

## MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **January 21, 2021**. The meeting will be held virtually via communications media technology at 10:00 a.m.

In addition, voluntary in-person attendance is also available at:

**Perry-Taylor County Chamber of Commerce  
428 North Jefferson Street  
Perry, Florida**

**LINK: <https://global.gotomeeting.com/join/170976213>**

**DIAL IN NUMBER: Toll Free 1.877.568.4106**

**CONFERENCE CODE: 170-976-213**



*The Original Florida*

*Visit Natural*  
**NORTH FLORIDA**

**TOURISM TASK FORCE  
Meeting Agenda**

**Virtual Public Meeting  
Via Communications Media Technology  
Voluntary In-Person Attendance at  
Perry-Taylor County Chamber of Commerce  
428 North Jefferson Street, Perry, FL  
Taylor County**

**January 21, 2021  
Thursday, 10:00 a.m.**

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I. Call to Order, Introductions	
II. Approval of Agenda	3
III. Approval of November 19, 2020 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee Report	
a. Monthly Financial Report Review and Approval	
(1) October 31, 2020	9
(2) November 30, 2020	25
B. Fiscal Year 2019-20 Regional Rural Development Grant	41
1. Website	
2. e-newsletter	49
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4. Marketing Materials	
5. Domestic Travel Shows	
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C. Fiscal Year 2020-21 Regional Rural Development Grant	
1. Website	
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8. Scholarships	
9. Professional Organization Memberships	

- D. VISIT FLORIDA -
  - 1. Influencer Trip 75
  - 2. Virtual Florida Huddle 77
  - 3. Monthly Report
- E. Staff Items
  - 1. Travel Show Coordinator Agreement Fiscal Year 2020-21
  - 2. Task Force 2021 Meeting Schedule and County Assignments
  - 3. Cooperative Regional Marketing Fee Fiscal Year 2020-21
- F. Other Old Business
  - 1. Updated Task Force Member Contact Information 81
  - 2. 2021 Meeting Dates and Locations 87
- G. 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 18, 2021 in a location to be determined.

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

Otter Springs Park and Campground Lodge  
6470 SW 80th Avenue, Trenton, FL  
Gilchrist County

November 19, 2020  
Thursday, 10:00 a.m.

MEMBERS PRESENT

Alden Rosner, Columbia County  
Russ McCallister, Dixie County  
Patricia Watson, Gilchrist County  
Tisha Whitehurst, Levy County  
Jackie Blount, Madison County  
Charissa Setzer, Suwannee County  
Dawn Perez, Taylor County, Chair  
Dale Walker, Union County

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

Brian Avery, Alachua County  
Jodi Biggar, Alachua County  
Ron Gromoll, Alachua County  
Daniel Riddick, Bradford County  
Will Sexton, Bradford County, Vice-Chair  
Rod Butler, Columbia County  
Paula Vann, Columbia County  
Lee Deen, Gilchrist County  
Katrina Richardson, Jefferson County, Treasurer  
David Ward, Jefferson County  
Craig Colton, Lafayette County  
Carol McQueen, Levy County  
Phyllis Williams, Madison County  
Teena Peavey, Suwannee County  
Sandy Beach, Taylor County  
Thomas Herndon, Wakulla County  
Natalie Knowles, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force  
Travel Show Coordinator

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum Chair Dawn Perez called the meeting to order at 10:06 a.m.

II. APPROVAL OF THE AGENDA

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

**ACTION: Dale Walker moved and Tisha Whitehurst seconded to approve the meeting agenda as presented. The motion passed unanimously.**

### III. APPROVAL OF THE OCTOBER 15, 2020 MINUTES

Chair Perez asked for approval of the October 15, 2020 meeting minutes.

**ACTION: Dale Walker moved and Russ McCallister seconded to approve the October 15, 2020 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, 2020

**ACTION: Patricia Watson moved and Dale Walker seconded to approve the September 30, 2020 monthly financial report as presented. The motion passed unanimously.**

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

**ACTION: Tisha Whitehurst moved and Dale Walker seconded to approve the Amended Fiscal Year 2018-19 Budget as presented. The motion passed unanimously.**

#### B. Fiscal Year 2019-20 Regional Rural Development Grant

1. Website
2. e-Newsletter
3. Website Blogs
4. Ultimate Bicycle Guide Reprint

**ACTION: Dale Walker moved and Tisha Whitehurst seconded to authorize staff to request written bids for printing Exhilarating! Natural North Florida brochures and Ultimate Bicycle Guides, and to select the lowest bidders, not to exceed \$41,000. The motion passed unanimously.**

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: Patricia Watson moved and Tisha Whitehurst seconded to approve the Third Quarter Report and Reimbursement Submittal Package as presented. The motion passed unanimously.**

#### C. Fiscal Year 2020-21 Regional Rural Development Grant

#### D. VISIT FLORIDA - North Central Florida Fiscal Year 2019-20

1. Agreement Amendment - Time Extension

E. VISIT FLORIDA Report

There was not a Visit Florida report presented for this meeting.

F. Staff Items

1. Task Force 2021 Meeting Schedule and County Assignments
2. Cooperative Regional Marketing Fee Fiscal Year 2020-21

G. Other Old Business

1. Updated Task Force Member Contact Information
2. 2020 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 regular meeting is scheduled for 10:00 a.m., January 21, 2021 at a location to be determined.

**The meeting adjourned at 11:26 a.m.**

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Dawn V. Perez, Chair

1/21/21  
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, 2020

	Oct 31, 20
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Cash in Bank - Capital City	119,054.35
<b>Total Checking/Savings</b>	119,054.35
Accounts Receivable	
Accounts Receivable	5,183.79
<b>Total Accounts Receivable</b>	5,183.79
<b>Other Current Assets</b>	
Prepaid Expense	438.00
Prepaid Registration Fees	3,195.00
<b>Total Other Current Assets</b>	3,633.00
<b>Total Current Assets</b>	127,871.14
<b>TOTAL ASSETS</b>	<b>127,871.14</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
Accounts Payable	4,654.40
<b>Total Accounts Payable</b>	4,654.40
<b>Total Current Liabilities</b>	4,654.40
<b>Total Liabilities</b>	4,654.40
<b>Equity</b>	
Unrestricted Earnings	123,234.74
Net Income	-18.00
<b>Total Equity</b>	123,216.74
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>127,871.14</b>



**The Original Florida Tourism Task Force**  
**Profit & Loss**  
**October 2020**

	Oct 20
Income	
FDEO-Regional Dev. Grant 19/20	425.00
Total Income	425.00
Gross Profit	425.00
Expense	
Bank Charges	18.00
Marketing	
Website	
Bloggers Fees	425.00
Total Website	425.00
Total Marketing	425.00
Total Expense	443.00
Net Income	-18.00



11:13 AM

11/09/20

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 10/30/2020**

---

	<u>Oct 30, 20</u>
Beginning Balance	110,912.99
Cleared Transactions	
Checks and Payments - 3 items	-828.64
Deposits and Credits - 1 item	8,970.00
Total Cleared Transactions	<u>8,141.36</u>
Cleared Balance	<u>119,054.35</u>
Register Balance as of 10/30/2020	119,054.35
New Transactions	
Checks and Payments - 1 item	<u>-425.00</u>
Total New Transactions	<u>-425.00</u>
Ending Balance	<u>118,629.35</u>

11:13 AM

11/09/20

**The Original Florida Tourism Task Force  
Reconciliation Detail  
Cash in Bank - Capital City, Period Ending 10/30/2020**

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						110,912.99
<b>Cleared Transactions</b>						
<b>Checks and Payments - 3 items</b>						
Bill Pmt -Check	09/24/2020	1542	Southeast Tourism ...	X	-796.00	-796.00
Bill Pmt -Check	09/24/2020	1543	United Parcel Service	X	-14.64	-810.64
Check	10/26/2020		Capital City Bank	X	-18.00	-828.64
<b>Total Checks and Payments</b>					-828.64	-828.64
<b>Deposits and Credits - 1 item</b>						
Deposit	10/29/2020			X	8,970.00	8,970.00
<b>Total Deposits and Credits</b>					8,970.00	8,970.00
<b>Total Cleared Transactions</b>					8,141.36	8,141.36
Cleared Balance					8,141.36	119,054.35
Register Balance as of 10/30/2020					8,141.36	119,054.35
<b>New Transactions</b>						
<b>Checks and Payments - 1 item</b>						
Bill Pmt -Check	11/05/2020	1544	Two Tree, Inc.		-425.00	-425.00
<b>Total Checks and Payments</b>					-425.00	-425.00
<b>Total New Transactions</b>					-425.00	-425.00
<b>Ending Balance</b>					<b>7,716.36</b>	<b>118,629.35</b>



P.O. Box 900  
Tallahassee, FL 32302

ACCOUNT STATEMENT

00002338 FCC31545103120113458 01 000000000  
THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PL  
GAINESVILLE FL 32653-1603

Date 10/30/20  
Primary Account

Page 1  
XXXXXXX2204

Your feedback is important to helping us serve you better. Please take a moment to tell us about your experience with Capital City Bank. Take the survey at <http://tellyourbankerccb.com> today.

