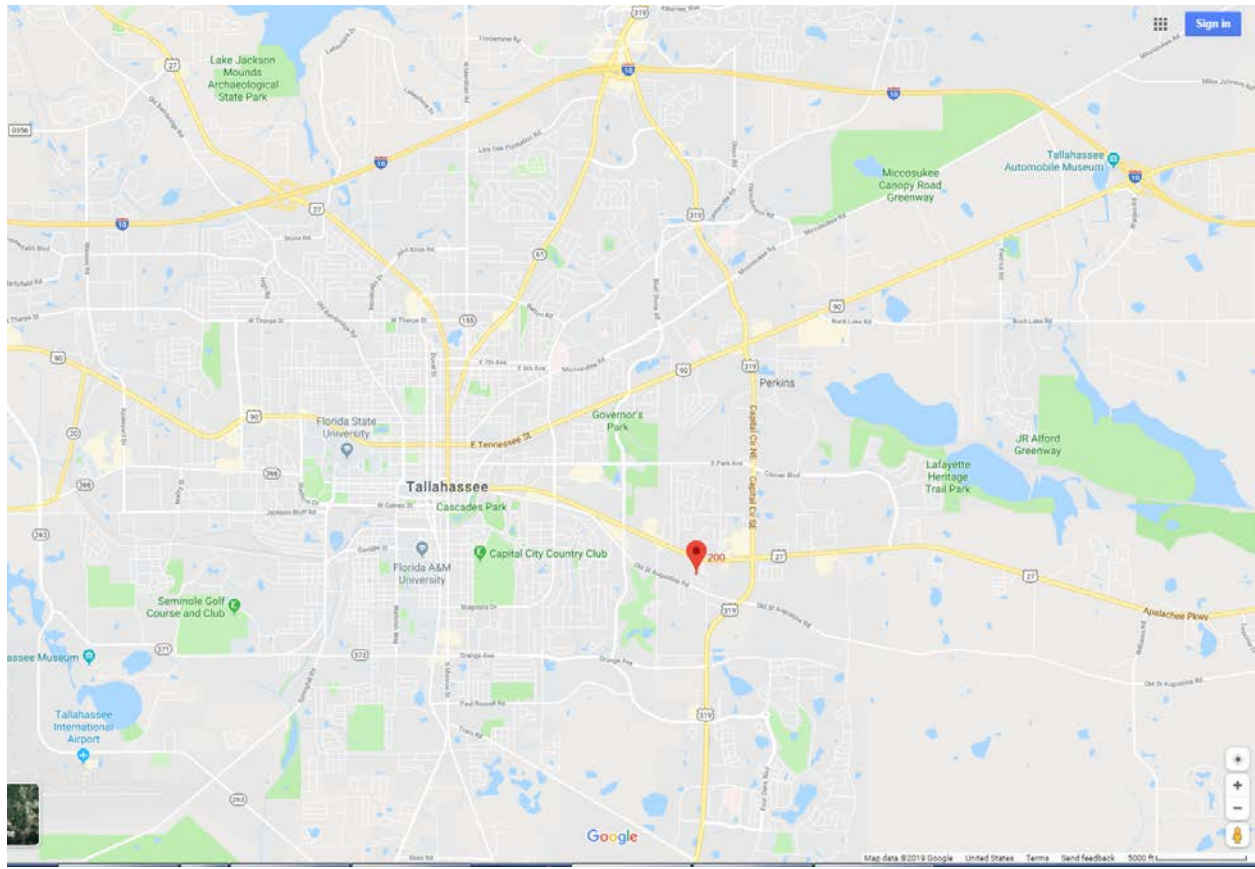


MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **September 19, 2019**. The meeting will be held at the **VISIT FLORIDA Office, 2540 West Executive Center Circle, Suite 200, Tallahassee, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)



VISIT FLORIDA Office
2540 West Executive Center Circle, Suite 200
Tallahassee, FL 32301

The Original Florida

**TOURISM TASK FORCE
Meeting Agenda**

Visit Natural
NORTH FLORIDA

**VISIT FLORIDA Office
2540 West Executive Center Circle, Suite 200
Tallahassee, FL**

**September 19, 2019
Thursday, 10:00 a.m.**

	PAGE NO.
I. Call to Order, Introductions	
II. Approval of Agenda	3
III. Approval of August 15, 2019 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee Report	9
a. Monthly Financial Report Review and Approval - July 31, 2019	
b. Adoption of Fiscal Year 2019-20 Budget	29
2. Nominating Committee	
3. Bicycle Guide Committee	
B. Fiscal Year 2018-19 Regional Rural Development Grant	31
1. Website	
a. Attractions Maintenance and Updating	
b. New Places to Go Town Pages	
2. e-newsletter	
3. Website Blogs	
4. Ultimate Bicycle Guide Reprint	
5. Domestic Travel Shows	
6. Advertising Campaign	
a. Digital Marketing	
b. Print Advertising (UnDiscovered Florida, Florida Travel Planner, Florida Transportation Map)	
c. VISIT FLORIDA Retargeting Campaign	
7. Brochure Distribution	
8. Scholarships	
a. Florida Governor's Tourism Conference	
9. Professional Organization Memberships	
C. VISIT FLORIDA Grants	
1. VISIT FLORIDA - North Central Florida Fiscal Year 2018-19 Rural Area of Opportunity Partnership Program	
a. Final Reimbursement Request	
2. VISIT FLORIDA - North Central Florida Fiscal Year 2019-20	37

- D. VISIT FLORIDA Report
 - 1. Monthly Report - Brenna Dacks
- E. Staff Items
- F. Other Old Business
 - 1. Updated Task Force Member Contact Information 39
- G. Announcements
- V. NEW BUSINESS
- VI. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., October 17, 2019 at a location to be determined.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Suwannee River Rendezvous Resort and Campground
828 NE Primrose Road, Mayo, FL
Lafayette County

August 15, 2019
10:00 a.m.

MEMBERS PRESENT

Sean Plemons, Alachua County
Will Sexton, Bradford County, Vice-Chair
Paula Vann, Columbia County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County
Craig Colton, Lafayette County
Carol McQueen, Levy County
Tisha Whitehurst, Levy County
Jackie Blount, Madison County
Phyllis Williams, Madison County
Charissa Setzer, Suwannee County
Dawn Taylor, Taylor County, Chair
Thomas Herndon, Wakulla County

MEMBERS ABSENT

Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Lee Deen, Gilchrist County
Teena Peavey, Suwannee County
Natalie Knowles, Wakulla County
David Ward, Jefferson County
Sandy Beach, Taylor County
Dale Walker, Union County

OTHERS PRESENT

Anthony Adams, Lafayette County
Board of County Commissioners
Donna Creamer, Task Force
Travel Show Coordinator
Roland Loog, Task Force Volunteer
Lois Nevins, By All Means Travel
Tommy Thompson, Two Tree, Inc.

STAFF PRESENT

Lauren Yeatter

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor, called the meeting to order at 10:04 a.m. and called for introductions. Leadership Forum speaker, Honorable Anthony Adams, Lafayette County Board of County Commissioners, welcomed the Task Force and discussed the natural features in Lafayette County that attract tourists.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda, as presented.

ACTION: Katrina Richardson moved and Sean Plemons seconded to approve the meeting agenda. The motion passed unanimously.

III. APPROVAL OF THE JULY 18, 2019 MINUTES

Chair Taylor asked for approval of the July 18, 2019 meeting minutes.

