

## MEETING NOTICE

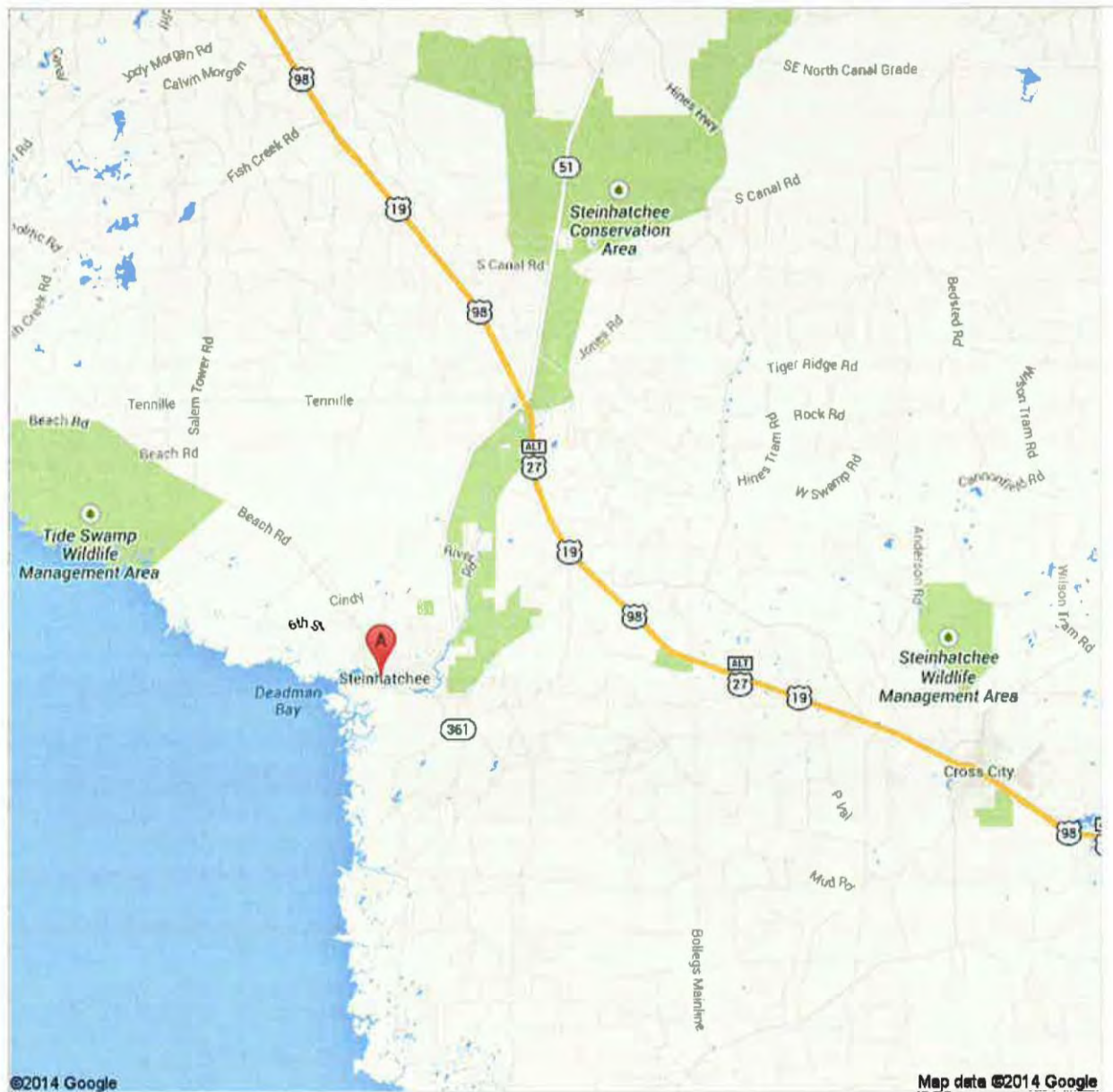
There will be a meeting of the Original Florida Tourism Task Force on **August 17, 2017**. The meeting will be held at the **Steinhatchee Landing Conference Center at Steinhatchee Landing, 228 State Road 51 North, Steinhatchee, FL**, beginning at **10:00 a.m.**

(Location Map on Back)



Address 228 Florida 51  
Steinhatchee, FL 32359

Steinhatchee Landing



*The Original Florida*  
TOURISM TASK FORCE  
Meeting Agenda

*Visit Natural*  
**NORTH FLORIDA**

**Steinhatchee Conference Center, Steinhatchee Landing  
228 State Road 51 North, Steinhatchee, FL  
Taylor County**

**August 17, 2017  
10:00 a.m.**

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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.

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

Otter Springs Park and Campground  
Trenton, FL  
Gilchrist County

July 20, 2017  
10:00 a.m.

MEMBERS PRESENT

Will Sexton, Bradford County  
Paula Vann, Columbia County  
Pat Watson, Gilchrist County  
Nancy Wideman, Jefferson County  
Carol McQueen, Levy County  
Trent Abbott, Madison County  
Phyllis Williams, Madison County  
Sandy Beach, Taylor County  
Dawn Taylor, Taylor County, Chair  
Dave Mecusker, Union County, Treasurer

OTHERS PRESENT

Donna Creamer, Task Force  
Travel Show Coordinator  
Lois Nevins, By All Means Travel  
Craig Sheriff, Extreme Adventures  
Tommy Thompson, Two Tree, Inc.

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Ron Gromoll, Alachua County  
Julie Waldman, Alachua County  
Daniel Riddick, Bradford County  
Rod Butler, Columbia County  
Russ McCallister, Dixie County  
Martin Pierce, Dixie County  
Susie Page, Lafayette County, Vice-Chair  
Jennifer Hand, Hamilton County  
Susan Ramsey, Hamilton County  
Katrina Richardson, Jefferson County  
Alvin Jackson, Suwannee County  
Teena Peavey, Suwannee County  
Diane Bardhi, Wakulla County  
Gail Gilman, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, 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

##### a. Monthly Financial Report Review and Approval, May 31, 2017

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.**

---

Dawn Taylor, Chair

8/21/17  
Date

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

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*Visit Natural*  
NORTH FLORIDA

**The Original Florida Tourism Task Force**  
**Balance Sheet**  
**As of May 31, 2017**

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

2:04 PM

06/21/17

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

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

*Handwritten:*  
6-21-17

2:04 PM

06/21/17

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

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						75,572.81
<b>Cleared Transactions</b>						
<b>Checks and Payments - 18 items</b>						
Bill Pmt -Check	03/30/2017	1150	Dawn Taylor	X	-2,186.56	-2,186.56
Bill Pmt -Check	04/12/2017	1160	Florida Suncoast T...	X	-1,500.00	-3,686.56
Bill Pmt -Check	04/27/2017	1164	Donna Creamer	X	-2,824.33	-6,510.89
Bill Pmt -Check	04/27/2017	1167	Perry Taylor County...	X	-2,578.61	-9,089.50
Bill Pmt -Check	04/27/2017	1170	Two Tree, Inc.	X	-1,850.00	-10,939.50
Bill Pmt -Check	04/27/2017	1166	Madison County Ch...	X	-1,145.04	-12,084.54
Bill Pmt -Check	04/27/2017	1169	Sandy Beach	X	-357.26	-12,441.80
Bill Pmt -Check	04/27/2017	1163	Dawn Taylor	X	-309.92	-12,751.72
Bill Pmt -Check	04/27/2017	1168	Phyllis G. Williams	X	-270.64	-13,022.36
Bill Pmt -Check	04/27/2017	1171	United Parcel Service	X	-63.92	-13,086.28
Bill Pmt -Check	04/27/2017	1165	Florida Dept State ...	X	-48.44	-13,134.72
Bill Pmt -Check	05/11/2017	1175	Worth International ...	X	-6,680.00	-19,814.72
Bill Pmt -Check	05/11/2017	1172	Florida Suncoast T...	X	-1,500.00	-21,314.72
Bill Pmt -Check	05/11/2017	1174	United Parcel Service	X	-243.10	-21,557.82
Bill Pmt -Check	05/11/2017	1173	Madison County Ch...	X	-25.00	-21,582.82
Check	05/25/2017		Capital City Bank	X	-11.65	-21,594.47
Bill Pmt -Check	05/26/2017	1179	Two Tree, Inc.	X	-4,382.88	-25,977.35
Bill Pmt -Check	05/26/2017	1177	NCFRPC	X	-1,950.00	-27,927.35
<b>Total Checks and Payments</b>					-27,927.35	-27,927.35
<b>Deposits and Credits - 2 items</b>						
Bill Pmt -Check	03/16/2017	1147	Marketing Mud	X	0.00	0.00
Deposit	05/23/2017			X	1,100.00	1,100.00
<b>Total Deposits and Credits</b>					1,100.00	1,100.00
<b>Total Cleared Transactions</b>					-26,827.35	-26,827.35
<b>Cleared Balance</b>					-26,827.35	48,745.46
<b>Uncleared Transactions</b>						
<b>Checks and Payments - 5 items</b>						
Bill Pmt -Check	01/05/2017	1108	The Freeman Com...		-109.83	-109.83
Bill Pmt -Check	03/16/2017	1148	Worth International ...		-6,680.00	-6,789.83
Bill Pmt -Check	05/26/2017	1180	VisitFlorida		-854.00	-7,643.83
Bill Pmt -Check	05/26/2017	1178	Southeast Tourism ...		-285.00	-7,928.83
Bill Pmt -Check	05/26/2017	1176	David Mecusker		-119.54	-8,048.37
<b>Total Checks and Payments</b>					-8,048.37	-8,048.37
<b>Total Uncleared Transactions</b>					-8,048.37	-8,048.37
<b>Register Balance as of 05/31/2017</b>					-34,875.72	40,697.09
<b>New Transactions</b>						
<b>Checks and Payments - 1 item</b>						
Bill Pmt -Check	06/12/2017	1181	NCFRPC		-680.40	-680.40
<b>Total Checks and Payments</b>					-680.40	-680.40
<b>Total New Transactions</b>					-680.40	-680.40
<b>Ending Balance</b>					-35,556.12	40,016.69



