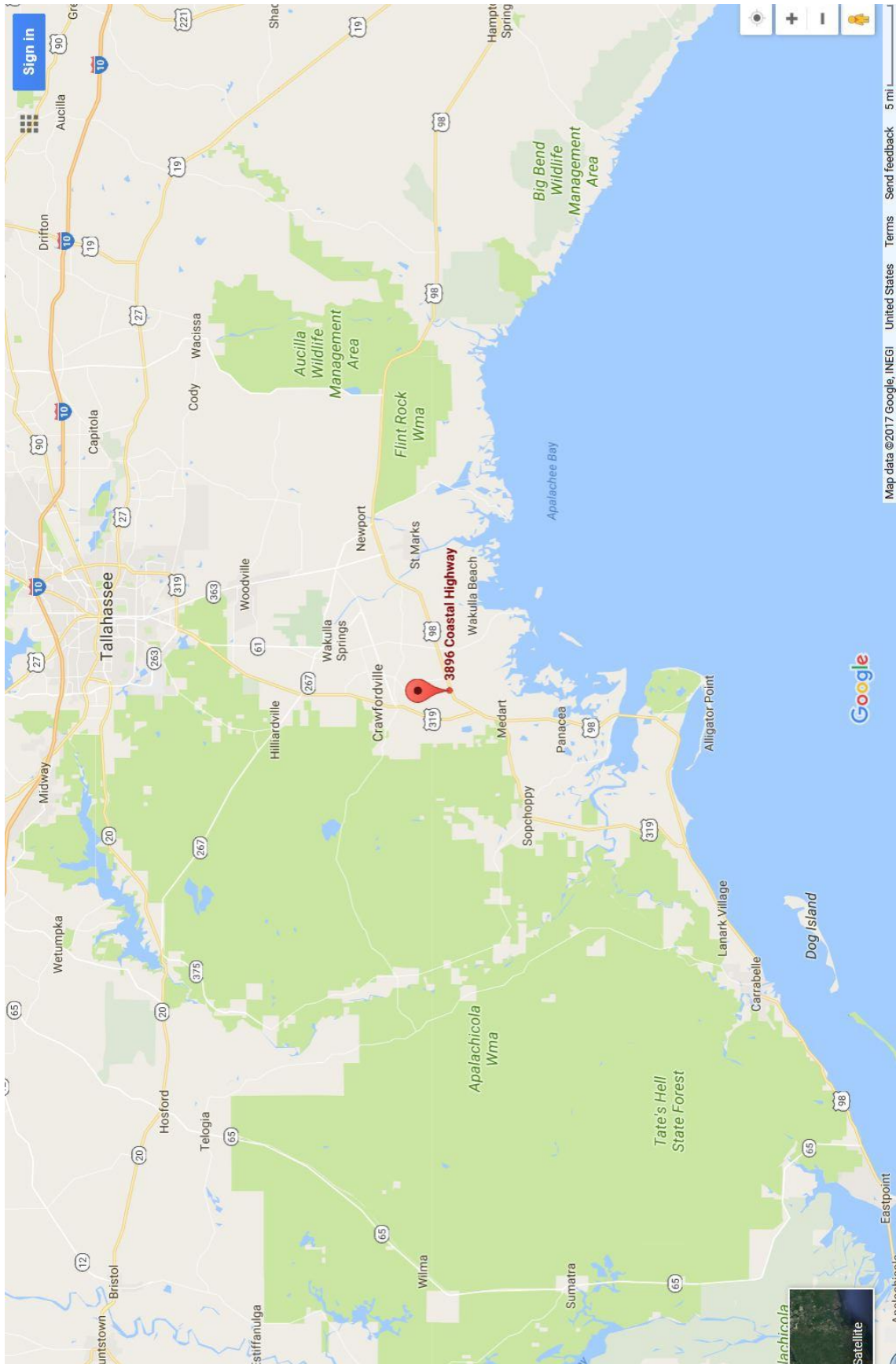
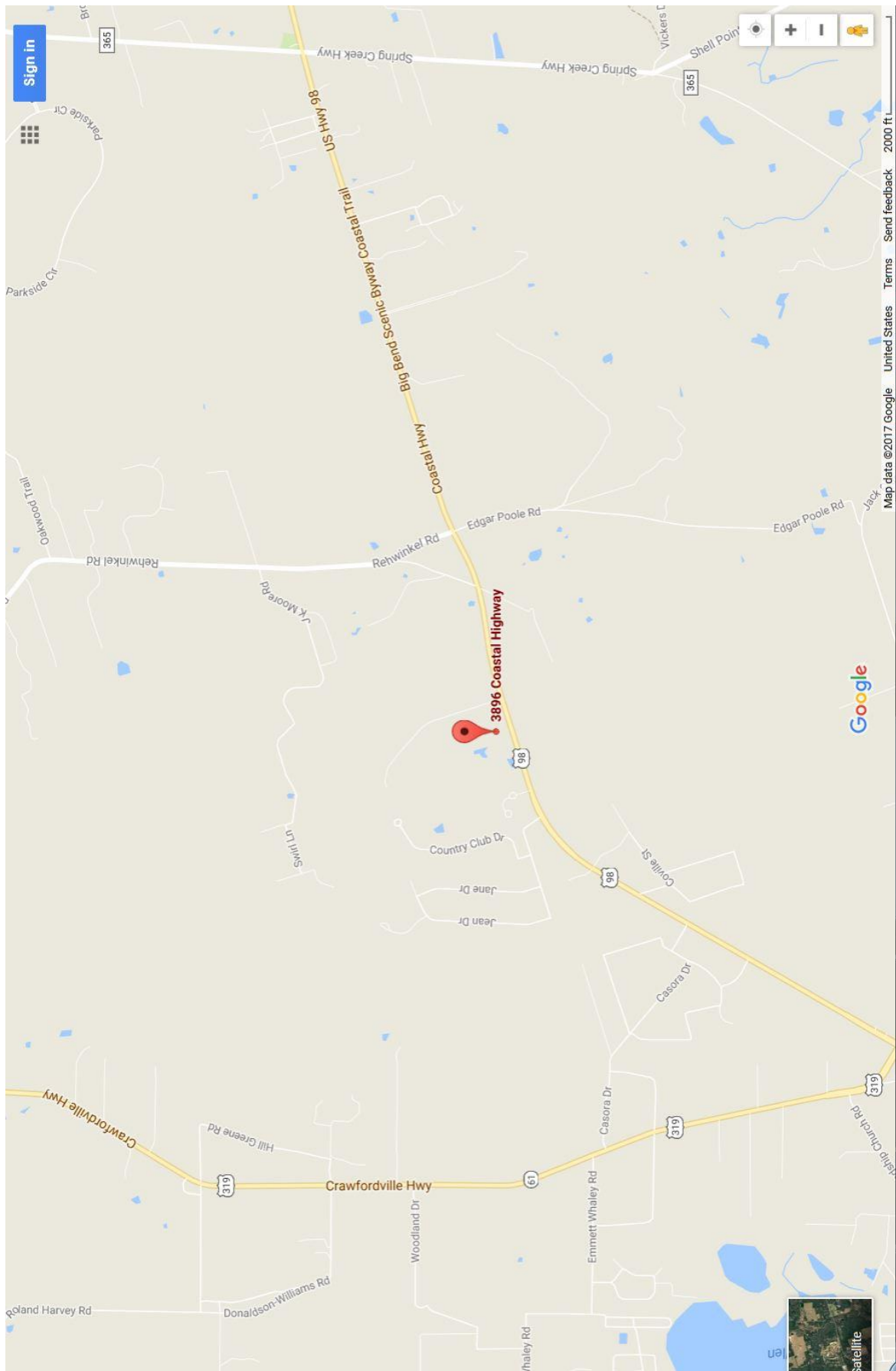


MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **September 21, 2017**. The meeting will be held at the **Magnuson Hotel, 3896 Coastal Highway, Crawfordville, FL**, beginning at **10:00 a.m.**

(Location Map on Back)





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Visit Natural
NORTH FLORIDA

The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Visit Natural
NORTH FLORIDA

**Magnuson Hotel
3896 Coastal Highway
Crawfordville, FL
Wakulla County**

**September 21, 2017
10:00 a.m.**

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I. Call to Order, Introductions	
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III. Approval of the August 17, 2017 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee	
a. Monthly Financial Report Review and Approval	
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B. Fiscal Year 2016-17 Regional Rural Development Grant	
1. Scope of Work	59
a. Website Enhancements and Digital Advertising Campaign	
i. Identification of Metropolitan Areas for Digital Advertising Campaign	
b. Springs and Bicycle Microsite Updates	
c. Blogs	
d. Photography	
e. Domestic Travel Shows	
i. Hershey RV Show	
f. Print and Digital Advertising Campaigns	
i. Undiscovered Florida Advertisement - Reader Response Cards	
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i. Brochure Redesign	
j. Brochure Printing and Distribution	
k. Scholarships	
i. Southeast Tourism Society Marketing College, May 14-19, 2017 - Reimbursement Requests	
ii. Florida Governor's Conference on Tourism, August 28-30, 2017	
l. Professional Organization Memberships	

	PAGE NO.
C. Fiscal Year 2017-18 Regional Rural Development Grant	
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a. 2018 Digital Advertising Campaign	
b. Website Psuedo-Reservation System	
D. VISIT FLORIDA Grants	
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V. Leadership Forum: To be determined	
VI. New Business	
A. Announcements	
B. Other New Business	

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., October 19, 2017 at VISIT FLORIDA headquarters in Tallahassee.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Steinhatchee Landing
Steinhatchee, FL
Taylor County

August 17, 2017
10:00 a.m.

MEMBERS PRESENT

Paula Vann, Columbia County
Russ McCallister, Dixie County
Katrina Richardson, Jefferson County
Nancy Wideman, Jefferson County
Susie Page, Lafayette County, Vice-Chair
Carol McQueen, Levy County
Phyllis Williams, Madison County
Alvin Jackson, Suwannee County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Diane Bardhi, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Roland Loog
Lois Nevins, By All Means Travel
Tommy Thompson, Two Tree, Inc.

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Ron Gromoll, Alachua County
Julie Waldman, Alachua County
Daniel Riddick, Bradford County
Will Sexton, Bradford County
Rod Butler, Columbia County
Martin Pierce, Dixie County
Pat Watson, Gilchrist County
Jennifer Hand, Hamilton County
Susan Ramsey, Hamilton County
Trent Abbott, Madison County
Teena Peavey, Suwannee County
Dave Mecusker, Union County, Treasurer
Gail Gilman, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor called the meeting to order at 10:13 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

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

III. APPROVAL OF THE JULY 20, 2017 MINUTES

Chair Taylor asked for approval of the July 20, 2017 meeting minutes.

ACTION: Phyllis Williams moved and Ms. Wideman seconded to approve the July 20, 2017 meeting minutes as circulated. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Revised May 31, 2017 Monthly Financial Report

Steven Dopp presented the revised May 31, 2017 monthly financial report.

ACTION: Sandy Beach moved and Carol McQueen seconded to table the May 31, 2017 monthly financial report to the September 21, 2017 meeting in order to receive Treasurer Dave McCusker's comments. The motion passed unanimously.

b. June 30, 2017 Monthly Financial Report

Mr. Dopp presented the June 30, 2017 monthly financial report.

ACTION: Ms. Richardson moved and Ms. McQueen seconded to approved the June 30, 2017 monthly financial report as circulated. The motion passed unanimously.

c. Adoption of Fiscal Year 2017-18 Task Force Budget

Mr. Dopp presented the revised 2017-18 proposed budget which was distributed at the meeting.

ACTION: Ms. McQueen moved and Alvin Jackson seconded for staff to prepare a revised 2016-17 budget to identify Unrestricted Reserve Fund Contributions as per the revised 2017-18 budget distributed at the meeting. The motion passed unanimously.

ACTION: Mr. Jackson moved and Ms. Richardson seconded to approve the revised 2017-18 budget as circulated. The motion passed unanimously.

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

1. Approval of 2nd Quarter Regional Report and Reimbursement Submittal Package

Mr. Dopp presented the 2nd Quarter regional report and reimbursement package.

ACTION: Paula Vann moved and Ms. Wideman seconded to approve the Florida Department of Economic Opportunity Regional Rural Development Grant second quarter report and reimbursement request as circulated. The motion passed unanimously.

a. Website Enhancements and Digital Advertising Campaign

Mr. Dopp presented a mock-up of proposed revisions to the Task Force website home page.

Mr. Dopp discussed the selection of metropolitan areas for the digital advertising campaign. The Committee agreed by consensus to prioritize metropolitan areas at which the Task Force is scheduled to exhibit at travel shows as well as Florida metropolitan areas. The Task Force agreed by consensus for Mr. Dopp to consult with Jumpem, LLC, and Ms. Vann, Marketing Committee Chair, regarding the selection of metropolitan areas and for Ms. Vann to approve the final selection of metropolitan areas.

b. Springs and Bicycle Microsites

Mr. Dopp stated that he has not received any information from Edwin McCook of the Suwannee River Water Management District regarding Suwannee County bicycle routes.

c. Blogs

Mr. Dopp stated that Tommy Thompson, Two Tree, Inc., is writing blogs under the new blogging contract.

d. Photography

Mr. Dopp stated that Mr. Thompson, Two Tree, Inc., is photographing the region.

e. Domestic Travel Shows

i. Hershey RV Show

Mr. Dopp reported that exhibitor badges for the 2017 Hershey RV Show have been received and forwarded to Donna Creamer, Task Force Travel Show Coordinator.

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 the VisaVue spring quarter report has been received.

i. Brochure Redesign

i. Selection of Cover for Regional Brochure

The Committee agreed by consensus to select the “Blue Kayak” option for the front panel of the redesigned regional brochure.

ii. Regional Brochure Printer Bid Award

Mr. Dopp presented the results of the Request for Bids. He noted that Chocklett Press of Roanoke, Virginia proposed to print the most brochures for the advertised cost.

ACTION: Ms. Beach moved and Ms. Richardson seconded to authorize staff to enter into a contract with Chocklett Press for the printing of the brochure and, if unable to enter into a contract with Chocklett Press, to enter into a contract with Interprint of Clearwater, Florida for the printing of the brochure. The motion passed unanimously.

j. Brochure Distribution

Mr. Dopp stated that the two Task Force brochure distribution companies continue to distribute brochures in accordance with their contracts with the Task Force.

k. Scholarships

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

Mr. Dopp stated that the Task Force has now received reimbursement requests from all scholarship recipients.

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 annual membership with VISIT FLORIDA has been renewed.

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 on the VISIT FLORIDA for the 2016-17 Partnership Program.

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

Diane Bardhi stated that she was resigning from her position with the Wakulla County Tourist Development Council and is unable to serve as booth staff for the Atlanta Camping and RV Show as well as the Philadelphia Travel and Adventure Show.

The Committee agreed by consensus to replace Ms. Bardhi with Ms. McQueen for the Atlanta Camping and RV Show and Roland Loog for the Philadelphia Travel and Adventure Show.

Ms. Taylor expressed concerns regarding the use of automobiles by booth staff to travel shows located at a greater distance than Atlanta.

