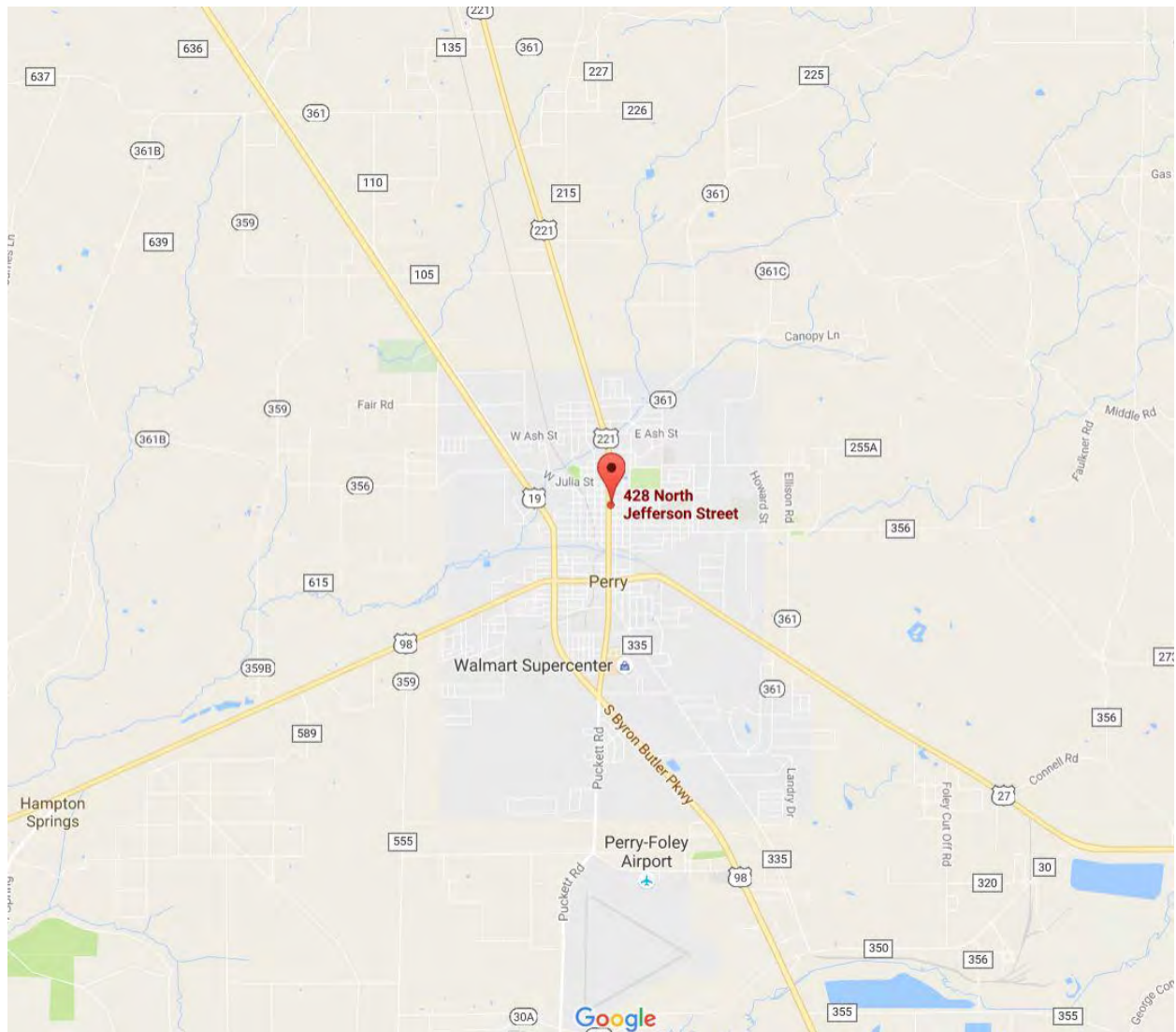


MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **November 16, 2017**. The meeting will be held at the **Perry-Taylor County Chamber of Commerce, 428 North Jefferson Street, Perry, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)



The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Visit Natural
NORTH FLORIDA

Perry-Taylor County Chamber of Commerce
248 North Jefferson Street, Perry, FL
Taylor County

November 16, 2017
Thursday 10:00 a.m.

	PAGE NO.
I. Call to Order, Introductions	
II. Approval of the Agenda	3
III. Approval of the October 19, 2017 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee Report	
a. Monthly Financial Report Review and Approval	
1. July 31, 2017	9
2. August 31, 2017	19
3. September 30, 2017	29
b. Revised Fiscal Year 2016-17 Budget Review and Approval	41
2. Nominating Committee and Election of Officers	
a. Election of President	
b. Election of Vice-President	
c. Election of Secretary/Treasurer	
B. Fiscal Year 2016-17 Regional Rural Development Grant	
1. Scope of Work	45
2. Website Enhancements and Digital Advertising Campaign Update	
3. Blogs	
4. Photography	
5. Suwannee River Wilderness Trail Paddling Guide Reprint	
6. VisaVues	
7. Winter 2017 eNewsletter	
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a. Travel Shows and Travel Show Assignments	95

- E. Other Old Business
 - 1. Updated Task Force Member Contact Information 97
- V. New Business
 - A. Lodging Guide
 - B. Calendar Year 2018 Meeting Locations - Request for Members to Host Meetings 101
 - C. Announcements
- VI. Leadership Forum: Reimbursement 101 - What is a Receipt and Similar Oddities, Steven Dopp
- VII. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., January 18, 2018 at a location to be determined in Alachua County.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

VISIT FLORIDA
Tallahassee, FL
Leon County

October 19, 2017
10:00 a.m.

MEMBERS PRESENT

Ron Gromoll, Alachua County
Will Sexton, Bradford County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Susan Ramsey, Hamilton County
Katrina Richardson, Jefferson County
Nancy Wideman, Jefferson County
Susie Page, Lafayette County, Vice-Chair
Carol McQueen, Levy County
Phyllis Williams, Madison County
Teena Peavey, Suwannee County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Roland Loog, Volunteer
Lois Nevins, By All Means Travel
Sean Plemons, Visit Gainesville
Joanna Price, VISIT FLORIDA
Tommy Thompson, Two Tree, Inc.

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Julie Waldman, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Pat Watson, Gilchrist County
Jennifer Hand, Hamilton County
Trent Abbott, Madison County
Alvin Jackson, Suwannee County
Sandy Beach, Taylor 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 10:02 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

ACTION: Nancy Wideman moved and Katrina Richardson to approve the agenda as circulated.
The motion passed unanimously.

III. APPROVAL OF THE SEPTEMBER 21, 2017 MEETING MINUTES

Chair Taylor asked for approval of the September 21, 2017 meeting minutes.

ACTION: Ron Gromoll moved and Russ McCallister seconded to approve the minutes as circulated. The motion passed unanimously.

IV. OLD BUSINESS

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

1. Scope of Work

Steven Dopp reported that the Task Force has submitted first and second quarter reimbursement packages to the Florida Department of Economic Opportunity but has not yet received the reimbursement payment. He noted that the Department disallowed reimbursement for the VisaVue subscription as well as brochure distribution. Mr. Dopp noted that he had requested a contract amendment to include brochure distribution for the third and fourth quarters.

2. Fall 2017 eNewsletter

Mr. Dopp reported that the Fall eNewsletter was distributed in late September 2017.

3. Authorization to Reprint Suwannee River Wilderness Trail Paddling Guide

Mr. Dopp stated that the Task Force has \$21,000 in undesignated Regional Rural Development Grant Funds. He recommended using the funds to reprint the Suwannee River Wilderness Trail Paddling Guide. Mr. Dopp stated that quotes had been solicited from three printers. Mr. Dopp noted that Allegra Altamonte Springs was the lowest bidder and recommended entering into a contract with Allegra Altamonte Springs to print the paddling guides.

ACTION: Ms. Wideman moved and Susie Page seconded to reprint the Suwannee River Wilderness Trail Paddling Guide and to authorize the Executive Director to enter into a contract with Allegra Altamonte Springs for \$21,000.00 to print 5,300 copies of the paddling guide. The motion passed unanimously.

Chair Taylor exited the meeting at this time.

The Task Force agreed by consensus for Mr. Mecusker to serve as acting Chair for the remainder of the meeting.

B. Fiscal Year 2017-18 Regional Rural Development Grant

1. Authorization to Submit Grant Application

Mr. Dopp discussed the proposed revised Scope of Work included in the meeting packet for the grant application. He stated that, due to substantial changes to the proposed Scope of Work since the last meeting, the Task Force should reconsider the revised proposed Scope of Work and authorize the submittal of the 2017-18 Regional Rural Development Grant application with the revised Scope of Work.

ACTION: Ms. Wideman moved and Ms. Wideman seconded to authorize the preparation of the Fiscal Year 2017-18 Regional Rural Development Grant application, to authorize staff to submit the application to the Florida Department of Economic Opportunity with the proposed revised Scope of Work as circulated. The motion passed unanimously.

C. VISIT FLORIDA Grants

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

Mr. Dopp stated that the Task Force has yet to be reimbursed by VISIT FLORIDA for the 2016-17 travel show season.

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

Mr. Dopp stated that the Task Force has received a \$40,000 contract advance payment from VISIT FLORIDA for the 2017-18 travel show season.

a. Travel Shows and Travel Show Assignments

The Task Force agreed by consensus to assign Donna Creamer as the Alternate for F.r.e Messe Munich and Dawn Taylor as the Alternate for the Toronto Outdoor and Adventure Show.

V. New Business

A. VISIT FLORIDA Rural Area of Opportunity Partnership

Brenna Dacks presented an overview of VISIT FLORIDA marketing opportunities.

VI. LEADERSHIP FORUM

Tommy Thompson gave a presentation regarding tips and pointers for making presentations at travel shows.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., November 16, 2017 at the Taylor County Chamber of Commerce in Perry, Florida.

The meeting adjourned at 1:35 p.m.

Dawn Taylor, Chair

11/16/17
Date

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

The Original Florida Tourism Task Force

Balance Sheet

As of 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	105,902.12
Total Accounts Receivable	105,902.12
Other Current Assets	
Prepaid Expense	548.30
Prepaid Travel	1,459.00
Total Other Current Assets	2,007.30
Total Current Assets	149,940.04
TOTAL ASSETS	<u>149,940.04</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	83,671.16
Total Accounts Payable	83,671.16
Other Current Liabilities	
Contract Advance	35,000.00
Total Other Current Liabilities	35,000.00
Total Current Liabilities	118,671.16
Total Liabilities	118,671.16
Equity	
Restricted	42.00
Unrestricted Earnings	64,575.71
Net Income	-33,348.83
Total Equity	31,268.88
TOTAL LIABILITIES & EQUITY	<u>149,940.04</u>

1:17 PM

11/08/17

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 - 10 ite...	-2,098.07	
Total Uncleared Transactions	-2,098.07	
Register Balance as of 07/31/2017	42,030.62	
New Transactions		
Checks and Payments - 28 ite...	-72,474.87	
Deposits and Credits - 6 items	153,083.73	
Total New Transactions	80,608.86	
Ending Balance	122,639.48	

KAB
11-8-17

**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...	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 - 10 items						
Bill Pmt -Check	01/05/2017	1108	The Freeman Co...		-109.83	-109.83
Bill Pmt -Check	06/22/2017	1184	Penn State Expo...		-111.30	-221.13
Bill Pmt -Check	07/13/2017	1191	Scarborough Co...		-437.00	-658.13
Bill Pmt -Check	07/13/2017	1189	Cody A. Gray		-49.00	-707.13
Bill Pmt -Check	07/27/2017	1192	Dawn Taylor		-410.39	-1,117.52
Bill Pmt -Check	07/27/2017	1197	Susie Page		-394.06	-1,511.58
Bill Pmt -Check	07/27/2017	1195	Phyllis G. Williams		-362.91	-1,874.49
Bill Pmt -Check	07/27/2017	1196	Sandy Beach		-98.00	-1,972.49
Bill Pmt -Check	07/27/2017	1194	Kristina Walker		-98.00	-2,070.49
Bill Pmt -Check	07/27/2017	1193	Florida Dept Stat...		-27.58	-2,098.07
Total Checks and Payments					-2,098.07	-2,098.07
Total Uncleared Transactions					-2,098.07	-2,098.07
Register Balance as of 07/31/2017					-3,894.72	42,030.62
New Transactions						
Checks and Payments - 28 items						
Bill Pmt -Check	08/03/2017	1198	Florida Suncoast...		-1,500.00	-1,500.00
Bill Pmt -Check	08/03/2017	1199	NCFRPC		-134.28	-1,634.28
Bill Pmt -Check	08/17/2017	1201	Katrina Richardson		-356.68	-1,990.96
Bill Pmt -Check	08/17/2017	1200	Cassandra Key		-85.00	-2,075.96
Check	08/25/2017		Capital City Bank		-5.06	-2,081.02
Bill Pmt -Check	08/31/2017	1202	NCFRPC		-11,761.90	-13,842.92
Bill Pmt -Check	08/31/2017	1204	United Parcel Se...		-63.92	-13,906.84
Bill Pmt -Check	08/31/2017	1203	United Parcel Se...		-63.76	-13,970.60
Bill Pmt -Check	09/21/2017	1213	Unicomm, LLC		-10,485.00	-24,455.60
Bill Pmt -Check	09/21/2017	1206	Chocklett Press	*	-4,000.00	-28,455.60
Bill Pmt -Check	09/21/2017	1208	National Event M...	*	-3,426.37	-31,881.97
Bill Pmt -Check	09/21/2017	1205	Boston Globe Tr...		-3,020.00	-34,901.97
Bill Pmt -Check	09/21/2017	1212	Telegraph Event...		-2,609.23	-37,511.20
Bill Pmt -Check	09/21/2017	1209	RenaissancePrin...	*	-2,497.20	-40,008.40
Bill Pmt -Check	09/21/2017	1210	Rutabaga Paddle...		-1,635.25	-41,643.65
Bill Pmt -Check	09/21/2017	1207	Hardman Produc...	*	-1,300.00	-42,943.65
Bill Pmt -Check	09/21/2017	1211	RVEx Recreation...		-1,249.00	-44,192.65
Bill Pmt -Check	09/21/2017	1214	United Parcel Se...	*	-3.83	-44,196.48
Check	09/25/2017		Capital City Bank		-6.88	-44,203.36
Bill Pmt -Check	09/28/2017	1216	Unicomm, LLC	*	-300.00	-44,503.36
Bill Pmt -Check	09/28/2017	1215	KoonsS	*	-250.00	-44,753.36
Bill Pmt -Check	09/28/2017	1217	United Parcel Se...	*	-3.84	-44,757.20
Bill Pmt -Check	10/12/2017	1220	Chocklett Press	*	-4,000.00	-48,757.20
Bill Pmt -Check	10/12/2017	1219	Two Tree, Inc.	*	-935.00	-49,692.20
Bill Pmt -Check	10/12/2017	1218	JS Design Studio	*	-470.00	-50,162.20
Check	10/25/2017		Capital City Bank	*	-14.41	-50,176.61

1:17 PM

11/08/17

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
Bill Pmt -Check	10/26/2017	1221	JUMPEM		-21,000.00	-71,176.61
Bill Pmt -Check	10/26/2017	1222	NCFRPC	*	-1,298.26	-72,474.87
Total Checks and Payments					-72,474.87	-72,474.87
Deposits and Credits - 6 items						
Deposit	09/20/2017				50.00	50.00
Deposit	10/10/2017			*	2,000.00	2,050.00
Deposit	10/13/2017			*	40,000.00	42,050.00
Deposit	10/24/2017			*	1,000.00	43,050.00
Deposit	10/25/2017			*	34,388.98	77,438.98
Deposit	10/31/2017				75,644.75	153,083.73
Total Deposits and Credits					153,083.73	153,083.73
Total New Transactions					80,608.86	80,608.86
Ending Balance					76,714.14	122,639.48



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

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
XXXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER					
Date	Check No	Amount	Date	Check No	Amount
7/17	1182	1,304.61	7/07	1187	231.48 ✓
7/25	1183	372.15	7/11	1188	377.24 ✓
7/10	1186*	250.00	7/25	1190*	445.68 ✓

