

## MEETING NOTICE

There will be a meeting of The Original Florida Tourism Task Force on **October 15, 2020**. Due to the COVID-19 Public Health Emergency, the meeting will be held virtually via communications media technology at **10:00 a.m.**

LINK: <https://global.gotomeeting.com/join/640858157>

DIAL IN NUMBER:      **Toll Free 1.877.309.2073**

CONFERENCE CODE:    **640-858-157**





*The Original Florida*  
**TOURISM TASK FORCE**  
**Meeting Agenda**

**Virtual Public Meeting**  
**Via Communications Media Technology**

**October 15, 2020**  
**Thursday, 10:00 a.m.**

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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., November 19, 2020 in Gilchrist County at a location to be determined.

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

Virtual Public Meeting  
Via Communications Media Technology

September 17, 2020  
Thursday, 10:00 a.m.

MEMBERS PRESENT

Will Sexton, Bradford County, Vice-Chair  
Alden Rosner, Columbia County  
Paula Vann, Columbia County  
Russ McCallister, Dixie County  
Katrina Richardson, Jefferson County, Treasurer  
Tisha Whitehurst, Levy County  
Jackie Blount, Madison County  
Charissa Setzer, Suwannee County  
Dawn Perez, Taylor County, Chair  
Dale Walker, Union County  
Thomas Herndon, Wakulla County

STAFF PRESENT

Lauren Yeatter  
Scott Koons

MEMBERS ABSENT

Daniel Riddick, Bradford County  
Rod Butler, Columbia County  
Lee Deen, Gilchrist County  
Patricia Watson, Gilchrist County  
David Ward, Jefferson County  
Craig Colton, Lafayette County  
Carol McQueen, Levy County  
Phyllis Williams, Madison County  
Teena Peavey, Suwannee County  
Sandy Beach, Taylor County  
Natalie Knowles, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force  
Travel Show Coordinator  
Brenna Dacks, VISIT FLORIDA  
Anne Glick, Florida Fish and Wildlife  
Conservation Commission  
Ron Gromoll, Alachua County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum and in the absence of the Chair, Vice-Chair Will Sexton called the meeting to order at 10:06 a.m.

II. APPROVAL OF THE AGENDA

Vice-Chair Sexton 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 AUGUST 20, 2020 MINUTES

Vice-Chair Sexton asked for approval of the August 20, 2020 meeting minutes.

**ACTION: Dale Walker moved and Katrina Richardson seconded to approve the August 20, 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 - July 31, 2020

**ACTION: Dale Walker moved and Jackie Blount seconded to approve the July 31, 2020 monthly financial report as presented. The motion passed unanimously.**

##### b. Adoption of Fiscal Year 2020-21 Budget

Chair Dawn Perez joined the meeting at this time.

The Task Force discussed the proposed Fiscal Year 2020-21 Budget.

Chair Dawn Perez left the meeting at this time.

**ACTION: Dale Walker moved and Katrina Richardson seconded to adopt the Fiscal Year 2020-21 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
5. Domestic Travel Shows
6. Advertising Campaign
7. Brochure Distribution
8. Scholarships
9. Professional Organization Memberships

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

Ms. Yeatter presented a proposed budget for submittal of the Fiscal Year 2020-21 Regional Rural Development Grant application.

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

1. Domestic Press Tour - Travel Blog
2. Agreement Amendment - Time Extension

E. VISIT FLORIDA Report

1. Brenna Dacks presented the VISIT FLORIDA monthly report.

F. Staff Items

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., October 15, 2020 in Lafayette County at a location to be determined.

**The meeting adjourned at 11:18 a.m.**

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Dawn V. Perez, Chair

10/15/20  
Date

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





## The Original Florida Tourism Task Force

10/07/20

## Balance Sheet

Accrual Basis

As of August 31, 2020

	Aug 31, 20
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Cash in Bank - Capital City	111,526.49
<b>Total Checking/Savings</b>	111,526.49
Accounts Receivable	
Accounts Receivable	16,300.59
<b>Total Accounts Receivable</b>	16,300.59
<b>Other Current Assets</b>	
Prepaid Expense	438.00
Prepaid Registration Fees	3,195.00
Prepaid Travel	405.90
<b>Total Other Current Assets</b>	4,038.90
<b>Total Current Assets</b>	131,865.98
<b>TOTAL ASSETS</b>	<b>131,865.98</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
Accounts Payable	796.00
<b>Total Accounts Payable</b>	796.00
<b>Total Current Liabilities</b>	796.00
<b>Total Liabilities</b>	796.00
<b>Equity</b>	
Unrestricted Earnings	111,709.91
Net Income	19,360.07
<b>Total Equity</b>	131,069.98
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>131,865.98</b>



The Original Florida Tourism Task Force  
Profit & Loss  
August 2020

	Aug 20
Expense	
Bank Charges	18.28
Miscellaneous	438.00
Total Expense	456.28
Net Income	-456.28