Mr. Dopp stated that he would raise the issue with VISIT FLORIDA.

E. VISIT FLORIDA Monthly Report

Brenna Dacks presented the monthly report 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

Ms. Dopp stated that the Task Force sent 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.

Russ McCallister stated that the Dixie County Board of County Commissioners will appoint its members at its next regularly-scheduled meeting.

3. House Bill 1A and its Impact on The Original Florida Tourism Task Force

Mr. Loog agreed to request a copy of the Alachua County Attorney's Office written opinion of the impact of the legislation on the Alachua County Tourist Development Council.

4. Florida Outdoor Writers Association 2016 Excellence in Craft Award

Tommy Thompson, Two Tree, Inc., announced that the Task Force had received a second place award from the Florida Outdoor Writers Association for the Task Force website.

G. Other Old Business

1. Updated Task Force Member Contact Information

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

2. 2017 Meeting Dates and Locations

No changes were made to Task Force meeting dates and locations.

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., September 21, 2017 at a location to be determined in Wakulla County.

The meeting adjourned at 1:40 p.m.

Dawn Taylor, Chair

9/21/17
Date

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

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NORTH FLORIDA

The Original Florida Tourism Task Force

Balance Sheet

As of May 31, 2017

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

2:04 PM

06/21/17

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

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

Handwritten:
6-21-17

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

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



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SK AD

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

Date 5/31/17
Primary Account

Page 1
XXXXXXXX2204

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

CHECKING ACCOUNT

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

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
5/23	Deposit	1,100.00 ✓

OTHER DEBITS

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

RECEIVED

JUN 07 2017

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



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

Date 5/31/17
Primary Account

Page 2
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

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

* Denotes missing check numbers

DAILY BALANCE INFORMATION

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

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

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





Natural North Florida
THE ORIGINAL FLORIDA TOURISM TASK FORCE
800 N.W. 17TH PLACE
SUNRISEVILLE, FLORIDA 32063-1000
813.308.5700

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

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

MEMO: S.S.P.K.

⑆001172⑆ ⑆063100688⑆ 0224792204⑆

1172 05/18/2017 \$1,500.00

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TASK FORCE
800 N.W. 17TH PLACE
SUNRISEVILLE, FLORIDA 32063-1000
813.308.5700

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

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

MEMO: S.S.P.K.

⑆001173⑆ ⑆063100688⑆ 0224792204⑆

1173 05/22/2017 \$25.00

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TASK FORCE
800 N.W. 17TH PLACE
SUNRISEVILLE, FLORIDA 32063-1000
813.308.5700

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

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

MEMO: S.S.P.K.

⑆001174⑆ ⑆063100688⑆ 0224792204⑆

1174 05/23/2017 \$243.10

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TASK FORCE
800 N.W. 17TH PLACE
SUNRISEVILLE, FLORIDA 32063-1000
813.308.5700

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

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

MEMO: S.S.P.K.

⑆001175⑆ ⑆063100688⑆ 0224792204⑆

1175 05/23/2017 \$6,680.00

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TASK FORCE
800 N.W. 17TH PLACE
SUNRISEVILLE, FLORIDA 32063-1000
813.308.5700

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

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

MEMO: S.S.P.K.

⑆001177⑆ ⑆063100688⑆ 0224792204⑆

1177 05/31/2017 \$1,950.00

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TASK FORCE
800 N.W. 17TH PLACE
SUNRISEVILLE, FLORIDA 32063-1000
813.308.5700

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

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

MEMO: S.S.P.K.

⑆001179⑆ ⑆063100688⑆ 0224792204⑆

1179 05/31/2017 \$4,382.88

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

(These financial statements are unaudited)

Income	Budget	May 2017	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	49,000.00	0.00	53,000.00	4,000.00
DEO Rural Development Grant 15/16	51,225.00	0.00	0.00	(51,225.00)
DEO Rural Development Grant 16/17	150,000.00	0.00	0.00	(150,000.00)
VisitFlorida Rural Area Opportunity Grant 16/17	132,265.00	0.00	0.00	(132,265.00)
VisitFlorida Rural Area Opportunity 16/17 In Kind	26,310.00	0.00	0.00	(26,310.00)
Transfer from Reserves	3,500.00	0.00	0.00	(3,500.00)
Other	0.00	1,100.00	1,100.00	1,100.00
Gross Revenue	412,300.00	1,100.00	54,100.00	(358,200.00)
Expenses				
Marketing				
Planning				
Planning	5,100.00	0.00	5,060.00	(40.00)
Total Planning	5,100.00	0.00	5,060.00	(40.00)
Collateral Materials				
Print Bicycle Guide	3,000.00	0.00	0.00	(3,000.00)
Design/ Print New Brochure	9,500.00	0.00	0.00	(9,500.00)
Design / Print Placemats	2,500.00	0.00	0.00	(2,500.00)
Print VNNF RV Guide	500.00	0.00	0.00	(500.00)
Print VNNF Outdoor Guide	500.00	0.00	0.00	(500.00)
Print VNNF Lodging Brochure	500.00	0.00	0.00	(500.00)
Print VNNF Paddling Guide	13,000.00	0.00	0.00	(13,000.00)
Total Collateral Materials	29,500.00	0.00	0.00	(29,500.00)
Website				
Bloggers Fees	7,975.00	0.00	2,990.40	(4,984.60)
Ultimate Bicycle Guide Update	2,000.00	0.00	0.00	(2,000.00)
Ultimate Paddle Guide	12,000.00	0.00	0.00	(12,000.00)
Ultimate Bicycle Guide Microsite	8,250.00	0.00	33,000.00	24,750.00
Ultimate Springs Microsite	3,000.00	0.00	0.00	(3,000.00)
Revise Homepage	6,000.00	0.00	0.00	(6,000.00)
Total Website	39,225.00	0.00	35,990.40	(3,234.60)
Trade Shows				
London Telegraph Outdoor Show	20,750.00	0.00	11,287.72	(9,462.28)
Brochures and Popup Displays-VF	10,000.00	0.00	0.00	(10,000.00)
London World Travel Market	14,000.00	0.00	8,754.06	(5,245.94)
Atlanta Boat Show	5,550.00	0.00	4,624.37	(925.63)
Chicago RV & Camping Show	8,150.00	0.00	8,455.67	305.67
ITB Berlin Trade Show	14,200.00	0.00	8,236.93	(5,963.07)

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

As of May 31, 2017 - 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
Total Trade Shows	179,000.00	4,880.92	105,615.59	(73,384.41)
Advertising				
Web Digital Advertising Campaign	20,600.00	0.00	8,050.00	(12,550.00)
Social Media Posting	1,000.00	0.00	0.00	(1,000.00)
Undiscovered Florida Co-op Ad	6,700.00	0.00	6,680.00	(20.00)
Florida State Park Mobile Ad	3,500.00	0.00	0.00	(3,500.00)
Quarterly eNewsletter	5,000.00	0.00	0.00	(5,000.00)
Springs Brochure Distribution	9,375.00	1,500.00	6,200.00	(3,175.00)
Total Advertising	46,175.00	1,500.00	20,930.00	(46,175.00)
Total Marketing	299,000.00	6,380.92	167,595.99	(131,404.01)
Administration				
NCFRPC - Admin VF DEO 2015-2016	5,600.00	0.00	0.00	(5,600.00)
NCFRPC-Admin VF DEO FY 2016-2017	24,500.00	0.00	0.00	(24,500.00)
Service Fees - VisitFlorida Travel Shows	14,300.00	0.00	9,900.00	(4,400.00)
NCFRPC-Admin Program Fees 16/17	44,000.00	1,950.00	1,950.00	(42,050.00)
	88,400.00	1,950.00	11,850.00	(76,550.00)