CHECKING ACCOUNT

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

XXXXXXX2204  
110,912.99  
8,970.00  
828.64  
.00  
.00  
119,054.35

Images  
Statement Dates 10/01/20 thru 11/01/20  
Days in this Statement Period 32  
Avg Ledger Balance 111,247.28  
Avg Collected Balance 110,966.97

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
10/29	Deposit	8,970.00

OTHER DEBITS

Date	Description	Amount
10/26	Account Analysis Charge	18.00-

RECEIVED

NOV 05 2020

NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL



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

Date 10/30/20  
Primary Account

Page 2  
XXXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER				Amount
Date	Check No	Amount	Date	Check No
10/02	1542	796.00	10/07	1543
* Denotes missing check numbers				

DAILY BALANCE INFORMATION				Balance
Date	Balance	Date	Balance	Date
10/01	110,912.99	10/07	110,102.35	10/29
10/02	110,116.99	10/26	110,084.35	
Balance 119,054.35				

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

00002338-0003753-0002-0003-FCC31545103120113458-01-L





**DEPOSIT TICKET**

THE ORIGINAL BANK OF AMERICA DEPOSIT SLIP MUST BE SUBMITTED WITH THIS TICKET

**Capital City**

DATE: 10/29/2020

BRANCH: CAPITAL CITY

ACCOUNT: 1542

AMOUNT: \$8,970.00

0 10/29/2020 \$8,970.00

**Natural North Florida**

THE ORIGINAL BANK OF AMERICA DEPOSIT SLIP MUST BE SUBMITTED WITH THIS TICKET

**Capital City**

DATE: 10/02/2020

BRANCH: CAPITAL CITY

ACCOUNT: 1542

AMOUNT: \$796.00

1542 10/02/2020 \$796.00

**Natural North Florida**

THE ORIGINAL BANK OF AMERICA DEPOSIT SLIP MUST BE SUBMITTED WITH THIS TICKET

**Capital City**

DATE: 10/07/2020

BRANCH: CAPITAL CITY

ACCOUNT: 1543

AMOUNT: \$14.64

1543 10/07/2020 \$14.64

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

1542



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



63-68/631

9/24/2020

PAY TO THE  
ORDER OF

Southeast Tourism Society

\$ \*\*796.00

DOLLARS

Seven Hundred Ninety-Six and 00/100

Southeast Tourism Society  
555 Sun Valley Drive  
Suite E-5  
Roswell, GA 30076-5624

Shield

MEMO

TRUE WATERMARK PAPER • HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈001542⑈ ⑆063100688⑆

0224792204⑈

☐ **THE security features listed below, as well as those not listed, exceed industry guidelines.** HC-5

**Security Features:**

**Hologram**

- Multi-dimensional foil seal fused to check stock. Cannot be photocopied.

**Heat Sensitive Ink**

- Hold red image with fingers or breathe on it. The image will fade and reappear.

**True Watermark**

- Hold check to a light source to view. Cannot be photocopied.

**Visible Fibers**

- Visible fibers embedded in the paper.

**Invisible Fibers**

- Fibers in paper visible under ultraviolet light.

**Chemically Sensitive Paper and Chemical Wash Detection Area**

- Stains or spots may appear if chemical alteration attempts are made.

**Microprinting**

- Small type in check border appears as dotted line when copied.

**High Resolution Warning Band**

- Tonal alerts border to security features. First line in border and corners are difficult to replicate or copy.

**Toner Adhesion Properties**

- Chemistry in paper bonds toner to paper fibers with heat. Damage is visible with alteration attempts.

**Anti-Copy Technology**

- Document made with technology to prevent most copiers from creating a usable copy.

**Laid Line Back Pattern**

- Discourages cut-and-paste alterations.

\* Pledge design is a certification mark of the Check Payment Systems Association

**\* FEDERAL RESERVE BOARD OF GOVERNORS REG. CC**

☐ **CHECK HERE/NEVER TO THE ORDER OF**  
**MOBILE OR REMIT TO ORDER OF**  
**BANK OF AMERICA**  
**DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE**  
**RESERVED FOR AUTOMATIC DEPOSIT USE**  
**SOUTHEAST TOURISM SOCIETY**  
**FOR DEPOSIT ONLY**  
**000092198950**

Amount: \$-796.00

Statement Description: Check

Check Number: 1542

Posted Date: 10/2/2020

Type: Debit

Status: Posted



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



1543

63-68/631

9/24/2020

PAY TO THE ORDER OF United Parcel Service

\$ \*\*14.64

Fourteen and 64/100 \*\*\*\*\* DOLLARS

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



Shield

MEMO

TRUE WATERMARK PAPER, HOLO TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈001543⑈ ⑆063100688⑆

0224792204⑈

**Security Features:**

**Hologram**

- Multi-dimensional foil 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.
- Stains or spots may appear if chemical alteration attempts are made.

**True Watermark**

- 15" Small type in check border appears as dotted line when copied.

**Visible Fibers**

- High Resolution Warning Band
- Text alerts reader to security features. Fine lines in border and corners are difficult to replicate or copy.
- Chemistry in paper bonds fibers to paper fibers with heat. Damage is visible with alteration attempts.

**Chemically Sensitive Paper and Chemical Wash Detection Area**

- Document made with technology to prevent most copiers from creating a usable copy.
- Discourages cut-and-paste alterations.

**Microprinting**

**Laid Line Back Pattern**

**Anti-Copy Technology**

**Federal Reserve Board of Governors Reg. CC**

**MOBILE OR REMOTE DEPOSIT DATE**

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

**For 031100209 10/06/20 DLV UPS 7360**

**Deposit Citybank N A**

**Only New Castle DE 40705208**

**7380 834625 003 000 834625-20-10-00272787-002**

**HC-5**

Amount: \$-14.64

Statement Description: Check

Check Number: 1543

Posted Date: 10/7/2020

Type: Debit

Status: Posted



# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

### As of October 31, 2020

(These financial statements are unaudited)

	Budget	October 2020	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	58,000.00	425.00	425.00	(57,575.00)
DEO Rural Development Grant 19/20	45,900.00	0.00	0.00	(45,900.00)
DEO Rural Development Grant 20/21	45,900.00	0.00	0.00	(45,900.00)
VisitFlorida Rural Area Opportunity Grant 20/21	45,000.00	0.00	0.00	(45,000.00)
VisitFlorida Rural Area Opportunity 10/21 In-Kind	81,300.00	0.00	0.00	(81,300.00)
<b>Total Income</b>	<b>276,100.00</b>	<b>425.00</b>	<b>425.00</b>	<b>(275,675.00)</b>
<b>Expenses</b>				
<b>Marketing</b>				
<b>Collateral Materials</b>				
Print Ultimate Bicycle Guide	3,000.00	0.00	0.00	(3,000.00)
<b>Total Collateral Materials</b>	<b>3,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(3,000.00)</b>
<b>Website</b>				
Website Blogs	5,100.00	425.00	425.00	(4,675.00)
Web Hosting & Maintenance Services	6,000.00	0.00	0.00	(6,000.00)
<b>Total Website</b>	<b>11,100.00</b>	<b>425.00</b>	<b>425.00</b>	<b>(10,675.00)</b>
<b>Trade Shows</b>				
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	5,000.00	0.00	0.00	(5,000.00)
VF New York Times Travel Show	4,000.00	0.00	0.00	(4,000.00)
VF Chicago RV & Camping Show	7,000.00	0.00	0.00	(7,000.00)
VF Toronto Outdoor Adventure Show	9,000.00	0.00	0.00	(9,000.00)
VF Washington DC Travel & Adventure Show	8,000.00	0.00	0.00	(8,000.00)
DEO Georgia RV & Camper Show	7,500.00	0.00	0.00	(7,500.00)
<b>Total Trade Shows</b>	<b>90,300.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(90,300.00)</b>
<b>Advertising</b>				
Digital Advertising Campaign 2019-20	13,500.00	0.00	0.00	(13,500.00)
FI Vacation Planner Print Ad 2019-20	8,000.00	0.00	0.00	(8,000.00)
Digital Retargeting Campaign 2019-20	13,500.00	0.00	0.00	(13,500.00)
Facebook Ad Campaign 2020-21 - In-Kind	33,500.00	0.00	0.00	(33,500.00)
FI Trans Map Print Advertisement 2020-21	9,000.00	0.00	0.00	(9,000.00)



# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

### As of October 31, 2020

(These financial statements are unaudited)

	Budget	October 2020	Year to Date	Over/(Under) Budget
Quarterly eNewsletters	6,500.00	0.00	0.00	(6,500.00)
<b>Total Advertising</b>	<b>84,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(84,000.00)</b>
<b>Total Marketing Expenses</b>	<b>188,400.00</b>	<b>425.00</b>	<b>425.00</b>	<b>(187,975.00)</b>
<b>Administration</b>				
NCFRPC - Admin VF & DEO 2019-20	5,625.00	0.00	0.00	(5,625.00)
NCFRPC - Admin VF & DEO FY 2020-21	5,625.00	0.00	0.00	(5,625.00)
NCFRPC - Admin Program Fees	23,750.00	0.00	0.00	(23,750.00)
Bank Charges	200.00	18.00	18.00	(182.00)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	0.00	(300.00)
Other Admin Expenses Miscellaneous	1,200.00	0.00	0.00	(1,200.00)
Postage	300.00	0.00	0.00	(300.00)
VF/DEO Travel Show Service Program Fee	1,100.00	0.00	0.00	(1,100.00)
Telephone	300.00	0.00	0.00	(300.00)
<b>Total Administration</b>	<b>38,700.00</b>	<b>18.00</b>	<b>18.00</b>	<b>(38,682.00)</b>
<b>Memberships</b>				
Visit Florida	400.00	0.00	0.00	(400.00)
Southeast Tourism Society	600.00	0.00	0.00	(600.00)
Florida Outdoor Writers Association	200.00	0.00	0.00	(200.00)
Ride with GPS	300.00	0.00	0.00	(300.00)
<b>Total Memberships</b>	<b>1,500.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(1,500.00)</b>
<b>Professional Enhancement</b>				
SE Tourism Society Marketing College	5,175.00	0.00	0.00	(5,175.00)
Governor's Tourism Conference	1,725.00	0.00	0.00	(1,725.00)
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)
<b>Total Professional Enhancement</b>	<b>22,900.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(22,900.00)</b>
<b>Internships</b>				
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)
<b>Total Internships</b>	<b>12,500.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(12,500.00)</b>
<b>Retained Reserves</b>				
Retained Reserves	12,100.00	0.00	0.00	(12,100.00)

# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

As of October 31, 2020

(These financial statements are unaudited)

	Budget	October 2020	Year to Date	Over/(Under) Budget
Total Retained Reserves	12,100.00	0.00	0.00	(12,100.00)
Total NonMarketing Expenses	87,700.00	18.00	18.00	(87,682.00)
Total Expenses	276,100.00	443.00	443.00	(275,657.00)
Net Income	0.00	(18.00)	(18.00)	(18.00)





