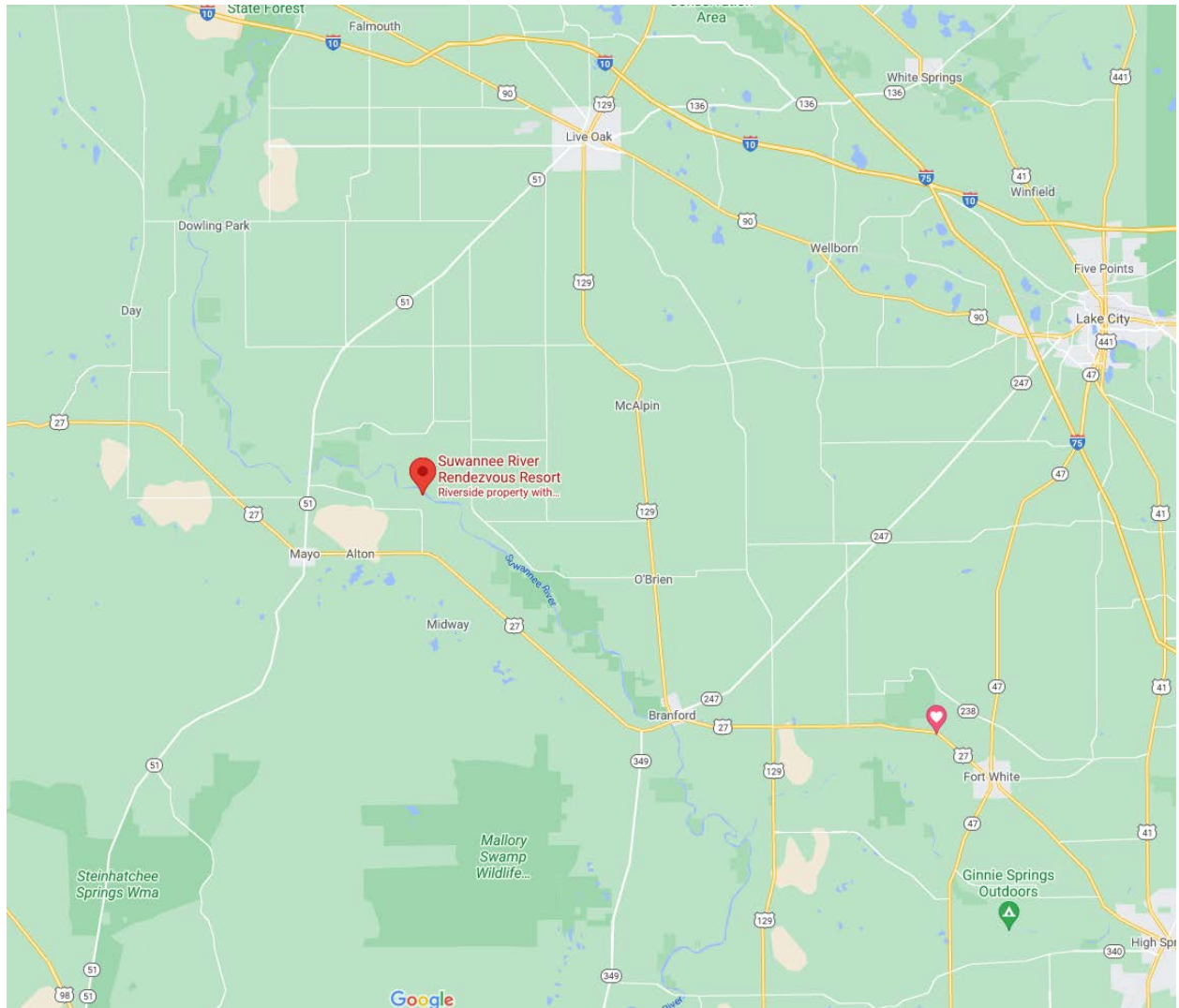




MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **October 21, 2021**. The meeting will be held at the **Suwannee River Rendezvous Resort and Campground, 828 NE Primrose Road, Mayo, Florida**, beginning at **10:00 a.m.**



Suwannee River Rendezvous Resort and Campground
828 NE Primrose Road
Mayo, FL 32066

The Original Florida

Visit Natural
NORTH FLORIDA

**TOURISM TASK FORCE
Meeting Agenda**

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

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

	PAGE NO.
I. Call to Order, Introductions	
II. Approval of Agenda	3
III. Approval of September 23, 2021 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee	
a. Monthly Financial Report Review and Approval - August 31, 2021	9
B. Fiscal Year 2020-21 Regional Rural Development Grant	29
1. Website	
2. e-newsletter	
3. Website Blogs	37
4. Marketing Materials	
5. Domestic Travel Shows	
6. Advertising Campaign	
7. Brochure Distribution	
8. Scholarships	
9. Professional Organization Memberships	
C. VISIT FLORIDA -	
1. Monthly Report	
D. Staff Items -	

- E. Other Old Business
 - 1. Updated Task Force Member Contact Information 55
 - 2. 2021 Meeting Dates and Locations 61
- F. Announcements
- V. NEW BUSINESS
- VI. Leadership Forum: TBD
- VII. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled to be held at 10:00 a.m. on November 18, 2021 at a location to be determined in Alachua County.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Putnam Lodge
15487 U.S. highway 19, Cross City, FL
Dixie County

September 23, 2021
Thursday, 10:00 a.m.

MEMBERS PRESENT

Will Sexton, Bradford County, Vice-Chair
Alden Rosner, Columbia County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Craig Colton, Lafayette County
Carol McQueen, Levy County
Marlene Squires-Swanson, Madison County
Jackie Blount, Madison County
Charissa Setzer, Suwannee County
Thomas Herndon, Wakulla County

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

Brian Avery, Alachua County
Jodi Biggar, Alachua County
Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Paula Vann, Columbia County
Ryan Fulford, Dixie County
Lee Deen, Gilchrist County
Katrina Richardson, Jefferson County, Treasurer
David Ward, Jefferson County
Tisha Whitehurst, Levy County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County
Dawn Perez, Taylor County, Chair
Dale Walker, Union County
Natalie Knowles, Wakulla County

OTHERS PRESENT

Donna Creamer, Travel Show Coordinator
Liz Reyes, Visit Gainesville Alachua County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Vice-Chair Will Sexton called the meeting to order at 10:20 a.m.

II. APPROVAL OF THE AGENDA

Vice-Chair Sexton requested approval of the meeting agenda, as presented.

ACTION: Marlene Squires-Swanson moved and Carol McQueen seconded to approve the meeting agenda as presented. The motion passed unanimously.

III. APPROVAL OF THE AUGUST 19, 2021 MINUTES

Vice-Chair Sexton asked for approval of the August 19, 2021 meeting minutes.

ACTION: Pat Watson moved and Craig Colton seconded to approve the August 19, 2021 minutes as presented. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report Review and Approval

(1) July 31, 2021

ACTION: Pat Watson moved and Russ McCallister seconded to approve the July 31, 2021 monthly financial report as presented. The motion passed unanimously.

b. Fiscal Year 2021-22 Budget

ACTION: Craig Colton moved and Charissa Setzer seconded to adopt the Fiscal Year 2021-22 (October 1, 2021 to September 30, 2022) as presented. The motion passed unanimously.

2. Nominating Committee

ACTION: Pat Watson moved and Jackie Blount seconded to elect Craig Colton, Chair, Will Sexton, Vice-Chair; and Teena Peavey, Secretary-Treasurer to two-year terms ending September 30, 2023 as recommended by the Nominating Committee. The motion passed unanimously.

B. Fiscal Year 2020-21 Regional Rural Development Grant

1. Website
2. e-Newsletter
3. Website Blogs
4. Marketing Materials
5. Domestic Travel Shows
6. Advertising Campaign
7. Brochure Distribution
8. Scholarships
9. Professional Organization Memberships

C. Fiscal Year 2021-22 Regional Rural Development Grant

ACTION: Pat Watson moved and Carol McQueen seconded to approve the budget for the Fiscal Year 2021-22 Regional Rural Development Grant as presented and authorize staff to submit the Fiscal Year 2021-22 Regional Rural Development Grant application to the Florida Department of Economic Opportunity. The motion passed unanimously.

D. VISIT FLORIDA -

1. Monthly Report - None

E. Staff Items

1. Bylaws Amendment

ACTION: Pat Watson moved and Russ McCallister seconded to adopt an amendment to the Bylaws to add a provision concerning an appeal process for member counties that may have difficulty paying annual assessments under extenuating circumstances as presented. The motion passed unanimously.

