Pmt -Check	04/27/2017	1167	Perry Taylor County...		-2,578.61	-16,417.33
Bill Pmt -Check	04/27/2017	1170	Two Tree, Inc.		-1,850.00	-18,267.33
Bill Pmt -Check	04/27/2017	1166	Madison County Ch...		-1,145.04	-19,412.37
Bill Pmt -Check	04/27/2017	1169	Sandy Beach		-357.26	-19,769.63
Bill Pmt -Check	04/27/2017	1163	Dawn Taylor		-309.92	-20,079.55
Bill Pmt -Check	04/27/2017	1168	Phyllis G. Williams		-270.64	-20,350.19
Bill Pmt -Check	04/27/2017	1171	United Parcel Service		-63.92	-20,414.11
Bill Pmt -Check	04/27/2017	1165	Florida Dept State ...		-48.44	-20,462.55
Total Checks and Payments					-20,462.55	-20,462.55
Total Uncleared Transactions					-20,462.55	-20,462.55
Register Balance as of 04/28/2017					5,416.40	55,110.26
Ending Balance					5,416.40	55,110.26



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SK AD



00001508 FCC31545042917091528 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PLACE
GAINESVILLE FL 32653-1603

Date 4/28/17
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	Images	12
Account Number	XXXXXXX2204	Statement Dates 4/03/17 thru 4/30/17
Previous Balance	49,693.86 ✓	Days in this Statement Period 28
1 Deposits/Credits	58,493.82 ✓	Avg Ledger Balance 57,752.49
12 Checks/Debits	32,614.87 ✓	Avg Collected Balance 51,485.30
Service Charges	.00	
Interest Paid	.00	
Ending Balance	75,572.81 ✓	

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
4/14	Deposit	58,493.82 ✓ ✓

OTHER DEBITS

Date	Description	Amount
4/25	Account Analysis Charge	11.04- ✓ ✓

RECEIVED

MAY 03 2017

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



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

Date 4/28/17
Primary Account

Page 2
XXXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXXX2204 (Continued)

		CHECKS IN NUMBER ORDER					
Date	Check No	Amount	Date	Check No	Amount		
4/04	1151	4,592.65 ✓	4/06	1157	156.34 ✓		
4/06	1152	3,086.96 ✓	4/05	1158	5,060.00 ✓		
4/04	1153	4,096.37 ✓	4/17	1159	1,100.00 ✓		
4/04	1154	817.54 ✓	4/17	1161*	1,400.00 ✓		
4/10	1155	10,810.00 ✓	4/21	1162	159.41 ✓		
4/04	1156	1,324.56 ✓					

* Denotes missing check numbers

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
4/03	49,693.86	4/06	30,559.44	4/17	75,743.26
4/04	38,862.74	4/10	19,749.44	4/21	75,583.85
4/05	33,802.74	4/14	78,243.26	4/25	75,572.81

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

00001508-0002447-0002-0004-FCC31545042917091528-01-L



THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
2014-2015 FISCAL YEAR
CAPITAL CITY BANK

DATE: 04/14/2017
AMOUNT: \$58,493.82

0 04/14/2017 \$58,493.82

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
2014-2015 FISCAL YEAR
CAPITAL CITY BANK

DATE: 04/04/2017
AMOUNT: \$4,592.65

1151 04/04/2017 \$4,592.65

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
2014-2015 FISCAL YEAR
CAPITAL CITY BANK

DATE: 04/06/2017
AMOUNT: \$3,086.96

1152 04/06/2017 \$3,086.96

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
2014-2015 FISCAL YEAR
CAPITAL CITY BANK

DATE: 04/04/2017
AMOUNT: \$4,096.37

1153 04/04/2017 \$4,096.37

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
2014-2015 FISCAL YEAR
CAPITAL CITY BANK

DATE: 04/04/2017
AMOUNT: \$817.54

1154 04/04/2017 \$817.54

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
2014-2015 FISCAL YEAR
CAPITAL CITY BANK

DATE: 04/10/2017
AMOUNT: \$10,810.00

1155 04/10/2017 \$10,810.00

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
2014-2015 FISCAL YEAR
CAPITAL CITY BANK

DATE: 04/04/2017
AMOUNT: \$1,324.56

1156 04/04/2017 \$1,324.56

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
2014-2015 FISCAL YEAR
CAPITAL CITY BANK

DATE: 04/06/2017
AMOUNT: \$156.34

1157 04/06/2017 \$156.34

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
2014-2015 FISCAL YEAR
CAPITAL CITY BANK

DATE: 04/05/2017
AMOUNT: \$5,060.00

1158 04/05/2017 \$5,060.00

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
2014-2015 FISCAL YEAR
CAPITAL CITY BANK

DATE: 04/17/2017
AMOUNT: \$1,100.00

1159 04/17/2017 \$1,100.00

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
2014-2015 FISCAL YEAR
CAPITAL CITY BANK

DATE: 04/17/2017
AMOUNT: \$1,400.00

1161 04/17/2017 \$1,400.00

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
2014-2015 FISCAL YEAR
CAPITAL CITY BANK

DATE: 04/21/2017
AMOUNT: \$159.41

1162 04/21/2017 \$159.41

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

As of April 30, 2017

(These financial statements are unaudited)

	Budget	April 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	0.00	5,060.00	(40.00)
Total Planning	5,100.00	0.00	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	850.00	2,990.40	(4,984.60)
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	850.00	35,990.40	(3,234.60)
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	0.00	8,236.93	(5,963.07)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of April 30, 2017

(These financial statements are unaudited)

	Budget	April 2017	Year to Date	Over/(Under) Budget
Dallas Travel Expo	7,300.00	8,846.49	8,846.49	1,546.49
Madison, WI Canoecopia	6,550.00	0.00	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	3,245.79	6,713.72	(1,636.28)
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	117.21	567.21	567.21
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	0.00	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	0.00	10,370.79	12,875.00
Total Trade Shows	179,000.00	12,209.49	100,734.67	(78,265.33)
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	0.00	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	1,500.00	4,700.00	(4,675.00)
Total Advertising	46,175.00		1,500.00	(26,745.00)
			1,500.00	19,430.00
Total Marketing	299,000.00	14,559.49	161,215.07	(137,784.93)
Administration				
NCFRPC - Admin VF DEO 2015-2016	5,600.00	0.00	0.00	(5,600.00)
NCFRPC-Admin VF DEO FY 2016-2017	24,500.00	0.00	0.00	(24,500.00)
Service Fees - VisitFlorida Travel Shows	14,300.00	0.00	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	0.00	9,900.00	(78,500.00)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of April 30, 2017

(These financial statements are unaudited)

