MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **August 17, 2017**. The meeting will be held at the Steinhatchee Landing Conference Center at Steinhatchee Landing, 228 State Road 51 North, Steinhatchee, FL, beginning at **10:00 a.m.**

(Location Map on Back)
I. Call to Order, Introductions

II. Approval of the Agenda

III. Approval of the July 20, 2017 Meeting Minutes

IV. Old Business
   A. Committee Reports
      1. Finance Committee
            i. May 31, 2017
            ii. June 30, 2017
         b. Adoption of Proposed 2017-18 Budget
      B. Fiscal Year 2016-17 Regional Rural Development Grant
         1. Approval of 2nd Quarter Report and Reimbursement Submittal Package
         2. Scope of Work
            a. Website Enhancements and Digital Advertising Campaign
               i. Identification of Metropolitan Areas for Digital Advertising Campaign
            b. Springs and Bicycle Microsite Updates
            c. Blogs
            d. Photography
            e. Domestic Travel Shows
               i. Hershey RV Show
            f. Print and Digital Advertising Campaigns
               i. Undiscovered Florida Advertisement - Reader Response Cards
            g. eNewsletters
            h. VisaVues
               i. Brochure Redesign
                  i. Selection of Cover for Regional Brochure
                  ii. Regional Brochure Printer Bid Award
            j. Brochure Printing and Distribution
            k. Scholarships
               i. Southeast Tourism Society Marketing College, May 14-19, 2017 - Reimbursement Requests
               ii. Florida Governor’s Conference on Tourism, August 28-30, 2017
            l. Professional Organization Memberships
C. Fiscal Year 2017-18 Regional Rural Development Grant
   1. Draft Scope of Work
   2. Authorization for Request for Proposals -
      a. 2018 Digital Advertising Campaign
      b. Website Psuedo-Reservation System

D. VISIT FLORIDA Grants
   1. VISIT FLORIDA - North Central Florida Fiscal Year 2016-17
      Rural Area of Opportunity Partnership Program
   2. VISIT FLORIDA - North Central Florida Fiscal Year 2017-18
      Rural Area of Opportunity Partnership Program
      a. Tentative Travel Shows and Travel Show Assignments

E. VISIT FLORIDA Monthly Report, Brenna Dacks

F. Staff Items
   1. Status of Dixie County Representatives to The Original Florida
      Tourism Task Force
   2. House Bill 1A and its Impact on The Original Florida Tourism
      Task Force
   4. Minimum Reserve Policy
   3. Florida Outdoor Writers Association 2016 Excellence in Craft Award

G. Other Old Business
   1. Updated Task Force Member Contact Information
   2. 2017 Meeting Dates and Locations

V. Leadership Forum: To be determined

VI. New Business

A. Announcements

B. Other New Business

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., September 21, 2017 at a location to be determined.
I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor called the meeting to order at 10:05 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

ACTION: Nancy Wideman moved and Paula Vann seconded to approve the agenda as circulated. The motion passed unanimously.
III. APPROVAL OF THE JUNE 15, 2017 MINUTES

Chair Taylor asked for approval of the June 15, 2017 meeting minutes.

ACTION: Pat Watson moved and Ms. Wideman seconded to approve the June 15, 2017 meeting minutes as circulated. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Financial Committee Report

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

   ACTION: Carol McQueen moved and Paula Vann seconded to table the May 31, 2017 monthly financial report to next month’s meeting in order to address:

   1) The Prepaid Travel item of $459.00, the Prepaid Expense item of $2,282.00 and the Net Income item of -$82,922.09; and

   2) That Income and Expenses - Budget vs. Actual portion of the financial statement address the Toronto Outdoor and Adventure Show $12,875.00 overage as well as the NCFRPC-Admin Program Fees 16/17 Over/Under Column which does not reflect the $1,950.00 expended in May 2017. The motion passed unanimously.

   Chair Taylor requested the Task Force re-visit advance payments for travel show booth staff.

   ACTION: Paula Vann moved and Ms. McQueen seconded, with the exception of the Travel Show Coordinator, to not provide advance payments travel show attendees. The motion passed unanimously.

   b. Adoption of Revised 2016-17 Budget

   Chair Taylor stated that she would call Capital Cities Bank to investigate the possibility of Task Force Bank account charges being waived.

   ACTION: Ms. Vann moved and Ms. Wideman seconded to adopt the proposed revised 2016-17 budget. The motion passed unanimously.

   ACTION: Ms. McQueen moved and Ms. Vann seconded to seek clarification regarding Task Force Regional Cooperative Marketing Fees under Administration on the Marketing Budget Detail. The motion passed unanimously.
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 the Task Force is in the process of entering into an agreement with Jumpem, LLC for the 2017 Marketing Project.

b. Springs and Bicycle Microsites

Mr. Dopp stated that he has contacted Edwin McCook of the Suwannee River Water Management District regarding Suwannee County bicycle routes.

Mr. Dopp stated that he was concerned the Task Force Regional Rural Development Grant may expire before the bicycle and springs microsites as well as the printed bicycle guide can be updated and reprinted. He therefore requested authorization to spend up to $6,000.00 for updating and maintaining the bicycle and springs microsites, printing the bicycle guide, printing plastic bags and printing placemats.

**ACTION:** Ms. Wideman moved and Mr. Mecusker seconded to authorize Mr. Dopp to spend up to $6,000.00 for updating and maintaining the bicycle and springs microsites, printing the bicycle guide, printing plastic bags and printing placemats. The motion passed unanimously.

c. Blogs

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

d. Photography

Mr. Dopp stated that he would contact Mr. Thompson regarding contacting Task Force members approximately one week prior to photographing their respective counties.

e. Domestic Travel Shows

i. Hershey RV Show

Mr. Dopp reported that the Task Force has rented furniture for the 2017 Hershey RV Show.

f. Print and Digital Advertising Campaigns

Mr. Dopp stated that he continues to email leads from the UnDiscovered Florida advertisement to Task Force members.
g. eNewsletters

No discussion occurred regarding this agenda item.

h. VisaVue

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

i. Brochure Redesign

Mr. Dopp updated the Task Force on the status of the brochure redesign.

**ACTION:** Trent Abbott moved and Phyllis Williams seconded to add Baker and Columbia Counties to the brochure map, add Baker and Putnam County to the Visitor Information panel, replace the horse photograph with a photograph of birds, to replace the front panel kayak photo with a better kayak photo and to add logos from the Florida Department of Economic Opportunity to the brochure. The motion passed unanimously.

j. Brochure Printing and Distribution

Mr. Dopp stated that he had published a request for bids for the printing of the brochure.

k. 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

No discussion occurred regarding this agenda item.

l. Professional Organization Memberships

Mr. Dopp stated that the Task Force RidewithGPS membership was renewed in July.

C. Fiscal Year 2017-18 Regional Rural Development Grant

1. Draft Scope of Work

The Task Force agreed by consensus to accept the amended scope of work, to reduce the number of Florida Governor Tourism Conference scholarships from three to one and allocated $3,600 to acquire copies of the Big Bend Paddling Trail guide from the Florida Fish and Wildlife Conservation Commission.
D. VISIT FLORIDA Grants

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

   Mr. Dopp reported that the final report and reimbursement package has been submitted to VISIT FLORIDA,

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

   a. Tentative Listing of Travel Shows and Travel Show Assignments

   Mr. Dopp reported that VISIT FLORIDA preferred for the Task Force to exhibit at F.re.e. Messe Munich rather than at Vakantiebours, Utrecht, Netherlands.

   Sandy Beach and Mr. Mecusker indicated that they could serve as staff to the F.re.e Messe Munich.

   The Committee agreed by consensus to replace Vakantiebours, Utrecht, Netherlands with F.re.e Messe Munich, to replace Allison Gill with Phyllis Williams for staffing the London Telegraph Bike and Travel Show and to replace Pat Watson, the Alternate for the London Bike and Travel Show, with Donna Creamer.

   ACTION: Ms. McQueen moved and Pat Watson seconded to ship collateral material to the exhibit halls of all travel shows to which the Task Force does not drive to. The motion passed unanimously.

E. VISIT FLORIDA Monthly Report

No monthly report was presented from VISIT FLORIDA.

F. Staff Items

1. Status of VISIT FLORIDA Funding

   No discussion occurred under this item.

2. Status of Dixie County Representatives to The Original Florida Tourism Task Force

   The Task Force agreed by consensus to send a letter to the Dixie County Board of County Commissioners signed by both the Task Force Chair and Executive Director requesting identification of Dixie County Task Force members.
3. House Bill 1A and its Impact on The Original Florida Tourism Task Force

Mr. Dopp discussed the impact of House Bill 1A on the Task Force with regard to directly benefitting individual businesses, per diem rates, hotel rates, and the filing of an annual report with the Governor, Speaker of the House and President of the Senate.

**ACTION:** Ms. Vann moved and Ms. McQueen seconded to authorize the expenditure of up to $500.00 to obtain a legal opinion from the North Central Florida Regional Planning Council attorney regarding the applicability of House Bill 1A to the Task Force. The motion passed unanimously.

4. Per Diem Rates

**ACTION:** Ms. McQueen moved and Ms. Vann seconded to set the Task Force domestic meal allowance as $10.00 for breakfast, $15.00 for lunch and $25.00 for dinner. The motion passed unanimously.

5. Task Force Voting Representation

No discussion occurred under this item.

6. Flagler Award

Mr. Dopp stated that the Task Force received an email indicating it had won either a Bronze, Silver or Henry award in the Rural County Marketing category for its Ultimate Bicycle Guide microsite.

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

Mr. Dopp stated that Susan Ramsey had informed him that Hamilton County cannot host the Task Force in August. He noted that Ms. Ramsey requested to switch dates with whichever County was hosting the September or October meetings. Mr. Dopp agreed to contact Wakulla County to see if they would be willing to host the August 2017 meeting.

V. LEADERSHIP FORUM

Craig Sheriff, Florida Extreme Adventures presented the Sea to Sea Adventure Race which his company is producing.

