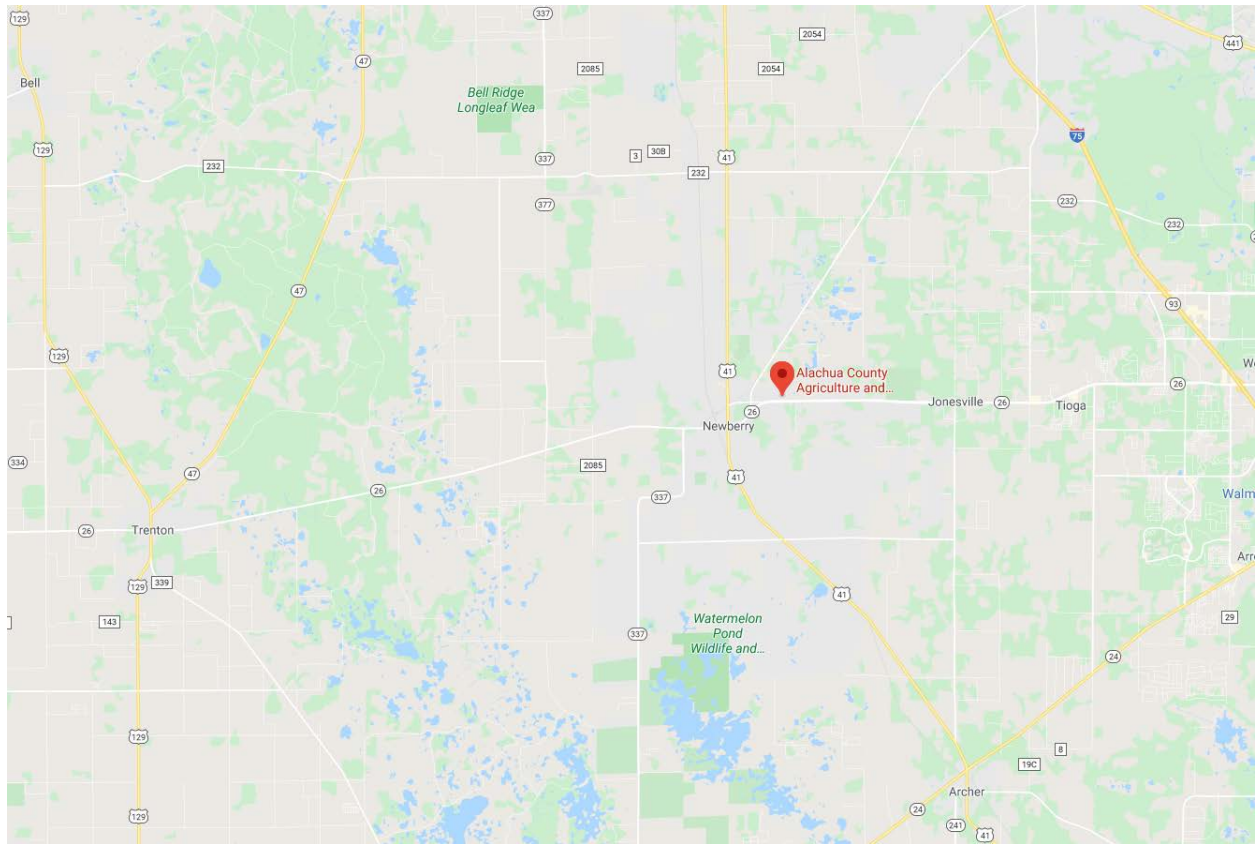




## MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **November 18, 2021**. The meeting will be held at **Alachua County Agriculture and Equestrian Center, 23100 West Newberry Road, Newberry, Florida**, beginning at **10:00 a.m.**



**Alachua County Agriculture and Equestrian Center**  
**23100 West Newberry Road,**  
**Newberry, FL 32669**

*The Original Florida*

*Visit Natural*  
**NORTH FLORIDA**

**TOURISM TASK FORCE  
Meeting Agenda**

**Alachua County Agriculture and Equestrian Center  
23100 West Newberry Road, Newberry, FL  
Alachua County**

**November 18, 2021  
Thursday, 10:00 a.m.**

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I. Call to Order, Introductions	
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III. Approval of October 21, 2021 Meeting Minutes	5
IV. Old Business	
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- 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 January 20, 2022 at a location to be determined.

