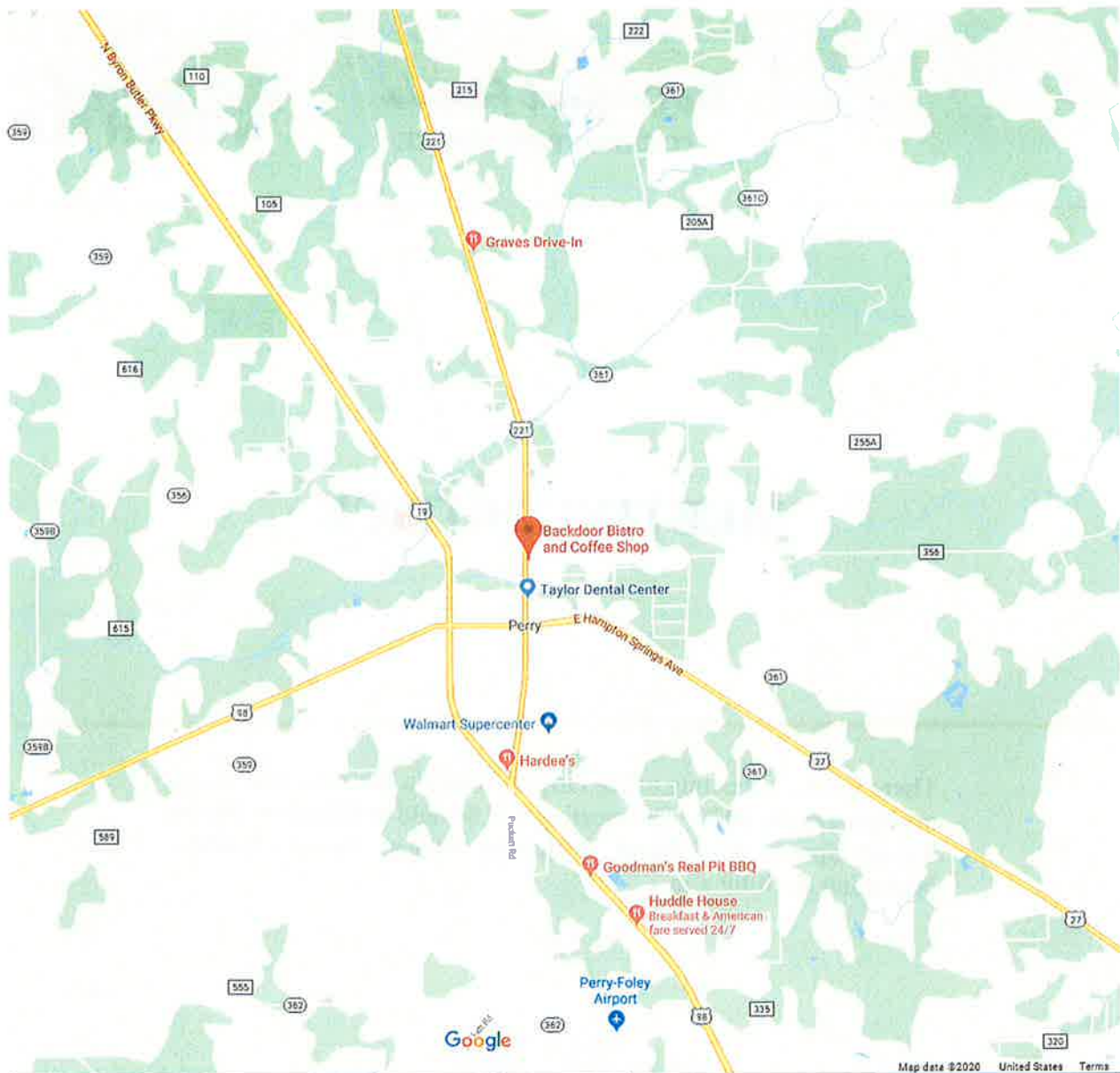


MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **January 16, 2020**. The meeting will be held at **Backdoor Bistro Event Space, 126 South Jefferson Street, Perry, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)



Backdoor Bistro Event Space
126 South Jefferson Street,
Perry, FL 32347

The Original Florida

**TOURISM TASK FORCE
Meeting Agenda**

Visit Natural
NORTH FLORIDA

**Backdoor Bistro Event Space
126 South Jefferson Street, Perry, FL
Taylor County**

**January 16, 2020
Thursday, 10:00 a.m.**

	PAGE NO.
I. Call to Order, Introductions	
II. Approval of Agenda	3
III. Approval of November 21, 2019 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee Report	9
a. Monthly Financial Reports Review and Approval	
(1) October 31, 2019	
(2) November 30, 2019	
B. Fiscal Year 2018-19 Regional Rural Development Grant	31
1. Website	
2. e-newsletter	31
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)	47
c. VISIT FLORIDA Retargeting Campaign	
7. Brochure Distribution	
8. Scholarships	
9. Professional Organization Memberships	
C. Fiscal Year 2019-20 Regional Rural Development Grant	
1. Deliverables and Costs	
2. Schedule and Travel Show Assignments	
3. Website Blogs	
D. 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	57
a. VISIT FLORIDA FY 2019-20 Rural Area of Opportunity Grant Contract	
b. Adventure Travel Marketing Program	
c. Schedule and Travel Show Assignments	

- E. VISIT FLORIDA Schedule and Report
 - 1. Monthly Report - Brenna Dacks
- F. Staff Items
 - 1. Regional Rural Development Grant Proposed Legislation - Senate Bill 426
- G. Other Old Business
 - 1. Updated Task Force Member Contact Information 61
 - 2. 2020 Meeting Dates and Locations
- H. Announcements
- V. NEW BUSINESS
- VI. Leadership Forum: To Be Determined
- VII. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., February 20, 2020 in Alachua County at a location to be determined.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Halpatter Brewing Company Event Space
264 NE Hernando Avenue, Lake City, FL
Columbia County

November 21, 2019
10:00 a.m.

MEMBERS PRESENT

Sean Plemons, Alachua County
Will Sexton, Bradford County, Vice-Chair
Paula Vann, Columbia County
Rod Butler, Columbia County
Russ McCallister, Dixie County
Katrina Richardson, Jefferson County, Treasurer
Craig Colton, Lafayette County
Carol McQueen, Levy County
Tisha Whitehurst, Levy County
Phyllis Williams, Madison County
Teena Peavey, Suwannee County
Charissa Setzer, Suwannee County
Dawn Taylor-Perez, Taylor County, Chair
Dale Walker, Union County

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

Daniel Riddick, Bradford County
Lee Deen, Gilchrist County
Patricia Watson, Gilchrist County
David Ward, Jefferson County
Jackie Blount, Madison County
Sandy Beach, Taylor County
Thomas Herndon, Wakulla County
Natalie Knowles, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Anne Glick, Florida Fish and Wildlife
Conservation Commission
Brenda Graham, Madison County Tourism
Development Council
Lois Nevins, By All Means Travel

I. CALL TO ORDER, INTRODUCTIONS

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

II. APPROVAL OF THE AGENDA

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

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

III. APPROVAL OF THE OCTOBER 17, 2019 MINUTES

Chair Taylor-Perez asked for approval of the October 17, 2019 meeting minutes.

ACTION: Carol McQueen moved and Charissa Setzer seconded to approve the October 17, 2019 minutes as presented. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report Review and Approval - September 30, 2019

Katrina Richardson presented the Finance Committee report.

ACTION: Phyllis Williams moved and Craig Colton seconded to approve the September 30, 2019 monthly financial report as presented. The motion passed unanimously.

b. Amended Fiscal Year 2018-19 Budget Review and Approval

ACTION: Paula Vann moved and Teena Peavey seconded to approve the Amended Fiscal Year 2018-19 Budget as presented. The motion passed unanimously.

B. Fiscal Year 2018-19 Regional Rural Development Grant

1. Website
2. E-Newsletter
3. Website Blogs
4. Ultimate Bicycle Guide Reprint
5. Domestic Travel Shows
6. Advertising Campaign
7. Brochure Distribution
8. Scholarships
9. Professional Organization Memberships
10. Approval of Third Quarter Report and Reimbursement Submittal Package

ACTION: Katrina Richardson moved and Will Sexton seconded to approve the Third Quarter Report and Reimbursement Submittal Package. The motion passed unanimously.

C. Fiscal Year 2019-20 Regional Rural Development Grant

1. Deliverables and Costs
2. Scheduled and Travel Show Assignments
3. Authorization to Issue a Request for Proposals for the 2020 Marketing Project and Authorize Marketing Committee to Rank Proposers, and Authorization to Enter into a Contract with Highest-Ranking Proposer

ACTION: Will Sexton moved and Carol McQueen seconded to authorize staff to issue a request for proposals for the 2020 marketing project and authorize the Marketing Committee to rank proposers, and authorize staff to enter into a contract with highest-ranking proposer. The motion passed unanimously.

4. Authorization to Enter into a Contract with Two Tree, Inc. for 2020 Blog Posting on Task Force Website

No action was taken on this item.

5. Authorization to Enter into a Contract with ConveyMore Communications, Inc. for Six Town Blogs
No action was taken on this item.

D. VISIT FLORIDA Grants

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

Lauren Yeatter, Senior Planner, reported the Task Force has not yet received the final reimbursement payment from VISIT FLORIDA.
2. VISIT FLORIDA - North Central Florida Fiscal Year 2019-20
 - a. VISIT FLORIDA FY 2019-20 Rural Area of Opportunity Grant Contract
 - b. Adventure Travel Marketing Program

Ms. Yeatter discussed the Adventure Travel Marketing Program.
 - c. Schedule and Travel Show Assignments

Donna Creamer, Travel Show Coordinator, discussed the Schedule and Travel Show Assignments.

E. VISIT FLORIDA Report

1. There was no VISIT FLORIDA monthly report.

F. Staff Items

1. Task Force 2020 Meeting Schedule and County Assignments

By consensus, the Task Force approved the Task Force 2020 Meeting Schedule and County Assignments.