F. Other Old Business

1. Updated Task Force Member Contact Information
2. 2021 Meeting Dates and Locations

G. 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 21, 2021 to be held in Lafayette County at the Suwannee River Rendezvous Resort and Campground.

The meeting adjourned at 11:51 a.m.

Craig Colton, Chair

10/21/21
Date

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

The Original Florida Tourism Task Force
Balance Sheet
As of August 31, 2021

	Aug 31, 21
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	147,452.26
Total Checking/Savings	147,452.26
Accounts Receivable	
Accounts Receivable	14,800.93
Total Accounts Receivable	14,800.93
Other Current Assets	
Prepaid Registration Fees	3,195.00
Total Other Current Assets	3,195.00
Total Current Assets	165,448.19
TOTAL ASSETS	165,448.19
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	5,360.59
Total Accounts Payable	5,360.59
Total Current Liabilities	5,360.59
Total Liabilities	5,360.59
Equity	
Unrestricted Earnings	123,234.74
Net Income	36,852.86
Total Equity	160,087.60
TOTAL LIABILITIES & EQUITY	165,448.19

The Original Florida Tourism Task Force
Profit & Loss
August 2021

	Aug 21
Expense	
Bank Charges	18.46
Miscellaneous	439.00
Total Expense	457.46
Net Income	-457.46

11:21 AM

09/14/21

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 08/31/2021

	<u>Aug 31, 21</u>
Beginning Balance	150,501.49
Cleared Transactions	
Checks and Payments - 3 items	<u>-1,565.48</u>
Total Cleared Transactions	<u>-1,565.48</u>
Cleared Balance	<u>148,936.01</u>
Uncleared Transactions	
Checks and Payments - 2 items	<u>-1,483.75</u>
Total Uncleared Transactions	<u>-1,483.75</u>
Register Balance as of 08/31/2021	<u>147,452.26</u>
Ending Balance	147,452.26

11:21 AM

09/14/21

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 08/31/2021

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						150,501.49
Cleared Transactions						
Checks and Payments - 3 items						
Bill Pmt -Check	07/01/2021	1559	Setzer Charissa	X	-197.02	-197.02
Bill Pmt -Check	08/05/2021	1565	South Shore Media	X	-1,350.00	-1,547.02
Check	08/25/2021		Capital City Bank	X	-18.46	-1,565.48
Total Checks and Payments					-1,565.48	-1,565.48
Total Cleared Transactions					-1,565.48	-1,565.48
Cleared Balance					-1,565.48	148,936.01
Uncleared Transactions						
Checks and Payments - 2 items						
Bill Pmt -Check	07/15/2021	1562	Gromoll, Ron		-687.68	-687.68
Bill Pmt -Check	08/17/2021	1566	Colton, Craig		-796.07	-1,483.75
Total Checks and Payments					-1,483.75	-1,483.75
Total Uncleared Transactions					-1,483.75	-1,483.75
Register Balance as of 08/31/2021					-3,049.23	147,452.26
Ending Balance					-3,049.23	147,452.26



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

00002485 FCC31545090121064417 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 8/31/21
Primary Account

Page 1
XXXXXXX2204

Now hiring, and offering sign-on & retention bonuses for qualifying positions.
Excellent benefits, paid time off, stock purchase plan & tuition assistance plan.
Apply today! www.ccbg.com/careers EEO: Disabled Veterans & Drug Free Workplace

CHECKING ACCOUNT

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

XXXXXXXX2204
150,501.49
.00
1,565.48
.00
.00
148,936.01

Images
Statement Dates 8/02/21 thru 8/31/21
Days in this Statement Period 30
Avg Ledger Balance 149,763.07
Avg Collected Balance 149,763.07

OTHER DEBITS

Date Description
8/25 Account Analysis Charge

Amount
18.46-

CHECKS IN NUMBER ORDER

Date Check No
8/23 1559
* Denotes missing check numbers

Amount Date
197.02 8/17

Check No
1565*

Amount
1,350.00

RECEIVED

SEP 08 2021

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



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

Date 8/31/21
Primary Account

Page 2
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

		DAILY BALANCE INFORMATION	
Date	Balance	Date	Balance
8/02	150,501.49	8/23	148,954.47
8/17	149,151.49	8/25	148,936.01

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

00002485-0004081-0002-0003-FCC31545090121064417-01-L



Natural North Florida THE ORIGINAL FLORIDA TOURISM CARD FORCE
800 N. W. 10TH PLACE
GAINESVILLE, FL 32604-1000
888.888.1111

Capital City

1559

7/1/2021

Charlesa Sotzer

\$ 197.02

One Hundred Ninety-Seven and 02/100

Charlesa Sotzer
Summers County Econ Dev Dept
100 Court Street SE
Live Oak, FL 32054-3203

SSP.1

⑈001559⑈ ⑆063100688⑆ 0224792204⑈

1559

08/23/2021

\$197.02

Natural North Florida THE ORIGINAL FLORIDA TOURISM CARD FORCE
800 N. W. 10TH PLACE
GAINESVILLE, FL 32604-1000
888.888.1111

Capital City

1565

8/5/2021

South Shore Media

\$ 1,350.00

One Thousand Three Hundred Fifty and 00/100

South Shore Media
931 Cherry Grove Road
Franklin, TN 37069-7023

SSR.K

⑈001565⑈ ⑆063100688⑆ 0224792204⑈

1565

08/17/2021

\$1,350.00



10/12/2021 3:42 PM

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

7/1/2021

1559

PAY TO THE ORDER OF Charissa Setzer

\$ **197.02

One Hundred Ninety-Seven and 02/100***** DOLLARS

Charissa Setzer
Suwannee County Econ Dev Dept
100 Court Street SE
Live Oak, FL 32064-3203

MEMO

Shield

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈001559⑈ ⑆063100688⑆ 0224792204⑈

Security Features:

Hologram

Heat Sensitive Ink

True Watermark

Visible Fibers

Invisible Fibers

Chemical Sensing Paper

Chemical Wash Detect Area

Microprinting

High Resolution Warning Band

Toner Adhesion Properties

Anti-Copy Technology

Land Line Back Pattern

Parlock design

FEDERAL RESERVE BOARD OF GOVERNORS REG. CC

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

HC-5

ENDORSE HERE

Charissa Setzer

10/23/2021

2,541.00

\$ 197.02

CHECK HERE AFTER MOBILE OR REMOTE DEPOSIT

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

DATE 10/20/2021

Br# 190

Account 1023244

BOFD >263184488<
Live Oak Main BC
2021-08-20
0116769453

20 BOFD263184488

Amount: \$-197.02
Statement Description: Check
Check Number: 1559
Posted Date: 8/23/2021
Type: Debit
Status: Posted

Capital City Bank 9/21/2021 3:43 PM

<p>Visit Natural North Florida</p> <p>THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1803 352.955.2200</p>	<p>Capital City Bank</p> <p>1565</p> <p>63-68/631</p> <p>8/5/2021</p>
<p>PAY TO THE ORDER OF South Shore Media</p> <p style="text-align: right;">\$ **1,350.00</p>	
<p>One Thousand Three Hundred Fifty and 00/100 DOLLARS</p>	
<p>South Shore Media 931 Cherry Grove Road Franklin, TN 37069-7023</p>	
<p>MEMO</p> <p>SSR.K</p>	

⑈001565⑈ ⑆063100688⑆ 0224792204⑈

<p>Security Features:</p> <p>Hologram</p> <p>Heat Sensitive Ink</p> <p>True Watermark</p> <p>Visible Fibers</p> <p>Invisible Fibers</p> <p>Chemical Ink</p> <p>Chemical Resistant Ink</p> <p>Microprinting</p> <p>High Resolution Printing</p> <p>Color Accuracy</p> <p>Anti-Copy Technology</p> <p>Latent Line Back Pattern</p> <p>Pattern</p>	<p>The security features listed here, as well as those not listed, exceed most other currencies.</p> <p>HC-5</p>
---	--

Seq: 308
Batch: 044713
Date: 08/16/2021

ENDORSE HERE

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

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE

RESERVE PAY TO THE ORDER OF INSTITUTION USE

BANK OF AMERICA
FRANKLIN, TN 37064-3042
FOR DEPOSIT ONLY
FLORIDA TRAVEL VACATIONS CORP
DBA SOUTH SHORE MEDIA
44401756567

Amount: \$-1,350.00
Statement Description: Check
Check Number: 1565
Posted Date: 8/17/2021
Type: Debit
Status: Posted