	Budget	April 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	0.00	10,810.00	310.00
Total Professional Enhancement	<u>15,500.00</u>	<u>0.00</u>	<u>10,810.00</u>	<u>(4,690.00)</u>
Bank Charges	200.00	11.04	136.09	(63.91)
Legal				
Advertising	300.00	48.44	48.44	(251.56)
Expenses	300.00	0.00	61.25	(238.75)
Total Legal	<u>600.00</u>	<u>48.44</u>	<u>109.69</u>	<u>(490.31)</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	1,073.45	(926.55)
Telephone	300.00	0.00	0.00	(300.00)
Postage	300.00	63.92	92.91	(207.09)
Total NonMarketing Expense	<u>113,300.00</u>	<u>123.40</u>	<u>22,297.14</u>	<u>(91,002.86)</u>
Total Expenses	<u>412,300.00</u>	<u>14,682.89</u>	<u>183,512.21</u>	<u>(228,787.79)</u>
Net Income	<u>0.00</u>	<u>(14,682.89)</u>	<u>(130,512.21)</u>	<u>(130,512.21)</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 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:

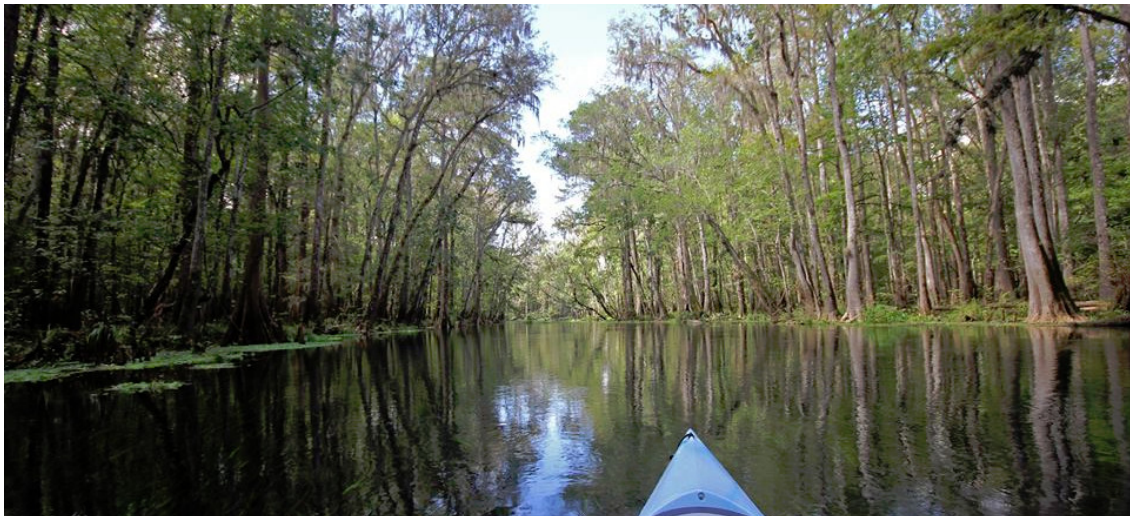
DEO agrees to disburse funds under this Agreement in accordance with the following schedule in the amount identified per deliverable in Section 4 above. The deliverable amount specified

Steve Dopp

From: Visit Natural North Florida [vnnf=ncfrpc.org@mail208.atl221.rsgsv.net] on behalf of Visit Natural North Florida [vnnf@ncfrpc.org]
Sent: Monday, June 05, 2017 9:16 AM
To: Steve Dopp
Subject: Enjoy Summertime in Natural North Florida!

Visit Natural **NORTH FLORIDA**

Sweet Summertime





Top: Ichetucknee Springs State Park by David Iannotti Left: La Chua Trail at Paynes Prairie by @PMarlin Right: Wes Skiles Peacock Springs State Park by Matteo Grudny

Swimming in the springs during the day, floating down the rivers in the afternoon, and watching the sunset at night - that is about as Floridian as you can be during the summertime. With the first official day of Summer right around the corner, we at Visit Natural North Florida want to share some of our favorite summertime activities and adventures with you.

Relax Down the River

Here in Florida, we are lucky enough to have beautiful winding rivers that make the perfect weekend getaway. Whether you enjoy kayaking, paddle boarding, or simply tubing you are sure to find exactly what you are looking for in Natural North Florida.

Santa Fe River



Spend a day kayaking or canoeing down the Santa Fe. Start off at O'Leno State Park and launch at River Rise. While traveling down the river be sure to stop at any of the 35 springs along the way - a fan favorite is always Ginnie Springs.

Photo: Mark Nye

Ichetucknee River

Appreciate a lazy day as your drift down the river underneath a canopy of cypress trees. Tubing season on the Ichetucknee is from Memorial Day to Labor day. To avoid overcrowding, paddling is not encouraged during this time.

Suwannee River

The Suwannee River is perfect for a weekend camping trip, with stops along the river such as Stephen Foster Folk Culture Center State Park and the Spirit of the Suwannee Music Park. For more experienced paddlers travel to the Upper Suwannee and try out the whitewater areas. Big Shoals State Park along the river features the largest whitewater rapid in Florida!

Photo: Sandy Thiessen



Steinhatchee River

The Steinhatchee River forms in the backwoods of Taylor County and flows into the Gulf of Mexico. Steinhatchee is perfect for those looking for a fishing spot.



Plan Your Ultimate Vacation

Not sure where to start when planning an upcoming trip? Visit Natural North Florida has you covered with our [Trip Planner!](#)

With our newly updated [Do, Eat, Stay](#) maps you'll never be lost again. Choose what activities you are interested in and we'll show you where the best spots in Natural North Florida are.

Interested in a little history while you travel? Consider a stay at the [Putnam Lodge Hotel and Spa](#) in Dixie County. Built in the 1920's there are hidden gems of the past all around the lodge.



Love locally grown products? [Serenity Acres Farm](#) has a simple philosophy; "grow and raise locally and only offer the freshest and best".

Hungry for some fresh homemade biscuits and some southern hospitality? Stop in at the [Great Southern Biscuit Company](#) in Mayo. Enjoy classic favorites with a hip twist.

Choose from hundreds of activities, restaurants, and lodging options in Natural North Florida. When planning your trip be sure to check out our pre-made [Trip Ideas](#), enter your length of stay and all the possible adventures!

Upcoming Events



Jefferson County Watermelon Festival June 17, 2017

The festival will take place over three weekends and encompass downtown Monticello. Activities include Watermelon Pageants, the annual parade, Car Show, and of course lots of watermelons!

Lake Butler 4th of July Celebration July 4, 2017

Enjoy a fishing tournament, an antique car show, and kids activities including train rides and bounce houses. At the end of the day sit back and relax while watching the fireworks!



Cedar Key Pirate Fest September 15-17, 2017

Join the invasion of "The Best Little Pirate Town in Florida" during the 5th Annual Pirate Weekend. Bring your crew and enjoy live music, treasure hunts, and vendors at thieves row! Cedar Key Pirate Fest is open to the public and free of charge.