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., August 17, 2017 at a location to be determined in a county to be determined.

The meeting adjourned at 2:10 p.m.

_______________________         8/21717
Dawn Taylor, Chair                                                  Date

Minutes prepared by Steven Dopp of the North Central Florida Regional Planning Council.
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## The Original Florida Tourism Task Force
### Balance Sheet
#### As of May 31, 2017

#### ASSETS

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#### TOTAL LIABILITIES & EQUITY

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# The Original Florida Tourism Task Force
## Reconciliation Summary
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## The Original Florida Tourism Task Force
### Reconciliation Detail
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<td></td>
<td></td>
<td></td>
<td><strong>Total Uncleared Transactions</strong></td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Register Balance as of 05/31/2017</strong></td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>New Transactions</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
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<td></td>
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<td><strong>Checks and Payments</strong> - 1 item</td>
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<td>Bill Pmt - Check</td>
<td>06/12/2017</td>
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<td>-680.40</td>
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<td></td>
<td><strong>Total Checks and Payments</strong></td>
<td></td>
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</tr>
<tr>
<td></td>
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<td><strong>Total New Transactions</strong></td>
<td></td>
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</tr>
<tr>
<td></td>
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<td></td>
<td><strong>Ending Balance</strong></td>
<td></td>
<td>-35,556.12</td>
<td>40,016.69</td>
</tr>
</tbody>
</table>

Total Checks and Payments: -27,927.35
Deposits and Credits: 1,100.00
Total Deposits and Credits: 1,100.00

Cleared Balance: -26,827.35
Uncleared Transactions: -8,048.37
Register Balance as of 05/31/2017: -34,875.72
New Transactions: -680.40
Total New Transactions: -680.40

Ending Balance: -35,556.12
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
Account Number XXXXXXX2204
Previous Balance 75,572.81
1 Deposits/Credits 1,100.00
18 Checks/Debits 27,927.35
Service Charges 0.00
Interest Paid 0.00
Ending Balance 48,745.46

Images
Statement Dates 5/01/17 thru 5/31/17
Days in this Statement Period 31
Avg Ledger Balance 62,443.39
Avg Collected Balance 62,443.39

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
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<thead>
<tr>
<th>Date</th>
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<th>Amount</th>
<th>Date</th>
<th>Check No</th>
<th>Amount</th>
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<td>5/02</td>
<td>1170</td>
<td>1,850.00</td>
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<td>1160*</td>
<td>1,500.00</td>
<td>5/09</td>
<td>1171</td>
<td>63.92</td>
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<tr>
<td>5/12</td>
<td>1163*</td>
<td>309.92</td>
<td>5/18</td>
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<td>5/22</td>
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<tr>
<td>5/04</td>
<td>1165</td>
<td>48.44</td>
<td>5/23</td>
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<td>5/22</td>
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<td>1,145.04</td>
<td>5/23</td>
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<td>6,680.00</td>
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<td>5/11</td>
<td>1167</td>
<td>2,578.61</td>
<td>5/31</td>
<td>1177*</td>
<td>1,950.00</td>
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<tr>
<td>5/31</td>
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<td>270.64</td>
<td>5/31</td>
<td>1179*</td>
<td>4,382.88</td>
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<tr>
<td>5/11</td>
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<td>357.26</td>
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* Denotes missing check numbers

**DAILY BALANCE INFORMATION**

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<th>Date</th>
<th>Balance</th>
<th>Date</th>
<th>Balance</th>
<th>Date</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
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<td>5/01</td>
<td>73,386.25</td>
<td>5/09</td>
<td>67,099.56</td>
<td>5/22</td>
<td>61,183.73</td>
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<tr>
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<td>70,036.25</td>
<td>5/11</td>
<td>64,163.69</td>
<td>5/23</td>
<td>55,360.63</td>
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<td>69,987.81</td>
<td>5/12</td>
<td>63,853.77</td>
<td>5/25</td>
<td>55,348.98</td>
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<td>5/18</td>
<td>62,353.77</td>
<td>5/31</td>
<td>48,745.46</td>
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</tbody>
</table>

---------END OF STATEMENT---------
The Original Florida Tourism Task Force  
Income and Expenses - Budget vs. Actual  
As of May 31, 2017 - Revised

(These financial statements are unaudited)

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

<table>
<thead>
<tr>
<th>Expenses</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Marketing</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Planning</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Planning</td>
<td>5,100.00</td>
<td>0.00</td>
<td>5,060.00</td>
<td>(40.00)</td>
</tr>
<tr>
<td><strong>Total Planning</strong></td>
<td>5,100.00</td>
<td>0.00</td>
<td>5,060.00</td>
<td>(40.00)</td>
</tr>
</tbody>
</table>

| 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 Miccosite            | 8,250.00 | 0.00     | 33,000.00    | 24,750.00          |
| Ultimate Springs Miccosite                  | 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 - Revised

(These financial statements are unaudited)

<table>
<thead>
<tr>
<th>Event</th>
<th>Budget</th>
<th>May 2017</th>
<th>Year to Date</th>
<th>Over/(Under) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dallas Travel Expo</td>
<td>7,300.00</td>
<td>0.00</td>
<td>8,846.49</td>
<td>1,546.49</td>
</tr>
<tr>
<td>Madison, WI Canoeoeapa</td>
<td>6,550.00</td>
<td>0.00</td>
<td>4,851.29</td>
<td>(1,698.71)</td>
</tr>
<tr>
<td>NY Times Travel Show</td>
<td>8,950.00</td>
<td>0.00</td>
<td>3,786.49</td>
<td>(5,163.51)</td>
</tr>
<tr>
<td>Philadelphia Travel Show</td>
<td>8,350.00</td>
<td>0.00</td>
<td>6,713.72</td>
<td>(1,636.28)</td>
</tr>
<tr>
<td>Atlanta RV &amp; Camping Show</td>
<td>4,600.00</td>
<td>0.00</td>
<td>3,238.47</td>
<td>(1,361.53)</td>
</tr>
<tr>
<td>Washington DC Travel Expo</td>
<td>7,950.00</td>
<td>0.00</td>
<td>5,827.18</td>
<td>(2,122.82)</td>
</tr>
<tr>
<td>Chicago Travel &amp; Adventure Show</td>
<td>7,850.00</td>
<td>0.00</td>
<td>5,822.72</td>
<td>(2,027.28)</td>
</tr>
<tr>
<td>Out State Show #1 - Minn Winter</td>
<td>12,750.00</td>
<td>0.00</td>
<td>4,162.56</td>
<td>(8,587.44)</td>
</tr>
<tr>
<td>Out State Show #2 - Hershey</td>
<td>13,250.00</td>
<td>0.00</td>
<td>704.00</td>
<td>(12,546.00)</td>
</tr>
<tr>
<td>Out State Show #3 - Bike NY</td>
<td>6,500.00</td>
<td>3,088.75</td>
<td>3,088.75</td>
<td>(3,411.25)</td>
</tr>
<tr>
<td>Out State Show #4 - Minn Spring</td>
<td>0.00</td>
<td>1,792.17</td>
<td>2,359.38</td>
<td>2,359.38</td>
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<tr>
<td>Flash Drives</td>
<td>1,500.00</td>
<td>0.00</td>
<td>2,463.00</td>
<td>963.00</td>
</tr>
<tr>
<td>Travel Show Contest</td>
<td>1,500.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(1,500.00)</td>
</tr>
<tr>
<td>Logo Patches</td>
<td>1,000.00</td>
<td>0.00</td>
<td>538.00</td>
<td>(462.00)</td>
</tr>
<tr>
<td>Eyeglass Strip</td>
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<td>0.00</td>
<td>1,484.00</td>
<td>484.00</td>
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<tr>
<td>I-10 Welcome Center Summer Festival</td>
<td>400.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(400.00)</td>
</tr>
<tr>
<td>I-75 Welcome Center Festival</td>
<td>300.00</td>
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<td>0.00</td>
<td>(300.00)</td>
</tr>
<tr>
<td>Shipping Berlin &amp; London - VF</td>
<td>1,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(1,000.00)</td>
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<tr>
<td>In State Travel Show #1</td>
<td>3,400.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(3,400.00)</td>
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<tr>
<td>State Park Guide &amp; Road Map-VF</td>
<td>2,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(2,000.00)</td>
</tr>
<tr>
<td>Welcome Center Rack Space- VF</td>
<td>885.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(885.00)</td>
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<tr>
<td>Toronto Outdoor Adventure Show</td>
<td>9,315.00</td>
<td>0.00</td>
<td>10,370.79</td>
<td>1,055.79</td>
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<tr>
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<td>179,000.00</td>
<td>4,880.92</td>
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</tbody>
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### Advertising

<table>
<thead>
<tr>
<th>Event</th>
<th>Budget</th>
<th>May 2017</th>
<th>Year to Date</th>
<th>Over/(Under) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Digital Advertising Campaign</td>
<td>20,600.00</td>
<td>0.00</td>
<td>8,050.00</td>
<td>(12,550.00)</td>
</tr>
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<td>0.00</td>
<td>(1,000.00)</td>
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<tr>
<td>Undiscovered Florida Co-op Ad</td>
<td>6,700.00</td>
<td>0.00</td>
<td>6,680.00</td>
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<td>Florida State Park Mobile Ad</td>
<td>3,500.00</td>
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<td>5,000.00</td>
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<td>(5,000.00)</td>
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<td>Springs Brochure Distribution</td>
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<td>6,200.00</td>
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<tr>
<td><strong>Total Advertising</strong></td>
<td>46,175.00</td>
<td>1,500.00</td>
<td>20,930.00</td>
<td>(46,175.00)</td>
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</table>

### Total Marketing

|                             | 299,000.00| 6,380.92 | 167,595.59 | (131,404.01) |