2. Fiscal Year 2019-20 County Regional Marketing Fees

Ms. Yeatter reported that invoices have been sent to each County for the Fiscal Year 2019-20 County Regional Marketing Fees.

3. Regional Rural Development Grant Proposed Legislation - Senate Bill 426

Ms. Yeatter reported on proposed Senate Bill 426.

4. Task Force members discussed ordering promotional items

ACTION: Katrina Richardson moved and Carol McQueen seconded to authorize staff to order whistles and other promotional items. The motion passed unanimously.

G. Other Old Business

1. Updated Task Force Member Contact Information
2. 2019 Meeting Dates and Locations

H. Announcements

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

V. New Business

VI. Leadership Forum: None

VII. Adjournment

Date and Location of next meeting

The next meeting is scheduled for 10:00 a.m., January 16, 2020 in Taylor County at a location to be determined.

The meeting adjourned at 11:36 a.m.

Dawn Taylor-Perez, Chair

1/16/20
Date

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

The Original Florida Tourism Task Force

Balance Sheet

As of October 31, 2019

	Oct 31, 19
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	16,386.41
Total Checking/Savings	16,386.41
Accounts Receivable	
Accounts Receivable	172,356.45
Total Accounts Receivable	172,356.45
Other Current Assets	
Prepaid Expense	498.00
Prepaid Registration Fees	6,594.44
Prepaid Travel	359.00
Total Other Current Assets	7,451.44
Total Current Assets	196,194.30
TOTAL ASSETS	196,194.30
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	18,040.25
Total Accounts Payable	18,040.25
Other Current Liabilities	
Contract Advance	20,000.00
Total Other Current Liabilities	20,000.00
Total Current Liabilities	38,040.25
Total Liabilities	38,040.25
Equity	
Unrestricted Earnings	111,709.91
Net Income	46,444.14
Total Equity	158,154.05
TOTAL LIABILITIES & EQUITY	196,194.30

The Original Florida Tourism Task Force

Profit & Loss

October 2019

	Oct 19
Income	
Co-op Reg. Market. Prog. Fee	53,000.00
Total Income	53,000.00
Gross Profit	53,000.00
Expense	
Bank Charges	6.00
Marketing	
Collateral Materials	
Distribution	933.00
Total Collateral Materials	933.00
Public Relations	
Advertising	
Digital Ad Campaign	4,000.00
Total Advertising	4,000.00
Total Public Relations	4,000.00
Website	
Bloggers Fees	1,589.00
Total Website	1,589.00
Total Marketing	6,522.00
Postage	27.86
Total Expense	6,555.86
Net Income	46,444.14

2:36 PM

11/26/19

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 10/31/2019

	<u>Oct 31, 19</u>	
Beginning Balance		21,536.47 ✓
Cleared Transactions		
Checks and Payments - 6 items	-6,122.20 ✓	
Deposits and Credits - 1 item	1,000.00 ✓	
Total Cleared Transactions	<u>-5,122.20</u>	
Cleared Balance		<u>16,414.27</u> ✓
Uncleared Transactions		
Checks and Payments - 1 item	<u>-27.86</u>	
Total Uncleared Transactions	<u>-27.86</u>	
Register Balance as of 10/31/2019		<u>16,386.41</u>
New Transactions		
Checks and Payments - 10 items	<u>-15,470.84</u>	
Total New Transactions	<u>-15,470.84</u>	
Ending Balance		<u>915.57</u>

ADP
11-26-19

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 10/31/2019

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						21,536.47
Cleared Transactions						
Checks and Payments - 6 items						
Bill Pmt -Check	09/26/2019	1472	Loog, Roland	X	-1,302.20	-1,302.20
Bill Pmt -Check	09/26/2019	1474	VisitFlorida	X	-359.00	-1,661.20
Bill Pmt -Check	10/10/2019	1475	Two Tree, Inc.	X	-425.00	-2,086.20
Bill Pmt -Check	10/10/2019	1476	University of Florida ...	X	-30.00	-2,116.20
Bill Pmt -Check	10/24/2019	1477	Madden Media	X	-4,000.00	-6,116.20
Check	10/25/2019		Capital City Bank	X	-6.00	-6,122.20
Total Checks and Payments					-6,122.20	-6,122.20
Deposits and Credits - 1 item						
Deposit	10/25/2019			X	1,000.00	1,000.00
Total Deposits and Credits					1,000.00	1,000.00
Total Cleared Transactions					-5,122.20	-5,122.20
Cleared Balance					-5,122.20	16,414.27
Uncleared Transactions						
Checks and Payments - 1 item						
Bill Pmt -Check	10/24/2019	1478	United Parcel Service		-27.86	-27.86
Total Checks and Payments					-27.86	-27.86
Total Uncleared Transactions					-27.86	-27.86
Register Balance as of 10/31/2019					-5,150.06	16,386.41
New Transactions						
Checks and Payments - 10 items						
Bill Pmt -Check	11/07/2019	1482	National Event Man...		-3,369.44	-3,369.44
Bill Pmt -Check	11/07/2019	1485	Unicomm, LLC		-3,195.00	-6,564.44
Bill Pmt -Check	11/07/2019	1483	RVEx Recreational ...		-2,498.00	-9,062.44
Bill Pmt -Check	11/07/2019	1480	Florida Suncoast To...		-1,500.00	-10,562.44
Bill Pmt -Check	11/07/2019	1481	Hardman Production...		-1,450.00	-12,012.44
Bill Pmt -Check	11/07/2019	1479	ConveyMore Comm...		-1,249.00	-13,261.44
Bill Pmt -Check	11/07/2019	1484	Two Tree, Inc.		-340.00	-13,601.44
Bill Pmt -Check	11/21/2019	1486	CTM Media Group Inc		-1,299.00	-14,900.44
Bill Pmt -Check	11/21/2019	1487	NCFRPC		-513.56	-15,414.00
Bill Pmt -Check	11/21/2019	1488	United Parcel Service		-56.84	-15,470.84
Total Checks and Payments					-15,470.84	-15,470.84
Total New Transactions					-15,470.84	-15,470.84
Ending Balance					-20,620.90	915.57



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SKG

00001992 FCC31545110119083644 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 10/31/19
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
1 Deposits/Credits
6 Checks/Debits
Service Charges
Interest Paid
Ending Balance

XXXXXXX2204	Images	6
21,536.47 ✓	Statement Dates	10/01/19 thru 10/31/19
1,000.00 ✓	Days in this Statement Period	31
6,122.20 ✓	Avg Ledger Balance	20,022.08
.00	Avg Collected Balance	19,925.30
.00		
16,414.27 ✓		

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
10/25	Deposit	1,000.00 ✓

OTHER DEBITS

Date	Description	Amount
10/25	Account Analysis Charge	6.00- ✓

RECEIVED

NOV 07 2019

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL





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

Date 10/31/19
Primary Account

Page 2
XXXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER				
Date	Check No	Amount	Date	Check No
10/07	1472	1,302.20	10/23	1476
10/01	1474*	359.00	10/31	1477
10/18	1475	425.00		
				Amount
				30.00 ✓
				4,000.00 ✓

* Denotes missing check numbers

DAILY BALANCE INFORMATION

Date	Balance	Date	Balance	Date	Balance
10/01	21,177.47	10/18	19,450.27	10/25	20,414.27
10/07	19,875.27	10/23	19,420.27	10/31	16,414.27

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

POSTAL TICKET
THE ORIGINAL FLORIDA TOURISM TRAVEL TICKET
ISSUED BY THE FLORIDA TOURISM BOARD
10/25/2019

Capital City

DATE	AMOUNT	DESCRIPTION
10/25/2019	\$1,000.00	1,000.00

0 10/25/2019 \$1,000.00

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TRAVEL TICKET
ISSUED BY THE FLORIDA TOURISM BOARD
10/07/2019

Capital City

1472

9/29/2019

ROLAND LOOP

One Thousand Three Hundred Two and 20/100

ROLAND LOOP
1807 NW 18th Avenue
Gainesville, FL 32605-0315

SSR.K

1472 10/07/2019 \$1,302.20

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TRAVEL TICKET
ISSUED BY THE FLORIDA TOURISM BOARD
10/01/2019

Capital City

1474

10/01/2019

Visit Florida

Three Hundred Fifty-Nine and 00/100

Visit Florida
Advertising Department
3540 W. Executive Center Circle, Ste 200
Tallahassee, FL 32301

SSR.K

1474 10/01/2019 \$359.00

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TRAVEL TICKET
ISSUED BY THE FLORIDA TOURISM BOARD
10/18/2019

Capital City

1475

10/18/2019

Two Trees, Inc.

Four Hundred Twenty-Five and 00/100

Two Trees, Inc.
Teresa Thompson
24-A NW 33rd Court
Gainesville, FL 32607

SSR.K

1475 10/18/2019 \$425.00

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TRAVEL TICKET
ISSUED BY THE FLORIDA TOURISM BOARD
10/23/2019

Capital City

1476

10/23/2019

University of Florida Career Connection

Thirty and 00/100

University of Florida Career Connection
1000 Internship and Job Fair
P.O. Box 119507
Gainesville, FL 32611

SSR.K

1476 10/23/2019 \$30.00

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TRAVEL TICKET
ISSUED BY THE FLORIDA TOURISM BOARD
10/31/2019

Capital City

1477

10/31/2019

Madison Media

Four Thousand and 00/100

Madison Media
340 E. Tenth Ave.
Tucson, AZ 85701

SSR.K

1477 10/31/2019 \$4,000.00



10/28/2019 8:36 AM

ANALYZED BUS CHK

*****2204

DOCUMENT INCLUDES VISIBLE FIBERS, 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 1472

63-88/631 9/26/2019

PAY TO THE ORDER OF Roland Loog \$ **1,302.20

One Thousand Three Hundred Two and 20/100 DOLLARS

Roland Loog
1907 NW 10th Avenue
Gainesville, FL 32605-5313

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

1100147211 10631006881 022479220411

Handwritten notes and stamps on the back of the check, including a date stamp "10/04/2019" and a time stamp "15:25:08".