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
Memberships				
Florida Outdoor Writers Association	300.00	0.00	175.00	(125.00)
Southeast Tourism Society	300.00	285.00	285.00	(15.00)
Visit Florida	400.00	395.00	395.00	(5.00)
Total Memberships	<u>1,000.00</u>	<u>680.00</u>	<u>855.00</u>	<u>(145.00)</u>
Professional Enhancement				
Governor's Tourism Conference	5,000.00	0.00	0.00	(5,000.00)
SE Tourism Society Marketing College	10,500.00	0.00	10,810.00	310.00
Total Professional Enhancement	<u>15,500.00</u>	<u>0.00</u>	<u>10,810.00</u>	<u>(4,690.00)</u>
Bank Charges	200.00	11.65	147.74	(52.26)
Legal				
Advertising	300.00	0.00	48.44	(251.56)
Expenses	300.00	0.00	61.25	(238.75)
Total Legal	<u>600.00</u>	<u>0.00</u>	<u>109.69</u>	<u>(490.31)</u>
Internships				
Harvey Campbell Memorial Internship	2,500.00	0.00	0.00	(2,500.00)
Dean Fowler Internship	2,500.00	0.00	0.00	(2,500.00)
Total Internships	<u>5,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(5,000.00)</u>
Miscellaneous	2,000.00	231.48	1,304.93	(695.07)
Telephone	300.00	0.00	0.00	(300.00)
Postage	300.00	0.00	92.91	(207.09)
Total NonMarketing Expense	<u>113,300.00</u>	<u>2,873.13</u>	<u>25,170.27</u>	<u>(88,129.73)</u>
Total Expenses	<u>412,300.00</u>	<u>9,254.05</u>	<u>192,766.26</u>	<u>(219,533.74)</u>
Net Income	<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 July 31, 2017

	<u>Jul 31, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	42,030.62
Total Checking/Savings	42,030.62
Accounts Receivable	
Accounts Receivable	73,601.72
Total Accounts Receivable	73,601.72
Other Current Assets	
Prepaid Expense	548.30
Prepaid Travel	459.00
Total Other Current Assets	1,007.30
Total Current Assets	116,639.64
TOTAL ASSETS	<u>116,639.64</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	20,280.47
Total Accounts Payable	20,280.47
Other Current Liabilities	
Contract Advance	35,000.00
Due to NCFRPC	20,000.00
Total Other Current Liabili...	55,000.00
Total Current Liabilities	75,280.47
Total Liabilities	75,280.47
Equity	
Restricted	42.00
Unrestricted Earnings	58,438.81
Net Income	-17,121.64
Total Equity	41,359.17
TOTAL LIABILITIES & EQUITY	<u>116,639.64</u>

11:16 AM

08/09/17

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 07/31/2017

	Jul 31, 17	
Beginning Balance	45,925.34	✓
Cleared Transactions		
Checks and Payments - 7 items	-2,986.65	✓
Deposits and Credits - 1 item	1,190.00	✓
Total Cleared Transactions	-1,796.65	
Cleared Balance	44,128.69	✓
Uncleared Transactions		
Checks and Payments - 11 items	-8,778.07	
Total Uncleared Transactions	-8,778.07	
Register Balance as of 07/31/2017	35,350.62	
New Transactions		
Checks and Payments - 2 items	-1,634.28	
Total New Transactions	-1,634.28	
Ending Balance	33,716.34	

KD
8-9-17

11:16 AM

08/09/17

**The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 07/31/2017**

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						45,925.34
Cleared Transactions						
Checks and Payments - 7 items						
Bill Pmt -Check	06/22/2017	1182	Columbia County T...	X	-1,304.61	-1,304.61
Bill Pmt -Check	06/22/2017	1183	Paula Vann	X	-372.15	-1,676.76
Bill Pmt -Check	07/06/2017	1188	Russ McCallister	X	-377.24	-2,054.00
Bill Pmt -Check	07/06/2017	1186	KoonsS	X	-250.00	-2,304.00
Bill Pmt -Check	07/06/2017	1187	NCFRPC	X	-231.48	-2,535.48
Bill Pmt -Check	07/13/2017	1190	Pat Watson	X	-445.68	-2,981.16
Check	07/25/2017		Capital City Bank	X	-5.49	-2,986.65
Total Checks and Payments					-2,986.65	-2,986.65
Deposits and Credits - 1 item						
Deposit	07/11/2017			X	1,190.00	1,190.00
Total Deposits and Credits					1,190.00	1,190.00
Total Cleared Transactions					-1,796.65	-1,796.65
Cleared Balance					-1,796.65	44,128.69
Uncleared Transactions						
Checks and Payments - 11 items						
Bill Pmt -Check	01/05/2017	1108	The Freeman Com...		-109.83	-109.83
Bill Pmt -Check	03/16/2017	1148	Worth International ...		-6,680.00	-6,789.83
Bill Pmt -Check	06/22/2017	1184	Penn State Expo S...		-111.30	-6,901.13
Bill Pmt -Check	07/13/2017	1191	Scarborough Comp...		-437.00	-7,338.13
Bill Pmt -Check	07/13/2017	1189	Cody A. Gray		-49.00	-7,387.13
Bill Pmt -Check	07/27/2017	1192	Dawn Taylor		-410.39	-7,797.52
Bill Pmt -Check	07/27/2017	1197	Susie Page		-394.06	-8,191.58
Bill Pmt -Check	07/27/2017	1195	Phyllis G. Williams		-362.91	-8,554.49
Bill Pmt -Check	07/27/2017	1194	Kristina Walker		-98.00	-8,652.49
Bill Pmt -Check	07/27/2017	1196	Sandy Beach		-98.00	-8,750.49
Bill Pmt -Check	07/27/2017	1193	Florida Dept State ...		-27.58	-8,778.07
Total Checks and Payments					-8,778.07	-8,778.07
Total Uncleared Transactions					-8,778.07	-8,778.07
Register Balance as of 07/31/2017					-10,574.72	35,350.62
New Transactions						
Checks and Payments - 2 items						
Bill Pmt -Check	08/03/2017	1198	Florida Suncoast T...		-1,500.00	-1,500.00
Bill Pmt -Check	08/03/2017	1199	NCFRPC		-134.28	-1,634.28
Total Checks and Payments					-1,634.28	-1,634.28
Total New Transactions					-1,634.28	-1,634.28
Ending Balance					-12,209.00	33,716.34



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SK AD

00001607 FCC31545080117103347 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PLACE
GAINESVILLE FL 32653-1603

Date 7/31/17
Primary Account

Page 1
XXXXXXXX2204



Monitoring your transactions on the go is made easy with Visa Purchase Alerts.
Receive real-time alerts when you pay with your Capital City Bank debit card.
Learn more today at ccbg.com/purchasealerts.