P.O. Box 900  
Tallahassee, FL 32302

ACCOUNT STATEMENT

SK AD

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

Date 5/31/17  
Primary Account

Page 1  
XXXXXXXX2204



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CHECKING ACCOUNT

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

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
5/23	Deposit	1,100.00 ✓

OTHER DEBITS

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

RECEIVED

JUN 07 2017

NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL





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

Date 5/31/17  
Primary Account

Page 2  
XXXXXXX2204

## ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

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

\* Denotes missing check numbers

## DAILY BALANCE INFORMATION

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

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

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



**Natural North Florida** THE ORIGINAL FLORIDA TOURISM CHECK PRICE  
800 W. 8TH PLACE  
GAINESVILLE, FLORIDA 32601-1802  
887.916.2289

05/23/2017

PAY TO THE ORDER OF: Capital City Bank

MEMO: 1116

00631005884 0224792204P

\$ 1,100.00

0 05/23/2017 \$1,100.00

**Natural North Florida** THE ORIGINAL FLORIDA TOURISM CHECK PRICE  
800 W. 8TH PLACE  
GAINESVILLE, FLORIDA 32601-1802  
887.916.2289

05/01/2017

PAY TO THE ORDER OF: Down Taylor

MEMO: SSR.K

00631005884 0224792204P

\$ 2,186.56

1150 05/01/2017 \$2,186.56

**Natural North Florida** THE ORIGINAL FLORIDA TOURISM CHECK PRICE  
800 W. 8TH PLACE  
GAINESVILLE, FLORIDA 32601-1802  
887.916.2289

05/02/2017

PAY TO THE ORDER OF: Florida Gulfcoast Tourism Promotions, Inc.

MEMO: SSR.K

00631005884 0224792204P

\$ 1,500.00

1160 05/02/2017 \$1,500.00

**Natural North Florida** THE ORIGINAL FLORIDA TOURISM CHECK PRICE  
800 W. 8TH PLACE  
GAINESVILLE, FLORIDA 32601-1802  
887.916.2289

05/12/2017

PAY TO THE ORDER OF: Down Taylor

MEMO: SSR.K

00631005884 0224792204P

\$ 309.92

1163 05/12/2017 \$309.92

**Natural North Florida** THE ORIGINAL FLORIDA TOURISM CHECK PRICE  
800 W. 8TH PLACE  
GAINESVILLE, FLORIDA 32601-1802  
887.916.2289

05/05/2017

PAY TO THE ORDER OF: Donna Creamer

MEMO: SSR.K

00631005884 0224792204P

\$ 2,824.33

1164 05/05/2017 \$2,824.33

**Natural North Florida** THE ORIGINAL FLORIDA TOURISM CHECK PRICE  
800 W. 8TH PLACE  
GAINESVILLE, FLORIDA 32601-1802  
887.916.2289

05/04/2017

PAY TO THE ORDER OF: Florida Department of State

MEMO: SSR.K

00631005884 0224792204P

\$ 48.44

1165 05/04/2017 \$48.44

**Natural North Florida** THE ORIGINAL FLORIDA TOURISM CHECK PRICE  
800 W. 8TH PLACE  
GAINESVILLE, FLORIDA 32601-1802  
887.916.2289

05/22/2017

PAY TO THE ORDER OF: Madison County Chamber of Commerce

MEMO: SSR.K

00631005884 0224792204P

\$ 1,145.04

1166 05/22/2017 \$1,145.04

**Natural North Florida** THE ORIGINAL FLORIDA TOURISM CHECK PRICE  
800 W. 8TH PLACE  
GAINESVILLE, FLORIDA 32601-1802  
887.916.2289

05/11/2017

PAY TO THE ORDER OF: Perry Taylor County Chamber of Commerce

MEMO: SSR.K

00631005884 0224792204P

\$ 2,578.61

1167 05/11/2017 \$2,578.61

**Natural North Florida** THE ORIGINAL FLORIDA TOURISM CHECK PRICE  
800 W. 8TH PLACE  
GAINESVILLE, FLORIDA 32601-1802  
887.916.2289

05/31/2017

PAY TO THE ORDER OF: Phyllis Williams

MEMO: SSR.K

00631005884 0224792204P

\$ 270.64

1168 05/31/2017 \$270.64

**Natural North Florida** THE ORIGINAL FLORIDA TOURISM CHECK PRICE  
800 W. 8TH PLACE  
GAINESVILLE, FLORIDA 32601-1802  
887.916.2289

05/11/2017

PAY TO THE ORDER OF: Sandy Beach

MEMO: SSR.K

00631005884 0224792204P

\$ 357.26

1169 05/11/2017 \$357.26

**Natural North Florida** THE ORIGINAL FLORIDA TOURISM CHECK PRICE  
800 W. 8TH PLACE  
GAINESVILLE, FLORIDA 32601-1802  
887.916.2289

05/02/2017

PAY TO THE ORDER OF: Two Trees, Inc.

MEMO: SSR.K

00631005884 0224792204P

\$ 1,850.00

1170 05/02/2017 \$1,850.00

**Natural North Florida** THE ORIGINAL FLORIDA TOURISM CHECK PRICE  
800 W. 8TH PLACE  
GAINESVILLE, FLORIDA 32601-1802  
887.916.2289

05/09/2017

PAY TO THE ORDER OF: United Parcel Service

MEMO: SSR.K

00631005884 0224792204P

\$ 63.92

1171 05/09/2017 \$63.92



**Natural North Florida** THE ORIGINAL FLORIDA TOURISM MARKETING BOARD  
1000 W. 1ST ST. SUITE 100  
GAINESVILLE, FL 32601-1000  
407-352-1000

**Capital City Bank** 1172

DATE 5/11/2017

PAY TO THE ORDER OF Florida Suncoast Tourism Promotions, Inc.

One Thousand Five Hundred and 00/100 \$ 1,500.00

Florida Suncoast Tourism Promotions, Inc.  
10750 75th Street  
Largo, FL 33777

MEMO S.S.P.K.

⑆001172⑆ ⑆063100688⑆ 0224792204⑆

1172 05/18/2017 \$1,500.00

**Natural North Florida** THE ORIGINAL FLORIDA TOURISM MARKETING BOARD  
1000 W. 1ST ST. SUITE 100  
GAINESVILLE, FL 32601-1000  
407-352-1000

**Capital City Bank** 1173

DATE 5/11/2017

PAY TO THE ORDER OF Madison County Chamber of Commerce

Twenty-Five and 00/100 \$ 25.00

Madison County Chamber of Commerce  
316 SW Pineknay Street  
Madison, FL 32340

MEMO S.S.P.K.

⑆001173⑆ ⑆063100688⑆ 0224792204⑆

1173 05/22/2017 \$25.00

**Natural North Florida** THE ORIGINAL FLORIDA TOURISM MARKETING BOARD  
1000 W. 1ST ST. SUITE 100  
GAINESVILLE, FL 32601-1000  
407-352-1000

**Capital City Bank** 1174

DATE 5/11/2017

PAY TO THE ORDER OF United Parcel Service

Year Hundred Forty-Three and 10/100 \$ 243.10

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

MEMO S.S.P.K.

⑆001174⑆ ⑆063100688⑆ 0224792204⑆

1174 05/23/2017 \$243.10

**Natural North Florida** THE ORIGINAL FLORIDA TOURISM MARKETING BOARD  
1000 W. 1ST ST. SUITE 100  
GAINESVILLE, FL 32601-1000  
407-352-1000

**Capital City Bank** 1175

DATE 5/11/2017

PAY TO THE ORDER OF Worth International Media Group

Six Thousand Six Hundred Eighty and 00/100 \$ 6,680.00

Worth International Media Group  
P.O. Box 171070  
Miami Gardens, FL 33017-1070

MEMO S.S.P.K.

⑆001175⑆ ⑆063100688⑆ 0224792204⑆

1175 05/23/2017 \$6,680.00

**Natural North Florida** THE ORIGINAL FLORIDA TOURISM MARKETING BOARD  
1000 W. 1ST ST. SUITE 100  
GAINESVILLE, FL 32601-1000  
407-352-1000

**Capital City Bank** 1177

DATE 5/26/2017

PAY TO THE ORDER OF N. Central FL Regional Planning Council

One Thousand Nine Hundred Fifty and 00/100 \$ 1,950.00

N. Central FL Regional Planning Council  
2000 NW 57th Place  
Gainesville, FL 32653-1003

MEMO S.S.P.K.

⑆001177⑆ ⑆063100688⑆ 0224792204⑆

1177 05/31/2017 \$1,950.00

**Natural North Florida** THE ORIGINAL FLORIDA TOURISM MARKETING BOARD  
1000 W. 1ST ST. SUITE 100  
GAINESVILLE, FL 32601-1000  
407-352-1000

**Capital City Bank** 1179

DATE 5/26/2017

PAY TO THE ORDER OF Two Trees, Inc.

Four Thousand Three Hundred Eighty-Two and 88/100 \$ 4,382.88

Two Trees, Inc.  
Tommy Thompson  
3400 NW 34th Street  
Gainesville, FL 32607

MEMO S.S.P.K.