## The Original Florida Tourism Task Force

## Balance Sheet

As of November 30, 2020

	Nov 30, 20
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Cash in Bank - Capital City	118,610.34
<b>Total Checking/Savings</b>	118,610.34
Accounts Receivable	
Accounts Receivable	5,183.79
<b>Total Accounts Receivable</b>	5,183.79
<b>Other Current Assets</b>	
Prepaid Expense	438.00
Prepaid Registration Fees	3,195.00
<b>Total Other Current Assets</b>	3,633.00
<b>Total Current Assets</b>	127,427.13
<b>TOTAL ASSETS</b>	<b>127,427.13</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
Accounts Payable	4,654.40
<b>Total Accounts Payable</b>	4,654.40
<b>Total Current Liabilities</b>	4,654.40
<b>Total Liabilities</b>	4,654.40
<b>Equity</b>	
Unrestricted Earnings	123,234.74
Net Income	-462.01
<b>Total Equity</b>	122,772.73
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>127,427.13</b>



The Original Florida Tourism Task Force  
Profit & Loss  
November 2020

	Nov 20
Expense	
Bank Charges	19.01
Marketing	
Website	
Bloggers Fees	425.00
Total Website	425.00
Total Marketing	425.00
Total Expense	444.01
Net Income	-444.01



7:52 PM

12/09/20

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 11/30/2020**

---

	<b>Nov 30, 20</b>
<b>Beginning Balance</b>	. 119,054.35
<b>Cleared Transactions</b>	
<b>Checks and Payments - 2 items</b>	-444.01
<b>Total Cleared Transactions</b>	-444.01
<b>Cleared Balance</b>	<b>118,610.34</b>
<b>Register Balance as of 11/30/2020</b>	118,610.34
<b>New Transactions</b>	
<b>Checks and Payments - 1 item</b>	-425.00
<b>Total New Transactions</b>	-425.00
<b>Ending Balance</b>	<b>118,185.34</b>

7:52 PM

12/09/20

**The Original Florida Tourism Task Force**  
**Reconciliation Detail**  
**Cash in Bank - Capital City, Period Ending 11/30/2020**

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						119,054.35
<b>Cleared Transactions</b>						
<b>Checks and Payments - 2 items</b>						
Bill Pmt -Check	11/05/2020	1544	Two Tree, Inc.	X	-425.00	-425.00
Check	11/25/2020		Capital City Bank	X	-19.01	-444.01
Total Checks and Payments					-444.01	-444.01
Total Cleared Transactions					-444.01	-444.01
Cleared Balance					-444.01	118,610.34
Register Balance as of 11/30/2020					-444.01	118,610.34
<b>New Transactions</b>						
<b>Checks and Payments - 1 item</b>						
Bill Pmt -Check	12/03/2020	1545	Two Tree, Inc.		-425.00	-425.00
Total Checks and Payments					-425.00	-425.00
Total New Transactions					-425.00	-425.00
<b>Ending Balance</b>					<b>-869.01</b>	<b>118,185.34</b>



P.O. Box 900  
Tallahassee, FL 32302

ACCOUNT STATEMENT

00002375 FCC31545120120104658 01 000000000  
THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PL  
GAINESVILLE FL 32653-1603

Date 11/30/20  
Primary Account

Page 1  
XXXXXXXX2204

Your feedback is important to helping us serve you better. Please take a moment to tell us about your experience with Capital City Bank. Take the survey at <http://tellyourbankerccbq.com> today.

CHECKING ACCOUNT

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

XXXXXXXX2204  
119,054.35  
.00  
444.01  
.00  
.00  
118,610.34

Images  
Statement Dates 11/02/20 thru 11/30/20  
Days in this Statement Period 29  
Avg Ledger Balance 118,786.62  
Avg Collected Balance 118,786.62

OTHER DEBITS

Date Description  
11/25 Account Analysis Charge

Amount  
19.01

CHECKS IN NUMBER ORDER

Date Check No Amount  
11/13 1544 425.00  
\* Denotes missing check numbers

RECEIVED

DEC-07 2020

NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL



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

Date 11/30/20  
Primary Account

Page 2  
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

		DAILY BALANCE INFORMATION			
Date	Balance	Date	Balance	Date	Balance
11/02	119,054.35	11/13	118,629.35	11/25	118,610.34

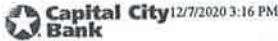
-----END OF STATEMENT-----

00002375-0003800-0002-0003-FCC31545120120104658-01-L





<b>North Florida</b> THE ORIGIN ALPINE HOUSE LAKESIDE 3000 W. 10th PLACE GAINESVILLE, FLORIDA 32607 800.233.2388	<b>Capital City Bank</b> 11/13/20 1544
<b>Pay to the order of</b> Two Tree, Inc.	11/15/2020
Four Hundred Twenty-Five and 00/100	\$ 425.00
<b>Two Tree, Inc.</b> Terry Thompson 34-A NW 53rd Court Gainesville, FL 32607	DOLLARS
<b>1544</b>	<b>11/13/2020</b>
<b>001544</b>	<b>0224792201</b>



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



63-68/631

1544

11/5/2020

PAY TO THE  
ORDER OF

Two Tree, Inc.

\$ \*\*425.00

Four Hundred Twenty-Five and 00/100

DOLLARS

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



S-S-R-I

MEMO

\*001544\* 1063100688\*

0224792204\*

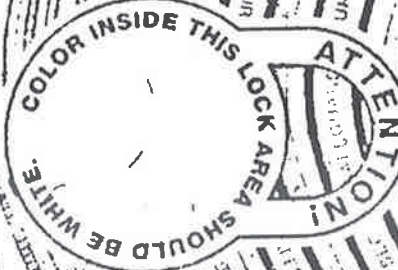
ENDORSE HERE

Two Tree, Inc.

Well Fargo mobile

☐ CHECK HERE AFTER  
MOBILE OR REMOTE DEPOSIT DATE

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



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

## Security Features:

- Hologram
- Heat Sensitive Ink
- True Watermark
- Visible Fibers
- Chemically Sensitive Paper and Stains of spots may appear if chemical alteration attempts are made
- Microprint
- High Resolution Warning Band
- Color Admission Properties
- True Copy Technology
- and Lane Bank Pattern
- Paper is designed under the mark of the Class Payment Systems Association
- FINANCIAL INSTITUTION BOARD OF GOVERNORS REG. CC

Amount: \$-425.00

Statement Description: Check

Check Number: 1544

Posted Date: 11/13/2020

Type: Debit

Status: Posted

# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

As of November 30, 2020

(These financial statements are unaudited)

	Budget	November 2020	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	58,000.00	0.00	425.00	(57,575.00)
DEO Rural Development Grant 19/20	45,900.00	0.00	0.00	(45,900.00)
DEO Rural Development Grant 20/21	45,900.00	0.00	0.00	(45,900.00)
VisitFlorida Rural Area Opportunity Grant 20/21	45,000.00	0.00	0.00	(45,000.00)
VisitFlorida Rural Area Opportunity 10/21 In-Kind	81,300.00	0.00	0.00	(81,300.00)
<b>Total Income</b>	<b>276,100.00</b>	<b>0.00</b>	<b>425.00</b>	<b>(275,675.00)</b>
<b>Expenses</b>				
<b>Marketing</b>				
<b>Collateral Materials</b>				
Print Ultimate Bicycle Guide	3,000.00	0.00	0.00	(3,000.00)
<b>Total Collateral Materials</b>	<b>3,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(3,000.00)</b>
<b>Website</b>				
Website Blogs	5,100.00	425.00	850.00	(4,250.00)
Web Hosting & Maintenance Services	6,000.00	0.00	0.00	(6,000.00)
<b>Total Website</b>	<b>11,100.00</b>	<b>425.00</b>	<b>850.00</b>	<b>(10,250.00)</b>
<b>Trade Shows</b>				
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	5,000.00	0.00	0.00	(5,000.00)
VF New York Times Travel Show	4,000.00	0.00	0.00	(4,000.00)
VF Chicago RV & Camping Show	7,000.00	0.00	0.00	(7,000.00)
VF Toronto Outdoor Adventure Show	9,000.00	0.00	0.00	(9,000.00)
VF Washington DC Travel & Adventure Show	8,000.00	0.00	0.00	(8,000.00)
DEO Georgia RV & Camper Show	7,500.00	0.00	0.00	(7,500.00)
<b>Total Trade Shows</b>	<b>90,300.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(90,300.00)</b>
<b>Advertising</b>				
Digital Advertising Campaign 2019-20	13,500.00	0.00	0.00	(13,500.00)
FI Vacation Planner Print Ad 2019-20	8,000.00	0.00	0.00	(8,000.00)
Digital Retargeting Campaign 2019-20	13,500.00	0.00	0.00	(13,500.00)
Facebook Ad Campaign 2020-21 - In-Kind	33,500.00	0.00	0.00	(33,500.00)
FI Trans Map Print Advertisement 2020-21	9,000.00	0.00	0.00	(9,000.00)

# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

### As of November 30, 2020

(These financial statements are unaudited)