<2631-7848-1> >263178481< - 1467
Alliance Credit Union - 53125716a
<2631-7848-1> 10/04/2019 - 15:25:08
Teller A

ENDORSE HERE

CHECK HERE AFTER
MOBILE OR REMOTE DEPOSIT DATE

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

Amount: -1302.20

Description: Check

Check Number: 1472

Posted Date: 10/7/2019

Transaction Type: History



ANALYZED BUS CHK

*****2204

10/3/2019 4:10 PM

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOIL HOLOGRAM

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

63-68/63T

Capital City Bank

1474

9/26/2019

PAY TO THE ORDER OF Visit Florida

\$ **369.00

Three Hundred Fifty-Nine and 00/100***** DOLLARS

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

MEMO 70769

TRUE WATERMARK PAPER - HELD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

0001474 0063100688 0224792204

Amount: -359.00
Description: Check
Check Number: 1474
Posted Date: 10/1/2019
Transaction Type: History

ENDORSE HERE

Pay to the Order Of
WELLS FARGO BANK, N.A.
For Deposit Only
FLORIDA TOURISM INDUSTRY MKTG
VISIT FLORIDA - PRIVATE/ACCI
CHECK HERE AFTER DEPOSIT
MOBILE OR REMOTE DEPOSIT
DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE
NEED FOR FINANCIAL INSTITUTION USE



10/28/2019 8:36 AM

ANALYZED BUS CHK

*****2204

DOCUMENT INCLUDES VISIBL FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOIL HOLOGRAM

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 1476
63-68/631
10/10/2019

PAY TO THE ORDER OF University of Florida Career Connection \$**30.00

Thirty and 00/100***** DOLLARS

University of Florida Career Connection
HHP Internship and Job Fair
P.O. Box 118507
Gainesville, FL 32611

MEMO

TRUE WATERMARK PAPER *HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001476 0063100688 0224792204

ENDORSE HERE

For Deposit Only
Wells Fargo Bank, N.A.
University of Florida
Board of Trustees

☐ CHECK HERE AFTER DEPOSIT AT CONNECTIONS CENTER
DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE
RESERVED FOR FINANCIAL INSTITUTION USE

10/23/2019

Amount: -30.00

Description: Check

Check Number: 1476

Posted Date: 10/23/2019

Transaction Type: History

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

(These financial statements are unaudited)

	Budget	October 2019	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	53,000.00	53,000.00	53,000.00	0.00
DEO Rural Development Grant 18/19	58,500.00	0.00	0.00	(58,500.00)
DEO Rural Development Grant 19/20	110,200.00	0.00	0.00	(110,200.00)
VisitFlorida Rural Area Opportunity Grant 19/20	45,000.00	0.00	0.00	(45,000.00)
VisitFlorida Rural Area Opportunity 19/20 In-Kind	81,300.00	0.00	0.00	(81,300.00)
Total Income	348,000.00	53,000.00	53,000.00	(295,000.00)
Expenses				
Marketing				
Collateral Materials				
Print Ultimate Bicycle Guide	3,000.00	0.00	0.00	(3,000.00)
Design & Print Collateral Material	1,300.00	0.00	0.00	(1,300.00)
Total Collateral Materials	4,300.00	0.00	0.00	(4,300.00)
Website				
Website Blogs	10,100.00	1,589.00	1,589.00	(8,511.00)
Web Hosting & Maintenance Services	12,100.00	0.00	0.00	(12,100.00)
Total Website	22,200.00	1,589.00	1,589.00	(20,611.00)
Trade Shows				
Whistles & Other Promotional Items	5,000.00	0.00	0.00	(5,000.00)
Popup and/or Cloth Displays - VF In-Kind	3,000.00	0.00	0.00	(3,000.00)
Welcome Center Rack Space - VF In-Kind	800.00	0.00	0.00	(800.00)
Adventure Travel training 4 Days-VF In-Kind	24,000.00	0.00	0.00	(24,000.00)
Consumer Influencer-VF In-Kind	17,000.00	0.00	0.00	(17,000.00)
VF Atlanta Camping & RV Show	4,700.00	0.00	0.00	(4,700.00)
VF New York Times Travel Show	4,000.00	0.00	0.00	(4,000.00)
VF Chicago RV & Camping Show	6,800.00	0.00	0.00	(6,800.00)
VF Toronto Outdoor Adventure Show	8,900.00	0.00	0.00	(8,900.00)
VF Washington DC Travel & Adventure Show	7,800.00	0.00	0.00	(7,800.00)
DEO Houston RV Show	7,500.00	0.00	0.00	(7,500.00)
DEO Philadelphia Travel & Adventure Show	7,200.00	0.00	0.00	(7,200.00)
DEO Atlanta Travel & Adventure Show	6,700.00	0.00	0.00	(6,700.00)
DEO Bike Expo New York	5,500.00	0.00	0.00	(5,500.00)
DEO Georgia RV & Camper Show	6,700.00	0.00	0.00	(6,700.00)
Total Trade Shows	115,600.00	0.00	0.00	(115,600.00)

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

(These financial statements are unaudited)

	Budget	October 2019	Year to Date	Over/(Under) Budget
Advertising				
Brochure Distribution 2018-19	3,000.00	933.00	933.00	(2,067.00)
Digital Advertising Campaign 2018-19	13,500.00	4,000.00	4,000.00	(9,500.00)
FI Vacation Planner Print Ad 2018-19	8,000.00	0.00	0.00	(8,000.00)
Digital Retargeting Campaign 2018-19	13,500.00	0.00	0.00	(13,500.00)
Digital Retargeting Campaign 2019-20	15,400.00	0.00	0.00	(15,400.00)
Facebook Ad Campaign 2019-20 - In-Kind	33,500.00	0.00	0.00	(33,500.00)
FI Trans Map Print Advertisement 2019-20	5,000.00	0.00	0.00	(5,000.00)
FI Vacation Plan Co-op Print Ad 2019-20	8,300.00	0.00	0.00	(8,300.00)
Quarterly eNewsletters	6,500.00	0.00	0.00	(6,500.00)
Total Advertising	106,700.00	4,933.00	4,933.00	(101,767.00)
Total Marketing Expenses	248,800.00	6,522.00	6,522.00	(242,278.00)
Administration				
NCFRPC - Admin VF & DEO 2018-19	5,625.00	0.00	0.00	(5,625.00)
NCFRPC - Admin VF & DEO FY 2019-20	16,875.00	0.00	0.00	(16,875.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	0.00	(12,500.00)
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	0.00	(300.00)
Other Admin Expenses Miscellaneous	2,000.00	6.00	6.00	(1,994.00)
Postage	300.00	27.86	27.86	(272.14)
VF/DEO Travel Show Service Program Fee	12,500.00	0.00	0.00	(12,500.00)
Telephone	300.00	0.00	0.00	(300.00)
Total Administration	50,900.00	33.86	33.86	(50,866.14)
Memberships				
Visit Florida	400.00	0.00	0.00	(400.00)
Southeast Tourism Society	300.00	0.00	0.00	(300.00)
Florida Outdoor Writers Association	200.00	0.00	0.00	(200.00)
Total Memberships	900.00	0.00	0.00	(900.00)
Professional Enhancement				
SE Tourism Society Marketing College	11,600.00	0.00	0.00	(11,600.00)
Governor's Tourism Conference	1,700.00	0.00	0.00	(1,700.00)
Adventure Elevate Networking Conference	13,000.00	0.00	0.00	(13,000.00)
Adventure Elevate Networking Conference In-Kind	3,000.00	0.00	0.00	(3,000.00)
Total Professional Enhancement	29,300.00	0.00	0.00	(29,300.00)

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

As of October 31, 2019

(These financial statements are unaudited)

	Budget	October 2019	Year to Date	Over/(Under) Budget
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	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,500.00)</u>
 Retained Reserves				
Retained Reserves	5,600.00	0.00	0.00	(5,600.00)
Total Retained Reserves	<u>5,600.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(5,600.00)</u>
 Total NonMarketing Expenses	<u>99,200.00</u>	<u>33.86</u>	<u>33.86</u>	<u>(99,166.14)</u>
 Total Expenses	<u>348,000.00</u>	<u>6,555.86</u>	<u>6,555.86</u>	<u>(341,444.14)</u>
Net Income	<u>0.00</u>	<u>46,444.14</u>	<u>46,444.14</u>	<u>46,444.14</u>

The Original Florida Tourism Task Force

Balance Sheet

As of November 30, 2019

	Nov 30, 19
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	41,901.86
Total Checking/Savings	41,901.86
Accounts Receivable	
Accounts Receivable	131,356.45
Total Accounts Receivable	131,356.45
Other Current Assets	
Prepaid Expense	2,587.50
Prepaid Registration Fees	10,042.44
Total Other Current Assets	12,629.94
Total Current Assets	185,888.25
TOTAL ASSETS	185,888.25
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	9,376.66
Total Accounts Payable	9,376.66
Other Current Liabilities	
Contract Advance	20,000.00
Total Other Current Liabilities	20,000.00
Total Current Liabilities	29,376.66
Total Liabilities	29,376.66
Equity	
Unrestricted Earnings	111,709.91
Net Income	44,801.68
Total Equity	156,511.59
TOTAL LIABILITIES & EQUITY	185,888.25

9:27 AM
01/09/20
Accrual Basis

The Original Florida Tourism Task Force
Profit & Loss
November 2019

	Nov 19
Expense	
Bank Charges	13.71
Marketing	
Collateral Materials	
Distribution	1,149.50
Total Collateral Materials	1,149.50
Trade Shows	
Florida Tourism Forum	359.00
I-75 Welcome Center	60.00
Total Trade Shows	419.00
Total Marketing	1,568.50
Postage	60.25
Total Expense	1,642.46
Net Income	-1,642.46