### Administration

<table>
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<tr>
<th>Event</th>
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<th>May 2017</th>
<th>Year to Date</th>
<th>Over/(Under) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>NCFRPC - Admin VF DEO 2015-2016</td>
<td>5,600.00</td>
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<td>9,900.00</td>
<td>(4,400.00)</td>
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<td>44,000.00</td>
<td>1,950.00</td>
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<td>11,850.00</td>
<td>(76,550.00)</td>
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</tbody>
</table>
### The Original Florida Tourism Task Force

#### Income and Expenses - Budget vs. Actual

As of May 31, 2017 - Revised

(These financial statements are unaudited)

<table>
<thead>
<tr>
<th></th>
<th>Budget</th>
<th>May 2017</th>
<th>Year to Date</th>
<th>Over/(Under) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Memberships</strong></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Florida Outdoor Writers Association</td>
<td>300.00</td>
<td>0.00</td>
<td>175.00</td>
<td>(125.00)</td>
</tr>
<tr>
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<td>300.00</td>
<td>285.00</td>
<td>285.00</td>
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</tr>
<tr>
<td>Visit Florida</td>
<td>400.00</td>
<td>395.00</td>
<td>395.00</td>
<td>(5.00)</td>
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<td><strong>Total Memberships</strong></td>
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<td>680.00</td>
<td>855.00</td>
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<tr>
<td><strong>Professional Enhancement</strong></td>
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<td></td>
</tr>
<tr>
<td>Governor's Tourism Conference</td>
<td>5,000.00</td>
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<td>0.00</td>
<td>(5,000.00)</td>
</tr>
<tr>
<td>SE Tourism Society Marketing College</td>
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<td>10,810.00</td>
<td>310.00</td>
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<td>147.74</td>
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<tr>
<td><strong>Legal</strong></td>
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</tr>
<tr>
<td>Advertising</td>
<td>300.00</td>
<td>0.00</td>
<td>48.44</td>
<td>(251.56)</td>
</tr>
<tr>
<td>Expenses</td>
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<td>61.25</td>
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<tr>
<td><strong>Total Legal</strong></td>
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<td>109.69</td>
<td>(490.31)</td>
</tr>
<tr>
<td><strong>Internships</strong></td>
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<td></td>
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<tr>
<td>Harvey Campbell Memorial Internship</td>
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<td>(8,154.05)</td>
<td>(138,666.26)</td>
<td>(138,666.26)</td>
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The Original Florida Tourism Task Force  
2009 NW 67th Place  
Gainesville, FL 32653-1603

<table>
<thead>
<tr>
<th>Vendor</th>
<th></th>
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</table>
| Visit Florida  
Accounting Department  
2540 W. Executive Center Circle Ste  
200  
Tallahassee, FL 32301 |  |

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<th>Bill Due</th>
<th>05/16/2017</th>
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</thead>
<tbody>
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<td>Terms</td>
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<tr>
<td>Memo</td>
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**Items**

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<th>Qty</th>
<th>Cost</th>
<th>Amount</th>
<th>Customer:Job</th>
<th>Class</th>
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<td>1</td>
<td>459.00</td>
<td>459.00</td>
<td></td>
<td>8204 - FDEO 16/17</td>
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Item Total : 459.00  

Bill Total : $459.00
The Original Florida Tourism Task Force  
2009 NW 67th Place  
Gainesville, FL 32653-1603

<table>
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<tr>
<th>Date</th>
<th>Ref. No.</th>
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<tbody>
<tr>
<td>01/18/2017</td>
<td>2017 BENY</td>
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</table>

Vendor

Bike New York, Inc  
Atten: Jamie De Four  
475 Riverside Dr. 13th Floor  
New York, NY 10115

Bill Due 01/18/2017
Terms
Memo

---

## Items

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<tr>
<th>Item</th>
<th>Description</th>
<th>Qty</th>
<th>Cost</th>
<th>Amount</th>
<th>Customer/Job</th>
<th>Class</th>
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<td>Trade Shows:NY Bike Expo</td>
<td>Registration for Bike Expo NY May 5-6, 2017</td>
<td>1</td>
<td>2,282.00</td>
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Item Total : 2,282.00

Bill Total : $2,282.00
## The Original Florida Tourism Task Force
### Balance Sheet
#### As of June 30, 2017

**ASSETS**

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<tr>
<th>Current Assets</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Checking/Savings</td>
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<tr>
<td>Cash in Bank - Capital City</td>
<td>37,347.45</td>
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**TOTAL ASSETS**

| TOTAL ASSETS                      | 113,146.47 |

**LIABILITIES & EQUITY**

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| Total Liabilities                 | 71,919.45 |

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<td>41,227.02</td>
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**TOTAL LIABILITIES & EQUITY**

| TOTAL LIABILITIES & EQUITY         | 113,146.47 |
The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 06/30/2017

<table>
<thead>
<tr>
<th>Description</th>
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</tr>
<tr>
<td>Cleared Transactions</td>
<td></td>
</tr>
<tr>
<td>Checks and Payments - 7 items</td>
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<tr>
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<tr>
<td>Uncleared Transactions</td>
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</tr>
<tr>
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<tr>
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<tr>
<td>New Transactions</td>
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<tr>
<td>Checks and Payments - 12 items</td>
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# The Original Florida Tourism Task Force

## Reconciliation Detail

**Cash in Bank - Capital City, Period Ending 06/30/2017**

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<tr>
<th>Type</th>
<th>Date</th>
<th>Num</th>
<th>Name</th>
<th>Clr</th>
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<td>Checks and Payments</td>
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<td>Total New Transactions</td>
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<tr>
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<td></td>
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<td></td>
<td>-14,579.35</td>
<td>34,166.11</td>
</tr>
</tbody>
</table>
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

Account Number Xxxxxxxxxx2204
Previous Balance 48,745.46
Deposits/Credits .00
Service Charges 2,820.12
Interest Paid .00
Ending Balance 45,925.34

Images Statement Dates 6/01/17 thru 7/02/17 5
Days in this Statement Period 32
Avg Ledger Balance 47,068.91
Avg Collected Balance 47,068.91

OTHER DEBITS

Date Description Amount
6/09 DEPOSIT ACCOUNT 10.00
6/23 VERIFICATION FEE 21.18

CHECKS IN NUMBER ORDER

Date Check No Amount/Date Check No Amount
6/05 1176 119.54/6/12 1181 680.40
6/13 1178 285.00/6/26 1185 850.00
6/05 1180 854.00

* Denotes missing check numbers

RECEIVED

JUL 05 2017
NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL
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<th>Date</th>
<th>Balance</th>
<th>Date</th>
<th>Balance</th>
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<td>47,081.52</td>
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<td>6/05</td>
<td>47,771.92</td>
<td>6/13</td>
<td>46,796.52</td>
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<tr>
<td>6/09</td>
<td>47,761.92</td>
<td>6/23</td>
<td>46,775.34</td>
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----------END OF STATEMENT----------
# The Original Florida Tourism Task Force
## Income and Expenses - Budget vs. Actual
### As of June 30, 2017

(These financial statements are unaudited)

<table>
<thead>
<tr>
<th>Income</th>
<th>Budget</th>
<th>June 2017</th>
<th>Year to Date</th>
<th>Over/(Under) Budget</th>
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<td>72,852.95</td>
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<td>26,310.00</td>
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<td>Transfer from Reserves</td>
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<td>Other</td>
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<td>2,290.00</td>
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| Gross Revenue | 412,300.00 | 100,352.95 | 154,452.95 | (257,847.05) |

## Expenses
### Marketing
#### Planning

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<th>Budget</th>
<th>June 2017</th>
<th>Year to Date</th>
<th>Over/(Under) Budget</th>
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### Collateral Materials

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<th>Budget</th>
<th>June 2017</th>
<th>Year to Date</th>
<th>Over/(Under) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Bicycle Guide</td>
<td>3,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(3,000.00)</td>
</tr>
<tr>
<td>Design/ Print New Brochure</td>
<td>9,500.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(9,500.00)</td>
</tr>
<tr>
<td>Design / Print Placemats</td>
<td>2,500.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(2,500.00)</td>
</tr>
<tr>
<td>Print VNNF RV Guide</td>
<td>500.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(500.00)</td>
</tr>
<tr>
<td>Print VNNF Outdoor Guide</td>
<td>500.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(500.00)</td>
</tr>
<tr>
<td>Print VNNF Lodging Brochure</td>
<td>500.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(500.00)</td>
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<td>13,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(13,000.00)</td>
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</tbody>
</table>

| Total Collateral Materials | 29,500.00 | 0.00 | 0.00 | (29,500.00) |

### Website

<table>
<thead>
<tr>
<th>Feature</th>
<th>Budget</th>
<th>June 2017</th>
<th>Year to Date</th>
<th>Over/(Under) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bloggers Fees</td>
<td>7,975.00</td>
<td>850.00</td>
<td>3,840.40</td>
<td>(4,134.60)</td>
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<tr>
<td>Ultimate Bicycle Guide Update</td>
<td>2,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(2,000.00)</td>
</tr>
<tr>
<td>Ultimate Paddle Guide</td>
<td>12,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(12,000.00)</td>
</tr>
<tr>
<td>Ultimate Bicycle Guide Micorsite</td>
<td>8,250.00</td>
<td>0.00</td>
<td>33,000.00</td>
<td>24,750.00</td>
</tr>
<tr>
<td>Ultimate Springs Micorsite</td>
<td>3,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(3,000.00)</td>
</tr>
<tr>
<td>Revise Homepage</td>
<td>6,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(6,000.00)</td>
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</tbody>
</table>

| Total Website | 39,225.00 | 850.00 | 38,840.40 | (2,384.60) |

### Trade Shows

<table>
<thead>
<tr>
<th>Show</th>
<th>Budget</th>
<th>June 2017</th>
<th>Year to Date</th>
<th>Over/(Under) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>London Telegraph Outdoor Show</td>
<td>20,750.00</td>
<td>0.00</td>
<td>11,287.72</td>
<td>(9,462.28)</td>
</tr>
<tr>
<td>Brochures and Popup Displays-VF</td>
<td>10,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(10,000.00)</td>
</tr>
<tr>
<td>London World Travel Market</td>
<td>14,000.00</td>
<td>0.00</td>
<td>8,754.06</td>
<td>(5,245.94)</td>
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<tr>
<td>Atlanta Boat Show</td>
<td>5,550.00</td>
<td>0.00</td>
<td>4,624.37</td>
<td>(925.63)</td>
</tr>
<tr>
<td>Chicago RV &amp; Camping Show</td>
<td>8,150.00</td>
<td>0.00</td>
<td>8,455.67</td>
<td>305.67</td>
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<tr>
<td>ITB Berlin Trade Show</td>
<td>14,200.00</td>
<td>0.00</td>
<td>8,236.93</td>
<td>(5,963.07)</td>
</tr>
</tbody>
</table>
The Original Florida Tourism Task Force  
Income and Expenses - Budget vs. Actual  
As of June 30, 2017