* Denotes missing check numbers

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-----

00001607-0002642-0002-0004-FCC31545080117103347-01-L



Capital City Bank

THE ORIGINAL FLORIDA TOURIST CHECK BOOK
PRINTED IN THE U.S.A.
CANCELS ALL FLORIDA SALES TAXES
ISSUED BY THE FLORIDA TOURIST CHECK BOOK BOARD

DATE: 07-11-17

TO: 1190

AMOUNT: \$ 1190.00

NO. 1190

07/11/2017 \$1,190.00

Natural North Florida

THE ORIGINAL FLORIDA TOURIST CHECK BOOK
PRINTED IN THE U.S.A.
CANCELS ALL FLORIDA SALES TAXES
ISSUED BY THE FLORIDA TOURIST CHECK BOOK BOARD

DATE: 07/17/2017

TO: 1182

AMOUNT: \$ 1,304.61

NO. 1182

07/17/2017 \$1,304.61

Natural North Florida

THE ORIGINAL FLORIDA TOURIST CHECK BOOK
PRINTED IN THE U.S.A.
CANCELS ALL FLORIDA SALES TAXES
ISSUED BY THE FLORIDA TOURIST CHECK BOOK BOARD

DATE: 07/25/2017

TO: 1183

AMOUNT: \$ 372.15

NO. 1183

07/25/2017 \$372.15

Natural North Florida

THE ORIGINAL FLORIDA TOURIST CHECK BOOK
PRINTED IN THE U.S.A.
CANCELS ALL FLORIDA SALES TAXES
ISSUED BY THE FLORIDA TOURIST CHECK BOOK BOARD

DATE: 07/10/2017

TO: 1186

AMOUNT: \$ 250.00

NO. 1186

07/10/2017 \$250.00

Natural North Florida

THE ORIGINAL FLORIDA TOURIST CHECK BOOK
PRINTED IN THE U.S.A.
CANCELS ALL FLORIDA SALES TAXES
ISSUED BY THE FLORIDA TOURIST CHECK BOOK BOARD

DATE: 07/07/2017

TO: 1187

AMOUNT: \$ 231.48

NO. 1187

07/07/2017 \$231.48

Natural North Florida

THE ORIGINAL FLORIDA TOURIST CHECK BOOK
PRINTED IN THE U.S.A.
CANCELS ALL FLORIDA SALES TAXES
ISSUED BY THE FLORIDA TOURIST CHECK BOOK BOARD

DATE: 07/11/2017

TO: 1188

AMOUNT: \$ 377.24

NO. 1188

07/11/2017 \$377.24

Natural North Florida

THE ORIGINAL FLORIDA TOURIST CHECK BOOK
PRINTED IN THE U.S.A.
CANCELS ALL FLORIDA SALES TAXES
ISSUED BY THE FLORIDA TOURIST CHECK BOOK BOARD

DATE: 07/25/2017

TO: 1190

AMOUNT: \$ 445.68

NO. 1190

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)

	Budget	July 2017	Year to Date	Over/(Under) Budget
Income				
Co-op Regional Marketing Program Fee	49,000.00	0.00	53,000.00	4,000.00
DEO Rural Development Grant 15/16	51,225.00	0.00	0.00	(51,225.00)
DEO Rural Development Grant 16/17	150,000.00	18,233.98	18,233.98	(131,766.02)
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	18,233.98	172,686.93	(239,613.07)
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 Canoeopia	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	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	(25,245.00)
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)

	<u>Budget</u>	<u>July 2017</u>	<u>Year to Date</u>	<u>Over/(Under) Budget</u>
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>16,503.03</u>	<u>(23,996.07)</u>	<u>(23,996.07)</u>

The Original Florida Tourism Task Force

Balance Sheet

As of August 31, 2017

	<u>Aug 31, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	28,060.02
Total Checking/Savings	28,060.02
Accounts Receivable	
Accounts Receivable	105,902.12
Total Accounts Receivable	105,902.12
Other Current Assets	
Prepaid Expense	1,048.30
Prepaid Travel	1,000.00
Total Other Current Assets	2,048.30
Total Current Assets	136,010.44
TOTAL ASSETS	<u>136,010.44</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	72,635.39
Total Accounts Payable	72,635.39
Other Current Liabilities	
Contract Advance	35,000.00
Total Other Current Liabilities	35,000.00
Total Current Liabilities	107,635.39
Total Liabilities	107,635.39
Equity	
Restricted	42.00
Unrestricted Earnings	64,575.71
Net Income	-36,242.66
Total Equity	28,375.05
TOTAL LIABILITIES & EQUITY	<u>136,010.44</u>

1:24 PM

11/08/17

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 08/31/2017

	Aug 31, 17	
Beginning Balance	44,128.69	✓
Cleared Transactions		
Checks and Payments - 14 ite...	-4,067.79	✓
Total Cleared Transactions	-4,067.79	
Cleared Balance	40,060.90	✓
Uncleared Transactions		
Checks and Payments - 4 items	-12,000.88	
Total Uncleared Transactions	-12,000.88	
Register Balance as of 08/31/2017	28,060.02	
New Transactions		
Checks and Payments - 20 ite...	-58,504.27	
Deposits and Credits - 6 items	153,083.73	
Total New Transactions	94,579.46	
Ending Balance	122,639.48	

REP 11-8-17

The Original Florida Tourism Task Force Reconciliation Detail

Cash in Bank - Capital City, Period Ending 08/31/2017

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						44,128.69
Cleared Transactions						
Checks and Payments - 14 items						
Bill Pmt -Check	01/05/2017	1108	The Freeman Co...	X	-109.83	-109.83
Bill Pmt -Check	07/13/2017	1191	Scarborough Co...	X	-437.00	-546.83
Bill Pmt -Check	07/13/2017	1189	Cody A. Gray	X	-49.00	-595.83
Bill Pmt -Check	07/27/2017	1192	Dawn Taylor	X	-410.39	-1,006.22
Bill Pmt -Check	07/27/2017	1197	Susie Page	X	-394.06	-1,400.28
Bill Pmt -Check	07/27/2017	1195	Phyllis G. Williams	X	-362.91	-1,763.19
Bill Pmt -Check	07/27/2017	1194	Kristina Walker	X	-98.00	-1,861.19
Bill Pmt -Check	07/27/2017	1196	Sandy Beach	X	-98.00	-1,959.19
Bill Pmt -Check	07/27/2017	1193	Florida Dept Stat...	X	-27.58	-1,986.77
Bill Pmt -Check	08/03/2017	1198	Florida Suncoast...	X	-1,500.00	-3,486.77
Bill Pmt -Check	08/03/2017	1199	NCFRPC	X	-134.28	-3,621.05
Bill Pmt -Check	08/17/2017	1201	Katrina Richardson	X	-356.68	-3,977.73
Bill Pmt -Check	08/17/2017	1200	Cassandra Key	X	-85.00	-4,062.73
Check	08/25/2017		Capital City Bank	X	-5.06	-4,067.79
Total Checks and Payments					-4,067.79	-4,067.79
Total Cleared Transactions					-4,067.79	-4,067.79
Cleared Balance					-4,067.79	40,060.90
Uncleared Transactions						
Checks and Payments - 4 items						
Bill Pmt -Check	06/22/2017	1184	Penn State Expo...		-111.30	-111.30
Bill Pmt -Check	08/31/2017	1202	NCFRPC		-11,761.90	-11,873.20
Bill Pmt -Check	08/31/2017	1204	United Parcel Se...		-63.92	-11,937.12
Bill Pmt -Check	08/31/2017	1203	United Parcel Se...		-63.76	-12,000.88
Total Checks and Payments					-12,000.88	-12,000.88
Total Uncleared Transactions					-12,000.88	-12,000.88
Register Balance as of 08/31/2017					-16,068.67	28,060.02
New Transactions						
Checks and Payments - 20 items						
Bill Pmt -Check	09/21/2017	1213	Unicomm, LLC		-10,485.00	-10,485.00
Bill Pmt -Check	09/21/2017	1206	Chocklett Press	*	-4,000.00	-14,485.00
Bill Pmt -Check	09/21/2017	1208	National Event M...	*	-3,426.37	-17,911.37
Bill Pmt -Check	09/21/2017	1205	Boston Globe Tr...		-3,020.00	-20,931.37
Bill Pmt -Check	09/21/2017	1212	Telegraph Event...		-2,609.23	-23,540.60
Bill Pmt -Check	09/21/2017	1209	RenaissancePrin...	*	-2,497.20	-26,037.80
Bill Pmt -Check	09/21/2017	1210	Rutabaga Paddle...		-1,635.25	-27,673.05
Bill Pmt -Check	09/21/2017	1207	Hardman Produc...	*	-1,300.00	-28,973.05
Bill Pmt -Check	09/21/2017	1211	RVEx Recreation...		-1,249.00	-30,222.05
Bill Pmt -Check	09/21/2017	1214	United Parcel Se...	*	-3.83	-30,225.88
Check	09/25/2017		Capital City Bank		-6.88	-30,232.76
Bill Pmt -Check	09/28/2017	1216	Unicomm, LLC	*	-300.00	-30,532.76
Bill Pmt -Check	09/28/2017	1215	KoonsS	*	-250.00	-30,782.76
Bill Pmt -Check	09/28/2017	1217	United Parcel Se...	*	-3.84	-30,786.60
Bill Pmt -Check	10/12/2017	1220	Chocklett Press	*	-4,000.00	-34,786.60
Bill Pmt -Check	10/12/2017	1219	Two Tree, Inc.	*	-935.00	-35,721.60
Bill Pmt -Check	10/12/2017	1218	JS Design Studio	*	-470.00	-36,191.60
Check	10/25/2017		Capital City Bank	*	-14.41	-36,206.01
Bill Pmt -Check	10/26/2017	1221	JUMPEM		-21,000.00	-57,206.01
Bill Pmt -Check	10/26/2017	1222	NCFRPC	*	-1,298.26	-58,504.27
Total Checks and Payments					-58,504.27	-58,504.27

1:24 PM

11/08/17

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 08/31/2017

Type	Date	Num	Name	Clr	Amount	Balance
Deposits and Credits - 6 items						
Deposit	09/20/2017				50.00	50.00
Deposit	10/10/2017			*	2,000.00	2,050.00
Deposit	10/13/2017			*	40,000.00	42,050.00
Deposit	10/24/2017			*	1,000.00	43,050.00
Deposit	10/25/2017			*	34,388.98	77,438.98
Deposit	10/31/2017				75,644.75	153,083.73
Total Deposits and Credits					153,083.73	153,083.73
Total New Transactions					94,579.46	94,579.46
Ending Balance					78,510.79	122,639.48



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SKAD

00001566 FCC31545090117104220 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PLACE
GAINESVILLE FL 32653-1603

Date 8/31/17
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
Deposits/Credits
14 Checks/Debits
Service Charges
Interest Paid
Ending Balance

XXXXXXXX2204
44,128.69 ✓
.00 ✓
4,067.79 ✓
.00 ✓
.00 ✓
40,060.90 ✓
Images
Statement Dates 8/01/17 thru 8/31/17
Days in this Statement Period 31
Avg Ledger Balance 41,586.87
Avg Collected Balance 41,586.87

OTHER DEBITS

Date	Description	Amount
8/11	AUTO-OWNERS INS. PREM TEL	437.00- ✓
8/25	Account Analysis Charge	5.06- ✓

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
8/02	1108	109.83 ✓	8/07	1194	98.00 ✓
8/08	1189*	49.00 ✓	8/01	1195	362.91 ✓
8/24	1192*	410.39 ✓	8/03	1196	98.00 ✓
8/03	1193	27.58 ✓	8/04	1197	394.06 ✓

* Denotes missing check numbers

RECEIVED

SEP 07 2017

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL





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

Date 8/31/17
Primary Account

Page 2
XXXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER					
Date	Check No	Amount	Date	Check No	Amount
8/15	1198	1,500.00	8/22	1200	85.00 ✓
8/03	1199	134.28	8/23	1201	356.68 ✓

* Denotes missing check numbers

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
8/01	43,765.78	8/07	42,904.03	8/22	40,833.03
8/02	43,655.95	8/08	42,855.03	8/23	40,476.35
8/03	43,396.09	8/11	42,418.03	8/24	40,065.96
8/04	43,002.03	8/15	40,918.03	8/25	40,060.90

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

00001566-0002555-0002-0004-FCC31545090117104220-01-L



Natural North Florida THE ORIGINAL FLORIDA TOURISM TAKE FUND
 PAY TO THE ORDER OF: The Freeman Company (SFO) Ltd
 One Hundred Nine and 00/100
 \$ 109.83
 The Freeman Company (SFO) Ltd
 Unit DC5
 Paradise Park
 Imperial Park
 Conway CVR 3LF UK
 #001108# 1063100688C 0224792204P /0000010983/

1108 08/02/2017 \$109.83

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAKE FUND
 PAY TO THE ORDER OF: Dody A. Gray
 Forty Nine and 00/100
 \$ 49.00
 Dody A. Gray
 187 SE Fontaine Oaks
 Lake City, FL 32003
 #001189# 1063100688C 0224792204P

1189 08/08/2017 \$49.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAKE FUND
 PAY TO THE ORDER OF: Dawn Taylor
 Four Hundred Ten and 00/100
 \$ 410.39
 Dawn Taylor
 Perry Taylor County Chamber of Commerce
 P.O. Box 982
 Perry, FL 32349
 #001192# 1063100688C 0224792204P

1192 08/24/2017 \$410.39

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAKE FUND
 PAY TO THE ORDER OF: Florida Department of State
 Twenty Seven and 00/100
 \$ 27.58
 Florida Dept. of State Publications
 Division of Adult Services
 RJA Gray Building
 500 E. Broadway St. 4th Floor
 Tallahassee, FL 32399-0030
 #001193# 1063100688C 0224792204P

1193 08/03/2017 \$27.58

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAKE FUND
 PAY TO THE ORDER OF: Kristina Walker
 Ninety Eight and 00/100
 \$ 98.00
 Kristina Walker
 Perry Taylor County Chamber of Commerce
 P.O. Box 982
 Perry, FL 32349
 #001194# 1063100688C 0224792204P

1194 08/07/2017 \$98.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAKE FUND
 PAY TO THE ORDER OF: Phyllis Williams
 Three Hundred Sixty Two and 00/100
 \$ 362.91
 Phyllis G. Williams
 315 SW Highway 98
 Madison, FL 32340
 #001195# 1063100688C 0224792204P

1195 08/01/2017 \$362.91

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAKE FUND
 PAY TO THE ORDER OF: Sandy Beach
 Ninety Eight and 00/100
 \$ 98.00
 Sandy Beach
 20845 Kingston Beach Dr
 Perry, FL 32349
 #001196# 1063100688C 0224792204P

1196 08/03/2017 \$98.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAKE FUND
 PAY TO THE ORDER OF: Scale Page
 Three Hundred Ninety Four and 00/100
 \$ 394.06
 Scale Page
 Swann River Landscaping LLC
 1221 NW Pineville Road
 Alafia, FL 32008
 #001197# 1063100688C 0224792204P

1197 08/04/2017 \$394.06

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAKE FUND
 PAY TO THE ORDER OF: Florida Railroad Tourism Promotions, Inc.
 One Thousand Five Hundred and 00/100
 \$ 1,500.00
 Florida Railroad Tourism Promotions, Inc.
 10750 72nd Street
 Largo, FL 32777
 #001198# 1063100688C 0224792204P

1198 08/15/2017 \$1,500.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAKE FUND
 PAY TO THE ORDER OF: Ft. Central FL Regional Planning Council
 One Hundred Thirty Four and 00/100
 \$ 134.28
 Ft. Central FL Regional Planning Council
 2024 NW 6th Place
 Ocala, FL 32803-1803
 #001199# 1063100688C 0224792204P

1199 08/03/2017 \$134.28

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAKE FUND
 PAY TO THE ORDER OF: Cassandra Key
 Eighty Five and 00/100
 \$ 85.00
 Cassandra Key
 Levy County Visitors Bureau
 P.O. Box 1324
 Groveland, FL 32821
 #001200# 1063100688C 0224792204P