⑆001179⑆ ⑆063100688⑆ 0224792204⑆

1179 05/31/2017 \$4,382.88

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

(These financial statements are unaudited)

	Budget	May 2017	Year to Date	Over/(Under) Budget
<b>Income</b>				
Co-op Regional Marketing Program Fee	49,000.00	0.00	53,000.00	4,000.00
DEO Rural Development Grant 15/16	51,225.00	0.00	0.00	(51,225.00)
DEO Rural Development Grant 16/17	150,000.00	0.00	0.00	(150,000.00)
VisitFlorida Rural Area Opportunity Grant 16/17	132,265.00	0.00	0.00	(132,265.00)
VisitFlorida Rural Area Opportunity 16/17 In Kind	26,310.00	0.00	0.00	(26,310.00)
Transfer from Reserves	3,500.00	0.00	0.00	(3,500.00)
Other	0.00	1,100.00	1,100.00	1,100.00
<b>Gross Revenue</b>	<b>412,300.00</b>	<b>1,100.00</b>	<b>54,100.00</b>	<b>(358,200.00)</b>
<b>Expenses</b>				
<b>Marketing</b>				
<b>Planning</b>				
Planning	5,100.00	0.00	5,060.00	(40.00)
<b>Total Planning</b>	<b>5,100.00</b>	<b>0.00</b>	<b>5,060.00</b>	<b>(40.00)</b>
<b>Collateral Materials</b>				
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)
<b>Total Collateral Materials</b>	<b>29,500.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(29,500.00)</b>
<b>Website</b>				
Bloggers Fees	7,975.00	0.00	2,990.40	(4,984.60)
Ultimate Bicycle Guide Update	2,000.00	0.00	0.00	(2,000.00)
Ultimate Paddle Guide	12,000.00	0.00	0.00	(12,000.00)
Ultimate Bicycle Guide Microsite	8,250.00	0.00	33,000.00	24,750.00
Ultimate Springs Microsite	3,000.00	0.00	0.00	(3,000.00)
Revise Homepage	6,000.00	0.00	0.00	(6,000.00)
<b>Total Website</b>	<b>39,225.00</b>	<b>0.00</b>	<b>35,990.40</b>	<b>(3,234.60)</b>
<b>Trade Shows</b>				
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)

	Budget	May 2017	Year to Date	Over/(Under) Budget
Dallas Travel Expo	7,300.00	0.00	8,846.49	1,546.49
Madison, WI Canoeecopia	6,550.00	0.00	4,851.29	(1,698.71)
NY Times Travel Show	8,950.00	0.00	3,786.49	(5,163.51)
Philadelphia Travel Show	8,350.00	0.00	6,713.72	(1,636.28)
Atlanta RV & Camping Show	4,600.00	0.00	3,238.47	(1,361.53)
Washington DC Travel Expo	7,950.00	0.00	5,827.18	(2,122.82)
Chicago Travel & Adventure Show	7,850.00	0.00	5,822.72	(2,027.28)
Out State Show #1 - Minn Winter	12,750.00	0.00	4,162.56	(8,587.44)
Out State Show #2 - Hershey	13,250.00	0.00	704.00	(12,546.00)
Out State Show #3 - Bike NY	6,500.00	3,088.75	3,088.75	(3,411.25)
Out State Show #4 - Minn Spring	0.00	1,792.17	2,359.38	2,359.38
Flash Drives	1,500.00	0.00	2,463.00	963.00
Travel Show Contest	1,500.00	0.00	0.00	(1,500.00)
Logo Patches	1,000.00	0.00	538.00	(462.00)
Eyeglass Strip	1,000.00	0.00	1,484.00	484.00
I-10 Welcome Center Summer Festival	400.00	0.00	0.00	(400.00)
I-75 Welcome Center Festival	300.00	0.00	0.00	(300.00)
Shipping Berlin & London - VF	1,000.00	0.00	0.00	(1,000.00)
In State Travel Show #1	3,400.00	0.00	0.00	(3,400.00)
State Park Guide & Road Map-VF	2,000.00	0.00	0.00	(2,000.00)
Welcome Center Rack Space- VF	885.00	0.00	0.00	(885.00)
Toronto Outdoor Adventure Show	9,315.00	0.00	10,370.79	1,055.79
<b>Total Trade Shows</b>	<b>179,000.00</b>	<b>4,880.92</b>	<b>105,615.59</b>	<b>(73,384.41)</b>
<b>Advertising</b>				
Web Digital Advertising Campaign	20,600.00	0.00	8,050.00	(12,550.00)
Social Media Posting	1,000.00	0.00	0.00	(1,000.00)
Undiscovered Florida Co-op Ad	6,700.00	0.00	6,680.00	(20.00)
Florida State Park Mobile Ad	3,500.00	0.00	0.00	(3,500.00)
Quarterly eNewsletter	5,000.00	0.00	0.00	(5,000.00)
Springs Brochure Distribution	9,375.00	1,500.00	6,200.00	(3,175.00)
<b>Total Advertising</b>	<b>46,175.00</b>	<b>1,500.00</b>	<b>20,930.00</b>	<b>(46,175.00)</b>
<b>Total Marketing</b>	<b>299,000.00</b>	<b>6,380.92</b>	<b>167,595.99</b>	<b>(131,404.01)</b>
<b>Administration</b>				
NCFRPC - Admin VF DEO 2015-2016	5,600.00	0.00	0.00	(5,600.00)
NCFRPC-Admin VF DEO FY 2016-2017	24,500.00	0.00	0.00	(24,500.00)
Service Fees - VisitFlorida Travel Shows	14,300.00	0.00	9,900.00	(4,400.00)
NCFRPC-Admin Program Fees 16/17	44,000.00	1,950.00	1,950.00	(42,050.00)
	<b>88,400.00</b>	<b>1,950.00</b>	<b>11,850.00</b>	<b>(76,550.00)</b>

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

(These financial statements are unaudited)

	Budget	May 2017	Year to Date	Over/(Under) Budget
<b>Memberships</b>				
Florida Outdoor Writers Association	300.00	0.00	175.00	(125.00)
Southeast Tourism Society	300.00	285.00	285.00	(15.00)
Visit Florida	400.00	395.00	395.00	(5.00)
<b>Total Memberships</b>	<u>1,000.00</u>	<u>680.00</u>	<u>855.00</u>	<u>(145.00)</u>
<b>Professional Enhancement</b>				
Governor's Tourism Conference	5,000.00	0.00	0.00	(5,000.00)
SE Tourism Society Marketing College	10,500.00	0.00	10,810.00	310.00
<b>Total Professional Enhancement</b>	<u>15,500.00</u>	<u>0.00</u>	<u>10,810.00</u>	<u>(4,690.00)</u>
<b>Bank Charges</b>	200.00	11.65	147.74	(52.26)
<b>Legal</b>				
Advertising	300.00	0.00	48.44	(251.56)
Expenses	300.00	0.00	61.25	(238.75)
<b>Total Legal</b>	<u>600.00</u>	<u>0.00</u>	<u>109.69</u>	<u>(490.31)</u>
<b>Internships</b>				
Harvey Campbell Memorial Internship	2,500.00	0.00	0.00	(2,500.00)
Dean Fowler Internship	2,500.00	0.00	0.00	(2,500.00)
<b>Total Internships</b>	<u>5,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(5,000.00)</u>
<b>Miscellaneous</b>	2,000.00	231.48	1,304.93	(695.07)
<b>Telephone</b>	300.00	0.00	0.00	(300.00)
<b>Postage</b>	300.00	0.00	92.91	(207.09)
<b>Total NonMarketing Expense</b>	<u>113,300.00</u>	<u>2,873.13</u>	<u>25,170.27</u>	<u>(88,129.73)</u>
<b>Total Expenses</b>	<u>412,300.00</u>	<u>9,254.05</u>	<u>192,766.26</u>	<u>(219,533.74)</u>
<b>Net Income</b>	<u>0.00</u>	<u>(8,154.05)</u>	<u>(138,666.26)</u>	<u>(138,666.26)</u>

# Bill

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

Date	Ref. No.
05/16/2017	00050545

Vendor

Visit Florida  
Accounting Department  
2540 W. Executive Center Circle Ste  
200  
Tallahassee, FL 32301

**PAID**

Bill Due 05/16/2017

Terms

Memo

## Items

Item	Description	Qty	Cost	Amount	Customer:Job	Class
PrePaid Travel	Registration for 2017 Governor's Conference on Tourism Hollywood- August 28, 2017 - August 30,...	1	459.00	459.00		8204 - FDEO 16/17

Item Total : 459.00

**Bill Total : \$459.00**

# Bill

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

Date	Ref. No.
01/18/2017	2017 BENY

Vendor

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

**PAID**

Bill Due 01/18/2017

Terms

Memo

## Items

Item	Description	Qty	Cost	Amount	Customer:Job	Class
Trade Shows:NY Bike Expo	Registration for Bike Expo NY May 5-6, 2017	1	2,282.00	2,282.00		8204 - FDEO 16/17

Item Total : 2,282.00

**Bill Total : \$2,282.00**



# The Original Florida Tourism Task Force

## Balance Sheet

As of June 30, 2017

	<u>Jun 30, 17</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	37,347.45
Total Checking/Savings	<u>37,347.45</u>
Accounts Receivable	
Accounts Receivable	74,791.72
Total Accounts Receivable	<u>74,791.72</u>
Other Current Assets	
Prepaid Expense	548.30
Prepaid Travel	459.00
Total Other Current Assets	<u>1,007.30</u>
Total Current Assets	<u>113,146.47</u>
<b>TOTAL ASSETS</b>	<b><u>113,146.47</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	16,919.45
Total Accounts Payable	<u>16,919.45</u>
Other Current Liabilities	
Contract Advance	35,000.00
Due to NCFRPC	20,000.00
Total Other Current Liabili...	<u>55,000.00</u>
Total Current Liabilities	<u>71,919.45</u>
Total Liabilities	71,919.45
Equity	
Restricted	42.00
Unrestricted Earnings	64,575.71
Net Income	-23,390.69
Total Equity	<u>41,227.02</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>113,146.47</u></b>