(These financial statements are unaudited)

<table>
<thead>
<tr>
<th>Event</th>
<th>Budget</th>
<th>June 2017</th>
<th>Year to Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dallas Travel Expo</td>
<td>7,300.00</td>
<td>0.00</td>
<td>8,846.49</td>
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<tr>
<td>Madison, WI Canoeocopia</td>
<td>6,550.00</td>
<td>0.00</td>
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<td>NY Times Travel Show</td>
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<td>3,786.49</td>
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<tr>
<td>Philadelphia Travel Show</td>
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<td>0.00</td>
<td>6,713.72</td>
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<tr>
<td>Atlanta RV &amp; Camping Show</td>
<td>4,600.00</td>
<td>0.00</td>
<td>3,239.47</td>
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<tr>
<td>Washington DC Travel Expo</td>
<td>7,950.00</td>
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<td>5,827.18</td>
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<tr>
<td>Chicago Travel &amp; Adventure Show</td>
<td>7,850.00</td>
<td>0.00</td>
<td>5,622.72</td>
</tr>
<tr>
<td>Out State Show #1 - Minn Winter</td>
<td>12,750.00</td>
<td>0.00</td>
<td>4,162.56</td>
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<tr>
<td>Out State Show #2 - Hershey</td>
<td>13,250.00</td>
<td>0.00</td>
<td>704.00</td>
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<tr>
<td>Out State Show #3 - Bike NY</td>
<td>6,500.00</td>
<td>1,304.61</td>
<td>4,393.36</td>
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<tr>
<td>Out State Show #4 - Minn Spring</td>
<td>0.00</td>
<td>0.00</td>
<td>2,359.38</td>
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<tr>
<td>Flash Drives</td>
<td>1,500.00</td>
<td>0.00</td>
<td>2,463.00</td>
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<tr>
<td>Travel Show Contest</td>
<td>1,500.00</td>
<td>0.00</td>
<td>0.00</td>
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<tr>
<td>Logo Patches</td>
<td>1,000.00</td>
<td>0.00</td>
<td>538.00</td>
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<tr>
<td>Eyeglass Strip</td>
<td>1,000.00</td>
<td>0.00</td>
<td>1,484.00</td>
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<tr>
<td>I-10 Welcome Center Summer Festival</td>
<td>400.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>I-75 Welcome Center Festival</td>
<td>300.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Shipping Berlin &amp; London - VF</td>
<td>1,000.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>In State Travel Show #1</td>
<td>3,400.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>State Park Guide &amp; Road Map-VF</td>
<td>2,000.00</td>
<td>0.00</td>
<td>0.00</td>
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<tr>
<td>Welcome Center Rack Space-VF</td>
<td>885.00</td>
<td>0.00</td>
<td>0.00</td>
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<tr>
<td>Toronto Outdoor Adventure Show</td>
<td>9,315.00</td>
<td>0.00</td>
<td>10,370.79</td>
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<tr>
<td><strong>Total Trade Shows</strong></td>
<td>179,000.00</td>
<td><strong>1,304.61</strong></td>
<td><strong>106,920.20</strong></td>
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<table>
<thead>
<tr>
<th>Category</th>
<th>Budget</th>
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<th>Year to Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Web Digital Advertising Campaign</td>
<td>20,600.00</td>
<td>0.00</td>
<td>8,050.00</td>
</tr>
<tr>
<td>Social Media Posting</td>
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<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Undiscovered Florida Co-op Ad</td>
<td>6,700.00</td>
<td>0.00</td>
<td>6,680.00</td>
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<tr>
<td>Florida State Park Mobile Ad</td>
<td>3,500.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Quarterly eNewsletter</td>
<td>5,000.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Springs Brochure Distribution</td>
<td>9,375.00</td>
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<td>6,200.00</td>
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<tr>
<td><strong>Total Advertising</strong></td>
<td>46,175.00</td>
<td>0.00</td>
<td>20,930.00</td>
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</tbody>
</table>

| Total Marketing                           | 299,000.00| 2,154.61  | 169,750.60   | (129,249.40) |

| Administration                            |          |           |              |
| NCFRPC - Admin VF DEO 2015-2016           | 5,600.00 | 0.00      | 0.00         | (5,600.00)   |
| NCFRPC-Admin VF DEO FY 2016-2017          | 24,500.00| 0.00      | 0.00         | (24,500.00)  |
| Service Fees - VisitFlorida Travel Shows  | 14,300.00| 0.00      | 9,900.00     | (4,400.00)   |
| NCFRPC-Admin Program Fees 16/17           | 44,000.00| 0.00      | 1,950.00     | (42,050.00)  |
| **Total Administration**                  | 88,400.00| 0.00      | 11,850.00    | (76,550.00)  |
The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of June 30, 2017

(These financial statements are unaudited)

<table>
<thead>
<tr>
<th></th>
<th>Budget</th>
<th>June 2017</th>
<th>Year to Date</th>
<th>Over/(Under) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Memberships</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Florida Outdoor Writers Assoc.</td>
<td>300.00</td>
<td>0.00</td>
<td>175.00</td>
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<tr>
<td>Southeast Tourism Society</td>
<td>300.00</td>
<td>0.00</td>
<td>285.00</td>
<td>(15.00)</td>
</tr>
<tr>
<td>Visit Florida</td>
<td>400.00</td>
<td>0.00</td>
<td>395.00</td>
<td>(6.00)</td>
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<tr>
<td><strong>Total Memberships</strong></td>
<td>1,000.00</td>
<td>0.00</td>
<td>855.00</td>
<td>(145.00)</td>
</tr>
<tr>
<td><strong>Professional Enhancement</strong></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Governor's Tourism Conference</td>
<td>5,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(5,000.00)</td>
</tr>
<tr>
<td>SE Tourism Society Marketing College</td>
<td>10,500.00</td>
<td>0.00</td>
<td>10,810.00</td>
<td>310.00</td>
</tr>
<tr>
<td><strong>Total Professional Enhancement</strong></td>
<td>15,500.00</td>
<td>0.00</td>
<td>10,810.00</td>
<td>(4,690.00)</td>
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<tr>
<td><strong>Bank Charges</strong></td>
<td>200.00</td>
<td>31.18</td>
<td>178.92</td>
<td>(21.08)</td>
</tr>
<tr>
<td><strong>Legal</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertising</td>
<td>300.00</td>
<td>0.00</td>
<td>48.44</td>
<td>(251.56)</td>
</tr>
<tr>
<td>Expenses</td>
<td>300.00</td>
<td>0.00</td>
<td>61.25</td>
<td>(238.75)</td>
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<tr>
<td><strong>Total Legal</strong></td>
<td>600.00</td>
<td>0.00</td>
<td>109.69</td>
<td>(490.31)</td>
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<tr>
<td><strong>Internships</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Harvey Campbell Memorial Int.</td>
<td>2,500.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(2,500.00)</td>
</tr>
<tr>
<td>Dean Fowler Int.</td>
<td>2,500.00</td>
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<td>0.00</td>
<td>(2,500.00)</td>
</tr>
<tr>
<td><strong>Total Internships</strong></td>
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<td>0.00</td>
<td>0.00</td>
<td>(5,000.00)</td>
</tr>
<tr>
<td><strong>Miscellaneous</strong></td>
<td>2,000.00</td>
<td>0.00</td>
<td>1,304.93</td>
<td>(695.07)</td>
</tr>
<tr>
<td><strong>Telephone</strong></td>
<td>300.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(300.00)</td>
</tr>
<tr>
<td><strong>Postage</strong></td>
<td>300.00</td>
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<td>92.91</td>
<td>(207.09)</td>
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<tr>
<td><strong>Total NonMarketing Expense</strong></td>
<td>113,300.00</td>
<td>31.18</td>
<td>25,201.45</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>412,300.00</td>
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<td>194,952.05</td>
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<tr>
<td><strong>Net Income</strong></td>
<td>0.00</td>
<td>98,167.16</td>
<td>(40,499.10)</td>
<td>(40,499.10)</td>
</tr>
</tbody>
</table>
The Original Florida Tourism Task Force  
2009 NW 67th Place  
Gainesville, FL 32653-1603

<table>
<thead>
<tr>
<th>Date</th>
<th>Ref. No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>06/20/2017</td>
<td>OF062017</td>
</tr>
</tbody>
</table>

Vendor  
Penn State Expo Services Inc,  
2750 Paxton St., Unit 3  
Harrisburg, PA 17111

![PAID]

Bill Due 06/20/2017
Terms
Memo

**Items**

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Qty</th>
<th>Cost</th>
<th>Amount</th>
<th>Customer:Job</th>
<th>Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepaid Trade Show</td>
<td>Furniture Rental for Hershey RV Show - 9/13 -9/17</td>
<td>1</td>
<td>111.30</td>
<td>111.30</td>
<td></td>
<td>8204 - FDEO</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>16/17</td>
</tr>
</tbody>
</table>

Item Total: $111.30

Bill Total: $111.30
The Original Florida Tourism Task Force  
2009 NW 67th Place  
Gainesville, FL 32653-1603

<table>
<thead>
<tr>
<th>Date</th>
<th>Ref. No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>06/28/2017</td>
<td>092322-78139716-17</td>
</tr>
</tbody>
</table>