St. Marks Stone Crab Festival
October 28, 2017

Join the city of St. Marks as they celebrate the opening of Stone Crab season! The festival will host a variety of musicians and artisans, as well as cook up delicious Stone Crab.



See More Events In Natural North Florida



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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
June 9, 2017

Cost Estimate	Deliverable
\$100.00	Suwannee River Wilderness & Fl 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	Website Reservation System
\$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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North Central Florida Rural Area of Opportunity Partnership 2017 Travel Show Report



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June 15, 2017

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Overview

- Why the RAO program?
- Why travel shows?
- Selection of shows
- Review of selected shows
- Budgeted and actual expenditures
- Results
- Observations and recommendations

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3

Why the RAO Program?

- Places Task Force on par with the "Big Boys"
- Leverages Task Force members expertise and knowledge
- Leverages \$28,000 of in-kind contributions
- Leverages \$150,000 in state grant funding
- It works. Tourism is up.

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4

Why the RAO Program?

**"The Task Force may have
disbanded without it".**

Steven Dopp to Brenna Dacks, VISIT FLORIDA Regional Partnership Manager, at Florida Tourism Day 2017 on the importance of the VISIT FLORIDA RAO Program to The Original Florida Tourism Task Force.

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5

Why Travel Shows?

- Introduces unknown north central Florida to audience with specific interests
- Puts collateral directly in hands of potential customers
- Booth staff can gauge reaction to product
- Remarketing opportunities by collecting emails
- Measure success by collateral distributed

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6

Selection of Shows

- Feeder cities
- Drive-market emphasis
- Established shows
- Match types of shows to product



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7

Selected Shows, 2016-17 Season

- 18 shows, 14 domestic and 4 international
- 13 VISIT FLORIDA funded
- 5 Task Force funded
- 3 Combined shows with Riverway South
- 5 Occurrences of overlapping show dates



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Selected Shows, 2016-17 Season

- 5 Paddling/outdoor recreation shows
- 4 Travel and adventure shows
- 3 RV and camping shows
- 3 Trade shows
- 2 Boat shows
- 1 Bicycle show



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Selected Shows, 2016-17 Season

- Tampa Boat Show
- Hershey RV Show
- London World Travel Market
- Midwest Mountaineering Winter Expo
- Atlanta Boat Show
- Washington, DC Travel and Adventure Show
- Chicago Travel and Adventure Show
- New York Times Travel Show
- Atlanta Camping and RV Show



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Selected Shows, 2016-17 Season

- London Telegraph Outdoor Adventure & Camping Show
- Chicago RV and Camping Show
- Toronto Outdoors and Adventure Show
- Internationale Tourismusbörse Berlin
- Canoeecopia
- Philadelphia Travel and Adventure Show
- Dallas Travel and Adventure Show
- Midwest Mountaineering Spring Expo
- Bike Expo New York



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Hershey RV Show, Sept 14 - 18, 2016

Booth Team: Sandy Beach, Donna Creamer & Dawn Taylor

- Largest RV Show in the Country
- Multi-state draw



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Hershey RV Show, Sept 14 - 18, 2016 Statistics

Item	Amount
Total Attendance	57,692
Florida State Transportation/Road Maps (ran out)	600
Florida State Parks Guides (ran out)	35
Old RAO Brochures (ran out)	1,500
RV & Campgrounds Brochures	500
Guides & Outfitters Brochures	450
Suwannee River Wilderness Trail Guidebooks (ran out)	17
Emails Collected	106
USB Press Kits	20
Meetings with Media, Trade Professionals	5
Total Collateral Distributed	3,102



13

London World Travel Market, November 7 - 9, 2016 Booth Team: Donna Creamer & Katrina Richardson

- #1 international market, ex-Canada (Google)
- Trade show only



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London World Travel Market, November 7 - 9, 2016 Statistics

Item	Amount
Total Attendance	51,500
Florida State Transportation/Road Maps (ran out)	100
Old RAO Brochures	120
RV & Campgrounds Brochures (ran out)	50
Guides & Outfitters Brochures (ran out)	50
County Brochures (ran out)	100
VNNF Business Cards	100
Emails Collected	57
USB Press Kits	50
Meetings with Media, Trade Professionals	55
Total Collateral Distributed	420



15

Midwest Winter Expo, November 18 - 20, 2016 Booth Team: Diane Bardhi and Sandy Beach

- #23 out-of-state feeder market (Google)
- Excellent fit. Very strong interest.



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Midwest Winter Expo, November 18 - 20, 2016 Statistics

Item	Amount
Total Attendance	8,000
Florida State Transportation/Road Maps (ran out)	400
Old RAO Brochures (ran out)	600
RV & Campgrounds Brochures (ran out)	400
Guides & Outfitters Brochures (ran out)	400
Suwannee River Wilderness Trail Guidebooks (ran out)	90
Suwannee River & Saltwater Trail Maps (ran out)	200
VNNF Business Cards	100
Emails Collected	50
USB Press Kits	5
Meetings with Media, Trade Professionals	0
Total Collateral Distributed	2,090



17

Chicago Travel & Adventure Show, January 21-22, 2017 Booth Team: Donna Creamer & Tommy Thompson

- #5 out-of-state feeder market (Google)
- Strong interest in product



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Chicago Adventure & Travel Show Statistics

Item	Amount
Total Attendance	24,798
Florida State Transportation/Road Maps (ran out)	450
Unexplored Florida Brochures (ran out)	600
Old RAO Brochures (ran out)	500
RV & Campgrounds Brochures	250
Guides & Outfitters Brochures	250
Suwannee River Wilderness Trail Guidebooks (ran out)	8
VNNF Placemats (ran out)	100
County Brochures (ran out)	200
VNNF Business Cards	50
Emails Collected	122
USB Press Kits	4
Meetings with Media, Trade Professionals	4
Total Collateral Distributed	2,358



19

New York Times Travel Show, January 27-29, 2017 Booth Team: Roland Loog and Dawn Taylor

- A VISIT FLORIDA show
- #2 out-of-state feeder market (Google)
- Combination trade and consumer show



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New York Times Travel Show Statistics

Item	Amount
Total Attendance	30,099
Florida State Transportation/Road Maps (ran out)	400
Unexplored Florida Brochures (ran out)	600
Old RAO Brochures (ran out)	1,200
Exhilarating Springs Brochures (ran out)	100
RV & Campgrounds Brochures (did not bring)	25
Guides & Outfitters Brochures (did not bring)	50
Suwannee River Wilderness Trail Guidebooks (ran out)	10
County Brochures (ran out)	250
VNNF Business Cards	50
Emails Collected	165
USB Press Kits	60
Meetings with Media, Trade Professionals	30
Total Collateral Distributed	2,635