10:51 AM

09/21/20

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 08/31/2020**

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	<u>Aug 31, 20</u>	
Beginning Balance		153,628.56
Cleared Transactions		
Checks and Payments - 6 items	-46,885.55	
Deposits and Credits - 1 item	4,783.48	
Total Cleared Transactions	<u>-42,102.07</u>	
Cleared Balance		<u>111,526.49</u>
Register Balance as of 08/31/2020		111,526.49
Ending Balance		111,526.49

10:51 AM

09/21/20

**The Original Florida Tourism Task Force**  
**Reconciliation Detail**  
**Cash in Bank - Capital City, Period Ending 08/31/2020**

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						153,628.56
<b>Cleared Transactions</b>						
<b>Checks and Payments - 6 items</b>						
Bill Pmt -Check	07/30/2020	1536	Williams, Phyllis	X	-405.90	-405.90
Bill Pmt -Check	08/13/2020	1539	NCFRPC	X	-45,348.37	-45,754.27
Bill Pmt -Check	08/13/2020	1537	Auto-Owners Insura...	X	-438.00	-46,192.27
Bill Pmt -Check	08/13/2020	1540	Two Tree, Inc.	X	-425.00	-46,617.27
Bill Pmt -Check	08/13/2020	1538	Koons, Scott	X	-250.00	-46,867.27
Check	08/25/2020		Capital City Bank	X	-18.28	-46,885.55
<b>Total Checks and Payments</b>					-46,885.55	-46,885.55
<b>Deposits and Credits - 1 item</b>						
Deposit	08/14/2020			X	4,783.48	4,783.48
<b>Total Deposits and Credits</b>					4,783.48	4,783.48
<b>Total Cleared Transactions</b>					-42,102.07	-42,102.07
<b>Cleared Balance</b>					-42,102.07	111,526.49
<b>Register Balance as of 08/31/2020</b>					-42,102.07	111,526.49
<b>Ending Balance</b>					-42,102.07	111,526.49



P.O. Box 900  
Tallahassee, FL 32302

ACCOUNT STATEMENT

00005603 FCC31545090120120751 01 000000000  
THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PL  
GAINESVILLE FL 32653-1603

Date 8/31/20  
Primary Account

Page 1  
XXXXXXXX2204

Pandemic Update: Most of our lobbies are now open. For contactless options, try our drive-ins, Express Banking technology, Client Service Center (888.671.0400) and online chat (ccbg.com). Check ccbg.com or social media for the latest information.

CHECKING ACCOUNT

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

XXXXXXXX2204  
153,628.56  
4,783.48  
46,885.55  
.00  
.00  
111,526.49

Images  
Statement Dates 8/03/20 thru 8/31/20  
Days in this Statement Period 29  
Avg Ledger Balance 143,338.02  
Avg Collected Balance 142,843.18

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
8/14	Deposit	4,783.48

OTHER DEBITS

Date	Description	Amount
8/25	Account Analysis Charge	18.28

RECEIVED

SEP 08 2020

NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL



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

Date 8/31/20  
Primary Account

Page 2  
XXXXXXXX2204

## ANALYZED BUS CHECKING

XXXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER				Amount
Date	Check No	Amount	Date	Check No
8/05	1536	405.90	8/24	1539
8/24	1537	438.00	8/24	1540
8/17	1538	250.00		

\* Denotes missing check numbers

DAILY BALANCE INFORMATION			
Date	Balance	Date	Balance
8/03	153,628.56	8/14	158,006.14
8/05	153,222.66	8/17	157,756.14

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

00005603-0011420-0002-0004-FCC31545090120120751-01-L





DEPOSIT SLIP  
THE ORIGINAL FLORIDA TOURISM TAX FORM  
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE  
DATE 08/14/2020

**Capital City Bank**

1536

8/14/2020

Phyllis Williams  
4001 1st St  
Pine Hills, FL 32350-3148

Four Hundred and 90/100

Phyllis Williams  
877 Northeast Highway Grove Road  
Pine Hills, FL 32350-3148

\$ 4,783.48

08/14/2020 \$4,783.48

**Natural North Florida**  
THE ORIGINAL FLORIDA TOURISM TAX FORM  
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE  
DATE 08/05/2020

**Capital City Bank**

1536

8/05/2020

Phyllis Williams  
4001 1st St  
Pine Hills, FL 32350-3148

Four Hundred and 90/100

Phyllis Williams  
877 Northeast Highway Grove Road  
Pine Hills, FL 32350-3148

\$ 405.90

08/05/2020 \$405.90

**Natural North Florida**  
THE ORIGINAL FLORIDA TOURISM TAX FORM  
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE  
DATE 08/24/2020

**Capital City Bank**

1537

8/24/2020

Auto-Owners Insurance  
Four Hundred Thirty-Eight and 00/100

Auto-Owners Insurance  
P.O. Box 740312  
Cincinnati, OH 45274-0312

\$ 438.00

08/24/2020 \$438.00

**Natural North Florida**  
THE ORIGINAL FLORIDA TOURISM TAX FORM  
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE  
DATE 08/17/2020