CHECKING ACCOUNT

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

XXXXXXXX2204
45,925.34 ✓
1,190.00 ✓
2,986.65 ✓
.00
.00
44,128.69 ✓
Images
Statement Dates 7/03/17 thru 7/31/17
Days in this Statement Period 29
Avg Ledger Balance 45,251.15
Avg Collected Balance 45,210.11

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
7/11	Deposit	1,190.00 ✓

OTHER DEBITS

Date	Description	Amount
7/25	Account Analysis Charge	5.49- ✓

RECEIVED

AUG 04 2017

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL





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

Date 7/31/17
Primary Account

Page 2
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER				Amount
Date	Check No	Amount	Date	Check No
7/17	1182	1,304.61	7/07	1187
7/25	1183	372.15	7/11	1188
7/10	1186*	250.00	7/25	1190*

* Denotes missing check numbers

Amount
231.48 ✓
377.24 ✓
445.68 ✓

DAILY BALANCE INFORMATION

Date	Balance	Date	Balance	Date	Balance
7/03	45,925.34	7/10	45,443.86	7/17	44,952.01
7/07	45,693.86	7/11	46,256.62	7/25	44,128.69

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

00001607-0002642-0002-0000LECC31545080117103347-01-L

Capital City Bank
THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
SINCE 1974
GAINESVILLE, FLORIDA 32608-1000
888.888.2200

Check # 1190
DATE 7-11-17
CURRENCY
AMOUNT \$ 1190.00

0 07/11/2017 \$1,190.00

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
SINCE 1974
GAINESVILLE, FLORIDA 32608-1000
888.888.2200

Check # 1182
DATE 07/17/2017
PAY TO THE ORDER OF Columbia County TDC
\$ 1,304.81

One Thousand Three Hundred Four and 81/100 DOLLARS

Columbia County TDC
PO Box 1847
Lake City, FL 32056-1847

07/17/2017 \$1,304.81

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
SINCE 1974
GAINESVILLE, FLORIDA 32608-1000
888.888.2200

Check # 1183
DATE 07/25/2017
PAY TO THE ORDER OF Paula Vann
\$ 372.15

Three Hundred Seventy-Two and 15/100 DOLLARS

Paula Vann
Columbia County TDC
P.O. Box 1847
Lake City, FL 32056-1847

07/25/2017 \$372.15

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
SINCE 1974
GAINESVILLE, FLORIDA 32608-1000
888.888.2200

Check # 1186
DATE 07/10/2017
PAY TO THE ORDER OF Scott R. Koone
\$ 250.00

Two Hundred Fifty and 00/100 DOLLARS

Scott R. Koone
5210 NW 90th Terrace
Gainesville, FL 32609-4300

07/10/2017 \$250.00

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
SINCE 1974
GAINESVILLE, FLORIDA 32608-1000
888.888.2200

Check # 1187
DATE 07/07/2017
PAY TO THE ORDER OF N. Central FL Regional Planning Council
\$ 231.48

Two Hundred Thirty-One and 48/100 DOLLARS

N. Central FL Regional Planning Council
2000 NW 57th Place
Gainesville, FL 32605-1603

07/07/2017 \$231.48

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
SINCE 1974
GAINESVILLE, FLORIDA 32608-1000
888.888.2200

Check # 1188
DATE 07/11/2017
PAY TO THE ORDER OF Russ McCallister
\$ 377.24

Three Hundred Seventy-Seven and 24/100 DOLLARS

Russ McCallister
P.O. 1349
Oak Town, FL 32680

07/11/2017 \$377.24

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
SINCE 1974
GAINESVILLE, FLORIDA 32608-1000
888.888.2200

Check # 1190
DATE 07/25/2017
PAY TO THE ORDER OF Pat Watson
\$ 445.68

Four Hundred Forty-Five and 68/100 DOLLARS

Pat Watson
City of Trenton
114 N. Main Street
Trenton, FL 32660

07/25/2017 \$445.68

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

As of July 31, 2017

(These financial statements are unaudited)

Income	Budget	July 2017	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	49,000.00	0.00	53,000.00	4,000.00
DEO Rural Development Grant 15/16	51,225.00	0.00	0.00	(51,225.00)
DEO Rural Development Grant 16/17	150,000.00	0.00	0.00	(150,000.00)
VisitFlorida Rural Area Opportunity Grant 16/17	132,265.00	0.00	72,852.95	(59,412.05)
VisitFlorida Rural Area Opportunity 16/17 In Kind	26,310.00	0.00	26,310.00	0.00
Transfer from Reserves	3,500.00	0.00	0.00	(3,500.00)
Other	0.00	0.00	2,290.00	2,290.00
Gross Revenue	412,300.00	0.00	154,452.95	(257,847.05)
Expenses				
Marketing				
Planning				
Planning	5,100.00	0.00	5,060.00	(40.00)
Total Planning	5,100.00	0.00	5,060.00	(40.00)
Collateral Materials				
Print Bicycle Guide	3,000.00	19.08	19.08	(2,980.92)
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	57.60	57.60	(442.40)
Print VNNF Outdoor Guide	500.00	57.60	57.60	(442.40)
Print VNNF Lodging Brochure	500.00	0.00	0.00	(500.00)
Print VNNF Paddling Guide	13,000.00	0.00	0.00	(13,000.00)
Total Collateral Materials	29,500.00	134.28	134.28	(29,365.72)
Website				
Bloggers Fees	7,975.00	0.00	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)
Total Website	39,225.00	0.00	36,840.40	(2,384.60)
Trade Shows				
London Telegraph Outdoor Show	20,750.00	0.00	11,287.72	(9,462.28)
Brochures and Popup Displays-VF	10,000.00	0.00	0.00	(10,000.00)
London World Travel Market	14,000.00	0.00	8,754.06	(5,245.94)
Atlanta Boat Show	5,550.00	0.00	4,624.37	(925.63)
Chicago RV & Camping Show	8,150.00	0.00	8,455.67	305.67
ITB Berlin Trade Show	14,200.00	0.00	8,236.93	(5,963.07)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of July 31, 2017

(These financial statements are unaudited)

	Budget	July 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)
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Chicago Travel & Adventure Show	7,850.00	0.00	5,822.72	(2,027.28)
Out State Show #1 - Minn Winter	12,750.00	0.00	4,162.56	(8,587.44)
Out State Show #2 - Hershey	13,250.00	0.00	704.00	(12,546.00)
Out State Show #3 - Bike NY	6,500.00	0.00	4,393.36	(2,106.64)
Out State Show #4 - Minn Spring	0.00	377.24	2,736.62	2,736.62
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
Total Trade Shows	179,000.00	377.24	107,297.44	(71,702.56)
Advertising				
Web Digital Advertising Campaign	20,600.00	0.00	8,050.00	(12,550.00)
Social Media Posting	1,000.00	0.00	0.00	(1,000.00)
Undiscovered Florida Co-op Ad	6,700.00	0.00	6,680.00	(20.00)
Florida State Park Mobile Ad	3,500.00	0.00	0.00	(3,500.00)
Quarterly eNewsletter	5,000.00	0.00	0.00	(5,000.00)
Springs Brochure Distribution	9,375.00	0.00	6,200.00	(3,175.00)
Total Advertising	46,175.00	0.00	20,930.00	(46,175.00)
Total Marketing	299,000.00	511.52	170,262.12	(128,737.88)
Administration				
NCFRPC - Admin VF DEO 2015-2016	5,600.00	0.00	0.00	(5,600.00)
NCFRPC-Admin VF DEO FY 2016-2017	24,500.00	0.00	0.00	(24,500.00)
Service Fees - VisitFlorida Travel Shows	14,300.00	0.00	9,900.00	(4,400.00)
NCFRPC-Admin Program Fees 16/17	44,000.00	0.00	1,950.00	(42,050.00)
	88,400.00	0.00	11,850.00	(76,550.00)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of July 31, 2017

(These financial statements are unaudited)