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

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

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

MEMBERS PRESENT

Will Sexton, Bradford County, Vice-Chair  
Ryan Fulford, Dixie County  
Patricia Watson, Gilchrist County  
Katrina Richardson, Jefferson County  
Craig Colton, Lafayette County, Chair  
Jackie Blount, Madison County  
Charissa Setzer, Suwannee County  
Thomas Herndon, Wakulla County  
Dale Walker, Union County

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

Brian Avery, Alachua County  
Ron Gromoll, Alachua County  
Daniel Riddick, Bradford County  
Rod Butler, Columbia County  
Alden Rosner, Columbia County  
Paula Vann, Columbia County  
Russ McCallister, Dixie County  
Lee Deen, Gilchrist County  
David Ward, Jefferson County  
Carol McQueen, Levy County  
Tisha Whitehurst, Levy County  
Marlene Squires-Swanson, Madison County  
Teena Peavey, Suwannee County, Treasurer  
Sandy Beach, Taylor County  
Dawn Perez, Taylor County  
Natalie Knowles, Wakulla County

OTHERS PRESENT

Donna Creamer, Travel Show Coordinator  
Brenna Dacks, VISIT FLORIDA

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Craig Colton called the meeting to order at 10:04 a.m.

II. APPROVAL OF THE AGENDA

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

**ACTION:** Patricia Watson moved and Katrina Richardson seconded to approve the meeting agenda as presented. The motion passed unanimously.

### III. APPROVAL OF THE SEPTEMBER 23, 2021 MINUTES

Chair Colton asked for approval of the September 23, 2021 meeting minutes.

**ACTION: Dale Walker moved and Patricia Watson seconded to approve the September 23, 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) August 31, 2021

**ACTION: Dale Walker moved and Charissa Setzer seconded to approve the August 31, 2021 monthly financial report as presented. The motion passed unanimously.**

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

##### 1. Website

##### 2. e-Newsletter

##### 3. Website Blogs

**ACTION: Patricia Watson moved and Katrina Richardson seconded to add Columbia County and Hamilton County to blogger Jo Clark's schedule, and to pay for the additional blogs with Task Force funds. The motion passed unanimously.**

##### 4. Marketing Materials

##### 5. Domestic Travel Shows

Chair Colton and Thomas Herndon discussed attendance and participation at the Atlanta Travel and Adventure Show.

Donna Creamer, Travel Show Coordinator, discussed future travel shows.

##### 6. Advertising Campaign

##### 7. Brochure Distribution

##### 8. Scholarships

##### 9. Professional Organization Memberships

#### C. VISIT FLORIDA -

##### 1. Monthly Report

Brenna Dacks presented the VISIT FLORIDA monthly report.

D. Staff Items - None

E. Other Old Business

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

F. 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., November 18, 2021 to be held in Alachua County at the Alachua County Agriculture and Equestrian Center.

**The meeting adjourned at 11:47 a.m.**

\_\_\_\_\_  
Craig Colton, Chair

11/18/21  
Date

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



1:35 PM

11/10/21

Accrual Basis

## The Original Florida Tourism Task Force

## Balance Sheet

As of September 30, 2021

	Sep 30, 21
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	142,035.65
Total Checking/Savings	142,035.65
Accounts Receivable	
Accounts Receivable	15,938.85
Total Accounts Receivable	15,938.85
Other Current Assets	
Prepaid Expense	439.00
Prepaid Registration Fees	3,195.00
Total Other Current Assets	3,634.00
Total Current Assets	161,608.50
<b>TOTAL ASSETS</b>	<b>161,608.50</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	6,850.00
Total Accounts Payable	6,850.00
Total Current Liabilities	6,850.00
Total Liabilities	6,850.00
Equity	
Unrestricted Earnings	123,234.74
Net Income	31,523.76
Total Equity	154,758.50
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>161,608.50</b>