ACTION: Tisha Whitehurst moved and Charissa Setzer seconded to approve the July 18, 2019 minutes as presented. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Monthly Financial Reports Review and Approval

1. June 30, 2019

ACTION: Katrina Richardson moved and Phyllis Williams seconded to approve the June 30, 2019 monthly financial report as presented. The motion passed unanimously.

2. Bicycle Guide Committee Report

The Bicycle Guide Committee will meet on September 9, 2019 at 2:30 p.m. at the Visit Columbia Office in Lake City.

3. Marketing Committee Report

The Marketing Committee will meet on September 9, 2019 at 2:00 p.m. at the Visit Columbia Office in Lake City.

4. Nominating Committee

The Nominating Committee will meet on September 19, 2019 at 9:30 a.m. at the VISIT FLORIDA Office.

B. Fiscal Year 2018-19 Regional Rural Development Grant

1. Website

a. Attractions Maintenance and Updating

b. New Places to Go Town Pages

2. E-Newsletter

3. Website Blogs

Tommy Thompson reported on new blogs. Katrina Richardson asked that the Task Force receive an email when new blogs are posted so that the new blogs may be shared on social media.

4. Ultimate Bicycle Guide Reprint
5. Domestic Travel Shows
 - a. Georgia RV and Camper Show
Ms. Creamer reported on preparation for the show.
6. Advertising Campaign
 - a. Digital Marketing
 - b. Print Advertising (UnDiscovered Florida, Florida Travel Planner, Florida Transportation Map)
 - c. VISIT FLORIDA Retargeting Campaign
7. Brochure Distribution
8. Scholarships
 - a. Southeast Tourism Society Marketing College
 - b. Florida Governor's Tourism Conference
9. Professional Organization Memberships
10. 2nd Quarter Reimbursement

Lauren Yeatter, Senior Planner reviewed the FY 2018-19 Regional Rural Development Grant 2nd Quarter Deliverables Report and Reimbursement request.

ACTION: Tisha Whitehurst moved and Pat Watson seconded to approve the FY 2018-19 Regional Rural Development Grant 2nd Quarter Deliverables Report and Reimbursement request as presented. The motion passed unanimously.

C. VISIT FLORIDA Grants

1. VISIT FLORIDA - North Central Florida Fiscal Year 2018-19 Rural Area of Opportunity Partnership Program
 - a. Final Reimbursement Request
2. VISIT FLORIDA - North Central Florida Fiscal Year 2019-20

ACTION: Carole McQueen moved and Paula Vann seconded to have Katrina Richardson invite the Governor to the October 2019 meeting. The motion passed unanimously.

D. VISIT FLORIDA Report

1. Monthly Report

Brenna Dacks, VISIT FLORIDA, Regional Partnership Manager, emailed a monthly VISIT FLORIDA report to be distributed at the meeting.

E. Staff Items

1. University of Florida

College of Health and Human Performance
Internship and Job Fair - September 17, 2019

ACTION: Pat Watson moved and Craig Colton seconded to authorize staff to register for the University of Florida College of Health and Human Performance Internship and Job Fair on September 17, 2019. The motion passed unanimously.

F. Other Old Business

1. Updated Task Force Member Contact Information

G. Announcements

Task Force members made announcements of interest to the Task Force.

V. New Business

VI. Leadership Forum: Honorable Anthony Adams,
Lafayette County Board of County Commissioners

The leadership forum presentation occurred at the beginning of the meeting. Host Craig Colton discussed the many features and activities available at the Suwannee River Rendezvous Resort and Campground.

VII. Adjournment

Date and Location of next meeting

The next meeting is scheduled for 10:00 a.m., September 19, 2019 at the VISIT FLORIDA office in Tallahassee.

The meeting adjourned at 11:32 a.m.

Dawn Taylor, Chair

9/19/19
Date

Minutes prepared by Lauren Yeatter of the North Central Florida Regional Planning Council

The Original Florida Tourism Task Force
Balance Sheet
As of August 31, 2019

	Aug 31, 19
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	41,945.93
Total Checking/Savings	41,945.93
Accounts Receivable	
Accounts Receivable	64,900.67
Total Accounts Receivable	64,900.67
Other Current Assets	
Prepaid Expense	2,878.62
Prepaid Registration Fees	894.00
Total Other Current Assets	3,772.62
Total Current Assets	110,619.22
TOTAL ASSETS	110,619.22
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	45,004.70
Total Accounts Payable	45,004.70
Total Current Liabilities	45,004.70
Total Liabilities	45,004.70
Equity	
Unrestricted Earnings	94,376.51
Net Income	-28,761.99
Total Equity	65,614.52
TOTAL LIABILITIES & EQUITY	110,619.22

The Original Florida Tourism Task Force
Profit & Loss
August 2019

	Aug 19
Expense	
Marketing	
Collateral Materials	
Distribution	500.00
Total Collateral Materials	500.00
Total Marketing	500.00
Total Expense	500.00
Net Income	-500.00

1:37 PM

08/13/19

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 07/31/2019

	<u>Jul 31, 19</u>	
Beginning Balance		48,892.06 ✓
Cleared Transactions		
Checks and Payments - 5 items	<u>-2,228.47 ✓</u>	
Total Cleared Transactions	<u>-2,228.47</u>	
Cleared Balance		<u>46,663.59 ✓</u>
Uncleared Transactions		
Checks and Payments - 3 items	<u>-914.04</u>	
Total Uncleared Transactions	<u>-914.04</u>	
Register Balance as of 07/31/2019		<u>45,749.55</u>
New Transactions		
Checks and Payments - 2 items	<u>-506.62</u>	
Total New Transactions	<u>-506.62</u>	
Ending Balance		<u>45,242.93</u>

ADP
8-13-19

1:37 PM

08/13/19

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 07/31/2019

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						48,892.06
Cleared Transactions						
Checks and Payments - 5 items						
Bill Pmt -Check	06/06/2019	1448	Gromoll, Ron	X	-393.44	-393.44
Bill Pmt -Check	06/20/2019	1458	Watson, Pat	X	-394.91	-788.35
Bill Pmt -Check	07/03/2019	1460	Koons, Scott	X	-1,000.00	-1,788.35
Bill Pmt -Check	07/03/2019	1461	Two Tree, Inc.	X	-425.00	-2,213.35
Bill Pmt -Check	07/22/2019	1464	United Parcel Service	X	-15.12	-2,228.47
Total Checks and Payments					-2,228.47	-2,228.47
Total Cleared Transactions					-2,228.47	-2,228.47
Cleared Balance					-2,228.47	46,663.59
Uncleared Transactions						
Checks and Payments - 3 items						
Bill Pmt -Check	07/03/2019	1462	Williams, Phyllis		-359.04	-359.04
Bill Pmt -Check	07/03/2019	1459	Garcia-Rendon Mari...		-60.00	-419.04
Bill Pmt -Check	07/22/2019	1463	NATC		-495.00	-914.04
Total Checks and Payments					-914.04	-914.04
Total Uncleared Transactions					-914.04	-914.04
Register Balance as of 07/31/2019					-3,142.51	45,749.55
New Transactions						
Checks and Payments - 2 items						
Bill Pmt -Check	08/05/2019	1466	Two Tree, Inc.		-425.00	-425.00
Bill Pmt -Check	08/05/2019	1465	NATC		-81.62	-506.62
Total Checks and Payments					-506.62	-506.62
Total New Transactions					-506.62	-506.62
Ending Balance					-3,649.13	45,242.93



P.O. Box 900
Tallahassee, FL 32302

SKGT

ACCOUNT STATEMENT

00002191 FCC31545080119172218 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 7/31/19
Primary Account

Page 1
XXXXXXX2204



Need a personal loan or line of credit? Visit ccbg.com/loans for information about our consumer credit products and then simply apply online. We make it easy to apply for the funds you need. All loans subject to credit approval; Equal Housing Lender.