**Capital City Bank**

1538

8/17/2020

Scott R. Koonce  
Two Hundred Fifty and 00/100

Scott R. Koonce  
3210 NW 50th Terrace  
Gainesville, FL 32609-4308

\$ 250.00

08/17/2020 \$250.00

**Natural North Florida**  
THE ORIGINAL FLORIDA TOURISM TAX FORM  
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE  
DATE 08/24/2020

**Capital City Bank**

1539

8/24/2020

N. Central FL Regional Planning Council  
Forty-Five Thousand Three Hundred Forty-Eight and 37/100

N. Central FL Regional Planning Council  
2000 NW 67th Place  
Gainesville, FL 32609-1000

\$ 45,348.37

08/24/2020 \$45,348.37

**Natural North Florida**  
THE ORIGINAL FLORIDA TOURISM TAX FORM  
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE  
DATE 08/24/2020

**Capital City Bank**

1540

8/24/2020

Two Trees, Inc.  
Four Hundred Twenty-Five and 00/100

Two Trees, Inc.  
Tommy Thompson  
2504 NW 33rd Court  
Gainesville, FL 32607

\$ 425.00

08/24/2020 \$425.00





8/10/2020 3:11 PM

ANALYZED BUS CHK

\*\*\*\*\*2204

		<b>THE ORIGINAL FLORIDA TOURISM TASK FORCE</b> 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200		63-68/631	<b>Capital City Bank</b> 1536
PAY TO THE ORDER OF <b>Phyllis Williams</b>		<b>BCFCU</b> Teller # 214		7/30/2020 \$**405.90	
Four Hundred Five and 90/100*****		AUG. 04. 2020		DOLLARS	
MEMO Phyllis Williams 677 Northeast Hickory Grove Road Pinetta, FL 32350-3146					
TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW					

⑈001536⑈ ⑈063100688⑈

0224792204⑈

THE SECURE & TRUSTED FEDERAL RESERVE NOTE FOR THE UNITED STATES OF AMERICA	
Serial / Features Hologram Handwritten Tilted Microprint Watermark Infrared Color	100 100 100 100 100 100 100
FEDERAL RESERVE BOARD OF GOVERNORS REG. CC	

ENDORSE HERE Phyllis Williams 08/04/2020	<input type="checkbox"/> CHECK HERE AFTER MOBILE OR REMOTE DEPOSIT DATE DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE RESERVED FOR FINANCIAL INSTITUTION USE
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Amount: -405.90

Description: Check

Check Number: 1536

Posted Date: 8/5/2020

Type: Debit

Status: Posted



Tourism Task Force

\*\*\*\*\*2204

8/28/2020 9:36 AM

		<b>THE ORIGINAL FLORIDA TOURISM TASK FORCE</b> 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200		1537  8/13/2020
PAY TO THE ORDER OF Auto-Owners Insurance		\$ **438.00		
Four Hundred Thirty-Eight and 00/100***** DOLLARS				
Auto-Owners Insurance P.O. Box 740312 Cincinnati oh 45274-0312				
MEMO				
⑈001537⑈ ⑈063100688⑈ 0224792204⑈				

00082120001414 015 447981 Deposit Only  
 0000000011031176 71668870 Credit to Account  
 00438.00 of within named payee without  
 007 Dyn Prejudice FifthThirdBankNA>042000314<

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**Amount:** -438.00  
**Description:** Check  
**Check Number:** 1537  
**Posted Date:** 8/24/2020  
**Type:** Debit  
**Status:** Posted

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8/28/2020 9:36 AM

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

1538

8/13/2020

\$\*\*250.00

PAY TO THE  
ORDER OF

Scott R. Koons

Two Hundred Fifty and 00/100\*\*\*\*\*

DOLLARS

Scott R. Koons  
5210 NW 50th Terrace  
Gainesville, FL 32606-4309

9999

SSR.K

MEMO

0224792204

[illegible]

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1500509287

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**Amount:** -250.00  
**Description:** Check  
**Check Number:** 1538  
**Posted Date:** 8/17/2020  
**Type:** Debit  
**Status:** Posted



\*\*\*\*\*2204

8/28/2020 9:34 AM

DOCUMENT INCLUDES A VINYL FILM, 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

63-68/631

Capital City  
Bank

1540

8/13/2020

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

MEMO

STUCK WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

0001540 1063100688 0224792204

**\* ENDORSE HERE**


*Tolson Only*

*Wells Fargo Mobile*

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

**DO NOT WRITE ABOVE THIS LINE  
RESERVED FOR FINANCIAL INSTITUTION USE**



**Amount: -425.00**

**Description:** Check

**Check Number: 1540**

**Posted Date:** 8/24/2020

Type: Debit

**Status:** Posted





**Scott R. Koons**

**INVOICE**

SK-TT

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

**DATE:** July 1, 2020  
**INVOICE #** 38  
**FOR:** Ride With GPS  
Membership 20-21

**Bill To:**  
The Original Florida Tourism Task Force

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

8204

DESCRIPTION	AMOUNT
Ride With GPS Club Membership 7/1/20 - 6/30/21	\$ 250.00
<div>RECEIVED</div> <div>JUL 01 2020</div> <div>NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL</div>	
<b>TOTAL</b>	\$ 250.00