1200 08/22/2017 \$85.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAKE FUND
 PAY TO THE ORDER OF: Krista Richardson
 Three Hundred Fifty Six and 00/100
 \$ 356.68
 Krista Richardson
 P.O. Box 1284
 Micanopy, FL 32348
 #001201# 1063100688C 0224792204P

1201 08/23/2017 \$356.68

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

(These financial statements are unaudited)

Income	Budget	August 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	18,233.98	(131,766.02)
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	172,686.93	(239,613.07)
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	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	0.00	57.60	(442.40)
Print VNNF Outdoor Guide	500.00	0.00	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	0.00	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 August 31, 2017

(These financial statements are unaudited)

	Budget	August 2017	Year to Date	Over/(Under) Budget
Dallas Travel Expo	7,300.00	0.00	8,846.49	1,546.49
Madison, WI Canoecopia	6,550.00	0.00	4,851.29	(1,698.71)
NY Times Travel Show	8,950.00	0.00	3,786.49	(5,163.51)
Philadelphia Travel Show	8,350.00	0.00	6,713.72	(1,636.28)
Atlanta RV & Camping Show	4,600.00	0.00	3,238.47	(1,361.53)
Washington DC Travel Expo	7,950.00	0.00	5,827.18	(2,122.82)
Chicago Travel & Adventure Show	7,850.00	0.00	5,822.72	(2,027.28)
Out State Show #1 - Minn Winter	12,750.00	0.00	4,162.56	(8,587.44)
Out State Show #2 - Hershey	13,250.00	0.00	704.00	(12,546.00)
Out State Show #3 - Bike NY	6,500.00	0.00	4,393.36	(2,106.64)
Out State Show #4 - Minn Spring	0.00	0.00	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	0.00	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	1,000.00	7,200.00	(2,175.00)
Total Advertising	46,175.00	1,000.00	21,930.00	(24,245.00)
Total Marketing	299,000.00	1,000.00	171,262.12	(127,737.88)
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 August 31, 2017

(These financial statements are unaudited)

	Budget	August 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	0.00	250.00	250.00
Total Memberships	1,000.00	0.00	1,105.00	105.00
Professional Enhancement				
Governor's Tourism Conference	5,000.00	1,757.26	1,757.26	(3,242.74)
SE Tourism Society Marketing College	10,500.00	0.00	11,746.36	1,246.36
Total Professional Enhancement	15,500.00	1,757.26	13,503.62	(1,996.38)
Bank Charges	200.00	5.06	189.47	(10.53)
Legal				
Advertising	300.00	0.00	76.02	(223.98)
Expenses	300.00	0.00	61.25	(238.75)
Total Legal	600.00	0.00	137.27	(462.73)
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	5,000.00	0.00	0.00	(5,000.00)
Miscellaneous	2,000.00	0.00	1,304.93	(695.07)
Telephone	300.00	0.00	0.00	(300.00)
Postage	300.00	131.51	224.42	(75.58)
Total NonMarketing Expense	113,300.00	1,893.83	28,314.71	(84,985.29)
Total Expenses	412,300.00	2,893.83	199,576.83	(212,723.17)
Net Income	0.00	(2,893.83)	(26,889.90)	(26,889.90)

The Original Florida Tourism Task Force
Balance Sheet
As of September 30, 2017

	<u>Sep 30, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	-2,676.58
Total Checking/Savings	-2,676.58
Accounts Receivable	
Accounts Receivable	177,875.06
Total Accounts Receivable	177,875.06
Other Current Assets	
Prepaid Expense	937.00
Prepaid Registration Fees	24,024.85
Prepaid Travel	1,000.00
Total Other Current Assets	25,961.85
Total Current Assets	201,160.33
TOTAL ASSETS	<u>201,160.33</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	89,286.15
Total Accounts Payable	89,286.15
Other Current Liabilities	
Contract Advance	40,000.00
Total Other Current Liabilities	40,000.00
Total Current Liabilities	129,286.15
Total Liabilities	129,286.15
Equity	
Restricted	42.00
Unrestricted Earnings	64,575.71
Net Income	7,256.47
Total Equity	71,874.18
TOTAL LIABILITIES & EQUITY	<u>201,160.33</u>

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11/08/17

**The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 09/29/2017**

	<u>Sep 29, 17</u>	
Beginning Balance	40,060.90	✓
Cleared Transactions		
Checks and Payments - 8 items	-25,377.01	✓
Deposits and Credits - 1 item	50.00	✓
Total Cleared Transactions	-25,327.01	
Cleared Balance	<u>14,733.89</u>	✓
Uncleared Transactions		
Checks and Payments - 10 items	-17,410.47	
Total Uncleared Transactions	-17,410.47	
Register Balance as of 09/29/2017	<u>-2,676.58</u>	
New Transactions		
Checks and Payments - 6 items	-27,717.67	
Deposits and Credits - 5 items	153,033.73	
Total New Transactions	125,316.06	
Ending Balance	<u><u>122,639.48</u></u>	

KAP
11-8-17

The Original Florida Tourism Task Force Reconciliation Detail Cash in Bank - Capital City, Period Ending 09/29/2017

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						40,060.90
Cleared Transactions						
Checks and Payments - 8 items						
Bill Pmt -Check	06/22/2017	1184	Penn State Expo...	X	-111.30	-111.30
Bill Pmt -Check	08/31/2017	1202	NCFRPC	X	-11,761.90	-11,873.20
Bill Pmt -Check	08/31/2017	1204	United Parcel Se...	X	-63.92	-11,937.12
Bill Pmt -Check	08/31/2017	1203	United Parcel Se...	X	-63.76	-12,000.88
Bill Pmt -Check	09/21/2017	1213	Unicomm, LLC	X	-10,485.00	-22,485.88
Bill Pmt -Check	09/21/2017	1210	Rutabaga Paddle...	X	-1,635.25	-24,121.13
Bill Pmt -Check	09/21/2017	1211	RVEx Recreation...	X	-1,249.00	-25,370.13
Check	09/25/2017		Capital City Bank	X	-6.88	-25,377.01
Total Checks and Payments					-25,377.01	-25,377.01
Deposits and Credits - 1 item						
Deposit	09/20/2017			X	50.00	50.00
Total Deposits and Credits					50.00	50.00
Total Cleared Transactions					-25,327.01	-25,327.01
Cleared Balance					-25,327.01	14,733.89
Uncleared Transactions						
Checks and Payments - 10 items						
Bill Pmt -Check	09/21/2017	1206	Chocklett Press		-4,000.00	-4,000.00
Bill Pmt -Check	09/21/2017	1208	National Event M...		-3,426.37	-7,426.37
Bill Pmt -Check	09/21/2017	1205	Boston Globe Tr...		-3,020.00	-10,446.37
Bill Pmt -Check	09/21/2017	1212	Telegraph Event...		-2,609.23	-13,055.60
Bill Pmt -Check	09/21/2017	1209	RenaissancePrin...		-2,497.20	-15,552.80
Bill Pmt -Check	09/21/2017	1207	Hardman Produc...		-1,300.00	-16,852.80
Bill Pmt -Check	09/21/2017	1214	United Parcel Se...		-3.83	-16,856.63
Bill Pmt -Check	09/28/2017	1216	Unicomm, LLC		-300.00	-17,156.63
Bill Pmt -Check	09/28/2017	1215	KoonsS		-250.00	-17,406.63
Bill Pmt -Check	09/28/2017	1217	United Parcel Se...		-3.84	-17,410.47
Total Checks and Payments					-17,410.47	-17,410.47
Total Uncleared Transactions					-17,410.47	-17,410.47
Register Balance as of 09/29/2017					-42,737.48	-2,676.58
New Transactions						
Checks and Payments - 6 items						
Bill Pmt -Check	10/12/2017	1220	Chocklett Press	*	-4,000.00	-4,000.00
Bill Pmt -Check	10/12/2017	1219	Two Tree, Inc.	*	-935.00	-4,935.00
Bill Pmt -Check	10/12/2017	1218	JS Design Studio	*	-470.00	-5,405.00
Check	10/25/2017		Capital City Bank	*	-14.41	-5,419.41
Bill Pmt -Check	10/26/2017	1221	JUMPEM	*	-21,000.00	-26,419.41
Bill Pmt -Check	10/26/2017	1222	NCFRPC	*	-1,298.26	-27,717.67
Total Checks and Payments					-27,717.67	-27,717.67
Deposits and Credits - 5 items						
Deposit	10/10/2017			*	2,000.00	2,000.00
Deposit	10/13/2017			*	40,000.00	42,000.00
Deposit	10/24/2017			*	1,000.00	43,000.00
Deposit	10/25/2017			*	34,388.98	77,388.98
Deposit	10/31/2017				75,644.75	153,033.73
Total Deposits and Credits					153,033.73	153,033.73
Total New Transactions					125,316.06	125,316.06
Ending Balance					82,578.58	122,639.48



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SKAT



00002534 FCC31545093017082402 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PLACE
GAINESVILLE FL 32653-1603

Date 9/29/17
Primary Account

Page 1
XXXXXXXX2204

We are lending. Apply today for personal, business and commercial loans. Hacemos prestamos. Prestamos personales, prestamos comerciales y prestamos para negocios. Aplique hoy. * Equal Housing Lender

CHECKING ACCOUNT

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

XXXXXXXX2204	Images	8
40,060.90 ✓	Statement Dates	9/01/17 thru 10/01/17
50.00 ✓	Days in this Statement Period	31
25,377.01 ✓	Avg Ledger Balance	31,210.45
.00	Avg Collected Balance	31,208.84
.00		
14,733.89 ✓		

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
9/20	Deposit	50.00 ✓

OTHER DEBITS

Date	Description	Amount
9/25	Account Analysis Charge	6.88- ✓

RECEIVED

OCT 04 2017

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL

00002534-0003581-0001-0004-FCC31545093017082402-01-L





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

Date 9/29/17
Primary Account

Page 2
XXXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER					
Date	Check No	Amount	Date	Check No	Amount
9/27	1184	111.30	9/29	1210*	1,635.25
9/15	1202*	11,761.90	9/28	1211	1,249.00
9/13	1203	63.76	9/26	1213*	10,485.00
9/26	1204	63.92			

* Denotes missing check numbers

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
9/01	40,060.90	9/20	28,285.24	9/27	17,618.14
9/13	39,997.14	9/25	28,278.36	9/28	16,369.14
9/15	28,235.24	9/26	17,729.44	9/29	14,733.89

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

00002534-0003582-0002-0004-FCC31545093017082402-01-L



0

09/20/2017

\$50.00

100% Natural North Florida
THE ORANGE FLORIDA TROPICAL SOIL POWER
GOLF & PLAYA
AMERICAN FLORIDA TROPICAL SOIL
301 200 200

United City
Banc

1104

5/22/17

PER TO THE
OFFICE OF

Penn State Expo Services Inc.

\$ 111.50

One Hundred Eleven and 50/100

Penn State Expo Services Inc.
2700 Parkers Rd., Unit 3
Harrisburg, PA 17111

501.24

1104 1106 1106 1106

1184 09/27/2017 \$111.30

Northern
Natural Florida

THE ENVIRONMENTAL PLANNING TRIBUNE TAPES 1980-2000
JAMES H. WHITE PLACE
UNIVERSITY OF FLORIDA GAINESVILLE
AND LOS ANGELES

Carroll City 1202

AS ABOVE

6/3/2017

ELECTRONIC

H. Central Fl. Regional Planning Council

\$11,761.92 DOLLARS

(Sixteen Thousand Seven Hundred Sixty-One and 20/100)

N. Central Fl. Regional Planning Council
2006 NW 57th Place
Columbus, FL 32506-1803

S S R K

#CD 3 20 2# HD6 310068 BK QZ24742204*

1202 09/15/2017 \$11,761.90

[illegible]


Natural Florida
 THE ORIGINAL FLORIDA FRESH CUT FLA FLOR
 100% PURE NATURAL FLA
 100% PURE NATURAL FLA
 100% PURE NATURAL FLA
 100% PURE NATURAL FLA

3

World City
 1204

9/21/2017

United Parcel Service

S 12.02

2013-2014

10/17/2017

1204

09/26/2017

\$63.92

10/21/2014 10:53:1006686 022492204

Vol. Natural North Florida
 780 UNIVERSITY BLVD., SUITE 100
 GAINESVILLE, FL 32601-1000
 (352) 339-4433
 FAX (352) 339-4433
 1211
 02/20/07
 RIVER Recreational Vehicle Expositions Inc.
 \$1,249.00
 One Thousand Two Hundred Forty Nine and 00/100
 RIVER Recreational Vehicle Expositions Inc.
 PO Box 1007
 Palestine, TX 75655-0007
 1211
 09/28/2017
 \$1,249.00

[illegible]

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

As of September 30, 2017

(These financial statements are unaudited)

	Budget	September 2017	Year to Date	Over/(Under) Budget
Income				
Co-op Regional Marketing Program Fee	49,000.00	0.00	53,000.00	4,000.00
DEO Rural Development Grant 15/16	51,225.00	0.00	0.00	(51,225.00)
DEO Rural Development Grant 16/17	150,000.00	31,972.94	50,206.92	(99,793.08)
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	50.00	2,340.00	2,340.00
Gross Revenue	412,300.00	32,022.94	204,709.87	(207,590.13)
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	2,497.20	2,516.28	(483.72)
Design/ Print New Brochure	9,500.00	4,470.00	4,470.00	(5,030.00)
Design / Print Placemats	2,500.00	0.00	0.00	(2,500.00)
Print VNNF RV Guide	500.00	0.00	57.60	(442.40)
Print VNNF Outdoor Guide	500.00	0.00	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	6,967.20	7,101.48	(22,398.52)
Website				
Bloggers Fees	7,975.00	935.00	4,775.40	(3,199.60)
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	1,400.00	34,400.00	26,150.00
Ultimate Springs Microsite	3,000.00	1,000.00	1,000.00	(2,000.00)
Revise Homepage	6,000.00	0.00	0.00	(6,000.00)
Total Website	39,225.00	3,335.00	40,175.40	950.40
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 September 30, 2017

(These financial statements are unaudited)

	Budget	September 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	111.30	815.30	(12,434.70)
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	0.00	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	111.30	107,408.74	(71,591.26)
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	1,250.00	1,250.00	(3,750.00)
Springs Brochure Distribution	9,375.00	0.00	7,200.00	(2,175.00)
Total Advertising	46,175.00	1,250.00	23,180.00	(22,995.00)
Total Marketing	299,000.00	11,663.50	182,925.62	(116,074.38)
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	5,625.00	5,625.00	(18,875.00)
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	6,224.59	8,174.59	(35,825.41)
	88,400.00	11,849.59	23,699.59	(64,700.41)

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

As of September 30, 2017

(These financial statements are unaudited)

	Budget	September 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	0.00	250.00	250.00
Total Memberships	<u>1,000.00</u>	<u>0.00</u>	<u>1,105.00</u>	<u>105.00</u>
Professional Enhancement				
Governor's Tourism Conference	5,000.00	0.00	1,757.26	(3,242.74)
SE Tourism Society Marketing College	10,500.00	0.00	11,746.36	1,246.36
Total Professional Enhancement	<u>15,500.00</u>	<u>0.00</u>	<u>13,503.62</u>	<u>(1,996.38)</u>
Bank Charges	200.00	6.88	196.35	(3.65)
Legal				
Advertising	300.00	0.00	76.02	(223.98)
Expenses	300.00	0.00	61.25	(238.75)
Total Legal	<u>600.00</u>	<u>0.00</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	3.84	228.26	(71.74)
Total NonMarketing Expense	<u>113,300.00</u>	<u>11,860.31</u>	<u>40,175.02</u>	<u>(73,124.98)</u>
Total Expenses	<u>412,300.00</u>	<u>23,523.81</u>	<u>223,100.64</u>	<u>(189,199.36)</u>
Net Income	<u>0.00</u>	<u>8,499.13</u>	<u>(18,390.77)</u>	<u>(18,390.77)</u>