21

London Telegraph Outdoor Adventure & Camping Show January 29-31, 2016 Booth Team: Russ McCallister & Tommy Thompson

- #1 international market, ex-Canada (Google)
- Consumer show - good fit for product



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London Telegraph Outdoor Adventure & Camping Show February 16-19, 2017

- Digital advertising
- VISIT FLORIDA
- Print advertisement



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London Telegraph Outdoor Adventure & Camping Show February 16-19, 2017



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London Telegraph Outdoor Adventure & Camping Show Presentation Opportunity



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London Telegraph Outdoor Adventure & Camping Show Use of Cloth Posters



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London Telegraph Outdoor Adventure & Camping Show National Geographic Traveller, UK



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London Telegraph Outdoor Adventure & Camping Show Statistics

Item	Amount
Total Attendance	29,500
Florida State Transportation/Road Maps (ran out)	250
Old RAO Brochures (ran out)	300
Ultimate Bike Guides	10
RV & Campgrounds Brochures (ran out)	150
Guides & Outfitters Brochures (ran out)	150
Suwannee River Wilderness Trail Guidebooks (ran out)	15
Suwannee River & Saltwater Trail Maps (ran out)	60
VNNF Placemats (ran out)	100
County Brochures (ran out)	100
VNNF Business Cards	25
Emails Collected	5
USB Press Kits	5
Meetings with Media, Trade Professionals	5
Total Collateral Distributed	1,135



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London Telegraph Outdoor Adventure & Camping Show Budget and Actual Expenditures

London Telegraph Outdoor Adventure and Camping Show (Feb 16 - 19)			
Expenses by Type	Budget	Actual Expenses	Over/(Under) Budget
Registration Fee	\$5,000.00	\$2,142.48	(\$2,857.52)
Transportation (air, rental, taxi)	\$3,200.00	\$2,435.08	(\$764.92)
Fuel	\$0.00	\$0.00	\$0.00
Lodging	\$4,800.00	\$1,888.06	(\$2,911.94)
Per Diem /Meals	\$3,000.00	\$2,237.20	(\$762.80)
Shipping Costs	\$4,750.00	\$1,362.78	(\$3,387.22)
Other Costs (Furniture Rental)	\$0.00	\$122.12	\$122.12
Subtotal Expenses	\$20,750.00	\$10,187.72	(\$10,562.28)
Services Fees	\$1,250.00	\$1,250.00	\$0.00
Promotional Items	\$0.00	\$0.00	\$0.00
Total	\$22,000.00	\$11,437.72	(\$10,562.28)



29

Chicago RV & Camping Show, February 16-19, 2017 Booth Team: Roland Loog and Alvin Jackson

- Largest indoor RV and camping show in U.S.
- #5 out-of-state feeder market (Google)
- Combined with Show with Riverway South



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Chicago RV & Camping Show, February 16-19, 2017 Statistics

Item	Amount
Total Attendance	26,125
Florida State Transportation/Road Maps (ran out)	800
Unexplored Florida Brochures (ran out)	600
Old Area of Opportunity Brochures (ran out)	1,200
RV & Campgrounds Brochures (ran out)	900
Guides & Outfitters Brochures (ran out)	100
Suwannee River Wilderness Trail Guidebooks (ran out)	10
County Brochures (ran out)	500
VNNF Business Cards	25
Emails Collected	98
USB Press Kits	10
Meetings with Media, Trade Professionals	0
Total Collateral Distributed	4,110



31

ITB Berlin, March 8-12, 2017

Booth Team: Donna Creamer & Roland Loog

- World's largest travel trade show
- VISIT FLORIDA partner show
- #2 international feeder market, ex Canada (Google)



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ITB Berlin, March 8-12, 2017 Photo Contest Winner - Frank Delbrugge



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ITB Berlin, March 8-12, 2017 Statistics

Item	Amount
Total Attendance	169,000
Florida State Transportation/Road Maps	400
Unexplored Florida Brochures	150
Guides & Outfitters Brochures (ran out)	25
Suwannee River Wilderness Trail Guidebooks (ran out)	10
County Brochures (ran out)	30
VNNF Business Cards	25
Emails Collected	35
USB Press Kits	180
Meetings with Media, Trade Professionals	25
Total Collateral Distributed	615



34

Canoecopia, March 10-12, 2017

Booth Team: Russ McCallister, Tommy Thompson & Ben Chandler

- Largest paddle show in North America
- Good fit, presentation opportunity
- Combined show with Riverway South



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Canoecopia, March 10-12, 2017



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Canoeecopia, March 10-12, 2017



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Canoeecopia, March 10-12, 2017 Florida Sportsman Magazine



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Canoeecopia, March 10-12, 2017 Statistics

Item	Amount
Total Attendance	20,500
Florida State Transportation/Road Maps (ran out)	600
Unexplored Florida Brochures (ran out)	600
Old RAO Brochures (ran out)	600
Exhilarating Springs Brochures (ran out)	200
Ultimate Bike Guides (ran out)	25
RV & Campgrounds Brochures (ran out)	450
Guides & Outfitters Brochures (ran out)	400
Suwannee River Wilderness Trail Guidebooks (ran out)	100
Suwannee River & Saltwater Trail Maps	275
County Brochures (ran out)	215
VNNF Business Cards	25
Emails Collected	51
Total Collateral Distributed	3,465



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39

Philadelphia Travel & Adventure Show, April 1-2, 2017 Booth Team: Sandy Beach & Dawn Taylor

- #10 out-of-state feeder market (Google)
- Soft Adventure show



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Philadelphia Travel & Adventure Show, March 25-26, 2017 Statistics

Item	Amount
Total Attendance	12,934
Florida State Transportation/Road Maps (ran out)	400
Old RAO Brochures (ran out)	600
Ultimate Bike Guides (ran out)	10
RV & Campgrounds Brochures (ran out)	100
Guides & Outfitters Brochures (ran out)	100
Suwannee River Wilderness Trail Guidebooks (ran out)	10
Suwannee River & Saltwater Trail Maps (ran out)	50
County Brochures (ran out)	200
VNNF Business Cards (ran out)	100
Emails Collected	186
USB Press Kits	13
Meetings with Media, Trade Professionals	4
Total Collateral Distributed	1,470



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41

Bike Expo New York, May 5 - 6, 2017 Booth Team: Tommy Thompson and Paula Vann

- Largest bicycle show in the U.S.
- #2 Out-of-state feeder market (Google)
- Strong Interest and good fit



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42

Bike Expo New York, May 5-6, 2017 Statistics

Item	Amount
Total Attendance	55,000
Florida State Transportation/Road Maps (ran out)	400
Old RAO Brochures (ran out)	300
Ultimate Bike Guides (ran out)	400
RV & Campgrounds Brochures (ran out)	200
Guides & Outfitters Brochures (ran out)	100
County Brochures (ran out)	850
VNNF Business Cards	250
Emails Collected	166
USB Press Kits	10
Meetings with Media, Trade Professionals	5
Total Collateral Distributed	2,250