	Budget	July 2017	Year to Date	Over/(Under) Budget
Memberships				
Florida Outdoor Writers Association	300.00	0.00	175.00	(125.00)
Southeast Tourism Society	300.00	0.00	285.00	(15.00)
Visit Florida	400.00	0.00	395.00	(5.00)
Ride with GPS	0.00	250.00	250.00	250.00
Total Memberships	<u>1,000.00</u>	<u>250.00</u>	<u>1,105.00</u>	<u>105.00</u>
Professional Enhancement				
Governor's Tourism Conference	5,000.00	0.00	0.00	(5,000.00)
SE Tourism Society Marketing College	10,500.00	936.36	11,746.36	1,246.36
Total Professional Enhancement	<u>15,500.00</u>	<u>936.36</u>	<u>11,746.36</u>	<u>(3,753.64)</u>
Bank Charges	200.00	5.49	184.41	(15.59)
Legal				
Advertising	300.00	27.58	76.02	(223.98)
Expenses	300.00	0.00	61.25	(238.75)
Total Legal	<u>600.00</u>	<u>27.58</u>	<u>137.27</u>	<u>(462.73)</u>
Internships				
Harvey Campbell Memorial Internship	2,500.00	0.00	0.00	(2,500.00)
Dean Fowler Internship	2,500.00	0.00	0.00	(2,500.00)
Total Internships	<u>5,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(5,000.00)</u>
Miscellaneous	2,000.00	0.00	1,304.93	(695.07)
Telephone	300.00	0.00	0.00	(300.00)
Postage	300.00	0.00	92.91	(207.09)
Total NonMarketing Expense	<u>113,300.00</u>	<u>1,219.43</u>	<u>26,420.88</u>	<u>(86,879.12)</u>
Total Expenses	<u>412,300.00</u>	<u>1,730.95</u>	<u>196,683.00</u>	<u>(215,617.00)</u>
Net Income	<u>0.00</u>	<u>(1,730.95)</u>	<u>(42,230.05)</u>	<u>(42,230.05)</u>

The Original Florida Tourism Task Force Transactions by Account As of June 30, 2017

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
Prepaid Expense									
Bill	06/20/2017	OF0...	Penn State Expo...	Furniture R...	8204 - ...		Accounts Pa...	111.30	0.00
Bill	06/28/2017	0923...	Scarborough Co...	General Lia...	83011 -...		Accounts Pa...	437.00	111.30
								548.30	548.30
Total Prepaid Expense								548.30	548.30
TOTAL								548.30	548.30

Bill

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

Items

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

The Original Florida Tourism Task Force Transactions by Account As of May 30, 2017

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
Prepaid Travel Bill	05/16/2017	0005...	VisitFlorida	Registratio...	8204 - ...		Accounts Pa...	459.00	0.00
Total Prepaid Travel								459.00	459.00
TOTAL								459.00	459.00

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

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

Amended 7/20/2017

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

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

(1) See Marketing Budget Detail

(2) See Current Memberships Detail

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

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

Amended 7/20/2017

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

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

Adopted 8/17/2017

<i>Revenues</i>	Total
<i><u>Cooperative Regional Marketing Program Fees:</u></i>	
Alachua County	\$15,000
Bradford County	\$3,000
Columbia County	\$8,000
Dixie County	\$2,000
Gilchrist County	\$2,000
Hamilton County	\$1,000
Jefferson County	\$2,000
Lafayette County	\$1,000
Levy County	\$4,000
Madison County	\$3,000
Suwannee County	\$4,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$3,000
Subtotal	\$53,000
<i><u>Additional Revenue:</u></i>	
Department of Economic Opportunity Rural Development Grant, FY 2016-17	\$57,800
Department of Economic Oppotunity Rural Development Grant, FY 2017-18	\$128,700
VISIT FLORIDA FY 2017-18 Rural Area of Opportunity Grant - Cash	\$129,000
Subtotal - Cash	\$315,500
TOTAL REVENUES - CASH	\$368,500
VISIT FLORIDA FY 2017-18 Rural Area of Opportunity Grant - In-Kind	\$17,300
TOTAL REVENUES - CASH AND IN-KIND	\$385,800
<i><u>Expenditures</u></i>	
Bank Charges	\$200
Governor's Conference on Tourism	\$1,900
Legal Advertising	\$300
Legal Expenses	\$300
(1) Marketing Program for FY 2017-18	\$264,900
(2) Memberships	\$1,200
Miscellaneous	\$2,000
North Central Florida Regional Planning Council - Admin	\$49,500
Postage Expenses	\$300
Service Fee - VISIT FLORIDA Travel Show Program	\$14,300
Southeast Tourism Society Marketing College	\$11,000
Telephone	\$300
Unrestricted Reserve Fund - Constribution	\$22,300
TOTAL EXPENDITURES - CASH	\$368,500
(1) Marketing Program for FY 2017-18 - In-Kind	\$17,300
TOTAL EXPENDITURES - CASH AND IN-KIND	\$385,800
<i><u>Reserve Funds</u></i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$85,000
TOTAL RESERVE FUNDS	\$85,000

(1) See Marketing Budget Detail

(2) See Memberships Detail

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

Adopted 8/17/2017

Marketing Budget Detail	Total
Planning:	
VisaVues Domestic and International Editions	\$5,100.00
Collateral Material:	
Print Ultimate Bicycle Guide	\$2,750.00
Design and Print New Regional Brochure (adds Brad, Col, & Ham Counties)	\$8,500.00
Design and Print Ultimate Springs Guide	\$3,450.00
Design & Print Specialty Brochures	\$1,200.00
Update and Print Suwannee River Wilderness Trail Guide	\$8,600.00
Print Visit Natural North Florida 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
Website:	
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
Public Relations:	
Tours for Out-of-State & Foreign Travel Media	\$3,750.00
Trade Shows:	
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.r.e.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 - Canoeconia, Madison, WI	\$5,725.00
VISIT FLORIDA - Philadelphia Travel Expo	\$7,650.00
VISIT FLORIDA - Midwest Mountaineering Spring Expo	\$4,525.00
Hershey RV Show	\$6,500.00
Bike Expo New York	\$6,500.00
Advertising:	
Digital Advertising Campaign	\$13,500.00
Quarterly eNewsletters	\$4,000.00
Undiscovered Florida & Other Co-op Advertisements	\$12,750.00
Distribution of Exhilarating! Natural North Florida Brochure	\$8,325.00
Total Marketing Expenditure	\$282,200.00
Administration	
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2016-17	\$5,650.00
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2017-18	\$18,850.00
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
Membership Organizations - Annual Dues	
VISIT FLORIDA Annual Dues	\$500.00
Southeastern Tourism Society Annual Dues	\$350.00
Florida Outdoor Writers Association Annual Dues	\$350.00
Professional Enhancement	
Southeastern Tourism Society Marketing College	\$11,000.00
Governor's Tourism Conference	\$1,900.00
Internships	
Harvey Campbell Memorial Internship	\$6,250.00
Dean Fowler Internship	\$6,250.00
Retained Reserves	
Unrestricted Reserve Fund	\$22,300.00
Total Non-Marketing Expenditure	\$103,600.00
Total Expenditure	\$385,800.00