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of August 31, 2021

(These financial statements are unaudited)

	Budget	August 2021	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	58,000.00	0.00	58,000.00	0.00
DEO Rural Development Grant 19/20	45,900.00	0.00	104,746.08	58,846.08
DEO Rural Development Grant 20/21	45,900.00	0.00	7,385.77	(38,514.23)
VisitFlorida Rural Area Opportunity Grant 20/21	45,000.00	0.00	0.00	(45,000.00)
VisitFlorida Rural Area Opportunity 20/21 In-Kind	81,300.00	0.00	0.00	(81,300.00)
Total Income	276,100.00	0.00	170,131.85	(105,968.15)
Expenses				
Marketing				
Planning				
VisaVues Domestic & International Editions	0.00	0.00	5,060.00	5,060.00
Total Planning	0.00	0.00	5,060.00	5,060.00
Collateral Materials				
Print Ultimate Bicycle Guide	3,000.00	0.00	0.00	(3,000.00)
Print Exhilarating Natural North FI Brochure	0.00	0.00	17,080.00	17,080.00
Total Collateral Materials	3,000.00	0.00	17,080.00	14,080.00
Website				
Website Blogs	5,100.00	0.00	1,275.00	(3,825.00)
Web Hosting & Maintenance Services	6,000.00	0.00	6,000.00	0.00
Total Website	11,100.00	0.00	7,275.00	(3,825.00)
Trade Shows				
Whistles & Other Promotional Items	5,000.00	0.00	0.00	(5,000.00)
Popup and/or Cloth Displays - VF In-Kind	3,000.00	0.00	0.00	(3,000.00)
Welcome Center Rack Space - VF In-Kind	800.00	0.00	0.00	(800.00)
Adventure Travel Training 4 Day-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)
Total Trade Shows	90,300.00	0.00	0.00	(90,300.00)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of August 31, 2021

(These financial statements are unaudited)

	Budget	August 2021	Year to Date	Over/(Under) Budget
Advertising				
Digital Advertising Campaign 2019-20	13,500.00	0.00	50,977.83	37,477.83
FI Vacation Planner Print Ad 2019-20	8,000.00	0.00	8,303.25	303.25
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	9,000.00	0.00
Quarterly eNewsletters	6,500.00	0.00	1,000.00	(5,500.00)
Go! Adventure Planning Guide Virtual	0.00	0.00	442.10	442.10
Total Advertising	84,000.00	0.00	69,723.18	(14,276.82)
Total Marketing Expenses	188,400.00	0.00	99,138.18	(89,261.82)
Administration				
NCFRPC - Admin VF & DEO 2019-20	5,625.00	0.00	3,125.00	(2,500.00)
NCFRPC - Admin VF & DEO FY 2020-21	5,625.00	0.00	3,750.00	(1,875.00)
NCFRPC - Admin Program Fees	23,750.00	0.00	6,250.00	(17,500.00)
Bank Charges	200.00	18.46	206.20	6.20
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	61.25	(238.75)
Other Admin Expenses Miscellaneous	1,200.00	439.00	439.00	(761.00)
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)
Total Administration	38,700.00	457.46	13,831.45	(24,868.55)
Memberships				
Visit Florida	400.00	0.00	395.00	(5.00)
Southeast Tourism Society	600.00	0.00	560.00	(40.00)
Florida Outdoor Writers Association	200.00	0.00	175.00	(25.00)
Ride with GPS	300.00	0.00	0.00	(300.00)
Total Memberships	1,500.00	0.00	1,130.00	(370.00)
Professional Enhancement				
SE Tourism Society Marketing College	5,175.00	0.00	5,255.77	80.77
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)
Total Professional Enhancement	22,900.00	0.00	5,255.77	(17,644.23)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of August 31, 2021

(These financial statements are unaudited)

	Budget	August 2021	Year to Date	Over/(Under) Budget
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
Total Internships	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,500.00)</u>
Retained Reserves				
Retained Reserves	12,100.00	0.00	0.00	(12,100.00)
Total Retained Reserves	<u>12,100.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,100.00)</u>
Total NonMarketing Expenses	<u>87,700.00</u>	<u>457.46</u>	<u>20,217.22</u>	<u>(67,482.78)</u>
Total Expenses	<u>276,100.00</u>	<u>457.46</u>	<u>119,355.40</u>	<u>(156,744.60)</u>
Net Income	<u>0.00</u>	<u>(457.46)</u>	<u>50,776.45</u>	<u>50,776.45</u>

Original Florida Tourism Task Force
Budget FY 2021-22 (10/1/21 to 9/30/22)

Adopted 9/23/2021

<i>Revenues</i>	Total
<i>Cooperative Regional Marketing Program Fees:</i>	
Alachua County	\$15,000
Bradford County	\$3,000
Columbia County	\$8,000
Dixie County	\$3,000
Gilchrist County	\$2,000
Hamilton County	\$1,000
Jefferson County	\$2,000
Lafayette County	\$1,000
Levy County	\$4,000
Madison County	\$3,000
Suwannee County	\$4,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$3,000
Subtotal	\$54,000
<i>Additional Revenue:</i>	
Department of Economic Opportunity Rural Development Grant, FY 2020-21	\$40,600
Department of Economic Opportunity Rural Development Grant, FY 2021-22	\$23,300
VISIT FLORIDA FY 2021-22 Rural Area of Opportunity Grant - Cash	\$0
Subtotal - Cash	\$63,900
TOTAL REVENUES - CASH	\$117,900
VISIT FLORIDA FY 2021-22 Rural Area of Opportunity Grant - In-Kind	\$0
TOTAL REVENUES - CASH AND IN-KIND	\$117,900
<i>Expenditures</i>	
Adventure Elevate Networking Conference	\$0
Bank Charges	\$200
Governor's Conference on Tourism	\$1,725
Legal Advertising	\$300
Legal Expenses	\$300
(1) Marketing Program for FY 2021-22 (less in-kind)	\$42,400
(2) Memberships	\$1,500
Miscellaneous	\$2,000
North Central Florida Regional Planning Council - Admin/Internships	\$38,100
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	\$24,500
TOTAL EXPENDITURES - CASH	\$117,900
(1) Marketing Program for FY 2021-22 - In-Kind	\$0
TOTAL EXPENDITURES - CASH AND IN-KIND	\$117,900
<i>Reserve Funds</i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$160,000
TOTAL RESERVE FUNDS	\$130,000

(1) See Marketing Budget Detail

(2) See Memberships Detail

Original Florida Tourism Task Force
Budget FY 2021-22 (10/1/21 to 9/30/22)

Adopted 9/23/2021

	Total
Collateral Material:	
2020-21 Revise and Print Ultimate Bicycle Guide	\$0
2020-21 Design and Print Collateral Material	\$0
Website:	
2020-21 Website Blogs - 12 Blogs	\$5,100
2020-21 Website Hosting & Maintenance	\$6,000
2020-21 New Topic-Centered Pages (3 Pages)	\$0
2021-22 Website Blogs - 9 Blogs	\$3,800
2021-22 Website Town Blogs - 3 Blogs	\$0
Trade Shows:	
Whistles and Other Promotional Items	\$0
Pop-up and/or Cloth Displays (In-kind)	\$0
VISIT FLORIDA Welcome Center Rack Space (In-kind)	\$0
VISIT FLORIDA - Atlanta Camping & RV Show	\$0
VISIT FLORIDA - New York Times Travel Show	\$0
VISIT FLORIDA - Chicago RV & Camping Show	\$0
VISIT FLORIDA - Toronto Outdoor Adventure Show	\$0
VISIT FLORIDA - Washington DC Travel & Adventure Show	\$0
DEO 2021-22 - Houston RV Show	\$0
DEO 2021-22 - Philadelphia Travel & Adventure Show	\$0
DEO 2021-22 - Atlanta Travel & Adventure Show	\$0
DEO 2021-22 - Bike Expo New York	\$0
DEO 2020-21 - Georgia RV & Camper Show	\$7,500
Adventure Travel Training - 4 Days (In-kind)	\$0
Consumer Public Relations/Influencer Trips (In-kind)	\$0
Advertising:	
2020-21 Brochure Distribution	\$0
2020-21 Digital Advertising Campaign	\$0
2020-21 Florida Vacation Planner Print Advertisement	\$0
2020-21 Digital Retargeting Campaign	\$0
2021-22 Digital Advertising Campaign	\$0
2021-22 Digital Facebook Advertising Campaign (In-kind)	\$0
2021-22 Florida Transportation Map Print Advertisement	\$9,000
2021-22 Florida Vacation Planner Co-op Print Advertisement	\$0
Quarterly eNewsletters	\$11,000
Total Marketing Expenditure	\$42,400
Administration	
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2020-21	\$7,500
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2021-22	\$5,600
North Central Florida Regional Planning Council - Regional Marketing Program Fees FY 2021-22	\$12,500
Bank Charges	\$200
Legal Advertising	\$300
Legal Expenses	\$300
Other Administrative Expenses/Miscellaneous	\$2,000
Postage	\$300
Service Fee - VISIT FLORIDA Travel Show Program & DEO	\$1,100
Telephone	\$300
Membership Organizations - Annual Dues	
VISIT FLORIDA Annual Dues	\$400
Southeastern Tourism Society Annual Dues	\$600
Florida Outdoor Writers Association Annual Dues	\$200
Ride With GPS Annual Dues	\$300
Professional Enhancement	
Southeastern Tourism Society Marketing College - 3	\$5,175
Governor's Tourism Conference - 1	\$1,725
Adventure Elevate Networking Conference	\$0
Adventure Elevate Networking Conference (In-kind)	\$0
Internships	
Harvey Campbell Memorial Internship	\$6,250
Dean Fowler Internship	\$6,250
Retained Reserves	
Unrestricted Reserve Fund	\$24,500
Total Non-Marketing Expenditure	\$75,500
Total Expenditure	\$117,900