CHECKING ACCOUNT

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

XXXXXXX2204
48,892.06 ✓
.00
2,228.47 ✓
.00
.00
46,663.59 ✓

Images
Statement Dates 7/01/19 thru 7/31/19
Days in this Statement Period 31
Avg Ledger Balance 47,293.58
Avg Collected Balance 47,293.58

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
7/09	1448	393.44 ✓	7/09	1461	425.00 ✓
7/15	1458*	394.91 ✓	7/31	1464*	15.12 ✓
7/08	1460*	1,000.00 ✓			

* Denotes missing check numbers

DAILY BALANCE INFORMATION

Date	Balance	Date	Balance	Date	Balance
7/01	48,892.06	7/09	47,073.62	7/31	46,663.59
7/08	47,892.06	7/15	46,678.71		

RECEIVED

AUG 08 2019

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL





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

Date 7/31/19
Primary Account

Page 2
XXXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXXX2204 (Continued)

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

00002191-0003545-0002-0003-FCC31545080119172218-01-L



Natural North Florida THE FEDERAL RESERVE NOTE FOR THE STATE OF FLORIDA
SERIAL NO. 1448
DATE 06/09/2019
AMOUNT \$ 393.44
PAY TO THE ORDER OF Ron Gromoll
Three Hundred Ninety-Three and 44/100 DOLLARS
Ron Gromoll
Alachua County Parks and Rec Dept
12 SE 1st Street, 2nd Floor
Gainesville, FL 32605-0825
SSR K
⑈001448⑈ ⑆063100588⑆ 0224792204⑈

1448

07/09/2019

\$393.44

Natural North Florida THE FEDERAL RESERVE NOTE FOR THE STATE OF FLORIDA
SERIAL NO. 1458
DATE 06/29/2019
AMOUNT \$ 394.91
PAY TO THE ORDER OF Phil Wilson
Three Hundred Ninety-Four and 91/100 DOLLARS
Phil Wilson
City of Tallahassee
114 N. Main Street
Tallahassee, FL 32303
SSR K
⑈001458⑈ ⑆063100588⑆ 0224792204⑈

1458

07/15/2019

\$394.91

Natural North Florida THE FEDERAL RESERVE NOTE FOR THE STATE OF FLORIDA
SERIAL NO. 1460
DATE 07/08/2019
AMOUNT \$ 1,000.00
PAY TO THE ORDER OF Scott R. Koon
One Thousand and 00/100 DOLLARS
Scott R. Koon
6210 NW 80th Terrace
Gainesville, FL 32609-4200
SSR K
⑈001460⑈ ⑆063100588⑆ 0224792204⑈

1460

07/08/2019

\$1,000.00

Natural North Florida THE FEDERAL RESERVE NOTE FOR THE STATE OF FLORIDA
SERIAL NO. 1461
DATE 07/09/2019
AMOUNT \$ 425.00
PAY TO THE ORDER OF Two Trees, Inc.
Four Hundred Twenty-Five and 00/100 DOLLARS
Two Trees, Inc.
Tommy Thompson
24-A NW 33rd Court
Gainesville, FL 32607
SSR K
⑈001461⑈ ⑆063100588⑆ 0224792204⑈

1461

07/09/2019

\$425.00

Natural North Florida THE FEDERAL RESERVE NOTE FOR THE STATE OF FLORIDA
SERIAL NO. 1464
DATE 07/31/2019
AMOUNT \$ 15.12
PAY TO THE ORDER OF United Parcel Service
Fifteen and 12/100 DOLLARS
United Parcel Service
P.O. Box 7267-0244
Philadelphia, PA 19170-0001
SSR K
⑈001464⑈ ⑆063100588⑆ 0224792204⑈

1464

07/31/2019

\$15.12



Tourism Task Force

*****2204

8/5/2019 4:11 PM

DOCUMENT INCLUDES VIBRANT FIBER CHEMICAL REACTIVE PROPERTIES AND FEATURES A POLY HOLOGRAM

Visit Natural North Florida THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200

Capital City Bank 1448

6/6/2019

PAY TO THE ORDER OF **Ron Gromoll** \$**393.44

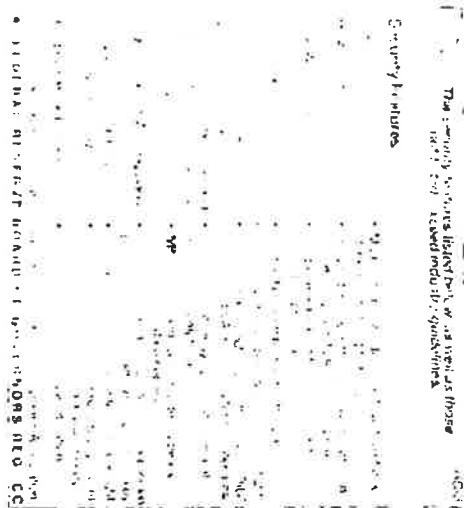
Three Hundred Ninety-Three and 44/100..... DOLLARS

Ron Gromoll
Alachua County Parks and Rec Dept
12 SE 1st Street, 2nd Floor
Gainesville, FL 32606-6826

MEMO

SHIELD

0001448 00631006881 0224792204



For Deposit Only - JPMC

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE
IN FRONT OF THE FRONT OF THE INSTITUTION UNIT

DEPOSIT ONLY
CHASE

Amount: -393.44

Description: Check

Check Number: 1448

Posted Date: 7/9/2019

Transaction Type: History



Tourism Task Force

*****2204

8/5/2019 4:11 PM

		THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 NW 8TH PLACE GAINESVILLE, FLORIDA 32603-1603 352.955.2200		1461
PAY TO THE ORDER OF Two Tree, Inc.		7/3/2019		S -425.00
Four Hundred Twenty-Five and 00/100		DOLLARS		S.S.R.K.
Two Tree, Inc. Tommy Thompson 24-A NW 33rd Court Gainesville, FL 32607		MEMO		

⑈001461⑈ ⑆063100688⑆ 0224792204⑈

☐ CHECK HERE AFTER
 DEPOSIT OR REMOTE DEPOSIT DATE _____
 DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE
 RESERVED FOR FINANCIAL INSTITUTION USE

For deposit only
 well Fargo device

THE SECURITY OF THIS CHECK DEPENDS ON THE QUALITY OF THE INK AND PAPER USED.

Amount: -425.00

Description: Check

Check Number: 1461

Posted Date: 7/9/2019

Transaction Type: History



Tourism Task Force

*****2204

8/5/2019 4:11 PM

DOCUMENT INCLUDES VOIDABLE FIBER, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOIL HOLOGRAM

Visit Natural North Florida

THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200

Capital City Bank

1458

6/20/2019

63-68/631

PAY TO THE ORDER OF Pat Watson

\$ **394.91

Three Hundred Ninety-Four and 91/100 ***** DOLLARS

Pat Watson
City of Trenton
114 N. Main Street
Trenton, FL 32693

MEMO

SHIELD

001458 0063100688 0224792204

ENDORSE HERE

Pat Watson

CHECK HERE AFTER
MOBILE OR REMOTE DEPOSIT DATE

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE
RESERVED FOR FINANCIAL INSTITUTION USE

Security Features:

- Hologram on front of seal used to check stock. Cannot be photocopied.
- Heat Sensitive Ink: Held real image with fingers or breath on it. The image will fade and disappear.
- True Watermark: Held check to a light source to view. Cannot be photocopied.
- Micro Fingers: Visible fibers embedded in the paper.
- High Resolution: Cannot be photocopied.
- Toner Adhesion Properties: Cannot be photocopied.
- Anti-Copy Technology: Document made with technology that most copiers from creating a usable copy.
- Laid Line Back Pattern: Discourages counterfeit alterations.

