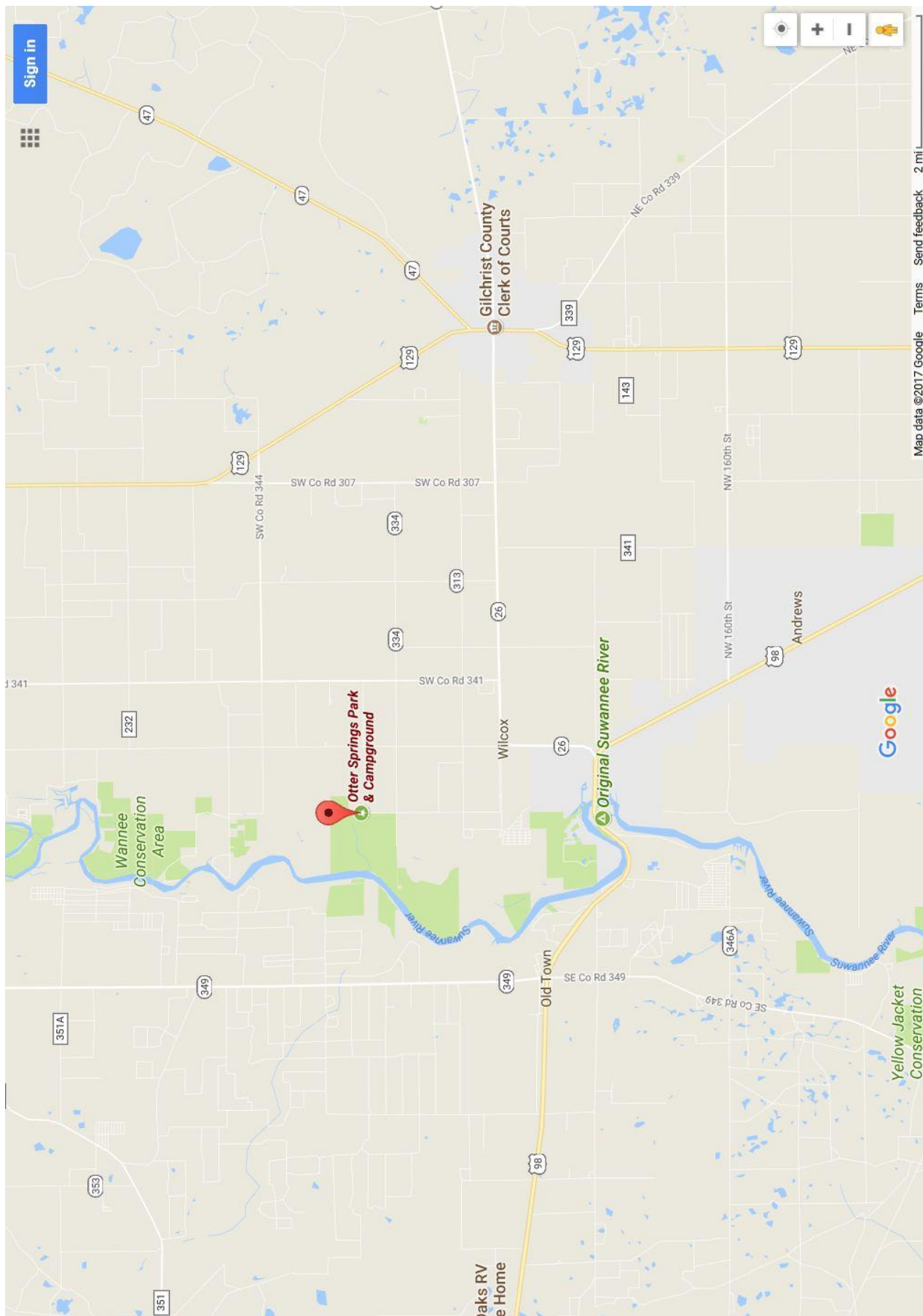


MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **July 20, 2017**. The meeting will be held at the **Otter Springs Park and Campground, 6470 SW 80th Avenue, Trenton, FL**, beginning at **10:00 a.m.**

(Location Map on Back)



The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Visit Natural
NORTH FLORIDA

Otter Springs Park and Campground
6470 SW 80th Avenue, Trenton, FL
Gilchrist County

July 20, 2017
10:00 a.m.

PAGE NO.

I.	Call to Order, Introductions	
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III.	Approval of the June 15, 2017 Meeting Minutes	5
IV.	Old Business	
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	1. Finance Committee	
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	B. Fiscal Year 2016-17 Regional Rural Development Grant	
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	a. Website Enhancements and Digital Advertising Campaign	
	b. Springs and Bicycle Microsite Updates	
	c. Blogs	
	d. Photography	
	e. Domestic Travel Shows	
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	ii. Florida Governor's Conference on Tourism, August 28-30, 2017	
	1. Professional Organization Memberships	

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C.	Fiscal Year 2017-18 Regional Rural Development Grant	
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2.	Authorization for Request for Proposals - 2018 Digital Advertising Campaign	
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1.	VISIT FLORIDA - North Central Florida Fiscal Year 2016-17 Rural Area of Opportunity Partnership Program	
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1.	Status of Visit Florida Funding	
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a.	Per Diem Rates	
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2.	2017 Meeting Dates and Locations	75
V.	Leadership Forum: Craig Sheriff, Florida Xtreme Adventures, Sea to Sea Adventure Race - March 2018	
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., August 17, 2017 at a location to be determined in Hamilton County.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Marion Street Deli and Pub
Lake City, FL
Columbia County

June 15, 2017
10:00 a.m.

MEMBERS PRESENT

Rod Butler, Columbia County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Pat Watson, Gilchrist County
Susan Ramsey, Hamilton County
Katrina Richardson, Jefferson County
Nancy Wideman, Jefferson County
Carol McQueen, Levy County
Alvin Jackson, Suwannee County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer
Diane Bardhi, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Cody Gray, Columbia County Tourist
Development Council
Roland Loog
Michelle Moore, Columbia County Tourist
Development Council
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
Martin Pierce, Dixie County
Susie Page, Lafayette County, Vice-Chair
Jennifer Hand, Hamilton County
Trent Abbott, Madison County
Phyllis Williams, Madison County
Gail Gilman, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Treasurer Dave Mecusker called the meeting to order at 10:05 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Treasurer Mecusker requested approval of the meeting agenda.

ACTION: Carol McQueen moved and Nancy Wideman seconded to add an item addressing the transfer of restricted funds for the printing of the Suwannee River Wilderness Trail Paddling Guide to unrestricted funds as item IV.A.1.c. and to approve the agenda as amended. The motion passed unanimously.

III. APPROVAL OF THE MAY 25, 2017 MINUTES

Mr. Mecusker asked for approval of the May 25, 2017 meeting minutes.

ACTION: Ms. Wideman moved and Sandy Beach seconded to approve the May 25, 2017 meeting minutes as circulated. The motion passed unanimously.

Chair Dawn Taylor joins the meeting.

IV. OLD BUSINESS

A. Committee Reports

1. Financial Committee Report

a. Monthly Financial Report Review and Approval, April 30, 2017

Mr. Mecusker presented the April 30, 2017 monthly financial report.

ACTION: Ms. Beach moved and Ms. Wideman seconded to accept the April 30, 2017 monthly financial report. The motion passed unanimously.

b. Fiscal Year 2017-18 Cooperative Regional Program Marketing Fees

Mr. Dopp stated that letters notifying Task Force members of the amounts of the Fiscal Year 2017-18 Cooperative Regional Program Marketing Fees had been distributed to Task Force member counties.

c. Transfer of Restricted Funds

ACTION: Ms. Wideman moved and Paula Vann seconded to transfer all remaining funds from the Suwannee River Wilderness Paddling Guide restricted fund balance to unrestricted fund balance. The motion passed unanimously.

2. Marketing Committee Report

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

1. Scope of Work

a. Website Enhancements and Digital Advertising Campaign

Mr. Dopp stated that he had met with representatives of Jumpem, LLC, and is in the process of preparing a contract between Jumpem and the Task Force for website enhancements and the digital advertising campaign.

b. Springs and Bicycle Microsites

No discussion occurred regarding this agenda item.

c. Blogs

Mr. Dopp stated that Tommy Thompson is writing blogs under the new blogging contract.

d. Photography

No discussion occurred regarding this agenda item.

e. Domestic Travel Shows

i. Hershey RV Show

Mr. Dopp reported that the Task Force is registered to attend the 2017 Hershey RV Show.

f. Print and Digital Advertising Campaigns

Mr. Dopp stated that he had recently emailed to Task Force member leads from the UnDiscovered Florida advertisement.

g. eNewsletters

Mr. Dopp stated that the Summer enewsletter was distributed June 1, 2017 and is included in the Task Force meeting packet.

h. VisaVue

Mr. Dopp reported on the VisaVue information for calendar year 2016.

i. Scholarships

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

No discussion occurred regarding this agenda item.

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

Mr. Dopp stated that he had submitted the Ultimate Bicycle Guide microsite and printed bicycle guide for a Flagler Award.

j. Professional Organization Memberships

No discussion occurred regarding this agenda item.

C. Fiscal Year 2017-18 Regional Rural Development Grant

1. Draft Scope of Work

No changes were made to the Fiscal Year 2017-18 Regional Rural Development Grant draft scope of work.

D. VISIT FLORIDA Grants

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

a. Promotional Items

Mr. Dopp reported that he had cancelled the order with Marketing Mud for self-adhesive removable logo patches.

b. Final Report

Mr. Dopp stated that he anticipates submitting the final report and reimbursement package for the VISIT FLORIDA Rural Area of Opportunity Partnership by the end of June 2017.

2. VISIT FLORIDA - North Central Florida Fiscal Year 2017-18
Rural Area of Opportunity Partnership Program

a. Tentative Listing of Travel Shows

Mr. Dopp presented the tentative listing of travel shows for the 2017-18 travel show season. The Committee agreed by consensus to select Vakantiebeurs in Utrecht, Netherlands as the replacement show for London World Travel Market. The Task Force also agreed by consensus to add the Boston Globe Travel show to the schedule and to use 2017-18 Regional Rural Development Grant funds for the Boston Globe Travel Show.

b. Selection of Travel Show Coordinator

ACTION: Ms. Richardson moved and Mr. Mecusker seconded to retain Donna Creamer as the Fiscal Year 2017-18 VISIT FLORIDA - The Original Florida Tourism Task Force Travel Show Coordinator and authorize the Executive Director to enter into a Travel Show Coordinator contract with Ms. Creamer for up to \$14,300 for the performance of Travel Show Coordinator duties. The motion carried unanimously.

c. Travel Show Assignments (Tentative)

The Task Force agreed by consensus to the following travel show assignments.

The Original Florida Tourism Task Force
Travel Shows and Show Assignments, 2017-18 Travel Show Season
June 15, 2017

Number	Show Name	Leader	2nd Person	Alternate	Leader Departure Date	Member Departure Date	Show Dates	Return Travel Date
1	<i>Hershey RV Show</i>	<i>Donna Creamer</i>	<i>Pat Watson</i>		<i>September 11, 2017</i>	<i>September 12, 2017</i>	<i>September 13 - 17, 2017</i>	<i>September 18, 2017</i>
2	Vakantiebeurs, Utrecht, Netherlands	Dave Mecusker	Sandy Beach	Carol McQueen	January 7, 2018	January 7, 2018	January 11 - 15, 2018	January 16, 2018
3	Washington DC Travel and Adventure Show	TSC	Alvin Jackson	Cody Gray	January 18, 2018	January 19, 2018	January 20 - 21, 2018	January 22, 2018
4	Atlanta Camping & RV Show	Roland Loog	Diane Bardhi	Carol McQueen	January 24, 2018	January 25, 2018	January 26 - 28, 2018	January 29, 2018
5	New York Times Travel Show	TSC	Dawn Taylor	Teena Peavey	January 24, 2018	January 25, 2018	January 26 - 28, 2018	January 29, 2018
6	<i>Boston Globe Travel Show</i>	<i>Dave Mecusker</i>	<i>Lois Nevins</i>	<i>Roland Loog</i>	<i>February 7, 2018</i>	<i>February 8, 2018</i>	<i>February 19 - 11, 2018</i>	<i>February 12, 2018</i>
7	Chicago Travel and Adventure Show	TSC	Teena Peavey	Dave Mecusker	February 8, 2018	February 9, 2018	February 10 - 11, 2018	February 12, 2018
8	Chicago RV and Camping Show	Alvin Jackson	Roland Loog	Carol McQueen	February 13, 2018	February 14, 2018	February 15 - 18, 2018	February 19, 2018
9	London Telegraph Bike and Travel Show	Roland Loog	Allison Gill	Pat Watson	February 20, 2018	February 20, 2018	February 23 - 25, 2018	February 26, 2018
10	Toronto Outdoor Adventure Show	Teena Peavey	Pat Watson	Carol McQueen	February 21, 2018	February 22, 2018	February 23 - 25, 2018	February 26, 2018
11	ITB-Berlin	TSC	Katrina Richardson	Roland Loog	March 4, 2018	March 4, 2018	March 7 - 11, 2018	March 12, 2018
12	Canoeconia	Tommy Thompson	Russ McCallister	Dawn Taylor	March 7, 2018	March 8, 2018	March 9-11, 2018	March 12, 2018
13	Philadelphia Travel & Adventure Show	Dawn Taylor	Diane Bardhi	Roland Loog	March 8, 2018	March 9, 2018	March 10 - 11, 2018	March 12, 2018
14	Midwest Mountaineering Spring Expo	TSC	Cody Gray	Tommy Thompson	April 25, 2018	April 26, 2018	April 27 - 29, 2018?	April 30, 2018
15	<i>Bike Expo New York</i>	<i>TSC</i>	<i>Paula Vann</i>	<i>Katrina Richardson</i>	<i>May 2, 2018</i>	<i>May 3, 2018</i>	<i>May 4 -5, 2018?</i>	<i>May 6, 2018</i>

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

E. VISIT FLORIDA Monthly Report

Brenna Dacks presented the VISIT FLORIDA monthly report.