Approved for Payment

SK

**THANK YOU!**



# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

As of August 31, 2020

(These financial statements are unaudited)

	Budget	August 2020	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	51,022.64	(7,477.36)
DEO Rural Development Grant 19/20	110,200.00	0.00	25,999.83	(84,200.17)
VisitFlorida Rural Area Opportunity Grant 19/20	45,000.00	0.00	25,671.75	(19,328.25)
VisitFlorida Rural Area Opportunity 19/20 In-Kind	81,300.00	0.00	0.00	(81,300.00)
<b>Total Income</b>	<b>348,000.00</b>	<b>0.00</b>	<b>155,694.22</b>	<b>(192,305.78)</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)
Design & Print Collateral Material	1,300.00	0.00	152.63	(1,147.37)
<b>Total Collateral Materials</b>	<b>4,300.00</b>	<b>0.00</b>	<b>152.63</b>	<b>(4,147.37)</b>
<b>Website</b>				
Website Blogs	10,100.00	0.00	3,629.00	(6,471.00)
Web Hosting & Maintenance Services	12,100.00	0.00	11,000.00	(1,100.00)
<b>Total Website</b>	<b>22,200.00</b>	<b>0.00</b>	<b>14,629.00</b>	<b>(7,571.00)</b>
<b>Trade Shows</b>				
Whistles & Other Promotional Items	5,000.00	0.00	4,947.50	(52.50)
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	3,674.17	(1,025.83)
VF New York Times Travel Show	4,000.00	0.00	3,083.01	(916.99)
VF Chicago RV & Camping Show	6,800.00	0.00	6,403.92	(396.08)
VF Toronto Outdoor Adventure Show	8,900.00	0.00	7,772.30	(1,127.70)
VF Washington DC Travel & Adventure Show	7,800.00	0.00	5,212.04	(2,587.96)
DEO Houston RV Show	7,500.00	0.00	5,808.07	(1,691.93)
DEO Philadelphia Travel & Adventure Show	7,200.00	0.00	2,428.09	(4,771.91)
DEO Atlanta Travel & Adventure Show	6,700.00	0.00	4,112.80	(2,587.20)
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)
<b>Total Trade Shows</b>	<b>115,600.00</b>	<b>0.00</b>	<b>43,441.90</b>	<b>(72,158.10)</b>

**The Original Florida Tourism Task Force**  
**Income and Expenses - Budget vs. Actual**  
**As of August 31, 2020**

(These financial statements are unaudited)

	<b>Budget</b>	<b>August 2020</b>	<b>Year to Date</b>	<b>Over/(Under) Budget</b>
<b>Advertising</b>				
Brochure Distribution 2018-19	3,000.00	0.00	3,732.00	732.00
Digital Advertising Campaign 2018-19	13,500.00	0.00	0.00	(13,500.00)
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	8,000.00	(5,500.00)
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	10,000.00	5,000.00
FI Vacation Plan Co-op Print Ad 2019-20	8,300.00	0.00	8,303.25	3.25
Quarterly eNewsletters	6,500.00	0.00	3,000.00	(3,500.00)
<b>Total Advertising</b>	<b>106,700.00</b>	<b>0.00</b>	<b>33,035.25</b>	<b>(73,664.75)</b>
<b>Total Marketing Expenses</b>	<b>248,800.00</b>	<b>0.00</b>	<b>91,258.78</b>	<b>(157,541.22)</b>
<b>Administration</b>				
NCFRPC - Admin VF & DEO 2018-19	5,625.00	0.00	5,625.00	0.00
NCFRPC - Admin VF & DEO FY 2019-20	16,875.00	0.00	11,250.00	(5,625.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	9,375.00	(3,125.00)
Bank Charges	200.00	18.28	150.40	(49.60)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	61.25	(238.75)
Other Admin Expenses Miscellaneous	2,000.00	438.00	528.00	(1,472.00)
Postage	300.00	0.00	158.32	(141.68)
VF/DEO Travel Show Service Program Fee	12,500.00	0.00	8,750.00	(3,750.00)
Telephone	300.00	0.00	0.00	(300.00)
<b>Total Administration</b>	<b>50,900.00</b>	<b>456.28</b>	<b>35,897.97</b>	<b>(15,002.03)</b>
<b>Memberships</b>				
Visit Florida	400.00	0.00	790.00	390.00
Southeast Tourism Society	300.00	0.00	545.00	245.00
Florida Outdoor Writers Association	200.00	0.00	175.00	(25.00)
Ride With GPS	0.00	0.00	500.00	500.00
<b>Total Memberships</b>	<b>900.00</b>	<b>0.00</b>	<b>2,010.00</b>	<b>(1,110.00)</b>
<b>Professional Enhancement</b>				
SE Tourism Society Marketing College	11,600.00	0.00	0.00	(11,600.00)
Governor's Tourism Conference	1,700.00	0.00	1,091.28	(608.72)
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>29,300.00</b>	<b>0.00</b>	<b>1,091.28</b>	<b>(28,208.72)</b>