**Vendor**

Scarborough Company Insurance, Inc.  
2811 N.W. 41st ST.  
Gainesville, FL 32606

**Bill Due** 06/28/2017

**Terms**

**Memo**

---

**Items**

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Qty</th>
<th>Cost</th>
<th>Amount</th>
<th>Customer:Job</th>
<th>Class</th>
</tr>
</thead>
</table>
| PrePaid Expense | General Liability Policy  
#092322-78139716-17  
08/21/17 - 08/21/18 | 1   | 437.00 | 437.00 |              | 83011 - General |

**Item Total**: 437.00

**Bill Total**: $437.00
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## Revenues

### Cooperative Regional Marketing Program Fees:

<table>
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<tr>
<th>County</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alachua County</td>
<td>$15,000</td>
</tr>
<tr>
<td>Bradford County</td>
<td>$3,000</td>
</tr>
<tr>
<td>Columbia County</td>
<td>$8,000</td>
</tr>
<tr>
<td>Dixie County</td>
<td>$2,000</td>
</tr>
<tr>
<td>Gilchrist County</td>
<td>$2,000</td>
</tr>
<tr>
<td>Hamilton County</td>
<td>$1,000</td>
</tr>
<tr>
<td>Jefferson County</td>
<td>$2,000</td>
</tr>
<tr>
<td>Lafayette County</td>
<td>$1,000</td>
</tr>
<tr>
<td>Levy County</td>
<td>$4,000</td>
</tr>
<tr>
<td>Madison County</td>
<td>$3,000</td>
</tr>
<tr>
<td>Suwannee County</td>
<td>$4,000</td>
</tr>
<tr>
<td>Taylor County</td>
<td>$4,000</td>
</tr>
<tr>
<td>Union County</td>
<td>$1,000</td>
</tr>
<tr>
<td>Wakulla County</td>
<td>$3,000</td>
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</tbody>
</table>

**Subtotal** $53,000

### Additional Revenue:

<table>
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<tr>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>DEO Rural Development Grant, FY 2015-16</td>
<td>$51,225</td>
</tr>
<tr>
<td>DEO Rural Development Grant, FY 2016-17</td>
<td>$150,000</td>
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<tr>
<td>VISIT Florida FY 2016-17 RAO Grant - Cash</td>
<td>$132,265</td>
</tr>
<tr>
<td>VISIT Florida FY 2016-17 RAO Grant - In-Kind</td>
<td>$26,310</td>
</tr>
<tr>
<td>Transfer From Reserves</td>
<td>$3,500</td>
</tr>
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</table>

**Subtotal** $363,300

**TOTAL REVENUES** $416,300

**Less In-Kind** ($26,310)

**TOTAL REVENUES - CASH** $389,990

## Expenditures

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank Charges</td>
<td>$200</td>
</tr>
<tr>
<td>Governor's Conference on Tourism</td>
<td>$2,000</td>
</tr>
<tr>
<td>Internships</td>
<td>$5,000</td>
</tr>
<tr>
<td>Legal Advertising</td>
<td>$300</td>
</tr>
<tr>
<td>Legal Expenses</td>
<td>$300</td>
</tr>
<tr>
<td>(1) Marketing Program for 2016-17</td>
<td>$300,500</td>
</tr>
<tr>
<td>(2) Memberships</td>
<td>$1,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$2,000</td>
</tr>
<tr>
<td>North Central Florida Regional Planning Council - Admin FY 2015-16</td>
<td>$5,600</td>
</tr>
<tr>
<td>North Central Florida Regional Planning Council - Admin FY 2016-17</td>
<td>$68,500</td>
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<tr>
<td>Postage Expenses</td>
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</tr>
<tr>
<td>Service Fee - Visit Florida Travel Show Program</td>
<td>$14,300</td>
</tr>
<tr>
<td>Southeast Tourism Society Marketing College</td>
<td>$12,000</td>
</tr>
<tr>
<td>Telephone</td>
<td>$300</td>
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</table>

**TOTAL EXPENDITURES** $412,300

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

## Reserve Funds

<table>
<thead>
<tr>
<th>Fund Type</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Restricted Funds Balance</td>
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<tr>
<td>Unrestricted Funds Balance, Estimate</td>
<td>$81,000</td>
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</tbody>
</table>

**TOTAL RESERVE FUNDS** $81,000
## Original Florida Tourism Task Force
### Budget FY 2016-17 (10/1/16 to 9/30/17)
**Amended 7/20/2017**

### Marketing Budget Detail

<table>
<thead>
<tr>
<th>Planning:</th>
<th>Total</th>
<th>DEO Grant</th>
<th>Remainder</th>
</tr>
</thead>
<tbody>
<tr>
<td>VisaVues Domestic and International Editions</td>
<td>$5,100.00</td>
<td>$5,100.00</td>
<td>$0.00</td>
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<tr>
<td><strong>Collateral Material:</strong></td>
<td></td>
<td></td>
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<tr>
<td>Print 1,000 Copies of Bicycle Guide</td>
<td>$6,000.00</td>
<td>$1,000.00</td>
<td>$5,000.00</td>
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<tr>
<td>Design and Print New Regional Brochure (adds Brad, Col, &amp; Ham Cou)</td>
<td>$8,500.00</td>
<td>$8,500.00</td>
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<td>Design &amp; Print Specialty Brochures</td>
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<td>$900.00</td>
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<td><strong>Website:</strong></td>
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<tr>
<td>Revise Homepage</td>
<td>$30,000.00</td>
<td>$30,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Ultimate Bicycle Guide Microsite &amp; Downloadable PDF Guide</td>
<td>$8,250.00</td>
<td></td>
<td>$8,250.00</td>
</tr>
<tr>
<td>Ultimate Bicycle Guide Maintenance and Updates</td>
<td>$1,400.00</td>
<td>$1,400.00</td>
<td>$0.00</td>
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<tr>
<td>Bloggers Fees - Fishing</td>
<td>$775.00</td>
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<td>$775.00</td>
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<tr>
<td>Ultimate Springs Guide Microsite &amp; Downloadable PDF Guide</td>
<td>$3,000.00</td>
<td></td>
<td>$3,000.00</td>
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<tr>
<td>Ultimate Springs Guide Maintenance and Updates</td>
<td>$1,000.00</td>
<td>$1,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Photography</td>
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<td>$5,000.00</td>
<td>$0.00</td>
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<td>Website Blogs - 5 Blogs Categories</td>
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<td>$5,100.00</td>
<td>$2,500.00</td>
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<tr>
<td><strong>Trade Shows:</strong></td>
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<td></td>
<td></td>
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<tr>
<td>Flash Drives</td>
<td>$1,500.00</td>
<td></td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Travel Show Contest</td>
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<td>$1,500.00</td>
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<tr>
<td>Logo patches</td>
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<td>$1,000.00</td>
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<tr>
<td>Eyeglass Straps</td>
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<td>$1,000.00</td>
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<tr>
<td>Brochures and Popup Displays</td>
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<td>$10,000.00</td>
</tr>
<tr>
<td>Visit Florida Welcome Center Rack Space (in-kind)</td>
<td>$885.00</td>
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<td>$885.00</td>
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<tr>
<td>State Parks Guides and State Road Maps (in-kind)</td>
<td>$2,000.00</td>
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<td>$2,000.00</td>
</tr>
<tr>
<td>Shipping - Berlin and London (in-kind)</td>
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<tr>
<td>Visit Florida - London World Travel Market</td>
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<td>$14,000.00</td>
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<tr>
<td>Visit Florida - Atlanta Boat Show</td>
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<td>$5,250.00</td>
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<tr>
<td>Visit Florida - Washington, DC Travel &amp; Adventure Show</td>
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<td>$7,950.00</td>
</tr>
<tr>
<td>Visit Florida - Chicago Travel &amp; Adventure Show</td>
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<tr>
<td>Visit Florida - New York Times Travel Show</td>
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<td>$8,950.00</td>
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<tr>
<td>Visit Florida - Atlanta Camping &amp; RV Show</td>
<td>$4,600.00</td>
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<td>$4,600.00</td>
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<td>Visit Florida - Telegraph Outdoor Adventure &amp; Travel Show</td>
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<tr>
<td>Visit Florida - Chicago RV &amp; Camping Show</td>
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<td>Visit Florida - Toronto RV &amp; Camping Show</td>
<td>$9,315.00</td>
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<td>Visit Florida - Berlin - ITB Trade Show</td>
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<td>Visit Florida - Madison, WI - Canoeopia</td>
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<td>Visit Florida - Philadelphia Travel Expo</td>
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<td>Visit Florida - Dallas Travel &amp; Adventure Show</td>
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<tr>
<td>Out-of-State Travel Show #1</td>
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<td>$7,266.67</td>
<td>$6,250.00</td>
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<td>F15 Welcome Center Festival</td>
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<tr>
<td><strong>Advertising:</strong></td>
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<td></td>
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<tr>
<td>New vnnf.org &amp; Travel Show Website Digital Advertising Campaign</td>
<td>$25,000.00</td>
<td>$12,000.00</td>
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<td>Florida State Parks Mobile Advertisement</td>
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<td>Social Media Postings (Facebook, Twitter, Instagram)</td>
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<tr>
<td>Undiscovered Florida Co-op Advertisement</td>
<td>$6,700.00</td>
<td>$6,700.00</td>
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<tr>
<td>Distribution of Springs and More Brochure</td>
<td>$9,875.00</td>
<td>$8,000.00</td>
<td>$1,875.00</td>
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<tr>
<td><strong>Total Marketing Expenditure</strong></td>
<td>$300,500.00</td>
<td>$112,500.00</td>
<td>$188,000.00</td>
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</tbody>
</table>