	Budget	November 2020	Year to Date	Over/(Under) Budget
Quarterly eNewsletters	6,500.00	0.00	0.00	(6,500.00)
<b>Total Advertising</b>	<b>84,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(84,000.00)</b>
<b>Total Marketing Expenses</b>	<b>188,400.00</b>	<b>425.00</b>	<b>850.00</b>	<b>(187,550.00)</b>
<b>Administration</b>				
NCFRPC - Admin VF & DEO 2019-20	5,625.00	0.00	0.00	(5,625.00)
NCFRPC - Admin VF & DEO FY 2020-21	5,625.00	0.00	0.00	(5,625.00)
NCFRPC - Admin Program Fees	23,750.00	0.00	0.00	(23,750.00)
Bank Charges	200.00	19.01	37.01	(162.99)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	0.00	(300.00)
Other Admin Expenses Miscellaneous	1,200.00	0.00	0.00	(1,200.00)
Postage	300.00	0.00	0.00	(300.00)
VF/DEO Travel Show Service Program Fee	1,100.00	0.00	0.00	(1,100.00)
Telephone	300.00	0.00	0.00	(300.00)
<b>Total Administration</b>	<b>38,700.00</b>	<b>19.01</b>	<b>37.01</b>	<b>(38,662.99)</b>
<b>Memberships</b>				
Visit Florida	400.00	0.00	0.00	(400.00)
Southeast Tourism Society	600.00	0.00	0.00	(600.00)
Florida Outdoor Writers Association	200.00	0.00	0.00	(200.00)
Ride with GPS	300.00	0.00	0.00	(300.00)
<b>Total Memberships</b>	<b>1,500.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(1,500.00)</b>
<b>Professional Enhancement</b>				
SE Tourism Society Marketing College	5,175.00	0.00	0.00	(5,175.00)
Governor's Tourism Conference	1,725.00	0.00	0.00	(1,725.00)
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)
<b>Total Professional Enhancement</b>	<b>22,900.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(22,900.00)</b>
<b>Internships</b>				
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)
<b>Total Internships</b>	<b>12,500.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(12,500.00)</b>
<b>Retained Reserves</b>				
Retained Reserves	12,100.00	0.00	0.00	(12,100.00)

# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

As of November 30, 2020

(These financial statements are unaudited)

	Budget	November 2020	Year to Date	Over/(Under) Budget
Total Retained Reserves	12,100.00	0.00	0.00	(12,100.00)
Total NonMarketing Expenses	87,700.00	19.01	37.01	(87,662.99)
Total Expenses	276,100.00	444.01	887.01	(275,212.99)
Net Income	0.00	(444.01)	(462.01)	(462.01)



**Original Florida Tourism Task Force**  
**Budget FY 2020-21 (10/1/20 to 9/30/21)**

Adopted 9/17/2020

<b><i>Revenues</i></b>	<b>Total</b>
<b><i>Cooperative Regional Marketing Program Fees:</i></b>	
Alachua County	\$15,000
Bradford County	\$3,000
Columbia County	\$8,000
Dixie County	\$3,000
Gilchrist County	\$3,000
Hamilton County	\$2,000
Jefferson County	\$2,000
Lafayette County	\$1,000
Levy County	\$6,000
Madison County	\$3,000
Suwannee County	\$4,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$3,000
<b>Subtotal</b>	<b>\$58,000</b>

<b><i>Additional Revenue:</i></b>	
Department of Economic Opportunity Rural Development Grant, FY 2019-20	\$45,900
Department of Economic Opportunity Rural Development Grant, FY 2020-21	\$45,900
VISIT FLORIDA FY 2020-21 Rural Area of Opportunity Grant - Cash	\$45,000
<b>Subtotal - Cash</b>	<b>\$136,800</b>
<b>TOTAL REVENUES - CASH</b>	<b>\$194,800</b>
VISIT FLORIDA FY 2020-21 Rural Area of Opportunity Grant - In-Kind	\$81,300
<b>TOTAL REVENUES - CASH AND IN-KIND</b>	<b>\$276,100</b>

<b><i>Expenditures</i></b>	
Adventure Elevate Networking Conference	\$13,000
Bank Charges	\$200
Governor's Conference on Tourism	\$1,725
Legal Advertising	\$300
Legal Expenses	\$300
(1) Marketing Program for FY 2020-21 (less in-kind)	\$110,100
(2) Memberships	\$1,500
Miscellaneous	\$1,200
North Central Florida Regional Planning Council - Admin/Internships	\$47,500
Postage Expenses	\$300
Service Fee - VISIT FLORIDA Travel Show Program	\$1,100
Southeast Tourism Society Marketing College	\$5,175
Telephone	\$300
Unrestricted Reserve Fund - Contribution	\$12,100
<b>TOTAL EXPENDITURES - CASH</b>	<b>\$194,800</b>
(1) Marketing Program for FY 2020-21 - In-Kind	\$81,300
<b>TOTAL EXPENDITURES - CASH AND IN-KIND</b>	<b>\$276,100</b>

(1) See Marketing Budget Detail

(2) See Memberships Detail

<b><i>Reserve Funds</i></b>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$130,000
<b>TOTAL RESERVE FUNDS</b>	<b>\$130,000</b>



**Original Florida Tourism Task Force  
Budget FY 2020-21 (10/1/20 to 9/30/21)**

Adopted 9/17/2020

	<b>Total</b>
<b>Collateral Material:</b>	
2019-20 <b>Revise</b> and Print Ultimate Bicycle Guide	\$3,000
2020-21 Design and Print Collateral Material	\$0
<b>Website:</b>	
2019-20 Website Blogs - 15 Blogs	\$1,275
2020-21 Website <b>Hosting</b> & Maintenance	\$6,000
2020-21 New <b>Topic-Centered</b> Pages (3 Pages)	\$0
2020-21 Website Blogs - 60 Blogs	\$3,825
2020-21 <b>Website</b> Town Blogs - 15 Blogs	\$0
<b>Trade Shows:</b>	
Whistles and Other Promotional Items	\$5,000
Pop-up and/or Cloth <b>Displays</b> (In-kind)	\$3,000
VISIT FLORIDA Welcome Center Rack Space ( <b>In-kind</b> )	\$800
VISIT FLORIDA - Atlanta Camping & RV Show	\$5,000
VISIT FLORIDA - New York Times Travel Show	\$4,000
VISIT FLORIDA - Chicago RV & Camping Show	\$7,000
VISIT FLORIDA - Toronto Outdoor Adventure Show	\$9,000
VISIT FLORIDA - <b>Washington</b> DC Travel & Adventure Show	\$8,000
DEO 2020-21 - Houston <b>RV Show</b>	\$0
DEO 2020-21 - <b>Philadelphia</b> Travel & Adventure Show	\$0
DEO 2020-21 - Atlanta Travel & Adventure Show	\$0
DEO 2020-21 - Bike Expo New York	\$0
DEO 2020-21 - Georgia RV & Camper Show	\$7,500
Adventure Travel Training - 4 Days (In-kind)	\$24,000
Consumer Public <b>Relations/Influencer</b> Trips (In-kind)	\$17,000
<b>Advertising:</b>	
2019-20 <b>Brochure</b> Distribution	\$0
2019-20 <b>Digital Advertising</b> Campaign	\$13,500
2019-20 Florida Vacation Planner Print <b>Advertisement</b>	\$8,000
2019-20 Digital Retargeting Campaign	\$13,500
2020-21 Digital Advertising Campaign	\$0
2020-21 Digital Facebook Advertising Campaign (In-kind)	\$33,500
2020-21 Florida <b>Transportation</b> Map Print Advertisement	\$9,000
2020-21 Florida <b>Vacation</b> Planner Co-op Print <b>Advertisement</b>	\$0
Quarterly eNewsletters	\$6,500
Total Marketing Expenditure	\$188,400
<b>Administration</b>	
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic <b>Opportunity</b> FY 2019-20	\$5,625
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic <b>Opportunity</b> FY 2020-21	\$5,625
North Central Florida Regional Planning Council - Regional Marketing <b>Program</b> Fees FY 2020-21	\$23,750
Bank Charges	\$200
Legal Advertising	\$300
<b>Legal Expenses</b>	\$300
Other Administrative <b>Expenses/Miscellaneous</b>	\$1,200
Postage	\$300
Service Fee - VISIT FLORIDA Travel Show Program & DEO	\$1,100
Telephone	\$300
<b>Membership Organizations - Annual Dues</b>	
VISIT FLORIDA Annual Dues	\$400
<b>Southeastern Tourism Society</b> Annual Dues	\$600
Florida Outdoor Writers Association Annual Dues	\$200
Ride With GPS Annual Dues	\$300
<b>Professional Enhancement</b>	
Southeastern Tourism <b>Society</b> Marketing College - 3	\$5,175
Governor's Tourism <b>Conference - I</b>	\$1,725
Adventure Elevate <b>Networking</b> Conference	\$13,000
Adventure Elevate <b>Networking</b> Conference (In-kind)	\$3,000
<b>Internships</b>	
Harvey Campbell Memorial Internship	\$6,250
Dean Fowler Internship	\$6,250
<b>Retained Reserves</b>	
Unrestricted Reserve Fund	\$12,100
Total Non-Marketing Expenditure	\$87,700
Total Expenditure	\$276,100



## **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 doing business as Visit Natural North Florida (“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, Gilchrist, Jefferson, 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](http://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](http://www.vnnf.org), to inform visitors of tourist-oriented attractions and facilities within the Region.

**2.4 Update and print hard copy marketing materials:**

Grantee shall update a minimum of 1 task force related marketing material and print a minimum of 1,000 pieces of task force related 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. All publications shall be distributed primarily at travel shows that Grantee participates at.

**2.5 Exhibit at Domestic Travel Shows:**

Grantee shall exhibit at a minimum of one (1) domestic travel show. At the shows, Grantee shall staff a booth (a maximum of two representatives), distribute brochures, guidebooks and other materials pertaining to the region and answer questions raised by show attendees.

**2.6 Advertising:**

Grantee shall engage in advertising campaigns consisting of online digital and/or print media advertising. At a minimum, Grantee shall 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. Grantee shall distribute a minimum of 10,000 pieces for each distribution for which reimbursement is requested.