1:44 PM

12/12/19

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 11/29/2019

	Nov 29, 19	
Beginning Balance		16,414.27 ✓
Cleared Transactions		
Checks and Payments - 10 items	-12,086.13 ✓	
Deposits and Credits - 3 items	41,000.00 ✓	
Total Cleared Transactions	28,913.87	
Cleared Balance		45,328.14 ✓
Uncleared Transactions		
Checks and Payments - 2 items	-3,426.28	
Total Uncleared Transactions	-3,426.28	
Register Balance as of 11/29/2019		41,901.86
Ending Balance		41,901.86

[Handwritten signature]
12-12-19

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 11/29/2019

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						16,414.27
Cleared Transactions						
Checks and Payments - 10 items						
Bill Pmt -Check	10/24/2019	1478	United Parcel Service	X	-27.86	-27.86
Bill Pmt -Check	11/07/2019	1485	Unicomm, LLC	X	-3,195.00	-3,222.86
Bill Pmt -Check	11/07/2019	1483	RVEx Recreational ...	X	-2,498.00	-5,720.86
Bill Pmt -Check	11/07/2019	1480	Florida Suncoast To...	X	-1,500.00	-7,220.86
Bill Pmt -Check	11/07/2019	1481	Hardman Production...	X	-1,450.00	-8,670.86
Bill Pmt -Check	11/07/2019	1479	ConveyMore Comm...	X	-1,249.00	-9,919.86
Bill Pmt -Check	11/07/2019	1484	Two Tree, Inc.	X	-340.00	-10,259.86
Bill Pmt -Check	11/21/2019	1486	CTM Media Group Inc	X	-1,299.00	-11,558.86
Bill Pmt -Check	11/21/2019	1487	NCFRPC	X	-513.56	-12,072.42
Check	11/29/2019		Capital City Bank	X	-13.71	-12,086.13
Total Checks and Payments					-12,086.13	-12,086.13
Deposits and Credits - 3 items						
Deposit	11/01/2019			X	2,000.00	2,000.00
Deposit	11/14/2019			X	14,000.00	16,000.00
Deposit	11/22/2019			X	25,000.00	41,000.00
Total Deposits and Credits					41,000.00	41,000.00
Total Cleared Transactions					28,913.87	28,913.87
Cleared Balance					28,913.87	45,328.14
Uncleared Transactions						
Checks and Payments - 2 items						
Bill Pmt -Check	11/07/2019	1482	National Event Man...		-3,369.44	-3,369.44
Bill Pmt -Check	11/21/2019	1488	United Parcel Service		-56.84	-3,426.28
Total Checks and Payments					-3,426.28	-3,426.28
Total Uncleared Transactions					-3,426.28	-3,426.28
Register Balance as of 11/29/2019					25,487.59	41,901.86
Ending Balance					25,487.59	41,901.86



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SH GT

00002063 FCC31545113019103547 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 11/29/19
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
3 Deposits/Credits
10 Checks/Debits
Service Charges
Interest Paid
Ending Balance

Images
Statement Dates 11/01/19 thru 12/01/19
Days in this Statement Period 31
Avg Ledger Balance 32,168.18
Avg Collected Balance 28,329.47
XXXXXXX2204
16,414.27 ✓
41,000.00 ✓
12,086.13 ✓
.00
.00
45,328.14 ✓

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
11/01	Deposit	2,000.00 ✓
11/08	Deposit	14,000.00 ✓
11/22	Deposit	25,000.00 ✓

OTHER DEBITS

Date	Description	Amount
11/25	Account Analysis Charge	13.71- ✓

RECEIVED

DEC 09 2019

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL





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

Date 11/29/19
Primary Account

Page 2
XXXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER					
Date	Check No	Amount	Date	Check No	Amount
11/04	1478	27.86	11/12	1484	340.00 ✓
11/12	1479	1,249.00	11/13	1485	3,195.00 ✓
11/19	1480	1,500.00	11/26	1486	1,299.00 ✓
11/19	1481	1,450.00	11/22	1487	513.56 ✓
11/26	1483*	2,498.00			

* Denotes missing check numbers

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
11/01	18,414.27	11/12	30,797.41	11/22	49,138.85
11/04	18,386.41	11/13	27,602.41	11/25	49,125.14
11/08	32,386.41	11/19	24,652.41	11/26	45,328.14

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

00002063-0003379-0002-0003-FCC31545113019103547-01-L



[illegible]

TRIP/TICKET

THE NATIONAL GAMES FOUNDATION (NLF) (NAME)
 1515 17th St NW
 NW
 DC 20005


DATE 11/08/19 **TIME** 14:00:00

Event City **Atlanta**

DATE	TIME	STATUS	PRICE
11/08/19	14:00	CONFIRMED	3000.00
Event Name 2019 Event Location Georgia World Event City Atlanta Event State GA Event Country USA Event Zip 30303 Event Phone 404-521-1234 Event Email info@atlanta2019.com Event Website atlanta2019.com Event Description 2019 Atlanta Georgia World Event Notes 2019 Atlanta Georgia World Event Ticket Type General Admission Event Ticket Category General Admission Event Ticket Subcategory General Admission Event Ticket Code 14 0000 Event Ticket Barcode 110819140000 Event Ticket QR Code 110819140000 Event Ticket Image 110819140000 Event Ticket PDF 110819140000 Event Ticket HTML 110819140000 Event Ticket XML 110819140000 Event Ticket JSON 110819140000 Event Ticket CSV 110819140000 Event Ticket XLS 110819140000 Event Ticket YML 110819140000 Event Ticket RSS 110819140000 Event Ticket Atom 110819140000 Event Ticket RDF 110819140000 Event Ticket Turtle 110819140000 Event Ticket TriX 110819140000 Event Ticket N3 110819140000 Event Ticket N4 110819140000 Event Ticket N5 110819140000 Event Ticket N6 110819140000 Event Ticket N7 110819140000 Event Ticket N8 110819140000 Event Ticket N9 110819140000 Event Ticket N10 110819140000 Event Ticket N11 110819140000 Event Ticket N12 110819140000 Event Ticket N13 110819140000 Event Ticket N14 110819140000 Event Ticket N15 110819140000 Event Ticket N16 110819140000 Event Ticket N17 110819140000 Event Ticket N18 110819140000 Event Ticket N19 110819140000 Event Ticket N20 110819140000 Event Ticket N21 110819140000 Event Ticket N22 110819140000 Event Ticket N23 110819140000 Event Ticket N24 110819140000 Event Ticket N25 110819140000 Event Ticket N26 110819140000 Event Ticket N27 110819140000 Event Ticket N28 110819140000 Event Ticket N29 110819140000 Event Ticket N30 110819140000 Event Ticket N31 110819140000 Event Ticket N32 110819140000 Event Ticket N33 110819140000 Event Ticket N34 110819140000 Event Ticket N35 110819140000 Event Ticket N36 110819140000 Event Ticket N37 110819140000 Event Ticket N38 110819140000 Event Ticket N39 110819140000 Event Ticket N40 110819140000 Event Ticket N41 110819140000 Event Ticket N42 110819140000 Event Ticket N43 110819140000 Event Ticket N44 110819140000 Event Ticket N45 110819140000 Event Ticket N46 110819140000 Event Ticket N47 110819140000 Event Ticket N48 110819140000 Event Ticket N49 110819140000 Event Ticket N50 110819140000 Event Ticket N51 110819140000 Event Ticket N52 110819140000 Event Ticket N53 110819140000 Event Ticket N54 110819140000 Event Ticket N55 110819140000 Event Ticket N56 110819140000 Event Ticket N57 110819140000 Event Ticket N58 110819140000 Event Ticket N59 110819140000 Event Ticket N60 110819140000 Event Ticket N61 110819140000 Event Ticket N62 110819140000 Event Ticket N63 110819140000 Event Ticket N64 110819140000 Event Ticket N65 110819140000 Event Ticket N66 110819140000 Event Ticket N67 110819140000 Event Ticket N68 110819140000 Event Ticket N69 110819140000 Event Ticket N70 110819140000 Event Ticket N71 110819140000 Event Ticket N72 110819140000 Event Ticket N73 110819140000 Event Ticket N74 110819140000 Event Ticket N75 110819140000 Event Ticket N76 110819140000 Event Ticket N77 110819140000 Event Ticket N78 110819140000 Event Ticket N79 110819140000 Event Ticket N80 110819140000 Event Ticket N81 110819140000 Event Ticket N82 110819140000 Event Ticket N83 110819140000 Event Ticket N84 110819140000 Event Ticket N85 110819140000 Event Ticket N86 110819140000 Event Ticket N87 110819140000 Event Ticket N88 110819140000 Event Ticket N89 110819140000 Event Ticket N90 110819140000 Event Ticket N91 110819140000 Event Ticket N92 110819140000 Event Ticket N93 110819140000 Event Ticket N94 110819140000 Event Ticket N95 110819140000 Event Ticket N96 110819140000 Event Ticket N97 110819140000 Event Ticket N98 110819140000 Event Ticket N99 110819140000 Event Ticket N100 110819140000 			

0 11/08/2019 \$14,000.00

[illegible][illegible]

 TELEPHONE PLANS PERSONAL SERVICE
JACK HALL, 9075 PLACE
GAINESVILLE, FLORIDA 32608-1000
352.345.6789

Capital City Bank

1479

11/12/2019

NO 88 431

PAY TO THE ORDER OF DonnyMore Communications

\$ 1,249.00

One Thousand Two Hundred Forty-Nine and 00/100

DonnyMore Communications
1613 Birchway Street
Tallahassee, FL 32303

BOOKING

3/ S - / 2

QWU

⑈001479⑈ ⑆063100686⑆ 0224192204⑈

1479 11/12/2019 \$1,249.00

1480

FLORIDA SUNCOAST TOURISM PROMOTIONS, INC.
ONE THOUSAND FIVE HUNDRED AND NO/100
10750 76th STREET
SENNOTEC, FL 33777-1422

11/19/2019


\$1,506.00

1480

11/19/2019

\$1,500.00

1481

 THE ORIGINAL FLORIDA TOURIST TRUCK
OPEN 12:00 - 4:00 PM PLACE
CASH ONLY, NO CREDIT CARDS
200 N.W. 13th Ave.
DADE COUNTY, FL 33102-1000
202.506.2300