**The Original Florida Tourism Task Force**  
**Income and Expenses - Budget vs. Actual**  
**As of August 31, 2020**

(These financial statements are unaudited)

	<b>Budget</b>	<b>August 2020</b>	<b>Year to Date</b>	<b>Over/(Under) Budget</b>
<b>Internships</b>				
Harvey Campbell Memorial Internship	6,250.00	0.00	2,837.56	(3,412.44)
Dean Fowler Internship	6,250.00	0.00	2,837.56	(3,412.44)
<b>Total Internships</b>	<b>12,500.00</b>	<b>0.00</b>	<b>5,675.12</b>	<b>(6,824.88)</b>
<b>Retained Reserves</b>				
Retained Reserves	5,600.00	0.00	0.00	(5,600.00)
<b>Total Retained Reserves</b>	<b>5,600.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(5,600.00)</b>
<b>Total NonMarketing Expenses</b>	<b>99,200.00</b>	<b>456.28</b>	<b>44,674.37</b>	<b>(54,525.63)</b>
<b>Total Expenses</b>	<b>348,000.00</b>	<b>456.28</b>	<b>135,933.15</b>	<b>(212,066.85)</b>
<b>Net Income</b>	<b>0.00</b>	<b>(456.28)</b>	<b>19,761.07</b>	<b>19,761.07</b>



## **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 inquiries 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**

**Nature is Our Theme Park**

*“Study nature, love nature, stay close to nature.  
It will never fail you.”  
-Frank Lloyd Wright*

*Fall for Adventure in  
Natural North Florida,  
Where Nature is Our Theme Park*





There's a reason so many flock to our beautiful region this time of year. North Florida is naturally beautiful with wonderful weather and plenty to explore!

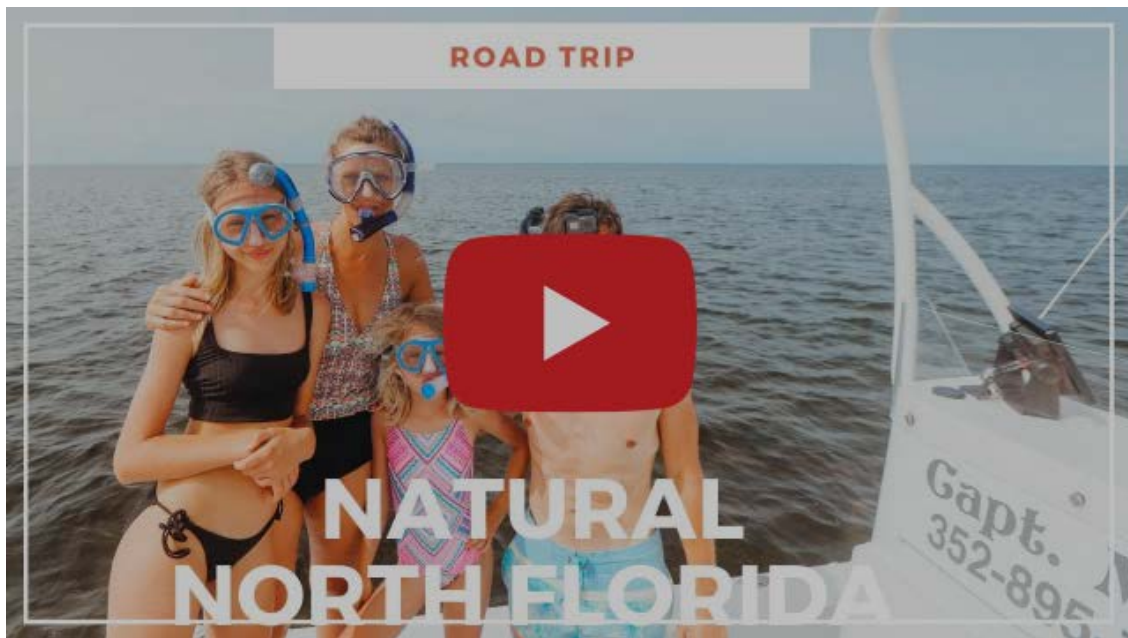


[Discover Natural North Florida](#)

## **yTravel Visits Natural North Florida!**

### **18 Fantastic Things To Do in North Florida** **(Escape the Typical Crowds)**

Jefferson, Levy, Madison, Suwannee, Taylor and Wakulla Counties



“Leave behind the well-known Florida destinations and head to a quieter, more rural experience in Natural North Florida.

One where your bliss is kayaking down meandering rivers, cooling off in refreshing luminous-blue natural springs, and catching your own scallops off the Gulf coastline.