**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 current memberships 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:

<b>Deliverable No. 1 – Website Maintenance and Enhancements</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
Grantee shall maintain, host, operate and enhance website in accordance with Section 2.1 of this Scope of Work.	<p>Grantee shall provide ongoing website maintenance, hosting, operation and enhancements, as specified in Section 2.1, as evidenced by submission of the following:</p> <p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>• Copy of agreement with vendor</li> <li>• Links to additional topic centered landing pages</li> <li>• Invoice from provider detailing work completed including additional topic centered landing pages</li> <li>• Proof of payment</li> </ul>	Failure to maintain, host, operate and enhance website as specified in Section 2.1 of this Scope of Work will result in non-payment.
<b>Deliverable No. 2 – Electronic Newsletters</b>		

Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Grantee shall distribute electronic newsletters in accordance with Section 2.2 of this Scope of Work.	<p>Grantee shall prepare and distribute at least one (1) electronic newsletter, as specified in Section 2.2. Grantee may request reimbursement for a maximum of four (4) electronic newsletter distributions during the agreement period.</p> <p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>• Include DEO Agreement Manager on electronic newsletter distribution list</li> <li>• Documentation of staff time associated with this deliverable.</li> </ul>	Failure to prepare and distribute one (1) electronic newsletter as specified in Section 2.2 of this Scope of Work will result in non-payment.
<b>Deliverable No. 3 – Website Blogs</b>		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Grantee shall post blogs on Grantee's website in accordance with Section 2.3 of this Scope of Work.	<p>Grantee shall post a minimum of one (1) blog on Grantee's website, as specified in Section 2.3, as evidenced by submission of the following:</p> <p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>• Copy of agreement with blogger</li> <li>• Link to each blog</li> <li>• Photographer release form, if necessary</li> <li>• Model release form, if necessary</li> <li>• Invoice from blogger</li> <li>• Proof of payment</li> </ul>	Failure to post at minimum of one (1) blog on Grantee's website, as specified in Section 2.3 of this Scope of Work will result in non-payment.
<b>Deliverable No. 4 – Update and Print Marketing Materials</b>		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Grantee shall update and print hard copy marketing materials in accordance with Section 2.4 of this Scope of Work.	<p>Grantee shall update a minimum of one (1) hard copy marketing material and print a minimum of 1,000 copies, as specified in Section 2.4, as evidence of the following:</p> <p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>• Copy of agreement with vendor</li> <li>• Copy of previous material</li> <li>• Copy of updated marketing material</li> <li>• Proof of payment</li> <li>• Documentation of staff time associated with this deliverable if applicable.</li> </ul>	DEO will withhold payment for failure to update and print hard copy marketing materials as specified in Section 2.4 of this Scope of Work.
<b>Deliverable No. 5 Exhibit at Domestic Travel Shows</b>		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Grantee shall exhibit at domestic travel shows in accordance with Section 2.5 of this Scope of Work.	<p>Grantee shall exhibit at a minimum of one (1) domestic travel show, as specified in Section 2.5, as evidence of the following:</p> <p><b>Required Documentation:</b></p>	Failure to exhibit at a minimum of one (1) domestic travel show, as specified in Section 2.5 of this Scope of Work will result in non-payment.

	<ul style="list-style-type: none"> <li>• A copy of the schedule for each show exhibited at</li> <li>• Copies of completed registration forms for each travel show attended</li> <li>• Copies of rental agreements, if applicable</li> <li>• Completed travel documentation for a maximum of two (2) travelers</li> </ul>	
<b>Deliverable No. 6 – Advertising</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
Grantee shall conduct advertising campaigns in accordance with Section 2.6 of this Scope of Work.	<p>Grantee shall place a minimum of one (1) digital or print media advertisement, as specified in Section 2.6, as evidence of the following:</p> <p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>• Copy of print or digital advertisement</li> <li>• Invoice from provider</li> </ul>	Failure to place one (1) digital or print media advertisement, as specified in Section 2.6 of this Scope of Work will result in non-payment
<b>Deliverable No. 7 – Literature Distribution</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
Grantee shall distribute literature in accordance with Section 2.7 of this Scope of Work.	<p>Grantee shall distribute a minimum of ten thousand (10,000) pieces of literature, as specified in Section 2.7. Grantee may request reimbursement a maximum of four (4) times during the agreement period.</p> <p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>• 1 sample of each brochure distributed</li> <li>• Copy of distribution list and number distributed</li> <li>• Invoice from provider</li> <li>• Proof of payment</li> </ul>	Failure to distribute a minimum of ten thousand (10,000) pieces of literature, as specified in Section 2.7 of this Scope of Work will result in non-payment.
<b>Deliverable No. 8 – Professional Enhancement Scholarships</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
Grantee shall provide professional enhancement scholarships in accordance with Section 2.8 of this Scope of Work.	<p>Grantee shall provide a minimum of one (1) professional enhancement scholarship, as specified in Section 2.8, as evidence of submission of the following:</p> <p><b>Required documentation:</b></p> <ul style="list-style-type: none"> <li>• Completed event registration forms</li> <li>• Invoice for registration fee</li> <li>• Copies of agendas for each event</li> <li>• Summary of how attendance at the event built professional capacity</li> <li>• Completed travel documentation</li> </ul>	Failure to provide a minimum of one (1) professional enhancement scholarship, as specified in Section 2.8 of this Scope of Work will result in non-payment.
<b>Deliverable No. 9 – Maintain Memberships in Professional Organizations</b>		

Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Grantee shall maintain current memberships or join professional organizations in accordance with Section 2.9 of this Scope of Work.	Grantee shall maintain memberships in at least one (1) professional organization, as specified in Section 2.9, as evidence of submission by the following:  <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of registration for each professional organization membership joined or maintained</li> </ul>	Failure to maintain membership in one (1) professional organization, as specified in Section 2.9 of this Scope of Work will result in non-payment.
<b>Total Costs Not to Exceed \$150,000.00</b>		

**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, 2020, July 31, 2020, October 31, 2020 and January 19, 2021. 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 from Grantee's project and its use of Award Funds. The summary shall also include any issues or events occurring which affect the ability of the Grantee to meet the terms of this Agreement.

**5.2 Minority and Service-Disabled Veteran Business Enterprise Report.** Quarterly, Grantee shall provide a Minority and Service-Disabled Veteran Business Enterprise Report for each invoice period summarizing the participation of certified and non-certified minority and service-disabled veteran subcontractors and material suppliers for that period and the project to date. Grantee shall include the names, addresses, and dollar amount of each certified and non-certified Minority Business Enterprise and Service-Disabled Veteran Enterprise participant. DEO's Minority Coordinator can be reached at (850) 245-7471 to answer concerns and questions.

**5.3 Close-out Report:** No later than 60 calendar days after the Agreement ends or is terminated, Grantee shall provide copies of all paid invoices to document completed work.

**6. INVOICE SUBMITTAL AND PAYMENT SCHEDULE:** DEO shall pay Grantee in accordance with the following schedule in the amount identified per deliverable in Section 4 above. The deliverable amount specified does not establish the value of the deliverable. In accordance with the **Funding Requirements of s. 215.971(1), F.S.** section of this Agreement, Grantee and its subcontractors may only expend funding under this Agreement for allowable costs resulting from obligations incurred during the Agreement period.

**6.1** Grantee shall provide no more than one (1) invoice per quarter for all services rendered during the applicable period. Grantee shall submit invoices as set forth below to be eligible to receive and retain payment for the performance of duties and completion of deliverables set forth above. Grantee shall submit all documentation necessary to support Grantee's expenditures. DEO may request any information from Grantee that DEO deems necessary to verify that Grantee has performed the services for which payment is requested. Grantee's submission of each invoice package is Grantee's certification that it has performed the services and incurred the costs in compliance with all applicable laws and the terms of this Agreement. Grantee will provide invoices in accordance with the requirements of the Reference Guide for State Expenditures available at: <https://www.myfloridacfo.com/Division/AA/Manuals/documents/ReferenceGuideforStateExpenditures.pdf>. Invoices must be legible and must clearly reflect the performance for which payment is sought. Payment does not become due under this Agreement until DEO accepts and approves the invoiced deliverable(s) and any required report(s). At DEO's option, Grantee may submit invoices electronically. Grantee shall submit its final invoice for payment to DEO no later than 60 days after this Agreement ends and DEO may, at DEO's sole and absolute discretion, refuse to honor any requests for payment submitted after this deadline.

**6.2** Invoices must contain the Grantee's name, address, federal employer identification number or other applicable Grantee identification number, the Agreement number, the invoice number, and the invoice period. Grantee shall submit the following documents with the itemized invoice:

**6.2.1** A cover letter signed by the Grantee's Chairman of the Board of Directors certifying that the costs being claimed in the invoice package: (1) are specifically for the project represented to the State in the budget appropriation; (2) are for one or more of the components as stated in Section 4, Deliverables, of this Scope of Work; (3) have been paid; and (4) were incurred during the Agreement period, and (5) that the payment request was reviewed and approved by the full Board of Directors of the Grantee organization.

**6.2.2** Grantee's invoices shall include the date, period in which work was performed, amount of reimbursement, and work completed to date;

**6.2.3** Travel documentation with a completed State of Florida Travel Reimbursement Form, [https://www.myfloridacfo.com/division/SFM/DOMSEC/documents/State\\_Travel\\_Reimbursement\\_Form.xls](https://www.myfloridacfo.com/division/SFM/DOMSEC/documents/State_Travel_Reimbursement_Form.xls);

**6.2.4** A copy of all supporting documentation for vendor payments;

**6.2.5** A copy of the cancelled check(s) specific to the project; and

**6.2.6** A copy of the bank statement that includes the cancelled check.

**6.2.7** Proof of Financial Match, indicating the amount of non-state Matching Funds raised to date, the name of the organization, business or person making the donation, the date an amount of the donation, check number and a copy of the check. Documentation for in-kind donations shall include, the name and contact information of the entity providing in-kind, and the date and value of the donation.

**6.3** The State may require any other information from Grantee that the State deems necessary to verify that the services have been rendered under the Agreement.

**6.4** All documentation necessary to support payment requests must be submitted with Grantee's invoice for DEO's review.

**6.5** Each invoice for payment shall be signed by the Chairman of Grantee's Board of Directors and shall include a statement that the request is complete, that the information on the invoice is correct and that the goods and services have been satisfactorily delivered.



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





# *Visit Natural* **NORTH FLORIDA**

**Snow-time Like the  
Present to Begin a  
New Year with a  
New Camping and RV  
Adventure in  
Natural North Florida**

Where Nature is Our Theme Park



There are more options than just parking your RV or setting up camp along the shores of the mighty Suwannee River. Florida's longest unobstructed (no dams or locks) river begins its journey in the Okefenokee Swamp in south Georgia and flows over 200 miles to the Gulf of Mexico. For the most part, the river is deep and wide and well suited to cruising, fishing or just watching. Several of the campgrounds along the banks of the river offer boat rentals, and others have launching facilities for visitors who choose to travel with their own powerboats, kayaks or canoes.