### Administration

| North Central Florida Regional Planning Council - Visit Florida, DEO FY 2015-16 | $5,600.00 | | $5,600.00 |
| North Central Florida Regional Planning Council - Visit Florida, DEO FY 2016-17 | $24,500.00 | $22,500.00 | $2,000.00 |
| North Central Florida Regional Planning Council - Regional Marketing Program Fees, FY 2016-17 | $44,000.00 | | $44,000.00 |
| Bank Charges | $200.00 | | $200.00 |
| Legal Advertising | $300.00 | | $300.00 |
| Legal Expenses | $300.00 | | $300.00 |
| Other Administrative Expenses/Miscellaneous | $2,500.00 | | $2,000.00 |
| Postage | $300.00 | | $300.00 |
| Service Fee - Visit Florida Travel Show Program | $14,300.00 | | $14,300.00 |
| Telephone | $300.00 | | $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 |

### Internships

| Harvey Campbell Memorial Internship | $2,500.00 | | $2,500.00 |
| Dean Fowler Internship | $2,500.00 | | $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 |
**Revenues**

Cooperative Regional Marketing Program Fees:

<table>
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<tr>
<th>County</th>
<th>Fees</th>
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<tbody>
<tr>
<td>Alachua County</td>
<td>$15,000</td>
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<tr>
<td>Bradford County</td>
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<tr>
<td>Columbia County</td>
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</tr>
<tr>
<td>Dixie County</td>
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<tr>
<td>Gilchrist County</td>
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<tr>
<td>Hamilton County</td>
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<tr>
<td>Jefferson County</td>
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<tr>
<td>Lafayette County</td>
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<tr>
<td>Levy County</td>
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<tr>
<td>Madison County</td>
<td>$3,000</td>
</tr>
<tr>
<td>Suwannee County</td>
<td>$4,000</td>
</tr>
<tr>
<td>Taylor County</td>
<td>$4,000</td>
</tr>
<tr>
<td>Union County</td>
<td>$1,000</td>
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<tr>
<td>Wakulla County</td>
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<tr>
<td><strong>Subtotal</strong></td>
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Additional Revenue:

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<tr>
<th>Source</th>
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<tr>
<td>DEO Rural Development Grant, FY 2016-17</td>
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<tr>
<td>DEO Rural Development Grant, FY 2017-18</td>
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<tr>
<td>VISIT Florida FY 2017-18 RAO Grant - Cash</td>
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<td>VISIT Florida FY 2017-18 RAO Grant - In-Kind</td>
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<tr>
<td>Transfer From Reserves</td>
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<td><strong>Subtotal</strong></td>
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**TOTAL REVENUES** $387,975

Less In-Kind ($17,300)

**TOTAL REVENUES - CASH** $370,675

**Expenditures**

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<th>Amount</th>
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<tr>
<td>Bank Charges</td>
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<tr>
<td>Governor's Conference on Tourism</td>
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<tr>
<td>Legal Advertising</td>
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<td>Legal Expenses</td>
<td>$300</td>
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<td>(1) Marketing Program for FY 2017-18</td>
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<tr>
<td>(1) Marketing Program for FY 2017-18 - In-Kind</td>
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<tr>
<td>(2) Memberships</td>
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<tr>
<td>Miscellaneous</td>
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<tr>
<td>North Central Florida Regional Planning Council - Admin</td>
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<td>Postage Expenses</td>
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<td>Service Fee - Visit Florida Travel Show Program</td>
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<tr>
<td>Southeast Tourism Society Marketing College</td>
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<tr>
<td>Telephone</td>
<td>$300</td>
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<tr>
<td>Unrestricted Reserve Fund</td>
<td>$24,600</td>
</tr>
<tr>
<td><strong>TOTAL EXPENDITURES</strong></td>
<td><strong>$387,975</strong></td>
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</table>

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

**Reserve Funds**

<table>
<thead>
<tr>
<th>Type</th>
<th>Amount</th>
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</thead>
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<tr>
<td>Restricted Funds Balance</td>
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<tr>
<td>Unrestricted Funds Balance, Estimate</td>
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</tr>
<tr>
<td><strong>TOTAL RESERVE FUNDS</strong></td>
<td><strong>$85,000</strong></td>
</tr>
</tbody>
</table>

(Excludes Unrestricted Reserve Fund)
## Original Florida Tourism Task Force
### Budget FY 2017-18 (10/1/17 to 9/30/18)
Proposed 8/17/2017

### Marketing Budget Detail

**Planning:**
- VisaVues Domestic and International Editions $5,100.00

**Collateral Material:**
- Print Ultimate Bicycle Guide $2,750.00
- Design and Print New Regional Brochure (adds Brad, Col, & Ham Counties) $8,500.00
- Design and Print Ultimate Springs Guide $3,450.00
- Design & Print Specialty Brochures $1,200.00
- Update and Print Suwannee River Wilderness Trail Guide $8,600.00
- Print VNNF Paddling Guide $2,250.00

**Website:**
- Print Suwannee River Wilderness & FL Saltwater Trail Maps $450.00

**Public Relations:**
- Tours for Out-of-State & Foreign Travel Media $3,750.00

**Trade Shows:**
- Websites and Other Promotional Items $3,000.00
- Pop-up and/or Cloth Displays (in-kind) $5,000.00
- Visit Florida Welcome Center Rack Space (in-kind) $800.00
- State Parks Guides and State Road Maps (in-kind) $2,000.00
- Visit Florida - Washington, DC Travel & Adventure Show $7,000.00
- Visit Florida - Atlanta RV & Camping Show $4,425.00
- Visit Florida - New York Times Travel Show $9,300.00
- Visit Florida - New York Times Travel Show (in-kind) $3,500.00
- Visit Florida - Boston Globe Travel Show $8,800.00
- Visit Florida - Chicago Travel & Adventure Show $7,250.00
- Visit Florida - Chicago RV & Camping Show $8,400.00
- Visit Florida - Face to Face Show $17,300.00
- Visit Florida - London Telegraph Bike & Travel Show $13,000.00
- Visit Florida - Toronto Outdoor Adventure Show $9,250.00
- Visit Florida - Berlin - ITB Trade Show $9,450.00
- Visit Florida - Berlin - ITB Trade Show (in-kind) $5,000.00
- Visit Florida - Canoe Expo, Madison, WI $5,000.00
- Visit Florida - Philadelphia Travel Expo $7,650.00
- Visit Florida - Midwest Mountaineering Spring Expo $4,525.00
- Hershey RV Show $6,500.00
- Bike Expo New York $6,500.00

**Advertising:**
- Digital Advertising Campaign $13,500.00
- Quarterly eNewsletters $4,000.00
- Undiscovered Florida & Other Co-op Advertisements $12,750.00
- Distribution of Exhilarating! Natural Northern Florida Brochure $6,250.00

**Total Marketing Expenditure** $282,200.00

**Administration:**
- North Central Florida Regional Planning Council - Visit Florida, DEO FY 2016-17 $5,625.00
- North Central Florida Regional Planning Council - Visit Florida, DEO FY 2017-18 $18,825.00
- North Central Florida Regional Planning Council - Regional Marketing Program Fees FY 2017-18 $12,500.00

**Other Expenses:**
- Bank Charges $250.00
- Legal Advertising $500.00
- Legal Expenses $350.00
- Other Administrative Expenses/Miscellaneous $2,000.00
- Postage $500.00
- Service Fee - Visit Florida Travel Show Program $14,500.00
- Telephone $350.00

**Membership Organizations - Annual Dues:**
- VISIT FLORIDA Annual Dues $500.00
- Southeastern Tourism Society Annual Dues $350.00
- Florida Outdoor Writers Association Annual Dues $350.00

**Professional Enahncement:**
- Southeastern Tourism Society Marketing College $10,950.00
- Governor's Tourism Conference $1,875.00

**Internships:**
- Harvey Campbell Memorial Internship $6,250.00
- Dean Fowler Internship $6,250.00

**Retained Reserves:**
- Unrestricted Reserve Fund $24,600.00

**Total Non-Marketing Expenditure** $105,775.00

**Total Expenditure** $387,975.00
August 17, 2017

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

RE: Fiscal Year 2016-17
Regional Rural Development Grant
2nd Quarter Deliverables Report

Dear Mr. Gitzen:

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

Please find enclosed the second quarter Deliverables Report and an invoice in the amount of $19,932.26 for the period April 15, 2017 through July 14, 2017 relative to the contract between The Original Florida Tourism Task Force and the Florida Department of Economic Opportunity. Also enclosed are a completed Minority and Service-Disabled Veteran Business Enterprise Report and a Compliance Certification form.

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

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

Sincerely,

Dawn Taylor
Chair

Enclosures

The Original Florida Tourism Task Force
2009 NW 67th Place
Gainesville, FL 32653-1603
352.955.2200 · 877.955.2199
The Original Florida Tourism Task Force  
FEID # 59-3534835  

Agreement #: D0164

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

FOR:  
The Original Florida Tourism Task Force  
2009 NW 37th Place  
Gainesville, FL 32653-1603  
352-955-2200

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>AMOUNT</th>
</tr>
</thead>
</table>
| Deliverable 1, Marketing Services  
2-Domestic Travel Shows  
10 Website Blogs  
18,750 Brochures Distributed  
1 Electronic Newsletter  
2 Professional Organization Annual Memberships  
3 Printings of In-House Brochures | |
| Expenditures  
Staff Time | $8,625.00 |
| Contractual Services | $2,484.28 |
| Memberships | $709.00 |
| Travel | $7,135.85 |
| Subscriptions | $2732.00 |
| Registrations | $243.10 |
| Shipping | $0.00 |
| Scholarships | |

| TOTAL | $19,932.26 |

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

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

Dawn Taylor  
Chair
## The Original Florida Tourism Task Force

**Fiscal Year 2016-17 Regional Rural Development Grant**  
**Second Payment Request**  
**Listing of Invoices, Payments and Associated Checks**  
**August 17, 2017**

<table>
<thead>
<tr>
<th>Name</th>
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<th>Invoice Number</th>
<th>Invoice Amount</th>
<th>Check Date</th>
<th>Check Number</th>
<th>Check Amount</th>
<th>Amount Charged to Grant</th>
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<td>2017039</td>
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<td>Midwest Mountaineering</td>
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<td>Russ McCallister</td>
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<td>Russ McCallister</td>
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Total: $21,492.26 $25,651.24 $19,932.26

n/a = not applicable
Florida Department of Economic Opportunity
Fiscal Year 2016-17
Regional Rural Development Grant
Second Quarter Report
April 15, 2017 through July 14, 2017