In the era of concern for health and safety in quieter locations, these are the places in Florida your family can feel safe and comfortable traveling through!

When you visit North Florida, you'll escape the typical Florida crowds and welcome in space and serenity.

During our one week road trip through the Natural North Florida region we explored the regions of the Suwannee Wilderness Trail, Cedar Key, Steinhatchee River, Wakulla Springs and Monticello.

We experienced some of our favorite Florida adventures and family moments so far on our greater US road trip and were stunned we had not heard of this area before.

Despite traveling the globe for 22 years, I still manage to find places that amaze me and keep me tapped into the magic of newness, awe and wonder.”

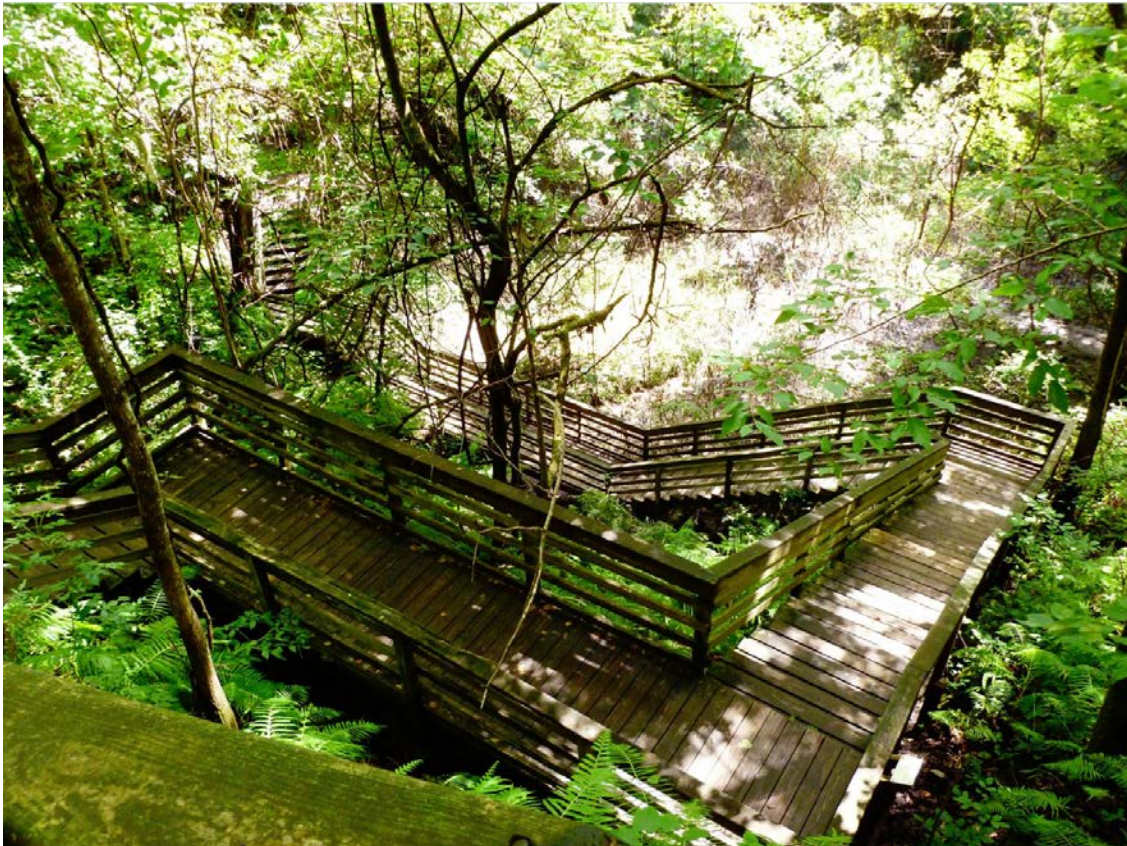
-Caroline Makepeace, yTravel

For highlights, visit: <https://www.ytravelblog.com/things-to-do-in-north-florida/>.

# More Adventures in Natural North Florida

## Trek Through Cool Trails: Top 5 Family-Friendly and Dog-Friendly Shaded Hikes

Alachua County-Gainesville



Spending time in nature has been proven to benefit the mind, body and spirit, so round up the kids, find the dog, or go solo and reacquaint yourself with the

outdoors on Alachua County's nature trails.

To get you started, [here is a list](#) of shaded, family and dog-friendly nature trails for all skill levels. From the urban park in the middle of Gainesville to the natural wonders at Florida's first state park, there is truly something for everyone.

Remember to bring water and bug spray, and binoculars if you have them to spot wildlife. Take time to reconnect with nature, it's good for you!

For more information, visit: <https://www.visitgainesville.com/explore/parks-and-trails-open-in-gainesville-and-alachua-county/>.