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Travel Show Totals

Item	Amount
Total Attendance	610,869
Florida State Transportation/Road Maps	6,700
Florida State Parks Guides	135
Unexplored Florida Brochures	3,450
Old RAO Brochures	9,665
Exhilarating Springs Brochures	1,000
Ultimate Bike Guides	460
RV & Campgrounds Brochures	4,300
Guides & Outfitters Brochures	2,923
Suwannee River Wilderness Trail Guidebooks	517
Suwannee River & Saltwater Trail Maps	735
VNNF Place Mats	420
County Brochures	3,760
VNNF Business Cards	2,500
Emails Collected	1,352
USB Press Kits	488
Meetings with Media, Trade Professionals	224
Total Collateral Distributed	34,065



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Budget to Actual Expenditures VISIT FLORIDA Shows Only

Expense Category	Totals				
	Budget	Actual	Over/(Under) Budget	Percent Expended by Category	Percent of Total Budgeted Expended
Registration Fee	\$29,200.00	\$33,603.70	\$4,403.70	115.1%	21.7%
Transportation (air, rental, taxi)	\$26,600.00	\$20,016.77	(\$6,583.23)	75.3%	19.8%
Fuel	\$200.00	\$50.00	(\$150.00)	25.0%	0.1%
Lodging	\$29,650.00	\$22,657.34	(\$6,992.66)	76.4%	22.1%
Per Diem/Meals	\$13,765.00	\$11,362.70	(\$2,402.30)	82.5%	10.3%
Shipping Costs	\$11,600.00	\$5,000.61	(\$6,599.39)	43.1%	8.6%
Other Costs (Furniture Rental)	\$0.00	\$1,000.30	\$1,000.30	0.0%	0.9%
Subtotal Expenses	\$111,015.00	\$93,691.42	(\$17,323.58)	84.4%	82.7%
Services Fees	\$16,250.00	\$16,250.00	\$0.00	100.0%	12.1%
Promotional Items	\$7,000.00	\$6,151.70	(\$848.30)	87.9%	5.2%
Total	\$134,265.00	\$116,093.12	(\$18,171.88)	86.5%	100.0%

Total budget, including in-kind: \$158,426.00



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Travel Show Performance Measures

- Brochure distribution per hour, per day and per show
- Attendance per hour, per day and per show
- Composite ranking
- Modified Composite ranking (less per hour measures)
- Qualitative (final) ranking



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Travel Show Performance Brochure Distribution per 100 Show Visitors

Rank	Show	Brochures
1	Midwest Winter Expo	26.1
2	Canoeopia	16.9
3	Atlanta Camping & RV Show	16.5
4	Chicago RV & Camping Show	15.7
5	Midwest Spring Expo	12.4
6	Philadelphia Travel & Adventure Show	11.4
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	5.8
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
	Average	9.1



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Travel Show Performance Brochure Distribution per day

Rank	Show	Brochures
1	Canoeopia	1,155.0
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	878.3
7	Chicago RV & Camping Show	1,027.5
8	Toronto Outdoor Adventure Show	733.3
9	Midwest Winter Expo	696.7
10	Philadelphia Travel & Adventure Show	735.0
11	Atlanta Boat Show	326.3
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
	Average	694.2



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Travel Show Performance Brochure Distribution per Show

Rank	Show	Brochures
1	Chicago RV & Camping Show	4,110.0
2	Canoeopia	3,465.0
3	Hershey RV Show	3,102.0
4	Atlanta Camping & RV Show	2,635.0
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	2,035.0
10	Philadelphia Travel & Adventure Show	1,470.0
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
Average		1,892.5



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Travel Show Performance Modified composite rankings

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	Canoeopia	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
Average		37.9



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Travel Show Performance Qualitative adjusted (final) rankings

Rank	Show	Points
1	Canoeopia	41.0
2	Chicago RV & Camping Show	48.0
3	Midwest Spring Expo	93.0
4	Bike Expo New York	38.0
5	Hershey RV Show	33.0
6	Toronto Outdoor Adventure Show	57.0
7	Atlanta Camping & RV Show	65.0
8	New York Times Travel Show	51.0
9	Chicago Travel & Adventure Show	45.0
10	ITB-Berlin	73.0
11	London Telegraph Outdoor Adventure & Camping Show	88.0
12	Washington, DC Travel & Adventure Show	70.0
13	Philadelphia Travel & Adventure Show	63.0
14	Midwest Winter Expo	82.0
15	Dallas Travel & Adventure Show	91.0
16	London World Travel Market	82.0
17	Atlanta Boat Show	81.0
18	Tampa Boat Show	96.0
Average		66.5



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Relegation

- Tampa Boat Show
- Atlanta Boat Show
- London World Travel Market
- Dallas Travel and Adventure Show
- Midwest Mountaineering Winter Expo



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Promotion

- Bike Expo New York
- Midwest Mountaineering Spring Expo
- TourNatur - Dusseldorf, Germany



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Why TourNatur?

- One of a very few European consumer outdoor recreation shows
- In Germany, one of top three foreign markets (Google)
- In North Rhine-Westphalia, top German state (Google)
- September show - excellent time of year
- Provides speaker opportunities



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Post-Show Consumer Marketing

- Quarterly electronic newsletters
- Social Media (Facebook and Twitter)
- National Geographic Traveler UK advertisement
- Invite select travel professionals for small/individual familiarization tours (2018)
- Digital advertising campaign in select metro areas
- German print advertisement (2018)



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Results

- Booked 10 trips at Canoeopia and 1 trip at London Telegraph Outdoor Adventure and Camping shows
- Met with significant number of travel professionals in New York, Philadelphia, London and Berlin
- RV parks experiencing increase in out-of-state campers



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Results, Continued

- Hamilton County rejoined
- Suwannee County rejoined
- Leveraged VISIT FLORIDA RAO program for state Regional Rural Development Grant



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Results, Continued

New Task Force Bicycle Page



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Results, Continued

New Task Force Springs Page



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Results, Continued

2017 Regional Rural Development Grant

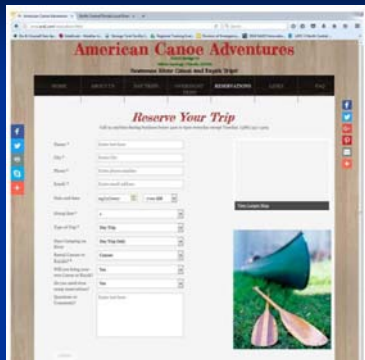
- Website topic-centered landing pages
- Website reservation system (?)
- Quarterly eNewsletter
- Scholarships to STS Marketing College & Governor's tourism conference
- Revamp regional brochure
- Distribute brochures along I-75, I-10 & U.S. 19
- 4 out-of-state travel shows
- UnDiscovered Florida Co-op advertisement
- VISIT FLORIDA New York City Media Reception
- Geo-targeted digital advertising campaign
- Website blogger
- New photographs