ATTACHMENT 1 SCOPE OF WORK

1. PROJECT DESCRIPTION: Section 288.018(1), F.S. establishes a matching grant program (the “Grant Program”) to provide funding to regionally based economic development organizations representing rural counties and communities for the purpose of building the professional capacity of their organizations. The Grant Program may also be used by an economic development organization to provide technical assistance to businesses within the rural counties and communities they serve.

The Original Florida Tourism Task Force d/b/a Visit Natural North Florida (Tax Identification Number 59-3534835) (“Grantee”) is an entity created and authorized pursuant to the Florida Interlocal Cooperation Act of 1969, section 163.01, Florida Statutes. Grantee promotes the natural historic and cultural attractions of the following counties: Alachua, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, 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.naturalnorthflorida.com, in order to better inform potential visitors of attractions and events within the region. Website maintenance may include, but is not limited to 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) electronic distributions.

2.3 Website Blogs:

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

2.4 Exhibit at Domestic Travel Shows:

The task force will exhibit at a minimum of one(1) domestic travel show. At the shows, the Task Force will staff a booth, distribute brochures, guidebooks and other materials pertaining to the region and answer questions raised by show attendees. A maximum of two(2) Task Force representatives will staff travel show booths.

2.5 Advertising:

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

2.6 Literature Distribution:

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

2.7 Professional Enhancement Scholarships:

Provide professional enhancement scholarships to Grantee staff, board members and representatives of member organizations to attend training opportunities. Grantee may request reimbursement for in-person, on-line, or virtual training sessions.

2.8 Memberships in Professional Organizations:

Maintain memberships in or join professional organizations including but not limited to the Southeast Tourism Society, VISIT FLORIDA, the Florida Outdoor Writers Association and other tourism related organizations.

3. DEO'S RESPONSIBILITIES:

3.1 Monitor the ongoing activities and progress of Grantee as DEO deems necessary, to verify that all activities are being performed in accordance with the Agreement;

3.2 Perform Agreement management responsibilities as stated herein;

3.3 Reply to reasonable inquires pursuant to the Agreement and,

3.4 Review Grantee's invoices for accuracy and thoroughness, and if accepted process invoices on a timely basis.

4. DELIVERABLES:

Grantee agrees to provide the following services as specified:

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

Deliverable No. 3 – Website Blogs		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Post blogs on Grantee's website in accordance with Scope of Work 2.3	Post a minimum of one (1) blog on Grantee's website. Required Documentation: <ul style="list-style-type: none"> • Copy of agreement with blogger • Link to each blog • Photographer release form if necessary • Model release for if necessary • Invoice from blogger • Proof of payment 	Failure to post a minimum of one (1) blog on Grantee's website as specified in Scope of Work 2.3 will result in non-payment.
Deliverable No. 4 Exhibit at domestic travel shows		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Exhibit at domestic travel shows in accordance with Scope of Work 2.4	Grantee must exhibit at a minimum of one (1) domestic travel show. Required Documentation: <ul style="list-style-type: none"> • Schedule for each show exhibited • Copies of completed registrations for each travel show attended • Copies of rental agreements if applicable • Completed travel documentation for a maximum of two (2) travelers 	Failure to exhibit at a minimum of one (1) domestic travel show as specified in Scope of Work 2.4 will result in non-payment.
Deliverable No. 5 – Advertising		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Conduct advertising campaign in accordance with Scope of Work 2.5	Grantee must place a minimum of one (1) digital or print media advertisement. Required Documentation: <ul style="list-style-type: none"> • Copy of print or digital advertisement • Invoice from provider 	Failure to place one (1) digital or print media advertisement as specified in Scope of Work 2.5 will result in non-payment
Deliverable No. 6 – Literature Distribution		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Distribute literature in accordance with Scope of Work 2.6	Grantee must distribute a minimum of two thousand (2,000) pieces of literature. Grantee may request reimbursement a maximum of four (4) times during the agreement period. Required Documentation: <ul style="list-style-type: none"> • 1 sample of each brochure distributed • Copy of distribution list and number distributed • Invoice from provider • Proof of payment 	Failure to distribute a minimum of two thousand (2,000) pieces of literature as specified in Scope of Work 2.6 will result in non-payment.
Deliverable No. 7 – Professional enhancement scholarships		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences

Professional enhancement scholarships in accordance with Scope of Work 2.7	Grantee must provide one (1) professional enhancement scholarship. Required documentation: <ul style="list-style-type: none"> • Completed event registration forms • Invoice for registration fee • Agenda for each event • Summary of how attendance at the event built professional capacity • Completed travel documentation 	Failure to provide a minimum of one (1) professional enhancement scholarship as specified in Scope of Work 2.7 will result in non-payment.
Deliverable No. 8 – Maintain memberships in professional organizations		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Maintain memberships in or join professional organizations in accordance with Scope of Work 2.8	Grantee must maintain membership in one (1) professional organization. Required Documentation: <ul style="list-style-type: none"> • Copy of registration for each professional organization membership joined or maintained 	Failure to maintain membership in one (1) professional organization as specified in Scope of Work 2.8 will result in non-payment.
Total Costs Not to Exceed \$50,000.00		

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

5. REPORTING

5.1 Quarterly: Grantee shall provide a quarterly report listing all progress relating to the Deliverables in Section 4. Quarterly reports are due to DEO within 30 calendar days after the end of each quarter, until submission of the final invoice package. The ending dates for each quarter of the program year are April 30, 2021, July 31, 2021, October 31, 2021 and January 20, 2022. 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. If all required reports and copies are not sent to DEO or are not completed in a manner acceptable to DEO, payments may be withheld until the reports are properly completed or otherwise allowable by law.

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 requirements of s. 215.971(1), F.S., and the **Audit Requirements and Compliance** 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 one 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 Chairperson 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.

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/AA/Forms/DFS-AA-15VoucherforReimbursement.xlsx>;

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 and 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 donation 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.

7. FINANCIAL CONSEQUENCES FOR FAILURE TO TIMELY AND SATISFACTORILY PERFORM: Failure to complete all deliverables in accordance with the requirements of this Agreement, and most particularly the deliverables specified above in Section 4, Deliverables, will result in DEO's assessment of the specified financial consequences. If appropriate, should the Parties agree to a corrective action plan, the plan shall specify additional financial consequences to be applied after the effective date of the corrective action plan. This provision for financial consequences shall in no manner affect DEO's right to terminate the Agreement as provided elsewhere in the Agreement.

- End of Attachment 1 (Scope of Work) -

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 BLOGS

NO SAND, NO SURF, NO PROBLEM!
([HTTPS://WWW.NATURALNORTHFLORIDA.COM/BLOG/NO-SAND-NO-SURF-NO-PROBLEM/](https://www.naturalnorthflorida.com/blog/no-sand-no-surf-no-problem/))

Posted on September 29, 2021 (<https://www.naturalnorthflorida.com/blog/no-sand-no-surf-no-problem/>) by Jo Clark
(<https://www.naturalnorthflorida.com/blog/author/clark/>)

ALACHUA COUNTY IS NOT YOUR AVERAGE FLORIDA DESTINATION



Natural Beauty From the Old Florida Heritage Highway

You hear the word Florida, and you think beach, right? Well, not anymore! Let me tell you about the natural areas I visited recently in Alachua County. You won't find sand or surf, but I can tell you that you won't have time to miss those Florida beaches. To learn more about this area, and plan your visit, use the Natural North Florida website. You will find the answers to all your questions. There is a "Dial & Discover" free audio tour of Old Florida. The 48-

mile Old Florida Heritage Highway weaves through moss-draped trees along natural, scenic areas and historic communities, starting just south of Gainesville. To begin your tour, you will need a guide—which you can print from Gainesville Cell Tours (<https://gainesvillecelltours.com/>).