Attachment 1

SCOPE OF WORK

1. Project Description:

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

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

2. Grantee Responsibilities:

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

A. Website Updates and Enhancements:

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

B. Marketing and Promotion:

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

C. Professional Enhancement:

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

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

4. **Deliverables:**

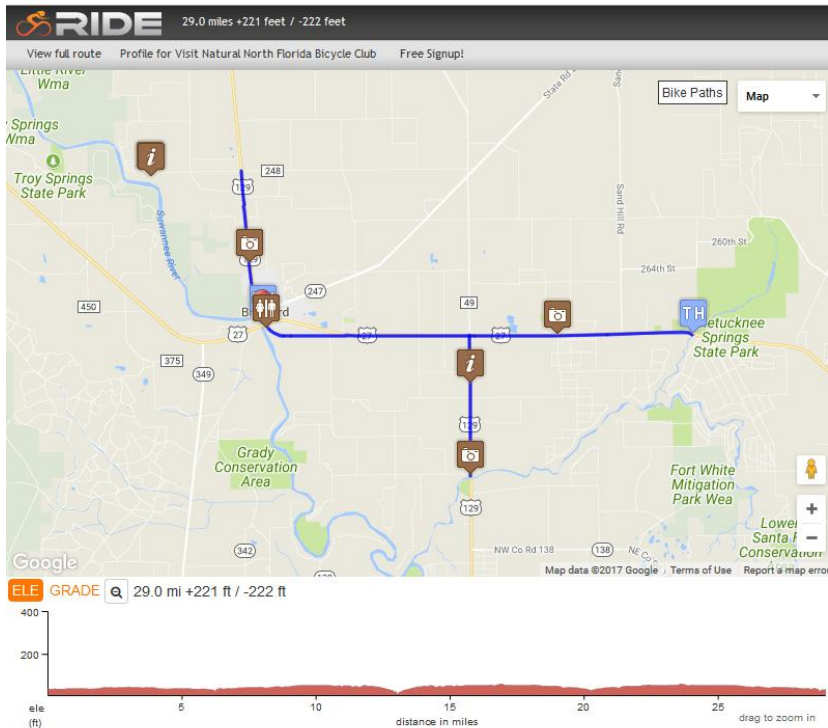
Grantee agrees to provide the following services as specified:

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

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

5. Invoice Submittal and Payment Schedule:

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



SUWANNEE RIVER GREENWAY, BRANFORD, FLORIDA

LOCATION: Suwannee County
TRAIL SURFACE: Normal pavement

LEGEND

- PAVED ROAD W/ RIDEABLE SHOULDERS
- PAVED ROAD W/O RIDEABLE SHOULDERS
- DIRT / LIMEROCK ROAD
- PAVED, GRADE-SEPARATED PATH

JOIN VNNF BICYCLE CLUB

CUE SHEETS AT RIDE WITH GPS

HOW TO GET FREE RIDE WITH GPS ACCOUNT

HOW TO PRINT AT RIDE WITH GPS

HAVE YOU RIDDEN THIS TRAIL BEFORE?

Rate this trail with the stars below!

★★★★★ (0)

This is a 29.0 mile two-way out-and-back paved grade-separated route which starts in downtown Branford. The greenway runs on a former railroad corridor northeast from Branford to County Road 248 and nearby Little River Springs County Park (http://www.naturalnorthflorida.com/spring_trails/little-river-springs/). From here, the route returns to Branford and proceeds easterly to the southern entrance of Ichetucknee Spring State Park (<https://www.floridastateparks.org/park/ichetucknee-springs>). (entry fee). The route can be considered a western extension of the Ichetucknee-O'Leno State Trail (http://www.naturalnorthflorida.com/bike_trails/floridas-ichetucknee-oleno-state-trail) which terminates at the southern entrance to the state park. Both Ichetucknee Springs State Park and Little River Springs provide opportunities for swimming and tubing.

The town of Branford has full facilities, including Ivey Memorial Park, which also provides free parking. The park is located at the southeast corner of the intersection of U.S. Highway 27 and the Suwannee River.

Ivey Memorial Park in Branford has a free public restroom and water fountain, so you may want to start your trip here. Consider a visit to Branford's restaurants, convenience stores and gas stations either before or after your ride.

The route starts from Branford by running parallel, but some distance back, to U.S. Highway 129 for approximately 2.5 miles before reaching its northern terminus. This section of the trail is nicely shaded by a mature tree canopy. If you continue west just over one mile along lightly traveled County Road 248, you will reach Little River Springs County Park. Cool off with a dip in the springs at this slice of old Florida on the Suwannee. The park is open from 7:00 a.m. to 7:00 p.m. but is closed from sunrise to 11:00 a.m. every Tuesday for maintenance.

The eastern half of the trail from Branford to Ichetucknee Springs State Park is shade-free so be prepared with sunscreen and sunglasses. The southern segment adjacent to County Road 49 extends to Guy Lemon Memorial Park and provides a nice view of the Santa Fe River. Riders can cross the river to connect to the Bell Loop route (http://www.naturalnorthflorida.com/bike_trails/bell-fl-loop/).

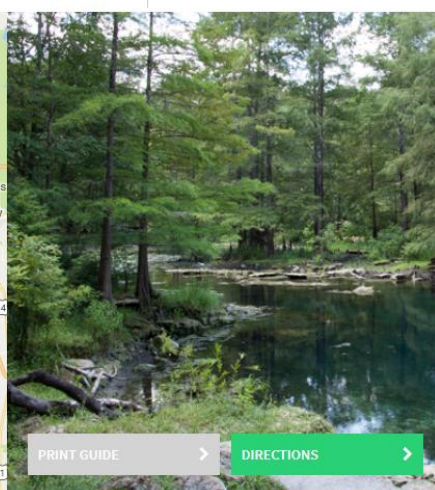
Approximately half-way between Ichetucknee Springs State Park and the town of Branford the route runs parallel to a gopher turtle preserve. Be on the lookout for a gopher tortoise or two, as well as other small trail critters.

Those desiring a longer ride can start in Branford, proceed eastward to Ichetucknee Springs State Park and continue eastward on the Ichetucknee-O'Leno State Trail (http://www.naturalnorthflorida.com/bike_trails/floridas-ichetucknee-oleno-state-trail), which is located on the eastern side of the Ichetucknee River adjacent to U.S. Highway 27.

The Original Florida Tourism Task Force (dba Visit Natural North Florida) and the North Central Florida Regional Planning Council do not warrant the safety of the routes on this map for use by bicyclists. Bicyclists should use these routes only if they have the adequate skill level as bicyclists, and bicyclists must make that determination. All the roads shown are used by automobiles and trucks, and bicyclists assume the risks for their own safety when using the roads and/or routes indicated on this map. The Original Florida Tourism Task Force, the local governments in which these bicycle routes are located and the North Central Florida Regional Planning Council are not responsible for any damages whatsoever from its use.



The Original Florida Tourism Task Force (dba Visit Natural North Florida) and the North Central Florida Regional Planning Council do not warrant the safety of the routes on this map for use by bicyclists. Bicyclists should use these routes only if they have the adequate skill level as bicyclists, and bicyclists must make that determination. All the roads shown are used by automobiles and trucks, and bicyclists assume the risks for their own safety when using the roads and/or routes indicated on this map. The Original Florida Tourism Task Force, the local governments in which these bicycle routes are located and the North Central Florida Regional Planning Council are not responsible for any damages whatsoever from its use.



Website | 386.362.3004

Wes Skiles Peacock Springs State Park is named after the late world-class explorer, diver, cinematographer and photographer Wes Skiles. The park has two major springs, a spring run and six sinkholes, all of which are in near-pristine condition. Cave divers travel from all over the world to explore nearly 33,000 feet of surveyed underwater passages at Peacock Springs. The park features one of the longest underwater cave systems in the continental United States. Only divers who show proof of their scuba certification are permitted to explore the underwater caverns.

<https://springsfever.org/park/Peacock-Springs>.

-  Springs
-  Lodging
-  Horse
-  Southern

Visit Natural
NORTH FLORIDA

TRAVEL
BLOGS

DO, EAT,
STAY

TRIP
IDEAS

TRIP
PLANNER

EVENTS
FESTIVALS

ABOUT US

86°

PRINT GUIDE

DIRECTIONS

PRIVATE: LITTLE RIVER SPRINGS

24891 105th Lane, O'Brien, Florida
[Website](#) | 388.362.3004

Despite its popularity, Little River Spring is one of the more alluring natural sights in Natural North Florida. When the water is not high or stirred by visitors, the smooth and curving flow of this spring and its run to the Suwannee is beautiful. Under the right conditions. The water in the run is virtually invisible. A limestone shelf in the run is located just below the surface, allowing visitors the rare opportunity to stand and peer directly over the cavern entrance while barely getting their knees wet. Breaks in the limestone near the vent create a pool that is perfect for wading, swimming and snorkeling.