Submitted August 17, 2017 by

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

<table>
<thead>
<tr>
<th>Part</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Narrative, Second Quarter Report</td>
<td>A-1</td>
</tr>
<tr>
<td>Compliance Certification Form and Minority and Service-Disabled Veteran Business Enterprise Report</td>
<td>B-1</td>
</tr>
<tr>
<td>Website Updates and Enhancements</td>
<td>C-1</td>
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<tr>
<td>Home Page Enhancements</td>
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<tr>
<td>Website Blogs</td>
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<tr>
<td>Marketing and Promotion</td>
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<td>Domestic Travel Shows</td>
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<td>Brochure Distribution</td>
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<td>Electronic Newsletter</td>
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<td>Printing In-House Brochures</td>
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<td>Professional Enhancement</td>
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<td>Professional Organization Annual Memberships</td>
<td>I-1</td>
</tr>
<tr>
<td>Administration Time Sheets and Pay Stubs</td>
<td>J-1</td>
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</table>
COMPLIANCE CERTIFICATION FORM, QUARTERLY MINORITY VENDOR AND SERVICE-DISABLED VETERAN BUSINESS REPORT

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

WEBSITE UPDATES AND ENHANCEMENTS

HOME PAGE ENHANCEMENTS

The Task Force received and ranked proposals, selected a vendor and entered into a contract with the selected vendor for the 2017 Marketing Project, which includes enhancements to its home page and a digital advertising campaign. A copy of the contract is included in Part C.

UPDATE SPRINGS MICROSITE UPDATE AND BICYCLE MICROSITE

No activity occurred under this item during the first quarter.

WEBSITE BLOGS

Additionally, the Task Force expended a total of $850.00 for ten website blogs during the second quarter. A listing of blogs with hyperlinks to each blog posting, vendor invoice and cancelled check are included in Part D.

PHOTOGRAPHS

During the first quarter, the Task Force entered into a contract with Two Tree, Inc., for photographs of all Task Force member counties.

MARKETING AND PROMOTION

DIGITAL ADVERTISING CAMPAIGN

The Task Force received and ranked proposals, selected a vendor and entered into a contract with the selected vendor for the 2017 Marketing Project, which includes enhancements to its home page and a digital advertising campaign. A copy of the contract is included in Part C.

DOMESTIC TRAVEL SHOWS

The Task Force exhibited at the New York Bike Expo and the Midwest Mountaineering Spring Expo during the second quarter. The Task Force expended $4,006.62 for the New York Bike Expo and $6,107.36 for the Midwest Mountaineering Spring Expo for a total of $10,113.98. Two Task Force representatives per show staffed the Task Force booth at these shows. Copies of the registration forms, reimbursement statements, receipts and cancelled checks are included in Part E.
VISAVUE SUBSCRIPTION

The Task Force received its first VISAVUE 2017 quarterly report as well as a 2016 annual report during the first quarter.

BROCHURE REDESIGN

The Task Force redesigned its Exhilarating! Natural North Florida brochure during the second quarter. Additionally, the Task Force published a request for bids for printing the brochure. It is anticipated that the bid will be awarded funds will be expended for printing the redesigned brochure during the third quarter.

BROCHURE DISTRIBUTION

The Task Force continues to distribute a minimum of 75,000 brochures during the contract year through its two brochure distribution companies, Helinger Advertising and Florida Suncoast Tourism Promotions. Helinger Advertising continues to distribute a minimum of 25,000 brochures along I-75 in Georgia during the contract year.

Florida Suncoast Tourism Promotions, Inc. continues to distribute a minimum of 50,000 brochures for the Task Force during the contract year along I-10 from Marianna to I-75, U.S. Highway 19 from Tallahassee to Tampa Bay, I-75 from Lake City to Venice, I-4 from Tampa to Haines City, and at AAA Autoclub South offices statewide. A minimum of 18,750 brochures were distributed during the first quarter. The Task Force paid Florida Suncoast Tourism Promotions, Inc. $1,500.00 during the first quarter for three months of brochure distribution services. The Task Force spent a total of $1,500.00 on this item during the first quarter. Copies invoice and cancelled check are included in Part F.

ELECTRONIC NEWSLETTERS

The Task Force created and distributed one electronic newsletter during the second quarter to approximately 4,500 email addresses. The Task Force spent $1,000.00 on this item during the first quarter. A copy of the newsletter as well as timesheets documenting $1,000.00 of staff time spent on the newsletter are included in Part G.

PRINT ADVERTISEMENTS

The Task Force continued to receive leads in the second quarter from its UnDiscovered Florida advertisement. The leads were distributed to Task Force members and will be added to its database of electronic newsletter recipients.

PRINTING IN-HOUSE BROCHURES AND FLYERS

The Task Force expended $134.28 during the first quarter for the printing of 400 copies of its RV Campsites Guide, 400 copies of its Guides and Outfitters brochure, and 200 copies of its Ultimate Bike Guide flyer. The brochures and flyers were distributed by the Task Force at various travel shows at which it exhibited during the first quarter. Copies of an invoice and cancelled check for the printing of the brochures and flyer, as well as a copy of each printed brochure and flyer are included in Part I.
PROFESSIONAL ENHANCEMENT

PROFESSIONAL ORGANIZATION ANNUAL MEMBERSHIPS

The Task Force expended $459.00 for its annual VISIST FLORIDA partnership dues and $250.00 for its RidewithGPS annual club membership, for a total of $709.00 on professional organization annual memberships.

PROFESSIONAL ENHANCEMENT SCHOLARSHIPS

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

ADMINISTRATION

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

PROOF OF FINANCIAL MATCH

See the first quarter report.
COMPLIANCE CERTIFICATION FORM AND MINORITY VENDOR AND DISABLED VETERANS BUSINESS REPORT
COMPLIANCE CERTIFICATION FORM

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

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

<table>
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<th>DESCRIPTION: Deliverables Including Minimum Performance Standards</th>
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<tr>
<td>1 Electronic Newsletter</td>
<td>April 15 to July 14, 2017</td>
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<td>Brochure Distribution of a Minimum of 18,750 Brochures</td>
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<td>10 Website Blogs</td>
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<td>2 Domestic Travel Shows</td>
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<td>3 In-House Brochures Printed</td>
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<td>2 Professional Organization Annual Memberships</td>
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INVOICE AMOUNT $19,193.26

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

Name Printed: Dawn Taylor
Title: Chair
Signature: Date: 8/17/2017

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

DEO Agreement Manager Signature: 
Title: 
Date: 
### DEPARTMENT OF ECONOMIC OPPORTUNITY
**MINORITY SERVICE-DISABLED VETERAN BUSINESS ENTERPRISE REPORT**

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**MINORITY BUSINESS ENTERPRISE (MBE)**
**Include consultants, sub-contractors, travel agents, etc. who provided services on this project**

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

**SERVICE-DISABLED VETERAN (DV) BUSINESS ENTERPRISE**
**Include consultants, sub-contractors, travel agents, etc. who provided services on this project**

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<th><strong>Service-Disabled Veteran Business Enterprise</strong></th>
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**Certified DV: W - Service-Disabled Veteran Business**
**Non-Certified DV: Y - Service-Disabled Veteran Business**
Attachment 1

SCOPE OF WORK

1. **Project Description:**
   Section 288.018, Florida Statutes (F.S.), established the Regional Rural Development Grants Program ("Program") to provide funding to regionally-based economic development organizations representing rural counties and communities for the purpose of building the professional capacity of their organizations. Grant funds awarded under the Program may also be used by an economic development organization to provide technical assistance to businesses within the rural counties and communities it serves.

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

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

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

   B. **Marketing and Promotion:**
      1. Attend domestic travel shows. At the shows, the Grantee will staff a booth; distribute brochures pertaining to the region; and, answer questions raised by show attendees. A maximum of two (2) Grantee representatives will staff the travel show booths;
      2. Engage in an advertising campaign which will consist of online digital and/or print media advertising;
      3. Distribute an electronic newsletter to interested consumers; and
      4. Design and print a minimum of 35,000 pieces of hard-copy literature.

   C. **Professional Enhancement:**
      1. Provide professional enhancement scholarships to Grantee staff, members, and representatives of member organizations to attend training opportunities; and
2. Grantee shall maintain memberships in professional organizations (e.g. the Southeast Tourism Society Marketing College, the Florida Governor’s Tourism Conference, and the Florida Outdoor Writers Association Conference).

D. Provide administrative support, program management, time, and materials (e.g. rent, utilities, office supplies and other consumables, newspaper ads, copies, postage) (“Administrative Costs”). Total Administrative Costs shall not exceed 15% of the grant award.

E. Match Requirement: As required by section 288.018(1), F.S., Grantee shall secure and submit proof of match of non-state resources equivalent to the amount of the grant award.

F. Comply with Grantee’s competitive procurement requirements when subcontracting for services under this Agreement.

G. Within thirty (30) calendar days after the end of each quarter (the “Reporting Quarter”), beginning with the quarter ending March 31, 2017, Grantee shall provide to DEO a written status report (“Quarterly Report”) outlining progress in completion of the Project during the Reporting Quarter. Such Quarterly Reports shall include:

1. A summary of work performed during the reporting period;
2. Project expenditures since the Effective Date;
3. The percentage of work completed for activities indicated in this Scope of Work;
4. A summary and explanation of any changes in the Project budget;
5. A summary and explanation of any other material changes that may affect the outcome of the Project, and
6. A report on the use of Minority and Service-Disabled Veteran Business Enterprises as described in Section I.N.6 of the Agreement.