F. Staff Items

1. Status of VISIT FLORIDA Funding

Committee members discussed the status of VISIT FLORIDA funding.

G. Other Old Business

1. Updated Task Force Member Contact Information

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

2. 2017 Meeting Dates and Locations

No changes were requested.

V. LEADERSHIP FORUM

Steven Dopp presented a summary report on the 2016-17 Task Force travel show season.

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., July 20, 2017 at a location to be determined in Gilchrist County.

The meeting adjourned at 1:05 p.m.

Dawn Taylor, Chair

7/20/17
Date

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

The Original Florida Tourism Task Force

Balance Sheet

As of May 31, 2017

	<u>May 31, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	40,697.09
Total Checking/Savings	40,697.09
Accounts Receivable	
Accounts Receivable	748.77
Total Accounts Receivable	748.77
Other Current Assets	
Prepaid Expense	2,282.00
Prepaid Travel	459.00
Total Other Current Assets	2,741.00
Total Current Assets	44,186.86
TOTAL ASSETS	<u>44,186.86</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	7,491.24
Total Accounts Payable	7,491.24
Other Current Liabilities	
Contract Advance	35,000.00
Due to NCFRPC	20,000.00
Total Other Current Liabilities	55,000.00
Total Current Liabilities	62,491.24
Total Liabilities	62,491.24
Equity	
Restricted	42.00
Unrestricted Earnings	64,575.71
Net Income	-82,922.09
Total Equity	-18,304.38
TOTAL LIABILITIES & EQUITY	<u>44,186.86</u>

2:04 PM

06/21/17

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 05/31/2017

	<u>May 31, 17</u>	
Beginning Balance	75,572.81	✓
Cleared Transactions		
Checks and Payments - 18 items	-27,927.35	✓
Deposits and Credits - 2 items	1,100.00	✓
Total Cleared Transactions	<u>-26,827.35</u>	
Cleared Balance	<u>48,745.46</u>	✓
Uncleared Transactions		
Checks and Payments - 5 items	<u>-8,048.37</u>	
Total Uncleared Transactions	<u>-8,048.37</u>	
Register Balance as of 05/31/2017	<u>40,697.09</u>	
New Transactions		
Checks and Payments - 1 item	<u>-680.40</u>	
Total New Transactions	<u>-680.40</u>	
Ending Balance	<u><u>40,016.69</u></u>	

[Handwritten signature]
6-21-17

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 05/31/2017

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						75,572.81
Cleared Transactions						
Checks and Payments - 18 items						
Bill Pmt -Check	03/30/2017	1150	Dawn Taylor	X	-2,186.56	-2,186.56
Bill Pmt -Check	04/12/2017	1160	Florida Suncoast T...	X	-1,500.00	-3,686.56
Bill Pmt -Check	04/27/2017	1164	Donna Creamer	X	-2,824.33	-6,510.89
Bill Pmt -Check	04/27/2017	1167	Perry Taylor County...	X	-2,578.61	-9,089.50
Bill Pmt -Check	04/27/2017	1170	Two Tree, Inc.	X	-1,850.00	-10,939.50
Bill Pmt -Check	04/27/2017	1166	Madison County Ch...	X	-1,145.04	-12,084.54
Bill Pmt -Check	04/27/2017	1169	Sandy Beach	X	-357.26	-12,441.80
Bill Pmt -Check	04/27/2017	1163	Dawn Taylor	X	-309.92	-12,751.72
Bill Pmt -Check	04/27/2017	1168	Phyllis G. Williams	X	-270.64	-13,022.36
Bill Pmt -Check	04/27/2017	1171	United Parcel Service	X	-63.92	-13,086.28
Bill Pmt -Check	04/27/2017	1165	Florida Dept State ...	X	-48.44	-13,134.72
Bill Pmt -Check	05/11/2017	1175	Worth International ...	X	-6,680.00	-19,814.72
Bill Pmt -Check	05/11/2017	1172	Florida Suncoast T...	X	-1,500.00	-21,314.72
Bill Pmt -Check	05/11/2017	1174	United Parcel Service	X	-243.10	-21,557.82
Bill Pmt -Check	05/11/2017	1173	Madison County Ch...	X	-25.00	-21,582.82
Check	05/25/2017		Capital City Bank	X	-11.65	-21,594.47
Bill Pmt -Check	05/26/2017	1179	Two Tree, Inc.	X	-4,382.88	-25,977.35
Bill Pmt -Check	05/26/2017	1177	NCFRPC	X	-1,950.00	-27,927.35
Total Checks and Payments					-27,927.35	-27,927.35
Deposits and Credits - 2 items						
Bill Pmt -Check	03/16/2017	1147	Marketing Mud	X	0.00	0.00
Deposit	05/23/2017			X	1,100.00	1,100.00
Total Deposits and Credits					1,100.00	1,100.00
Total Cleared Transactions					-26,827.35	-26,827.35
Cleared Balance					-26,827.35	48,745.46
Uncleared Transactions						
Checks and Payments - 5 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	05/26/2017	1180	VisitFlorida		-854.00	-7,643.83
Bill Pmt -Check	05/26/2017	1178	Southeast Tourism ...		-285.00	-7,928.83
Bill Pmt -Check	05/26/2017	1176	David Mecusker		-119.54	-8,048.37
Total Checks and Payments					-8,048.37	-8,048.37
Total Uncleared Transactions					-8,048.37	-8,048.37
Register Balance as of 05/31/2017					-34,875.72	40,697.09
New Transactions						
Checks and Payments - 1 item						
Bill Pmt -Check	06/12/2017	1181	NCFRPC		-680.40	-680.40
Total Checks and Payments					-680.40	-680.40
Total New Transactions					-680.40	-680.40
Ending Balance					-35,556.12	40,016.69



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SK AD

00006320 FCC31545060117094017 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PLACE
GAINESVILLE FL 32653-1603

Date 5/31/17
Primary Account

Page 1
XXXXXXXX2204

With a Home Equity Line of Credit, you'll see how the return on your investment can fund a dream vacation, home improvements or college expenses. Apply today or learn more at ccbg.com/equity. *Equal Housing Lender

CHECKING ACCOUNT

ANALYZED BUS CHECKING	Images	18
Account Number	XXXXXXXX2204	Statement Dates 5/01/17 thru 5/31/17
Previous Balance	75,572.81 ✓	Days in this Statement Period 31
1 Deposits/Credits	1,100.00 ✓	Avg Ledger Balance 62,443.39
18 Checks/Debits	27,927.35 ✓	Avg Collected Balance 62,443.39
Service Charges	.00	
Interest Paid	.00	
Ending Balance	48,745.46 ✓	

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
5/23	Deposit	1,100.00 ✓

OTHER DEBITS

Date	Description	Amount
5/25	Account Analysis Charge	11.65- ✓

RECEIVED

JUN 07 2017

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



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

Date 5/31/17
Primary Account

Page 2
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER					
Date	Check No	Amount	Date	Check No	Amount
5/01	1150	2,186.56 ✓	5/02	1170	1,850.00 ✓
5/02	1160*	1,500.00 ✓	5/09	1171	63.92 ✓
5/12	1163*	309.92 ✓	5/18	1172	1,500.00 ✓
5/05	1164	2,824.33 ✓	5/22	1173	25.00 ✓
5/04	1165	48.44 ✓	5/23	1174	243.10 ✓
5/22	1166	1,145.04 ✓	5/23	1175	6,680.00 ✓
5/11	1167	2,578.61 ✓	5/31	1177*	1,950.00 ✓
5/31	1168	270.64 ✓	5/31	1179*	4,382.88 ✓
5/11	1169	357.26 ✓			

* Denotes missing check numbers

DAILY BALANCE INFORMATION

Date	Balance	Date	Balance	Date	Balance
5/01	73,386.25	5/09	67,099.56	5/22	61,183.73
5/02	70,036.25	5/11	64,163.69	5/23	55,360.63
5/04	69,987.81	5/12	63,853.77	5/25	55,348.98
5/05	67,163.48	5/18	62,353.77	5/31	48,745.46

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

00006320-0012221-0002-0005-FCC31545060117094017-01-L





Natural North Florida
THE ORIGINAL FLORIDA TOURISM TASK FORCE
800 N.W. 17TH PLACE
SUNRISEVILLE, FLORIDA 32083-1800
813.308.5700

Capital City Bank
1172
5/11/2017
\$1,500.00

Florida Suncoast Tourism Promotions, Inc.
One Thousand Five Hundred and 00/100
Florida Suncoast Tourism Promotions, Inc.
10750 75th Street
Largo, FL 33777

MEMO: S.S.P.K.

⑆001172⑆ ⑆063100688⑆ 0224792204⑆

1172 05/18/2017 \$1,500.00

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TASK FORCE
800 N.W. 17TH PLACE
SUNRISEVILLE, FLORIDA 32083-1800
813.308.5700

Capital City Bank
1173
5/11/2017
\$25.00

Madison County Chamber of Commerce
Twenty Five and 00/100
Madison County Chamber of Commerce
316 SW Pineknay Street
Madison, FL 32340

MEMO: S.S.P.K.

⑆001173⑆ ⑆063100688⑆ 0224792204⑆

1173 05/22/2017 \$25.00

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TASK FORCE
800 N.W. 17TH PLACE
SUNRISEVILLE, FLORIDA 32083-1800
813.308.5700

Capital City Bank
1174
5/11/2017
\$243.10

United Parcel Service
Two Hundred Forty-Three and 10/100
United Parcel Service
P.O. Box 7247-0244
Philadelphia, PA 19170-001

MEMO: S.S.P.K.

⑆001174⑆ ⑆063100688⑆ 0224792204⑆

1174 05/23/2017 \$243.10

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TASK FORCE
800 N.W. 17TH PLACE
SUNRISEVILLE, FLORIDA 32083-1800
813.308.5700

Capital City Bank
1175
5/11/2017
\$16,680.00

Worth International Media Group
Six Thousand Six Hundred Eighty and 00/100
Worth International Media Group
P.O. Box 171070
Miami Gardens, FL 33017-1070

MEMO: S.S.P.K.

⑆001175⑆ ⑆063100688⑆ 0224792204⑆

1175 05/23/2017 \$6,680.00

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TASK FORCE
800 N.W. 17TH PLACE
SUNRISEVILLE, FLORIDA 32083-1800
813.308.5700

Capital City Bank
1177
5/26/2017
\$1,950.00

N. Central FL Regional Planning Council
One Thousand Nine Hundred Fifty and 00/100
N. Central FL Regional Planning Council
2000 NW 57th Place
Gainesville, FL 32653-1003

MEMO: S.S.P.K.

⑆001177⑆ ⑆063100688⑆ 0224792204⑆

1177 05/31/2017 \$1,950.00

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TASK FORCE
800 N.W. 17TH PLACE
SUNRISEVILLE, FLORIDA 32083-1800
813.308.5700

Capital City Bank
1179
5/26/2017
\$4,382.88

Two Trees, Inc.
Four Thousand Three Hundred Eighty-Two and 88/100
Two Trees, Inc.
Tommy Thompson
3444 NW 34th Street
Ocala, FL 32067

MEMO: S.S.P.K.