 13-07-07

11/22/19

PAID TO THE ORDER OF Hardman Production, Inc. \$ 1481,450.00

One Thousand Four Hundred Fifty and 00/100

Hardman Productions, Inc.
P.O. Box 3130
DULUTH, GA 30096



1481 11/19/2019 \$1,450.00

1483

 THE JOURNAL FLORIDA TRAVEL TRAIL FORCE
2004 14th OFFICE PLACE
DUNEDIN, FLORIDA 33511-1002
800.885.5278

13-0001-01

11/27/2019

NOV 12 2019
ORDER OF RVEX Recreational Vehicle Exposition Inc


\$ 2,498.00

Two Thousand Four Hundred Ninety-Eight and 00/100 DOLLARS

RVEX Recreational Vehicle Exposition Inc
PO Box 1028
Palmbeach, IL 60078-1028

 11 0 0 11

1483 11/26/2019 \$2,498.00


 THE HIGHLANDS BOULEVARD PLACE
 2001 NW 87TH PLACE
 SAFETYVILLE, FLORIDA 32512
 904-333-2298

1484
 11/12/2019
 \$ 340.00
 DOLLARS

TWO TWO, INC.
 THREE HUNDRED AND 00/100

TWO TWO, INC.
 YAMONY THOMPSON
 24-A NW 33rd Court
 Colwyn, FL 32007

1484
 11/12/2019
 \$340.00


 THE ORIGINAL NORTHERN FLORIDA RESERVE
 NEW AND HOT PLACE
 GAINESVILLE, FLORIDA 32608-1002
 (800) 444-2228


Controlled City
 1485
 11/7/2018
 \$23,195.00
 DOLLARS

THREE THOUSAND ONE HUNDRED NINETY-FIVE AND 00/100

Unicom, LLC
 P.O. Box 5010
 MIDDLETOWN, CT 06460

S.S.P.K.

1485 11/13/2019 \$3,195.00


 THE ORIGINAL NORTHERN THUNDER BOLT FORCE
 AIRFIELD OFFICIAL PLACE
 GAINESVILLE, FLORIDA 32608-1000
 352.336.0288

Capital City
 1486

08 APR 21
 11/21/2019

001486 CTM Media Group Inc
 \$1,299.00

One Thousand Two Hundred Ninety-Nine and 00/100
 DOLLARS

CTM Media Group Inc
 11 Large Drive South
 Sanford, CT 06807

559.15

MEXICO
 001486 R063100688 022479204

1486 11/26/2019 \$1,299.00

1487
 THE ORIGINAL FLORIDA T-SHIRT FROM THE
 2000 NW 97th PLACE
 GAINESVILLE, FL 32603-1003
 353.999.2778
 62 000000
 11/22/2019
 N. Central FL Regional Planning Council
 2000 NW 97th Place
 Gainesville, FL 32603-1003
 11/22/2019
 \$513.58
 DOLLARS
 S.P.K.
 1487 11/22/2019 \$513.58



ANALYZED BUS CHK

*****2204

11/26/2019 11:39 AM

DOCUMENT INCLUDES WINDKIS FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES & FOR HOLOGRAM

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 1479
63-68-631
11/7/2019

PAY TO THE ORDER OF **ConveyMore Communications** \$ **1,249.00

One Thousand Two Hundred Forty-Nine and 00/100 DOLLARS

ConveyMore Communications
1513 Branch Street
Tallahassee, FL 32303

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

⑈001479⑈ ⑆063100688⑆ 0224792204⑈

ENCLOSE HERE

PAY TO THE ORDER OF
BLACKWATER BANK, N.A.
FOR DEPOSIT ONLY
CONVEYMORE COMMUNICATIONS INC.
250000342280

☐ CHECK HERE AFTER DEPOSIT DATE
☐ MOBILE OR REMOTE DEPOSIT DATE

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

ATTENTION!
COLOR INSIDE THIS LOCK AREA SHOULD BE WHITE.

Security Features:

- Hologram**
 - Multi-dimensional foil seal fused to check stock. Cannot be photocopied.
 - Foil not image with fingers or breathe on it. The image will fade and reappear.
 - Hold check to a light source to view.
 - Cannot be photocopied.
- Visible Fibers**
 - Visible fibers embedded in the paper.
 - Fibers in plain visible under ultraviolet light.
 - Fibers in plain visible under ultraviolet light.
 - Fibers in plain visible under ultraviolet light.
- True Watermark**
 - Visible watermark of the Federal Reserve Bank of Atlanta.
 - Visible watermark of the Federal Reserve Bank of Atlanta.
- High Resolution Warning Band**
 - Thin white band in check border appears as color in when copied.
 - Thin white band in check border appears as color in when copied.
- Other Adhesive Properties**
 - Overlaid adhesive bands, when fused, it overflows with heat. Damage is visible when adhesive is removed.
 - Document is safe with technology to prevent most copies from creating a usable copy.
 - Discourages cut and paste a watermark.
- Lead Line Black Pattern**
 - Lead line black pattern.
 - Lead line black pattern.

RESERVE BOARD OF GOVERNORS REG. CC

Amount: -1249.00

Description: Check

Check Number: 1479

Posted Date: 11/12/2019

Transaction Type: History



ANALYZED BUS CHK

*****2204

11/26/2019 11:38 AM

DOCUMENT INCLUDES VISIBLE RUBBISH, 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 1480
63-68/631
11/7/2019

PAY TO THE ORDER OF Florida Suncoast Tourism Promotions, Inc. \$ **1,500.00

One Thousand Five Hundred and 00/100 ***** DOLLARS

Florida Suncoast Tourism Promotions, Inc.
10750 75th Street
Seminole, FL 33777-1422

MEMO

SHUCK!

TRUE WATERMARK PAPER HOLOGRAM LIGHT TO VIEW HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001480 0631006881 0224792204

ENDORSE HERE

PAY TO THE ORDER OF
SYNOVUS BANK
063114166
FOR DEPOSIT ONLY
FLORIDA SUNCOAST TOURISM
0501006301

CHECK HERE AFTER MOBILE OR REMOTE DEPOSIT DATE

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

585660004082019 CP388051 >061100606<

Security Features:

Hologram

- Hologram is a seal used to check stock
- Hologram can be photocopied
- Hologram image with fingers or breathe on it
- Hologram will fade and disappear
- Hologram will not be visible to a light source to view
- Hologram can be photocopied

True Watermark

- Watermark is embedded in the paper
- Watermark is visible under ultraviolet light
- Watermark is visible under infrared light
- Watermark is visible under ultraviolet light
- Watermark is visible under infrared light
- Watermark is visible under ultraviolet light
- Watermark is visible under infrared light

Visible Fibers

- Fibers are embedded in the paper
- Fibers are visible under ultraviolet light
- Fibers are visible under infrared light
- Fibers are visible under ultraviolet light
- Fibers are visible under infrared light
- Fibers are visible under ultraviolet light
- Fibers are visible under infrared light

Chemically Sensitive Paper and Chemical Wash Detection Area

- Paper is made of chemically sensitive paper
- Paper is made of chemically sensitive paper
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High Resolution Warning Band

- Band is made of high resolution paper
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- Band is made of high resolution paper

Toner Adhesion Properties

- Toner is made of toner
- Toner is made of toner
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Anti-Copy Technology

- Copy is made of copy
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Laid Line Back Pattern

- Pattern is made of pattern
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- Pattern is made of pattern

FEDERAL RESERVE BOARD OF GOVERNORS REG. CC

Amount: -1500.00

Description: Check

Check Number: 1480

Posted Date: 11/19/2019

Transaction Type: History



11/26/2019 11:38 AM

ANALYZED BUS CHK

*****2204

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

63-69/631

1481

11/7/2019

PAY TO THE
ORDER OF

Hardman Production, Inc.

\$ **1,450.00

One Thousand Four Hundred Fifty and 00/100***** DOLLARS

Hardman Productions, Inc.
P.O. Box 3130
Duluth, GA 30096

9 9 9
9 9 9
9 9 9

SSR.K

MEMO

TRUE WATERMARK PAPER • HOLD TO LIGHT TO VIEW

HEAR SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001481 063100688 0224792204

ENDORSE HERE	PAY TO THE ORDER OF
	UNITED COMMUNITY BANK FOR DEPOSIT ONLY
	HARDMAN PRODUCTIONS INC DBA ATLANTA CAMPING & RV SHOW
<input type="checkbox"/> CHECK HERE AFTER : 2026104451 MOBILE OR REMOTE DEPOSIT DATE	
DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE RESERVED FOR FINANCIAL INSTITUTION USE	

Amount: -1450.00

Description: Check

Check Number: 1481

Posted Date: 11/19/2019

Transaction Type: History


1/2/2020 4:03 PM

ANALYZED BUS CHK

*****2204

Visit
**Natural
North Florida**

THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32653-1803
352.955.2200

**Capital City
Bank**

63-68/631

1483

PAY TO THE
ORDER OF


RVEx Recreational Vehicle Expositions Inc


\$**2,498.00


Two Thousand Four Hundred Ninety-Eight and 00/100*****

DOLLARS

RVEx Recreational Vehicle Expositions Inc
PO Box 1025
Palatine, IL 60078-1025







MEMO

STATUS WATERMARK PAPER • HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈001483⑈ ⑆063100688⑆