H. Submit invoices in accordance with the requirements stated in Section 5 of this Scope of Work.

I. Submit all quarterly reports and payment requests to Grantee’s Board of Directors for review and approval prior to submitting any invoice to DEO for reimbursement. Invoices shall be signed by the Chairman of the Board of Directors. Grantee shall supply DEO with the meeting agenda showing the request for approval of the quarterly report and payment request, along with the meeting package including the quarterly report and the invoice submitted to DEO.

3. DEO’s Responsibilities:
   A. Monitor the ongoing activities and progress of Grantee as DEO deems necessary, to verify that all activities are being performed in accordance with the Agreement;
   B. Perform Agreement management responsibilities as stated herein;
   C. Reply to reasonable 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

<table>
<thead>
<tr>
<th>Tasks</th>
<th>Minimum Performance Measures and Required Documentation</th>
<th>Financial Consequences</th>
</tr>
</thead>
</table>
| Website enhancements in accordance with Scope of Work, Section 2.A.1. | Completion of draft website enhancements. Required Documentation:  
  - 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. |
| 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:  
  - 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:  
  - 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:  
  - 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

<table>
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<tr>
<th>Tasks</th>
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<th>Financial Consequences</th>
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</thead>
<tbody>
<tr>
<td>Attend and participate in</td>
<td>Attend one (1) domestic travel show.</td>
<td>DEO shall withhold payment</td>
</tr>
</tbody>
</table>
domestic travel shows in accordance with Scope of Work, Section 2.B.1.

Required Documentation:
- 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:
- 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:
- 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:
- 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

<table>
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<tr>
<th>Tasks</th>
<th>Minimum Performance Measures and Required Documentation</th>
<th>Financial Consequences</th>
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</thead>
</table>
| 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:  
- 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:  
- 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
Exhilarating! Natural North Florida

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

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

Natural

North Florida

Natural North Florida awaits you!

877.955.2199 • 352.955.2199

naturalnorthflorida.com
Exhilarating! Natural North Florida

Natural North Florida awaits you!
877.955.2199 • 352.955.2199
naturalnorthflorida.com
ORIGINAL FLORIDA TOURISM TASK FORCE
EXHILARATING NATURAL NORTH FLORIDA BROCHURE

SUMMARY OF BID OPENING

7/7/2017 DATE OF BID LETTER 8/1/2017 - 9:00 a.m. BIDS OPENED

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* Indicates that no sample was provided - Reject bid.

Chocklett Press, Roanoke, VA
HIGHEST BROCHURE COUNT BIDDER $ 8,000.00

Page 1 of 1
## Cost Estimates

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<thead>
<tr>
<th>Deliverable</th>
<th>As of 7/20/17</th>
<th>As of 8/17/17</th>
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<tr>
<td>Suwannee River Wilderness &amp; FL Saltwater Trail Maps, 3,000 copies</td>
<td>$600.00</td>
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<tr>
<td>Ultimate Bicycle Guide Maintenance and Updates</td>
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<tr>
<td>Ultimate Springs Guide Maintenance and Updates</td>
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<tr>
<td>Website Reservation System</td>
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<td>Website Blogs (60 blogs per at $85 per blog)</td>
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<td>Print 3,000 VNNF Specialty Brochures (RV Guide, Outfitters Guide, Lodging Guide)</td>
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<td>Update and Reprint Suwannee River Wilderness Trail Paddling Guide</td>
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<td>Website Hosting</td>
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<td>Brochure Distribution</td>
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<th>Alternate</th>
<th>Leader Departure Date</th>
<th>Member Departure Date</th>
<th>Show Dates</th>
<th>Return Travel Date</th>
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<tr>
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<td>Hershey RV Show</td>
<td>Donna Creamer</td>
<td>Pat Watson</td>
<td>Cody Gray</td>
<td>September 11, 2017</td>
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<td>2</td>
<td>Washington DC Travel and Adventure Show</td>
<td>TSC Alvin Jackson</td>
<td>Alvin Jackson</td>
<td>January 18, 2018</td>
<td>January 19, 2018</td>
<td>January 20 - 21, 2018</td>
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<td>3</td>
<td>Atlanta Camping &amp; RV Show</td>
<td>Roland Loog</td>
<td>Diane Bardhi</td>
<td>Carol McQueen</td>
<td>January 24, 2018</td>
<td>January 25, 2018</td>
<td>January 26 - 28, 2018</td>
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<td>Boston Globe Travel Show</td>
<td>TSC Dave Mecusker</td>
<td>Teena Peavey</td>
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<td>February 7, 2018</td>
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<td>February 9 - 11, 2018</td>
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<td>Roland Loog</td>
<td>Carol McQueen</td>
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<td>Carol McQueen</td>
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<td>February 19 - 21, 2018</td>
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<td>8</td>
<td>F.ree Messe Munich</td>
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<td>Teena Peavey</td>
<td>Teena Peavey</td>
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<td>February 23 - 25, 2018</td>
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<td>9</td>
<td>London Telegraph Bike and Travel Show</td>
<td>Teena Peavey</td>
<td>Pat Watson</td>
<td>Carol McQueen</td>
<td>February 21, 2018</td>
<td>February 22, 2018</td>
<td>February 23 - 25, 2018</td>
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<td>Toronto Outdoor Adventure Show</td>
<td>TSC Katrina Richardson</td>
<td>Roland Loog</td>
<td>Roland Loog</td>
<td>March 4, 2018</td>
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<td>March 7 - 11, 2018</td>
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<td>11</td>
<td>ITB-Berlin</td>
<td>TSC Tommy Thompson</td>
<td>Russ McCallister</td>
<td>Dawn Taylor</td>
<td>March 7, 2018</td>
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<td>March 9 - 11, 2018</td>
<td>March 12, 2018</td>
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<td>12</td>
<td>Canoeopia</td>
<td>TSC Dawn Taylor</td>
<td>Diane Bardhi</td>
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<td>March 8, 2018</td>
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<td>Philadelphia Travel &amp; Adventure Show</td>
<td>TSC Cody Gray</td>
<td>Tommy Thompson</td>
<td>April 25, 2018</td>
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<td>April 27 - 29, 2018</td>
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<td>14</td>
<td>Midwest Mountainie Spring Expo</td>
<td>TSC Paula Vann</td>
<td>Katrina Richardson</td>
<td>May 2, 2018</td>
<td>May 3, 2018</td>
<td>May 4 - 5, 2018</td>
<td>May 6, 2018</td>
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</table>

Italicised shows are shows funded by the Task Force Regional Rural Development Grant.
Underlined shows are combined shows with Riverway South.
Great news! Make the check payable to The Original Florida Tourism Task Force.

Steven Dopp
Senior Planner
North Central Florida Regional Planning Council
2009 NW 67th Place, Gainesville, FL 32653-1603
Voice: 352.955.2200, ext. 109
Fax: 352.955.2209

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

-----Original Message-----
From: Tommy Thompson [mailto:capttommy@me.com]
Sent: Monday, July 24, 2017 2:49 PM
To: Steve Dopp
Subject: meant to tell you

VNNF website wins 2nd place in FOWA Excellence-in-Craft contest. To whom should we make the $50 prize payable?

T

Tommy Thompson, Executive Director
Florida Outdoor Writers Association
24-A NW 33 Court
Gainesville, FL 32607
(352) 284-1763
info@fowa.org
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The Original Florida Tourism Task Force 2017 MEMBERS as of 8/3/2017

**ALACHUA COUNTY**
($15,000 - 3 votes)

**Vacant**

**Ron Gromoll**
rgromoll@alachuacounty.us

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
Starke, FL 32091-2210
will_sexton@bradfordcountyfl.gov
(w) 904.368.3902

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

**COLUMBIA COUNTY**
($8,000 3 votes)

**Vacant**

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

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

**DIXIE COUNTY**
($2,000 - 2 votes)

**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
1153 U.S. Highway 41 West,
Jasper, FL 32052-5897
(w) 386.792.6829
hamiltontdc@windstream.net

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

JEFFERSON COUNTY
($2,000 - 2 votes)

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

Nancy Wideman
1100 Pearl Street
Monticello, FL 32344
(h) 850.997.0517
(c) 850.528.7362
nancywideman48@gmail.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

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.com
www.VisitLevy.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.com
www.suwanneeriverrendezvous.com
SUWANNEE COUNTY
($4,000 - 2 votes)

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

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

TAYLOR COUNTY
($4,000 - 2 votes)

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

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

UNION COUNTY
($1,000 - 1 vote)

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

WAKULLA COUNTY
($3,000 - 2 votes)

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

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

STAFF

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

Scott R. Koons
Executive Director
Visit Natural North Florida
2009 NW 67th Place
Gainesville, FL 32653
(w) 352.955.2200 ext. 101
(f) 352.955.2209
Koons@ncfrpc.org
THE ORIGINAL FLORIDA TOURISM TASK FORCE
VOLUNTEERS, CONSULTANTS AND OTHERS

as of 6/12/2017

VOLUNTEERS, CONSULTANTS AND OTHERS

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

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

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

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

Russ McCallister
Suwannee Guides and Outfitters
PO Box 1345
Old Town, FL 32680
(w) 352.542.8331
(h) 352.325.1520
(c) 352.258.0189
russ776@bellsouth.net
www.visitdixie.com
www.suwanneeguides.com
2017
Visit Natural North Florida
Meeting Dates and Counties

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

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<thead>
<tr>
<th>Date</th>
<th>County</th>
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<tr>
<td></td>
<td>Bradford</td>
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<tr>
<td>February 16</td>
<td>Suwannee</td>
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<tr>
<td>March 16</td>
<td>Madison</td>
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<tr>
<td>April 20</td>
<td>Jefferson</td>
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<tr>
<td>May 18</td>
<td>Levy</td>
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<tr>
<td>June 15</td>
<td>Columbia</td>
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<tr>
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<td>Gilchrist</td>
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<tr>
<td>August 17</td>
<td>Taylor</td>
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<tr>
<td>September 21</td>
<td>Wakulla (?)</td>
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<tr>
<td>October 19</td>
<td>VISIT FLORIDA</td>
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<td>November 16</td>
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<tr>
<td>December 21</td>
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