## **Bradford Sportsmen's Farm**

Bradford County-Graham





The Bradford Sportsmen's Farm offers some of the best and most diverse shooting facilities available to the public in one site. These facilities include two fully automated, 14 station sporting clay courses with two machines at each station. We also have two fully automated 5-stands controlled by portable long-range controllers as well as a 25-yard pistol range, a 50-yard rifle and pistol range, a 300-yard rifle range, and an 850-yard rifle range. Our sporting clays courses are designed to accommodate all shooter skill levels with one course for novice to intermediate skilled shooters and another for tournament level shooters.

## **Rum Island Spring and Park**

**Columbia County-Fort White**



Rum Island Spring and Park provides you with access to the Santa Fe River and the beautiful, clear, freshwater Rum Island spring, one of many springs located on the river. It is your gateway to canoeing, boating, swimming, snorkeling, fishing, sunning and more. The park at Rum Island is available to all that wish to come and swim, fish, boat and picnic. For more information, visit: <https://springsrus.com/>

## **Horseshoe Beach**

**Dixie County-Horseshoe Beach**



Do you love fishing? Then come get a taste of the real old Florida at Horseshoe Beach and fish for sea trout and redfish. Horseshoe Beach is one of the best providers for inshore and offshore fishing. Visit the local marina if in need of a boat lift, live baits, fishing rods, ice cold drinks or snacks. For more information, visit: <http://visitdixie.org/>

## **Ginnie Springs**

**Gilchrist County**





Take a visit to one of Florida's most authentic natural springs. Ginnie Springs consist of seven total springs that are 72 degrees year-round, which makes it ideal for snorkeling, tubing and paddle boarding. Expect to connect with nature and spot turtles and birds. Choose to stay at one of its 129 water and electric campsites, bring your own tent or reserve a room at the Ginnie Cottage. Float, camp or scuba dive and encounter a slice of pure Florida at Ginnie Springs! For a glimpse of paradise, visit: [www.ginniespringsoutdoors.com](http://www.ginniespringsoutdoors.com)

## **Stephen Foster Folk Culture Center State Park**

Hamilton County-White Springs





Situated on the banks of the legendary Suwannee River, this center honors the memory of American composer Stephen Foster, who wrote "Old Folks at Home," the song that made the river famous. The museum features exhibits about Foster's most famous songs and his music can be heard emanating from the 97-bell carillon located in the park throughout the day. In Craft Square, visitors can watch demonstrations of quilting, blacksmithing, stained glass making and other crafts, or visit the gift shop. Concerts, camping, hiking, bicycling, canoeing, and wildlife viewing are popular activities. Miles of trails wind through some of the most scenic areas of North Florida. For more information, visit: <https://www.floridastateparks.org/parks-and-trails/stephen-foster-folk-culture-center-state-park>.

## **Convict Spring**

Lafayette County-Mayo



Convict Spring, at the Suwannee River Rendezvous Resort and Campground, features century-old oak trees which shade the campground and resort. The Rendezvous has 1,500 feet of shoreline on the beautiful Suwannee River, and is home to one of the friendliest privately-owned campsites in North Florida. Be sure to have the family ready for some outdoor fun! Visitors arrive in campers of all shapes and styles, large and small, and enjoy campsites with full RV hookups. Some choose to stay in the sunshine of the new campground, but others (tenters, too!) prefer the shade of the original park. If you travel light, there are cabins and motel-style rooms available, too. For more information, visit: <http://www.suwanneeriverrendezvous.com>.

## **Lakeside Park**

**Union County-Lake Butler**



Perhaps its no surprise that the centerpiece of this small North Florida town is the lake itself, a tranquil body one mile wide that hosts a bass fishing tournament so popular that, for one weekend each summer, the population of the town increases exponentially. However, every day, anglers can be found at the lake, catching bass, catfish, brim and crappie. The lake can be enjoyed from Lakeside Park, with its boat ramp, dock, swimming beach, large playground, splash pad, cookout amenities and community center. Aside from the dock, the remaining 98 percent of the lake is nearly untouched, trimmed by an endless stand of reeds bordering a symmetrical wall of trees.

For further information, visit our member websites!

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

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

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

Columbia: [www.springsrus.com](http://www.springsrus.com)

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)

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)

[m](#)

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

[Find Out More](#)



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**Our mailing address is:**

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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



**“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 \$32,000. 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](mailto: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.