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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

<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>	
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		
Marketing Budget Detail	Total	Eligible Funding	Remainder
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 2016-17 (10/1/16 to 9/30/17)

Amended 11/16/17

<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	\$58,400
DEO Rural Development Grant, FY 2016-17	\$64,300
VISIT Florida FY 2016-17 RAO Grant - Cash	\$107,700
VISIT Florida FY 2016-17 RAO Grant - In-kind	\$26,300
Transfer From Reserves	\$0
Other	\$1,200
Subtotal	\$257,900
TOTAL REVENUES	\$310,900
Less In-Kind	(\$26,300)
TOTAL REVENUES - CASH	\$284,600
<i>Expenditures</i>	
Bank Charges	\$200
Governor's Conference on Tourism	\$1,800
Internships - North Central Florida Regional Planning Council	\$11,400
Legal Advertising	\$100
Legal Expenses	\$100
(1) Marketing Program for 2016-17	\$186,300
(2) Memberships	\$1,200
Miscellaneous	\$300
North Central Florida Regional Planning Council - Admin FY 2015-16	\$11,000
North Central Florida Regional Planning Council - Admin FY 2016-17	\$38,800
Postage Expenses	\$700
Service Fee - Visit Florida Travel Show Program	\$14,300
Southeast Tourism Society Marketing College	\$13,100
Telephone	\$0
EXPENDITURES - CASH	\$279,300
Contribution to Reserve Funds	\$5,300
TOTAL EXPENDITURES - CASH	\$284,600
Visit Florida Rural Area of Opportunity Partnership (In-kind)	\$26,300
TOTAL EXPENDITURES	\$310,900
<i>Reserve Funds</i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$71,000
TOTAL RESERVE FUNDS	\$71,000

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

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

Amended 11/16/17

Marketing Budget Detail	Total
Planning:	
VisaVues Domestic and International Editions	\$5,100.00
Collateral Material:	
Print 1,000 Copies of Bicycle Guide	\$2,500.00
Design and Print New Regional Brochure (adds Brad, Col, & Ham Co	\$4,500.00
Design & Print Specialty Brochures	\$1,100.00
Website:	
Revise Homepage	\$0.00
Ultimate Bicycle Guide Microsite & Downloadable PDF Guide	\$23,500.00
Ultimate Bicycle Guide Maintenance and Updates	\$1,400.00
Bloggers Fees - Fishing	\$0.00
Ultimate Springs Guide Microsite & Downloadable PDF Guide	\$9,500.00
Ultimate Springs Guide Maintenance and Updates	\$1,000.00
Photography	\$0.00
Website Blogs - 5 Blogs Categories	\$4,800.00
Trade Shows:	
Flash Drives	\$2,500.00
Travel Show Contest	\$1,100.00
Logo patches	\$0.00
Eyeglass Straps	\$1,500.00
Brochures and Popup Displays	\$0.00
Visit Florida Welcome Center Rack Space (In-kind)	\$0.00
State Parks Guides and State Road Maps (In-kind)	\$0.00
Shipping - Berlin and London (In-kind)	\$0.00
Visit Florida Rural Area of Opportunity Partnership (In-kind)	\$26,300.00
Visit Florida - London World Travel Market	\$7,000.00
Visit Florida - Atlanta Boat Show	\$4,600.00
Visit Florida - Washington, DC Tavel & Adventure Show	\$6,600.00
Visit Florida - Chicago Travel & Adventure Show	\$6,000.00
Visit Florida - New York Times Travel Show	\$3,800.00
Visit Florida - Atlanta Camping & RV Show	\$3,400.00
Visit Florida - Telegraph Outdoor Adventure & Travel Show	\$11,800.00
Visit Florida - Chicago RV & Camping Show	\$7,400.00
Visit Florida - Toronto RV & Camping Show	\$8,600.00
Visit Florida - Berlin - ITB Trade Show	\$8,200.00
Visit Florida - Madison, WI - Canoeopia	\$4,900.00
Visit Florida - Philadelphia Travel Expo	\$6,700.00
Visit Florida - Dallas Travel & Adventure Show	\$6,700.00
Out-of-State Travel Show #1 - Minneapolis Winter	\$4,200.00
Out-of-State Travel Show #2 - Hershey RV	\$800.00
Out-of-State Travel Show #3 - Bike New Expo York	\$6,700.00
Out-of-State Travel Show #1 - Minneapolis Spring	\$4,200.00
I-75 Welcome Center Festival	\$0.00
Advertising:	
New vnnf.org & Travel Show Website Digital Advertising Campaign	\$8,000.00
Florida State Parks Mobile Advertisement	\$0.00
Social Media Postings (Facebook, Twitter, Instagram)	\$0.00
Quarterly eNewsletters	\$4,300.00
Undiscovered Florida Co-op Advertisement	\$6,700.00
Distribution of Springs and More Brochure	\$7,200.00
Total Marketing Expenditure	\$212,600.00
Administration	
North Central Florida Regional Planning Council - Visit Florida, DEO FY 2015-16	\$11,000.00
North Central Florida Regional Planning Council - Visit Florida, DEO FY 2016-17	\$18,800.00
North Central Florida Regional Planning Council - Regional Marketing Program Fees, FY 2016-17	\$20,000.00
Bank Charges	\$200.00
Legal Advertising	\$100.00
Legal Expenses	\$100.00
Other Administrative Expenses/Miscellaneous	\$300.00
Postage	\$700.00
Service Fee - Visit Florida Travel Show Program	\$14,300.00
Telephone	\$0.00
Membership Organizations - Annual Dues	
VISIT FLORIDA Annual Dues	\$400.00
Southeastern Tourism Society Annual Dues	\$300.00
Florida Outdoor Writers Association Annual Dues	\$200.00
Ride with GPS	\$300.00
Professional Enhancement	
Southeastern Tourism Society Marketing College	\$13,100.00
Governor's Tourism Conference	\$1,800.00
Internships - North Central Florida Regional Planning Council	
Harvey Campbell Memorial Internship	\$5,700.00
Dean Fowler Internship	\$5,700.00
Total Non-Marketing Expenditure	\$93,000.00
Contributino to Reserve Funds	\$5,300.00
Total Expenditure	\$310,900.00

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>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>	
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>Expenditures</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

(1) See Marketing Budget Detail

(2) See Memberships Detail

<i>Reserve Funds</i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$85,000
TOTAL RESERVE FUNDS	\$85,000

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 Travel & 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

Visit Natural NORTH FLORIDA

November 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
3rd Quarter Deliverables Report

Dear Mr. Gitzen:

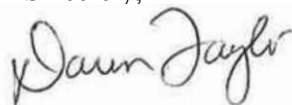
At its November 16, 2017 meeting, The Original Florida Tourism Task Force reviewed and approved the third quarter report and reimbursement request for its Fiscal Year 2016-17 Regional Rural Development Grant.

Please find enclosed the third quarter Deliverables Report and an invoice in the amount of \$56,972.94 for the period July 15, 2017 through October 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.: 3
Date: November 16, 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

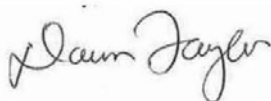
FOR:

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

DESCRIPTION		AMOUNT
Dates of Service: July 15, 2017 to October 14, 2017		
Deliverable A. Website Updates and Enhancement		
Task A.1. Website Enhancements		
Completed Draft of Website Enhancements (Contractual Services)		
Task A.2. Springs and Bicycle Microsites		
Completed review & update of existing links; added 2 bicycle routes and 2 springs (Staff Time)		
Task A.3. Website Blogs		
Posted 11 Website Blogs (Contractual Services)		
Deliverable B. Marketing and Promotion		
Task B.1. Domestic Travel Shows		
Exhibited at a minimum of one travel show during the 2nd quarter (Shipping)		
Task B.2. Advertising Campaign		
Completed first half of digital advertising campaign (Contractual Services)		
Task B.3. Electronic Newsletter		
Distributed 1 Electronic Newsletter (Staff Time and Contractual Services)		
Task B.4. Design and Print Hard Copy Literature		
Designed and printed a minimum of 35,000 pieces of hard copy literature (Contractual Services)		
Deliverable C. Professional Enhancements		
Task C.1. Professional Enhancement Scholarships		
Provided 10 professional enhancement scholarships (Scholarships)		
Task C.2. Professional Organization Memberships		
Paid for 1 Professional Organization Annual Membership (Memberships)		
Expenditures		
Staff time		\$ 9,025.00
Contractual Services		33,517.96
Memberships		285.00
Scholarships		13,676.98
Shipping		468.00
TOTAL		\$ 56,972.94

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

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



Dawn Taylor
Chair

The Original Florida Tourism Task Force

Fiscal Year 2016-17 Regional Rural Development Grant

Third Payment Request

Listing of Invoices, Payments and Associated Checks

November 16, 2017

Name	Invoice Date	Invoice Number	Invoice Amount	Check Date	Check Number	Check Amount	Amount Charged to Grant
Southeast Tourism Society	3/27/2017	n/a	\$10,810.00	3/30/2017	1155	\$10,810.00	\$9,620.00
Two Tree, Inc.	5/10/2017	2017033	\$468.00	5/26/2017	1179	\$4,382.88	\$468.00
Southeast Tourism Society	5/15/2017	21250	\$285.00	5/26/2017	1178	\$285.00	\$285.00
Visit Florida	5/16/2017	50545	\$459.00	5/26/2017	1180	\$854.00	\$459.00
NCFRPC in-house brochure printing #1	5/17/2017	6749	\$231.48	7/6/2017	1187	\$231.48	\$231.48
Cassandra Key	7/5/2017	n/a	\$85.00	8/17/2017	1200	\$85.00	\$85.00
Cody Gray	7/5/2017	n/a	\$49.00	7/13/2017	1189	\$49.00	\$49.00
Dawn Taylor	7/5/2017	n/a	\$410.39	7/27/2017	1192	\$410.39	\$410.39
Katrina Richardson	7/5/2017	n/a	\$356.68	8/17/2017	1201	\$356.68	\$356.68
Kristina Walker	7/5/2017	n/a	\$98.00	7/27/2017	1194	\$98.00	\$98.00
Pat Watson	7/5/2017	n/a	\$445.68	7/13/2017	1190	\$445.68	\$445.68
Phyllis Williams	7/5/2017	n/a	\$362.91	7/27/2017	1195	\$362.91	\$362.91
Sandy Beach	7/5/2017	n/a	\$98.00	7/27/2017	1196	\$98.00	\$98.00
Susie Page	7/5/2017	n/a	\$394.06	7/27/2017	1197	\$394.06	\$394.06
NCFRPC in-house brochure printing #2	7/12/2017	10026	\$134.28	8/3/2017	1199	\$134.28	\$134.28
NCFRPC Governor's Tourism Conference Expense Reimbursement	8/30/2017	6593	\$1,298.26	10/26/2017	1222	\$1,298.26	\$1,298.26
Chocklett Press	9/8/2017	100169	\$4,000.00	9/21/2017	1206	\$4,000.00	\$4,000.00
Renaissance Printing	9/17/2017	584117	\$2,497.20	9/19/2017	1209	\$2,497.20	\$2,497.20
Scott R. Koons	9/25/2017	10	\$250.00	9/28/2017	1215	\$250.00	\$250.00
J&S Design Studio	9/28/2017	4327	\$470.00	10/12/2017	1218	\$470.00	\$470.00
Two Tree, Inc.	10/5/2017	2017055	\$935.00	10/12/2017	1219	\$935.00	\$935.00
Chocklett Press	10/10/2017	100332	\$4,000.00	10/12/2017	1220	\$4,000.00	\$4,000.00
Jumpem, LLC	10/11/2017	2815	\$21,000.00	10/26/2017	1221	\$21,000.00	\$21,000.00
Administration	10/14/2017	n/a	\$5,625.00	n/a	n/a	\$5,625.00	\$5,625.00
NCFRPC - Springs Microsite Maintenance & Update	10/14/2017	n/a	\$1,000.00	n/a	n/a	\$1,000.00	\$1,000.00
NCFRPC - Bicycle Microsite Maintenance & Update	10/14/2017	n/a	\$1,400.00	n/a	n/a	\$1,400.00	\$1,400.00
NCFRPC - Electronic eNewsletter	10/14/2017	n/a	\$1,000.00	n/a	n/a	\$1,000.00	\$1,000.00
Total			\$58,162.94			\$62,472.82	\$56,972.94

n/a = not applicable

\\Economic Development\Original Florida\Grants\DEO-Staffing Grants\2016-17\3rd Quarter Report\3rd Quarter Listing of Checks and Invoices.xlsx

Florida Department of Economic Opportunity
Fiscal Year 2016-17
Regional Rural Development Grant
Third Quarter Report
July 15, 2017 through October 14, 2017

Submitted November 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
THIRD QUARTER REPORT
July 15, 2017 through October 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

BICYCLE MICROSITE UPDATES

The Task Force expended \$1,400.00 during the third quarter to update its bicycle microsite. The updates consisted of checking embedded links and other features to make sure they were still active. The Task Force also added two new bicycle routes for Suwannee County. The bicycle microsite can be accessed at <http://www.naturalnorthflorida.com/bike-guide/>. The new Suwannee County bicycle routes can be accessed at http://www.naturalnorthflorida.com/bike_trails/suwannee-river-greenway/ and http://www.naturalnorthflorida.com/bike_trails/suwannee-century/. Copies of North Central Florida Regional Planning Council employee time sheets and pay stubs documenting \$1,400.00 of staff time spent on the microsite updates, Certificate of Indirect Costs are included in Part C.

HOME PAGE WEBSITE ENHANCEMENTS

A draft of revised website pages were created for the Task Force by its vendor as per its contract with the vendor. The Task Force expended \$15,000.00 for the draft website pages as per its contract with the vendor. Draft website pages can be found at https://projects.invisionapp.com/share/HRCZID96D#/screens/247168592_Natural-North-Florida-Index. Copies of the invoice and cancelled check are included in Part D.

PHOTOGRAPHS

During the third quarter, the Task Force photographer, Two Tree, Inc., took photographs of the region as per the contract between the Task Force and the vendor. It is anticipated that a request for reimbursement will be made for this deliverable during the fourth quarter.

SPRINGS MICROSITE UPDATES

The Task Force expended \$1,000.00 during the third quarter to update its springs microsite. The updates consisted of checking embedded links and other features to make sure they were still active. The Task Force also added two new springs for Suwannee County. The springs microsite can be accessed at <http://www.naturalnorthflorida.com/springs-guide/>. The new Suwannee County springs can be accessed at http://www.naturalnorthflorida.com/spring_trails/wes-skiles-peacock-springs-state-park/ and http://www.naturalnorthflorida.com/spring_trails/little-river-springs/ http://www.naturalnorthflorida.com/bike_trails/suwannee-century/. Copies of North Central Florida Regional Planning Council employee time sheets and pay stubs documenting \$1,000.00

of staff time spent on the springs microsite update and Certificate of Indirect Costs are included in Part E.

WEBSITE BLOGS

The Task Force expended a total of \$935.00 for 11 website blogs during the third quarter. A listing of blogs with hyperlinks to each blog posting, vendor invoice and cancelled check are included in Part F.

MARKETING AND PROMOTION

ADVERTISING CAMPAIGN

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

The Task Force expended \$6,000.00 as partial payment of a digital advertising campaign as per its contract with its vendor. A copy of the campaign results for October 1 - October 15, 2017, invoice and cancelled check are included in Part G.

DESIGN AND PRINT HARD COPY LITERATURE

The Task Force expended \$2,497.20 during the third quarter to print 1,000 copies of its bicycle guide. The bicycle guide can be found at http://www.ncfrpc.org/download/steve/Visit%20Natural%20North%20Florida/VNNF_Bicycle_Guide_2016.pdf. A copy of the invoice and cancelled check are included in Part H.

The Task Force expended \$8,000.00 during the third quarter to redesign and print 140,000 copies of its Exhilarating Natural North Florida brochure. A copy of the brochure can be viewed at http://www.ncfrpc.org/download/steve/Visit%20Natural%20North%20Florida/Exhilarating_Nat_N_Fl_Brochure.pdf. Additionally, the Task Force expended \$470.00 with a vendor to redesign the brochure. Copies of invoices and cancelled checks are included in Part H.