⑆001179⑆ ⑆063100688⑆ 0224792204⑆

1179 05/31/2017 \$4,382.88

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

As of May 31, 2017

(These financial statements are unaudited)

Income	Budget	May 2017	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	49,000.00	0.00	53,000.00	4,000.00
DEO Rural Development Grant 15/16	51,225.00	0.00	0.00	(51,225.00)
DEO Rural Development Grant 16/17	150,000.00	0.00	0.00	(150,000.00)
VisitFlorida Rural Area Opportunity Grant 16/17	132,265.00	0.00	0.00	(132,265.00)
VisitFlorida Rural Area Opportunity 16/17 In Kind	26,310.00	0.00	0.00	(26,310.00)
Transfer from Reserves	3,500.00	0.00	0.00	(3,500.00)
Other	0.00	1,100.00	1,100.00	1,100.00
Gross Revenue	412,300.00	1,100.00	54,100.00	(358,200.00)
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	0.00	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	0.00	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 May 31, 2017

(These financial statements are unaudited)

	Budget	May 2017	Year to Date	Over/(Under) Budget
Dallas Travel Expo	7,300.00	0.00	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	0.00	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	3,088.75	3,088.75	(3,411.25)
Out State Show #4 - Minn Spring	0.00	1,792.17	2,359.38	2,359.38
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	4,880.92	105,615.59	(73,384.41)
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	6,200.00	(3,175.00)
Total Advertising	46,175.00	1,500.00	20,930.00	(46,175.00)
Total Marketing	299,000.00	6,380.92	167,595.99	(131,404.01)
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	1,950.00	0.00	(44,000.00)
	88,400.00	1,950.00	9,900.00	(78,500.00)

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

As of May 31, 2017

(These financial statements are unaudited)

	Budget	May 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	285.00	285.00	(15.00)
Visit Florida	400.00	395.00	395.00	(5.00)
Total Memberships	<u>1,000.00</u>	<u>680.00</u>	<u>855.00</u>	<u>(145.00)</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	11.65	147.74	(52.26)
Legal				
Advertising	300.00	0.00	48.44	(251.56)
Expenses	300.00	0.00	61.25	(238.75)
Total Legal	<u>600.00</u>	<u>0.00</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	231.48	1,304.93	(695.07)
Telephone	300.00	0.00	0.00	(300.00)
Postage	300.00	0.00	92.91	(207.09)
Total NonMarketing Expense	<u>113,300.00</u>	<u>2,873.13</u>	<u>23,220.27</u>	<u>(90,079.73)</u>
Total Expenses	<u>412,300.00</u>	<u>9,254.05</u>	<u>190,816.26</u>	<u>(221,483.74)</u>
Net Income	<u>0.00</u>	<u>(8,154.05)</u>	<u>(136,716.26)</u>	<u>(136,716.26)</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
 (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

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

Proposed Amendment 7/20/2017

<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
Suwannee County	\$4,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$3,000
Subtotal	\$53,000
<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	\$416,300
Less In-Kind	(\$26,310)
TOTAL REVENUES - CASH	\$389,990

<i>Expenditures</i>	
Bank Charges	\$200
Governor's Conference on Tourism	\$2,000
Internships	\$5,000
Legal Advertising	\$300
Legal Expenses	\$300
(1) Marketing Program for 2016-17	\$300,500
(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	\$12,000
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)

Proposed Amendment 7/20/2017

	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	\$6,000.00	\$3,000.00	\$3,000.00
Design and Print New Regional Brochure (adds Brad, Col, & Ham Cour	\$8,500.00	\$8,500.00	\$0.00
Design & Print Specialty Brochures	\$900.00	\$900.00	\$0.00
Website:			
Revise Homepage	\$30,000.00	\$30,000.00	\$0.00
Ultimate Bicycle Guide Microsite & Downloadable PDF Guide	\$8,250.00	\$0.00	\$8,250.00
Ultimate Bicycle Guide Maintenance and Updates	\$1,400.00	\$1,400.00	\$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
Ultimate Springs Guide Maintenance and Updates	\$1,000.00	\$1,000.00	\$0.00
Photography	\$5,000.00	\$5,000.00	\$0.00
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 Expo	\$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	\$13,516.66	\$7,266.66	\$6,250.00
Out-of-State Travel Show #2	\$13,516.67	\$7,266.67	\$6,250.00
Out-of-State Travel Show #3	\$7,266.67	\$7,266.67	\$0.00
I-75 Welcome Center Festival	\$100.00	\$0.00	\$100.00
Advertising:			
New vnnf.org & Travel Show Website Digital Advertising Campaign	\$25,000.00	\$12,000.00	\$13,000.00
Florida State Parks Mobile Advertisement	\$0.00	\$0.00	\$0.00
Social Media Postings (Facebook, Twitter, Instagram)	\$0.00	\$0.00	\$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	\$9,875.00	\$8,000.00	\$1,875.00
Total Marketing Expenditure	\$300,500.00	\$112,500.00	\$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	\$12,000.00	\$12,000.00	\$0.00
Governor's Tourism Conference	\$2,000.00	\$2,000.00	\$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	\$111,800.00	\$37,500.00	\$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 inquires pursuant to the Agreement; and,
 - D. Review Grantee's invoices for accuracy and thoroughness, and if accepted process invoices on a timely basis.

4. **Deliverables:**

Grantee agrees to provide the following services as specified:

Deliverable No. 1 – Website 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

VISAVUE 2016 ANNUAL SUMMARY

PERCENT OF TOTAL MARKET

Florida (excluding Gainesville)	64.9%
Out-of-State	33.5%
International	1.6%

Top Out-of-State Markets

	Percent of Total Domestic
1 ATLANTA, GA	13.8%
2 CHICAGO-GARY-KENOSHA, IL-IN-WI	4.0%
3 WASHINGTON-BALTIMORE, DC-MD-VA-WV	3.2%
4 DETROIT-ANN ARBOR-FLINT, MI	3.2%
5 NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-CT-PA	2.7%
6 HOUSTON-GALVESTON-BRAZORIA, TX	2.7%
7 DALLAS-FORT WORTH, TX	2.3%
8 NASHVILLE, TN	1.8%
9 MOBILE, AL	1.9%
10 BOSTON-WORCESTER-LAWRENCE, MA-NH-ME-CT	1.5%
11 BIRMINGHAM, AL	1.4%
12 MACON, GA	1.4%
13 NEW ORLEANS, LA	1.3%
14 NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VA-NC	1.3%
15 SAVANNAH, GA	1.3%
16 PHILADELPHIA-WILMINGTON-ATLANTIC CITY, PA-NJ-DE-MD	1.2%
17 KNOXVILLE, TN	1.2%
18 INDIANAPOLIS, IN	1.2%
19 CINCINNATI-HAMILTON, OH-KY-IN	1.1%
20 CHARLOTTE-GASTONIA-ROCK HILL, NC-SC	1.1%
21 KANSAS CITY, MO-KS	1.1%
22 SAINT LOUIS, MO-IL	1.1%
23 LOS ANGELES-RIVERSIDE-ORANGE COUNTY, CA	1.0%
24 MINNEAPOLIS-SAINT PAUL, MN-WI	1.0%
25 RALEIGH-DURHAM-CHAPEL HILL, NC	1.0%
26 GREENVILLE-SPARTANBURG-ANDERSON, SC	1.0%
27 DOTHAN, AL	0.9%
28 CHATTANOOGA, TN-GA	0.9%
29 SEATTLE-TACOMA-BREMERTON, WA	0.9%
30 DENVER-BOULDER-GREELEY, CO	0.9%
31 COLUMBUS, GA-AL	0.9%
32 CHARLESTON-NORTH CHARLESTON, SC	0.9%
33 LOUISVILLE, KY-IN	0.9%
34 RICHMOND-PETERSBURG, VA	0.8%
35 MONTGOMERY, AL	0.8%
36 COLUMBUS, OH	0.8%
37 CLEVELAND-AKRON, OH	0.7%
38 BILOXI-GULFPORT-PASCAGOULA, MS	0.7%
39 ALBANY, GA	0.7%
40 BATON ROUGE, LA	0.7%
41. Remainder	32.6%

2016 Domestic Out-of-State Expenditures by Market Segment

	Percent of Total
Oil	39.4%
Other Retail	11.6%
Restaurants	10.0%
Supermarkets	8.5%
QSR's	8.2%
Lodging	7.3%
Misc. Specialty Retail	2.7%
Other Travel & Entertainment	2.4%
Remaining Merchants	2.0%
Bill Pay	1.3%
Health Care	1.1%
Drug Stores & Pharmacies	1.1%
Sporting Goods Stores	0.9%
Discount Stores	0.8%
Business to Business	0.7%
Government	0.5%
Furniture/Equip. Stores	0.5%
Other Emerging	0.4%
Auto Rental	0.3%
Department Stores	0.2%
Direct Marketing	0.1%
Radio TV & Stereo Stores	0.1%
Travel Agencies	0.0%

Top In-State Markets, Excluding Gainesville

		Percent of Total In-State
1	JACKSONVILLE, FL	24.3%
2	TALLAHASSEE, FL	17.4%
3	TAMPA-SAINT PETERSBURG-CLEARWATER, FL	12.7%
4	ORLANDO, FL	9.0%
5	OCALA, FL	8.9%
6	MIAMI-FORT LAUDERDALE, FL	5.3%
7	LAKELAND-WINTER HAVEN, FL	2.8%
8	DAYTONA BEACH, FL	2.7%
9	SARASOTA-BRADENTON, FL	2.7%
10	WEST PALM BEACH-BOCA RATON, FL	2.7%
11	FORT MYERS-CAPE CORAL, FL	2.1%
12	MELBOURNE-TITUSVILLE-PALM BAY, FL	2.1%
13	PENSACOLA, FL	2.1%
14	PUNTA GORDA, FL	0.6%
15	NAPLES, FL	0.8%
16	PANAMA CITY, FL	1.4%
17	FORT PIERCE-PORT SAINT LUCIE, FL	1.3%
18	FORT WALTON BEACH, FL	1.1%

2016 Florida Expenditures by Market Segment, Excluding Gainesville

		Percent of Total
1.	Oil	21.1%
2.	Other Retail	11.3%
3.	Restaurants	9.1%
4.	Radio TV & Stereo Stores	7.6%
5.	Supermarkets	7.2%
6.	Other Emerging	7.2%
7.	Travel Agencies	7.1%
8.	QSR's	6.5%
9.	Other Travel & Entertainment	4.9%
10.	Lodging	3.2%
11.	Misc. Specialty Retail	2.5%
12.	Health Care	2.4%
13.	Remaining Merchants	1.6%
14.	Bill Pay	1.6%
15.	Sporting Goods Stores	1.6%
16.	Drug Stores & Pharmacies	1.3%
17.	Discount Stores	1.1%
18.	Furniture/Equip. Stores	0.9%
19.	Business to Business	0.9%
20.	Department Stores	0.5%
21.	Government	0.4%
22.	Auto Rental	0.2%
23.	Direct Marketing	0.1%

Top International Markets

1	CANADA	42.7%
2	GERMANY	6.3%
3	UNITED KINGDOM	5.3%
4	PUERTO RICO	5.0%
5	AUSTRALIA	4.0%
6	RUSSIAN FEDERATION	2.5%
7	CHINA	2.3%
8	SWITZERLAND	2.1%
9	FRANCE	2.1%
10	MEXICO	1.6%
11	INDIA	1.5%
12	BRAZIL	1.4%
13	AUSTRIA	1.2%
14	DENMARK	0.9%
15	NETHERLANDS	0.9%
16	TRINIDAD AND TOBAGO	0.9%
17	ARGENTINA	0.9%
18	CHILE	0.9%
19	BAHAMAS	0.8%
20	COLOMBIA	0.7%
21	SPAIN	0.7%
22	CAYMAN ISLANDS	0.7%
23	NORWAY	0.7%
24	COSTA RICA	0.7%
25	PERU	0.7%
26	JAPAN	0.6%
27	HONDURAS	0.6%
28	REPUBLICA DOMINICANA	0.5%
29	UNITED ARAB EMIRATES	0.5%
30	SAUDI ARABIA	0.5%
31	FINLAND	0.5%
32	PANAMA	0.5%
33	ITALY	0.4%
34	SWEDEN	0.4%
35	EL SALVADOR	0.4%
36	QATAR	0.4%
37	BELGIUM	0.4%
38	GUATEMALA	0.4%
39	SOUTH AFRICA	0.3%
40	SOUTH KOREA	0.3%