Fiscal Year 2020-21 Annual Regional Cooperative Marketing Fees

May 21, 2020

County	Total FY 2018-19 Bed Tax	County Tourist Development Tax Rate	Taxes on First Two Pennies	Annual Program Fee	Between \$0 and \$25,000	Between \$25,001 \$50,000	Between \$50,001 \$100,000	Between \$100,001 \$225,000	Between \$225,001 \$400,000	Between \$400,001 \$800,000	Between \$800,001 \$1,200,000	Over \$1,200,000
Alachua	\$5,637,541.60	5%	\$2,255,016.64	\$15,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$15,000
Bradford	\$149,664.56	4%	\$74,832.28	\$3,000	\$0	\$0	\$3,000	\$0	\$0	\$0	\$0	\$0
Columbia	\$1,517,221.27	5%	\$606,888.51	\$8,000	\$0	\$0	\$0	\$0	\$0	\$8,000	\$0	\$0
Dixie	\$82,689.65	3%	\$55,126.43	\$3,000	\$0	\$0	\$3,000	\$0	\$0	\$0	\$0	\$0
Gilchrist	\$59,172.15	2%	\$59,172.15	\$3,000	\$0	\$0	\$3,000	\$0	\$0	\$0	\$0	\$0
Hamilton	\$37,688.49	3%	\$25,125.66	\$2,000	\$0	\$2,000	\$0	\$0	\$0	\$0	\$0	\$0
Jefferson	\$63,024.46	3%	\$42,016.31	\$2,000	\$0	\$2,000	\$0	\$0	\$0	\$0	\$0	\$0
Lafayette	\$0.00	0%	\$0.00	\$1,000	\$1,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Levy	\$245,817.64	2%	\$245,817.64	\$6,000	\$0	\$0	\$0	\$0	\$6,000	\$0	\$0	\$0
Madison	\$141,802.31	3%	\$94,534.87	\$3,000	\$0	\$0	\$3,000	\$0	\$0	\$0	\$0	\$0
Suwannee	\$296,611.53	3%	\$197,741.02	\$4,000	\$0	\$0	\$0	\$4,000	\$0	\$0	\$0	\$0
Taylor	\$538,997.02	5%	\$215,598.81	\$4,000	\$0	\$0	\$0	\$4,000	\$0	\$0	\$0	\$0
Union	\$0.00	0%	\$0.00	\$1,000	\$1,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Wakulla	\$197,794.22	4%	\$98,897.11	\$3,000	\$0	\$0	\$3,000	\$0	\$0	\$0	\$0	\$0
OFTTF Total				<b>\$58,000</b>								



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

### **ALACHUA COUNTY**

(\$15,000 - 3 votes)

*Vacant*

*Vacant*

*Vacant*

### **BRADFORD COUNTY**

(\$3,000 - 2 votes)

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

Bradford County Attorney  
945 North Temple Avenue  
Starke, FL 32091-2210  
[will\\_sexton@bradfordcountyfl.gov](mailto:will_sexton@bradfordcountyfl.gov)  
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#### ***The Honorable Daniel Riddick***

Bradford County  
Board of County Commissioners  
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(o) 904.966.6327  
(f) 352.473.5907  
[bccriddick@yahoo.com](mailto:bccriddick@yahoo.com)

### **COLUMBIA COUNTY**

(\$8,000 3 votes)

#### ***Rod Butler***

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#### ***Alden Rosner***

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Tourist Development Council  
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[www.southsidesportscomplex.com](http://www.southsidesportscomplex.com)

#### ***Paula R. Vann***

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

### **DIXIE COUNTY**

(\$2,000 - 2 votes)

*Vacant*

#### ***Russ McCallister***

Suwannee Guides and Outfitters  
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(h) 352.325.1520  
(c) 352.258.0189  
[russ776@bellsouth.net](mailto:russ776@bellsouth.net)  
[www.visitdixie.com](http://www.visitdixie.com)  
[www.suwanneeguides.com](http://www.suwanneeguides.com)

### **GILCHRIST COUNTY**

(\$2,000 - 2 votes)

#### ***The Honorable Lee Deen***

Mayor, City of Trenton  
114 North Main Street  
Trenton, FL 32693-3440  
(o) 352.463.4007  
[WLDeen6757@gmail.com](mailto:WLDeen6757@gmail.com)

#### ***Patricia Watson***

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### **HAMILTON COUNTY**

(\$1,000 - 2 votes)

*Vacant*

*Vacant*

**JEFFERSON COUNTY**

(\$2,000 - 2 votes)

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

Executive Director  
Monticello-Jefferson County  
Chamber of Commerce  
420 West Washington Street  
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***David Ward***

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**LAFAYETTE COUNTY**

(\$1,000 - 1 vote)

***Craig Colton***

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828 NE Primrose Road  
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**LEVY COUNTY**

(\$4,000 - 2 votes)

***Carol McQueen***

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***Tisha Whitehurst***

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**MADISON COUNTY**

(\$3,000 - 2 votes)

***Vacant******Jackie Blount***

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**SUWANNEE COUNTY**

(\$4,000 - 2 votes)

***Charissa Setzer***

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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)

### ***Dale Walker***

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## **WAKULLA COUNTY**

(\$3,000 - 2 votes)

### ***Natalie Knowles***

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

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## **STAFF**

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:\original florida\members & volunteers\of member list 10-15-  
2020.docx



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

**as of 6/11/2020**

**VOLUNTEERS, CONSULTANTS AND OTHERS**

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Staff Assistant  
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***Roland Loog - Volunteer***

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***Lois Nevins***

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***Tommy Thompson - Blogger***

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2020  
Visit Natural North Florida  
Meeting Dates and Counties



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

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

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