1:34 PM

11/10/21

Accrual Basis

# The Original Florida Tourism Task Force

## Profit & Loss

September 2021

	Sep 21
Income	
FDEO-Regional Dev. Grant 20/21	7,356.92
Total Income	7,356.92
Gross Profit	7,356.92
Expense	
Bank Charges	18.10
Marketing	
Collateral Materials	
e-newsletter	631.92
Total Collateral Materials	631.92
Website	
Bloggers Fees	850.00
Total Website	850.00
Total Marketing	1,481.92
NCFRPC Contractual Services	5,000.00
Total Expense	6,500.02
Net Income	856.90



7:37 PM

10/11/21

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 09/30/2021**

---

	<u>Sep 30, 21</u>
Beginning Balance	148,936.01
Cleared Transactions	
Checks and Payments - 4 items	-6,698.29
Deposits and Credits - 1 item	594.00
Total Cleared Transactions	<u>-6,104.29</u>
Cleared Balance	<u>142,831.72</u>
Uncleared Transactions	
Checks and Payments - 1 item	<u>-796.07</u>
Total Uncleared Transactions	<u>-796.07</u>
Register Balance as of 09/30/2021	<u>142,035.65</u>
New Transactions	
Checks and Payments - 1 item	<u>-850.00</u>
Total New Transactions	<u>-850.00</u>
Ending Balance	<u>141,185.65</u>

7:37 PM

10/11/21

**The Original Florida Tourism Task Force**  
**Reconciliation Detail**  
**Cash in Bank - Capital City, Period Ending 09/30/2021**

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						148,936.01
<b>Cleared Transactions</b>						
<b>Checks and Payments - 4 items</b>						
Bill Pmt -Check	07/15/2021	1562	Gromoll, Ron	X	-687.68	-687.68
Check	09/20/2021		Capital City Bank	X	-18.10	-705.78
Bill Pmt -Check	09/23/2021	1568	NCFRPC	X	-5,000.00	-5,705.78
Bill Pmt -Check	09/23/2021	1567	Koons, Scott	X	-992.51	-6,698.29
<b>Total Checks and Payments</b>					-6,698.29	-6,698.29
<b>Deposits and Credits - 1 item</b>						
Deposit	09/27/2021			X	594.00	594.00
<b>Total Deposits and Credits</b>					594.00	594.00
<b>Total Cleared Transactions</b>					-6,104.29	-6,104.29
<b>Cleared Balance</b>					-6,104.29	142,831.72
<b>Uncleared Transactions</b>						
<b>Checks and Payments - 1 item</b>						
Bill Pmt -Check	08/17/2021	1566	Colton, Craig		-796.07	-796.07
<b>Total Checks and Payments</b>					-796.07	-796.07
<b>Total Uncleared Transactions</b>					-796.07	-796.07
<b>Register Balance as of 09/30/2021</b>					-6,900.36	142,035.65
<b>New Transactions</b>						
<b>Checks and Payments - 1 item</b>						
Bill Pmt -Check	10/07/2021	1569	Peggy James Clark		-850.00	-850.00
<b>Total Checks and Payments</b>					-850.00	-850.00
<b>Total New Transactions</b>					-850.00	-850.00
<b>Ending Balance</b>					<b>-7,750.36</b>	<b>141,185.65</b>



P.O. Box 900  
Tallahassee, FL 32302

ACCOUNT STATEMENT

00003133 FCC31545100121072410 01 000000000  
THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PL  
GAINESVILLE FL 32653-1603

Date 9/30/21  
Primary Account

Page 1  
XXXXXXXX2204

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](http://www.ccbg.com/careers) EEO: Disabled Veterans & Drug Free workplace

CHECKING ACCOUNT

EVERYDAY CHECKING FOR BUSINESS

Account Number XXXXXX2204  
Previous Balance 148,936.01  
1 Deposits/Credits 594.00  
4 Checks/Debits 6,698.29  
Service Charges .00  
Interest Paid .00  
Ending Balance 142,831.72

Images 4  
Statement Dates 9/01/21 thru 9/30/21  
Days in this Statement Period 30  
Avg Ledger Balance 147,794.36  
Avg Collected Balance 147,774.56