0224792204⑈

THIS CHECK CONTAINS TOURISM TASK FORCE LOGO

Details on the back of this check

PAY TO THE ORDER OF HARRIS BANK PALATINE N.A. 071921784 FOR DEPOSIT ONLY		ENDORSE HERE	
1252019-12-25-24 16790700032380 B/C Harris Bank N.A. 071000288		MOBILE 0302810450	
0000032360		CHECK VERILEX POSITIONS, INC. 0302810450	
DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE RESERVED FOR FINANCIAL INSTITUTION USE		SECURITY FEATURES: HOLYGRAM HEAT SENSITIVE INK TRUE MICROMASK VOID WHEN COPIED WATERMARK SECURITY PAPER OPTICAL SECURITY CHEMICAL SECURITY	
The security features listed below, as well as those not listed, exceed industry guidelines.		HC-5	
• Heat-impermeable seal line to check seals. • Glued on perforated. • Field tag visible with light or ultraviolet light. • The image is printed and repeated. • Can detect a light source to view. • Cannot be photocopied. • Cannot be reproduced in any format. • Can be used in a variety of ways. • Can be used in a variety of ways. • Can be used in a variety of ways. • Can be used in a variety of ways.		• Can be used in a variety of ways. • Can be used in a variety of ways. • Can be used in a variety of ways. • Can be used in a variety of ways.	
FEDERAL RESERVE BOARD OF GOVERNORS REG CC		FEDERAL RESERVE BOARD OF GOVERNORS REG CC	

Amount: -2498.00

Description: Check

Check Number: 1483

Posted Date: 11/26/2019

Type: Debit

Status: Posted



ANALYZED BUS CHK

*****2204

11/26/2019 11:39 AM

DOCUMENT INCLUDES TRACE, FIBER, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOL HOLOGRAM

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 1484

11/17/2019

PAY TO THE ORDER OF Two Tree, Inc. \$**340.00

Three Hundred Forty and 00/100..... DOLLARS

Two Tree, Inc.
Tommy Thompson
24-A NW 33rd Court
Gainesville, FL 32607

MEMO

11/11

63-68731

SSR

000148410 00631006881 02247922041

ENCLOSURE HERE

For Deposit Only

Wells Fargo Visa

☐ CHECK HERE AFTER
MOBILE OR REMOTE DEPOSIT DATE _____

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Security Features:

Hologram

Watermark

Microprint

Color Shift

Security Thread

Security Features

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

HC 2

Amount: -340.00

Description: Check

Check Number: 1484

Posted Date: 11/12/2019




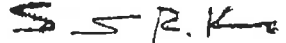

Transaction Type: History



ANALYZED BUS CHK

*****2204

11/26/2019 11:39 AM

				1485	
THE ORIGINAL FLORIDA TOURISM TASK FORCE		2009 N.W. 67TH PLACE		63-68/631	
GAINESVILLE, FLORIDA 32653-1603		352.955.2200		11/7/2019	
PAY TO THE ORDER OF		Unicomm, LLC		\$ **3,195.00	
Three Thousand One Hundred Ninety-Five and 00/100*****				DOLLARS	
Unicomm, LLC					
P.O. Box 5010					
Milford, CT 06460					
MEMO					
00014850		0063100688		0224792204	

IC-5

GOVERNORS RFG - CC

☐ **SAVINGS HERE**
For Deposit Only
 4054584-021113251
 MOBILE OR REMOTE DEPOSIT DATE _____
 DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE
 RESERVED FOR FINANCIAL INSTITUTION USE

Amount: -3195.00

Description: Check

Check Number: 1485

Posted Date: 11/13/2019

Transaction Type: History



ANALYZED BUS CHK

*****2204

1/2/2020 4:03 PM

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOIL HOLOGRAM

Visit Natural North Florida

THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 N.W. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.856.2200

Capital City Bank

1486

63-68/631

11/21/2019

PAY TO THE ORDER OF CTM Media Group Inc

\$ **1,299.00

One Thousand Two Hundred Ninety-Nine and 00/100 ***** DOLLARS

CTM Media Group Inc
11 Largo Drive South
Stamford, CT 06907

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

0001486 063100688 0224792204

Deposited by: CTM Media Group Inc
CTM MEDIA GROUP INC OPERATING ACCOUNT
INC Operating AC

Deposited by: ☐ CHECK HERE AFTER
MOBILE OR REMOTE DEPOSIT DATE

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

Sep 70
Dep: 009133
Date: 11/25/19

Security Features:

- Hologram
- Heat Sensitive Ink
- True Watermark
- Visible Fibers
- Invisible Fibers
- Chemically Sensitive Paper and Str
- Chemical Wash Detection Area
- Microprinting
- High Resolution Warning Band
- Toner Adhesion Properties
- Anti-Copy Technology
- Laid Line Back Pattern

The security features listed below, as well as those listed in the security guidelines.

FEDERAL RESERVE NOTE

Amount: -1299.00

Description: Check

Check Number: 1486

Posted Date: 11/26/2019

Type: Debit

Status: Posted



11/26/2019 11:39 AM

ANALYZED BUS CHK

*****2204

DOCUMENT INCLUDES VISIBLE FIBER, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOL Hologram

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

63-68/631

11/21/2019

1487

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

\$ **513.56

Five Hundred Thirteen and 56/100***** DOLLARS

N. Central Fl. Regional Planning Council
2009 NW 67th Place
Gainesville, FL 32653-1603

MEMO

SHIELD

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

000148710 00631006880 0224792204

ENDORSE HERE

PAY TO THE ORDER OF
CAPITAL CITY BANK
FOR DEPOSIT ONLY

CHECK # 1487
MOBILE OR REMOTE 0224792204

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

Security Features:
The security features listed below, as well as those not listed exceed industry guidelines.

11222019 00631006880 0224792204

Amount: -513.56

Description: Check

Check Number: 1487

Posted Date: 11/22/2019

Transaction Type: History

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of November 30, 2019

(These financial statements are unaudited)

	Budget	November 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 18/19	58,500.00	0.00	0.00	(58,500.00)
DEO Rural Development Grant 19/20	110,200.00	0.00	0.00	(110,200.00)
VisitFlorida Rural Area Opportunity Grant 19/20	45,000.00	0.00	0.00	(45,000.00)
VisitFlorida Rural Area Opportunity 19/20 In-Kind	81,300.00	0.00	0.00	(81,300.00)
Total Income	348,000.00	0.00	53,000.00	(295,000.00)
Expenses				
Marketing				
Collateral Materials				
Print Ultimate Bicycle Guide	3,000.00	0.00	0.00	(3,000.00)
Design & Print Collateral Material	1,300.00	0.00	0.00	(1,300.00)
Total Collateral Materials	4,300.00	0.00	0.00	(4,300.00)
Website				
Website Blogs	10,100.00	0.00	1,589.00	(8,511.00)
Web Hosting & Maintenance Services	12,100.00	0.00	0.00	(12,100.00)
Total Website	22,200.00	0.00	1,589.00	(20,611.00)
Trade Shows				
Whistles & Other Promotional Items	5,000.00	0.00	0.00	(5,000.00)
Popup and/or Cloth Displays - VF In-Kind	3,000.00	0.00	0.00	(3,000.00)
Welcome Center Rack Space - VF In-Kind	800.00	0.00	0.00	(800.00)
Adventure Travel training 4 Days-VF In-Kind	24,000.00	0.00	0.00	(24,000.00)
Consumer Influencer-VF In-Kind	17,000.00	0.00	0.00	(17,000.00)
VF Atlanta Camping & RV Show	4,700.00	0.00	0.00	(4,700.00)
VF New York Times Travel Show	4,000.00	0.00	0.00	(4,000.00)
VF Chicago RV & Camping Show	6,800.00	0.00	0.00	(6,800.00)
VF Toronto Outdoor Adventure Show	8,900.00	0.00	0.00	(8,900.00)
VF Washington DC Travel & Adventure Show	7,800.00	0.00	0.00	(7,800.00)
DEO Houston RV Show	7,500.00	0.00	0.00	(7,500.00)
DEO Philadelphia Travel & Adventure Show	7,200.00	0.00	0.00	(7,200.00)
DEO Atlanta Travel & Adventure Show	6,700.00	0.00	0.00	(6,700.00)
DEO Bike Expo New York	5,500.00	0.00	0.00	(5,500.00)
DEO Georgia RV & Camper Show	6,700.00	0.00	0.00	(6,700.00)
Total Trade Shows	115,600.00	0.00	0.00	(115,600.00)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of November 30, 2019

(These financial statements are unaudited)

	Budget	November 2019	Year to Date	Over/(Under) Budget
Advertising				
Brochure Distribution 2018-19	3,000.00	1,149.50	2,082.50	(917.50)
Digital Advertising Campaign 2018-19	13,500.00	0.00	4,000.00	(9,500.00)
FI Vacation Planner Print Ad 2018-19	8,000.00	0.00	0.00	(8,000.00)
Digital Retargeting Campaign 2018-19	13,500.00	0.00	0.00	(13,500.00)
Digital Retargeting Campaign 2019-20	15,400.00	0.00	0.00	(15,400.00)
Facebook Ad Campaign 2019-20 - In-Kind	33,500.00	0.00	0.00	(33,500.00)
FI Trans Map Print Advertisement 2019-20	5,000.00	0.00	0.00	(5,000.00)
FI Vacation Plan Co-op Print Ad 2019-20	8,300.00	0.00	0.00	(8,300.00)
Quarterly eNewsletters	6,500.00	0.00	0.00	(6,500.00)
Total Advertising	106,700.00	1,149.50	6,082.50	(100,617.50)
Total Marketing Expenses	248,800.00	1,149.50	7,671.50	(241,128.50)
Administration				
NCFRPC - Admin VF & DEO 2018-19	5,625.00	0.00	0.00	(5,625.00)
NCFRPC - Admin VF & DEO FY 2019-20	16,875.00	0.00	0.00	(16,875.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	0.00	(12,500.00)
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	0.00	(300.00)
Other Admin Expenses Miscellaneous	2,000.00	73.71	79.71	(1,920.29)
Postage	300.00	60.25	88.11	(211.89)
VF/DEO Travel Show Service Program Fee	12,500.00	0.00	0.00	(12,500.00)
Telephone	300.00	0.00	0.00	(300.00)
Total Administration	50,900.00	133.96	167.82	(50,732.18)
Memberships				
Visit Florida	400.00	0.00	0.00	(400.00)
Southeast Tourism Society	300.00	0.00	0.00	(300.00)
Florida Outdoor Writers Association	200.00	0.00	0.00	(200.00)
Total Memberships	900.00	0.00	0.00	(900.00)
Professional Enhancement				
SE Tourism Society Marketing College	11,600.00	0.00	0.00	(11,600.00)
Governor's Tourism Conference	1,700.00	359.00	359.00	(1,341.00)
Adventure Elevate Networking Conference	13,000.00	0.00	0.00	(13,000.00)
Adventure Elevate Networking Conference In-Kind	3,000.00	0.00	0.00	(3,000.00)
Total Professional Enhancement	29,300.00	359.00	359.00	(28,941.00)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of November 30, 2019