Check out the Natural North Florida website to plan your next [RV vacation](#)

## **Hart Springs Park and Campground**

Gilchrist County - Bell

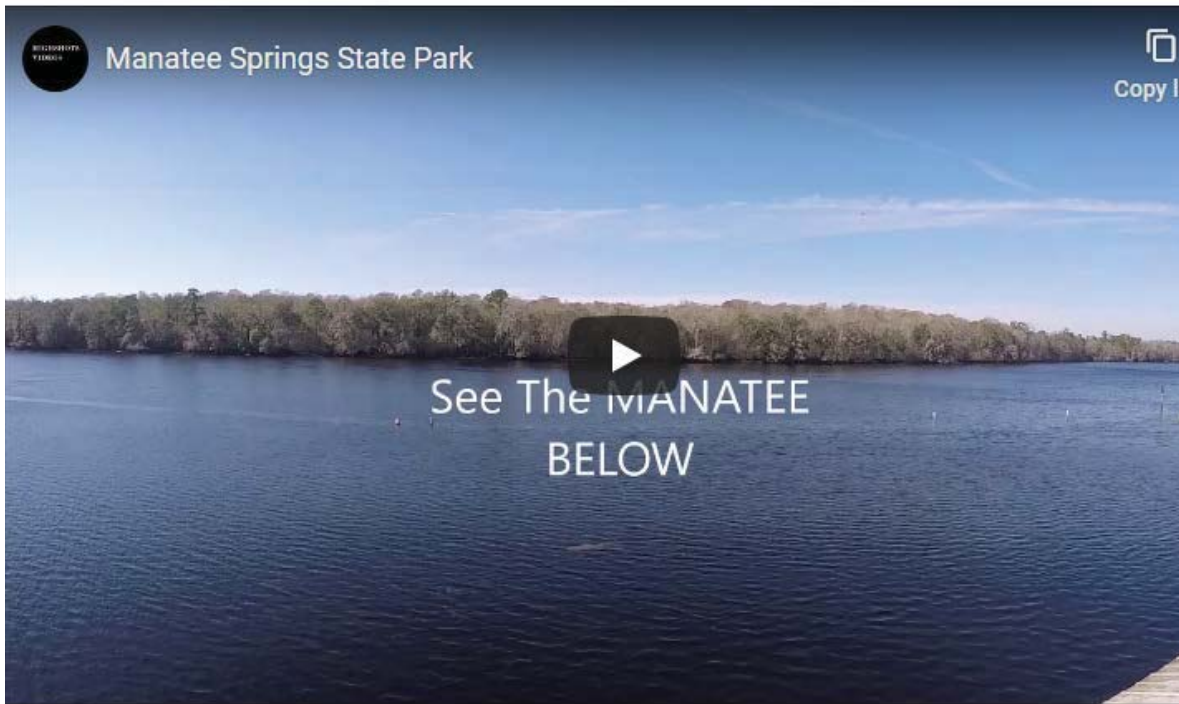


Hart Springs is one of the largest spring-fed swimming areas in the state of Florida. Enjoy camping from tent to full hookups, picnicking, boating, fishing, swimming, snorkeling, birding, biking and hiking. Access 55 miles of Gilchrist County river shoreline, and enjoy an abundance of refreshing natural springs. Stroll down the half-mile boardwalk and rent canoes, kayaks, tubes of all sizes, bikes, basketball, volleyball and horseshoes. Hart Springs Park and Campground is a family-oriented recreation area, accessible by car and boat. For more information, visit: <https://hartsprings.com/>.

## **Manatee Springs State Park**

Levy County - Chiefland





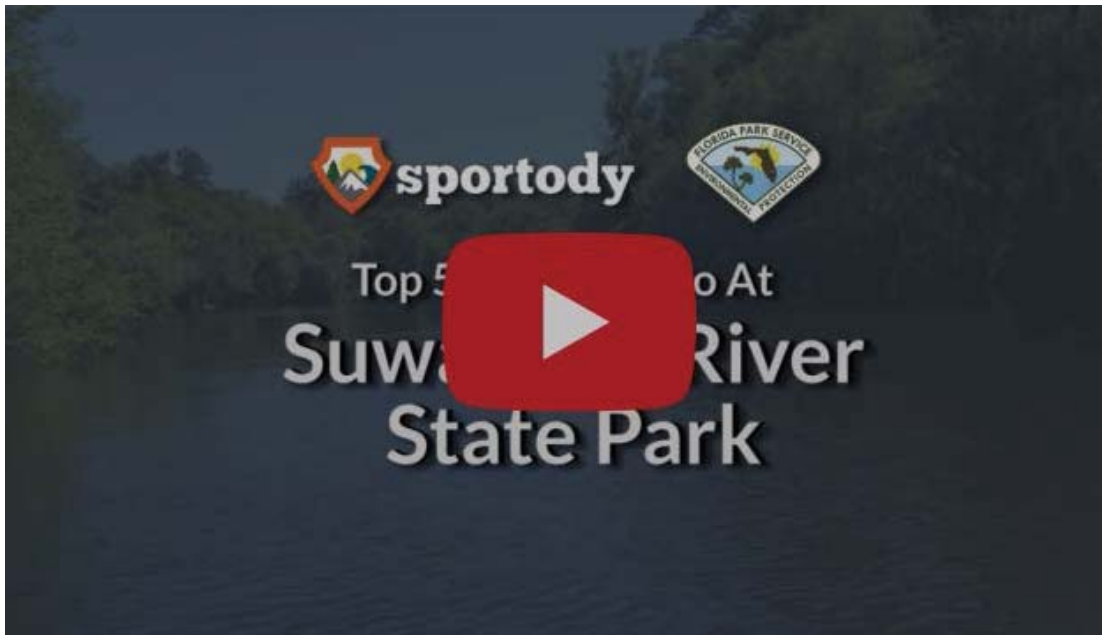
Manatee Springs State Park is home to one of Florida's largest freshwater springs. Manatee Springs is an important winter refuge for West Indian manatees. From November through April, these gentle giants are regular visitors to the spring and a favorite attraction for park visitors. The north end trail system has 8.5 miles of trails for walking or bicycling. The spring is ideal for swimming and SCUBA diving, especially during the warm weather months. The spring run and Suwannee River are well suited for canoeing or kayaking. Rental canoes are available at the park concession, which is open seasonally. Boat ramps are located just outside the park. A Florida freshwater fishing license may be required.

The 86 campsites in the park are equipped with picnic tables, grills, water and electricity. Hot showers and restrooms are also available. A campground for non-profit youth groups is available for tent camping (some restrictions and fees apply, contact the park for information.)

Pavilions located in the picnic area may be reserved for group gatherings. For more information, visit: <https://www.floridastateparks.org/parks-and-trails/manatee-springs-state-park>.

## Suwannee River State Park

Suwannee County - Live Oak



Located near the Suwannee River, the campground offers 30 oak-shaded sites with electricity, water, sewer, picnic table and fire ring. Three campsites are American with Disabilities Act accessible. The campground offers American with Disabilities Act accessible restrooms with showers. A dump station is also available. Pets are welcome but must be kept on a six-foot leash controlled by the owner of the pet. Maximum RV length is 45 feet. For more information, visit: <https://www.floridastateparks.org/park/Suwannee-River>.

## Take Up Birding at These Two Well-Known Parks

As the temperatures drop and water cools down, find a new hobby while exploring Natural North Florida's beautiful state parks. Birding is an increasingly popular way to enjoy the outdoors with minimal equipment or physical stress. Grab a pair of binoculars, a birding guide and a camera to document your sightings!

### Sweetwater Wetlands Park

Alachua County - Gainesville



This park featuring wetlands and ponds was created to improve the water quality in Paynes Prairie and the Floridan Aquifer. Walk through more than 3.5 miles of trails and spot the many birds that call this park home. Head to Sweetwater Wetlands Park on Wednesdays for a weekly birding walk!

## St. Marks National Wildlife Refuge

Jefferson, Taylor and Wakulla Counties - Monticello, Perry & Crawfordville



St. Marks National Wildlife Refuge extends through Jefferson, Taylor and Wakulla Counties, stretching more than 73 miles along the Gulf of Mexico. Its 17,000-plus acres are secured by the Federal Wilderness Act, which classifies every habitat, animal and scenic view as untouchable to urbanists and developers. The Refuge is one of the oldest refuges in the National Wildlife Refuge System, boasting freshwater and a saltwater aquatic life, colorful foliage and various types of mammals. With 73 miles of wildlife refuge stretching along the Gulf of Mexico, St. Marks Wildlife Refuge is a famous



birding hot spot. This is one of the oldest refuges in the National Wildlife Refuge System, with at least five ecosystems. Biologists estimate that there are 271 types of birds within the Refuge. Check the St. Marks Wildlife Refuge website for updates on which bird viewing!

For more information, visit: <https://www.stmarksrefuge.org/>.

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## Trails, Springs, and More Places to Explore!

### Santa Fe Swamp Wildlife and Environmental Area

Bradford County - Hampton



Santa Fe Swamp Wildlife and Environmental Area is a floodplain swamp that feeds the

upper eight miles of the Santa Fe River. Its critical importance in protecting and maintaining both the quantity and quality of water in the Santa Fe Lake and Santa Fe River led to the public acquisition of this area. Most of the 7,272 acres in the Wildlife and Environmental Area are dense swamps. Fishing, wildlife viewing, horseback riding, hiking and bicycling are permitted throughout the year. For more information, visit: <https://myfwc.com/recreation/cooperative/santa-fe-swamp/>.

## **Big Bend Wildlife Management Area**

Dixie County - Horseshoe Beach & Suwannee



The Big Bend Wildlife Management Area is located in the heart of Natural North Florida in Dixie County. This area spans 60 miles of coastline and 90,000 acres of land. The Big Bend Wildlife Management Area is open to hunting, fishing, hiking, kayaking and more! Plan a trip to explore the creeks, streams and see all the flora and fauna that call it home.