12:48 PM

07/27/17

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 06/30/2017**

	<u>Jun 30, 17</u>	
Beginning Balance	48,745.46	✓
Cleared Transactions		
Checks and Payments - 7 items	<u>-2,820.12</u>	✓
Total Cleared Transactions	<u>-2,820.12</u>	
Cleared Balance	<u>45,925.34</u>	✓
Uncleared Transactions		
Checks and Payments - 5 items	<u>-8,577.89</u>	
Total Uncleared Transactions	<u>-8,577.89</u>	
Register Balance as of 06/30/2017	<u>37,347.45</u>	
New Transactions		
Checks and Payments - 12 items	<u>-3,181.34</u>	
Total New Transactions	<u>-3,181.34</u>	
Ending Balance	<u>34,166.11</u>	

7-27-17  
AD

# The Original Florida Tourism Task Force Reconciliation Detail Cash in Bank - Capital City, Period Ending 06/30/2017

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						48,745.46
<b>Cleared Transactions</b>						
<b>Checks and Payments - 7 items</b>						
Bill Pmt -Check	05/26/2017	1180	VisitFlorida	X	-854.00	-854.00
Bill Pmt -Check	05/26/2017	1178	Southeast Tourism ...	X	-285.00	-1,139.00
Bill Pmt -Check	05/26/2017	1176	David Mecusker	X	-119.54	-1,258.54
Check	06/09/2017		Capital City Bank	X	-10.00	-1,268.54
Bill Pmt -Check	06/12/2017	1181	NCFRPC	X	-680.40	-1,948.94
Bill Pmt -Check	06/22/2017	1185	Two Tree, Inc.	X	-850.00	-2,798.94
Check	06/23/2017		Capital City Bank	X	-21.18	-2,820.12
Total Checks and Payments					-2,820.12	-2,820.12
Total Cleared Transactions					-2,820.12	-2,820.12
Cleared Balance					-2,820.12	45,925.34
<b>Uncleared Transactions</b>						
<b>Checks and Payments - 5 items</b>						
Bill Pmt -Check	01/05/2017	1108	The Freeman Com...		-109.83	-109.83
Bill Pmt -Check	03/16/2017	1148	Worth International ...		-6,680.00	-6,789.83
Bill Pmt -Check	06/22/2017	1182	Columbia County T...		-1,304.61	-8,094.44
Bill Pmt -Check	06/22/2017	1183	Paula Vann		-372.15	-8,466.59
Bill Pmt -Check	06/22/2017	1184	Penn State Expo S...		-111.30	-8,577.89
Total Checks and Payments					-8,577.89	-8,577.89
Total Uncleared Transactions					-8,577.89	-8,577.89
Register Balance as of 06/30/2017					-11,398.01	37,347.45
<b>New Transactions</b>						
<b>Checks and Payments - 12 items</b>						
Bill Pmt -Check	07/06/2017	1188	Russ McCallister		-377.24	-377.24
Bill Pmt -Check	07/06/2017	1186	KoonsS		-250.00	-627.24
Bill Pmt -Check	07/06/2017	1187	NCFRPC		-231.48	-858.72
Bill Pmt -Check	07/13/2017	1190	Pat Watson		-445.68	-1,304.40
Bill Pmt -Check	07/13/2017	1191	Scarborough Comp...		-437.00	-1,741.40
Bill Pmt -Check	07/13/2017	1189	Cody A. Gray		-49.00	-1,790.40
Bill Pmt -Check	07/27/2017	1192	Dawn Taylor		-410.39	-2,200.79
Bill Pmt -Check	07/27/2017	1197	Susie Page		-394.06	-2,594.85
Bill Pmt -Check	07/27/2017	1195	Phyllis G. Williams		-362.91	-2,957.76
Bill Pmt -Check	07/27/2017	1196	Sandy Beach		-98.00	-3,055.76
Bill Pmt -Check	07/27/2017	1194	Kristina Walker		-98.00	-3,153.76
Bill Pmt -Check	07/27/2017	1193	Florida Dept State ...		-27.58	-3,181.34
Total Checks and Payments					-3,181.34	-3,181.34
Total New Transactions					-3,181.34	-3,181.34
<b>Ending Balance</b>					<b>-14,579.35</b>	<b>34,166.11</b>



P.O. Box 900  
Tallahassee, FL 32302

ACCOUNT STATEMENT

SK AD

00002426 FCC31545070117112403 01 000000000  
THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PLACE  
GAINESVILLE FL 32653-1603

Date 6/30/17  
Primary Account

Page 1  
XXXXXXXX2204



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CHECKING ACCOUNT

ANALYZED BUS CHECKING	Images	5
Account Number	xxxxxxx2204	Statement Dates 6/01/17 thru 7/02/17
Previous Balance	48,745.46 ✓	Days in this Statement Period 32
Deposits/Credits	.00	Avg Ledger Balance 47,068.91
7 Checks/Debits	2,820.12 ✓	Avg Collected Balance 47,068.91
Service Charges	.00	
Interest Paid	.00	
Ending Balance	45,925.34 ✓	

OTHER DEBITS

Date	Description	Amount
6/09	DEPOSIT ACCOUNT VERIFICATION FEE	10.00- ✓
6/23	Account Analysis Charge	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



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

Date 6/30/17  
Primary Account

Page 2  
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
6/01	48,745.46	6/12	47,081.52	6/26	45,925.34
6/05	47,771.92	6/13	46,796.52		
6/09	47,761.92	6/23	46,775.34		

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

00002426-0003381-0002-0004-FCC31545070117112403-01-L



**Visit Natural North Florida**  
THE OFFICIAL VISITOR TOURISM ASSISTANCE  
800 N.W. 67TH PLACE  
GAINESVILLE, FLORIDA 32609-1903  
352.369.3333

**Capital City Bank** 1176

DATE 6/26/2017

PAY TO THE ORDER OF David Macosker \$ 119.54

One Hundred Nineteen and 54/100 DOLLARS

David Macosker  
11486 SW 77th Way  
Lake Butler, FL 32054

MEMO S.S.P.K.

⑆001176⑆ ⑆063100688⑆ 0224792204⑆

1176 06/05/2017 \$119.54

**Visit Natural North Florida**  
THE OFFICIAL VISITOR TOURISM ASSISTANCE  
800 N.W. 67TH PLACE  
GAINESVILLE, FLORIDA 32609-1903  
352.369.3333

**Capital City Bank** 1178

DATE 6/26/2017

PAY TO THE ORDER OF Southeast Tourism Society \$ 285.00

Two Hundred Eighty Five and 00/100 DOLLARS

Southeast Tourism Society  
685 Sun Valley Drive  
Suite C-5  
Roswell, GA 30076-3634

MEMO S.S.P.K.

⑆001178⑆ ⑆063100688⑆ 0224792204⑆

1178 06/13/2017 \$285.00

**Visit Natural North Florida**  
THE OFFICIAL VISITOR TOURISM ASSISTANCE  
800 N.W. 67TH PLACE  
GAINESVILLE, FLORIDA 32609-1903  
352.369.3333

**Capital City Bank** 1180

DATE 6/26/2017

PAY TO THE ORDER OF Visit Florida \$ 854.00

Eight Hundred Fifty-Four and 00/100 DOLLARS

Visit Florida  
Accounting Department  
2540 W. Executive Center Circle, Suite 200  
Tallahassee, FL 32304

MEMO S.S.P.K.

⑆001180⑆ ⑆063100688⑆ 0224792204⑆

1180 06/05/2017 \$854.00

**Visit Natural North Florida**  
THE OFFICIAL VISITOR TOURISM ASSISTANCE  
800 N.W. 67TH PLACE  
GAINESVILLE, FLORIDA 32609-1903  
352.369.3333

**Capital City Bank** 1181

DATE 6/12/2017

PAY TO THE ORDER OF N. Central FL Regional Planning Council \$ 680.40

Two Hundred Eighty and 40/100 DOLLARS

N. Central FL Regional Planning Council  
2006 NW 67th Place  
Gainesville, FL 32603-1803

MEMO S.S.P.K.

⑆001181⑆ ⑆063100688⑆ 0224792204⑆

1181 06/12/2017 \$680.40

**Visit Natural North Florida**  
THE OFFICIAL VISITOR TOURISM ASSISTANCE  
800 N.W. 67TH PLACE  
GAINESVILLE, FLORIDA 32609-1903  
352.369.3333

**Capital City Bank** 1185

DATE 6/26/2017

PAY TO THE ORDER OF Two Trek, Inc. \$ 850.00

Eight Hundred Fifty and 00/100 DOLLARS

Two Trek, Inc.  
Tommy Thompson  
24-A NW 32nd Circle  
Gainesville, FL 32609

MEMO S.S.P.K.

⑆001185⑆ ⑆063100688⑆ 0224792204⑆

1185 06/26/2017 \$850.00

# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

As of June 30, 2017

(These financial statements are unaudited)

Income	Budget	June 2017	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	49,000.00	0.00	53,000.00	4,000.00
DEO Rural Development Grant 15/16	51,225.00	0.00	0.00	(51,225.00)
DEO Rural Development Grant 1617	150,000.00	0.00	0.00	(150,000.00)
VisitFlorida Rural Area Opportunity Grant 16/17	132,265.00	72,852.95	72,852.95	(59,412.05)
VisitFlorida Rural Area Opportunity 16/17 In Kind	26,310.00	26,310.00	26,310.00	0.00
Transfer from Reserves	3,500.00	0.00	0.00	(3,500.00)
Other	0.00	1,190.00	2,290.00	2,290.00
<b>Gross Revenue</b>	<b>412,300.00</b>	<b>100,352.95</b>	<b>154,452.95</b>	<b>(257,847.05)</b>
<b>Expenses</b>				
<b>Marketing</b>				
<b>Planning</b>				
Planning	5,100.00	0.00	5,060.00	(40.00)
<b>Total Planning</b>	<b>5,100.00</b>	<b>0.00</b>	<b>5,060.00</b>	<b>(40.00)</b>
<b>Collateral Materials</b>				
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)
<b>Total Collateral Materials</b>	<b>29,500.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(29,500.00)</b>
<b>Website</b>				
Bloggers Fees	7,975.00	850.00	3,840.40	(4,134.60)
Ultimate Bicycle Guide Update	2,000.00	0.00	0.00	(2,000.00)
Ultimate Paddle Guide	12,000.00	0.00	0.00	(12,000.00)
Ultimate Bicycle Guide Microsite	8,250.00	0.00	33,000.00	24,750.00
Ultimate Springs Microsite	3,000.00	0.00	0.00	(3,000.00)
Revise Homepage	6,000.00	0.00	0.00	(6,000.00)
<b>Total Website</b>	<b>39,225.00</b>	<b>850.00</b>	<b>36,840.40</b>	<b>(2,384.60)</b>
<b>Trade Shows</b>				
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 June 30, 2017