(These financial statements are unaudited)

	Budget	November 2019	Year to Date	Over/(Under) Budget
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	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,500.00)</u>
Retained Reserves				
Retained Reserves	5,600.00	0.00	0.00	(5,600.00)
Total Retained Reserves	<u>5,600.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(5,600.00)</u>
Total NonMarketing Expenses	<u>99,200.00</u>	<u>492.96</u>	<u>526.82</u>	<u>(98,673.18)</u>
Total Expenses	<u>348,000.00</u>	<u>1,642.46</u>	<u>8,198.32</u>	<u>(339,801.68)</u>
Net Income	<u>0.00</u>	<u>(1,642.46)</u>	<u>44,801.68</u>	<u>44,801.68</u>

Original Florida Tourism Task Force
Budget FY 2019-20 (10/1/19 to 9/30/20)

Adopted 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
<i><u>Additional Revenue:</u></i>	
Department of Economic Opportunity Rural Development Grant, FY 2018-19	\$58,500
Department of Economic Opportunity Rural Development Grant, FY 2019-20	\$110,200
VISIT FLORIDA FY 2019-20 Rural Area of Opportunity Grant - Cash	\$45,000
Subtotal - Cash	\$213,700
TOTAL REVENUES - CASH	\$266,700
VISIT FLORIDA FY 2019-20 Rural Area of Opportunity Grant - In-Kind	\$81,300
TOTAL REVENUES - CASH AND IN-KIND	\$348,000

<i>Expenditures</i>	
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)	\$170,500
(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	\$266,700
(1) Marketing Program for FY 2019-20 - In-Kind	\$81,300
TOTAL EXPENDITURES - CASH AND IN-KIND	\$348,000

(1) See Marketing Budget Detail

(2) See Memberships Detail

<i>Reserve Funds</i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$110,000
TOTAL RESERVE FUNDS	\$110,000

Original Florida Tourism Task Force
Budget FY 2019-20 (10/1/19 to 9/30/20)

Adopted 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
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	\$248,800
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	\$348,000

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
October 17, 2019

Cost Estimates	Deliverable
10/17/2019	
\$12,100.00	Website Hosting & Maintenance
\$8,000.00	VISIT FLORIDA Retargeting Campaign
\$5,100.00	Website Blogs (60 blogs per at \$85 per blog - Two Tree, Inc.)
\$2,500.00	Town Blogs (Nancy Moreland)
\$1,300.00	Design and Print Collateral Material
\$40,000.00	Domestic Travel Shows (5 shows)
\$18,500.00	Print Advertising (Florida Transportation Map, Florida Travel Planner)
\$15,400.00	Digital Advertising Campaign (Facebook, Google Adword search)
\$12,000.00	Scholarships (7 Scholarships)
\$5,100.00	VisaVues
\$1,000.00	Professional Organization Memberships
\$6,500.00	Quarterly eNewsletters
\$22,500.00	Administration
\$150,000.00	Total

2020

Florida Department of
Economic Opportunity
Travel Shows



Shows	Show Dates
Houston RV Show	Feb 12-16, 2020
Atlanta Travel & Adventure Show	Feb 29-Mar 1, 2020
Philadelphia Travel and Adventure Show	Mar 14-15, 2020
Bike Expo New York	May 1-2, 2020
Georgia RV and Camping Show	Sept 16-19, 2020

Natural North Florida

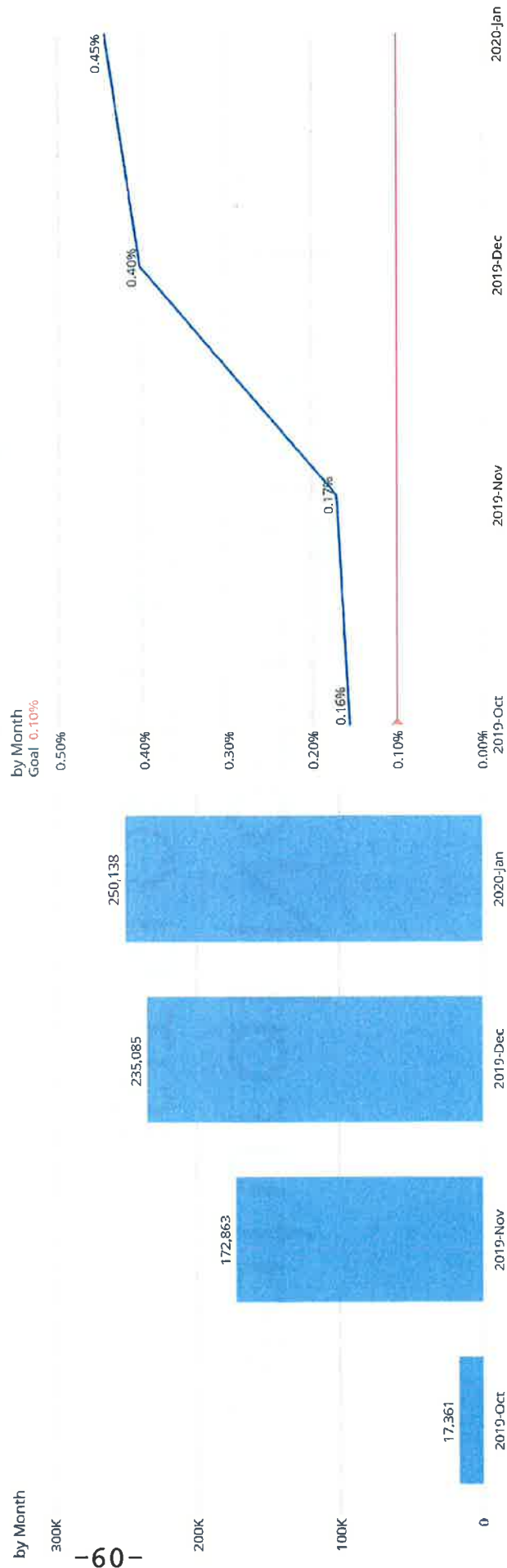
(VISIT FLORIDA Co-op)

Campaign Performance Report 2019



VISIT FLORIDA Site Remarketing Co-op Performance

Month	Campaign	Impressions	Clicks	CTR
October 2019	Visit Natural North Florida Remarketing	17,361	27	0.16%
November 2019	Visit Natural North Florida Remarketing	155,502	266	0.17%
December 2019	Visit Natural North Florida Remarketing	62,222	251	0.40%
January 2020	Visit Natural North Florida Remarketing	15,053	67	0.45%
GRAND TOTAL		250,138	611	0.24%



**“EXHIBIT A”
SCOPE OF WORK**

1. Contractor shall support the North Central Rural Area of Opportunity (RAO) to create a marketing and education program focused on introducing consumer/professional to the region and informing them about the wide variety of products the region has to offer.
Contractor shall:
 - a. Represent the North Central Florida ROA region in partnership with the Northwest RAO, to promote VISIT FLORIDA with collateral materials, display and booth designations at the following consumer trade shows:
 - i. Atlanta Camping & RV Show (Jan 24-26, 2020)
 - ii. NY Times Travel Show (Jan 24-26, 2020)
 - iii. Chicago RV and Camping Show (Feb 13-16, 2020)
 - iv. Toronto Outdoor Adventure Show (Feb 21-23, 2020)
 - v. Washington DC Travel Show (Mar 7-8, 2020)
 - b. Provide travel show representative to attend and participate in each event. Participation may include, but not limited to: set up booth, staffing booth, engage in conversations, gather information for reporting
 - c. Provide promotional activities associated with trade show
 - d. Provide to VISIT FLORIDA brief reporting upon completion of each event. Reporting shall include:
 - i. Number in attendance
 - ii. Number of emails obtained with addresses
 - iii. Number of brochures distributed (i.e. FL Park Maps, Unexplored Florida, etc.)
 - iv. Brief written evaluation of each show to include the following:
 1. Should you return next year?
 2. What promotional value did it bring? (press trips, tour operator partnerships gained, etc.)
2. 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** for up to 42 people (\$24,000 value)
 - h. **New “Unexplored Florida” Tradeshow Display** (\$3,000 value)

TOTAL VALUE: \$126,311.30

3. Compensation and Payment. For services provided under this Scope of Work, VISIT FLORIDA shall pay Contractor in accordance with Section 2 as outlined in Agreement. The total compensation/reimbursement shall not to exceed \$45,000 as follows:

- a. VISIT FLORIDA shall reimburse Contractor for actual costs associated with each Trade Show, as outlined in Exhibit A-1, the total is not to exceed \$103,462. Actual costs include travel to and from event and shipping costs for each event. Contractor shall forward an invoice, third party invoices, travel expenses and proof of payment to Amber O'Connell at aoconnell@visitflorida.org within 30 days of completion of event.
- b. **Advance Payment:** Upon execution of the contract, Contractor shall submit an invoice for a deposit to cover most registration and transportation costs, in the amount of \$20,000. All registration and transportation fees will require invoices/receipts and proof of payment by the Contractor, as proof of deliverables. If receipts are not provided, those fees will be returned to VISIT FLORIDA upon completion of the trade show.

The advance provided by VISIT FLORIDA shall be applied against the invoices submitted for reimbursement and any excess deposit shall be returned to VISIT FLORIDA after the completion of all trade shows.