## **Big Shoals State Park**

Hamilton County - White Springs



Big Shoals State Park features the largest whitewater rapids in Florida. Limestone bluffs, towering 80 feet above the banks of the Suwannee River, afford outstanding vistas not found anywhere else in Florida. When the water level on the Suwannee River is between 59 and 61 feet above mean sea level, the Big Shoals rapids earn a Class III Whitewater classification, attracting thrill-seeking canoe and kayak enthusiasts. Over 28 miles of wooded trails provide opportunities for hiking, biking, horseback riding and wildlife viewing. For more information, visit: <https://www.floridastateparks.org/park/Big-Shoals>.

## **Troy Springs State Park**

## Lafayette County - Branford



For open-water scuba diving, travel downriver to Troy Springs State Park, where visitors can dive, snorkel and swim in the 70-foot-deep Troy Spring. The spring hosts the remains of the 19th-century steamboat Madison. This site is a breathtaking glimpse of history, surrounded by diverse aquatic life. Troy Springs State Park also offers hiking trails, canoeing, picnic tables and popular geocaching sites. For more information, visit: <https://www.floridastateparks.org/parks-and-trails/troy-spring-state-park>.

## **Madison Blue Spring State Park**

Madison County - Lee



Located in one of Florida's newest state parks, this crystal clear, first magnitude spring is a popular spot for swimming and scuba diving. About 82 feet wide and 25 feet deep, the spring bubbles up into a limestone basin along the west bank of the Withlacoochee River. Scenic woodlands of mixed hardwoods and pines create a picturesque setting for picnicking, paddling and wildlife viewing. For more information, visit: <https://www.floridastateparks.org/park/Madison-Blue-Spring>.

## **Palatka-to-Lake Butler State Trail**





This paved, multi-use recreational trail, is situated in one of the most picturesque areas of the state. The trail corridor stretches nearly 47 miles from State Road 238 in Lake Butler in Union County to west of U.S. Highway 17 in Palatka, as it runs along the former Norfolk-Southern Railroad right-of-way. Purchased with Preservation 2000 funds through the Florida Greenways and Trails Acquisition Program, the Rails to Trails Conservancy played a key role in preserving the corridor for conversion to a rail-trail. It was designated as part of the Florida Greenways and Trails System in 2007.

#### **Union County - Lake Butler**

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You can find more information  
at [NaturalNorthFlorida.com](http://NaturalNorthFlorida.com) as well as our  
member websites!

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For further information, visit our member websites!

Alachua: [www.visitgainesville.com](http://www.visitgainesville.com)

Bradford: [www.bradfordcountyfl.gov](http://www.bradfordcountyfl.gov)

Dixie: [www.visitdixie.com](http://www.visitdixie.com)

Gilchrist: [www.visitgilchristcounty.com](http://www.visitgilchristcounty.com)

Hamilton: [www.floridasfrontporch.com](http://www.floridasfrontporch.com)

Jefferson: [www.visitjeffersoncountyflorida.com](http://www.visitjeffersoncountyflorida.com)

Lafayette: [www.townofmayo.org](http://www.townofmayo.org)

Levy: [www.visitnaturecoast.com](http://www.visitnaturecoast.com)

Madison: [www.visitmadisonfl.com](http://www.visitmadisonfl.com)

Suwannee: [www.visitsuwannee.com](http://www.visitsuwannee.com)

Taylor: [www.taylorflorida.com](http://www.taylorflorida.com)

Union: [www.unioncounty-fl.gov](http://www.unioncounty-fl.gov)

Wakulla: [www.visitwakulla.com](http://www.visitwakulla.com)

Share your photos with us for an opportunity to be featured on our page! **#NaturalNorthFlorida**

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# Nature is Our Theme Park

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

## Springs Capital of the World



[VisitGilchristCounty.com](http://VisitGilchristCounty.com)

## Discover Your Next Adventure

Levy County Visitors Bureau

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

352-528-4030

Photo by Bonish Photography



Jump into paradise.

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

MADISON  
COUNTY



Unlock your adventure...

[TaylorFlorida.com](http://TaylorFlorida.com)

FLORIDA  
Taylor County

Steinhatchee to Perry, Naturally





Florida Department of Economic Opportunity  
Fiscal Year 2020-21 Regional Rural Development Grant  
(January 20, 2021 - January 19, 2022)  
Proposed Deliverables and Cost Estimates  
September 10, 2020

Cost Estimates	Deliverable
9/10/2020	
\$6,000.00	Website Hosting & Maintenance
\$0.00	VISIT FLORIDA Retargeting Campaign
\$5,100.00	Website Blogs
\$0.00	Town Blogs
\$0.00	Design and Print Collateral Material
\$7,500.00	Domestic Travel Shows (1 show)
\$9,000.00	Print Advertising (Florida Transportation Map)
\$0.00	Digital Advertising Campaign (Facebook, Google Adword search)
\$6,900.00	Scholarships (4 Scholarships)
\$0.00	VisaVues
\$1,500.00	Professional Organization Memberships
\$6,500.00	Quarterly eNewsletters
\$7,500.00	Administration
\$50,000.00	Total



# TRAVEL SHOWS 365 2021

C A L E N D A R

Series 1 - 2021		Series 2 - 2021		Series 3 - 2021	
<b>January</b>		<b>June</b>		<b>September</b>	
27	Middle East - Africa / Safaris - Antarctica + Adventure & Exploration	06	LGBTQ Travel	11	Dallas
<b>March</b>		23	AAA EVENT #2	12	
16	Road Trip USA Top USA & Canada Tours and Destination	<b>July</b>		<b>October</b>	
<b>April</b>		14	International Vacations	02	Atlanta
14	Back to Travel - AAA EVENT #1	<b>August</b>		03	
<b>May</b>		04	Winter Travel Preview: Ski & Snow Sport Travel / All Inclusive Sun & Sand	20	AAA Event #4
01	Los Angeles	<b>November</b>		<b>December</b>	
02		06	Denver	15	Discover America
08	SF / Bay Area	07		17	Caribbean & Latin America & All Inclusive
09		<b>December</b>		<b>January</b>	
15	Chicago	22	Washington D.C.	25	Boston
16		23		26	







# **GO** **ADVENTURE** *planning* **GUIDE**

Powered by  
**The Outdoor  
Adventure  
Show**

## **Calgary & Montreal:**

January 29- February 26, 2021

## **Toronto & Vancouver:**

February 12-March 12, 2021

### **Canadians are planning their travel and adventure for 2021!**

GO>Adventure Planning Guide is an online tool created to connect Canadian Consumers with the travel and adventure industry from the comfort and safety of their homes.

Travelers and passionate outdoor enthusiasts are eager to plan and book their next adventure, as well as gear up for their spring and summer activities.



**LIMITED SPACE AVAILABLE**

**As the adventure travel industry recovers, digital tools are the ideal way to stay relevant with Canadians who are ready to travel and experience the outdoor pursuits again.**





Powered by  
**The  
Outdoor  
Adventure  
Show**

**Calgary & Montreal:**  
January 29- February 26, 2021

**Toronto & Vancouver:**  
February 12-March 12, 2021

**The events have a wide reach, with a focus on 4 major Canadian cities for you to promote your destination, adventure activities and gear.**

Backed by the Outdoor Adventure & Travel Shows, GO>Adventure Planning Guide will be promoted to a vast network of email subscribers, social channels, as well as a paid media campaign.

Participate in pre-recorded webinars, which add excitement and an element of being in specific destinations, as well trying new bucket list activities! GO>Adventure Planning Guide has a roster of outdoor adventure & travel gurus who are participating as special keynote speakers in our Adventure & Travel Theatre.

The events are free for attendees.

**Companies are grouped into zones, so they are easy to locate. Categories include:**

- Explore Canada
- USA & International Travel
- Scuba & Caribbean Adventures
- Health & Wellness
- Camping & Hiking Gear
- Paddling Adventures
- Local Adventures Resorts & Lodges
- RV, Trailer & Off-Road





**Investment Per Show: \$295**

**Featured Brand Opportunity: \$100 Upgrade**

**Webinar Opportunities: \$100**

## SAMPLE PROFILE



### TO BOOK NOW, CONTACT:

Crystal Bendelac  
crystal@nationalevent.com  
1-800-891-4859 ext. 226

Ask me about sponsorship opportunities or how your brand can be featured. Limited webinar opportunities also available.

## ONLY ACCEPTING THE FIRST 100 COMPANIES TO PARTICIPATE!

### Your digital profile includes:

- Company profile
- Link to company website
- Video placement
- Image placement
- Brochure Link
- Company logo placement
- In-platform email messaging
- List of your profile visitors once the platform is taken down.
- Marketing collateral to assist you in promoting your participation



## EXHIBITOR INFORMATION

Company Name:  
Address:  
Office Number:  
Email:

## ACCOUNT MANAGER:

Contact Person:  
Postal Code:  
Mobile Number:  
Website:

Changes to Above Contact Info: \_\_\_\_\_

Company Listing Name (as you would like it to appear in the Guide(s)): \_\_\_\_\_

## STEP 1: EXHIBIT INFO

Virtual Booth	Price per City	Multi-City Price (2 or more)
Calgary	\$295 <input type="checkbox"/>	\$250 <input type="checkbox"/>
Montréal	\$295 <input type="checkbox"/>	\$250 <input type="checkbox"/>
Toronto	\$295 <input type="checkbox"/>	\$250 <input type="checkbox"/>
Vancouver	\$295 <input type="checkbox"/>	\$250 <input type="checkbox"/>

## STEP 2: MARKETING OPPORTUNITIES

	<u>Calgary</u>	<u>Montréal</u>	<u>Toronto</u>	<u>Vancouver</u>
Featured Logo	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100
Webinar (pre-recorded)	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100
Sponsorship – Please send me more info	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## STEP 3: PAYMENT INFORMATION

TOTAL INVESTMENT	
Subtotal: \$ _____	HST 13%: \$ _____
Marketing Subtotal: \$ _____	Total: \$ _____
Subtotal: \$ _____	FINAL PAYMENT: \$ _____ * DUE on receipt

## PAYMENT DETAILS

Card Holder Name: \_\_\_\_\_ Select Payment Type: ☐ VISA ☐ MASTERCARD

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\*Payments are non-refundable/non-transferable. SIGNATURE AUTHORIZES PAYMENT.