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Results, Continued

2017 Website Reservation System?



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Results, Continued

Bed Tax Revenues, FY 14-15 and 15-16

County	Fiscal Year 2014-15	Fiscal Year 2015-16	Difference	Percentage Change
Alachua	\$4,225,711	\$4,782,947	\$557,237	13.2%
Baker	\$32,510	\$40,304	\$7,794	24.0%
Bradford	\$100,026	\$115,993	\$15,967	16.0%
Columbia*	\$987,326	\$1,278,696	\$291,370	29.5%
Dixie	\$29,751	\$38,152	\$8,401	28.2%
Gilchrist	\$39,898	\$40,709	\$811	2.0%
Hamilton	\$30,296	\$28,002	(\$2,295)	-7.6%
Jefferson	\$30,205	\$33,069	\$2,865	9.5%
Lafayette	\$0	\$0	\$0	0.0%
Levy	\$189,174	\$221,920	\$32,745	17.3%
Madison	\$115,272	\$102,546	(\$12,726)	-11.0%
Putnam	\$312,944	\$329,304	\$16,359	5.2%
Suwannee	\$219,495	\$239,440	\$19,945	9.1%
Taylor	\$229,088	\$235,048	\$5,960	2.6%
Union	\$0	\$0	\$0	0.0%
Wakulla	\$139,948	\$148,845	\$8,897	6.4%
Total	\$6,681,642	\$7,624,975	\$943,333	14.1%
w/o Alachua County	\$2,455,932	\$2,842,028	\$386,096	15.7%
State	\$746,313,814	\$813,112,676	\$66,798,862	9.0%



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Results, Continued

Bed Tax Revenues FY 15-16 & 16-17, thru February

County	Fiscal Year 2015-16	Fiscal Year 2016-17	Difference	Percentage Change
Alachua	\$3,049,284	\$3,022,582	(\$26,703)	-0.9%
Baker	\$23,325	\$28,264	\$4,939	21.2%
Bradford	\$69,056	\$87,639	\$18,583	26.9%
Columbia*	\$776,569	\$913,507	\$136,938	17.6%
Dixie	\$24,462	\$30,359	\$5,897	24.1%
Gilchrist	\$23,611	\$28,606	\$4,995	21.2%
Hamilton	\$16,369	\$16,968	\$599	3.7%
Jefferson	\$21,354	\$26,737	\$5,383	25.2%
Lafayette	\$0	\$0	\$0	0.0%
Levy	\$122,824	\$126,295	\$3,471	2.8%
Madison	\$67,299	\$80,953	\$13,654	20.3%
Putnam	\$185,088	\$183,095	(\$1,993)	-1.1%
Suwannee	\$149,234	\$174,509	\$25,275	16.9%
Taylor	\$161,863	\$208,768	\$46,905	29.0%
Union	\$0	\$0	\$0	0.0%
Wakulla	\$95,045	\$100,413	\$5,368	5.6%
Total	\$4,785,082	\$5,028,693	\$243,611	5.1%
w/o Alachua County	\$1,735,798	\$2,006,112	\$270,314	15.6%
State	\$489,051,068	\$513,296,916	\$24,245,848	5.0%



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Observations

- 18 shows was a lot of shows!
- Quality and fit of show more important than market importance
- Senate Bill 936 isn't going away



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Recommendations

- Reduce budget but provide more flexibility to assure minimum Regional Rural Development Grant match (\$100,000) is expended
- Maintain 13 VISIT FLORIDA shows next season
- Use Regional Rural Development Grant for 1 out-of-state travel show
- Use Task Force reserves for TourNatur registration
- If TourNatur sold out, add another European travel show



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Recommendations, Continued

Recommended Travel Shows, 2017-18

Show	Travel Show Season		
	2016-17		2017-18 Recommended
	Budget	Expended	Budget
Canoeopia	\$6,550.00	\$4,851.29	\$5,500.00
Chicago RV & Camping Show	\$8,150.00	\$7,355.67	\$8,150.00
Midwest Spring Expo	\$6,500.00	\$4,500.00	\$5,000.00
Bike Expo New York	\$7,000.00	\$7,000.00	\$7,000.00
Hershey RV Show			
Toronto Outdoor Adventure Show	\$9,315.00	\$8,527.81	\$10,000.00
Atlanta Camping & RV Show	\$4,600.00	\$3,358.01	\$4,000.00
New York Times Travel Show	\$8,800.00	\$7,136.49	\$8,500.00
Chicago Travel & Adventure Show	\$7,850.00	\$6,052.82	\$7,000.00
ITB-Berlin	\$14,200.00	\$13,269.58	\$14,200.00
London Telegraph Outdoor Adventure & Camping Show	\$20,000.00	\$10,077.89	\$11,000.00
Washington, DC Travel & Adventure Show	\$7,950.00	\$6,570.16	\$7,100.00
Philadelphia Travel & Adventure Show	\$8,350.00	\$6,713.72	\$7,200.00
TourNatur, Dusseldorf, Germany			\$12,000.00
Total	\$109,265.00	\$85,413.44	\$106,650.00
Total, Less NY Times & ITB Registration	\$100,915.00	\$77,063.44	\$98,300.00



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Recommendations, Continued

- Purchase cloth posters
- Maintain RAO promotional items at \$5,000
- Increase RAO advance to \$50,000



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Summary

- Tourism is up
- Two counties rejoined Task Force
- Leveraged maximum DEO grant match
- The combined shows worked
- Maintain same number of VISIT FLORIDA travel shows while reducing budget
- Increase budget flexibility to assure \$100,000 spent
- Lets do it again!



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Thank You VISIT FLORIDA!



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The Original Florida Tourism Task Force

Questions?