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
9/27	Deposit	594.00

OTHER DEBITS

Date	Description	Amount
9/20	Account Analysis Charge	18.10-

RECEIVED

OCT 06 2021

NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL



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

Date 9/30/21  
Primary Account

Page 2  
XXXXXXX2204

EVERYDAY CHECKING FOR BUSINESS

XXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER				
Date	Check No	Amount	Date	Check No
9/10	1562	687.68	9/27	1568
9/29	1567*	992.51		

\* Denotes missing check numbers

Amount  
5,000.00

DAILY BALANCE INFORMATION			
Date	Balance	Date	Balance
9/01	148,936.01	9/20	148,230.23
9/10	148,248.33	9/27	143,824.23

Balance  
142,831.72

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

00003133-0004658-0002-0003-FCC31545100121072410-01-L



DEPOSIT SLIP

THE ORIGINAL FLORIDA TOWNSHIP REFERENC  
3000 N.W. 67th PLACE  
GAINESVILLE, FLORIDA 32609-4300  
726.665.3300

Capital City Bank

1567

9/23/2021

ORDER FOR Scott R. Koons

Nine Hundred Ninety-Two and 59/100

Scott R. Koons  
3210 NW 50th Terrace  
Gainesville, FL 32609-4300

\$992.51

DOLLARS

MEMO

09/27/2021 \$594.00

0001567 0063100688 0224792204

THE ORIGINAL FLORIDA TOWNSHIP REFERENC  
3000 N.W. 67th PLACE  
GAINESVILLE, FLORIDA 32609-4300  
726.665.3300

Capital City Bank

1562

7/15/2021

ORDER FOR Ron Grumet

Six Hundred Eighty-Seven and 68/100

Ron Grumet  
Alachua County Parks and Rec Dept  
32 SE 1st Street, 2nd Floor  
Gainesville, FL 32605-6626

\$687.68

DOLLARS

MEMO

09/10/2021 \$687.68

0001562 0063100688 0224792204

THE ORIGINAL FLORIDA TOWNSHIP REFERENC  
3000 N.W. 67th PLACE  
GAINESVILLE, FLORIDA 32609-4300  
726.665.3300

Capital City Bank

1567

9/23/2021

ORDER FOR Scott R. Koons

Nine Hundred Ninety-Two and 59/100

Scott R. Koons  
3210 NW 50th Terrace  
Gainesville, FL 32609-4300

\$992.51

DOLLARS

MEMO

09/29/2021 \$992.51

0001567 0063100688 0224792204

THE ORIGINAL FLORIDA TOWNSHIP REFERENC  
3000 N.W. 67th PLACE  
GAINESVILLE, FLORIDA 32609-4300  
726.665.3300

Capital City Bank

1568

9/23/2021

ORDER FOR N. Central Fl. Regional Planning Council

Five Thousand and 00/100

N. Central Fl. Regional Planning Council  
2009 NW 67th Place  
Gainesville, FL 32653-1800

\$5,000.00

DOLLARS

MEMO

09/27/2021 \$5,000.00

0001568 0063100688 0224792204





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



1562

63 68/631

7/15/2021

PAY TO THE ORDER OF

Ron Gromoll

\$ \*\*687.68

Six Hundred Eighty-Seven and 68/100 DOLLARS

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

7/15/21



SSRK

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HOT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈001562⑈ ⑆063100688⑆

0224792204⑈

ENDORSE HERE

Post only

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For Deposit Only JPMC



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

Security Features

1. Paper

2. Watermark

3. Microprint

4. Color

5. Fluorescence

6. Security Thread

7. Hologram

8. Magnetic Ink

9. Laser

10. UV

11. IR

12. Other

Amount: \$-687.68  
Statement Description: Check  
Check Number: 1562  
Posted Date: 9/10/2021  
Type: Debit  
Status: Posted



**Capital City Bank** 11/1/2021 2:04 PM

**Visit Natural North Florida**

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

**Capital City Bank**

63-68/631

9/23/2021

1567

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

PAY TO THE ORDER OF **Scott R. Koons** \$\*\*992.51

Nine Hundred Ninety-Two and 51/100 \*\*\*\*\* DOLLARS

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

MEMO

TRUV WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈001567⑈ ⑈063100688⑈ 0224792204⑈