(These financial statements are unaudited)

	Budget	June 2017	Year to Date	Over/(Under) Budget
Dallas Travel Expo	7,300.00	0.00	8,846.49	1,546.49
Madison, WI Canoeecopia	6,550.00	0.00	4,851.29	(1,698.71)
NY Times Travel Show	8,950.00	0.00	3,786.49	(5,163.51)
Philadelphia Travel Show	8,350.00	0.00	6,713.72	(1,636.28)
Atlanta RV & Camping Show	4,600.00	0.00	3,238.47	(1,361.53)
Washington DC Travel Expo	7,950.00	0.00	5,827.18	(2,122.82)
Chicago Travel & Adventure Show	7,850.00	0.00	5,822.72	(2,027.28)
Out State Show #1 - Minn Winter	12,750.00	0.00	4,162.56	(8,587.44)
Out State Show #2 - Hershey	13,250.00	0.00	704.00	(12,546.00)
Out State Show #3 - Bike NY	6,500.00	1,304.61	4,393.36	(2,106.64)
Out State Show #4 - Minn Spring	0.00	0.00	2,359.38	2,359.38
Flash Drives	1,500.00	0.00	2,463.00	963.00
Travel Show Contest	1,500.00	0.00	0.00	(1,500.00)
Logo Patches	1,000.00	0.00	538.00	(462.00)
Eyeglass Strip	1,000.00	0.00	1,484.00	484.00
I-10 Welcome Center Summer Festival	400.00	0.00	0.00	(400.00)
I-75 Welcome Center Festival	300.00	0.00	0.00	(300.00)
Shipping Berlin & London - VF	1,000.00	0.00	0.00	(1,000.00)
In State Travel Show #1	3,400.00	0.00	0.00	(3,400.00)
State Park Guide & Road Map-VF	2,000.00	0.00	0.00	(2,000.00)
Welcome Center Rack Space- VF	885.00	0.00	0.00	(885.00)
Toronto Outdoor Adventure Show	9,315.00	0.00	10,370.79	1,055.79
<b>Total Trade Shows</b>	<b>179,000.00</b>	<b>1,304.61</b>	<b>106,920.20</b>	<b>(72,079.80)</b>
<b>Advertising</b>				
Web Digital Advertising Campaign	20,600.00	0.00	8,050.00	(12,550.00)
Social Media Posting	1,000.00	0.00	0.00	(1,000.00)
Undiscovered Florida Co-op Ad	6,700.00	0.00	6,680.00	(20.00)
Florida State Park Mobile Ad	3,500.00	0.00	0.00	(3,500.00)
Quarterly eNewsletter	5,000.00	0.00	0.00	(5,000.00)
Springs Brochure Distribution	9,375.00	0.00	6,200.00	(3,175.00)
<b>Total Advertising</b>	<b>46,175.00</b>	<b>0.00</b>	<b>20,930.00</b>	<b>(46,175.00)</b>
<b>Total Marketing</b>	<b>299,000.00</b>	<b>2,154.61</b>	<b>169,750.60</b>	<b>(129,249.40)</b>
<b>Administration</b>				
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)
	<b>88,400.00</b>	<b>0.00</b>	<b>11,850.00</b>	<b>(76,550.00)</b>



# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

As of June 30, 2017

(These financial statements are unaudited)

	Budget	June 2017	Year to Date	Over/(Under) Budget
<b>Memberships</b>				
Florida Outdoor Writers Association	300.00	0.00	175.00	(125.00)
Southeast Tourism Society	300.00	0.00	285.00	(15.00)
Visit Florida	400.00	0.00	395.00	(5.00)
<b>Total Memberships</b>	<u>1,000.00</u>	<u>0.00</u>	<u>855.00</u>	<u>(145.00)</u>
<b>Professional Enhancement</b>				
Governor's Tourism Conference	5,000.00	0.00	0.00	(5,000.00)
SE Tourism Society Marketing College	10,500.00	0.00	10,810.00	310.00
<b>Total Professional Enhancement</b>	<u>15,500.00</u>	<u>0.00</u>	<u>10,810.00</u>	<u>(4,690.00)</u>
<b>Bank Charges</b>	200.00	31.18	178.92	(21.08)
<b>Legal</b>				
Advertising	300.00	0.00	48.44	(251.56)
Expenses	300.00	0.00	61.25	(238.75)
<b>Total Legal</b>	<u>600.00</u>	<u>0.00</u>	<u>109.69</u>	<u>(490.31)</u>
<b>Internships</b>				
Harvey Campbell Memorial Internship	2,500.00	0.00	0.00	(2,500.00)
Dean Fowler Internship	2,500.00	0.00	0.00	(2,500.00)
<b>Total Internships</b>	<u>5,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(5,000.00)</u>
<b>Miscellaneous</b>	2,000.00	0.00	1,304.93	(695.07)
<b>Telephone</b>	300.00	0.00	0.00	(300.00)
<b>Postage</b>	300.00	0.00	92.91	(207.09)
<b>Total NonMarketing Expense</b>	<u>113,300.00</u>	<u>31.18</u>	<u>25,201.45</u>	<u>(88,098.55)</u>
<b>Total Expenses</b>	<u>412,300.00</u>	<u>2,185.79</u>	<u>194,952.05</u>	<u>(217,347.95)</u>
<b>Net Income</b>	<u>0.00</u>	<u>98,167.16</u>	<u>(40,499.10)</u>	<u>(40,499.10)</u>

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

Date	Ref. No.
06/20/2017	OF062017

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

**PAID**

Bill Due	06/20/2017
Terms	
Memo	

Item	Description	Qty	Cost	Amount	Customer:Job	Class
Prepaid Trade Show	Furniture Rental for Hershey RV Show - 9/13 -9/17	1	111.30	111.30		8204 - FDEO 16/17

Item Total : 111.30

**Bill Total : \$111.30**

# Bill

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

Date	Ref. No.
06/28/2017	092322-78139716-17

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

**PAID**

Bill Due 06/28/2017
Terms
Memo

## Items

Item	Description	Qty	Cost	Amount	Customer:Job	Class
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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*Visit Natural*  
NORTH FLORIDA

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

Amended 7/20/2017

<b><i>Revenues</i></b>	<b>Total</b>
<i><u>Cooperative Regional Marketing Program Fees:</u></i>	
Alachua County	\$15,000
Bradford County	\$3,000
Columbia County	\$8,000
Dixie County	\$2,000
Gilchrist County	\$2,000
Hamilton County	\$1,000
Jefferson County	\$2,000
Lafayette County	\$1,000
Levy County	\$4,000
Madison County	\$3,000
Suwannee County	\$4,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$3,000
<b>Subtotal</b>	<b>\$53,000</b>
<i><u>Additional Revenue:</u></i>	
DEO Rural Development Grant, FY 2015-16	\$51,225
DEO Rural Development Grant, FY 2016-17	\$150,000
VISIT Florida FY 2016-17 RAO Grant - Cash	\$132,265
VISIT Florida FY 2016-17 RAO Grant - In-Kind	\$26,310
Transfer From Reserves	\$3,500
<b>Subtotal</b>	<b>\$363,300</b>
<b>TOTAL REVENUES</b>	<b>\$416,300</b>
<b>Less In-Kind</b>	<b>(\$26,310)</b>
<b>TOTAL REVENUES - CASH</b>	<b>\$389,990</b>

<b><i>Expenditures</i></b>	
Bank Charges	\$200
Governor's Conference on Tourism	\$2,000
Internships	\$5,000
Legal Advertising	\$300
Legal Expenses	\$300
(1) Marketing Program for 2016-17	\$300,500
(2) Memberships	\$1,000
Miscellaneous	\$2,000
North Central Florida Regional Planning Council - Admin FY 2015-16	\$5,600
North Central Florida Regional Planning Council - Admin FY 2016-17	\$68,500
Postage Expenses	\$300
Service Fee - Visit Florida Travel Show Program	\$14,300
Southeast Tourism Society Marketing College	\$12,000
Telephone	\$300
<b>TOTAL EXPENDITURES</b>	<b>\$412,300</b>

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

<b><i>Reserve Funds</i></b>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$81,000
<b>TOTAL RESERVE FUNDS</b>	<b>\$81,000</b>