* FEDERAL RESERVE BOARD OF GOVERNORS REG. CC

Amount: -394.91

Description: Check





Check Number: 1458

Posted Date: 7/15/2019

Transaction Type: History

*****2204

8/5/2019 4:11 PM

DOCUMENT INCLUDES VISIBLE FIBERS, CHIMICALLY ACTIVE PAPER, INTELLECTUAL PROPERTY AND FEATURES AT YOUR POLICE'S RISK	
	
THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200	1460 7/3/2019
PAY TO THE ORDER OF	Scott R. Koons
One Thousand and 00/100	\$ **1,000.00
Scott R. Koons 5210 NW 50th Terrace Gainesville, FL 32606-4309	 S S R. K.
MEMO	
NEW WATERMARK PAPER - HOLD TO LIGHT TO VIEW	HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

000146011 120631006881: 022479220411

ENDORSE HERE

557216

1500509287

☐ CHECK HERE AFTER
MOBILE OR REMOTE DEPOSIT DATE _____

**DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE
RESERVED FOR FINANCIAL INSTITUTION USE.**

Amount: -1000.00
Description: Check
Check Number: 1460
Posted Date: 7/8/2019
Transaction Type: History



Tourism Task Force

*****2204

8/5/2019 4:12 PM

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOLIOLOGRAM

Visit Natural North Florida THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 N.W. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200

Capital City Bank 1464
63-69/631
7/22/2019

PAY TO THE ORDER OF United Parcel Service \$**15.12
Fifteen and 12/100 ***** DOLLARS

United Parcel Service
P.O. Box 7247-0244
Philadelphia, PA 19170-001

MEMO

TRUC WATERMARK PAPER-HOLD TO LIGHT-TO VIEW

001464 0031006881 0224792204

22/8/19

ENDORSE HERE

CHECK HERE AFTER
MOBILE OR REMOTE DEPOSIT DATE

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE.
RESERVED FOR FINANCIAL INSTITUTION USE

For Deposit Only: New Castle DE
03100208-07/30/19 DLW UPS 7380
40705208
7380-824246-001/000-824246-20-10-001/2828-001

Security Features:

- Hologram**
 - Multi-dimensional ball seal fused to check stock. Cannot be photocopied.
 - Hold red image with fingers or breathe on it. The image will fade and reappear.
 - Hold check to a light source to view.
 - Cannot be photocopied.
- Heat Sensitive Ink**
 - Visible fibers embedded in the paper.
 - Fibers in paper visible under ultraviolet light.
 - Chemical Wash Detection Area.
 - Microprinting.
- True Watermark**
 - High Resolution Warning Band.
 - Text alerts harder to security features. Fine lines in border and corners are difficult to replicate or copy.
 - Chemically in paper bonds, laser power to paper fibers with heat. Damages to visible with attention elements.
 - Document made with technology to prevent most copies from creating a visible copy.
 - Discourages cut-and-paste alterations.
- Anti-Copy Technology**
 - Laid Line Back Pattern.
 - Padlock design is a certification mark of the Check Payment Systems Association.
 - FEDERAL RESERVE BOARD OF GOVERNORS REG. CC

This security features listed below, as well as those not listed, exceed industry guidelines.

HCS

Amount: -15.12

Description: Check

Check Number: 1464

Posted Date: 7/31/2019

Transaction Type: History

Scott R. Koons

SKT

INVOICE

5210 N.W. 50th Terrace
Gainesville, FL 32606
Ph: 352.377.5789

DATE: June 27, 2019
INVOICE # 36
FOR: Mailchimp 2019

Bill To:
The Original Florida Tourism Task Force

2009 NW 67th Place
Gainesville, FL 32653-1603
352.955.2200

8202

DESCRIPTION	AMOUNT
50,000 credits for Visit Natural North Florida enewsletter via MailChimp	\$ 1,000.00
<div>RECEIVED JUN 27 2019 NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL</div>	
	<div>Approved for Payment SPK</div>
TOTAL	\$ 1,000.00

THANK YOU!

Mailchimp Receipt

MC06852109

Issued to

Scott Koons
The Original Florida
Tourism Task Force
koons@ncfrpc.org
Office phone:
3529552200
2009 NW 67th Place
Gainesville, FL 32653-
1603

Issued by

Mailchimp
c/o The Rocket Science
Group, LLC
675 Ponce de Leon Ave
NE
Suite 5000
Atlanta, GA 30308
www.mailchimp.com
US EIN 58-2554149

Details

Order # MC06852109
Date Paid: Jun 27, 2019
12:47 pm Eastern Time

Billing statement

Pay As You	50000 credits	\$1,000.00
Go		
Subtotal		\$1,000.00
Total		\$1,000.00
Paid via Visa ending in 8543 which expires 05/2023 on June 27, 2019		\$1,000.00
Balance as of June 27, 2019		\$0.00

12:01 PM
09/09/19

The Original Florida Tourism Task Force Transactions by Account

As of August 31, 2019

Accrual Basis

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
Prepaid Expense									
Bill	08/01/2019	8T029...	Florida Suncoast To...	Brochure Distribution - August 2019	8202 - F...		Accounts Paya...	500.00	0.00
Bill	08/01/2019	8T029...	Florida Suncoast To...	Brochure Distribution - September 2019	8202 - F...		Accounts Paya...	500.00	500.00
Bill	08/01/2019	01S-1...	CTM Media Group Inc	Brochure Distribution August 2019	8202 - F...		Accounts Paya...	433.00	1,000.00
Bill	08/01/2019	01S-1...	CTM Media Group Inc	Brochure Distribution September 2019	8202 - F...		Accounts Paya...	433.00	1,433.00
Bill	08/01/2019	01S-1...	CTM Media Group Inc	Brochure Distribution October 2019	8202 - F...		Accounts Paya...	433.00	1,866.00
Bill	08/01/2019	01103...	Auto-Owners Insura...	General Liability Policy #0922322-78139716-19 08/21/19 - 08/21/20	83011 - ...		Accounts Paya...	438.00	2,299.00
Bill	08/05/2019	OFTT...	NATC	Furniture Rental for Georgia RV & Camper Show September 13-15, 2019.	8202 - F...		Accounts Paya...	81.62	2,737.00
Bill	08/19/2019	6JNZ...	VisitFlorida	I-75 Welcome Center 2019 Fall Festival - Marketing Partner Participation - 11/1/2019	83011 - ...		Accounts Paya...	60.00	2,818.62
Total Prepaid Expense								2,878.62	2,878.62
TOTAL								2,878.62	2,878.62

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of July 31, 2019

(These financial statements are unaudited)