For more information

- www.vnnf.org
(Task Force website)
- Steven Dopp, dopp@ncfrpc.org
352-955-2200, ext. 109



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The Original Florida Tourism Task Force
Travel Shows and Show Assignments, 2017-18 Travel Show Season
June 8, 2017

Number	Show Name	Leader	2nd Person	Alternate	Leader Departure Date	Member Departure Date	Show Dates	Return Travel Date
1	TourNatur, Dusseldorf, Germany	<i>Donna Creamer</i>	<i>Pat Watson</i>		August 28, 2017	August 28, 2017	September 1 - 3, 2017	September 4, 2017
2	<i>Hershey RV Show</i>				<i>September 11, 2017</i>	<i>September 12, 2017</i>	<i>September 13 - 17, 2017</i>	<i>September 18, 2017</i>
3	Washington DC Travel and Adventure Show				January 18, 2018	January 19, 2018	January 20 - 21, 2018	January 22, 2018
4	Atlanta Camping & RV Show				January 24, 2018	January 25, 2018	January 26 - 28, 2018	January 29, 2018
5	New York Times Travel Show				January 24, 2018	January 25, 2018	January 26 - 28, 2018	January 29, 2018
6	Chicago Travel and Adventure Show				February 8, 2018	February 9, 2018	February 10 - 11, 2018	February 12, 2018
7	Chicago RV and Camping Show				February 13, 2018	February 14, 2018	February 15 - 18, 2018	February 19, 2018
8	Toronto Outdoor Adventure Show				February 21, 2018	February 22, 2018	February 23 - 25, 2018	February 26, 2018
9	London Telegraph Bike and Travel Show				February 21, 2018	February 21, 2018	February 23 - 25, 2018	February 26, 2018
10	ITB-Berlin				March 5, 2018	March 5, 2018	March 7 - 11, 2018	March 12, 2018
11	<i>Canoeecopia</i>				March 7, 2018	March 8, 2018	March 9-11, 2018	March 12, 2018
12	Philadelphia Travel & Adventure Show				March 8, 2018	March 9, 2018	March 10 - 11, 2018	March 12, 2018
13	Midwest Mountaineering Spring Expo				April 25, 2018	April 26, 2018	April 27 - 29, 2018?	April 30, 2018
14	Bike Expo New York				May 2, 2018	May 3, 2018	May 4 -5, 2018?	May 6, 2018
Alternate	Reisen Hamburg, Germany				February 4, 2018	February 4, 2018	February 8 - 12, 2018	February 13, 2018
Alternate	Fr.e.e Messe Munich, Germany				February 18, 2018	February 18, 2018	February 22 - 26, 2018	February 27, 2018
Alternate	Vakantiebeurs, Utrecht, Netherlands				January 7, 2018	January 7, 2018	January 11 - 15, 2018	January 16, 2018

Notes: **Bolded shows are possible alternates to TourNatur**

Italicised shows are shows funded by the Task Force Regional Rural Development Grant.

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Visit Natural
NORTH FLORIDA

Steve Dopp

From: Michael Walley [michaelw@9400group.com]
Sent: Monday, May 22, 2017 4:35 PM
To: Steve Dopp
Cc: Scott Koons
Subject: Re: ITB Follow Up

Importance: High

Hello Steve,

There is a TourNatur this coming September. I presume that would be in the 2017 budget, so I am guessing you are referring to 2018 for the shows.

As both Vakantiebeurs and TourNatur are within commute from me (1 hr) I would be very interested in assisting you at either or both of these shows in 2018. And I could support you quite reasonably at either/both shows.

If I were to rank the shows from the group I would rank as below. I feel quite strongly that you should start with the Vakantiebeurs, its the "best bang for the buck" and sets you up for further penetration. If you chose to go with Vakantiebeurs, I would look for a way to reduce costs and get you into the Düsseldorf show inexpensively as well. Consider that both these markets are only 120 miles apart, so they could work quite well together covering about 20 million residents combined.

1. Vakantiebeurs..... Why... In terms of visitors it is over twice the size of both TourNatur and Reisen Hamburg (almost 109,000 visitors in 2017). Second, Vakantiebeurs tourism show is the primary event in a country with 18 million residents who mostly are more comfortable with English during vacation than Germans. Is attended by all the tour operators as well as by the airlines. So you get both consumer and professional and are covering an entire nation. It also has USA and Canada sections and that brings consumers looking for the North America experience. Also Visit Florida has exhibited for over 15 years meaning there is a Florida focus.

2. Reisen Hamburg..... Would consider this second to Vakantiebeurs. It covers the industrial Hamburg region but the number of visitors is significantly less than Vakantiebeurs. I would do this one if success had already been realized at Vakantiebeurs. I would treat this as an expansion opportunity event. The USA section is quite small and Visit Florida has traditionally not participated in this show meaning North Florida could become an Island as the only Florida destination.

3. Tour Natur..... This one is about an hour drive from my home and is on U.S. Labor day weekend. If North Florida has a stand you most likely be the only reps from Florida possibly the USA. This will open you up for lots of inquiries about other destinations from consumers. **I would put this second if you were to use my services because I live nearby and your costs could be held reasonable.**

4. F.re.e Munich..... Good Show but I would only do this show unless you were considering a major campaign in Germany and would do all three German shows with potentially Stuttgart and ITB as well.

As mentioned earlier I live an hour from Düsseldorf (the TourNatur show) and 1:05 from the Vakantiebeurs show at Utrecht, the Netherlands. I can support you at either of these shows without lodging and per diem overhead as these are both in my commuting range. I would strongly suggest you use this as your European jumping point, budget permitting.

Sincerely,

Michael Walley

On May 22, 2017, at 5:19 PM, Steve Dopp <dopp@ncfrpc.org> wrote:

Michael,

Thank you very much for your thoughtful response to my inquiry. I do not know what next year will hold for the Task Force given the anticipated cuts to Visit Florida's budget. The Task Force may not exhibit at any European shows next year. On the other hand, the Task Force may be back next year.

The Task Force is giving strong consideration to your recommendations for either Vakantienbeurs or the Hamburg show. One show the Task Force has been considering is TourNatur in Dusseldorf. It is a consumer outdoor show. As such, it is one of only a very few consumer outdoor recreation shows which I have been able to find in Europe. The show is principally aimed to hiking and backpacking, although I understand that a small number paddling/diving organizations exhibit at the show. Additionally, the show does not have any U.S. exhibitors, although it does have a section for international exhibitors. Their website is at <http://www.tournatur.com>. I believe attendance is around 45,000. North Rhine-Westphalia ranks as the number 1 German state in terms of users of the Visit Natural North Florida website.

The Task Force will only be able to attend one continental Europe consumer show (if any). How would you rank TourNatur compared to Vakantienbeurs, Hamburg, and FReE Messe Munich? Whichever show is picked, the Task Force is likely to exhibit there for several years in a row.

<image002.jpg> *Steven Dopp*
Senior Planner

<image004.jpg> *North Central Florida Regional Planning Council*
2009 NW 67th Place, Gainesville, FL 32653-1603
Voice: 352.955.2200, ext. 109
Fax: 352.955.2209

PLEASE NOTE: Florida has a very broad public records law. Most written communications to or from government officials regarding government business are public records available to the public and media upon request. Your e-mail communications may be subject to public disclosure.

From: Michael Walley [<mailto:michaelw@9400group.com>]
Sent: Wednesday, April 12, 2017 10:57 AM
To: Steve Dopp
Cc: Roland Loog; Scott Koons
Subject: Re: ITB Follow Up

Hello Steve,

Based on your question, I have thought this one through carefully.
Sorry if my answer is a bit long but the question is complex.