Little River Spring is set approximately 50 yards from the Suwannee River and forms a curved key-shaped pool and run surrounded by a 25-foot river levee. The level of the spring varies with that of the adjacent Suwannee River, but in times of normal or low water is shallow—2-4 feet deep. The spring run narrows from about 75 feet wide over the pool to about 20 feet at the mouth. When the river is high, the spring and run are wider and deeper.

Water issues from two openings in a limestone crevice that is approximately 30 feet long. The larger opening leads to a cavern entrance at a depth of about 15 feet. A cave system extends approximately ¼ mile from the entrance and is up to 100 feet deep. Except in times of high water or when visitors stir the spring, the water is very clear with a deep blue over the vent. The spring has a strong boil. The bottom of the run is limestone and white sand, and the banks surrounding the spring are sandy and lightly vegetated. Trees line the tops of the levee above the spring. The banks surrounding the spring and its run are lined with rocks and boulders to prevent erosion. Steps lead from a parking area to the spring.

Description reprinted with permission from <http://www.springsfever.org/>.

HOURS
April through October – 7AM – 7 PM
November through March – 7AM – 6PM
Closed Tuesdays until 11AM for maintenance

ADMISSION
Free

OTHER
Family friendly
Public bathrooms (port-a-potties only)
Camping not permitted

NEARBY TOWNS
Branford – 7 miles
Fort White – 19 miles
Mayo – 23 miles
Live Oak -24 miles
Gainesville – 51 miles
Jacksonville – 87 miles
Tallahassee – 103 miles
Tampa – 168 miles
Atlanta, GA – 296 miles

ACTIVITIES
Swimming, snorkeling, scuba and cave diving, hiking/nature trail, picnicking.

RENTALS
None

LINKS
<http://springsfever.org/spr/LittleRiver.html/>.

- Springs
- Lodging
- Camping
- American
- Ethnic

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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Visit Natural
NORTH FLORIDA

The Original Florida Tourism Task Force
Travel Shows and Show Assignments, 2017-18 Travel Show Season
August 18, 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	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	Phyllis Williams	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	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>Katrinta 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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Visit Natural
NORTH FLORIDA

Steve Dopp

From: Donna Creamer [dcreamer@gilchrist.fl.us]
Sent: Thursday, August 31, 2017 9:52 AM
To: Steve Dopp; 'Dawn Taylor'
Cc: Scott Koons
Subject: Article

Hi Steve,

I saw this article and thought you would want to read.

Florida House speaker threatens lawsuit if Visit Tampa Bay fails to disclose finances

By **Mark Douglas** Published: August 29, 2017, 1:25 pm Updated: August 29, 2017, 6:27 pm

TAMPA (WFLA) — Florida House Speaker Richard Corcoran tells 8 On Your Side if Visit Tampa Bay and other private tourism promoters don't bow to his demands for full financial disclosure, he'll sue them in court just like he did to pop star Pitbull.

"I think it's pretty clear having done it before with Pitbull that we're right and they should just comply," Corcoran said.

Pitbull secretly negotiated a \$1 million tourism promotion contract with Visit Florida that only came to light after Corcoran sued for disclosure. That contract nearly spelled the end to Visit Florida's funding as an example of what Corcoran considers wasteful spending of public money.

On Friday, Corcoran sent harsh demand letters to a dozen organizations across Florida, like Visit Tampa Bay, that collectively spend nearly a billion dollars in bed taxes to promote tourism. Corcoran chided those private organizations for severing ties with the state-sponsored Visit Florida organization in order to duck disclosure of how they spend a fortune in public money.

"The revocation of partnership agreements with Visit Florida in no way protects your organization from legislative inquiry, accountability or transparency," he wrote.

Late last year, Visit Tampa Bay agreed to give Corcoran volumes of documents related to its spending when he became incensed over an 8 On Your Side investigation that revealed among other things that Visit Tampa Bay's Executive Director Santiago Corrada was earning \$339,000 a year, funded mostly with bed tax dollars.

On Tuesday, Corcoran doubled down on his threat to take legal action if Visit Tampa Bay and other private tourism promoters ignore his disclosure demands.

"This is taxpayer money. If you spend one penny of taxpayer money, then our records are open and are inspectable by the entire public that's our position that's what the law says and we'll continue to enforce that," Corcoran said.

Corcoran claims some of the organizations, such as the one that promotes tourism in the Florida Keys, have already agreed since Friday to his call for transparency. But so far Corcoran says he has not heard from Visit Tampa Bay and some of the other private tourism promotion organizations that run on bed tax money.

"If we don't hear from them in the next week or two we'll reach out to them and say what's your response. If they don't have a response then obviously we'll take the next steps," Corcoran told 8 On Your Side.

Visit Tampa Bay executives insist they've been too busy with the Governor's Tourism Conference in Miami to manage a reply to Corcoran or to us.

"We have to meet with our board before we make any response," Visit Tampa Bay Chief Marketing Officer Patrick Harrison wrote Tuesday in an email to 8 On Your Side. "Therefore no response has been given."

Donna Creamer

Gilchrist County Administrative Assistant
Gilchrist Tourist Development Staff
Gilchrist County Film Commissioner
209 SE 1st St.
Trenton, FL 32693
(352) 463-3198 phone
(352) 463-3411 fax



Policies of The Original Florida Tourism Task Force

September 21, 2017

Policy 1. **The Task Force shall retain unrestricted reserves equivalent to a minimum of 50 percent of its adopted budget.**

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

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Visit Natural
NORTH FLORIDA

The Original Florida Tourism Task Force 2017 MEMBERS as of 8/18/2017

ALACHUA COUNTY

(\$15,000 - 3 votes)

Vacant

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Marketing and Events Coordinator
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BRADFORD COUNTY

(\$3,000 - 2 votes)

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The Honorable Daniel Riddick

Bradford County Board of County
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COLUMBIA COUNTY

(\$8,000 3 votes)

Vacant

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Paula R. Vann

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www.springsrus.com

DIXIE COUNTY

(\$2,000 - 2 votes)

Vacant

Vacant

GILCHRIST COUNTY

(\$2,000 - 2 votes)

Vacant

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Executive Administrative Assistant
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HAMILTON COUNTY

(\$1,000 - 2 votes)

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Susan Ramsey

Executive Director

Hamilton County Development Authority

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sramsey@hamiltoncda.org**JEFFERSON COUNTY**

(\$2,000 - 2 votes)

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info@monticellojeffersonfl.com***Nancy Wideman***

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nancywideman48@gmail.com**LAFAYETTE COUNTY**

(\$1,000 - 1 vote)

Susie Page, Vice-Chair

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forest_1@msn.comwww.suwanneeriverrendezvous.com**LEVY COUNTY**

(\$4,000 - 2 votes)

Vacant***Carol McQueen***

Executive Director

Levy County Visitors Bureau

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carol@visitnaturecoast.comwww.VisitLevy.com**MADISON COUNTY**

(\$3,000 - 2 votes)

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phyllis@madisonfl.org***Trent Abbott***

Jellystone Park of Madison, Florida

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SUWANNEE COUNTY

(\$4,000 - 2 votes)

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(\$4,000 - 2 votes)

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Sandy Beach

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UNION COUNTY

(\$1,000 - 1 vote)

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WAKULLA COUNTY

(\$3,000 - 2 votes)

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The Honorable Gail Gilman

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

as of 6/12/2017

VOLUNTEERS, CONSULTANTS AND OTHERS

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