	Budget	July 2019	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	53,000.00	0.00	53,000.00	0.00
DEO Rural Development Grant 17/18	48,700.00	0.00	34,187.24	(14,512.76)
DEO Rural Development Grant 18/19	120,600.00	0.00	0.00	(120,600.00)
VisitFlorida Rural Area Opportunity Grant 18/19	126,000.00	0.00	113,704.51	(12,295.49)
VisitFlorida Rural Area Opportunity 18/19 In-Kind	12,800.00	0.00	0.00	(12,800.00)
Other	0.00	0.00	0.00	0.00
Total Income	361,100.00	0.00	200,891.75	(160,208.25)
Expenses				
Marketing				
Collateral Materials				
Print Ultimate Bicycle Guide	3,000.00	0.00	0.00	(3,000.00)
Print RV Parks & Campgrounds Brochure	0.00	0.00	347.10	347.10
Print Experience North Florida Bike Flyer	0.00	0.00	72.00	72.00
Total Collateral Materials	3,000.00	0.00	419.10	(2,580.90)
Website				
Fishing, Paddling, Bike & Springs Microsites	7,000.00	0.00	0.00	(7,000.00)
Regional Video	5,000.00	0.00	5,000.00	0.00
Website Blogs	5,100.00	0.00	5,159.00	59.00
Web Hosting Services	6,000.00	0.00	7,000.00	1,000.00
County/Town Videos	12,000.00	0.00	0.00	(12,000.00)
Topic-Centered Landing Pages	10,000.00	0.00	0.00	(10,000.00)
Town Landing Pages	2,500.00	0.00	0.00	(2,500.00)
Ultimate Bicycle Guide Landing Page	100.00	0.00	0.00	(100.00)
Ultimate Springs Guide Landing Page	100.00	0.00	0.00	(100.00)
Paddling Landing Page	100.00	0.00	0.00	(100.00)
Florida State Parks Page	100.00	0.00	0.00	(100.00)
Fishing Page	100.00	0.00	0.00	(100.00)
Places to Stay, Eat & Things to Do	2,000.00	0.00	0.00	(2,000.00)
Website Header Enhancements	0.00	0.00	2,000.00	2,000.00
Total Website	50,100.00	0.00	19,159.00	(30,941.00)
Trade Shows				
Whistles & Other Promotional Items	5,000.00	0.00	4,905.18	(94.82)
Popup and/or Cloth Displays - VF In-Kind	5,000.00	0.00	0.00	(5,000.00)
Welcome Center Rack Space - VF In-Kind	800.00	0.00	0.00	(800.00)
State Park Guides & State Maps-VF In-Kind	2,000.00	0.00	0.00	(2,000.00)
Dusseldorf & NY Times Register-VF In-Kind	5,000.00	0.00	4,600.87	(399.13)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of July 31, 2019

(These financial statements are unaudited)

	Budget	July 2019	Year to Date	Over/(Under) Budget
VF Georgia RV & Camper Show	4,200.00	0.00	0.00	(4,200.00)
VF Boot Dusseldorf	6,300.00	0.00	0.00	(6,300.00)
VF Atlanta Camping & RV Show	3,800.00	0.00	2,836.32	(963.68)
VF Nashville RV Super Show	5,100.00	0.00	5,083.77	(16.23)
VF New York Times Travel Show	3,000.00	0.00	667.58	(2,332.42)
VF London Times Destinations Show	15,200.00	0.00	9,270.42	(5,929.58)
VF Houston RV Show	7,300.00	0.00	7,678.23	378.23
VF Chicago RV & Camping Show	7,100.00	0.00	7,189.41	89.41
VF Boston Travel & Adventure Show	7,700.00	0.00	6,763.71	(936.29)
VF F.re.e. Messe Munich	12,600.00	0.00	10,025.43	(2,574.57)
VF Toronto Outdoor Adventure Show	8,300.00	0.00	6,204.04	(2,095.96)
VF Canoecon Madison, WI	6,300.00	0.00	5,046.00	(1,254.00)
VF Philadelphia Travel & Adventure Show	7,300.00	0.00	7,303.28	3.28
VF Ottawa Outdoor & Travel Adventure Show	7,900.00	0.00	2,269.15	(5,630.85)
VF Washington DC Travel & Adventure Show	7,000.00	0.00	7,159.89	159.89
Midwest Mountaineering Spring Expo	6,700.00	0.00	4,152.20	(2,547.80)
Bike Expo New York	7,700.00	0.00	6,961.41	(738.59)
VF Ottawa Travel and Vacation Show	0.00	0.00	6,610.74	6,610.74
Total Trade Shows	141,300.00	0.00	104,727.63	(36,572.37)
Advertising				
Brochure Distribution	12,000.00	500.00	9,330.00	(2,670.00)
Digital Advertising Campaign	23,500.00	0.00	13,250.00	(10,250.00)
Florida Vacation Planner Print Advertisement	8,300.00	0.00	8,303.25	3.25
Florida Transportation Map Print Advertisement	5,000.00	0.00	0.00	(5,000.00)
Undiscovered Florida Print Advertisement	8,200.00	0.00	6,878.00	(1,322.00)
Quarterly eNewsletters	4,300.00	0.00	1,200.00	(3,100.00)
Total Advertising	61,300.00	500.00	38,961.25	(22,338.75)
Total Marketing Expenses	255,700.00	500.00	163,266.98	(92,433.02)
Administration				
NCFRPC - Admin VF & DEO 2017-18	5,625.00	0.00	0.00	(5,625.00)
NCFRPC - Admin VF & DEO FY 2018-19	18,975.00	0.00	8,725.00	(10,250.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	3,125.00	(9,375.00)
Bank Charges	200.00	0.00	0.00	(200.00)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	61.25	(238.75)
Other Admin Expenses Miscellaneous	2,000.00	0.00	818.88	(1,181.12)
Postage	300.00	0.00	96.09	(203.91)
VF Travel Show Service Program Fee	15,400.00	0.00	14,300.00	(1,100.00)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of July 31, 2019

(These financial statements are unaudited)

	Budget	July 2019	Year to Date	Over/(Under) Budget
Telephone	300.00	0.00	0.00	(300.00)
Total Administration	55,900.00	0.00	27,126.22	(28,773.78)
Memberships				
Visit Florida	400.00	0.00	395.00	(5.00)
Southeast Tourism Society	300.00	0.00	0.00	(300.00)
Florida Outdoor Writers Association	200.00	0.00	175.00	(25.00)
Total Memberships	900.00	0.00	570.00	(330.00)
Professional Enhancement				
SE Tourism Society Marketing College	11,600.00	0.00	10,469.36	(1,130.64)
Governor's Tourism Conference	1,700.00	0.00	0.00	(1,700.00)
Total Professional Enhancement	13,300.00	0.00	10,469.36	(2,830.64)
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
Total Internships	12,500.00	0.00	0.00	(12,500.00)
Retained Reserves				
Retained Reserves	22,800.00	0.00	0.00	(22,800.00)
Total Retained Reserves	22,800.00	0.00	0.00	(22,800.00)
Total NonMarketing Expenses	105,400.00	0.00	38,165.58	(67,234.42)
Total Expenses	361,100.00	500.00	201,432.56	(159,667.44)
Net Income	0.00	(500.00)	(540.81)	(540.81)

Original Florida Tourism Task Force
Budget FY 2018-19 (10/1/19 to 9/30/20)

Proposed 9/19/2019

<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

Additional Revenue:

Department of Economic Opportunity Rural Development Grant, FY 2018-19	\$58,500
Department of Economic Opportunity Rural Development Grant, FY 2019-20	\$122,200
VISIT FLORIDA FY 2019-20 Rural Area of Opportunity Grant - Cash	\$45,000
Subtotal - Cash	\$225,700
TOTAL REVENUES - CASH	\$278,700
VISIT FLORIDA FY 2019-20 Rural Area of Opportunity Grant - In-Kind	\$81,300
TOTAL REVENUES - CASH AND IN-KIND	\$360,000