The Wild Side of Florida

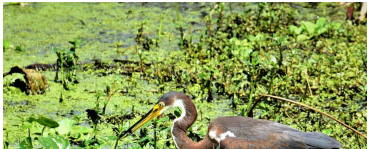
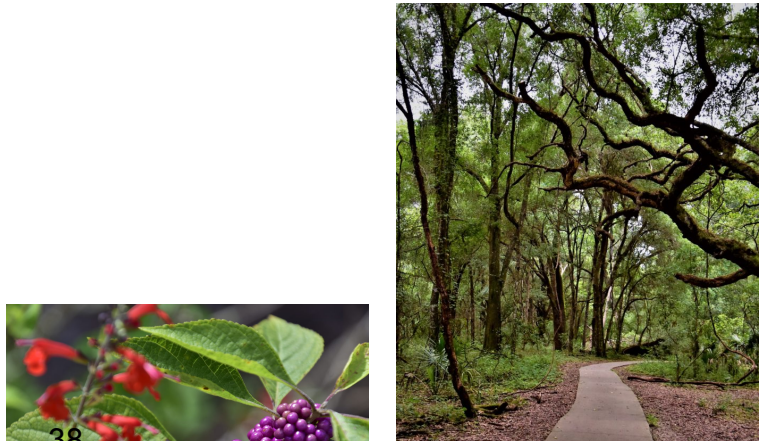
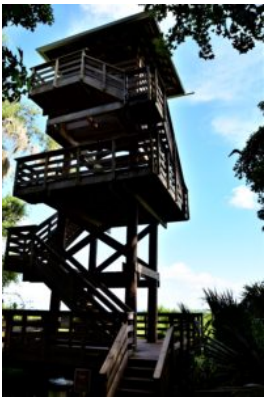
I know; you’re still thinking palm trees, am I right? A day at Payne’s Prairie Preserve State Park will change that image. Instead, you will envision bison and wild horses, over 300 bird species, alligators, deer, armadillo, squirrels, and many other animals—yes, *in Florida*! This Park (<https://www.floridastateparks.org/parks-and-trails/paynes-prairie-preserve-state-park>) is a National Landmark. Located at the north end of Payne’s Prairie, visitors will find La Chua Trail, a one-mile path leading to a sinkhole with a boardwalk and panoramic views of the prairie.



Wild American Bison and the wild horses (in the background) freely roam the prairie

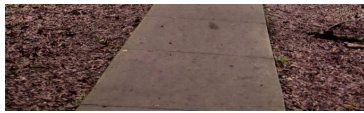
Sweetwater Wetlands Park, just south of Gainesville has more than 3.5 miles of boardwalks and trails. From the observation deck at the Wetlands (<https://www.sweetwaterwetlands.org/>), birders will spot birds on the list of 215 species seen in the Park.

TIP: Of course, there *are* alligators. So here, like everywhere else, stay on the path, pay attention, don’t take your dog, and keep a close eye on the little ones!





Beautyberry Bush



Tricolor Heron

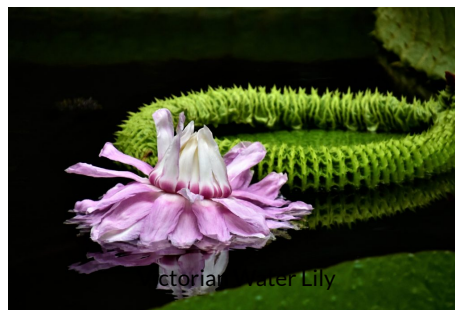


Wild, Wonderful, Natural — *Florida!*

Amazingly, Alachua County has over 20 parks within its borders. One that isn't quite as "wild" as some would be Kanapaha Botanical Gardens. This garden has hidden corners and gazebos, perfect for the picnic you thought to bring along (you did pack one, right?) Florida's weather promotes long growing seasons, perfect for the 6-foot wide Giant Victoria Water Lilies. Kanapaha Botanical (<https://kanapaha.org/>) Gardens (<https://kanapaha.org/>) have Florida's most significant public display of bamboo and the largest herb garden in the southeast. The twenty specialty gardens are displayed along a 1.5-mile paved walkway that winds throughout the park's 68 acres. The park is open daily except for Thursday.



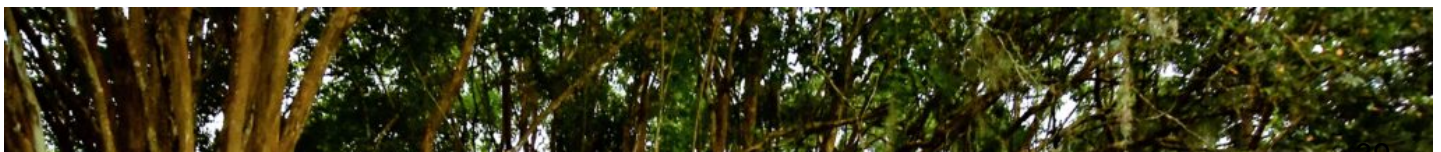
Secret Waterfall



Victoria Water Lily



Passion Flower





Gazebo by a Pond

The Santa Fe College Teaching Zoo is the only AZA-accredited zoo located on a college campus. Open daily from 9-2 pm (guided tours by reservation); the zoo has ten acres of trails through a wooded forest and a walk-through aviary.

TIP: Take cash with you. Many of the parks have an envelope payment system for entrance fees. You put cash (or check) in the envelope, tear off the hang-tag stub, drop the envelope in the deposit box and hang the stub on your mirror. And bug spray—don't forget your bug spray!

Gator 'Ville



Bull Gator statue on University of Florida's campus

Alachua County's largest town, Gainesville, is known as the home of the University of Florida. Gainesville offers the best of "big city life," a plethora of restaurants, museums, a butterfly rainforest, bike trails, sculpted gardens, and Victorian architecture from the late 19th century. The city has five historic districts, with 1,500 historic structures and ten buildings of architectural significance listed on the Local Register of Historic Places. Gainesville also participates in the National Register Historic Districts with four districts. There are 34 buildings listed individually on the National Register of Historic Places. A list of those homes is found on the city's

(<http://www.cityofgainesville.org/PlanningDepartment/HistoricPreservation.aspx>) website

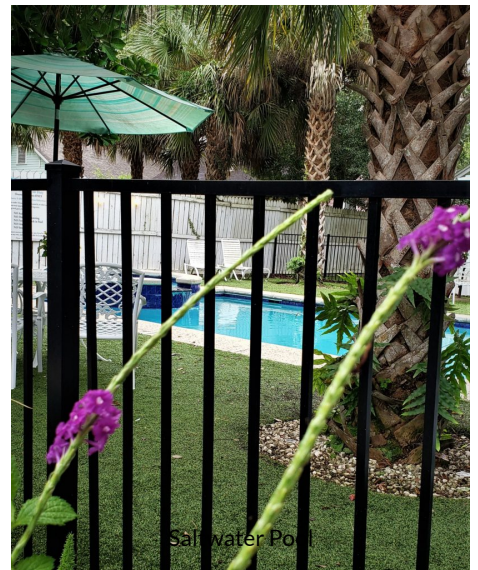
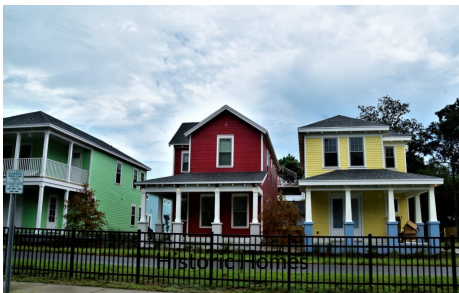
(<http://www.cityofgainesville.org/PlanningDepartment/HistoricPreservation.aspx>). Armed with that list and a map, you could take a walking tour and enjoy the view.