Budget. The budget for planned events and activities is attached hereto as Exhibit A-1. Any deviation from these budgeted amounts must be presented in writing and approved by the appropriate VISIT FLORIDA manager.

Natural North Florida 2020 BUDGET Shows		2 Attendees Atlanta Camping and RV Show 24-26 2020)	1 Attendee NY Times Travel Show (Jan 24-26 2020)	2 Attendees Chicago Camping and RV Show (Feb 13-16 2020)	2 Attendees Toronto Outdoor Adventure Show (Feb 21-23 2020)	2 Attendees Washington DC Travel Show (March 7-8 2020)	TOTALS
Registration Fee	Trade	\$1,350	\$2,500	\$2,700	\$3,600	\$3,600	\$13,750
Transportation		\$720.00	1,023.00	780	1274	1000	4797
Lodging		\$1,300.00	\$1,332.00	1,294.00	1830	1800	7556
Per diem/Meals		\$324	\$216	642	1284	642	3108
Shipping		\$0.00	\$968.00	118	278	500	1864
Furniture		\$0		\$675	\$250	0	
		\$3,694.00	6,039.00	\$6,209	\$8,516	\$7,542	\$32,000.00
Other Contract Values							
Adventure Elevate Education Conference (May 5-7, 2020)		\$13,000					
Booth Space at Adventure Elevate (In-Kind)		\$3,000					
Rack Space at Welcome Centers (In-Kind)		\$811.00					
Unexplored Florida Tradeshow Display (In-Kind)		\$3,000					
(2) Two Day Adventure Travel Trainings (In-Kind)		\$24,000					
Consumer Social Ad Campaign (In-Kind)		\$33,500					
Consumer PR/Influencer Trips(s) (In-Kind)		\$17,000					
TOTAL CONTRACT VALUE		\$126,311					
Expenses to be reimbursed less \$81,311 in-kind contribution		\$45,000					

2020
VISIT FLORIDA
Travel Shows



Shows	Show Dates
Atlanta Camping & RV Show	Jan 24-26, 2020
New York Times Travel Show	Jan 24-26, 2020
Chicago RV and Camping Show	Feb 13-16, 2020
Toronto Outdoor Adventure Show	Feb 21-23, 2020
Washington DC Travel & Adventure Show	Mar 7-8, 2020

Ron DeSantis
GOVERNOR



Ken Lawson
EXECUTIVE DIRECTOR

December 17, 2019

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 tourism development activities and marketing efforts in your region. Please be advised that The Original Florida Tourism Task Force may not begin work on this award. Requests for reimbursement under this award may not be made until the current agreement, #D0129, had been administratively closed.

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,

Mario Rubio, Director
Division of Community Development

Florida Department of Economic Opportunity | Caldwell Building | 107 E. Madison Street | Tallahassee, FL 32399
850.245.7105 | www.FloridaJobs.org
www.twitter.com/FLDEO | www.facebook.com/FLDEO

An equal opportunity employer/program. Auxiliary aids and service are available upon request to individuals with disabilities. All voice telephone numbers on this document may be reached by persons using TTY/TTD equipment via the Florida Relay Service at 711.

By Senator Montford

3-00491A-20

2020426

1 A bill to be entitled
2 An act relating to the Regional Rural Development
3 Grants Program; amending s. 288.018, F.S.; defining
4 the term "regional economic development organization";
5 specifying that the concept of building the
6 professional capacity of a regional economic
7 development organization includes the hiring of
8 professional staff to perform specified services;
9 providing that matching grants may be used to provide
10 technical assistance to local governments and economic
11 development organizations and to existing and
12 prospective businesses; specifying that a regional
13 economic development organization that provides
14 taxpayer-funded incentives is not eligible to
15 participate in the matching grant program; increasing
16 the maximum amount of annual grant funding that
17 specified economic development organizations may
18 receive; revising the required amount of nonstate
19 matching funds; requiring that certain information be
20 included in a contract or agreement involving the
21 expenditure of grant funds; requiring that contracts
22 or agreements involving the expenditure of grant
23 funds, and a plain-language version of certain
24 contracts or agreements, be placed on the contracting
25 regional economic development organization's website
26 for a specified period before execution; deleting an
27 obsolete provision; increasing the amount of funds the
28 Department of Economic Opportunity may expend each
29 fiscal year for certain purposes; providing an

3-00491A-20

2020426

effective date.

Be It Enacted by the Legislature of the State of Florida:

Section 1. Subsections (1), (3), and (4) of section 288.018, Florida Statutes, are amended to read:

288.018 Regional Rural Development Grants Program.—

(1) (a) For the purposes of this section, a "regional economic development organization" means an economic development organization located in or contracted to serve a rural area of opportunity, as defined in s. 288.0656.

(b) The department shall establish a matching grant program to provide funding to regional ~~regionally-based~~ economic development organizations representing rural counties and communities to build ~~for the purpose of building~~ the professional capacity of those ~~their~~ organizations. Efforts to build the professional capacity of regional economic development organizations include the hiring of professional staff to develop, facilitate the delivery of, and directly provide needed economic development professional services, including technical assistance, education and leadership development, marketing, and project recruitment. Such Matching grants may also be used by a regional ~~an~~ economic development organization to provide technical assistance to local governments, local economic development organizations, and existing and prospective businesses within the rural counties and communities that it serves. A regional economic development organization that provides taxpayer-funded incentives to existing or prospective businesses is not eligible to participate in the matching grant

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59 program.

60 (c) A regional economic development organization may apply
61 annually to the department for a matching grant. The department
62 is authorized to approve an application for a grant of: ~~on an~~
63 ~~annual basis, grants~~

64 1. Up to \$150,000 to an organization located to such
65 ~~regionally based economic development organizations. The maximum~~
66 ~~amount an organization may receive in any year will be \$50,000,~~
67 ~~or \$150,000 in or contracted to serve a rural area of~~
68 opportunity designated pursuant to s. 288.0656(7).

69 2. Up to \$250,000 to any of the three regional economic
70 development organizations that serve an entire region of a rural
71 area of opportunity designated pursuant to s. 288.0656(7) and
72 that are recognized by the department as serving such a region.

73 (d) Grant funds received by a regional economic development
74 organization recommended by the Rural Economic Development
75 Initiative and designated by the Governor, and must be matched
76 each year by an equivalent amount of nonstate resources in an
77 amount equal to 25 percent of the state contribution.

78 (3)(a) A contract or agreement that involves the
79 expenditure of grant funds provided under this section,
80 including a contract or agreement entered into between another
81 entity and a regional economic development organization, a unit
82 of local government, or an economic development organization
83 substantially underwritten by a unit of local government, must
84 include:

85 1. The purpose of the contract or agreement.
86 2. Specific performance standards and responsibilities for
87 each entity.

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88 3. A detailed project or contract budget, if applicable.

89 4. The value of any services provided.

90 5. The projected travel expenses for employees and board
91 members, if applicable.

92 (b) At least 14 days before execution, the contracting
93 regional economic development organization shall post on its
94 website:

95 1. Any contract or agreement that involves the expenditure
96 of grant funds provided under this section.

97 2. A plain-language version of a contract or agreement with
98 a private entity, a municipality, or a vendor of services,
99 supplies, or programs, including marketing, or for the purchase
100 or lease or use of lands, facilities, or properties which
101 involves the expenditure of grant funds provided under this
102 section and which is estimated to exceed \$35,000 ~~The department~~
103 ~~may also contract for the development of an enterprise zone web~~
104 ~~portal or websites for each enterprise zone which will be used~~
105 ~~to market the program for job creation in disadvantaged urban~~
106 ~~and rural enterprise zones. Each enterprise zone web page should~~
107 ~~include downloadable links to state forms and information, as~~
108 ~~well as local message boards that help businesses and residents~~
109 ~~receive information concerning zone boundaries, job openings,~~
110 ~~zone programs, and neighborhood improvement activities.~~

111 (4) The department may expend up to \$1 million ~~\$750,000~~
112 each fiscal year from funds appropriated to the Rural Community
113 Development Revolving Loan Fund for the purposes outlined in
114 this section. The department may contract with Enterprise
115 Florida, Inc., for the administration of the purposes specified
116 in this section. Funds released to Enterprise Florida, Inc., for

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2020426

117 this purpose shall be released quarterly and shall be calculated
118 based on the applications in process.

119 Section 2. This act shall take effect July 1, 2020.

The Original Florida Tourism Task Force MEMBERS as of 10/17/2019

ALACHUA COUNTY

(\$15,000 - 3 votes)

Vacant

Ron Gromoll

Visiting Lecturer
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Content Manager
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BRADFORD COUNTY

(\$3,000 - 2 votes)

William Sexton, Vice-Chair

Bradford County Attorney
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The Honorable Daniel Riddick

Bradford County
Board of County Commissioners
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COLUMBIA COUNTY

(\$8,000 3 votes)

Vacant

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)

The Honorable Lee Deen

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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, Secretary/Treasurer

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David Ward

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LAFAYETTE COUNTY

(\$1,000 - 1 vote)

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LEVY COUNTY

(\$4,000 - 2 votes)

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Tisha Whitehurst

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MADISON COUNTY

(\$3,000 - 2 votes)

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SUWANNEE COUNTY

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TAYLOR COUNTY

(\$4,000 - 2 votes)

Dawn Taylor-Perez, Chair

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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

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Commissioners
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Thomas Herndon

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

as of 1/16/2020

VOLUNTEERS, CONSULTANTS AND OTHERS

Donna Creamer - Travel Show Coordinator

Staff Assistant
Gilchrist County Tourist Development Council
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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
7513 NW County Road 235
Alachua, FL 32615
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byallmeanstravel@hotmail.com

Tommy Thompson - Blogger

Two Tree, Inc.
24 NW 33rd Court, Suite A
Gainesville, FL 32607
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captommy@me.com

2020
Visit Natural North Florida
Meeting Dates and Counties



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

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

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