First, I would very much like you to consider how I might be able to assist you and the Task Force with 2018 shows if you choose to go that direction.

The best choice for the Task Force would be the Vakantiebeurs in the Netherlands.

This is one of the largest consumer shows in Europe. 5 days in early January.
The show is advertised nationally in the most densely populated county in Europe.
The Dutch are thrifty and tend to prefer vacations with strong value and family orientated.
The Dutch are very comfortable with english destinations, virtually everybody can get by in English. The Netherlands is one of the few nations that the USA has a positive trade balance with. Yes the US ships more to Holland than vice versa. This is based to a large extent on tourism heading to the USA.
There are nonstop flights from Amsterdam (AMS) on TUIFLY to Sanford (SFB) which offers easy options for tourists.
KLM and Delta (Skyteam Partners) have over thirty flights daily to the USA including the ATL hub which has at least three daily flights depending on season.
Visit Florida has supported Vakantiebeurs with a limited booth area at the trade show for years.

The German market is interesting to compare.
We need to keep closely in mind that the shows are regionally based from consumer perspective so there is a need to consider the target market. If the Task Force is to get into the show business then this is a multiyear project.
Between choosing Stuttgart, Munich and Hamberg shows. All have their strengths.
Munich is the larger show and in the Southern part of Germany. This means the regions in the Mediterranean will market heavily in the area as the driving distance south is manageable.
Additionally, the Southern Germany weather is better than Northern Europe leading to a higher demand to go abroad from Northern Europe.
Hamburg (Reisen Hamburg) is a somewhat smaller show than Munich (F.RE.E) however there may be more opportunity in Hamburg because less attention has been given to the market than the larger shows.
The weather in Northern Germany leads more towards going abroad than to Munich that is on the edge of the Alps and has a great deal to offer with Italy and the Adriatic Sea being an easy drive as well.
In summary, I would suggest Hamburg as a good place to start based on approaching a market that gets less attention than Munich and has typical northern Germany dreary weather.

The only caveat, I would suggest if Visit Florida has a stand Area (Like at Vakantiebeurs) I would suggest going that direction and that would be a game changer. However if Visit Florida is not involved I would suggest starting at Hamburg because it is more manageable and a heavy industrial city with working class residents.

Kind Regards,
Michael Walley

On Apr 11, 2017, at 10:10 PM, Steve Dopp <dopp@ncfrpc.org> wrote:

Michael,

If the Task Force could only exhibit at one of the shows you listed, which one would you put at the top of the list? Also, if your top pick is not a German show, which of the two German shows would be your top pick?

<image005.jpg> **Steven Dopp**
Senior Planner

<image006.jpg> **North Central Florida Regional Planning Council**
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From: Michael Walley [<mailto:michaelw@9400group.com>]
Sent: Thursday, April 06, 2017 11:31 AM
To: Steve Dopp
Cc: Roland Loog; Scott Koons
Subject: Re: ITB Follow Up

Your welcome.

On Apr 6, 2017, at 5:28 PM, Steve Dopp <dopp@ncfrpc.org> wrote:

Thanks Michael.

<image005.jpg> **Steven Dopp**
Senior Planner

<image006.jpg> **North Central Florida Regional Planning Council**
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PLEASE NOTE: Florida has a very broad public records law. Most written communications to or from government officials regarding government business are public records available to the public and media upon request. Your e-mail communications may be subject to public disclosure.

From: Michael Walley [<mailto:michaelw@9400group.com>]
Sent: Thursday, April 06, 2017 11:27 AM
To: Steve Dopp
Cc: Roland Loog; Scott Koons
Subject: Re: ITB Follow Up

Hello Steve,

Considering the North Florida opportunity, let me suggest focussing on consumer markets that have a strong affinity for travel and nature. Your market can be worked as both a "Piggy-back" to Beach or Orlando vacations as well as a stand alone nature destination.

Based on your request:

1. Vacantiebeurs, in Utrecht Holland. 2017 had **108,000** consumer attendees with many who enjoy biking,

walking and exploring nature. Visit Florida has had an area for at least 10 years at this show. Although I don't know VF's plans for 2018 given the budget concerns.

2. Ferie For Alle, Herning Denmark. This show supports both Sweden and Denmark. The Scandinavian folk are very "Outdoor-sie." Mid size show but a good match. VF has not done this show because it is a consumer show and their focus remains on trade.

Had **59,143** visitors on 2017.

3. Germany. I suggest Reisen Hamburg. Is a standard 5 day consumer show. This would be consistent with a norther Europe focus. **71,000 visitors.**

4. F.RE.E Munich is also a standard 5 day consumer show with strong attendance. **135,000** Visitors consumer and trade.

5. If you don't want to do two Germany shows, MATKA in Finland has over **50,000** consumers visit and 20,000 professionals.

I would suggest these four shows as your starting point for the consumer circuit.

Considering the paddling focus, let me suggest you work with all your vacation assets including paddling and focus on the above events. European trade events tend to be all inclusive tourism events with a regional area support focus rather than a specific type of holiday focus.

Please let me know if there is any way I can assist.

Kind regards,

Michael Walley

On Apr 6, 2017, at 3:33 PM, Steve Dopp
<dopp@ncfrpc.org> wrote:

Michael,

Roland mentioned to me that when he spoke with you, you mentioned what you considered to be the top four European consumer travel shows. Which four were those?

Also, the Task Force is interested in outdoor-oriented consumer shows. It is particularly interested in a paddling-oriented consumer show in Europe. Do you have any recommendations?

<image005.jpg> *Steven Dopp*

Senior Planner

<image006.jpg>*North Central Florida Regional Planning
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From: Michael Walley
[mailto:michaelw@9400group.com]
Sent: Wednesday, March 15, 2017 12:20 PM
To: Roland Loog; Steve Dopp
Subject: ITB Follow Up

Hello Roland,

It was great seeing you at ITB again this year and hearing your recovery is progressing well. What a shock.

I have added the **Trade Show Map** and the **Flags Poster** to my website for easy viewing for you and Steve.
The links are below.

<http://www.9400group.com/the-poster.html>

<http://www.9400group.com/eu-shows-2017-2018.html>

Please let me know what your ideas are for 2018. I really believe North Florida will excel in the consumer arena and be able to raise the bar. Of course the big question is what budget gets approved by VF and what impact it may have upon your organization.

Please let me know if there is anything I can do to help with planning.

Kind Regards,

Michael Walley

The Original Florida Tourism Task Force 2017 MEMBERS as of 6/12/2017

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STAFF

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

as of 6/12/2017

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www.visitdixie.com
www.suwanneeguides.com

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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Visit Natural
NORTH FLORIDA