Friday night of Homecoming week, UF's Gator Grawl (<https://www.gatorgrowl.org/>) will fill the student center with live music and food trucks. A tradition for over 90 years, the largest student-run homecoming parade and pep rally in the country features floats, bands, and more. Circle October 8 on your calendar!



Sweetwater Branch Inn's McKenzie House

Plan your visit so that you spend a few days at The Sweetwater Branch Inn (<https://sweetwaterinn.com/>). The 1885 Victorian beauty is located in historic downtown Gainesville, surrounded by the magnificent McKenzie Gardens (<https://sweetwaterinn.com/the-grounds/>). The McKenzie (<https://sweetwaterinn.com/accommodation-type/mckenzie-house/>) House (<https://sweetwaterinn.com/accommodation-type/mckenzie-house/>) is listed on the National Registry of Historic Places. Cute little Florida bungalows are part of the 25-room property so that you can have a house to yourself. Although the cottages have full kitchens, since it is a Bed & Breakfast, you can enjoy the delicious breakfast in the main house. I had Decadent French Toast Casserole (and yes, you know I left with the recipe!) Be sure to pack a swimsuit for the jacuzzi and saltwater pool. There is a wine and cheese hour each afternoon just in time to re-energize you for the evening.



On the south end of Gainesville, Depot Park has grown up around the Historic Train (<http://www.depotpark.org/>) Depot (<http://www.depotpark.org/>). In this park is the Boxcar Beer and Wine Garden, a sub shop, a burger shop, the Cade Museum for Creativity and Invention (<https://www.cademuseum.org/>), and the beginning of the Gainesville to Hawthorne Rail Trail

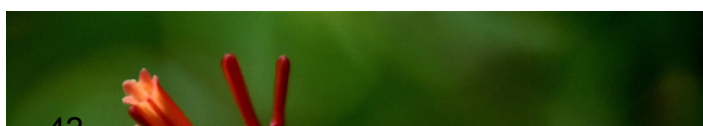
(<https://www.floridastateparks.org/parks-and-trails/gainesville-hawthorne-state-trail>).

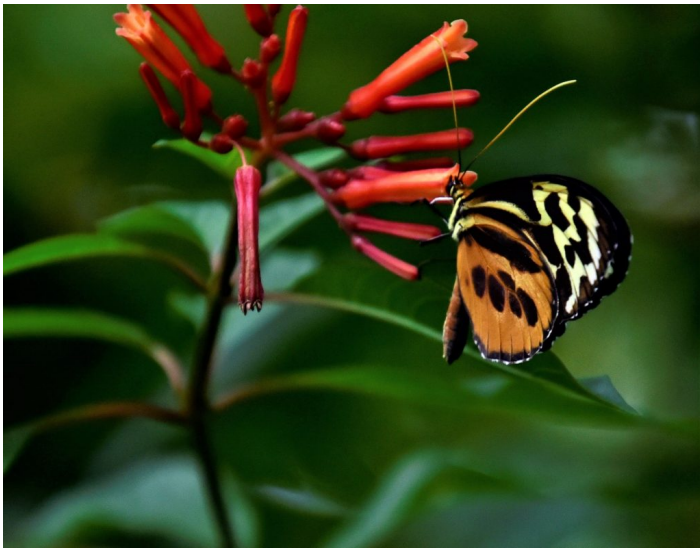


Businesses surrounding Depot Park

Natural Beauty

Just up the street is the Butterfly (<https://www.floridamuseum.ufl.edu/exhibits/butterfly-rainforest/>) Rainforest (<https://www.floridamuseum.ufl.edu/exhibits/butterfly-rainforest/>), a screened, outdoor tropical paradise filled with the sound of waterfalls. As you walk through or relax on a bench, you will be surrounded by more than 50 species of butterflies, vibrant birds, foliage, and flowers. **TIP:** Go on a warm, sunny day—the butterflies will be much more active.





Gainesville's free Matheson History Museum allows visitors to experience the history of the area. You can examine a 1,500-year-old Timucuan canoe, arrowheads and points, and drawings and documents tracing Alachua County's history through the Spanish and British periods into the 20th century. The museum is housed in the 1867 Matheson House (<https://mathesonmuseum.org/>).

The University has lovely walking trails, over creeks, between historic buildings, and beside peaceful ponds. Enjoy your time on this downtown campus by enjoying Lake Alice.

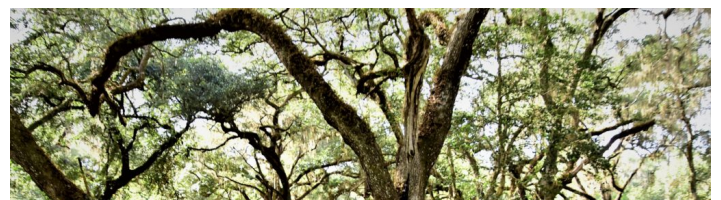


Lake Alice

Historic Evergreen Cemetery was established in 1856 with the burial of the 10-day-old daughter of cotton merchant and landowner James Thomas and his wife, Elizabeth. She was laid to rest at the base of a young cedar tree, roughly in the center of their vast acreage. Evergreen draws visitors interested in genealogy, tombstone art, or photography. The charming site has a cell phone tour of the 38 graves and monuments of particular note. A cell phone tour of This Wondrous Place (<https://www.thiswondrousplace.org/>) is found at the entrance or their website.



Small Town Life





Downtown Micanopy

Micanopy is the oldest inland town in Florida and officially labeled “One of the 12 Cutest Small Towns in America” by the Huffington Post. The moss-draped town is plumb full of charm: vintage shops, an antique store with a bank vault and the most extensive array of Cameos EVER, local crafts, southern food, a museum, and a breathtaking B&B. Plan your trip right, and you can experience downtown’s Fall Festival Halloween weekend. While you’re in town, grab a bite at Blue Highway Pizzeria or Pearl Country Store and Barbeque. Schedule your Micanopy visit for October 30, and you can experience crafters, food, and music at the town’s Fall Festival (<https://micanopyfallfestival.org/>).



fabulous Shrimp Bruschetta with fresh-from-the-oven focaccia at Blue Highway
(<https://www.bluehighwaypizza.com/>)...It should be called *Blue Heaven*!



Column Columns



Breakfast



Evening at the Gazebo





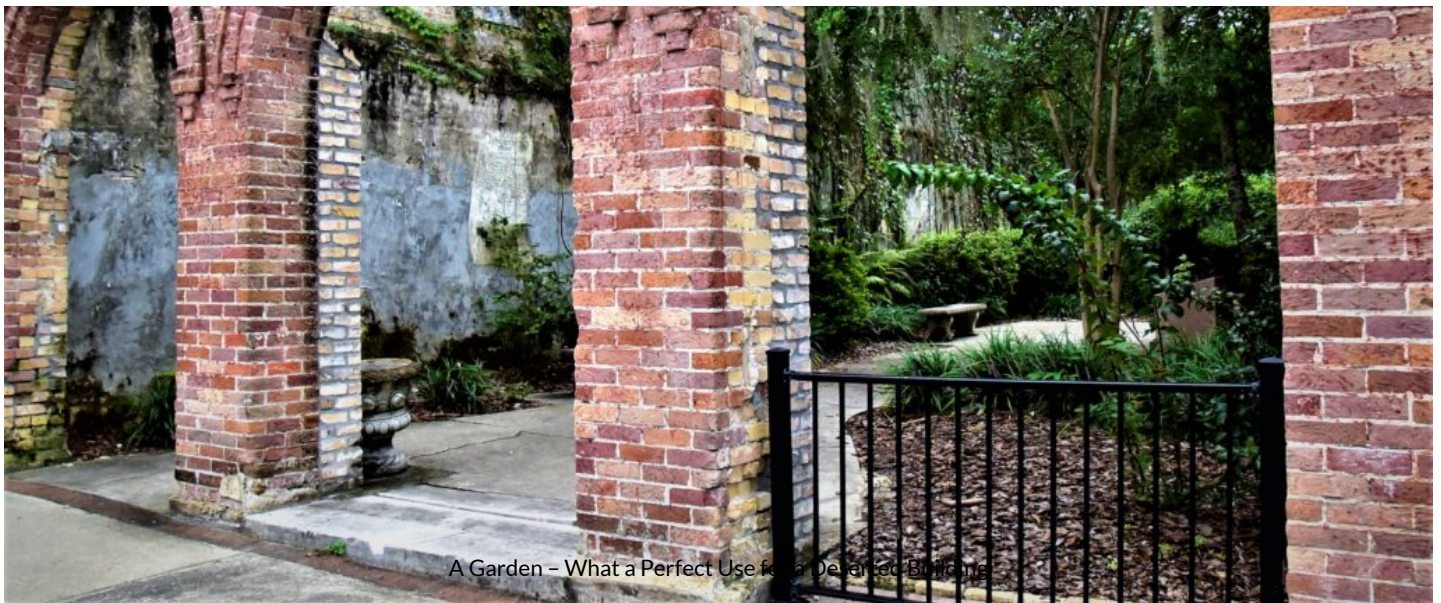
The town may be small, but you need at least two days and nights, so call Herlong Mansion and book your stay. Fresh cookies on the hall table are the perfect afternoon pick-me-up. Sip your late afternoon glass of wine on the second-floor veranda and enjoy the darkness as it settles around you. The pergola's tiny lights beckon—answer “yes.” When you have your scrumptious breakfast, eat an extra Peach Cobbler Muffin for me (you can thank me later!)