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

Amended 7/20/2017

	FY 2016-17 DEO Grant		
	Total	Eligible Funding	Remainder
<b>Marketing Budget Detail</b>			
<b>Planning:</b>			
VisaVues Domestic and International Editions	\$5,100.00	\$5,100.00	\$0.00
<b>Collateral Material:</b>			
Print 1,000 Copies of Bicycle Guide	\$6,000.00	\$3,000.00	\$3,000.00
Design and Print New Regional Brochure (adds Brad, Col. & Ham Cou	\$8,500.00	\$8,500.00	\$0.00
Design & Print Specialty Brochures	\$900.00	\$900.00	\$0.00
<b>Website:</b>			
Revise Homepage	\$30,000.00	\$30,000.00	\$0.00
Ultimate Bicycle Guide Microsite & Downloadable PDF Guide	\$8,250.00	\$0.00	\$8,250.00
Ultimate Bicycle Guide Maintenance and Updates	\$1,400.00	\$1,400.00	\$0.00
Bloggers Fees - Fishing	\$375.00	\$0.00	\$375.00
Ultimate Springs Guide Microsite & Downloadable PDF Guide	\$3,000.00	\$0.00	\$3,000.00
Ultimate Springs Guide Maintenance and Updates	\$1,000.00	\$1,000.00	\$0.00
Photography	\$5,000.00	\$5,000.00	\$0.00
Website Blogs - 5 Blogs Categories	\$7,600.00	\$5,100.00	\$2,500.00
<b>Trade Shows:</b>			
Flash Drives	\$1,500.00	\$0.00	\$1,500.00
Travel Show Contest	\$1,500.00	\$0.00	\$1,500.00
Logo patches	\$1,000.00	\$0.00	\$1,000.00
Eyeglass Straps	\$1,000.00	\$0.00	\$1,000.00
Brochures and Popup Displays	\$10,000.00	\$0.00	\$10,000.00
Visit Florida Welcome Center Rack Space (in-kind)	\$885.00	\$0.00	\$885.00
State Parks Guides and State Road Maps (in-kind)	\$2,000.00	\$0.00	\$2,000.00
Shipping - Berlin and London (in-kind)	\$1,000.00	\$0.00	\$1,000.00
Visit Florida - London World Travel Market	\$14,000.00	\$0.00	\$14,000.00
Visit Florida - Atlanta Boat Show	\$5,550.00	\$0.00	\$5,550.00
Visit Florida - Washington, DC Tavel & Adventure Show	\$7,950.00	\$0.00	\$7,950.00
Visit Florida - Chicago Travel & Adventure Show	\$7,850.00	\$0.00	\$7,850.00
Visit Florida - New York Times Travel Show	\$8,950.00	\$0.00	\$8,950.00
Visit Florida - Atlanta Camping & RV Show	\$4,600.00	\$0.00	\$4,600.00
Visit Florida - Telegraph Outdoor Adventure & Travel Show	\$20,750.00	\$0.00	\$20,750.00
Visit Florida - Chicago RV & Camping Show	\$8,150.00	\$0.00	\$8,150.00
Visit Florida - Toronto RV & Camping Show	\$9,315.00	\$0.00	\$9,315.00
Visit Florida - Berlin - ITB Trade Show	\$14,200.00	\$0.00	\$14,200.00
Visit Florida - Madison, WI - Canoeopia	\$6,550.00	\$0.00	\$6,550.00
Visit Florida - Philadelphia Travel Expo	\$8,350.00	\$0.00	\$8,350.00
Visit Florida - Dallas Travel & Adventure Show	\$7,300.00	\$0.00	\$7,300.00
Out-of-State Travel Show #1	\$13,516.66	\$7,266.66	\$6,250.00
Out-of-State Travel Show #2	\$13,516.67	\$7,266.67	\$6,250.00
Out-of-State Travel Show #3	\$7,266.67	\$7,266.67	\$0.00
I-75 Welcome Center Festival	\$100.00	\$0.00	\$100.00
<b>Advertising:</b>			
New vnnf.org & Travel Show Website Digital Advertising Campaign	\$25,000.00	\$12,000.00	\$13,000.00
Florida State Parks Mobile Advertisement	\$0.00	\$0.00	\$0.00
Social Media Postings (Facebook, Twitter, Instagram)	\$0.00	\$0.00	\$0.00
Quarterly eNewsletters	\$5,000.00	\$4,000.00	\$1,000.00
Undiscovered Florida Co-op Advertisement	\$6,700.00	\$6,700.00	\$0.00
Distribution of Springs and More Brochure	\$9,875.00	\$8,000.00	\$1,875.00
Total Marketing Expenditure	\$300,500.00	\$112,500.00	\$188,000.00
<b>Administration</b>			
North Central Florida Regional Planning Council - Visit Florida, DEO FY 2015-16	\$5,600.00	\$0.00	\$5,600.00
North Central Florida Regional Planning Council - Visit Florida, DEO FY 2016-17	\$24,500.00	\$22,500.00	\$2,000.00
North Central Florida Regional Planning Council - Regional Marketing Program Fees, FY 2016-17	\$44,000.00	\$0.00	\$44,000.00
Bank Charges	\$200.00	\$0.00	\$200.00
Legal Advertising	\$300.00	\$0.00	\$300.00
Legal Expenses	\$300.00	\$0.00	\$300.00
Other Administrative Expenses/Miscellaneous	\$2,000.00	\$0.00	\$2,000.00
Postage	\$300.00	\$0.00	\$300.00
Service Fee - Visit Florida Travel Show Program	\$14,300.00	\$0.00	\$14,300.00
Telephone	\$300.00	\$0.00	\$300.00
<b>Membership Organizations - Annual Dues</b>			
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
<b>Professional Enhancement</b>			
Southeastern Tourism Society Marketing College	\$12,000.00	\$12,000.00	\$0.00
Governor's Tourism Conference	\$2,000.00	\$2,000.00	\$0.00
<b>Internships</b>			
Harvey Campbell Memorial Internship	\$2,500.00	\$0.00	\$2,500.00
Dean Fowler Internship	\$2,500.00	\$0.00	\$2,500.00
Total Non-Marketing Expenditure	\$111,800.00	\$37,500.00	\$74,300.00
Total Expenditure	\$412,300.00	\$150,000.00	\$262,300.00

**Original Florida Tourism Task Force**  
**Budget FY 2017-18 (10/1/17 to 9/30/18)**

Proposed 8/17/2017

<b><i>Revenues</i></b>	<b>Total</b>
<i><u>Cooperative Regional Marketing Program Fees:</u></i>	
Alachua County	\$15,000
Bradford County	\$3,000
Columbia County	\$8,000
Dixie County	\$2,000
Gilchrist County	\$2,000
Hamilton County	\$1,000
Jefferson County	\$2,000
Lafayette County	\$1,000
Levy County	\$4,000
Madison County	\$3,000
Suwannee County	\$4,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$3,000
<b>Subtotal</b>	<b>\$53,000</b>
<i><u>Additional Revenue:</u></i>	
DEO Rural Development Grant, FY 2016-17	\$57,750
DEO Rural Development Grant, FY 2017-18	\$128,675
VISIT Florida FY 2017-18 RAO Grant - Cash	\$129,025
VISIT Florida FY 2017-18 RAO Grant - In-Kind	\$17,300
Transfer From Reserves	\$2,225
<b>Subtotal</b>	<b>\$334,975</b>
<b>TOTAL REVENUES</b>	<b>\$387,975</b>
<b>Less In-Kind</b>	<b>(\$17,300)</b>
<b>TOTAL REVENUES - CASH</b>	<b>\$370,675</b>

<b><i>Expenditures</i></b>	
Bank Charges	\$200
Governor's Conference on Tourism	\$1,875
Legal Advertising	\$300
Legal Expenses	\$300
(1) Marketing Program for FY 2017-18	\$264,900
(1) Marketing Program for FY 2017-18 - In-Kind	\$17,300
(2) Memberships	\$1,200
Miscellaneous	\$2,000
North Central Florida Regional Planning Council - Admin	\$49,450
Postage Expenses	\$300
Service Fee - Visit Florida Travel Show Program	\$14,300
Southeast Tourism Society Marketing College	\$10,950
Telephone	\$300
Unrestricted Reserve Fund	\$24,600
<b>TOTAL EXPENDITURES</b>	<b>\$387,975</b>

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

<b><i>Reserve Funds</i></b>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$85,000
<b>TOTAL RESERVE FUNDS</b>	<b>\$85,000</b>
(Excludes Unrestricted Reserve Fund)	

**Original Florida Tourism Task Force**  
**Budget FY 2017-18 (10/1/17 to 9/30/18)**  
Proposed 8/17/2017

<b>Marketing Budget Detail</b>	<b>Total</b>
<b>Planning:</b>	
VisaVues Domestic and International Editions	\$5,100.00
<b>Collateral Material:</b>	
Print Ultimate Bicycle Guide	\$2,750.00
Design and Print New Regional Brochure (adds Brad, Col, & Ham Countie	\$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
Purchase Copies of the Big Bend Saltwater Paddling Trail Guide	\$3,600.00
Print Suwannee River Wilderness & Fl. Saltwater Trail Maps	\$450.00
<b>Website:</b>	
Revise Homepage	\$30,000.00
Ultimate Springs Guide Maintenance	\$1,400.00
Website Pseudo-Reservation System	\$13,000.00
Web Hosting Services	\$8,000.00
Photography	\$2,000.00
Website Blogs - 5 Blogs Categories	\$5,100.00
<b>Public Relations:</b>	
Tours for Out-of-State & Foreign Travel Media	\$3,750.00
<b>Trade Shows:</b>	
Whistles and Other Promotional Items	\$5,000.00
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
Shipping - Berlin and London (in-kind)	\$1,000.00
Visit Florida - Washington, DC Tavel & Adventure Show	\$7,050.00
Visit Florida - Atlanta RV & Camping Show	\$4,425.00
Visit Florida - New York Times Travel Show	\$5,200.00
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	\$7,825.00
Visit Florida - Chicago RV & Camping Show	\$8,400.00
Visit Florida - F.re.e Messe Munich	\$17,300.00
Visit Florida - London Telegraph Bike & Travel Show	\$13,000.00
Visit Florida - Toronto Outdoor Adventure Show	\$9,825.00
Visit Florida - Berlin - ITB Trade Show	\$9,450.00
Visit Florida - Berlin - ITB Trade Show (in-kind)	\$5,000.00
Visit Florida - Canoeecopia, Madison, WI	\$5,725.00
Visit Florida - Philadelphia Travel Expc	\$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
<b>Advertising:</b>	
Digital Advertising Campaign	\$13,500.00
Quarterly eNewsletters	\$4,000.00
Undiscovered Florida & Other Co-op Advertisements	\$12,750.00
Distribution of Exhilarating! Natural North Florida Brochure	\$8,325.00
<b>Total Marketing Expenditure</b>	<b>\$282,200.00</b>
<b>Administration</b>	
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
Bank Charges	\$200.00
Legal Advertising	\$300.00
Legal Expenses	\$300.00
Other Administrative Expenses/Miscellaneous	\$2,000.00
Postage	\$300.00
Service Fee - Visit Florida Travel Show Program	\$14,300.00
Telephone	\$300.00
<b>Membership Organizations - Annual Dues</b>	
VISIT FLORIDA Annual Dues	\$500.00
Southeastern Tourism Society Annual Dues	\$350.00
Florida Outdoor Writers Association Annual Dues	\$350.00
<b>Professional Enhancement</b>	
Southeastern Tourism Society Marketing College	\$10,950.00
Governor's Tourism Conference	\$1,875.00
<b>Internships</b>	
Harvey Campbell Memorial Internship	\$6,250.00
Dean Fowler Internship	\$6,250.00
<b>Retained Reserves</b>	
Unrestricted Reserve Fund	\$24,600.00
<b>Total Non-Marketing Expenditure</b>	<b>\$105,775.00</b>
<b>Total Expenditure</b>	<b>\$387,975.00</b>