Expenditures

Adventure Elevate Networking Conference	\$13,000
Bank Charges	\$200
Governor's Conference on Tourism	\$1,700
Legal Advertising	\$300
Legal Expenses	\$300
(1) Marketing Program for FY 2019-20 (less in-kind)	\$182,500
(2) Memberships	\$900
Miscellaneous	\$2,000
North Central Florida Regional Planning Council - Admin/Internships	\$47,500
Postage Expenses	\$300
Service Fee - VISIT FLORIDA Travel Show Program	\$12,500
Southeast Tourism Society Marketing College	\$11,600
Telephone	\$300
Unrestricted Reserve Fund - Contribution	\$5,600
TOTAL EXPENDITURES - CASH	\$278,700
(1) Marketing Program for FY 2019-20 - In-Kind	\$81,300
TOTAL EXPENDITURES - CASH AND IN-KIND	\$360,000

(1) See Marketing Budget Detail

(2) See Memberships Detail

Reserve Funds

Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$110,000
TOTAL RESERVE FUNDS	\$110,000

Original Florida Tourism Task Force
Budget FY 2018-19 (10/1/18 to 9/30/19)

Proposed 9/19/2019

	Total
Collateral Material:	
2018-19 Revise and Print Ultimate Bicycle Guide	\$3,000
2019-20 Design and Print Collateral Material	\$1,300
Website:	
2018-19 Website Blogs - 15 Blogs	\$1,275
2019-20 Website Hosting & Maintenance	\$12,100
2018-19 New County/Town Website Videos - (6 Videos)	\$12,000
2019-20 New Topic-Centered Pages (3 Pages)	\$2,500
2019-20 Website Blogs - 45 Blogs	\$3,825
2019-20 Website Town Blogs - 6 Blogs	\$2,500
Trade Shows:	
Whistles and Other Promotional Items	\$5,000
Pop-up and/or Cloth Displays (In-kind)	\$3,000
VISIT FLORIDA Welcome Center Rack Space (In-kind)	\$800
VISIT FLORIDA - Atlanta Camping & RV Show	\$4,700
VISIT FLORIDA - New York Times Travel Show	\$4,000
VISIT FLORIDA - Chicago RV & Camping Show	\$6,800
VISIT FLORIDA - Toronto Outdoor Adventure Show	\$8,900
VISIT FLORIDA - Washington DC Travel & Adventure Show	\$7,800
DEO 2019-20 - Houston RV Show	\$7,500
DEO 2019-20 - Philadelphia Travel & Adventure Show	\$7,200
DEO 2019-20 - Atlanta Travel & Adventure Show	\$6,700
DEO 2019-20 - Bike Expo New York	\$5,500
DEO 2019-20 - Georgia RV & Camper Show	\$6,700
Adventure Travel Training - 4 Days (In-kind)	\$24,000
Consumer Public Relations/Influencer Trips (In-kind)	\$17,000
Advertising:	
2018-19 Brochure Distribution	\$3,000
2018-19 Digital Advertising Campaign	\$13,500
2018-19 Florida Vacation Planner Print Advertisement	\$8,000
2018-19 Digital Retargeting Campaign	\$13,500
2019-20 Digital Advertising Campaign	\$15,400
2019-20 Digital Facebook Advertising Campaign (In-kind)	\$33,500
2019-20 Florida Transportation Map Print Advertisement	\$5,000
2019-20 Florida Vacation Planner Co-op Print Advertisement	\$8,300
Quarterly eNewsletters	\$6,500
Total Marketing Expenditure	\$260,800
Administration	
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2018-19	\$5,625
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2019-20	\$16,875
North Central Florida Regional Planning Council - Regional Marketing Program Fees FY 2019-20	\$12,500
Bank Charges	\$200
Legal Advertising	\$300
Legal Expenses	\$300
Other Administrative Expenses/Miscellaneous	\$2,000
Postage	\$300
Service Fee - VISIT FLORIDA Travel Show Program & DEO	\$12,500
Telephone	\$300
Membership Organizations - Annual Dues	
VISIT FLORIDA Annual Dues	\$400
Southeastern Tourism Society Annual Dues	\$300
Florida Outdoor Writers Association Annual Dues	\$200
Professional Enhancement	
Southeastern Tourism Society Marketing College	\$11,600
Governor's Tourism Conference	\$1,700
Adventure Elevate Networking Conference	\$13,000
Adventure Elevate Networking Conference (In-kind)	\$3,000
Internships	
Harvey Campbell Memorial Internship	\$6,250
Dean Fowler Internship	\$6,250
Retained Reserves	
Unrestricted Reserve Fund	\$5,600
Total Non-Marketing Expenditure	\$99,200
Total Expenditure	\$360,000

ATTACHMENT 1 SCOPE OF WORK

1. PROJECT DESCRIPTION: Section 288.018(1), F.S. establishes a matching grant program (the “Grant 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. The Grant Program may also be used by an economic development organization to provide technical assistance to businesses within the rural counties and communities they serve.

The Original Florida Tourism Task Force d/b/a Visit Natural North Florida (Tax Identification Number 59-3534835) (“Grantee”) is an entity created and authorized pursuant to the Florida Interlocal Cooperation Act of 1969, section 163.01, Florida Statutes. Grantee promotes the natural historic and cultural attractions of the following counties: Alachua, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, Suwannee, Taylor, Union and Wakulla. (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: Throughout the term of this Agreement, Grantee shall perform the following deliverables identified in this paragraph 2 and in paragraph 3 below.

2.1 Website Maintenance and Operation:

Continue to maintain, host and operate its website, www.vnnf.org, in order to better inform potential visitors of attractions and events within the region. Website maintenance may include, but is not limited to, adding additional topic-centered landing pages in order to better inform potential tourists of communities, activities, attractions and facilities within the Region and verifying and updating existing content.

2.2 Electronic Newsletters:

Create and distribute electronic newsletters to potential visitors regarding tourist-oriented attractions, facilities and events within the Region. Grantee may request reimbursement for a maximum of four (4) distributions.

2.3 Website Blogs:

Post blogs on its website, www.vnnf.org, in to inform visitors of tourist-oriented attractions and facilities within the Region.

2.4 Update and print hard copy marketing materials:

Update and print various Task Force produced marketing materials, booklets and brochures, including but not limited to, the Visit Natural North Florida Biking Guide, the Visit Natural Florida Springs Guide and the Natural North Florida State-Designated Paddling Trails Guide. These publications will be distributed primarily at travel shows which the Task Force participates in.

2.5 Exhibit at Domestic Travel Shows:

The task force will exhibit at a minimum of one domestic travel show. At the shows, the Task Force will staff a booth, distribute brochures, guidebooks and other materials pertaining to the region and answer questions raised by show attendees. A maximum of two Task Force representatives will staff travel show booths.

2.6 Advertising:

The Task Force will engage in advertising campaigns consisting of online digital and/or print media advertising. At a minimum, the Task Force will place one digital or print advertisement.

2.7 Literature Distribution:

Distribute literature at VISIT FLORIDA welcome centers state-wide, and business locations along major highways. Grantee may request reimbursement for this task a maximum of four (4) times during the agreement period.

2.8 Professional Enhancement Scholarships:

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

2.9 Memberships in Professional Organizations:

Maintain memberships in or join professional organizations.