**Security Features:**

**Hologram**

**Heat Sensitive Ink**

**True Watermark**

**Visible Fibers**

**Chemically Sensitive Paper**

**Chemical Wash Detection Area**

**Registration**

**High Resolution Warning Band**

**Tomlinson Adhesion Process**

**Anti-Copy Technology**

**Laid Line Back Pattern**

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**HC-5**

- Multi-dimensional foil seal used to check stock. Cannot be photocopied.
- Hot red image with fingers or breaths on it. The image will fade and reappear.
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- Visible fibers embedded in the paper.
- Fibers in paper visible under ultraviolet light.
- Stains or spots may appear if chemical alteration attempts are made.
- "MP" Stamp type in check border appears in dotted lines when opened.
- Text in the warning band is clearly legible. From the border and across the entire length of the copy.
- Check copy is not the same as the original. The copy is a poor quality reproduction of the original.
- Document with technology to prevent reproduction of the document.
- Document with technology to prevent reproduction of the document.

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1500509287

Amount: \$-992.51  
Statement Description: Check  
Check Number: 1567  
Posted Date: 9/29/2021  
Type: Debit  
Status: Posted



**Scott R. Koons**

# INVOICE

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

**DATE:** January 11, 2021  
**INVOICE #** 40  
**FOR:** Mailchimp 2020

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

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

83011

DESCRIPTION	AMOUNT
12/30/2020 - 10,000 Contacts	\$ 31.60
1/11/2021 - 10,000 Contacts	78.99
<b>TOTAL</b>	<b>\$ 110.59</b>

**THANK YOU!**



**Scott R. Koons**

# INVOICE

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

**DATE:** July 1, 2021  
**INVOICE #** 41  
**FOR:** Ride With GPS  
Membership 21-22

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

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

8206

DESCRIPTION	AMOUNT
Ride With GPS Club Membership 7/1/21 - 6/30/22	\$ 250.00
<b>TOTAL</b>	<b>\$ 250.00</b>

**THANK YOU!**



# INVOICE

**DATE:** September 11, 2021  
**INVOICE #** 42  
**FOR:** *Mailchimp 2021*

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

8206

**THANK YOU!**





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



1568

9/23/2021

PAY TO THE  
ORDER OF

N. Central Fl. Regional Planning Council

**\$\*\*5,000.00**

Five Thousand and 00/100

DOLLARS

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



MEMO

11001568 1:063100688:

0224792204

[illegible]

FOR DEPOSIT ONLY  
NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL  
CHECK HERE AFTER 02/23/2011 DATE  
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DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE  
RESERVED FOR FINANCIAL INSTITUTION USE  
272021 094001001124620 > 002100888<

Amount: \$-5,000.00  
Statement Description: Check  
Check Number: 1568  
Posted Date: 9/27/2021  
Type: Debit  
Status: Posted



# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

As of September 30, 2021

(These financial statements are unaudited)

	Budget	September 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	7,356.92	14,742.69	(31,157.31)
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)
<b>Total Income</b>	<b>276,100.00</b>	<b>7,356.92</b>	<b>177,488.77</b>	<b>(98,611.23)</b>
<b>Expenses</b>				
<b>Marketing</b>				
<b>Planning</b>				
VisaVues Domestic & International Editions	0.00	0.00	5,060.00	5,060.00
<b>Total Planning</b>	<b>0.00</b>	<b>0.00</b>	<b>5,060.00</b>	<b>5,060.00</b>
<b>Collateral Materials</b>				
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
<b>Total Collateral Materials</b>	<b>3,000.00</b>	<b>0.00</b>	<b>17,080.00</b>	<b>14,080.00</b>
<b>Website</b>				
Website Blogs	5,100.00	850.00	2,125.00	(2,975.00)
Web Hosting & Maintenance Services	6,000.00	0.00	6,000.00	0.00
<b>Total Website</b>	<b>11,100.00</b>	<b>850.00</b>	<b>8,125.00</b>	<b>(2,975.00)</b>
<b>Trade Shows</b>				
Whistles & Other Promotional Items	5,000.00	0.00	0.00	(5,000.00)
Popup and/or Cloth Displays - VF In-Kind	3,000.00	0.00	0.00	(3,000.00)
Welcome Center Rack Space - VF In-Kind	800.00	0.00	0.00	(800.00)
Adventure Travel Training 4 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)
<b>Total Trade Shows</b>	<b>90,300.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(90,300.00)</b>