2016 International Expenditures by Market Segment

1	Oil	16.1%
2	Supermarkets	15.4%
3	Lodging	14.9%
4	Other Retail	12.0%
5	Health Care	8.3%
6	Restaurants	7.4%
7	Other Travel & Entertainments	5.6%
8	Sporting Goods Stores	4.5%
9	Remaining Merchants	4.1%
10	QSRs	2.9%
11	Business to Business	2.3%
12	Government	1.6%
13	Misc. Specialty Retail	1.3%
14	Auto Rental	1.1%
15	Drug Stores & Pharmacies	0.9%
16	Discount Stores	0.6%
17	Other Emerging	0.6%
18	Department Stores	0.2%
19	Furniture/Equip. Stores	0.1%
20	Radio TV & Stereo Stores	0.1%
21	Travel Agencies	0.0%

2016 Domestic - Lodging

		Percent of Total
1.	TAMPA-SAINT PETERSBURG-CLEARWATER, FL	8.3%
2.	JACKSONVILLE, FL	7.6%
3.	ORLANDO, FL	5.0%
4.	ATLANTA, GA	5.0%
5.	MIAMI-FORT LAUDERDALE, FL	4.6%
6.	TALLAHASSEE, FL	3.3%
7.	SARASOTA-BRADENTON, FL	2.6%
8.	FORT MYERS-CAPE CORAL, FL	2.5%
9.	WEST PALM BEACH-BOCA RATON, FL	2.3%
10.	LAKELAND-WINTER HAVEN, FL	2.1%
11.	DAYTONA BEACH, FL	2.1%
12.	MELBOURNE-TITUSVILLE-PALM BAY, FL	1.9%
13.	CHICAGO-GARY-KENOSHA, IL-IN-WI	1.9%
14.	GAINESVILLE, FL	1.7%
15.	PENSACOLA, FL	1.6%
16.	DETROIT-ANN ARBOR-FLINT, MI	1.4%
17.	WASHINGTON-BALTIMORE, DC-MD-VA-WV	1.4%
18.	NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-CT-PA	1.3%
19.	HOUSTON-GALVESTON-BRAZORIA, TX	1.3%
20.	FORT PIERCE-PORT SAINT LUCIE, FL	1.2%
21.	NAPLES, FL	1.2%
22.	MOBILE, AL	1.1%
23.	OCALA, FL	1.0%
24.	NASHVILLE, TN	1.0%
25.	PANAMA CITY, FL	0.9%
26.	DALLAS-FORT WORTH, TX	0.9%
27.	NEW ORLEANS, LA	0.8%
28.	MINNEAPOLIS-SAINT PAUL, MN-WI	0.8%
29.	KNOXVILLE, TN	0.8%
30.	BIRMINGHAM, AL	0.8%
31.	INDIANAPOLIS, IN	0.8%
32.	PUNTA GORDA, FL	0.8%
33.	BOSTON-WORCESTER-LAWRENCE, MA-NH-ME-CT	0.8%
34.	FORT WALTON BEACH, FL	0.7%
35.	CINCINNATI-HAMILTON, OH-KY-IN	0.7%
36.	SAINT LOUIS, MO-IL	0.6%
37.	PHILADELPHIA-WILMINGTON-ATLANTIC CITY, PA-NJ-DE-MD	0.6%
38.	MACON, GA	0.6%
39.	CHARLOTTE-GASTONIA-ROCK HILL, NC-SC	0.6%
40.	SAVANNAH, GA	0.5%

2016 Domestic - Trailer Parks/Campgrounds

		Percent of Total
1	JACKSONVILLE, FL	17.9%
2	TAMPA-SAINT PETERSBURG-CLEARWATER, FL	9.9%
3	GAINESVILLE, FL	5.6%
4	ORLANDO, FL	5.6%
5	MIAMI-FORT LAUDERDALE, FL	3.4%
6	DAYTONA BEACH, FL	3.1%
7	TALLAHASSEE, FL	3.1%
8	OCALA, FL	2.7%
9	LAKELAND-WINTER HAVEN, FL	2.6%
10	MELBOURNE-TITUSVILLE-PALM BAY, FL	2.1%
11	SARASOTA-BRADENTON, FL	1.9%
12	HOUSTON-GALVESTON-BRAZORIA, TX	1.7%
13	ATLANTA, GA	1.6%
14	FORT MYERS-CAPE CORAL, FL	1.4%
15	DETROIT-ANN ARBOR-FLINT, MI	1.4%
16	FORT PIERCE-PORT SAINT LUCIE, FL	1.3%
17	WEST PALM BEACH-BOCA RATON, FL	1.1%
18	PENSACOLA, FL	1.1%
19	PANAMA CITY, FL	1.1%
20	WASHINGTON-BALTIMORE, DC-MD-VA-WV	1.0%
21	NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-CT-PA	0.9%
22	PUNTA GORDA, FL	0.8%
23	CHICAGO-GARY-KENOSHA, IL-IN-WI	0.8%
24	MOBILE, AL	0.7%
25	PHILADELPHIA-WILMINGTON-ATLANTIC CITY, PA-NJ-DE-MD	0.7%
26	NAPLES, FL	0.6%
27	DALLAS-FORT WORTH, TX	0.6%
28	JOHNSON CITY-KINGSPORT-BRISTOL, TN-VA	0.5%
29	BOSTON-WORCESTER-LAWRENCE, MA-NH-ME-CT	0.5%
30	MINNEAPOLIS-SAINT PAUL, MN-WI	0.5%
31	SAINT LOUIS, MO-IL	0.5%
32	CHARLOTTE-GASTONIA-ROCK HILL, NC-SC	0.5%
33	PITTSBURGH, PA	0.5%
34	GREENVILLE-SPARTANBURG-ANDERSON, SC	0.4%
35	DOTHAN, AL	0.4%
36	INDIANAPOLIS, IN	0.4%
37	COLUMBUS, OH	0.4%
38	RALEIGH-DURHAM-CHAPEL HILL, NC	0.4%
39	MILWAUKEE-RACINE, WI	0.4%
40	CHARLESTON-NORTH CHARLESTON, SC	0.4%

2016 Domestic - Tourist Attractions and Exhibits

		Percent of Total
1	TAMPA-SAINT PETERSBURG-CLEARWATER, FL	13.0%
2	JACKSONVILLE, FL	10.8%
3	GAINESVILLE, FL	8.4%
4	ATLANTA, GA	6.4%
5	ORLANDO, FL	6.0%
6	OCALA, FL	3.5%
7	MIAMI-FORT LAUDERDALE, FL	2.2%
8	TALLAHASSEE, FL	2.2%
9	HOUSTON-GALVESTON-BRAZORIA, TX	2.1%
10	DAYTONA BEACH, FL	1.9%
11	CHICAGO-GARY-KENOSHA, IL-IN-WI	1.7%
12	LAKELAND-WINTER HAVEN, FL	1.6%
13	SARASOTA-BRADENTON, FL	1.5%
14	WEST PALM BEACH-BOCA RATON, FL	1.5%
15	DETROIT-ANN ARBOR-FLINT, MI	1.2%
16	MELBOURNE-TITUSVILLE-PALM BAY, FL	1.1%
17	LAFAYETTE, LA	1.0%
18	DALLAS-FORT WORTH, TX	0.9%
19	BOSTON-WORCESTER-LAWRENCE, MA-NH-ME-CT	0.9%
20	CHARLESTON-NORTH CHARLESTON, SC	0.9%
21	NASHVILLE, TN	0.9%
22	WASHINGTON-BALTIMORE, DC-MD-VA-WV	0.8%
23	DOTHAN, AL	0.8%
24	AUSTIN-SAN MARCOS, TX	0.7%
25	MONTGOMERY, AL	0.7%
26	NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-CT-PA	0.7%
27	MINNEAPOLIS-SAINT PAUL, MN-WI	0.7%
28	PHILADELPHIA-WILMINGTON-ATLANTIC CITY, PA-NJ-DE-MD	0.6%
29	FORT MYERS-CAPE CORAL, FL	0.6%
30	SAVANNAH, GA	0.6%
31	COLUMBUS, OH	0.6%
32	CINCINNATI-HAMILTON, OH-KY-IN	0.6%
33	SAINT LOUIS, MO-IL	0.6%
34	KNOXVILLE, TN	0.6%
35	MOBILE, AL	0.5%
36	MACON, GA	0.5%
37	CHARLOTTE-GASTONIA-ROCK HILL, NC-SC	0.5%
38	RALEIGH-DURHAM-CHAPEL HILL, NC	0.5%
39	PANAMA CITY, FL	0.5%
40	NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VA-NC	0.4%

2016 Domestic - Recreation Services

		Percent of Total
1	GAINESVILLE, FL	55.0%
2	TALLAHASSEE, FL	6.8%
3	JACKSONVILLE, FL	6.7%
4	OCALA, FL	3.6%
5	TAMPA-SAINT PETERSBURG-CLEARWATER, FL	3.0%
6	ORLANDO, FL	2.9%
7	ATLANTA, GA	1.6%
8	MIAMI-FORT LAUDERDALE, FL	1.4%
9	PENSACOLA, FL	0.8%
10	NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-CT-PA	0.8%
11	LAKELAND-WINTER HAVEN, FL	0.7%
12	SARASOTA-BRADENTON, FL	0.7%
13	WASHINGTON-BALTIMORE, DC-MD-VA-WV	0.6%
14	DAYTONA BEACH, FL	0.6%
15	FORT PIERCE-PORT SAINT LUCIE, FL	0.6%
16	FORT WALTON BEACH, FL	0.6%
17	WEST PALM BEACH-BOCA RATON, FL	0.5%
18	LOS ANGELES-RIVERSIDE-ORANGE COUNTY, CA	0.5%
19	CHICAGO-GARY-KENOSHA, IL-IN-WI	0.4%
20	MELBOURNE-TITUSVILLE-PALM BAY, FL	0.4%
21	FORT MYERS-CAPE CORAL, FL	0.4%
22	BOSTON-WORCESTER-LAWRENCE, MA-NH-ME-CT	0.4%
23	SEATTLE-TACOMA-BREMERTON, WA	0.4%
24	HOUSTON-GALVESTON-BRAZORIA, TX	0.3%
25	PANAMA CITY, FL	0.3%
26	GRAND RAPIDS-MUSKEGON-HOLLAND, MI	0.3%
27	KANSAS CITY, MO-KS	0.3%
28	SAN FRANCISCO-OAKLAND-SAN JOSE, CA	0.3%
29	NAPLES, FL	0.2%
30	RALEIGH-DURHAM-CHAPEL HILL, NC	0.2%
31	AUGUSTA-AIKEN, GA-SC	0.2%
32	CHARLESTON-NORTH CHARLESTON, SC	0.2%
33	PHOENIX-MESA, AZ	0.2%
34	DALLAS-FORT WORTH, TX	0.2%
35	CHARLOTTE-GASTONIA-ROCK HILL, NC-SC	0.2%
36	PHILADELPHIA-WILMINGTON-ATLANTIC CITY, PA-NJ-DE-MD	0.2%
37	BINGHAMTON, NY	0.2%
38	GREENVILLE-SPARTANBURG-ANDERSON, SC	0.2%
39	MACON, GA	0.2%
40	SAVANNAH, GA	0.2%

2016 Domestic - Sporting/Recreational Camps

		Percent of Total
1	JACKSONVILLE, FL	24.1%
2	TAMPA-SAINT PETERSBURG-CLEARWATER, FL	15.9%
3	GAINESVILLE, FL	10.2%
4	MIAMI-FORT LAUDERDALE, FL	8.0%
5	ORLANDO, FL	6.4%
6	SARASOTA-BRADENTON, FL	4.0%
7	WEST PALM BEACH-BOCA RATON, FL	3.9%
8	MELBOURNE-TITUSVILLE-PALM BAY, FL	2.6%
9	FORT MYERS-CAPE CORAL, FL	2.5%
10	DAYTONA BEACH, FL	2.0%
11	ATLANTA, GA	1.7%
12	TALLAHASSEE, FL	1.7%
13	LAKELAND-WINTER HAVEN, FL	1.4%
14	FORT PIERCE-PORT SAINT LUCIE, FL	1.3%
15	OCALA, FL	1.0%
16	NAPLES, FL	0.8%
17	NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-CT-PA	0.6%
18	SAVANNAH, GA	0.6%
19	PENSACOLA, FL	0.6%
20	NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VA-NC	0.5%
21	WASHINGTON-BALTIMORE, DC-MD-VA-WV	0.5%
22	CHARLOTTE-GASTONIA-ROCK HILL, NC-SC	0.3%
23	PUNTA GORDA, FL	0.3%
24	COLUMBUS, OH	0.3%
25	BOSTON-WORCESTER-LAWRENCE, MA-NH-ME-CT	0.3%
26	CHARLESTON-NORTH CHARLESTON, SC	0.3%
27	AUGUSTA-AIKEN, GA-SC	0.3%
28	CHICAGO-GARY-KENOSHA, IL-IN-WI	0.3%
29	RALEIGH-DURHAM-CHAPEL HILL, NC	0.3%
30	SEATTLE-TACOMA-BREMERTON, WA	0.2%
31	MACON, GA	0.2%
32	HOUSTON-GALVESTON-BRAZORIA, TX	0.2%
33	NASHVILLE, TN	0.2%
34	PHILADELPHIA-WILMINGTON-ATLANTIC CITY, PA-NJ-DE-MD	0.2%
35	LOS ANGELES-RIVERSIDE-ORANGE COUNTY, CA	0.2%
36	DALLAS-FORT WORTH, TX	0.2%
37	NEW ORLEANS, LA	0.2%
38	DETROIT-ANN ARBOR-FLINT, MI	0.2%
39	PANAMA CITY, FL	0.2%
40	GREENVILLE-SPARTANBURG-ANDERSON, SC	0.2%