Windsor, originally planned to be the home of the University of Florida, is the home of the annual Zucchini Festival (37 years and counting the first weekend of October.) It is also home to Bluefield Estate Winery, a family-owned winery. They specialize in blueberry and muscadine wines, which are handcrafted and bottled on the grounds. The tasting room is open Thursday-Sunday. It has gift items, so come prepared to shop. During the season, you can pick muscadines for \$1/pound.

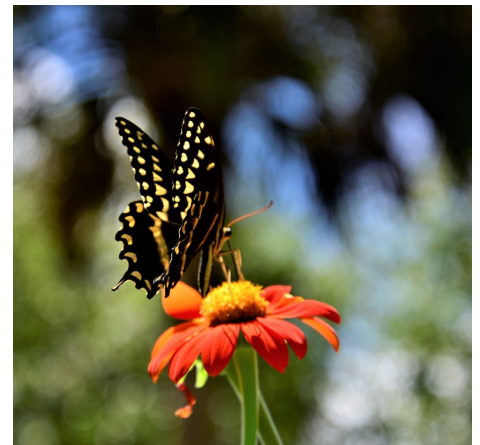
Alachua started life as a railroad town and now has a walkable historic district. A map is available on the town's website. (<http://visitalachua.org/>) Check the calendar (<https://www.cityofalachua.com/>) and enjoy a night under the stars at Legacy Park Amphitheater when they hold a concert or movie night. Don't forget to bring a blanket or chair. The streets are lined with Bradford Pear trees and historic lampposts.





A Garden – What a Perfect Use for a Damaged Building

Tony and Al's Restaurant and Bar has a wood-fired pizza oven, and the Shrimp Frangelica dripped with so much cheese I expected to be charged by the pound! And did I mention the Cannoli? (Plan ahead, ask for a to-go box and save room for this made-to-order dessert—fresh, crunchy, and filled with gooey goodness!) This historic area wasn't far from the Hampton Inn, my home for a couple of nights. The hotel is new to the town, and I nearly missed my tour the next day because I asked to be picked up at the Hampton (https://www.hilton.com/en/hotels/gnvhxxh-hampton-suites-alachua-i75/?SEO_id=GMB-HX-GNVHXXH&y_source=1_MjI4NTUxMzYtNzE1LWxvY2F0aW9uLmdvb2dsZV93ZWJzaXRlX292ZXJyaWRI) in Alachua. But my guide thought I was “confused since there isn't a Hampton in Alachua.” LOL! There is now!





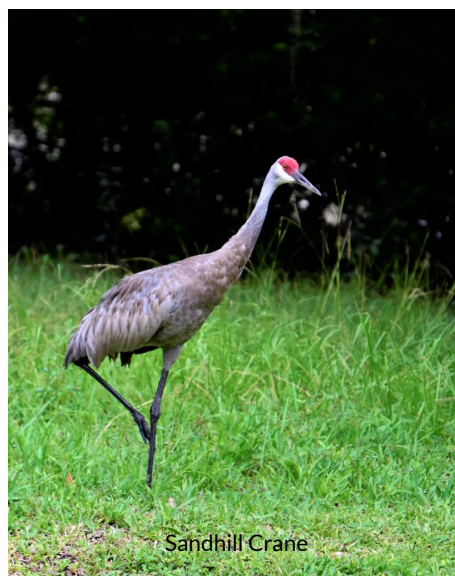
Marjorie Kinnan Rawlings cooked on this stove. Did you know she wrote a cookbook?

Hawthorne holds a few surprises. Enjoy the view on your drive along the Old Florida Heritage Highway to the Marjorie Kinnan Rawlings Historic State Park (<https://www.floridastateparks.org/parks-and-trails/marjorie-kinnan-rawlings-historic-state-park>) in Cross Creek. The renowned author of *The Yearling* owned the farm and land. The ranger (in period attire) conducts tours of the house and property. The guides are both knowledgeable and entertaining; you will leave with a newfound respect for this pioneer in woman's literature.

In walking distance is The Yearling Restaurant, serving old Florida dishes since 1952. Rawlings likely ate similar foods during her time in Florida. Meals on the menu include alligator, frog legs, clams, cooter, venison, and quail—oh, and conch fritters (YUM!) My friend had a salad with the house-made mango dressing. Instead of dipping my fritters into the remoulade provided, I tried her salad dressing. Oh my goodness! The waitress had to bring more since I was sopping up all her dressing! The restaurant sources some of its “fresh catch” from the freshwater lakes that surround the community. More standard dishes like burgers, salads, and steaks are also available. Desserts vary, but Buttermilk Pie is pretty much a staple. Don't question this; just order it! There are also cabins for rent at The Yearling (<https://www.yearlingrestaurant.net/>). Nothing fancy, but a great get-away spot.



Conch Fritters



Sandhill Crane



Buttermilk Pie





Another view from Old Florida Heritage Highway

Also tucked away in the area is the Island Grove Winery Tasting Room. The winery produces blueberries on their Florida plantations. When you taste the wines, you'll be surprised to learn that these naturally low in sulfite blueberry wines contain no grape juice or flavorings. If you're paying attention, you may also catch this statistic—Alachua County grows 25% of Florida's blueberry production. Island Grove Winery (<https://www.islandgrovewinecompany.com/>) also creates wines by blending blueberries or other fruits with traditional wines. I especially enjoyed the Backporch Peach, a peach blend with a crisp Chardonnay, and the Crisp Green Apple, which combined apples with Gewürztraminer. The Coastal Blue is a creation of 100% Florida blueberry juices that are barrel-aged for two years. The result is an elegant sipping wine reminiscent of port. Tours of the winery are offered weekdays, but for tastings, you'll want to visit the Tasting House. And trust me, you *want* to taste!



Tasting Time

Festivals – This Area Celebrates Everything!

Alachua County must have a festival every week. They cram in more fun than the law should allow. Coming up on October 2 is the 37th Annual Windsor Zucchini Festival. There are art festivals, plant sales, orchid shows, even a Bat Fest on October 23—just in time for Halloween! And that's just in October!

Other events include Medieval (<http://www.cityofgainesville.org/ParksRecreationCulturalAffairs/ArtsCulture.aspx>) Faire (<http://www.cityofgainesville.org/ParksRecreationCulturalAffairs/ArtsCulture.aspx>), Book Festival (<https://sunshinestatebookfestival.com/>), Spring (<https://kanapaha.org/>) Garden Festival at Kanapaha Botanical Gardens (<https://kanapaha.org/>), Newberry Watermelon (<https://newberrywatermelonfestival.com/>) Festival (<https://newberrywatermelonfestival.com/>), Art (<https://thornebrookvillage.com/event/36th-annual-art-festival-at-thornebrook/>) Festival at Thornebrook (<https://thornebrookvillage.com/event/36th-annual-art-festival-at-thornebrook/>), with over 100 exhibitors in a park-like setting. Get an early start on your Christmas shopping at The Downtown Festival (<https://www.gainesvilledowntownartfest.net/>) and Arts Show (<https://www.gainesvilledowntownartfest.net/>). This annual event sees 240 of the nation's finest artists come together with music and food to kick off the Holiday season. An insider tells me that this is considered a top festival in the nation!

Information about upcoming events and festivals is found in the weekly *What's Good* event guide. You can receive it by email or read it on the website's homepage: www.visitgainesville.com (<http://www.visitgainesville.com>). That website is a one-stop shop for all things Gainesville. You can research places to eat, things to do, and places to stay.