3. DEO'S RESPONSIBILITIES:

3.1 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;

3.2 Perform Agreement management responsibilities as stated herein;

3.3 Reply to reasonable inquires pursuant to the Agreement and,

3.4 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 Maintenance and Enhancements		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Maintain, host, operate and enhance website in accordance with Scope of Work 2.1	<p>Grantee must provide ongoing website maintenance, hosting, operation and enhancements.</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Copy of agreement with vendor • Links to additional topic centered landing pages • Invoice from provider detailing work completed including additional topic centered landing pages • Proof of payment 	Failure to maintain, host, operate and enhance website as specified in Scope of Work 2.1 will result in non-payment.
Deliverable No. 2 – Electronic Newsletters		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Distribute Electronic Newsletters in accordance with Scope of Work 2.2	<p>Grantee must prepare and distribute at least one (1) electronic newsletter. Grantee may request reimbursement for a maximum of four (4) electronic newsletter distributions during the agreement period.</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Include DEO Agreement Manager on electronic newsletter distribution list 	Failure to prepare and distribute one (1) electronic newsletter as specified in Scope of Work 2.2 will result in non-payment.

	<ul style="list-style-type: none"> • Documentation of staff time associated with this deliverable. 	
Deliverable No. 3 – Website Blogs		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Post blogs on Grantee's website in accordance with Scope of Work 2.3	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 form if necessary • Model release for if necessary • Invoice from blogger • Proof of payment 	Failure to post one (1) blog on Grantee's website as specified in Scope of Work 2.3 will result in non-payment.
Deliverable No. 4 – Update and print Marketing Materials		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Update and print hard copy marketing materials in accordance with Scope of Work 2.4	Grantee must update a minimum of one (1) hard copy marketing material and print a minimum of 1,000 copies. Required Documentation <ul style="list-style-type: none"> • Copy of agreement with vendor • Copy of previous material • Copy of updated marketing material • Proof of payment • Documentation of staff time associated with this deliverable if applicable. 	DEO will withhold payment for failure to update and print hard copy marketing materials.
Deliverable No. 5 Exhibit at domestic travel shows		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Exhibit at domestic travel shows in accordance with Scope of Work 2.5	Grantee must exhibit at a minimum of one (1) domestic travel show. Required Documentation: <ul style="list-style-type: none"> • Schedule for each show exhibited at • Copies of competed registrations for each travel show attended • Copies of rental agreements if applicable • Competed travel documentation for a maximum of two (2) travelers 	Failure to exhibit at a minimum of one (1) domestic travel show will result in non-payment.
Deliverable No. 6 – Advertising		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Conduct advertising campaign in accordance with Scope of Work 2.6	Grantee must place a minimum of one (1) digital or print media advertisement. Required Documentation: <ul style="list-style-type: none"> • Copy of print or digital advertisement • Invoice from provider 	Failure to place one (1) digital or print media advertisement as specified in Scope of Work 2.8 will result in non-payment
Deliverable No. 7 – Literature Distribution		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Distribute literature in accordance with Scope of Work 2.7	Grantee must distribute a minimum of ten thousand (10,000) pieces of literature. Grantee	Failure to distribute a minimum of ten thousand (10,000) pieces of literature as specified in

	may request reimbursement a maximum of four (4) times during the agreement period. Required Documentation: <ul style="list-style-type: none"> • 1 sample of each brochure distributed • Copy of distribution list and number distributed • Invoice from provider • Proof of payment 	Scope of Work 2.9 will result in non-payment.
Deliverable No. 8 – Professional enhancement scholarships		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Professional enhancement scholarships in accordance with Scope of Work 2.8	Grantee must provide one (1) professional enhancement scholarship. Required documentation: <ul style="list-style-type: none"> • Completed event registration forms • Invoice for registration fee • Agenda for each event • Summary of how attendance at the event built professional capacity • Completed travel documentation 	Failure to provide a minimum of one (1) professional enhancement scholarship as specified in Scope of Work 2.10 will result in non-payment.
Deliverable No. 9 – Maintain memberships in professional organizations		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Maintain memberships in or join professional organizations in accordance with Scope of Work 2.9	Grantee must maintain membership in one (1) professional organization. Required Documentation: <ul style="list-style-type: none"> • Copy of registration for each professional organization membership joined or maintained 	Failure to maintain membership in one (1) professional organization as specified in Scope of Work 2.11 will result in non-payment.
Total Costs Not to Exceed \$150,000.00		

COST SHIFTING: The deliverable amounts specified within the Deliverables section 4 table above are established based on the Parties' estimation of sufficient delivery of services fulfilling grant purposes under the Agreement in order to designate payment points during the Agreement Period; however, this is not intended to restrict DEO's ability to approve and reimburse allowable costs Grantee incurred providing the deliverables herein. Prior written approval from DEO's Agreement Manager is required for changes to the above Deliverable amounts that do not exceed **10%** of each deliverable total funding amount. Changes that exceed **10%** of each deliverable total funding amount will require a formal written amendment request from Grantee, as described in **MODIFICATION** section of the Agreement. Regardless, in no event shall DEO reimburse costs of more than the total amount of this Agreement.

5. REPORTING:

5.1 Quarterly: Grantee shall provide a quarterly report listing all progress relating to the Deliverables in Section 4. Quarterly reports are due to DEO within 30 calendar days after the end of each quarter, until submission of the final invoice package. The ending dates for each quarter of the program year are April 30, 2019, July 31, 2019, October 31, 2019 and February 1, 2020. The quarterly report shall include a summary of project progress, indicating percentage of completion of each Deliverable, the Minority and Service-Disabled Veteran Business Enterprise Report, and all additional reports which are required pursuant to this Agreement, including but not limited to, reports documenting the positive return on investment to the State that results

Florida Department of Economic Opportunity
Fiscal Year 2018-19 Regional Rural Development Grant
(January 17, 2019 - January 16, 2020)
Deliverables and Cost Estimates
July 16, 2019

Cost Estimates	Deliverable
7/16/2019	
\$6,000.00	Website Hosting & Maintenance
\$10,000.00	Add Three Topic-Centered Landing Pages (1 Things to Do, 1 Places to Stay, 1 Places to Eat)
\$2,500.00	Add Six Town Landing Pages - Nancy Moreland
\$8,000.00	VISIT FLORIDA Retargeting Campaign
\$2,000.00	Places to Stay, Places to Eat, and Things to Do Database Development
\$100.00	Ultimate Bicycle Guide & Landing Page Maintenance and Updates
\$100.00	Ultimate Springs Guide & Landing Page Maintenance and Updates
\$100.00	Paddling Landing Page Maintenance & Updates
\$100.00	Ultimate Fishing Page Maintenance & Updates
\$100.00	Florida State Parks Landing Page Maintenance & Updates
\$5,100.00	Website Blogs (60 blogs per at \$85 per blog)
\$1,300.00	Design and Print Collateral Material
\$3,000.00	Revise and Print Ultimate Bicycle Guide
\$13,000.00	Domestic Travel Shows (2_shows -Bike Expo NY, Midwest Mountaineering Spring)
\$21,500.00	Print Advertising (UnDiscovered Florida, Florida Travel Planner, & Florida Transportation Map)
\$21,500.00	Digital Advertising Campaign - Facebook, Google Adword search, Retargeting
\$14,250.00	Scholarships (8 Scholarships @ \$1,781.25)
\$12,000.00	Brochure Distribution
\$1,200.00	Professional Organization Memberships
\$5,650.00	Quarterly eNewsletters
\$22,500.00	Administration
\$150,000.00	Total

Florida Department of Economic Opportunity
Fiscal Year 2019-20 Regional Rural Development Grant
(January 17, 2020 - January 16, 2021)
Proposed Deliverables and Cost Estimates
July 16, 2019