## Lauren Yeatter

---

**From:** Brianna Barnebee [bbarnebee@visitflorida.org]  
**Sent:** Thursday, January 14, 2021 3:57 PM  
**To:** Lauren Yeatter  
**Cc:** Susie Iakovliev; Alejandra Bayona  
**Subject:** VISIT FLORIDA Colombia Influencer FAM - Natural North Florida - March 8-11  
**Attachments:** Target FAM Influencer List - VF Colombia.xlsx

Hi Lauren,

Hope you're doing well! My name is Brianna and I am on VISIT FLORIDA's PR team, managing media and influencer programs in Brazil, Colombia and Mexico.

Today, I'd like to present you an opportunity to support our first Colombian FAM (at least in recent years). For this trip, we are inviting five Colombian travel influencers to experience outdoor adventures in Florida in driving distance from Orlando and thought you would be the perfect fit for an off-the-beaten-path theme. Here are some more details:

- **Dates:** The entire press trip will go from March 8-14, visiting Natural North Florida destinations **March 8-11 (3 nights)**. We will let you know what time the group will arrive via MCO on March 8. The group will depart after breakfast on March 11 to a Central West Coast destination (TBD).
- **Theme:** Off-the-beaten-path / unique outdoor activities near Orlando, especially during a time when many feel more comfortable doing outdoor adventures. I definitely want to highlight the amazing springs in North Central Florida, including Devil's Den, Blue Grotto and Ginnie Springs.
- **Influencers:** See attached target travel influencer list. Combined Instagram followers = almost 500,000. Many of the influencers also have a presence on Facebook, YouTube and a blog.
- **VISIT FLORIDA will be covering:** the cost of airfare, ground transportation, COVID-19 tests and travel insurance. We will rent a van or minibus to transport us during the FAM. Please note that I will be attending along with Ale from the agency team. Most influencers should have some English skills but Ale can translate if not.
- **VISIT FLORIDA is requesting your support with planning and covering:** Itinerary, accommodations, most meals and attractions. Rooms Needed: 7 rooms for 3 nights.
- **COVID Precautions VF is taking:**
  - We have updated our waiver for FAMs hosted by VF to include COVID-19 language.
  - We will reimburse the media for travel insurance up to a certain amount which would cover expenses relating to quarantining, changing travel, medical expenses etc.
  - COVID testing is required before entering both the U.S. and Colombia, and VF will reimburse testing up to a certain amount.
  - We will work with you to ensure the itinerary includes cleaning procedures for accommodations, attractions and restaurants.
  - We will make sure our transportation has enhanced sanitary measures and will get a larger vehicle than usual to allow for more distancing.
  - We will work with you to make sure we have two testing centers identified and included in the itinerary.

- We will take daily temperatures and symptom checks for attendees, VF staff, agency staff and driver. We will provide hand sanitizer and masks to each attendee.
- Ale, our in country rep, will prepare the media in advance as to what they should expect upon arrival.
- VF always has an in-house rep (myself) and an agency rep (Ale) attend group FAMs in case one needs to lead the group and the other needs to assist the media with an emergency, getting to the doctor, etc.

Please let us know if you're able to support this trip by **Jan. 25**.

Please feel free to reach out to myself or Susie and Ale (emails in CC) from our Colombia agency, PHG.

Thank you so much!

---

Brianna Barnebee | Senior Public Relations Account Executive | VISIT FLORIDA  
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850-205-3827 | email: [bbarnebee@visitflorida.org](mailto:bbarnebee@visitflorida.org)



VISIT FLORIDA adheres to Florida's open records laws. Electronic mail sent or received by VISIT FLORIDA personnel will be provided to the public upon request.

# Virtual Florida Huddle 2021

## Schedule of Events

(all times in EST)

### Monday, February 8, 2021: Virtual Florida Huddle Education Day

**9:00 - 9:15 AM**

**Welcome Remarks by Dana Young, President & CEO, VISIT FLORIDA**

**9:15 - 10:00 AM**

**Panel Discussion: “Florida Airports and Air Travel Today”**

*Stay tuned for moderator and panelists!*

**10 AM – 12 PM**

**International Updates, featuring Jacob Pewitt Yancey, Director of Consumer Insights and Analytics, VISIT FLORIDA**

*10:00 - 10:15 AM International Update: GERMANY*

*10:15 - 10:30 AM International Update: U.K.*

*10:30 - 10:45 AM International Update: BRAZIL*

*10:45 - 11:00 AM International Update: COLOMBIA*

*11:00 - 11:15 AM International Update: MEXICO*

*11:15 - 11:30 AM International Update: CANADA*

*11:30 - 11:45 AM Domestic Update*

**12 - 12:30 PM**

**Media Availability: Q&A with Dana Young, President & CEO, VISIT FLORIDA**

*Registered Media Representatives Only.*

### Tuesday, February 9, 2021: One-on-One Appointments – UK and Europe

**8 – 9:45 AM**

**One-on-One Appointments (7)**

**9:45 – 10:15 AM**

**Refreshment Break**

*Suppliers will be in their virtual booth.*

**10:15 AM – 12 PM**

**One-on-One Appointments (7)**

**12 - 1 PM**

**Activity #1: Meet an Astronaut, Sponsored by the [Kennedy Space Center](#)**

*Pre-Registration is required by adding this activity to your schedule.*

## **Wednesday, February 10, 2021: One-on-One Appointments - Latin America**

**8 – 9 AM**

**Activity #2: Morning Yoga**

*Pre-Registration is required by adding this activity to your schedule.*

**9 - 10:45 AM**

**One-on-One Appointments (7)**

**10:45 – 11:15 AM**

**Refreshment Break**

*Suppliers will be in their virtual booth.*

**11:15 AM - 1 PM**

**One-on-One Appointments (7)**

**1 - 2 PM**

**Activity #3: Virtual Gallery Hop Around Florida**

*Pre-Registration is required by adding this activity to your schedule.*

## **Thursday, February 11, 2021: One-on-One Appointments – USA & Canada**

**8 – 9 AM**

**Activity #4: Golf Demo, Sponsored by [Visit St. Pete / Clearwater](#) and [Innisbrook Golf Resort](#)**

*Pre-Registration is required by adding this activity to your schedule.*

**9 - 10:45 AM**

**One-on-One Appointments (7)**

**10:45 – 11:15 AM**

**Refreshment Break**

*Suppliers will be in their virtual booth.*

**11:15 AM - 1 PM**

**One-on-One Appointments (7)**

**1 - 2 PM**

**Activity #5: Learn How to Make the Perfect Sangria**

*Pre-Registration is required by adding this activity to your schedule.*

## **Friday, February 12, 2021: Destinations Training Classes and Virtual Mini-FAMs**

**9 – 9:30 AM**

**Destinations Master Class #1 - Florida: Your Adventure Awaits**

*Pre-Registration is required by adding this activity to your schedule. Suppliers, please [contact us](#) if you are interested in being featured in one of the Master Classes.*

**9:30 – 10 AM**

**Destinations Master Class #2 - Florida for Families: Never Grow Up**

*Pre-Registration is required by adding this activity to your schedule. Suppliers, please [contact us](#) if you are interested in being featured in one of the Master Classes.*

**10 – 10:30 AM**

**Destinations Master Class #3 - Experience the Florida Only Locals Know**

*Pre-Registration is required by adding this activity to your schedule. Suppliers, please [contact us](#) if you are interested in being featured in one of the Master Classes.*

**10:30 AM - 12 PM**

**Virtual FAMs: Schedules to be Confirmed**

*Pre-Registration is required by adding this activity to your schedule. Suppliers, please [contact us](#) if you would like to submit your Virtual FAM.*





## **The Original Florida Tourism Task Force MEMBERS as of 7/16/2020**

### **ALACHUA COUNTY**

(\$15,000 - 3 votes)

#### ***Brian Avery***

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### **BRADFORD COUNTY**

(\$3,000 - 2 votes)

#### ***William Sexton, Vice-Chair***

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(\$8,000 3 votes)

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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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**HAMILTON COUNTY**

(\$1,000 - 2 votes)

***Vacant******Vacant*****JEFFERSON COUNTY**

(\$2,000 - 2 votes)

***Katrina Richardson, Secretary/Treasurer***

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**LAFAYETTE COUNTY**

(\$1,000 - 1 vote)

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**LEVY COUNTY**

(\$4,000 - 2 votes)

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**MADISON COUNTY**

(\$3,000 - 2 votes)

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**SUWANNEE COUNTY**

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

## **TAYLOR COUNTY**

(\$4,000 - 2 votes)

### ***Dawn Perez, Chair***

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## **UNION COUNTY**

(\$1,000 - 1 vote)

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## **WAKULLA COUNTY**

(\$3,000 - 2 votes)

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[koons@ncfrpc.org](mailto:koons@ncfrpc.org)

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

**as of 6/11/2020**

**VOLUNTEERS, CONSULTANTS AND OTHERS**

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(c) 352.210.1827  
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***Lois Nevins***

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[byallmeanstravel@hotmail.com](mailto:byallmeanstravel@hotmail.com)

***Tommy Thompson - Blogger***

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(c) 352.284.1763  
[captommy@me.com](mailto:captommy@me.com)

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2021  
Visit Natural North Florida  
Meeting Dates and Counties



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

January 21:	<u>Taylor County</u>
February 18:	<u>tbd</u>
March 18:	<u>tbd</u>
April 15:	<u>Gilchrist County</u>
May 20:	<u>Jefferson County</u>
June 17:	<u>tbd</u>
July 15:	<u>tbd</u>
August 19:	<u>Levy County</u>
September 16:	<u>Dixie County</u>
October 21:	<u>tbd</u>
November 18:	<u>tbd</u>
December 16:	<u>Alachua County (Council Office)</u>

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