An up to date visitor's guide is easy to request at this link: www.visitgainesville.com/visitor-resources/enews-visitor-guide/ (<http://www.visitgainesville.com/visitor-resources/enews-visitor-guide/>)

Ring in 2022 at Gainesville's Downtown Countdown. The event starts with fireworks at Depot Park, and bands play until midnight at Bo Diddley Plaza. More information is found on Gainesville's (<http://www.cityofgainesville.org/ParksRecreationCulturalAffairs/ArtsCulture.aspx>) Cultural Affairs page (<http://www.cityofgainesville.org/ParksRecreationCulturalAffairs/ArtsCulture.aspx>).

International Food Flavors

Gainesville restaurants range from sushi to Vegetarian to American fusion. There are breweries and coffee shops, and a winery. Visit First Magnitude Brewing (<https://fmbrewing.com/>) Company (<https://fmbrewing.com/>) and taste their craft brews that have received national and international awards. There is indoor and outside seating, events, and food trucks. Just check their web page for schedules.



Comfortable seating and food – what else could you ask for?

Bordering the UF campus, there is a Food Truck “park” with permanent setups. I found a burger truck that serves burgers, sammies, wraps, their unique “Frenchy fries,” and a delicious Citrus and Berry Chicken Salad. The park has a spot for vegan Mexican, too, so everybody's happy! The Adirondack chairs are a comfortable place to enjoy the day while you eat. If you need a nap afterward, there are hammocks at the ready!

As for me? Well, I'll be right here on the swing bed, enjoying the breeze blowing through the veranda...resting up for my next adventure!



Writer Jo Clark settling in for a nap at Herlong Mansion

The Original Florida Tourism Task Force MEMBERS as of 9/23/2021

ALACHUA COUNTY

(\$15,000 - 3 votes)

Vacant

Brian Avery

Lecturer

University of Florida Department of Sport
Management and Director of Engaged Learning
and Outreach

FLG 302 P.O. Box 118208

Gainesville, FL 32611

(w) 352.294.6922

brian@briandavery.com

Ron Gromoll

Visiting Lecturer

University of Florida Department of Tourism,
Hospitality & Event Management

FLG 190A, P.O. Box 118205

Gainesville, FL 32611

(w) 352.294.3064

rgromoll@ufl.edu

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

(w) 904.368.3902

The Honorable Daniel Riddick

Bradford County

Board of County Commissioners

945 North Temple Avenue

Starke, FL 32091

(w) 352.473.7033

(o) 904.966.6327

(f) 352.473.5907

bccriddick@yahoo.com

COLUMBIA COUNTY

(\$8,000 3 votes)

Rod Butler

General Manager

Holiday Inn Hotel and Suites

213 SW Commerce Boulevard

Lake City, FL 32025-1501

(w) 386.487.1080

gm@hilakecityfl.com

Alden Rosner

Sports Marketing Director

Columbia County

Tourist Development Council

P.O. Box 1847

Lake City, FL 32056

(w) 386.719.1453

arosner@columbiacountyfla.com

www.southsidesportscomplex.com

Paula R. Vann

Executive Director

Columbia County

Tourist Development Council

P.O. Box 1847

Lake City, FL 32056

(w) 386.758.1312

pvann@columbiacountyfla.com

www.springsrus.com

DIXIE COUNTY

(\$2,000 - 2 votes)

The Honorable Ryan Fulford

Cross City Councilmember

Town of Cross City

P.O. Box 417

Cross City, FL 32628

(w) 352.498.3306

councilseat3@townofcrosscity.com

Russ McCallister

Suwannee Guides and Outfitters

PO Box 1345

Old Town, FL 32680

(w) 352.542.8331

(h) 352.325.1520

(c) 352.258.0189

russ776@bellsouth.net

www.visitdixie.com

www.suwanneeguides.com

GILCHRIST COUNTY

(\$2,000 - 2 votes)

The Honorable Lee Deen

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

Patricia Watson

Executive Administrative Assistant
City of Trenton
500 North Main Street
Trenton, FL 32693
(w) 352.463.4000
pwatson@trentonflorida.org

HAMILTON COUNTY

(\$2,000 - 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
Monticello, FL 32344
(w) 850.997.5552
info@monticellojeffersonfl.com

David Ward

Monticello-Jefferson County
Tourism Development Council
420 West Washington Street
Monticello, FL 32344
(w) 850.519.5543
dwardpa@embarqmail.com

LAFAYETTE COUNTY

(\$1,000 - 1 vote)

Craig Colton

Suwannee River Rendezvous
828 NE Primrose Road
Mayo, FL 32066
(w) 386.294.2510
craigcolton@suwanneeriverrendezvous.com

LEVY COUNTY

(\$4,000 - 2 votes)

Carol McQueen

9207 Florida Street
Fanning Springs, FL 32693
(h) 352.221.2946
carolmcqueen44@gmail.com

Tisha Whitehurst

Director
Levy County Visitors Bureau
607 South West 1st Avenue
Williston, FL 32696
(w) 352.528.4030
tourism@visitnaturecoast.com

MADISON COUNTY

(\$3,000 - 2 votes)

Jackie Blount

Madison County
Chamber of Commerce & Tourism
182 NW College Loop
Madison, FL 32340
(c) 850.673.1046
jacquelyneblount@yahoo.com

Marlene Squires-Swanson

Madison County
Chamber of Commerce & Tourism
182 NW College Loop
Madison, FL 32340
(w) 850.973.2788
marlene@madisonfl.org

SUWANNEE COUNTY

(\$4,000 - 2 votes)

Charissa Setzer

Marketing Coordinator
Suwannee County
Tourism Development Council
220 Pine Avenue SW
Live Oak, FL 32064
(w) 386.330.2220
(c) 386.688.3871
charissas@suwcountyfl.gov
www.visitsuwannee.com

Teena Peavy
Marketing Director
Spirit of the Suwannee Music Park
3076 95th Drive
Live Oak, Florida 32060
(w) 386.364.1683
teena@musicliveshere.com
www.musicliveshere.com

TAYLOR COUNTY

(\$4,000 - 2 votes)

Dawn Perez, Chair
Executive Director
Taylor County Chamber of Commerce
428 North Jefferson Street
Perry, FL 32347
(w) 850.584.5366
(c) 850.843.0992
taylorchamber@fairpoint.net
www.taylorcountychamber.com

Sandy Beach
20845 Keaton Beach Drive
Perry, FL 32348
850.578.2898
(c) 850.843.1546
sandybeach8431546@gmail.com

UNION COUNTY

(\$1,000 - 1 vote)

Dale Walker
City Manager
City of Lake Butler
200 SW 1st Street
Lake Butler, FL 32054-2016
(w) 386.496.3401
dwalker@cityoflakebutler.com

WAKULLA COUNTY

(\$3,000 - 2 votes)

Natalie Knowles
Procurement and Contract Coordinator
Wakulla County Board of County
Commissioners
3093 Crawfordville Hwy.
Crawfordville, FL 32327
(w) 850.926.0919
nknowles@mywakulla.com
www.visitwakulla.com

Thomas Herndon
Outreach Coordinator
Wakulla County Tourist Development Council
P.O. Box 1263
Crawfordville, FL 32327
(w) 850.745.7713
therndon@mywakulla.com
www.visitwakulla.com

STAFF

Lauren Yeatter
Senior Planner
Visit Natural North Florida
2009 NW 67th Place
Gainesville, FL 32653
(w) 352.955.2200 ext. 113
yeatter@ncfrpc.org
www.visitnaturalnorthflorida.com

Scott R. Koons
Executive Director
Visit Natural North Florida
2009 NW 67th Place
Gainesville, FL 32653
(w) 352.955.2200 ext. 101
koons@ncfrpc.org

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

as of 9/23/2021

VOLUNTEERS, CONSULTANTS AND OTHERS

Donna Creamer - Travel Show Coordinator

Staff Assistant

Gilchrist County Tourist Development Council

209 SE 1st Street

Trenton, FL 32693

(w) 352.463.3198

(c) 352.210.1827

dcreamer@gilchrist.fl.us

www.VisitGilchristCounty.com

Jo Clark - Blogger

319 14th Avenue South

Surfside Beach, SC29575

(c) 843.446.4441

jo@southernexposure.us

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>VIRTUAL</u>
March 18:	<u>VIRTUAL</u>
April 15:	<u>VIRTUAL</u>
May 20:	<u>VIRTUAL</u>
June 17:	<u>Cancelled</u>
July 15:	<u>Gilchrist County</u>
August 19:	<u>Levy County</u>
September 23:	<u>Dixie County</u>
October 21:	<u>Lafayette</u>
November 18:	<u>Alachua County</u>
December 16:	<u>Alachua County (Council Office)</u>

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