**The Original Florida Tourism Task Force**  
**Income and Expenses - Budget vs. Actual**  
**As of September 30, 2021**

(These financial statements are unaudited)

	<b>Budget</b>	<b>September 2021</b>	<b>Year to Date</b>	<b>Over/(Under) Budget</b>
<b>Advertising</b>				
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	631.92	1,631.92	(4,868.08)
Go! Adventure Planning Guide Virtual	0.00	0.00	442.10	442.10
<b>Total Advertising</b>	<b>84,000.00</b>	<b>631.92</b>	<b>70,355.10</b>	<b>(13,644.90)</b>
<b>Total Marketing Expenses</b>	<b>188,400.00</b>	<b>1,481.92</b>	<b>100,620.10</b>	<b>(87,779.90)</b>
<b>Administration</b>				
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	1,875.00	5,625.00	0.00
NCFRPC - Admin Program Fees	23,750.00	3,125.00	9,375.00	(14,375.00)
Bank Charges	200.00	18.10	224.30	24.30
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	0.00	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)
<b>Total Administration</b>	<b>38,700.00</b>	<b>5,018.10</b>	<b>18,849.55</b>	<b>(19,850.45)</b>
<b>Memberships</b>				
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)
<b>Total Memberships</b>	<b>1,500.00</b>	<b>0.00</b>	<b>1,130.00</b>	<b>(370.00)</b>
<b>Professional Enhancement</b>				
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)
<b>Total Professional Enhancement</b>	<b>22,900.00</b>	<b>0.00</b>	<b>5,255.77</b>	<b>(17,644.23)</b>

# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

### As of September 30, 2021

(These financial statements are unaudited)

	Budget	September 2021	Year to Date	Over/(Under) Budget
<b>Internships</b>				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
<b>Total Internships</b>	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,500.00)</u>
<b>Retained Reserves</b>				
Retained Reserves	12,100.00	0.00	0.00	(12,100.00)
<b>Total Retained Reserves</b>	<u>12,100.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,100.00)</u>
<b>Total NonMarketing Expenses</b>	<u>87,700.00</u>	<u>5,018.10</u>	<u>25,235.32</u>	<u>(62,464.68)</u>
<b>Total Expenses</b>	<u>276,100.00</u>	<u>6,500.02</u>	<u>125,855.42</u>	<u>(150,244.58)</u>
<b>Net Income</b>	<u>0.00</u>	<u>856.90</u>	<u>51,633.35</u>	<u>51,633.35</u>



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

Amended 11/18/2021

<b><i>Revenues</i></b>	<b>Total</b>
<b><i>Cooperative Regional Marketing Program Fees:</i></b>	
Alachua County	\$15,000
Bradford County	\$3,000
Columbia County	\$0
Dixie County	\$3,000
Gilchrist County	\$3,000
Hamilton County	\$0
Jefferson County	\$2,000
Lafayette County	\$1,000
Levy County	\$6,000
Madison County	\$3,000
Suwannee County	\$4,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$3,000
<b>Subtotal</b>	<b>\$48,000</b>
<b><i>Additional Revenue:</i></b>	
Department of Economic Opportunity Rural Development Grant, FY 2019-20	\$99,100
Department of Economic Opportunity Rural Development Grant, FY 2020-21	\$14,700
VISIT FLORIDA FY 2020-21 Rural Area of Opportunity Grant - Cash	\$0
<b>Subtotal - Cash</b>	<b>\$113,800</b>
<b>TOTAL REVENUES - CASH</b>	<b>\$161,800</b>
VISIT FLORIDA FY 2020-21 Rural Area of Opportunity Grant - In-Kind	\$48,200
<b>TOTAL REVENUES - CASH AND IN-KIND</b>	<b>\$210,000</b>
<b><i>Expenditures</i></b>	
Adventure Elevate Networking Conference	\$0
Bank Charges	\$300
Governor's Conference on Tourism	\$0
Legal Advertising	\$0
Legal Expenses	\$100
(1) Marketing Program for FY 2020-21 (less in-kind)	\$101,700
(2) Memberships	\$1,500
Miscellaneous	\$500
North Central Florida Regional Planning Council - Admin/Internships	\$21,200
Postage Expenses	\$0
Service Fee - VISIT FLORIDA Travel Show Program	\$0
Southeast Tourism Society Marketing College	\$5,200
Telephone	\$0
Unrestricted Reserve Fund - Contribution	\$31,300
<b>TOTAL EXPENDITURES - CASH</b>	<b>\$161,800</b>
(1) Marketing Program for FY 2020-21 - In-Kind	\$48,200
<b>TOTAL EXPENDITURES - CASH AND IN-KIND</b>	<b>\$210,000</b>
<b><i>Reserve Funds</i></b>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$154,000
<b>TOTAL RESERVE FUNDS</b>	<b>\$154,000</b>