The Task Force expended \$231.48 during the second quarter for the printing of 400 copies of its Recreational Vehicle Parks and Recreation Brochure, 400 copies of its Outdoor Adventure brochure, 725 copies of its Suwannee River and Saltwater Paddling Trail Map, and 100 copies of its bicycle flyer brochures in-house. The brochures and flyers were distributed by the Task Force at various travel shows at which it exhibited during the second quarter. Copies of invoices, cancelled checks and the printed items are included in Part H.

Also during the second quarter, the Task Force printed an additional 400 copies of its RV Campsites Guide, and additional 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 second quarter. The Task Force expended \$134.28 during the third quarter for the printing of the material. Copies of invoices, cancelled checks and the printed items are included in Part H.

DOMESTIC TRAVEL SHOWS

Although no activity occurred under this item during the third quarter, the Task Force expended \$468.00 for storage of boxes shipped to Bike Expo New York during the second quarter. The expense was not included in the second quarter report and is therefore included as part of the third quarter report. Copies of the invoices and the cancelled check is included in Part I. Documentation of shipping to Bike Expo New York can be found in pages E-57 through E-63 of the second quarter report.

ELECTRONIC NEWSLETTERS

The Task Force created and distributed one electronic newsletter during the third quarter to approximately 5,500 email addresses. The Task Force spent \$1,000.00 on this item during the third quarter. Additionally, the Task Force expended \$250.00 on electronic newsletter email credits with Mailchimp in order to distribute the electronic newsletter. A copy of the Mailchimp invoice and cancelled check, the newsletter, North Central Florida Regional Planning Council employee time sheets and pay stubs documenting \$1,000.00 of staff time spent on the newsletter and Certificate of Indirect Costs are included in Part J.

PROFESSIONAL ENHANCEMENT

PROFESSIONAL ORGANIZATION ANNUAL MEMBERSHIPS

The Task Force expended \$285.00 for its annual Southeast Tourism Society membership during the second quarter. The Task Force seeks reimbursement for this membership at this time. Copies of the invoice and cancelled check are included in Part K.

PROFESSIONAL ENHANCEMENT SCHOLARSHIPS

The Task Force expended \$11,919.72 for nine scholarships which allowed Task Force members and affiliated staff to attend the Southeast Tourism Society Marketing College May 14-19, 2017 at the University of North Georgia in Dahlonega, Georgia. Registration was paid for Rod Butler who was unable to attend. Mr. Butler was replaced by Cassandra Key. Registration was also paid for Teena Peavey. Ms. Peavey was also unable to attend; however, a replacement could not be found for Ms. Peavey. Therefore, the Task Force is deducting \$1,190.00, the cost of registration for Ms. Peavey, from its registration reimbursement request. Copies of invoices, reimbursement statements and canceled checks are included in Part L.

The Task Force expended \$1,757.26 for one scholarship which allowed one Task Force staff member to attend the 2017 Florida Governor's Tourism Conference held August 27-30, 2017 in Hollywood, Florida. Copies of invoices, reimbursement statements and canceled checks are included in Part M.

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 N.

PROOF OF FINANCIAL MATCH

See the first quarter report.



**COMPLIANCE CERTIFICATION FORM AND
MINORITY VENDOR AND DISABLED VETERANS
BUSINESS REPORT**

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

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 #3 (attached)	July 15 to October 14, 2017
1 Bicycle Microsite Updates - Updated Links and added 2 Bicycle Routes	
1 Draft Website Home Page Enhancements	
1 Springs Microsite Updates - Updated Links and added 2 Springs	
11 Website Blogs	
First Half of Digital Advertising Campaign	
Design & Print 35,000+ Copies of Hard Copy Literature	
1 Electronic Newsletter	
1 Professional Organization Annual Membership	
10 Professional Enhancement Scholarships	
Storage of shipped collateral material for one domestic travel show	
INVOICE AMOUNT	\$56,972.94

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: 11/16/2017

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 #:** 3 **Date:** 11/16/2017

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)
				\$ -	-	\$ -	-	
				\$ -	-	\$ -	-	
				\$ -	-	\$ -	-	
				\$ -	-	\$ -	-	
TOTALS				\$ -	-	\$ -	-	
							\$ -	

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)
				\$ -	-	\$ -	-	
				\$ -	-	\$ -	-	
				\$ -	-	\$ -	-	
				\$ -	-	\$ -	-	
TOTALS				\$ -	-	\$ -	-	
							\$ -	

*Certified DV: **W** - Service-Disabled Veteran Business

Non-Certified DV: **Y - Service-Disabled Veteran Business

Rick Scott
GOVERNOR



Handwritten initials: CJP, SD

Cissy Proctor
EXECUTIVE DIRECTOR

October 30, 2017

RECEIVED

NOV 09 2017

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL

Ms. Dawn Taylor
Chairperson
Original Florida Tourism Task Force
2009 N.W. 67th Place
Gainesville, FL 32653

Dear Ms. Taylor:

It is my pleasure to inform you that the Original Florida Tourism Task Force's application for a Regional Rural Development Grant in the amount of \$150,000.00 has been approved. The purpose of the Regional Rural Development Grant is to provide funding support to regionally based economic development organizations that represent rural counties and communities. This award is to be used to build professional capacity, enhance and support the organization's sustainable economic development activities and marketing efforts in your region.

Please be advised that funds will be provided upon the execution of a grant agreement that will include a scope of work, set of deliverables and proof of financial and in-kind match. If you have any questions about this award or the grant agreement, please contact Robert Gitzen in the Bureau of Economic Development by telephone at (850)-717-8497 or by email at Robert.Gitzen@deo.myflorida.com.

Sincerely

Sherri Martin
Bureau Chief
Bureau of Small Cities and Rural Communities

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Visit Natural
NORTH FLORIDA



Bureau of Economic Development

Regional Rural Development Grant Program

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Regional Rural Development Grant



Application Process:

1. Please review the Program Guidelines before preparing the application. If you have any questions or need assistance please call the Department of Economic Opportunity contact person listed below.
2. Complete applications **must** be submitted to DEO for review at least six weeks prior to desired start date.
3. Both **a hard copy of the application in a 3-ring binder with appropriate tabs** and an electronic version of the document should be transmitted to the following address:

Robert Gitzen, Development Representative III
Department of Economic Opportunity
107 East Madison St., Caldwell Bldg., MSC 160
Tallahassee, FL 32399
Phone: (850) 717-8497, Email: Robert.gitzen@deo.myflorida.com

Applicant Organization:

Name	The Original Florida Tourism Task Force				
Address	2009 NW 67th Place				
City	Gainesville	State	FL	Zip Code	32653
Phone	352.955.2200				
Federal Employer Identification Number	59-3534835				

Applicant Contact:

Name	Steven Dopp		Title	Senior Planner	
Address	2009 NW 67th Place				
City	Gainesville				
State	FL	Zip Code	32653	Phone	352.955.2200 x 109
Email	dopp@ncfrpc.org				

TAB D: DEMONSTRATION OF ORGANIZATION'S EXISTENCE AND INVOLVEMENT IN ECONOMIC DEVELOPMENT ACTIVITIES

Please summarize the manner in which the organization is currently actively involved in economic development activities serving the region in the space below. If applicable, please attach: Articles of Incorporation, By-Laws, Organization's Strategic Plan/Goals or Program Objectives and Operating Budget.

The purpose of the Original Florida Tourism Task Force is to promote sustainable economic development by enhancing the capacity of the tourism and hospitality industry throughout the region. The organization's purpose is reflected in its mission statement:

"The North Central Florida Region will promote the natural, historic, and cultural attractions of the area to increase the number of visitors and extend their stay. The goal is to enhance the area's economy, image, and quality of life through expanded revenues and employment opportunities. At the same time, the region will encourage the preservation of the resources which bring focus to the area."

To accomplish the above mission, Original Florida works to increase the brand awareness of Natural North Florida and to increase exposure to new market segments through its annual marketing efforts. Visit Natural North Florida marketing consists of a wide-ranging promotion strategy and utilizes a comprehensive approach, including: travel blogs, a regional website (www.VisitNaturalNorthFlorida.com), social media (Facebook page www.facebook.com/naturalnorthflorida, Twitter handle @NaturalNorthFL, and Instagram handle @NaturalNorthFlorida), Public Relations Campaigns, Consumer Travel Shows, Targeted Advertising, Tourism Education and Promotions.

The combination of these different marketing tools and programs continue to add capacity to the existing tourism product mix while encouraging the creation of new tourism products in the region. The result is expanded economic opportunities for rural businesses and entrepreneurs such as restaurants, lodging, outfitters, photographers, graphic designers, dive shops, resorts, tour guides and more.

Evidence of the success of the program is illustrated by Tourist Development Tax Receipts. For the first 11 months of Fiscal Year 2016-17, Tourist Development Tax Receipts for Task Force member counties increased by 6.0 percent compared for the same time period in Fiscal Year 2015-16. If Alachua County is removed from consideration, Tourist Development Taxes for the remaining Task Force member counties increased by 17.5 percent for this time period (full-year data unavailable at date of publication).

Several specific examples of these avenues are listed below:

Consumer Travel Shows

Original Florida participates in 11 domestic consumer travel shows and four international travel shows where members and staff actively engage hundreds of potential visitors and provide collateral marketing materials to thousands more. Original Florida regularly staffs show booths at the travel shows with the goal of attracting overnight visitation.

Web Site and Social Media

One of the most successful means by which Original Florida promotes the region is through its website, VisitNaturalNorthFlorida.com. The website offers visitors a wealth of information about the region that tourists can use to plan their trip itineraries. Information about attractions and accommodations can be accessed by specific activity or location, and provide links to contact information and websites for businesses throughout the region. This extensive website is maintained by Original Florida staff and is a constantly evolving means of communication with current and future vacationers. A significant redesign of the website was completed in 2015. The Task Force is currently redesigning its website to include topic-centered landing pages and to be more user-friendly on portable devices.

Advertising

Original Florida also promotes the region by placing advertisements in targeted publications that have proven to yield positive results. A sampling of past publications includes: Southern Living; Coastal Living; AAA Going Places North and South; Canoe and Kayak; and the Villages Sun Newspaper Travel Section. In addition, Original Florida also advertises with VISIT FLORIDA through its UnDiscovered Florida publication which is provided to Smithsonian Magazine subscribers. The Task Force currently involved in a digital advertising campaign focused on key metropolitan areas. The advertisements promote the region **and provide “click-thrus” to the Task Force website.**

Print Media

Original Florida maintains several different forms of printed media, including brochures that are distributed at the VISIT FLORIDA Welcome Centers, state-wide AAA offices and at hundreds of private business locations along the major highways in Florida and I-75 in Georgia.

Scholarships

The Task Force provides scholarships to its members for attendance at the Southeast Tourism Society Marketing College as well as the annual Florida Governor’s Tourism Conference. Both venues provide valuable knowledge on the latest trends in tourism marketing.

Attach additional documentation if needed. Additional pages attached? Yes ☒ No ☐

TAB E: COORDINATION OF EFFORTS WITH LOCAL AND STATE INITIATIVES

Use the space provided below to summarize how the organization is coordinating, or will coordinate, its regional economic development efforts with other local and state initiatives.

Formed in 1993, The Original Florida Tourism Task Force is a governmental entity formed through interlocal agreements with each county in the region. Each participating county appoints from one to three members to The Original Florida Tourism Task Force, with the number of members based on the population of the county and whether the county has a Tourism Development Council. These appointed Board members are typically either staff for or members of their local Tourism Development Council, or private sector members from the tourism industry. Thus, a synergistic relationship between the local tourism marketing organizations and The Original Florida Tourism Task Force is maintained.

As a result of these relationships, the Task Force plans its promotional activities whenever possible to coincide with local tourism events and activities to maximize exposure for both the local as well as regional organization. As an example, in 2016 Original Florida partnered with other member counties and VISIT FLORIDA to advertise in Undiscovered Florida. The publication was distributed to approximately 150,000 Smithsonian magazine subscribers.

Additionally, the Task Force is partnering with VISIT FLORIDA to attend nine domestic consumer travel shows in Atlanta; Boston; Chicago;* Madison, Wisconsin; Minneapolis; New York, Philadelphia; and Washington, D.C. to promote resource-based tourism for the member counties as well as three non-member counties which are part of the North Central Florida Rural Area of Opportunity (*the Task Force will attend two consumer travel shows Chicago).

Over the last few years, the region has experienced more foreign visitors, especially from Canada, Germany and Great Britain. To capitalize on this interest, as part of its partnership with VISIT FLORIDA, Original Florida will attend one international consumer-oriented travel show in Toronto, two shows in Berlin and one show in London.

Original Florida is a founding partner of, and works closely with VISIT FLORIDA, and has been instrumental in ensuring that issues and concerns unique to its rural communities continue to be addressed by VISIT FLORIDA. Original Florida constantly strives to propose new programs and modifications to existing programs that will benefit the tourism industry in rural Florida. As an example, The Original Florida Tourism Task Force annually holds one of its monthly meetings at the VISIT FLORIDA offices in Tallahassee so that Task Force members could meet directly with key VISIT FLORIDA staff to discuss rural issues. Original Florida provides feedback to VISIT FLORIDA on which programs are having a positive impact on rural tourism, as well as areas where Task Force members see opportunities for improvement. Task Force members also promote rural issues by serving on several VISIT FLORIDA committees, where they ensure that rural concerns continue to be addressed.

Attach additional documentation if needed. Additional pages attached? Yes ☐ No ☒

TAB F: SCOPE OF WORK AND BUDGET

Please provide a Scope of Work **detailing the activities** the regional organization proposes to accomplish with this grant funding. Briefly **describe how each activity will build the professional capacity of the regional organization and its partnerships or provides technical to businesses within the rural counties and communities that it serves.** **Note:** Deliverables will be developed with DEO staff based on the approved Scope of Work after initial review of the application.

Proposed Scope of Work

The Fiscal Year 2017-2018 grant Scope of Work will consist of additional development and enhancement of the Task Force website, participation at various domestic consumer-oriented travel shows, advertising and collateral development and distribution, market research and professional enhancement.

Fiscal Year 2017-18 goals are:

- 1) To increase consumer awareness of the natural, recreational and cultural assets of the region;
- 2) To increase Task Force understanding of the geographic location of both domestic and foreign visitors to the region; and
- 3) To increase the professionalism of Task Force staff and member organizations in order to more effectively promote tourism within the region.