# *Visit Natural* **NORTH FLORIDA**

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**

**INVOICE**

Agreement #: D0104

Invoice No.: 2  
Date: August 17, 2017

**TO:**

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

**FOR:**

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

DESCRIPTION	AMOUNT
Dates of Service: April 15, 2017 to July 14, 2017	
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	\$ 6,625.00
Contractual Services	2,484.28
Memberships	709.00
Travel	7,138.88
Subscriptions	2732.00
Registrations	243.10
Shipping	0.00
Scholarships	
<b>TOTAL</b>	<b>\$ 19,932.26</b>

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 personnel 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

Name	Invoice Date	Invoice Number	Invoice Amount	Check Date	Check Number	Check Amount	Amount Charged to Grant
Two Tree, Inc.	6/19/2017	2017039	\$850.00	6/22/2017	1185	\$850.00	\$850.00
Midwest Mountaineering	2/22/2017	n/a	\$450.00	3/2/2017	1141	\$450.00	\$450.00
United Parcel Service	4/29/2017	0000951V4A177	\$117.21	5/11/2017	1174	\$243.10	\$117.21
Russ McCallister	4/5/2017	n/a	\$1,400.00	4/12/2017	1161	\$1,400.00	\$1,400.00
Russ McCallister	7/5/2017	n/a	\$1,707.24	7/6/2017	1188	\$377.24	\$307.24
Two Tree, Inc.	5/2/2017	2017032	\$1,792.17	5/26/2017	1179	\$4,382.88	\$1,732.17
Bike Expo New York, Inc.	1/17/2017	n/a	\$2,282.00	1/19/2017	1111	\$2,282.00	\$2,282.00
United Parcel Service	5/6/2017	0000951V4A187	\$125.89	5/11/2017	1174	\$243.10	\$125.89
Two Tree, Inc.	5/10/2017	2017034	\$2,122.71	5/26/2017	1179	\$4,382.88	\$2,068.71
Columbia County Tourist Development Council	7/3/2017	TDC572017	\$1,304.61	6/22/2017	1182	\$1,304.61	\$1,304.61
Paula Vann	6/21/2017	n/a	\$372.15	6/22/2017	1183	\$372.15	\$326.15
Florida Suncoast Tourism Promotions, Inc.	5/1/2017	ST026173	\$1,500.00	5/11/2017	1172	\$1,500.00	\$1,500.00
eNewsletter			\$1,000.00			\$1,000.00	\$1,000.00
North Central Florida Regional Planning Council	7/14/2017		\$134.28			\$134.28	\$134.28
Scott R. Koons	7/5/2017	9	\$250.00	7/6/2017	1186	\$250.00	\$250.00
Visit Florida	5/16/2017	5045	\$459.00	5/26/2017	1180	\$854.00	\$459.00
Administration			\$5,625.00			\$5,625.00	\$5,625.00
Total			\$21,492.26			\$25,651.24	\$19,932.26

n/a = not applicable

\\Economic Development\Original Florida\Grants\DEO-Staffing Grants\2016-17\2nd Quarter Report\2nd Quarter Listing of Checks and Invoices.xlsx



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





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

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

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

**WEBSITE UPDATES AND ENHANCEMENTS**

**HOME PAGE ENHANCEMENTS**

The Task Force 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**





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

## COMPLIANCE CERTIFICATION FORM

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

DESCRIPTION: Deliverables Including Minimum Performance Standards	Invoice Period: (dates)
Invoice #2 (attached)	April 15 to July 14, 2017
1 Electronic Newsletter	
Brochure Distribution of a Minimum of 18,750 Brochures	
10 Website Blogs	
2 Domestic Travel Shows	
3 In-House Brochures Printed	
2 Professional Organization Annual Memberships	
<b>INVOICE AMOUNT</b>	<b>\$19,1932.26</b>

### 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**

Company Name: The Original Florida Tourism Task Force Invoice #: 2 Date: 8/1/2017

Contract Amount: \$150,000  
 MBE Participation Amount: \$ MBE Percentage: 0%  
 DV Participation Amount: \$ DV Percentage: 0%

**MINORITY BUSINESS ENTERPRISE (MBE)**

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

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

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

**SERVICE-DISABLED VETERAN (DV) BUSINESS ENTERPRISE**

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

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

\*Certified DV: **W** - Service-Disabled Veteran Business  
 \*\*Non-Certified DV: **V** - Service-Disabled Veteran Business

## **Attachment 1**

### **SCOPE OF WORK**

**1. Project Description:**

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

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

**2. Grantee Responsibilities:**

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

**A. Website Updates and Enhancements:**

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

**B. Marketing and Promotion:**

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

**C. Professional Enhancement:**

1. Provide professional enhancement scholarships to Grantee staff, members, and representatives of member organizations to attend training opportunities; and

2. Grantee shall maintain memberships in professional organizations (e.g. the Southeast Tourism Society Marketing College, the Florida Governor's Tourism Conference, and the Florida Outdoor Writers Association Conference).
- D. Provide administrative support, program management, time, and materials (e.g. rent, utilities, office supplies and other consumables, newspaper ads, copies, postage) ("Administrative Costs"). **Total Administrative Costs shall not exceed 15% of the grant award.**
- E. **Match Requirement:** As required by section 288.018(1), F.S., Grantee shall secure and submit proof of match of non-state resources equivalent to the amount of the grant award.
- F. Comply with Grantee's competitive procurement requirements when subcontracting for services under this Agreement.
- G. Within thirty (30) calendar days after the end of each quarter (the "Reporting Quarter"), beginning with the quarter ending March 31, 2017, Grantee shall provide to DEO a written status report ("Quarterly Report") outlining progress in completion of the Project during the Reporting Quarter. Such Quarterly Reports shall include:
  1. A summary of work performed during the reporting period;
  2. Project expenditures since the Effective Date;
  3. The percentage of work completed for activities indicated in this Scope of Work;
  4. A summary and explanation of any changes in the Project budget;
  5. A summary and explanation of any other material changes that may affect the outcome of the Project, and
  6. A report on the use of Minority and Service-Disabled Veteran Business Enterprises as described in Section I.N.6 of the Agreement.
- H. Submit invoices in accordance with the requirements stated in Section 5 of this Scope of Work.
- I. Submit all quarterly reports and payment requests to Grantee's Board of Directors for review and approval prior to submitting any invoice to DEO for reimbursement. Invoices shall be signed by the Chairman of the Board of Directors. Grantee shall supply DEO with the meeting agenda showing the request for approval of the quarterly report and payment request, along with the meeting package including the quarterly report and the invoice submitted to DEO.
3. **DEO's Responsibilities:**
  - A. Monitor the ongoing activities and progress of Grantee as DEO deems necessary, to verify that all activities are being performed in accordance with the Agreement;
  - B. Perform Agreement management responsibilities as stated herein;
  - C. Reply to reasonable inquiries pursuant to the Agreement; and,
  - D. Review Grantee's invoices for accuracy and thoroughness, and if accepted process invoices on a timely basis.

4. **Deliverables:**

Grantee agrees to provide the following services as specified:

<b>Deliverable No. 1 – Website Updates and Enhancements</b>		
<b>Tasks</b>	<b>Minimum Performance Measures and Required Documentation</b>	<b>Financial Consequences</b>
<b>Website enhancements in accordance with Scope of Work, Section 2.A.1.</b>	Completion of draft website enhancements. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of contract with website developer including a scope of work or deliverable schedule;</li> <li>• Link to draft website</li> <li>• Invoice from website developer showing work completed in accordance with scope of work; and</li> <li>• Proof of payment.</li> </ul>	DEO shall withhold payment for failure to provide the minimum performance measures as specified.
	Completion of website enhancements. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Invoice from website developer showing work completed in accordance with scope of work;</li> <li>• Link to finalized enhancements</li> </ul>	DEO shall withhold payment for failure to provide the minimum performance measures as specified.
<b>Update Springs and Bicycle route microsites in accordance with Scope of Work, Section 2.A.2.</b>	Completion of one (1) update or addition to springs or bicycle route microsite. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Screenshot of updated springs or bicycle route microsite.</li> </ul>	DEO shall withhold payment for failure to make any microsite updates.
<b>Post blogs on Grantee's website in accordance with Scope of Work, Section 2.A.3.</b>	Post one (1) blog on Grantee's website. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of agreement with blogger;</li> <li>• Link to each blog;</li> <li>• Photographer release forms;</li> <li>• Model release forms;</li> <li>• Invoice from blogger; and</li> <li>• Proof of payment.</li> </ul>	DEO shall withhold payment for failure to post any blogs to Grantee's website.
<b>Obtain photographs in accordance with Scope of Work, Section 2.A.4.</b>	Obtain at least one (1) photograph for use on Grantee's website and/or printed media. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of agreement with photographer;</li> <li>• Copy of each photograph obtained;</li> <li>• Invoice from photographer;</li> <li>• Photographer release forms;</li> <li>• Model release forms; and</li> <li>• Proof of payment.</li> </ul>	DEO shall withhold payment for failure to obtain any photographs.
<b>Deliverable No. 2 – Marketing and Promotion</b>		
<b>Tasks</b>	<b>Minimum Performance Measures and Required Documentation</b>	<b>Financial Consequences</b>
<b>Attend and participate in</b>	Attend one (1) domestic travel show.	DEO shall withhold payment