2016 Domestic - Bicycle Shops Sales and Service

		Percent of Total
1	GAINESVILLE, FL	38.9%
2	MINNEAPOLIS-SAINT PAUL, MN-WI	15.4%
3	PHOENIX-MESA, AZ	13.8%
4	TAMPA-SAINT PETERSBURG-CLEARWATER, FL	12.0%
5	JACKSONVILLE, FL	8.7%
6	CLARKSVILLE-HOPKINSVILLE, TN-KY	2.9%
7	DAYTONA BEACH, FL	2.5%
8	KANSAS CITY, MO-KS	0.9%
9	SARASOTA-BRADENTON, FL	0.6%
10	FORT MYERS-CAPE CORAL, FL	0.5%
11	OCALA, FL	0.5%
12	ALBUQUERQUE, NM	0.4%
13	DETROIT-ANN ARBOR-FLINT, MI	0.4%
14	WEST PALM BEACH-BOCA RATON, FL	0.4%
15	MIAMI-FORT LAUDERDALE, FL	0.4%
16	CLEVELAND-AKRON, OH	0.3%
17	LEWISTON-AUBURN, ME	0.3%
18	CHICAGO-GARY-KENOSHA, IL-IN-WI	0.3%
19	CHATTANOOGA, TN-GA	0.2%
20	HARTFORD, CT	0.2%
21	FORT PIERCE-PORT SAINT LUCIE, FL	0.1%
22	DAYTON-SPRINGFIELD, OH	0.1%
23	ATLANTA, GA	0.1%
24	LOS ANGELES-RIVERSIDE-ORANGE COUNTY, CA	0.1%
25	LINCOLN, NE	0.1%

2016 Domestic - Antique Shops

		Percent of Total
1	GAINESVILLE, FL	20.9%
2	JACKSONVILLE, FL	10.5%
3	TAMPA-SAINT PETERSBURG-CLEARWATER, FL	8.2%
4	OCALA, FL	8.0%
5	ORLANDO, FL	6.7%
6	TALLAHASSEE, FL	5.3%
7	MIAMI-FORT LAUDERDALE, FL	4.0%
8	ATLANTA, GA	3.0%
9	WEST PALM BEACH-BOCA RATON, FL	2.7%
10	DAYTONA BEACH, FL	1.6%
11	SARASOTA-BRADENTON, FL	1.5%
12	FORT PIERCE-PORT SAINT LUCIE, FL	1.3%
13	FORT MYERS-CAPE CORAL, FL	1.3%
14	LAKELAND-WINTER HAVEN, FL	1.3%
15	MELBOURNE-TITUSVILLE-PALM BAY, FL	1.1%
16	NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-CT-PA	1.0%
17	CHICAGO-GARY-KENOSHA, IL-IN-WI	0.8%
18	WASHINGTON-BALTIMORE, DC-MD-VA-WV	0.8%
19	BOSTON-WORCESTER-LAWRENCE, MA-NH-ME-CT	0.8%
20	PENSACOLA, FL	0.6%
21	FORT WALTON BEACH, FL	0.6%
22	LOUISVILLE, KY-IN	0.6%
23	NAPLES, FL	0.5%
24	DETROIT-ANN ARBOR-FLINT, MI	0.5%
25	PANAMA CITY, FL	0.4%
26	LOS ANGELES-RIVERSIDE-ORANGE COUNTY, CA	0.4%
27	PUNTA GORDA, FL	0.4%
28	PHILADELPHIA-WILMINGTON-ATLANTIC CITY, PA-NJ-DE-MD	0.4%
29	HOUSTON-GALVESTON-BRAZORIA, TX	0.4%
30	MOBILE, AL	0.4%
31	HONOLULU, HI	0.4%
32	GREENVILLE-SPARTANBURG-ANDERSON, SC	0.3%
33	DALLAS-FORT WORTH, TX	0.3%
34	NASHVILLE, TN	0.3%
35	KNOXVILLE, TN	0.3%
36	LEXINGTON, KY	0.3%
37	SAINT LOUIS, MO-IL	0.3%
38	NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VA-NC	0.3%
39	MINNEAPOLIS-SAINT PAUL, MN-WI	0.3%
40	RALEIGH-DURHAM-CHAPEL HILL, NC	0.2%

2016 Domestic - Marinas, Service & Supply

		Percent of Total
1	TALLAHASSEE, FL	24.1%
2	JACKSONVILLE, FL	17.8%
3	GAINESVILLE, FL	10.0%
4	ATLANTA, GA	8.3%
5	TAMPA-SAINT PETERSBURG-CLEARWATER, FL	5.0%
6	ORLANDO, FL	4.7%
7	DAYTONA BEACH, FL	2.6%
8	OCALA, FL	2.1%
9	COLUMBUS, GA-AL	1.7%
10	LAKELAND-WINTER HAVEN, FL	1.4%
11	MACON, GA	1.2%
12	MELBOURNE-TITUSVILLE-PALM BAY, FL	1.1%
13	PANAMA CITY, FL	1.1%
14	SARASOTA-BRADENTON, FL	1.1%
15	MIAMI-FORT LAUDERDALE, FL	1.1%
16	ALBANY, GA	1.0%
17	WEST PALM BEACH-BOCA RATON, FL	0.8%
18	FORT PIERCE-PORT SAINT LUCIE, FL	0.7%
19	CHATTANOOGA, TN-GA	0.7%
20	SAVANNAH, GA	0.6%
21	FORT MYERS-CAPE CORAL, FL	0.5%
22	FORT WALTON BEACH, FL	0.4%
23	HOUSTON-GALVESTON-BRAZORIA, TX	0.4%
24	ATHENS, GA	0.4%
25	NAPLES, FL	0.4%
26	PENSACOLA, FL	0.3%
27	BIRMINGHAM, AL	0.3%
28	AUGUSTA-AIKEN, GA-SC	0.3%
29	NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-CT-PA	0.3%
30	DETROIT-ANN ARBOR-FLINT, MI	0.3%
31	MOBILE, AL	0.3%
32	WASHINGTON-BALTIMORE, DC-MD-VA-WV	0.3%
33	SAN FRANCISCO-OAKLAND-SAN JOSE, CA	0.3%
34	NASHVILLE, TN	0.3%
35	FAYETTEVILLE, NC	0.2%
36	CHICAGO-GARY-KENOSHA, IL-IN-WI	0.2%
37	CHARLESTON-NORTH CHARLESTON, SC	0.2%
38	PUNTA GORDA, FL	0.2%
39	GREENVILLE-SPARTANBURG-ANDERSON, SC	0.2%
40	GREENSBORO--WINSTON-SALEM--HIGH POINT, NC	0.2%

2016 Domestic - Boat Rentals & Leasing

		Percent of Total
1	GAINESVILLE, FL	33.2%
2	JACKSONVILLE, FL	16.4%
3	TALLAHASSEE, FL	10.5%
4	TAMPA-SAINT PETERSBURG-CLEARWATER, FL	6.5%
5	MIAMI-FORT LAUDERDALE, FL	4.2%
6	ORLANDO, FL	3.7%
7	ATLANTA, GA	2.5%
8	DAYTONA BEACH, FL	1.4%
9	SARASOTA-BRADENTON, FL	1.2%
10	OCALA, FL	1.1%
11	MELBOURNE-TITUSVILLE-PALM BAY, FL	1.1%
12	NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-CT-PA	1.0%
13	WASHINGTON-BALTIMORE, DC-MD-VA-WV	0.9%
14	WEST PALM BEACH-BOCA RATON, FL	0.9%
15	LAKELAND-WINTER HAVEN, FL	0.9%
16	CHICAGO-GARY-KENOSHA, IL-IN-WI	0.8%
17	NEW ORLEANS, LA	0.6%
18	FORT MYERS-CAPE CORAL, FL	0.5%
19	RALEIGH-DURHAM-CHAPEL HILL, NC	0.5%
20	ASHEVILLE, NC	0.4%
21	PANAMA CITY, FL	0.4%
22	DETROIT-ANN ARBOR-FLINT, MI	0.4%
23	FORT COLLINS-LOVELAND, CO	0.4%
24	FORT PIERCE-PORT SAINT LUCIE, FL	0.4%
25	SEATTLE-TACOMA-BREMERTON, WA	0.4%
26	HARTFORD, CT	0.3%
27	KNOXVILLE, TN	0.3%
28	LOS ANGELES-RIVERSIDE-ORANGE COUNTY, CA	0.3%
29	Auburn-Opelika, AL	0.3%
30	SAVANNAH, GA	0.3%
31	CHATTANOOGA, TN-GA	0.3%
32	SAN FRANCISCO-OAKLAND-SAN JOSE, CA	0.2%
33	BOSTON-WORCESTER-LAWRENCE, MA-NH-ME-CT	0.2%
34	COLUMBUS, GA-AL	0.2%
35	PENSACOLA, FL	0.2%
36	MACON, GA	0.2%
37	DOTHAN, AL	0.2%
38	LEXINGTON, KY	0.2%
39	GREENSBORO--WINSTON-SALEM--HIGH POINT, NC	0.2%
40	HOUSTON-GALVESTON-BRAZORIA, TX	0.2%

Florida Department of Economic Opportunity
Fiscal Year 2017-18 Regional Rural Development Grant
(January 15, 2018 - January 15, 2019)
Deliverables and Cost Estimates
July 10, 2017

Cost Estimates		Deliverable
As of 6/20/17	As of 7/10/17	
\$100.00	\$600.00	Suwannee River Wilderness & Fl Saltwater Trail Maps, 3,000 copies
\$1,000.00	\$1,000.00	Ultimate Bicycle Guide Maintenance and Updates
\$1,000.00	\$1,000.00	Ultimate Springs Guide Maintenance and Updates
\$13,000.00	\$13,000.00	Website Reservation System
\$5,100.00	\$5,100.00	Website Blogs (60 blogs per at \$85 per blog)
\$1,600.00	\$1,600.00	Print 3,000 VNNF Specialty Brochures (RV Guide, Outfitters Guide, Lodging Guide)
\$3,000.00	\$0.00	Design and Print 10,000 placemats
	\$8,600.00	<u>Reprint Suwannee River Wilderness Trail Paddling Guide</u>
\$2,750.00	\$2,750.00	Revise & Print Ultimate Bicycle Guide
\$3,450.00	\$3,450.00	Revise & Print Ultimate Springs Guide
\$3,000.00	\$3,000.00	Print 500 copies of VNNF Paddling Guide
\$800.00	\$0.00	Print 100 copies of Saltwater Paddling Trail Guide
\$23,500.00	\$13,000.00	Domestic Travel Shows (4 2 shows)
\$17,000.00	\$17,000.00	Co-op Print Advertising
\$10,000.00	\$10,000.00	Digital Advertising Campaign - Facebook, Google Adword search, Other
\$8,000.00	\$8,000.00	Website Hosting
\$15,500.00	\$15,600.00	Scholarships (7 6 Tourism Marketing College @ \$1,500 \$1,700 and 5 3 Gov Tourism Conf @ \$1,000 \$1,800)
\$5,000.00	\$5,000.00	Tours for out-of-state and foreign travel media
\$8,500.00	\$8,500.00	Brochure Distribution
\$1,200.00	\$1,200.00	Professional Organization Memberships
	\$5,100.00	<u>VISAVUE - Domestic and International Editions</u>
\$4,000.00	\$4,000.00	Quarterly eNewsletters
\$22,500.00	\$22,500.00	Administration
\$150,000.00	\$150,000.00	Total

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The Original Florida Tourism Task Force
Travel Shows and Show Assignments, 2017-18 Travel Show Season
July 14, 2017