To achieve these goals the Task Force will:

- 1) Continue to maintain and operate its website, www.vnnf.org, in order to inform potential visitors of attractions and events within the region;
- 2) Add a reservation/pseudo-reservation system to the www.vnnf.org website in order to generate leads for local businesses and organizations such as fishing guides, paddling outfitters, boat rental establishments, bed and breakfasts, RV campsites, locally-owned hotels, and local paddling and bicycle clubs;
- 3) Add a paddling microsite to the www.vnnf.org website to inform potential tourists of canoeing and kayaking opportunities within the region;
- 4) Produce a new video for the Task Force website highlighting tourist-oriented natural, cultural and historical attractions of the region;
- 5) Create and distribute electronic newsletters to potential visitors regarding tourist-oriented attractions, facilities and events within the region.
- 6) Post blogs on its website to inform visitors of tourist-oriented attractions and facilities within the region;

- 7) Review and update springs and bicycle routes on the Taskforce website bicycle and springs microsites. The review and update will address issues such as improving the accuracy of provided information, assuring that all embedded links are functional and modifying existing routes as deemed necessary.
- 8) Purchase annual subscriptions to VisaVue, domestic and international editions, to gain insights in the geographic location and demographic information on visitors to the region.
- 9) Purchase copies of the Big Bend Saltwater Paddling Trail guide from the Florida Fish and Wildlife Conservation Commission. These guides will be distributed by the Task Force primarily at outdoor-oriented travel shows such as Canoecopia, the Toronto Outdoor Adventure Show, and the Minneapolis show;
- 10) Print various Task Force-produced guidebooks/booklets such as the Visit Natural North Florida Biking Guide, the Visit Natural Florida Springs Guide, the Natural North Florida State-Designated Paddling Trails Guide and the Florida Circumnavigational Saltwater Paddling Trail Guide, Segments 5 and 6. These publications will be distributed by the Task Force primarily at outdoor-oriented travel shows such as Canoecopia, the Toronto Outdoor Adventure Show, and the Minneapolis show;
- 11) Attend domestic travel shows. At the shows, the Task Force will staff a booth, distribute brochures and other materials pertaining to the region and answer questions raised by show attendees. A maximum of two Task Force representatives will staff the travel show booths. At a minimum, the Task Force will attend one domestic travel show;
- 12) Engage in an advertising campaign which will consist of on-line digital and/or print media advertising. The Task Force will also distribute an electronic newsletter to interested consumers, publish and distribute hard copy collateral such as bicycle guides, springs guides and brochures;
- 13) Distribute brochures at VISIT FLORIDA Welcome Centers, state-wide AAA offices and at hundreds of private business locations along the major highways in Florida and I-75 in Georgia;
- 14) Provide scholarships to Task Force staff, members and representatives of member organizations to attend training opportunities such as the Southeast Tourism Society Marketing College and the annual Florida Governor's Conference on Tourism; and
- 15) Maintain memberships in professional organizations such as the Southeast Tourism Society, Visit Florida and the Florida Outdoor Writers Association. Membership in these organizations provides benefits to the Task Force by offering discounts for participation in the Southeast Tourism Society Marketing College, the annual Florida Governor's Tourism Conference, and the annual Florida Outdoor Writers Association Conference.

Total Deliverable Value: \$150,000

Attach additional documentation if needed. Additional pages attached? yes ☐ no ☒

Regional Rural Development Grant



Please insert your budget for the proposed Scope of Work, including grant and matching funds, into the table provided below:

Budget			
Website Development & Maintenance			\$35,500.00
Website Hosting & Maintenance	Website Hosting & Maintenance Contracted Services	\$6,000.00	\$6,000.00
Bicycle Microsite Maintenance & PDF Guide	Bicycle Microsite Maintenance, Updates, Route Additions & PDF Update Contractual Services Staff Time Software Rental	\$500.00 \$1,000.00 \$400.00	1,900.00
Springs Microsite Maintenance & PDF Guide	Springs Microsite Updates, & PDF Update Contractual Services Staff Time	\$500.00 \$1,000.00	\$1,500.00
Website Modifications	Website Reservation/Pseudo-Reservation System Contractual Services	\$15,000.00	\$15,000.00
	Paddling Trails Microsite Contractual Services	\$1,000.00	\$1,000.00
Website Video	Website Video Contractual Services	\$5,000.00	\$5,000.00
Website Blogs	Website Blogs Contractual Services	\$5,100.00	\$5,100.00
Travel Shows			\$15,100.00
Travel Shows	Registration Fees Booth Accessories Rental (Contractual Services) Travel Shipping	\$3,500.00 \$100.00 \$11,000.00 \$500.00	
			\$15,100.00
Advertising			\$56,600.00
Digital Advertising Campaign	Digital Advertising Campaign Contractual Services	\$16,650.00	\$16,650.00
Quarterly eNewsletters	Quarterly eNewsletters Staff time eNewsletter software-subscription services	\$4,000.00 \$250.00	\$4,250.00
Print Media Advertising	Print media advertising Contractual Services	\$17,000.00	\$17,000.00
Regional Specialty Brochures	Design and Print Regional Specialty Brochures Contractual Services	\$1,600.00	\$1,600.00
Trail Guides	Purchase Big Bend Saltwater Paddling Trail Guides Contractual Services	\$3,600.00	\$3,600.00
Brochure Distribution	Brochure Distribution Contractual Services	\$8,500.00	\$8,500.00
Springs Guide	Print Ultimate Springs Guide Contractual Services	\$5,000.00	\$5,000.00
Market Research			\$5,100.00
Viva Vues Subscription	Annual Subscription to Viva Vues, Domestic & Foreign editions Contractual Services	\$5,100.00	\$5,100.00
Professional Enhancement			\$15,200.00
Scholarships	Scholarships Registration Fees Travel	\$7,000.00 \$7,000.00	\$14,000.00
Professional Enhancement Organizational Annual Memberships	Organizational Annual Memberships Membership Fees	\$1,200.00	\$1,200.00
Grant Administration			\$22,500.00
	Staff time	\$22,500.00	\$22,500.00
Total Grant Request			\$150,000.00

Category Expenditures

Staff Time		\$28,500.00
Travel		\$18,000.00
Registration Fees		\$10,500.00
Membership Fees		\$1,200.00
Software Rental		\$650.00
Contractual Services		\$91,150.00
Bicycle Micosite Maintenance	\$500.00	
Springs Microsite Maintenance	\$500.00	
Website Modifications	\$16,000.00	
Website Video	\$5,000.00	
Website Hosting and Maintenance	\$6,000.00	
Website Blogs	\$5,100.00	
Digital Advertising Campaign	\$16,650.00	
Print Media Advertising	\$17,000.00	
Regional Specialty Brochures	\$1,600.00	
Trail Guides	\$3,600.00	
Brochure Distribution	\$8,500.00	
Print Springs Guide	\$5,000.00	
Visa Vues Subscription	\$5,100.00	
Booth Accessories Rental	\$100.00	
Shipping	\$500.00	
Total Grant Request		\$150,000.00

APPLICATION COMPLETION CHECKLIST:

Please utilize the following list to verify that your application is accurate and complete:

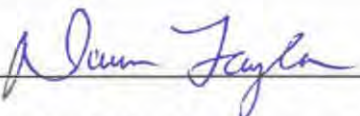
- X Contact information for local governments served by the organization
- Official letters of support from each local government served by the organization
- Documentation of financial or in-kind commitment received from each local government served
- Documentation of financial or in-kind support provided from the private sector
- Documentation supporting the value of in-kind match
- X Summary of the organization's regional economic development activities
- X Articles of Incorporation and/or By-Laws
- X Strategic plan, goals or program objectives
- X Operating budget
- X Description of how the organization is, or will, coordinate regional efforts with other local and state initiatives.
- X Proposed Scope of Work
- X Justification of how the proposal builds the professional capacity of the regional organization and its partnerships or provides technical assistance to businesses within the rural counties and communities that it serves
- X Budget for the proposed Scope of Work including grant funds requested and match

Applications will not be deemed complete until this checklist has been completed, ensuring that all the necessary documentation is included with the application, and a signed copy of this page has been submitted. An authorized representative (Chairperson) of the regional economic development organization must sign below and submit with the application.

By my signature below, I attest that I am duly authorized to bind the entity represented within this application and that all the required documentation listed above is included.

Name: Dawn Taylor

Title: Chair Date: 10/19/2017

Signature: 

Name of Organization: The Original Florida Tourism Task Force

Grant Administrator designated by the Chair: Steven Dopp
Contact Information: Phone 352.955.2200 x 109 Email dopp@ncfrpc.org



July 12, 2017

Ms. Joanna Price, Marketing Operations Manager
Visit Florida
2540 W. Executive Center Circle, Suite 200
Tallahassee, FL 32301

RE: Visit Florida Fiscal Year 2016-17 Rural Area of Opportunity Partnership Program
Request for Reimbursement

Dear Joanna:

Please find enclosed a reimbursement package and an invoice in the amount of \$72,852.95 for the Fiscal Year 2016-17 Rural Area of Opportunity Partnership program. Please note that the first part of the reimbursement package consists of Exhibit A from the contract as well as Task Force-prepared tables listing budgeted and actual expenditures by trade show. Also included is a Task Force-prepared table for promotional items and Task Force Services fees as well as a Task Force-prepared table which totals budgeted and actual expenditures for all trade shows, promotional items and services fees.

Please note that the Travel and Adventure Shows for Chicago, Dallas, Washington, DC and Philadelphia shows were managed by the same company (Unicomm). Therefore, only one check was issued for these four shows. Invoices and as well as a copy of the same cancelled check are included in the Chicago, Dallas, Washington, DC and Philadelphia portions of the reimbursement package.

Some of the checks included in the reimbursement package exceed the amount listed in the expense statements. This occurs due to the nature of our accounting system which combines multiple payments to the same vendor into one check. In such instances, the request for reimbursement is limited to expenses associated with the Rural Area of Opportunity Partnership program.

If you have any questions concerning this matter, please do not hesitate to contact Steven Dopp, Senior Planner, at 352.955.2200 ext. 109.

Sincerely,

A handwritten signature in blue ink that reads "S. R. Koons".

Scott R. Koons, AICP
Executive Director

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**

2009 NW 67th Place
Gainesville, FL 32653-1603
352-955-2200



INVOICE

Bill To

Visit Florida
2540 W. Exec. Center Circle, Suite 200
Tallahassee, FL 32301

Date	Invoice #
6/19/2017	305

Description	Class	Amount
Reimbursement of Expenses for Fiscal Year 2016-17 Rural Area of Opportunity Partnership Program		72,852.95
Please pay from this invoice. No statement will be sent. Balance due within 30 days of date of invoice.		Total
Make checks payable to "The Original Florida Tourism Task Force".		\$72,852.95
Thank you.		

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Promotional Items	580

Exhibit A

Trade Shows	London World Travel Market (Nov 7-9, 2016)	Atlanta Boat Show (Jan 12-15, 2017)	Washington, DC Travel & Adventure Show (Jan 14-17, 2017)	Chicago Travel and Adventure Show (Jan 21-22, 2017)	NY Times Travel Show (Jan 6-11, 2017)	Atlanta RV & Camping Show (Jan 27-29, 2017)	London Telegraph Outdoor Adventure & Travel Show (Feb 16-19, 2017)	Chicago RV & Camping Show (Feb 17-21, 2017)	Dallas Travel & Adventure Show (April 1-2, 2017)	Toronto Outdoor Adventure Show (Feb 24-26, 2017)	Berlin - International Trade Show (March 8-12, 2017)	Madison, WI - Caneocopia (Mar 10-12, 2017)	Philadelphia Travel & Adventure Show (Mar 25-26, 2017)	TOTALS
Trade Show Expenses														
Registration fee	4,000.00	1,000.00	3,700.00	3,700.00	3,350.00	1,400.00	5,000.00	3,200.00	3,500.00	2,500.00	5,000.00	1,500.00	3,700.00	41,550.00
Transportation (air, rental, taxi)	3,500.00	1,100.00	1,600.00	1,400.00	1,800.00	1,200.00	3,200.00	1,400.00	1,500.00	2,000.00	4,000.00	2,300.00	1,600.00	26,600.00
Fuel		300.00				100.00								200.00
Lodging	4,000.00	2,700.00	1,400.00	1,700.00	2,400.00	1,400.00	4,800.00	2,000.00	1,250.00	1,600.00	3,200.00	1,400.00	1,800.00	29,650.00
Per Diem/Meals	2,500.00	650.00	650.00	450.00	550.00	500.00	3,000.00	750.00	450.00	1,265.00	2,000.00	550.00	450.00	13,765.00
Other costs (Shipping/Furniture Rental)			600.00		700.00		4,750.00	800.00	600.00	1,950.00		800.00	800.00	11,600.00
Total Travel Show Expenses	14,000.00	5,550.00	7,950.00	7,850.00	8,800.00	4,600.00	20,750.00	8,150.00	7,300.00	9,315.00	14,200.00	6,550.00	8,350.00	123,365.00
Other Contract Values														
Contract Services Fees (\$1250 per show)	16,250.00													
Promotional items	5,000.00													
In-kind contribution - Rack Space Value (5 Welcome Centers)	811.00													
In-kind contribution - Brochures (Florida State Park Guides and Florida Road Map)	2,000.00													
In-kind contribution - Shipping costs to Berlin and London not to exceed \$1000	1,000.00													
In-Kind contribution - Brochures and Pop-Ups (not to exceed 10,000)	10,000.00													
Total Travel Show Expenses	123,365.00													
Total Contract Value	158,426.00													
Expenses to be reimbursed less in-kind contribution of \$26,161 (amounts HIGHLIGHTED)	132,265.00													

The Original Florida Tourism Task Force

Fiscal Year 2016-17 Visit Florida Rural Area of Opportunity Partnership Program
Listing of Invoices, Payments and Associated Checks
July 13, 2017