(1) See Marketing Budget Detail

(2) See Memberships Detail



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

Amended 11/18/2021

**Planning:**

VisaVues Domestic and International Editions	\$5,100
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**Collateral Material:**

2019-20 Revise and Print Ultimate Bicycle Guide	\$0
2020-21 Design and Print Collateral Material	\$17,100

**Website:**

2019-20 Website Blogs - 15 Blogs	\$1,275
2020-21 Website Hosting & Maintenance	\$6,000
2020-21 New Topic-Centered Pages (3 Pages)	\$0
2020-21 Website Blogs - 60 Blogs	\$850
2020-21 Website Town Blogs - 15 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 2020-21 - Houston RV Show	\$0
DEO 2020-21 - Philadelphia Travel & Adventure Show	\$0
DEO 2020-21 - Atlanta Travel & Adventure Show	\$0
DEO 2020-21 - Bike Expo New York	\$0
DEO 2020-21 - Georgia RV & Camper Show	\$0
Gol Adventure Planning Guide Virtual Exhibit	\$475
Adventure Travel Training - 4 Days (In-kind)	\$0
Consumer Public Relations/Influencer Trips (In-kind)	\$0

**Advertising:**

2019-20 Brochure Distribution	\$0
2019-20 Digital Advertising Campaign	\$48,200
2019-20 Florida Vacation Planner Print Advertisement	\$8,300
2019-20 Digital Retargeting Campaign	\$0
2020-21 Digital Advertising Campaign	\$0
2020-21 Digital Facebook Advertising Campaign (In-kind)	\$48,200
2020-21 Florida Transportation Map Print Advertisement	\$9,000
2020-21 Florida Vacation Planner Co-op Print Advertisement	\$0
2020-21 Florida Travel & Lifestyles	\$2,700
Quarterly eNewsletters	\$2,700
<b>Total Marketing Expenditure</b>	<b>\$149,900</b>

**Administration**

North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2019-20	\$0
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2020-21	\$5,625
North Central Florida Regional Planning Council - Regional Marketing Program Fees FY 2020-21	\$15,575
<b>Bank Charges</b>	<b>\$300</b>
Legal Advertising	\$0
<b>Legal Expenses</b>	<b>\$100</b>
Other Administrative Expenses/Miscellaneous	\$500
Postage	\$0
Service Fee - VISIT FLORIDA Travel Show Program & DEO	\$0
Telephone	\$0

**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	\$5,200
Governor's Tourism Conference - 1	\$0
Adventure Elevate Networking Conference	\$0
Adventure Elevate Networking Conference (In-kind)	\$0

**Internships**

Harvey Campbell Memorial Internship	\$0
Dean Fowler Internship	\$0

**Retained Reserves**

Unrestricted Reserve Fund	\$31,300
<b>Total Non-Marketing Expenditure</b>	<b>\$60,100</b>
<b>Total Expenditure</b>	<b>\$210,000</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 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](http://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](http://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:

<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>
<b>Maintain, host and operate website in accordance with Scope of Work 2.1</b>	Grantee must provide ongoing website hosting and operation. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of agreement with vendor;</li> <li>• Invoice from provider detailing work completed;</li> <li>• Copy of website analytics.</li> <li>• Proof of payment</li> </ul>	Failure to maintain, host, and operate website as specified in Scope of Work 2.1 will result in non-payment.
<b>Deliverable No. 2 – Electronic Newsletters</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Distribute Electronic Newsletters in accordance with Scope of Work 2.2</b>	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. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Include DEO Agreement Manager on electronic newsletter distribution list</li> <li>• Copy of invoice;</li> <li>• Proof of payment.</li> </ul>	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.