Number	Show Name	Leader	2nd Person	Alternate	Leader Departure Date	Member Departure Date	Show Dates	Return Travel Date
1	<i>Hershey RV Show</i>	<i>Donna Creamer</i>	<i>Pat Watson</i>		<i>September 11, 2017</i>	<i>September 12, 2017</i>	<i>September 13 - 17, 2017</i>	<i>September 18, 2017</i>
2	<u>Vakantiebeurs, Utrecht, Netherlands</u>	<u>Dave Mecusker</u>	<u>Sandy Beach</u>	<u>Carol McQueen</u>	<u>January 7, 2018</u>	<u>January 7, 2018</u>	<u>January 11 - 15, 2018</u>	<u>January 16, 2018</u>
2	Washington DC Travel and Adventure Show	TSC	Alvin Jackson	Cody Gray	January 18, 2018	January 19, 2018	January 20 - 21, 2018	January 22, 2018
3	Atlanta Camping & RV Show	Roland Loog	Diane Bardhi	Carol McQueen	January 24, 2018	January 25, 2018	January 26 - 28, 2018	January 29, 2018
4	New York Times Travel Show	TSC	Dawn Taylor	Teena Peavey	January 24, 2018	January 25, 2018	January 26 - 28, 2018	January 29, 2018
5	<i>Boston Globe Travel Show</i>	<i>Dave Mecusker</i>	<i>Lois Nevins</i>	<i>Roland Loog</i>	<i>February 7, 2018</i>	<i>February 8, 2018</i>	<i>February 19 - 11, 2018</i>	<i>February 12, 2018</i>
6	Chicago Travel and Adventure Show	TSC	Teena Peavey	Dave Mecusker	February 8, 2018	February 9, 2018	February 10 - 11, 2018	February 12, 2018
7	Chicago RV and Camping Show	Alvin Jackson	Roland Loog	Carol McQueen	February 13, 2018	February 14, 2018	February 15 - 18, 2018	February 19, 2018
8	<u>F.r.e.e Messe Munich</u>	<u>Dave Mecusker</u>	<u>Sandy Beach</u>	<u>Carol McQueen</u>	<u>February 17, 2018</u>	<u>February 17, 2018</u>	<u>February 21 - 25, 2018</u>	<u>February 26, 2018</u>
9	London Telegraph Bike and Travel Show	Roland Loog	Allison Gill	Pat Watson	February 20, 2018	February 20, 2018	February 23 - 25, 2018	February 26, 2018
10	Toronto Outdoor Adventure Show	Teena Peavey	Pat Watson	Carol McQueen	February 21, 2018	February 22, 2018	February 23 - 25, 2018	February 26, 2018
11	ITB-Berlin	TSC	Katrina Richardson	Roland Loog	March 4, 2018	March 4, 2018	March 7 - 11, 2018	March 12, 2018
12	Canoecopia	Tommy Thompson	Russ McCallister	Dawn Taylor	March 7, 2018	March 8, 2018	March 9-11, 2018	March 12, 2018
13	Philadelphia Travel & Adventure Show	Dawn Taylor	Diane Bardhi	Roland Loog	March 8, 2018	March 9, 2018	March 10 - 11, 2018	March 12, 2018
14	Midwest Mountaineering Spring Expo	TSC	Cody Gray	Tommy Thompson	April 25, 2018	April 26, 2018	April 27 - 29, 2018?	April 30, 2018
15	<i>Bike Expo New York</i>	<i>TSC</i>	<i>Paula Vann</i>	<i>Katrina Richardson</i>	<i>May 2, 2018</i>	<i>May 3, 2018</i>	<i>May 4 -5, 2018?</i>	<i>May 6, 2018</i>

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

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576 reserve funds, arbitrage rebate obligations, or other amounts
577 payable with respect to, bonds issued for the construction,
578 reconstruction, or renovation of the facility or for the
579 reimbursement of such costs or the refinancing of bonds issued
580 for such purpose.

581 (a) Such report must identify to whom the bonds were
582 issued, in what amounts, the date of final maturity, the level
583 of funding achieved and whether bond payments are outstanding.

584 (b) If the applicant fails to certify and provide proof as
585 required by this subsection, then all payments in accordance
586 with ss. 288.1168 and 212.20 shall cease on January 1, 2018.

587 (c) If the applicant fails to meet the requirements of
588 this subsection, no new or additional applications or
589 certifications shall be approved, no new letters of
590 certification may be issued, no new contracts or agreements may
591 be executed, and no new awards may be made.

592 (8) This section is repealed June 30, 2023.

593 Section 17. Section 288.1226, Florida Statutes, is amended
594 to read:

595 288.1226 Florida Tourism Industry Marketing Corporation;
596 use of property; board of directors; duties; audit.—

597 (1) DEFINITIONS.—For the purposes of this section, the
598 term "corporation" means the Florida Tourism Industry Marketing
599 Corporation.

600 (2) ESTABLISHMENT.—The Florida Tourism Industry Marketing

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Corporation is a direct-support organization of Enterprise Florida, Inc.

(a) The Florida Tourism Industry Marketing Corporation is a corporation not for profit, as defined in s. 501(c)(6) of the Internal Revenue Code of 1986, as amended, that is incorporated under the provisions of chapter 617 and approved by the Department of State.

(b) The corporation is organized and operated exclusively to request, receive, hold, invest, and administer property and to manage and make expenditures for the operation of the activities, services, functions, and programs of this state which relate to the statewide, national, and international promotion and marketing of tourism.

(c)1. The corporation is not an agency for the purposes of chapters 120, 216, and 287; ss. 255.21, 255.25, and 255.254, relating to leasing of buildings; ss. 283.33 and 283.35, relating to bids for printing; s. 215.31; and parts I, II, and IV-VIII of chapter 112. However, the corporation shall comply with the per diem and travel expense provisions of s. 112.061.

2. It is not a violation of s. 112.3143(2) or (4) for the officers or members of the board of directors of the corporation to:

a. Vote on the 4-year marketing plan required under s. 288.923 or vote on any individual component of or amendment to the plan.

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876 (b) Provide detailed, unaudited financial statements of
877 sources and uses of public and private funds.

878 (c) Measure progress towards annual goals and objectives
879 set forth in the 4-year marketing plan.

880 (d) Review all pertinent research findings.

881 (e) Provide other measures of accountability as requested
882 by Enterprise Florida, Inc.

883
884 The corporation must take all steps necessary to provide all
885 data that is used to develop the report, including source data,
886 to the Office of Economic and Demographic Research.

887 (9) ~~(8)~~ PUBLIC RECORDS EXEMPTION.—The identity of any
888 person who responds to a marketing project or advertising
889 research project conducted by the corporation in the performance
890 of its duties on behalf of Enterprise Florida, Inc., or trade
891 secrets as defined by s. 812.081 obtained pursuant to such
892 activities, are exempt from s. 119.07(1) and s. 24(a), Art. I of
893 the State Constitution. This subsection is subject to the Open
894 Government Sunset Review Act in accordance with s. 119.15 and
895 shall stand repealed on October 2, 2021, unless reviewed and
896 saved from repeal through reenactment by the Legislature.

897 (10) PROHIBITIONS; CORPORATE FUNDS; GIFTS.—Funds of the
898 corporation may not be expended for food, beverages, lodging,
899 entertainment, or gifts for employees of the corporation, board
900 members of the corporation, or employees of a tourist or

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901 economic development entity that receives revenue from a tax
902 imposed pursuant to s. 125.0104, s. 125.0108, or s. 212.0305,
903 unless authorized pursuant to s. 112.061 or this section. An
904 employee or board member of the corporation may not accept or
905 receive food, beverages, lodging, entertainment, or gifts from a
906 tourist or economic development entity that receives revenue
907 from a tax imposed pursuant to s. 125.0104, s. 125.0108, or s.
908 212.0305, or from any person, vendor, or other entity, doing
909 business with the corporation unless such food, beverage,
910 lodging, entertainment, or gift is available to similarly
911 situated members of the general public.

912 (11) LODGING EXPENSES.—Lodging expenses for an employee of
913 the corporation may not exceed \$150 per day, excluding taxes,
914 unless the corporation is participating in a negotiated group
915 rate discount or the corporation provides documentation of at
916 least three comparable alternatives demonstrating that such
917 lodging at the required rate is not available. However, an
918 employee of the corporation may expend his or her own funds for
919 any lodging expenses in excess of \$150 per day.

920 (12) PROPOSED OPERATING BUDGET SUBMISSION.—By August 15 of
921 each fiscal year, the Department of Economic Opportunity shall
922 submit a proposed operating budget for the corporation including
923 amounts to be expended on advertising, marketing, promotions,
924 events, other operating capital outlay, and salaries and
925 benefits for each employee to the Governor, the President of the

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Senate, and the Speaker of the House of Representatives.

(13) TRANSPARENCY.—

(a) All executed corporation contracts are to be placed for viewing on the corporation's website. All contracts with the corporation valued at \$500,000 or more shall be placed on the corporation's website for review 14 days prior to execution.

(b) A contract entered into between the corporation and any other public or private entity shall include:

1. The purpose of the contract.

2. Specific performance standards and responsibilities for each entity.

3. A detailed project or contract budget, if applicable.

4. The value of any services provided.

5. The projected travel and entertainment expenses for employees and board members, if applicable.

(c)1. Any entity that in the previous fiscal year received more than 50 percent of its revenue from the corporation or taxes imposed pursuant to s. 125.0104, s. 125.0108, or s. 212.0305, and that partners with the corporation or participates in a program, cooperative advertisement, promotional opportunity, or other activity offered by or in conjunction with the corporation, shall annually on July 1 report all public and private financial data to the Governor, the President of the Senate, and the Speaker of the House of Representatives, and include such report on its website.

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2. The financial data shall include:

a. The total amount of revenue received from public and private sources.

b. The operating budget of the partner entity.

c. Employee and board member salary and benefit details from public and private funds.

d. An itemized account of all expenditures by the partner entity on the behalf of, or coordinated for the benefit of the corporation, its board members, or employees.

e. Itemized travel and entertainment expenditures of the partner entity.

(d) The following information must be posted on the corporation's website:

1. A plain language version of any contract that is estimated to exceed \$35,000 with a private entity, municipality, city, town, or vendor of services, supplies, or programs, including marketing, or for the purchase or lease or use of lands, facilities, or properties.

2. Any agreement entered into between the corporation and any other entity, including a local government, private entity, or nonprofit entity, that receives public funds or funds from a tax imposed pursuant to s. 125.0104, s. 125.0108, or s. 212.0305.

3. The contracts and the required information pursuant to paragraph (b) and the financial data submitted to the

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976 corporation pursuant to paragraph (c).

977 4. Video recordings of each board meeting.

978 5. A detailed report of expenditures following each
979 marketing event paid for with the corporation's funds. Such
980 report must be posted within 10 business days after the event.

981 6. An annual itemized accounting of the total amount of
982 funds spent by any third party on behalf of the corporation or
983 any board member or employee of the corporation.

984 7. An annual itemized accounting of the total amount of
985 travel and entertainment expenditures by the corporation.

986 (e) The corporation's website must:

987 1. Allow users to navigate to related sites to view
988 supporting details.

989 2. Enable a taxpayer to email questions to the corporation
990 and make such questions and the corporation's responses publicly
991 viewable.

992 (14)(9) REPEAL.—This section is repealed October 1, 2019,
993 unless reviewed and saved from repeal by the Legislature.

994 Section 18. Section 288.12266, Florida Statutes, is
995 created to read:

996 288.12266 Targeted Marketing Assistance Program.—

997 (1) The Targeted Marketing Assistance Program is created
998 to enhance the tourism business marketing of small, minority,
999 rural, and agritourism businesses in the state. The department,
1000 in conjunction with the Florida Tourism Industry Marketing

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2017A Legislature

Corporation, shall administer the program. The program shall provide marketing plans, marketing assistance, promotional support, media development, technical expertise, marketing advice, technology training, social marketing support, and other assistance to an eligible entity.

(2) As used in this section, the term "eligible entity" means an independently owned and operated business with gross revenue not exceeding \$1,250,000 or a nonprofit corporation that meets the requirements of s. 501(c)(3) of the Internal Revenue Code.

(3) The department and the Florida Tourism Industry Marketing Corporation shall provide an annual report to the Governor, the President of the Senate, and the Speaker of the House of Representatives documenting that at least 50 percent of the eligible entities receiving assistance through this program are independently owned and operated businesses with gross revenues not exceeding \$500,000.

Section 19. Section 288.124, Florida Statutes, is amended to read:

288.124 Convention grants program.— The Florida Tourism Industry Marketing Corporation ~~Enterprise Florida, Inc.,~~ is authorized to establish a convention grants program and, pursuant to that program, to recommend to the department expenditures and contracts with local governments and nonprofit corporations or organizations for the purpose of attracting

Select Year: 2016

The 2016 Florida Statutes

[Title X](#)[PUBLIC OFFICERS, EMPLOYEES,
AND RECORDS](#)[Chapter 112](#)[PUBLIC OFFICERS AND EMPLOYEES:
GENERAL PROVISIONS](#)[View Entire
Chapter](#)

112.061 Per diem and travel expenses of public officers, employees, and authorized persons.—

(1) **LEGISLATIVE INTENT.**—To prevent inequities, conflicts, inconsistencies, and lapses in the numerous laws regulating or attempting to regulate travel expenses of public officers, employees, and authorized persons in the state, it is the intent of the Legislature:

(a) To establish standard travel reimbursement rates, procedures, and limitations, with certain justifiable exceptions and exemptions, applicable to all public officers, employees, and authorized persons whose travel is authorized and paid by a public agency.