Name	Invoice Date	Invoice Number	Invoice Amount	Check Date	Check Number	Check Amount	Amount Charged to RAO
Donna Creamer	1/13/2017	30	\$581.44	2/2/2017	1118	\$6,081.44	\$581.44
Donna Creamer	1/25/2017	25	\$1,100.00	2/2/2017	1118	\$6,081.44	\$1,100.00
Gilchrist Co. Bd. of Co. Commissioners	1/31/2017	1238	\$1,307.94	2/2/2017	1120	\$1,307.94	\$1,307.94
Jennifer Hand	2/1/2017	n/a	\$1,564.98	2/2/2017	1121	\$1,564.98	\$1,564.98
National Marine Manufacturers Association	6/1/2017	144092	\$1,075.00	8/23/2017	1064	\$1,075.00	\$1,075.00
United Parcel Service	1/14/2017	0000951V4A027	\$95.01	2/2/2017	1126	\$95.01	\$95.01
Donna Creamer	1/30/2017	29	\$1,100.00	2/2/2017	1118	\$6,081.44	\$1,100.00
Diane Bardhi	1/31/2017	n/a	\$1,139.07	2/2/2017	1117	\$1,139.07	\$1,139.07
David Mecusker	2/10/2017	n/a	\$918.94	2/16/2017	1127	\$799.40	\$799.40
David Mecusker	2/10/2017	n/a	n/a	5/26/2017	1176	\$119.54	\$119.54
Hardman Productions, Inc.	8/10/2016	n/a	\$1,300.00	8/23/2016	1065	\$1,300.00	\$1,300.00
Donna Creamer	3/21/2017	70	\$1,292.65	3/30/2017	1151	\$4,592.65	\$1,292.65
Donna Creamer	3/29/2017	64	\$1,100.00	3/30/2017	1151	\$4,592.65	\$1,100.00
Gilchrist Co. Bd. of Co. Commissioners	3/21/2017	1245	\$3,086.96	3/30/3027	1152	\$3,086.96	\$3,086.96
Roland Loog	3/29/2017	n/a	\$3,857.32	3/30/2017	1153	\$4,096.37	\$3,857.32
United Parcel Service	10/15/2016	0000951V4A426	\$32.65	10/27/2016	1088	\$32.65	\$32.65
Alliant Energy Center	1/31/2017	n/a	\$90.47	2/2/2017	1116	\$90.47	\$90.47
Donna Creamer	3/29/2017	65	\$1,100.00	3/30/2017	1151	\$4,592.65	\$1,100.00
Alliant Energy Center	1/4/2017	n/a	\$179.88	1/5/2017	1105	\$179.88	\$179.88
Rutabaga Paddlesports, LLC	9/27/2016	CC3531	\$1,582.50	10/27/2016	1086	\$1,582.50	\$1,582.50
Robert McCallister	1/18/2017	n/a	\$700.00	1/19/2017	1113	\$700.00	\$700.00
Robert McCallister	3/22/2017	n/a	\$817.54	3/30/2017	1154	\$817.54	\$817.54
Two Tree, Inc.	3/14/2017	2017022	\$1,324.56	3/30/2017	1156	\$1,324.56	\$1,324.56
United Parcel Service	3/11/2017	0000951V4A107	\$156.34	3/30/2017	1157	\$156.34	\$156.34
RVEx Recreational Expostions, Inc.	8/16/2016	n/a	\$2,498.00	8/23/2016	1063	\$2,498.00	\$2,498.00
Donna Creamer	2/28/2017	61	\$1,100.00	3/2/2017	1136	\$4,780.18	\$1,100.00
Alvin Jackson	2/24/2017	n/a	\$1,823.97	3/2/2017	1133	\$1,823.97	\$1,823.97
Roland Loog	2/24/2017	n/a	\$2,226.69	3/2/2017	1140	\$2,226.69	\$2,226.69
Roland Loog	3/22/2017	n/a	\$60.90	3/30/2017	1153	\$4,096.37	\$60.90
Scott Koons	2/16/2017	8	\$480.00	2/17/2017	1131	\$480.00	\$480.00
United Parcel Service	2/18/2017	0000951V4A077	\$266.11	3/2/2017	1144	\$266.11	\$266.11
Unicomm, LLC	8/8/2016	5710120	\$3,395.00	8/23/2016	1059	\$13,580.00	\$3,395.00
Donna Creamer	1/25/2017	27	\$1,100.00	2/2/2017	1118	\$6,081.44	\$1,100.00
Donna Creamer	2/15/2017	55	\$1,446.64	2/17/2017	1130	\$1,446.64	\$1,446.64
Two Tree, Inc.	1/24/2017	2017015	\$981.08	2/2/2017	1125	\$981.08	\$981.08
United Parcel Service	1/27/2017	0000951V4A037	\$230.11	3/16/2017	1149	\$230.11	\$230.11
Unicomm, LLC	8/8/2016	1710307	\$3,395.00	8/23/2016	1059	\$13,580.00	\$3,395.00
Donna Creamer	4/3/2017	66	\$1,100.00	4/27/2017	1164	\$2,824.33	\$1,100.00
Donna Creamer	4/12/2017	75	\$1,724.33	4/27/2017	1164	\$2,824.33	\$1,724.33
Phyllis Williams	4/27/2017	n/a	\$270.64	4/27/2017	1168	\$270.64	\$270.64
Madison Co Chamber of Commerce	4/27/2017	5227	\$1,145.04	4/27/2017	1166	\$1,145.04	\$1,145.04
Madison Co Chamber of Commerce	4/27/2017	5229	\$25.00	5/11/2017	1173	\$25.00	\$25.00
United Parcel Service	4/1/2017	0000951V4A137	\$86.48	4/12/2017	1162	\$159.41	\$86.48
Telegraph Events Limited	6/20/2016	n/a	\$2,142.48	8/23/2016	1061	\$2,142.48	\$2,142.48
The Freeman Company (UK) Ltd	12/28/2016	21189	\$109.83	1/5/2017	1108	\$109.83	\$109.83
Donna Creamer	2/28/2017	60	\$1,100.00	3/2/2017	1136	\$4,780.18	\$1,100.00
Robert McCallister	12/7/2016	RM120716	\$1,700.00	12/6/2016	1100	\$1,700.00	\$1,700.00
Robert McCallister	2/24/2017	n/a	\$1,348.23	3/2/2017	1142	\$1,348.23	\$1,348.23
Two Tree, Inc.	2/22/2017	2017019	\$3,524.40	3/2/2017	1143	\$3,524.40	\$3,524.40
United Parcel Service	2/4/2017	0000951V4A057	\$1,362.78	2/16/2017	1129	\$1,362.78	\$1,362.78
Donna Creamer	11/28/2016	21	\$1,100.00	11/29/2016	1097	\$1,100.00	\$1,100.00
Donna Creamer	11/15/2016	20	\$1,079.66	11/29/2016	1093	\$1,079.66	\$1,079.66
Gilchrist Co. Bd. of Co. Commissioners	12/6/2016	1236	\$3,249.59	12/6/2016	1099	\$3,249.59	\$3,249.59
Katrina Richardson	9/20/2016	KR092216	\$1,100.00	9/23/2016	1074	\$1,100.00	\$1,100.00
Katrina Richardson	10/25/2016	KR102516	\$1,600.00	9/23/2016	1085	\$1,600.00	\$1,600.00
Katrina Richardson	11/17/2016	n/a	\$1,477.86	11/29/2016	1094	\$1,477.86	\$1,477.86
Donna Creamer	1/30/2017	28	\$1,100.00	2/2/2017	1118	\$6,081.44	\$1,100.00
Dawn Taylor	2/10/2017	n/a	\$2,186.56	3/30/2017	1150	\$2,186.56	\$2,186.56
Roland Loog	2/9/2017	n/a	\$1,576.25	2/16/2017	1128	\$1,421.78	\$1,421.78
Roland Loog	2/9/2017	n/a	\$0.00	3/30/2017	1153	\$4,096.37	\$154.47
Roland Loog	3/22/2017	n/a	\$23.68	3/30/2017	1153	\$4,096.37	\$23.68
Unicomm, LLC	8/8/2016	7700063	\$3,395.00	8/23/2016	1059	\$13,580.00	\$3,395.00
Donna Creamer	2/28/2017	67	\$1,100.00	3/30/2017	1151	\$4,592.65	\$1,100.00
Dawn Taylor	4/27/2017	n/a	\$309.92	4/27/2017	1163	\$309.92	\$309.92
Taylor County Chamber of Commerce	4/27/2017	1	\$2,578.61	4/27/2017	1167	\$2,578.61	\$2,578.61
Sandy Beach	4/12/2017	n/a	\$357.26	4/27/2017	1169	\$357.26	\$357.26
United Parcel Service	3/25/2017	0000951V4A1257	\$72.93	4/12/2017	1162	\$159.41	\$72.93
National Events Management	8/17/2016	52648	\$3,075.72	8/23/2016	1066	\$3,075.72	\$3,075.72
Stronco	12/20/2016	n/a	\$245.57	12/22/2016	1104	\$245.57	\$245.57
Donna Creamer	2/28/2017	62	\$1,100.00	3/2/2017	1136	\$4,780.18	\$1,100.00
Donna Creamer	2/28/2017	65	\$1,480.18	3/3/2017	1136	\$4,780.18	\$1,480.18
Gilchrist Co. Bd. of Co. Commissioners	2/28/2017	1240	\$699.46	3/2/2017	1138	\$699.46	\$699.46
Katrina Richardson	3/1/2017	n/a	\$1,761.23	3/2/2017	1139	\$1,761.23	\$1,761.23
United Parcel Service	2/11/2017	0000951V4A067	\$1,265.65	2/17/2016	1132	\$1,265.65	\$1,265.65
Unicomm, LLC	8/8/2016	4700087	\$3,395.00	8/23/2016	1059	\$13,580.00	\$3,395.00
Donna Creamer	1/25/2017	26	\$1,100.00	2/2/2017	1118	\$6,081.44	\$1,100.00
Freeman	1/4/2017	439302	\$625.50	1/5/2017	1107	\$625.50	\$625.50
Freeman	1/14/2017	439302-22	\$45.00	1/19/2017	1112	\$45.00	\$45.00
Cody Gray	2/24/2017	n/a	\$180.32	3/2/2017	1134	\$180.32	\$180.32
Columbia County Tourist Development Council	3/2/2017	02032017OFTTF	\$742.98	3/2/2017	1135	\$742.98	\$742.98
Roland Loog	1/27/2017	n/a	\$1,421.78	2/2/2017	1122	\$1,421.78	\$1,421.78
United Parcel Service	1/7/2017	0000951V4A017	\$159.58	1/19/2017	1115	\$159.58	\$159.58
Flashbay, Inc.	10/5/2016	IN652227	\$1,210.00	10/12/2016	1081	\$1,210.00	\$1,210.00
Flashbay, Inc.	10/5/2016	IN686311	\$1,253.00	2/2/2017	1119	\$1,253.00	\$1,253.00
Marketing Mud	11/14/2016	MM16-252	\$1,484.00	11/10/2016	1090	\$1,484.00	\$1,484.00
North Central Florida Regional Planning Council	8/9/2016	9998	\$455.00	9/16/2016	1071	\$33,597.45	\$455.00
Scott Koons	9/7/2016	SK7	\$214.30	9/16/2016	1070	\$214.30	\$214.30
Sweetwater Picture Framing	9/6/2016	7697	\$855.00	9/23/2016	1075	\$855.00	\$855.00
North Central Florida Regional Planning Council	5/16/2017	6732	\$1,950.00	5/26/2017	1177	\$1,950.00	\$1,950.00
North Central Florida Regional Planning Council	6/9/2017	6740	\$680.40	6/12/2017	1181	\$680.40	\$680.40
Subtotal			\$107,852.95				\$107,852.95
Total RAO Expenditures			\$107,852.95				
Less \$35,000 advance			\$35,000.00				
Total Invoice Amount			\$72,852.95				
Actuals to Budget Spreadsheet Total			\$72,852.95				
Difference			\$0.00				

London World Travel Market (Nov 7 - 9)								
Expenses by Type	Budget	Actual						Over/(Under) Budget
		Task Force	NCFRPC	D.Creamer	Gi. Co. Commission	K.Richardson	Total	
Registration Fee	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Transportation (air, rental, taxi)	\$3,500.00	\$0.00	\$0.00	\$132.66	\$1,252.96	\$1,275.54	\$2,661.16	(\$838.84)
Fuel	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Lodging	\$4,000.00	\$0.00	\$0.00	\$0.00	\$1,996.63	\$1,980.32	\$3,976.95	(\$23.05)
Per Diem /Meals	\$2,500.00	\$0.00	\$0.00	\$947.00	\$0.00	\$922.00	\$1,869.00	(\$631.00)
Shipping Costs	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Costs (Furniture Rental)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Subtotal Expenses	\$10,000.00	\$0.00	\$0.00	\$1,079.66	\$3,249.59	\$4,177.86	\$8,507.11	(\$1,492.89)
Services Fees	\$1,250.00	\$0.00	\$150.00	\$1,100.00	\$0.00	\$0.00	\$1,250.00	\$0.00
Promotional Items	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$11,250.00	\$0.00	\$150.00	\$2,179.66	\$3,249.59	\$4,177.86	\$9,757.11	(\$1,492.89)

Atlanta Boat Show (Jan 12 -15)								
Expenses by Type	Budget	Actual						Over/(Under) Budget
		Task Force	NCFRPC	D.Creamer	Gi. Co. Commission	J.Hand	Total	
Registration Fee	\$1,000.00	\$1,075.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,075.00	\$75.00
Transportation (air, rental, taxi)	\$1,100.00	\$0.00	\$0.00	\$198.88	\$0.00	\$343.03	\$541.91	(\$558.09)
Fuel	\$100.00	\$0.00	\$0.00	\$0.00	\$0.00	\$50.00	\$50.00	(\$50.00)
Lodging	\$2,700.00	\$0.00	\$0.00	\$0.00	\$1,307.94	\$921.95	\$2,229.89	(\$470.11)
Per Diem /Meals	\$650.00	\$0.00	\$0.00	\$300.00	\$0.00	\$250.00	\$550.00	(\$100.00)
Shipping Costs	\$0.00	\$95.01	\$0.00	\$0.00	\$0.00	\$0.00	\$95.01	\$95.01
Other Costs (Furniture Rental)	\$0.00	\$0.00	\$0.00	\$82.56	\$0.00	\$0.00	\$82.56	\$82.56
Subtotal Expenses	\$5,550.00	\$1,170.01	\$0.00	\$581.44	\$1,307.94	\$1,564.98	\$4,624.37	(\$925.63)
Services Fees	\$1,250.00	\$0.00	\$150.00	\$1,100.00	\$0.00	\$0.00	\$1,250.00	\$0.00
Promotional Items	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$6,800.00	\$1,170.01	\$150.00	\$1,681.44	\$1,307.94	\$1,564.98	\$5,874.37	(\$925.63)

Washington, DC Travel & Adventure Show (Jan 14-15)									
Expenses by Type	Budget	Actual							Over/(Under) Budget
		Task Force	NCFRPC	D. Creamer	R. Loog	C.Gray	Co. Co. TDC	Total	
Registration Fee	\$3,700.00	\$3,395.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,395.00	(\$305.00)
Transportation (air, rental, taxi)	\$1,600.00	\$0.00	\$0.00	\$0.00	\$445.64	\$15.32	\$288.40	\$749.36	(\$850.64)
Fuel	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Lodging	\$1,400.00	\$0.00	\$0.00	\$0.00	\$751.14	\$0.00	\$454.58	\$1,205.72	(\$194.28)
Per Diem /Meals	\$650.00	\$0.00	\$0.00	\$0.00	\$225.00	\$165.00	\$0.00	\$390.00	(\$260.00)
Shipping Costs	\$600.00	\$830.08	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$830.08	\$230.08
Other Costs (Furniture Rental)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Subtotal Expenses	\$7,950.00	\$4,225.08	\$0.00	\$0.00	\$1,421.78	\$180.32	\$742.98	\$6,570.16	(\$1,379.84)
Services Fees	\$1,250.00	\$0.00	\$150.00	\$1,100.00	\$0.00	\$0.00	\$0.00	\$1,250.00	\$0.00
Promotional Items	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$9,200.00	\$4,225.08	\$150.00	\$1,100.00	\$1,421.78	\$180.32	\$742.98	\$7,820.16	(\$1,379.84)

Chicago Travel & Adventure Show (Jan 21 - 22)							
Expenses by Type	Budget	Actual					Over/(Under) Budget
		Task Force	NCFRPC	D.Creamer	T.Thompson	Total	
Registration Fee	\$3,700.00	\$3,395.00	\$0.00	\$0.00	\$0.00	\$3,395.00	(\$305.00)
Transportation (air, rental, taxi)	\$1,400.00	\$0.00	\$0.00	\$639.30	\$426.20	\$1,065.50	(\$334.50)
Fuel	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Lodging	\$1,700.00	\$0.00	\$0.00	\$519.84	\$389.88	\$909.72	(\$790.28)
Per Diem /Meals	\$450.00	\$0.00	\$0.00	\$215.00	\$165.00	\$380.00	(\$70.00)
Shipping Costs	\$600.00	\$230.11	\$0.00	\$72.50	\$0.00	\$302.61	(\$297.39)
Other Costs (Furniture Rental)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Subtotal Expenses	\$7,850.00	\$3,625.11	\$0.00	\$1,446.64	\$981.08	\$6,052.83	(\$1,797.17)
Services Fees	\$1,250.00	\$0.00	\$150.00	\$1,100.00	\$0.00	\$1,250.00	\$0.00
Promotional Items	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$9,100.00	\$3,625.11	\$150.00	\$2,546.64	\$981.08	\$7,302.83	(\$1,797.17)

New York Times Travel Show (Jan 27 - 29)								
Expenses by Type	Budget	Actual						Over/(Under) Budget
		Task Force	NCFRPC	D. Creamer	R. Loog	D. Taylor	Total	
Registration Fee	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Transportation (air, rental, taxi)	\$1,800.00	\$0.00	\$0.00	\$0.00	\$581.65	\$637.51	\$1,219.16	(\$580.84)
Fuel	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Lodging	\$2,400.00	\$0.00	\$0.00	\$0.00	\$753.28	\$1,274.05	\$2,027.33	(\$372.67)
Per Diem /Meals	\$550.00	\$0.00	\$0.00	\$0.00	\$265.00	\$275.00	\$540.00	(\$10.00)
Shipping Costs	\$700.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	(\$700.00)
Other Costs (Furniture Rental)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Subtotal Expenses	\$5,450.00	\$0.00	\$0.00	\$0.00	\$1,599.93	\$2,186.56	\$3,786.49	(\$1,663.51)
Services Fees	\$1,250.00	\$0.00	\$150.00	\$1,100.00	\$0.00	\$0.00	\$1,250.00	\$0.00
Promotional Items	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$6,700.00	\$0.00	\$150.00	\$1,100.00	\$1,599.93	\$2,186.56	\$5,036.49	(\$1,663.51)

Atlanta Camping & RV Show (Jan 27 - 29)								
Expenses by Type	Budget	Actual						Over/(Under) Budget
		Task Force	NCFRPC	D. Creamer	D. Bardhi	D. Mecusker	Total	
Registration Fee	1400	\$1,300.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,300.00	(\$100.00)
Transportation (air, rental, taxi)	\$1,200.00	\$0.00	\$0.00	\$0.00	\$270.71	\$393.76	\$664.47	(\$535.53)
Fuel	\$100.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	(\$100.00)
Lodging	\$1,400.00	\$0.00	\$0.00	\$0.00	\$653.36	\$285.18	\$938.54	(\$461.46)
Per Diem /Meals	\$500.00	\$0.00	\$0.00	\$0.00	\$215.00	\$240.00	\$455.00	(\$45.00)
Shipping Costs	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Costs (Furniture Rental)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Subtotal Expenses	\$4,600.00	\$1,300.00	\$0.00	\$0.00	\$1,139.07	\$918.94	\$3,358.01	(\$1,241.99)
Services Fees	\$1,250.00	\$0.00	\$150.00	\$1,100.00	\$0.00	\$0.00	\$1,250.00	\$0.00
Promotional Items	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$5,850.00	\$1,300.00	\$150.00	\$1,100.00	\$1,139.07	\$918.94	\$4,608.01	(\$1,241.99)