<b>domestic travel shows in accordance with Scope of Work, Section 2.B.1.</b>	<b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copies of completed registrations for each travel show attended;</li> <li>• Copies of rental agreements, if applicable;</li> <li>• Completed travel documentation in accordance with s. 112.061, F.S., for a maximum of two (2) attendees.</li> </ul>	until Grantee attends one (1) domestic travel show.
<b>Conduct advertising campaign in accordance with Scope of Work, Section 2.B.2.</b>	Place at least one (1) digital or print advertisement. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of print or digital advertisement.</li> </ul>	DEO will withhold payment for failure to place any digital or print advertisements.
<b>Distribute Electronic Newsletter in accordance with Scope of Work, Section 2.B.3.</b>	Prepare and distribute one (1) electronic newsletter. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Include DEO Agreement Manager on electronic newsletter distribution list;</li> <li>• Copy of software rental agreement.</li> <li>• Documentation of staff time associated with this deliverable.</li> </ul>	DEO will withhold payment for failure to distribute any electronic newsletters.
<b>Design and print hard copy literature in accordance with Scope of Work, Section 2.B.4.</b>	Print a minimum of 35,000 pieces of literature. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• A copy of each hard-copy literature printed;</li> <li>• A copy of the invoice from contractor; and</li> <li>• Proof of payment.</li> </ul>	DEO will withhold payment until 35,000 pieces of literature have been printed.
<b>Deliverable No. 3 – Professional Enhancement</b>		
<b>Tasks</b>	<b>Minimum Performance Measures and Required Documentation</b>	<b>Financial Consequences</b>
<b>Provide professional enhancement scholarships in accordance with Scope of Work, Section 2.C.1.</b>	Provide one (1) Professional Enhancement Scholarship. <b>Required Documentation:</b> For each scholarship awarded, submit: <ul style="list-style-type: none"> <li>• Agenda;</li> <li>• Completed registration form;</li> <li>• Summary of how attendance at the event built professional capacity;</li> </ul>	DEO will withhold payment for failure to award any professional enhancement scholarships.
<b>Maintain memberships in professional organizations in accordance with Scope of Work, Section 2.C.2.</b>	Maintain membership in one (1) professional organization. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of registration for each professional organization membership maintained.</li> </ul>	DEO will reimburse Grantee for each payment made by Grantee to a professional organization to maintain its active member status.
<b>Total Amount Not to Exceed: \$150,000.00</b>		

#### 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



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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

Bidder	No. of Brochures	Printing	Shipping	Total Bid
*1 Alta Systems Gainesville, FL	105,500	\$8,000.00	\$0.00	\$8,000.00
2 Chocklett Press Roanoke, VA	140,000	\$7,268.00	\$732.00	\$8,000.00
3 Digital Graphics Malabar, FL	100,000	\$7,150.00	\$542.54	\$7,692.54
4 Hartley Press Jacksonville, FL	130,000	\$7,750.00	\$250.00	\$8,000.00
5 Interprint Clearwater, FL	137,500	\$8,000.00	\$0.00	\$8,000.00
*6 Instyprint Gainesville, FL	30,000	\$8,000.00	\$0.00	\$8,000.00
7 Panther Printing Fort Myers, FL	135,500	\$7,805.20	\$194.80	\$8,000.00
*8 Rose Printing Tallahassee, FL	95,000	\$7,729.00	\$270.00	\$7,999.00
*9 Suncoast Graphics Port Richie, FL	90,000	\$8,000.00	\$0.00	\$8,000.00

\* Indicates that no sample was provided - Reject bid.

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

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Florida Department of Economic Opportunity  
Fiscal Year 2017-18 Regional Rural Development Grant  
(January 15, 2018 - January 15, 2019)  
Deliverables and Cost Estimates  
August 4, 2017

Cost Estimates		Deliverable
As of 7/20/17	As of 8/17/17	
\$600.00		Suwannee River Wilderness & Fl Saltwater Trail Maps, 3,000 copies
\$1,000.00		Ultimate Bicycle Guide Maintenance and Updates
\$1,000.00		Ultimate Springs Guide Maintenance and Updates
\$13,000.00		Website Reservation System
\$5,100.00		Website Blogs (60 blogs per at \$85 per blog)
\$1,600.00		Print 3,000 VNNF Specialty Brochures (RV Guide, Outfitters Guide, Lodging Guide)
\$8,600.00		Update and Reprint Suwannee River Wilderness Trail Paddling Guide
\$2,750.00		Revise & Print Ultimate Bicycle Guide
\$3,450.00		Revise & Print Ultimate Springs Guide
\$3,000.00		Print 500 copies of VNNF Paddling Guide
\$3,600.00		Purchase Copies of Big Bend Saltwater Paddling Guide
\$13,000.00		Domestic Travel Shows (2_shows)
\$17,000.00		Print Advertising
\$10,000.00		Digital Advertising Campaign - Facebook, Google Adword search, Other
\$8,000.00		Website Hosting
\$12,000.00		Scholarships ( 6 Tourism Marketing College @ \$1,700 and 1 Gov Tourism Conf @ \$1,800)
\$5,000.00		Tours for out-of-state and foreign travel media
\$8,500.00		Brochure Distribution
\$1,200.00		Professional Organization Memberships
\$5,100.00		VISAVUE - Domestic and International Editions
\$4,000.00		Quarterly eNewsletters
\$22,500.00		Administration
\$150,000.00	\$0.00	Total

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The Original Florida Tourism Task Force  
Travel Shows and Show Assignments, 2017-18 Travel Show Season  
July 20, 2017

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

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

Underlined shows are combined shows with Riverway South

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**From:** Steve Dopp  
**To:** ["Tommy Thompson"](#)  
**Cc:** [Scott Koons](#)  
**Subject:** RE: meant to tell you  
**Date:** Monday, July 24, 2017 2:55:00 PM

---

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](mailto: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](mailto:rgromoll@alachuacounty.us)

Julie Waldman

1621 NE Waldo Road

Gainesville, FL 32609

(c) 352.538.1514

[julie@juliewaldman.com](mailto: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](mailto:will_sexton@bradfordcountyfl.gov)

(w) 904.368.3902

***The Honorable Daniel Riddick***

Bradford County Board of County  
Commissioners

945 North Temple Avenue

P.O. Drawer B

Starke, Florida 32091

(w) 352.473.7033

(o) 904.966.6327

(f) 352.473.5907

[bccriddick@yahoo.com](mailto:bccriddick@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](mailto: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](mailto:pvann@columbiacountyfla.com)

[www.springsrus.com](http://www.springsrus.com)

### **DIXIE COUNTY**

(\$2,000 - 2 votes)

***Vacant***

***Vacant***

### **GILCHRIST COUNTY**

(\$2,000 - 2 votes)

***Vacant***

***Pat Watson***

Executive Administrative Assistant

City of Trenton

114 N. Main Street

Trenton, FL 32693

(w) 352.463.4000

(f) 352.463.4007

[pwatson@trentonflorida.org](mailto: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](mailto: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](mailto: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](mailto:info@monticellojeffersonfl.com)***Nancy Wideman***

1100 Pearl Street

Monticello, FL 32344

(h) 850.997.0517

(c) 850.528.7362

[nancywideman48@gmail.com](mailto:nancywideman48@gmail.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](mailto:forest_1@msn.com)[www.suwanneeriverrendezvous.com](http://www.suwanneeriverrendezvous.com)**LEVY COUNTY**

(\$4,000 - 2 votes)

***Vacant******Carol McQueen***

Executive Director

Levy County Visitors Bureau

P.O. Box 1324

620 N Hathaway Avenue

Bronson, Florida 32621

(w) 352.486.3396

(f) 352.486.3401

(c) 352.221.0838

[carol@visitsnaturecoast.com](mailto:carol@visitsnaturecoast.com)[www.VisitLevy.com](http://www.VisitLevy.com)**MADISON COUNTY**

(\$3,000 - 2 votes)

***Phyllis Williams***

Executive Director

Madison County Chamber of Commerce  
and Tourism

316 SW Pinckney Street

Madison, FL 32340

(w) 850.973.2788

(f) 850.973.8863

[phyllis@madisonfl.org](mailto: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](mailto:tacountry@hotmail.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](mailto:alvinj@suwcounty.org)  
[www.suwanneechamber.com](http://www.suwanneechamber.com)

***Teena Peavy***

Marketing Director  
Spirit of the Suwannee Music Park  
3076 95th Drive  
Live Oak, Florida 32060  
(w) 386.364.1683  
[teena@musicliveshere.com](mailto:teena@musicliveshere.com)  
[www.musicliveshere.com](http://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](mailto:taylorchamber@gtcom.net)  
[www.taylorcountychamber.com](http://www.taylorcountychamber.com)

***Sandy Beach***

20845 Keaton Beach Dr.  
Perry, FL 32348  
850.578.2898  
Cell: 850.843.1546  
[sandybeach8431546@gmail.com](mailto: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](mailto: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](mailto:dbardhi@mywakulla.com)  
[www.visitwakulla.com](http://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](mailto: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](mailto:dopp@ncfrpc.org)  
[www.visitnaturalnorthflorida.com](http://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](mailto: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](mailto:dcreamer@gilchrist.fl.us)  
[www.VisitGilchristCounty.com](http://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](mailto: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](mailto:russ776@bellsouth.net)  
[www.visitdixie.com](http://www.visitdixie.com)  
[www.suwanneeguides.com](http://www.suwanneeguides.com)

2017  
Visit Natural North Florida  
Meeting Dates and Counties



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

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

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