(b) To preserve the standardization established by this law:

1. The provisions of this section shall prevail over any conflicting provisions in a general law, present or future, to the extent of the conflict; but if any such general law contains a specific exemption from this section, including a specific reference to this section, such general law shall prevail, but only to the extent of the exemption.

2. The provisions of any special or local law, present or future, shall prevail over any conflicting provisions in this section, but only to the extent of the conflict.

(2) **DEFINITIONS.**—For the purposes of this section, the following words shall have the meanings indicated:

(a) **Agency or public agency**—Any office, department, agency, division, subdivision, political subdivision, board, bureau, commission, authority, district, public body, body politic, county, city, town, village, municipality, or any other separate unit of government created pursuant to law.

(b) **Agency head or head of the agency**—The highest policymaking authority of a public agency, as herein defined.

(c) **Officer or public officer**—An individual who in the performance of his or her official duties is vested by law with sovereign powers of government and who is either elected by the people, or commissioned by the Governor and has jurisdiction extending throughout the state, or any person lawfully serving instead of either of the foregoing two classes of individuals as initial designee or successor.

(d) **Employee or public employee**—An individual, whether commissioned or not, other than an officer or authorized person as defined herein, who is filling a regular or full-time authorized position and is responsible to an agency head.

(e) **Authorized person**—

1. A person other than a public officer or employee as defined herein, whether elected or commissioned or not, who is authorized by an agency head to incur travel expenses in the performance of official duties.

2. A person who is called upon by an agency to contribute time and services as consultant or adviser.

3. A person who is a candidate for an executive or professional position.

(f) **Traveler**—A public officer, public employee, or authorized person, when performing authorized travel.

(g) **Travel expense, traveling expenses, necessary expenses while traveling, actual expenses while traveling, or words of similar nature**—The usual ordinary and incidental expenditures necessarily incurred by a traveler.

(h) Common carrier—Train, bus, commercial airline operating scheduled flights, or rental cars of an established rental car firm.

(i) Travel day—A period of 24 hours consisting of four quarters of 6 hours each.

(j) Travel period—A period of time between the time of departure and time of return.

(k) Class A travel—Continuous travel of 24 hours or more away from official headquarters.

(l) Class B travel—Continuous travel of less than 24 hours which involves overnight absence from official headquarters.

(m) Class C travel—Travel for short or day trips where the traveler is not away from his or her official headquarters overnight.

(n) Foreign travel—Travel outside the United States.

(3) AUTHORITY TO INCUR TRAVEL EXPENSES.—

(a) All travel must be authorized and approved by the head of the agency, or his or her designated representative, from whose funds the traveler is paid. The head of the agency shall not authorize or approve such a request unless it is accompanied by a signed statement by the traveler's supervisor stating that such travel is on the official business of the state and also stating the purpose of such travel.

(b) Travel expenses of travelers shall be limited to those expenses necessarily incurred by them in the performance of a public purpose authorized by law to be performed by the agency and must be within the limitations prescribed by this section.

(c) Travel by public officers or employees serving temporarily in behalf of another agency or partly in behalf of more than one agency at the same time, or authorized persons who are called upon to contribute time and services as consultants or advisers, may be authorized by the agency head. Complete explanation and justification must be shown on the travel expense voucher or attached thereto.

(d) Travel expenses of public employees for the sole purpose of taking merit system or other job placement examinations, written or oral, shall not be allowed under any circumstances, except that upon prior written approval of the agency head or his or her designee, candidates for executive or professional positions may be allowed travel expenses pursuant to this section.

(e) Travel expenses of public officers or employees for the purpose of implementing, organizing, directing, coordinating, or administering, or supporting the implementation, organization, direction, coordination, or administration of, activities related to or involving travel to a terrorist state shall not be allowed under any circumstances. For purposes of this section, "terrorist state" is defined as any state, country, or nation designated by the United States Department of State as a state sponsor of terrorism.

(f) The agency head, or a designated representative, may pay by advancement or reimbursement, or a combination thereof, the costs of per diem of travelers for foreign travel at the current rates as specified in the federal publication "Standardized Regulations (Government Civilians, Foreign Areas)" and incidental expenses as provided in this section.

(g) A traveler who becomes sick or injured while away from his or her official headquarters and is therefore unable to perform the official business of the agency may continue to receive subsistence as provided in subsection (6) during this period of illness or injury until such time as he or she is able to perform the official business of the agency or returns to his or her official headquarters, whichever is earlier. Such subsistence may be paid when approved by the agency head or his or her designee.

(h) The State Surgeon General or a designee may authorize travel expenses incidental to the rendering of medical services for and on behalf of clients of the Department of Health. The Department of Health may establish rates lower than the rate provided in this section for these travel expenses.

(4) OFFICIAL HEADQUARTERS.—The official headquarters of an officer or employee assigned to an office shall be the city or town in which the office is located except that:

(a) The official headquarters of a person located in the field shall be the city or town nearest to the area

FIRST AMENDED
INTERLOCAL AGREEMENT CREATING
THE ORIGINAL FLORIDA TOURISM TASK FORCE

THIS AMENDED AGREEMENT, made and entered into this 7th day of July, 2004, pursuant to the authority of Section 163.01, Florida Statutes, by and between Alachua County, a political subdivision of the State of Florida; Bradford County, a political subdivision of the State of Florida; Columbia County, a political subdivision of the State of Florida; Dixie County, a political subdivision of the State of Florida; Gilchrist County, a political subdivision of the State of Florida; Hamilton County, a political subdivision of the State of Florida; Lafayette County, a political subdivision of the State of Florida; Leon County, a political subdivision of the State of Florida; Madison County, a political subdivision of the State of Florida; Suwannee County, a political subdivision of the State of Florida; Taylor County, a political subdivision of the State of Florida; and Union County, a political subdivision of the State of Florida; hereinafter collectively referred to as *The Original Florida* Tourism Task Force (Task Force) and the counties included hereinafter collectively referred to as the *The Original Florida* Region (Region).

WITNESSETH:

WHEREAS, the parties hereto desire to make the most efficient use of their resources and powers to cooperate for their mutual advantages to promote tourism development within the region; and

WHEREAS, Section 163.01(4) of the Florida Statutes provides “a public agency of the State of Florida may exercise jointly with another public agency of the State, or any other State

or of the United States Government any power, privilege or authority which such agencies share in common and which each might exercise separately.”

NOW, THEREFORE, FOR AND IN CONSIDERATION of the mutual promises, covenants, benefits to accrue and agreements herein contained and set forth, the parties signatory hereto do hereby establish “*The Original Florida* Tourism Task Force” (Task Force), a separate legal entity, and do further agree as follows:

1. Purpose: The purpose of this Agreement is to promote the natural, historic, and cultural attractions of the region in order to increase the number of visitors and extend their stay. The goal is to enhance the region’s economy, image and quality of life through expanded revenues and employment opportunities, while encouraging the preservation of the very resources which bring focus to the region.

2. Effective Date, Duration, Termination, and Withdrawal:

a. The member units of the Task Force will include those counties within the region as may agree to enter into this Interlocal Agreement by resolution. Officers shall be elected and bylaws adopted and the Task Force shall be deemed to be in effect at that time. The organizational meeting shall be convened by the Chairman of the North Central Florida Regional Planning Council (Council) as established under Chapters 163 and 186, Florida Statutes, and notice of the time and place thereof shall be given the chief elected official of the county governments signatory hereto and to their appointed representatives in writing by regular mail postmarked at least ten (10) days prior to the date set for said organizational meeting.

b. This Agreement shall be effective for an initial term of one (1) year from the effective date hereof, and shall continue thereafter from year to year without the necessity of a formal renewal by any party hereto, unless terminated as hereinafter provided.

c. Amendments to this Agreement shall be made effective by an affirmative vote of not less than three-fourths (3/4) of the governing bodies of the member units.

d. Any party hereto may withdraw its membership by resolution duly adopted by its governing body, and upon giving sixty (60) days written notice of withdrawal to the chairman of the governing body of each other principal member unit. Any monetary or non-monetary contractual obligations of the withdrawing member shall continue until such obligations have been satisfactorily terminated.

e. In the event there is a complete termination of this Agreement which would involve the disposition of any unexpended or unobligated funds, such funds shall be returned on an appropriate proportional basis to the contributing parties within sixty (60) days of notice of termination; however, funds which are being used as a matching contribution to any federal, state, local governmental or private agency grants shall be firm. The project shall be completed and the required reports and accounting shall be completed.

f. This Agreement may be terminated at any time by resolution duly adopted by the governing body of each and every member.

3. Membership, Representation, and Voting: All counties within *The Original Florida* Region may become members of the Task Force with allotted representation as follows:

a. One representative for the first 49,999 population provided, however, all member counties which have established by referendum a Tourism Development Council shall have a minimum of two representatives;

b. Three representatives for a total population exceeding 50,000.

Population shall be established by the official annual estimates of the Office of the Governor.

Each representative shall have one vote on matters considered by the Task Force.

4. Terms of Representatives and Representation, Composition: Terms and composition of representatives shall be as determined by each appointing member county, with such determination being stipulated to the Task Force in writing at the time of initial appointments and at such times as such appointments are changed.

5. Finances:

a. On or before June 1 of each year, the Task Force shall adopt a budget for the fiscal year beginning October 1. The fiscal year shall commence the first day of October and end on the last day of September in each year.

b. Each member county commission shall be assessed annually its stipulated share of funds necessary to conduct the business of the Task Force, said stipulated share to be determined by the Task Force based upon reasonable criteria such as a county's population size, revenues available to its tourism development council, and number and types of tourist facilities located within its jurisdiction. Payment of assessed dues may be avoided by notifying the Task Force by September 30 that the next fiscal year's payment will not be made by that member county. Non-payment of the annual assessment will result in the suspension of voting rights for the representative(s) of the non-paying county.

c. The Task Force shall enter into a contract with the North Central Florida Regional Planning Council who, on behalf of the Task Force, shall be the administrative entity and shall have the right to receive and accept in furtherance of the Task Force functions, funds, grants, and services from federal, state and local governments or their agencies and from private and community sources, and to expend therefrom such sums of money as shall be deemed necessary from time to time for the attainment of its objectives. The Council will establish a fund account

within its financial records for the purpose of tracking contributions and expenditures made by the Task Force. Such records shall be kept in the same manner as all other transactions of the Council and shall be included in the annual audit of Council activities. These funds may be commingled with other funds of the Council and are not required to be maintained in a separate bank account.

6. Powers: The Task Force shall have all powers granted by law, including but not limited to the powers granted by Chapter 163.01 of the Florida Statutes as now existing or as, from time to time, amended; and furthermore, shall have the specific powers:

a. To adopt rules of procedure and bylaws, to regulate its affairs and conduct business, including the ability to establish minimum requirements for attendance at Task Force meetings by member representatives.

b. To hold public hearings and sponsor public forums whenever deemed necessary or useful in the execution of the functions of the Task Force.

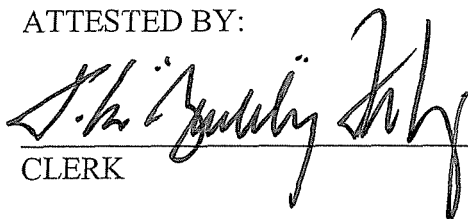
c. To participate with other governmental agencies, educational institutions, and private organizations in the coordination or conduct of its activities.

7. It is expressly understood that the terms and conditions of this Agreement shall be effective between and among all members of the Task Force.

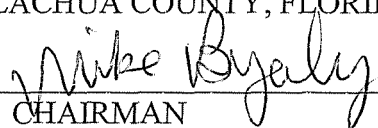
8. To the extent allowed by the Laws of Florida and Section 768.28, Florida Statutes, and without waiving sovereign immunity, each party hereby agrees to indemnify, defend, save, and hold harmless each other party from all claims, demands, liabilities, and suits of any nature arising out of, because of, or due to any negligent act or occurrence or omission of commission of the party, its agents, or employees.

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed and their signatures to be affixed on the day and year first above written.