London Telegraph Outdoor Adventure & Camping Show (Feb 16 - 19)								
Expenses by Type	Budget	Actual						Over/(Under)
		Task Force	NCFRPC	D. Creamer	R.Mcallister	T.Thompson	Total	Budget
Registration Fee	\$5,000.00	\$2,142.48	\$0.00	\$0.00	\$0.00	\$0.00	\$2,142.48	(\$2,857.52)
Transportation (air, rental, taxi)	\$3,200.00	\$0.00	\$0.00	\$0.00	\$1,205.28	\$1,229.80	\$2,435.08	(\$764.92)
Fuel	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Lodging	\$4,800.00	\$0.00	\$0.00	\$0.00	\$712.06	\$1,176.00	\$1,888.06	(\$2,911.94)
Per Diem /Meals	\$3,000.00	\$0.00	\$0.00	\$0.00	\$1,118.60	\$1,118.60	\$2,237.20	(\$762.80)
Shipping Costs	\$4,750.00	\$1,362.78	\$0.00	\$0.00	\$0.00	\$0.00	\$1,362.78	(\$3,387.22)
Other Costs (Furniture Rental)	\$0.00	\$109.83	\$0.00	\$0.00	\$12.29	\$0.00	\$122.12	\$122.12
Subtotal Expenses	\$20,750.00	\$3,615.09	\$0.00	\$0.00	\$3,048.23	\$3,524.40	\$10,187.72	(\$10,562.28)
Services Fees	\$1,250.00	\$0.00	\$150.00	\$1,100.00	\$0.00	\$0.00	\$1,250.00	\$0.00
Promotional Items	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$22,000.00	\$3,615.09	\$150.00	\$1,100.00	\$3,048.23	\$3,524.40	\$11,437.72	(\$10,562.28)

Chicago RV & Camping Show (Feb 16 - 19)									
Expenses by Type	Budget	Actual						Over/(Under)	
		Task Force	NCFRPC	D.Creamer	A.Jackson	R.Loog	S.Koons	Total	Budget
Registration Fee	\$3,200.00	\$2,498.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,498.00	(\$702.00)
Transportation (air, rental, taxi)	\$1,400.00	\$0.00	\$0.00	\$0.00	\$567.89	\$701.26	\$0.00	\$1,269.15	(\$130.85)
Fuel	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Lodging	\$2,000.00	\$0.00	\$0.00	\$0.00	\$941.08	\$1,211.33	\$0.00	\$2,152.41	\$152.41
Per Diem /Meals	\$750.00	\$0.00	\$0.00	\$0.00	\$315.00	\$375.00	\$0.00	\$690.00	(\$60.00)
Shipping Costs	\$800.00	\$266.11	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$266.11	(\$533.89)
Other Costs (Furniture Rental)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$480.00	\$480.00	\$480.00
Subtotal Expenses	\$8,150.00	\$2,764.11	\$0.00	\$0.00	\$1,823.97	\$2,287.59	\$480.00	\$7,355.67	(\$794.33)
Services Fees	\$1,250.00	\$0.00	\$150.00	\$1,100.00	\$0.00	\$0.00	\$0.00	\$1,250.00	\$0.00
Promotional Items	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$9,400.00	\$2,764.11	\$150.00	\$1,100.00	\$1,823.97	\$2,287.59	\$480.00	\$8,605.67	(\$794.33)

Dallas Travel & Adventure Show (April 1 - 2)								
Expenses by Type	Budget	Actual						Over/(Under) Budget
		Task Force	NCFRPC	D.Creamer	P.Williams	Ma. Co CofC	Total	
Registration Fee	\$3,500.00	\$3,395.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,395.00	(\$105.00)
Transportation (air, rental, taxi)	\$1,500.00	\$0.00	\$0.00	\$751.29	\$70.64	\$620.26	\$1,442.19	(\$57.81)
Fuel	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Lodging	\$1,250.00	\$0.00	\$0.00	\$733.04	\$0.00	\$549.78	\$1,282.82	\$32.82
Per Diem /Meals	\$450.00	\$0.00	\$0.00	\$240.00	\$200.00	\$0.00	\$440.00	(\$10.00)
Shipping Costs	\$600.00	\$86.48	\$0.00	\$0.00	\$0.00	\$0.00	\$86.48	(\$513.52)
Other Costs (Furniture Rental)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Subtotal Expenses	\$7,300.00	\$3,481.48	\$0.00	\$1,724.33	\$270.64	\$1,170.04	\$6,646.49	(\$653.51)
Services Fees	\$1,250.00	\$0.00	\$150.00	\$1,100.00	\$0.00	\$0.00	\$1,250.00	\$0.00
Promotional Items	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$8,550.00	\$3,481.48	\$150.00	\$2,824.33	\$270.64	\$1,170.04	\$7,896.49	(\$653.51)

Toronto Outdoor Adventure Show (Feb 24-26)								
Expenses by Type	Budget	Actual						Over/(Under) Budget
		Task Force	NCFRPC	D.Creamer	Gi. Co. Commission	K.Richardson	Total	
Registration Fee	\$2,500.00	\$3,075.72	\$0.00	\$0.00	\$0.00	\$0.00	\$3,075.72	\$575.72
Transportation (air, rental, taxi)	\$2,000.00	\$0.00	\$0.00	\$174.79	\$699.46	\$850.57	\$1,724.82	(\$275.18)
Fuel	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Lodging	\$1,600.00	\$0.00	\$0.00	\$743.39	\$0.00	\$448.66	\$1,192.05	(\$407.95)
Per Diem /Meals	\$1,265.00	\$0.00	\$0.00	\$562.00	\$0.00	\$462.00	\$1,024.00	(\$241.00)
Shipping Costs	\$1,950.00	\$1,265.65	\$0.00	\$0.00	\$0.00	\$0.00	\$1,265.65	(\$684.35)
Other Costs (Furniture Rental)	\$0.00	\$245.57	\$0.00	\$0.00	\$0.00	\$0.00	\$245.57	\$245.57
Subtotal Expenses	\$9,315.00	\$4,586.94	\$0.00	\$1,480.18	\$699.46	\$1,761.23	\$8,527.81	(\$787.19)
Services Fees	\$1,250.00	\$0.00	\$150.00	\$1,100.00	\$0.00	\$0.00	\$1,250.00	\$0.00
Promotional Items	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$10,565.00	\$4,586.94	\$150.00	\$2,580.18	\$699.46	\$1,761.23	\$9,777.81	(\$787.19)

ITB - Berlin (March 8-12)								
Expenses by Type	Budget	Actual						Over/(Under) Budget
		Task Force	NCFRPC	R. Loog	D. Creamer	Gi. Co. Commission	Total	
Registration Fee	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Transportation (air, rental, taxi)	\$4,000.00	\$0.00	\$0.00	\$1,535.70	\$369.65	\$1,689.06	\$3,594.41	(\$405.59)
Fuel	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Lodging	\$3,200.00	\$0.00	\$0.00	\$1,447.12	\$0.00	\$1,397.90	\$2,845.02	(\$354.98)
Per Diem /Meals	\$2,000.00	\$0.00	\$0.00	\$874.50	\$923.00	\$0.00	\$1,797.50	(\$202.50)
Shipping Costs	\$0.00	\$32.65	\$0.00	\$0.00	\$0.00	\$0.00	\$32.65	\$32.65
Other Costs (Furniture Rental)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Subtotal Expenses	\$9,200.00	\$32.65	\$0.00	\$3,857.32	\$1,292.65	\$3,086.96	\$8,269.58	(\$930.42)
Services Fees	\$1,250.00	\$0.00	\$150.00	\$0.00	\$1,100.00	\$0.00	\$1,250.00	\$0.00
Promotional Items	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$10,450.00	\$32.65	\$150.00	\$3,857.32	\$2,392.65	\$3,086.96	\$9,519.58	(\$930.42)

Canoecopia (March 10 - 12)								
Expenses by Type	Budget	Actual						Over/(Under) Budget
		Task Force	NCFRPC	D.Creamer	T.Thompson	R.McCallister	Total	
Registration Fee	\$1,500.00	\$1,582.50	\$0.00	\$0.00	\$0.00	\$0.00	\$1,582.50	\$82.50
Transportation (air, rental, taxi)	\$2,300.00	\$0.00	\$0.00	\$0.00	\$561.60	\$764.58	\$1,326.18	(\$973.82)
Fuel	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Lodging	\$1,400.00	\$0.00	\$0.00	\$0.00	\$512.96	\$512.96	\$1,025.92	(\$374.08)
Per Diem /Meals	\$550.00	\$0.00	\$0.00	\$0.00	\$250.00	\$240.00	\$490.00	(\$60.00)
Shipping Costs	\$800.00	\$246.81	\$0.00	\$0.00	\$0.00	\$0.00	\$246.81	(\$553.19)
Other Costs (Furniture Rental)	\$0.00	\$179.88	\$0.00	\$0.00	\$0.00	\$0.00	\$179.88	\$179.88
Subtotal Expenses	\$6,550.00	\$2,009.19	\$0.00	\$0.00	\$1,324.56	\$1,517.54	\$4,851.29	(\$1,698.71)
Services Fees	\$1,250.00	\$0.00	\$150.00	\$1,100.00	\$0.00	\$0.00	\$1,250.00	\$0.00
Promotional Items	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$7,800.00	\$2,009.19	\$150.00	\$1,100.00	\$1,324.56	\$1,517.54	\$6,101.29	(\$1,698.71)

Philadelphia Travel & Adventure Show (March 25 - 26)									
Expenses by Type	Budget	Actual							Over/(Under) Budget
		Task Force	NCFRPC	D.Creamer	D.Taylor	Tay Co CofC	S. Beach	Total	
Registration Fee	\$3,700.00	\$3,395.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,395.00	(\$305.00)
Transportation (air, rental, taxi)	\$1,600.00	\$0.00	\$0.00	\$0.00	\$59.92	\$1,156.20	\$107.26	\$1,323.38	(\$276.62)
Fuel	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Lodging	\$1,800.00	\$0.00	\$0.00	\$0.00	\$0.00	\$982.91	\$0.00	\$982.91	(\$817.09)
Per Diem /Meals	\$450.00	\$0.00	\$0.00	\$0.00	\$250.00	\$0.00	\$250.00	\$500.00	\$50.00
Shipping Costs	\$800.00	\$72.93	\$0.00	\$0.00	\$0.00	\$439.50	\$0.00	\$512.43	(\$287.57)
Other Costs (Furniture Rental)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Subtotal Expenses	\$8,350.00	\$3,467.93	\$0.00	\$0.00	\$309.92	\$2,578.61	\$357.26	\$6,713.72	(\$1,636.28)
Services Fees	\$1,250.00	\$0.00	\$150.00	\$1,100.00	\$0.00	\$0.00	\$0.00	\$1,250.00	\$0.00
Promotional Items	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$9,600.00	\$3,467.93	\$150.00	\$1,100.00	\$309.92	\$2,578.61	\$357.26	\$7,963.72	(\$1,636.28)

Promotional Items							
Expenses by Type	Budget	Actual					Over/(Under) Budget
		Task Force	NCFRPC	D.Creamer	B. Graham	Total	
Registration Fee	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Transportation (air, rental, taxi)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Fuel	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Lodging	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Per Diem /Meals	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Shipping Costs	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Costs (Furniture Rental)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Subtotal Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Services Fees	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Promotional Items	\$7,000.00	\$6,151.70	\$0.00	\$0.00	\$0.00	\$6,151.70	(\$848.30)
Total	\$7,000.00	\$6,151.70	\$0.00	\$0.00	\$0.00	\$6,151.70	(\$848.30)

TOTALS			
Expenses by Type	Budget	Actual	Over/(Under) Budget
Registration Fee	\$29,200.00	\$25,253.70	(\$3,946.30)
Transportation (air, rental, taxi)	\$26,600.00	\$20,016.77	(\$6,583.23)
Fuel	\$200.00	\$50.00	(\$150.00)
Lodging	\$29,650.00	\$22,657.34	(\$6,992.66)
Per Diem /Meals	\$13,765.00	\$11,362.70	(\$2,402.30)
Shipping Costs	\$11,600.00	\$5,000.61	(\$6,599.39)
Other Costs (Furniture Rental)	\$0.00	\$1,110.13	\$1,110.13
Subtotal Expenses	\$111,015.00	\$85,451.25	(\$25,563.75)
Services Fees	\$16,250.00	\$16,250.00	\$0.00
Promotional Items	\$7,000.00	\$6,151.70	(\$848.30)
Total	\$134,265.00	\$107,852.95	(\$26,412.05)

Total Budget	\$134,265.00
Total Expenditures	\$107,852.95
over/(uner) budget	(\$26,412.05)
Less \$35,000 depsit	\$35,000.00
Subtotal	\$72,852.95
Total of Task Force invoices	\$72,852.95
Discrepancy	\$0.00

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The Original Florida Tourism Task Force
Travel Shows and Show Assignments, 2017-18 Travel Show Season
October 19, 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	<u>Atlanta Camping & RV Show</u>	<u>Roland Loog</u>	<u>Ron Gromoll</u>	<u>Trent Abbott</u>	<u>January 24, 2018</u>	<u>January 25, 2018</u>	<u>January 26 - 28, 2018</u>	<u>January 29, 2018</u>
4	<u>New York Times Travel Show</u>	<u>TSC</u>	<u>Dawn Taylor</u>	<u>Teena Peavey</u>	<u>January 24, 2018</u>	<u>January 25, 2018</u>	<u>January 26 - 28, 2018</u>	<u>January 29, 2018</u>
5	Boston Globe Travel Show	Dave Mecusker	Lois Nevins	Roland Loog	February 7, 2018	February 8, 2018	February 9 - 11, 2018	February 12, 2018
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	<u>Chicago RV and Camping Show</u>	<u>Alvin Jackson</u>	<u>Roland Loog</u>	<u>Ron Gromoll</u>	<u>February 13, 2018</u>	<u>February 14, 2018</u>	<u>February 15 - 18, 2018</u>	<u>February 19, 2018</u>
8	F.re.e Messe Munich	Dave Mecusker	Sandy Beach	TSC	February 17, 2018	February 17, 2018	February 21 - 25, 2018	February 26, 2018
9	London Telegraph Bike and Travel Show	Roland Loog	Phyllis Williams	Ron Gromoll	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>Dawn Taylor</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	Ron Gromoll	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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The Original Florida Tourism Task Force 2017 MEMBERS as of 10/12/2017

ALACHUA COUNTY

(\$15,000 - 3 votes)

Vacant

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BRADFORD COUNTY

(\$3,000 - 2 votes)

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The Honorable Daniel Riddick

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COLUMBIA COUNTY

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Rod Butler

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Paula R. Vann

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DIXIE COUNTY

(\$2,000 - 2 votes)

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GILCHRIST COUNTY

(\$2,000 - 2 votes)

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HAMILTON COUNTY

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JEFFERSON COUNTY

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LAFAYETTE COUNTY

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LEVY COUNTY

(\$4,000 - 2 votes)

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MADISON COUNTY

(\$3,000 - 2 votes)

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TAYLOR COUNTY

(\$4,000 - 2 votes)

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

as of 10/12/2017

VOLUNTEERS, CONSULTANTS AND OTHERS

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Roland Loog - Volunteer

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2018
Visit Natural North Florida
Meeting Dates and Counties



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

January 18:	Alachua
February 15:	
March 15:	
April 19:	
May 17:	
June 21:	
July 19:	
August 16:	
September 20:	VISIT FLORIDA
October 18:	
November 15:	
December 20:	Alachua (Council Office)

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

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