Cost Estimates		Deliverable
7/16/2019		
\$6,000.00	<u>\$12,100.00</u>	Website Hosting & Maintenance
\$8,000.00	\$8,000.00	VISIT FLORIDA Retargeting Campaign
\$2,500.00	\$0.00	Website Database Maintenance & Enhancement (Updating Pins, Bike Routes, etc.)
\$5,100.00	\$5,100.00	Website Blogs (60 blogs per at \$85 per blog - Two Tree, Inc.)
\$2,500.00	\$2,500.00	Town Blogs (Nancy Moreland)
\$1,300.00	\$1,300.00	Design and Print Collateral Material
\$2,500.00	\$0.00	Revise and Print Ultimate Bicycle Guide
\$13,000.00	<u>\$40,000.00</u>	Domestic Travel Shows (2 shows -Bike Expo NY, Midwest Mountaineering Spring)
\$21,500.00	<u>\$18,500.00</u>	Print Advertising (UnDiscovered Florida, Florida Transportation Map, Florida Travel Planner)
\$16,400.00	<u>\$15,400.00</u>	Digital Advertising Campaign (Facebook, Google Adword search)
\$13,000.00	\$0.00	European Print/Digital Advertisements (Nat.-Geo Traveller UK, Visit Florida, America)
\$14,000.00	\$12,000.00	Scholarships (8 Scholarships @ \$1,750)
\$12,000.00	\$0.00	Brochure Distribution
\$5,100.00	\$5,100.00	VisaVues
\$2,600.00	\$1,000.00	Professional Organization Memberships
\$4,500.00	\$6,500.00	Quarterly eNewsletters
\$22,500.00	\$22,500.00	Administration
\$152,500.00	\$150,000.00	Total

Natural North Florida/VISIT FLORIDA 19-20 Marketing Program

1. VISIT FLORIDA shall provide the following:
 - a. Upon receipt of proper documentation, **trade show travel and shipping expenses** listed in the attached, Exhibit A not to exceed **\$32,000** will be reimbursed; Contractor will be responsible for any additional costs. Any deviation from these budgeted amounts must be presented in writing and approved by the appropriate VISIT FLORIDA manager.
 - b. Upon receipt of proper documentation, expenses listed in the attached, Exhibit A not to exceed \$13,000 for the **Adventure Elevate Education/Tour Operator Networking Conference** will be reimbursed; Contractor will be responsible for any additional costs. Any deviation from these budgeted amounts must be presented in writing and approved by the appropriate VISIT FLORIDA manager.
 - c. **Rack space at Welcome Center**
 - i. 12 panel folded 4X9 rack size brochure (\$811.30 annual value)
 - d. **Booth space at Adventure Elevate Conference** (\$3,000 value)
 - e. **Consumer Facebook advertising campaign** targeting VISIT FLORIDA's Adventure Seekers audience **(\$33,500 value)**
 - f. **Consumer PR/Influencer trips** (\$17,000 value)
 - g. **Four Day Adventure Travel Training** (\$24,000 value)
 - h. **New Tradeshow Display** (\$3,000 value)

TOTAL VALUE: \$126,311.30

VISIT FLORIDA Shows:

- *Atlanta Camping and RV Show - \$5,061.03, 2 attendees
- *New York Times Travel Show - \$4,323.90, 1 attendee
- *Chicago RV and Camping Show - \$7,182.70, 2 attendees
- *Toronto Outdoor Adventure Show - \$9,311.96, 2 attendees
- *Washington, DC Travel and Adventure Show - \$8,195.39, 2 attendees

DEO Shows:

- *Houston RV Show - \$8,695.23, 2 attendees + overnight shipping
- *Philadelphia Travel and Adventure Show - \$8,427.28, 2 attendees
- Atlanta Travel and Adventure Show - new show
- Bike Expo New York - \$5,478.31, 2 attendees
- Georgia RV and Camper Show - \$6,684.41, 2 attendees

- * Costs include \$1,250 Service Fees

The Original Florida Tourism Task Force MEMBERS as of 9/19/2019

ALACHUA COUNTY

(\$15,000 - 3 votes)

Vacant

Vacant

Sean Plemons

Content Manager
Visit Gainesville/Alachua County
33 North Main Street
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splemons@alachuacounty.us

BRADFORD COUNTY

(\$3,000 - 2 votes)

William Sexton

Bradford County Attorney
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will_sexton@bradfordcountyfl.gov
(w) 904.368.3902

The Honorable Daniel Riddick

Bradford County
Board of County Commissioners
945 North Temple Avenue
Starke, FL 32091
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(o) 904.966.6327
(f) 352.473.5907
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COLUMBIA COUNTY

(\$8,000 3 votes)

Vacant

Rod Butler

General Manager
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Paula R. Vann

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Columbia County
Tourism Development Council
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www.springsrus.com

DIXIE COUNTY

(\$2,000 - 2 votes)

Vacant

Russ McCallister

Suwannee Guides and Outfitters
PO Box 1345
Old Town, FL 32680
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www.visitdixie.com
www.suwanneeguides.com

GILCHRIST COUNTY

(\$2,000 - 2 votes)

The Honorable Lee Deen

Mayor, City of Trenton
114 North Main Street
Trenton, FL 32693-3440
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Patricia Watson

Executive Administrative Assistant
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HAMILTON COUNTY

(\$1,000 - 2 votes)

Vacant

Vacant

JEFFERSON COUNTY

(\$2,000 - 2 votes)

Katrina Richardson

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Monticello-Jefferson County
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David Ward

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Tourism Development Council
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LAFAYETTE COUNTY

(\$1,000 - 1 vote)

Craig Colton

Suwannee River Rendezvous
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LEVY COUNTY

(\$4,000 - 2 votes)

Carol McQueen

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Tisha Whitehurst

Director
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MADISON COUNTY

(\$3,000 - 2 votes)

Jackie Blount

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Tourism Development Council
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Phyllis Williams

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SUWANNEE COUNTY

(\$4,000 - 2 votes)

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TAYLOR COUNTY

(\$4,000 - 2 votes)

Dawn Taylor-Perez, Chair

Executive Director
Taylor County Chamber of Commerce
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www.taylorcountychamber.com

Sandy Beach

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UNION COUNTY

(\$1,000 - 1 vote)

Dale Walker

City Manager
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WAKULLA COUNTY

(\$3,000 - 2 votes)

Natalie Knowles

Procurement and Contract Coordinator
Wakulla County Board of County
Commissioners
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Thomas Herndon

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STAFF***Lauren Yeatter***

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

as of 3/21/2019

VOLUNTEERS, CONSULTANTS AND OTHERS

Donna Creamer - Travel Show Coordinator

Staff Assistant
Gilchrist County Tourist Development Council
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Steven Dopp - Volunteer

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Roland Loog - Volunteer

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Nancy Moreland- Travel Writer

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Lois Nevins

By All Means Travel
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Tommy Thompson - Blogger

Two Tree, Inc.
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r:\original florida\members & volunteers\of volunteers list 3-21-2019.docx

2019
Visit Natural North Florida
Meeting Dates and Counties



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

January 17:	<u>Alachua</u>
February 21:	<u>Levy</u>
March 21:	<u>Taylor</u>
April 18:	<u>Jefferson</u>
May 16:	<u>Cancelled</u>
June 20:	<u>Wakulla</u>
July 18:	<u>Bradford</u>
August 15:	<u>Lafayette</u>
September 19:	<u>VISIT FLORIDA</u>
October 17:	<u>Hamilton</u>
November 21:	<u>Columbia</u>
December 19:	<u>Alachua County (Council Office)</u>

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