ATTESTED BY:


CLERK

BOARD OF COUNTY COMMISSIONERS
OF ALACHUA COUNTY, FLORIDA

BY  7/13/04
CHAIRMAN

APPROVED AS TO FORM:


COUNTY ATTORNEY

ATTESTED BY:

CLERK

BOARD OF COUNTY COMMISSIONERS
OF BRADFORD COUNTY, FLORIDA

BY _____
CHAIRMAN

APPROVED AS TO FORM:

COUNTY ATTORNEY

ATTESTED BY:

CLERK

BOARD OF COUNTY COMMISSIONERS
OF COLUMBIA COUNTY, FLORIDA

BY _____
CHAIRMAN

APPROVED AS TO FORM:

COUNTY ATTORNEY

BYLAWS of the
THE ORIGINAL FLORIDA TOURISM TASK FORCE

September 18, 2014

ARTICLE I: NAME AND PURPOSE

Section 1: The name of this organization shall be the The Original Florida Tourism Task Force, hereinafter called the Task Force.

Section 2: The purpose of this organization is to promote tourism development and education opportunities within The Original Florida region including but not limited to the counties of Alachua, Bradford, Columbia, Dixie, Gadsden, Gilchrist, Jefferson, Hamilton, Lafayette, Leon, Levy, Madison, Suwannee, Taylor, Union and Wakulla. The Original Florida region is loosely defined as North Central Florida.

This group shall not engage in political activity pertaining to elections and political campaigns.

ARTICLE II: MEMBERSHIP, REPRESENTATION, AND VOTING

Section 1: All counties within the region may become members of the Task Force with allotted representation as follows:

- (a) One representative for the first 49,999 population provided, however, all member counties which have established by referendum a Tourist Development Council shall have a minimum of two representatives;
- (b) Three representatives for a total population exceeding 50,000.

Population shall be established by the official annual estimates of the Office of the Governor.

Section 2: Each representative shall have one vote on matters considered by the Task Force.

(a) Non-payment of the annual assessment within 90 days of receipt will result in suspension of voting rights for the representative(s) of the non-paying county until such time as the assessment is paid.

Section 3: Terms and composition of representatives shall be determined by each appointing member county.

ARTICLE III: OFFICERS AND THEIR DUTIES

Section 1: The officers of the Task Force shall consist of a Chair, a Vice-Chair, and a Secretary/Treasurer.

Section 2: With the exception of the organizational meeting, the Chair shall preside at all meetings of the Task Force. In his/her absence, the Vice-Chair shall preside. The Chair shall see that all orders and resolutions of the Task Force are carried into effect. The Chair may sign and execute, in the name of the Task Force, agreements or other instruments authorized by the Task Force at a meeting held by the Task Force where a quorum was present.

Section 3: At the request of the Chair or in his/her absence or disability, the Vice-Chair shall perform all the duties of the Chair.

Section 4: The Secretary/Treasurer shall duly record the proceedings of all meetings; and shall periodically review the financial condition of the Task Force, rendering quarterly statements of same to the Task Force.

Section 5: The terms of the officers shall be for two years.

Section 6: Standing Committees. The Original Florida shall create and maintain the following committees as needed:

Executive Committee: It is the duty and power of the Executive Committee to conduct the routine and ordinary business of the Task Force within the policy guidelines and financial plans established by the Board of Directors (unless otherwise provided by law), and the Original Florida Tourism Task Force Bylaws. The committee is chaired by the Original Florida Tourism Task Force chair and includes the officers and alternates, standing committee chairs, and is advised by the Staff Director of the Original Florida Tourism Task Force.

Finance Committee: The purpose of the Finance Committee is to review and monitor all financial facets of the Original Florida Tourism Task Force, such as the budget, revenues, and expenditures. They make recommendations to the full Tourism Task Force board concerning these matters. The committee consists of the Treasurer, who chairs the committee, Board Chair and is advised by the Staff Director of the Original Florida Tourism Task Force.

Bylaws/Nominations Committee: This committee reviews the bylaws annually and prepares the slate for board and officer elections whenever needed. The chair must be a board member, and two members from the tourism community may join the committee.

Leadership/Training Committee: This committee is chaired by an Original Florida Tourism Task Force board member or alternate and includes board members and tourism industry representatives. The committee coordinates programs and industry relations such as the Tourism Awards, hospitality training, and other programming that includes education and recognition. The committee may design tourism mentor programs to provide coaching for tourism professionals.

Annual Meeting/Tourism Awards Committee: This committee coordinates the review of the award entries for the Original Florida Tourism Task Force Tourism Awards and assists in the planning and execution of the Original Florida Tourism Task Force Annual Meeting.

Marketing/Sales Committee: This committee is chaired by an Original Florida Tourism Task Force board member or alternate and includes representatives from the tourism industry. This committee meets regularly to explore marketing and sales programming that the Original Florida Tourism Task Force should lead and coordinate. The Chair of this committee prepares with committee input the Marketing Plan for the Original Florida Tourism Task Force. Implementation of the plan is done by this committee. The committee is broken into a few sub committees:

- **Trade Shows** – Chaired by a member of the hospitality industry with experience in trade shows
- **Familiarization Tours (FAMs)** – Chaired by a member of the hospitality industry with experience planning and executing familiarization tours.

Leadership Circle: This committee meets as needed to gather input and keep former leaders of the Original Florida Tourism Task Force engaged in tourism issues. This committee is hosted by the immediate past chair of the Original Florida Tourism Task

ARTICLE IV: MEETINGS

Section 1: The annual meeting of the Task Force which is held for the purpose of electing officers and for the transaction of such other business as may properly come before the meeting shall be held at a location and at the time established by the Chairman.

Section 2: The Task Force shall hold monthly meetings, one of which shall also serve as the annual meeting. Special meetings of the Task Force may be called at any time by the Chairman or by a majority of the Task Force members.

Section 3: The Task Force may designate any place, either within or without the State of Florida for any regular, annual or special meeting.

Section 4: Notice of each regular or special meeting of the Task Force shall be served personally, by first class mail, facsimile, or e-mail to each member not less than seven days nor more than fifty days before the meeting. Such notice shall state the date, time and the place of the meeting.

Section 5: At each annual meeting of the Task Force, the Chairman shall present a report on Task Force activities for the preceding year. The Secretary-Treasurer shall present a financial report at the annual and all quarterly meetings.

Section 6: A quorum shall exist when 40 percent of the Task Force's current member counties are represented and in attendance at a Task Force meeting.

Section 7: All member counties hosting meetings will adhere to the requirements set forth under the Florida Sunshine Law.

Member counties shall appoint Task Force members through either the Board of County Commissioners or their respective Tourist Development Councils. Member counties are encouraged to appoint members of the tourism or hospitality industry to the Task Force.

ARTICLE V: FINANCES AND STAFF

Section 1: On or before July 1 of each year, the Task Force shall adopt a budget for the Fiscal Year beginning October 1. The Fiscal Year shall commence the first day of October and end the last day of September of each year.

Section 2: The Task Force shall enter into a contract with the North Central Florida Regional Planning Council (Council) who, on behalf of the Task Force, shall be the administrative entity and shall have the right to receive and accept in furtherance of Task Force functions, funds, grants, and services from federal, state and local governments or their agencies and contributions from private and community sources, and shall expend therefrom such sums of monies as shall be deemed necessary from time to time for the attainment of its objectives. The Council will establish a fund account within its financial records for the purpose of tracking revenues and expenditures for the Task Force. Such records shall be kept in the same manner as all other transactions of the Council and shall be included in the annual audit of the Council's activities. Task Force funds may be commingled with other funds of the Council and are not required to be maintained in a separate bank account.

Section 3: The Executive Director of the North Central Florida Regional Planning Council shall act as the Executive Director of the Task Force who shall have all of the powers and duties granted him/her by the Council.

ARTICLE VI: REMOVAL FROM OFFICE

The Task Force may request that representatives with excessive absences from meetings be removed from office in accordance with the following procedure:

Section 1: If a voting representative fails to provide a reason for an absence prior to the regularly scheduled meeting from which the representative is absent, it shall be assumed that there was no justifiable reason for the absence.

Section 2: In the implementation of this section, the Chairman is hereby required to automatically advise any representative who has had two consecutive absences, without having provided justifiable reasons, that notice is to be provided to the representative's appointing authority in accordance with the provisions of Section 4 below. This action shall be recorded in the minutes of the Task Force meeting following the date notice is sent to the absent representative.

Section 3: Any representative who was unable to provide notice of justifiable reason prior to the meeting as set forth above, may at the next regular Task Force meeting submit evidence that there was justifiable reason for being absent to the Task Force for a de nova determination by the Task Force. The decision by the Task Force is final.

Section 4: Should a voting representative have three (3) consecutive absences from regular meetings with no justifiable reason or appointed alternate representation, the Chairman shall appoint an ad hoc committee comprised of the three officers of the Task Force which shall so advise the appointing governmental unit. This notice should be accompanied by a request that the offending representative be removed and replaced with another qualified person.

Justifiable or excused absences shall include any hospitality or tourism related activity

ARTICLE VII: AMENDMENTS

Section 1: These bylaws may be amended, supplemented, or superseded by an affirmative vote of a majority of the Task Force representatives at any regularly-scheduled Task Force meeting.

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Visit Natural
NORTH FLORIDA

From: [Mktg Intern](#)
To: [Scott Koons](#)
Cc: [Steve Dopp](#)
Subject: 2017 Flagler Awards Finalist
Date: Wednesday, July 12, 2017 11:46:29 AM

VISIT FLORIDA is pleased to inform you that the following entries submitted to the 2017 Flagler Awards on behalf of The Original Florida Tourism Task Force have won either a Bronze, Silver or "Henry" Award as determined by our panel of judges:

- Rural County Marketing

All finalists, together with the "Best of Show" winners, will be recognized at the 50th Annual Governor's Conference on Tourism at the Diplomat Beach Resort in Hollywood, FL.

To register for the conference please go to <http://www.FloridaTourismConference.com>.

Important Please note: As in past years, only the Henry and Best of Show winners will be invited to come to the stage to receive their awards. There will be an excellent photo opportunity available for the Silver and Bronze winners at a special Media Wall giving you camera-ready photos available to be sent in press releases.

For any questions regarding the 2017 Flagler Awards please send them to Elizabeth Albrizio at

ealbrizio@visitflorida.org

Sunny Regards,

Mktg Intern | Mktg Intern | VISIT FLORIDA
2540 W. Executive Center Circle, Suite 200, Tallahassee, FL 32301
| email: mktg.intern@visitflorida.org



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Visit Natural
NORTH FLORIDA

The Original Florida Tourism Task Force 2017 MEMBERS as of 7/12/2017

ALACHUA COUNTY

(\$15,000 - 3 votes)

Vacant

Ron Gromoll

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

Julie Waldman

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

BRADFORD COUNTY

(\$3,000 - 2 votes)

William Sexton

Bradford County Attorney
945 North Temple Avenue
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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

(\$8,000 3 votes)

Vacant

Rod Butler

General Manager
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213 NW Commerce Dr
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gm@hilakecityfl.com

Paula R. Vann

Executive Director
Columbia County Tourism Development
Council
P.O. Box 1847
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386.758.1312
pvann@columbiacountyfla.com
www.springsrus.com

DIXIE COUNTY

(\$2,000 - 2 votes)

Vacant

Vacant

GILCHRIST COUNTY

(\$2,000 - 2 votes)

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

(\$1,000 - 2 votes)

Jennifer Hand

Staff Assistant

Hamilton County Tourist Development Council

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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**

(\$2,000 - 2 votes)

Katrina Richardson

Executive Director

Monticello/Jefferson Chamber of Commerce

420 West Washington Street

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(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**

(\$1,000 - 1 vote)

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.comwww.suwanneeriverrendezvous.com**LEVY COUNTY**

(\$4,000 - 2 votes)

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.comwww.VisitLevy.com**MADISON COUNTY**

(\$3,000 - 2 votes)

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

(\$4,000 - 2 votes)

Alvin Jackson

Executive Director
Suwannee County Economic Development
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alvinj@suwcounty.org
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Teena Peavy

Marketing Director
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www.musicliveshere.com

TAYLOR COUNTY

(\$4,000 - 2 votes)

Dawn Taylor, Chair

Executive Director
Taylor County Chamber of Commerce
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(f) 850.584.8030
(c) 850.843.0992
taylorchamber@gtcom.net
www.taylorcountychamber.com

Sandy Beach

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UNION COUNTY

(\$1,000 - 1 vote)

Dave Mecusker

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WAKULLA COUNTY

(\$3,000 - 2 votes)

Diane Bardhi

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The Honorable Gail Gilman

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

as of 6/12/2017

VOLUNTEERS, CONSULTANTS AND OTHERS

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2017
Visit Natural North Florida
Meeting Dates and Counties



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

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

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