<b>Deliverable No. 3 – Website Blogs</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Post blogs on Grantee's website in accordance with Scope of Work 2.3</b>	Post a minimum of one (1) blog on Grantee's website. <b>Required Documentation:</b> <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 for if necessary</li> <li>• Invoice from blogger</li> <li>• Proof of payment</li> </ul>	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.
<b>Deliverable No. 4 Exhibit at domestic travel shows</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Exhibit at domestic travel shows in accordance with Scope of Work 2.4</b>	Grantee must exhibit at a minimum of one (1) domestic travel show. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Schedule for each show exhibited</li> <li>• Copies of completed registrations 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>	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.
<b>Deliverable No. 5 – Advertising</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Conduct advertising campaign in accordance with Scope of Work 2.5</b>	Grantee must place a minimum of one (1) digital or print media advertisement. <b>Required Documentation:</b> <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 Scope of Work 2.5 will result in non-payment
<b>Deliverable No. 6 – Literature Distribution</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Distribute literature in accordance with Scope of Work 2.6</b>	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. <b>Required Documentation:</b> <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 two thousand (2,000) pieces of literature as specified in Scope of Work 2.6 will result in non-payment.
<b>Deliverable No. 7 – Professional enhancement scholarships</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>

<b>Professional enhancement scholarships in accordance with Scope of Work 2.7</b>	Grantee must provide one (1) professional enhancement scholarship. <b>Required documentation:</b> <ul style="list-style-type: none"> <li>• Completed event registration forms</li> <li>• Invoice for registration fee</li> <li>• Agenda 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 Scope of Work 2.7 will result in non-payment.
<b>Deliverable No. 8 – Maintain memberships in professional organizations</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Maintain memberships in or join professional organizations in accordance with Scope of Work 2.8</b>	Grantee must maintain membership in one (1) professional organization. <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 Scope of Work 2.8 will result in non-payment.
<b>Total Costs Not to Exceed \$50,000.00</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, 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

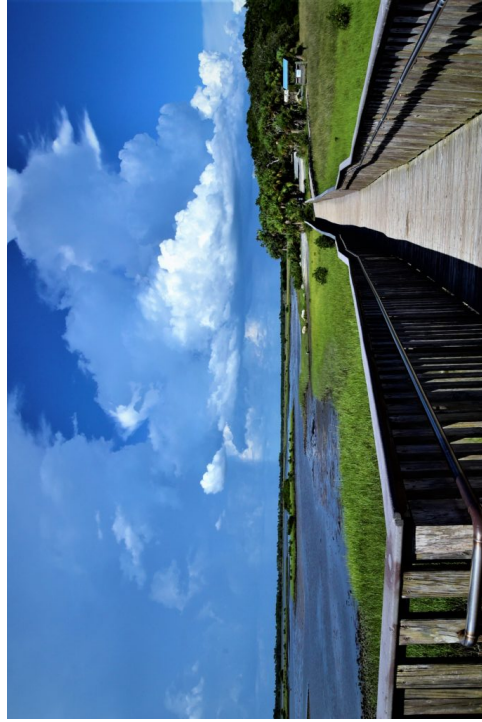
Cost Estimates	Deliverable
9/10/2020	
\$6,000.00	Website Hosting & Maintenance
\$0.00	VISIT FLORIDA Retargeting Campaign
\$5,100.00	Website Blogs
\$0.00	Town Blogs
\$0.00	Design and Print Collateral Material
\$7,500.00	Domestic Travel Shows (1 show)
\$9,000.00	Print Advertising (Florida Transportation 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

### THE 25 BEST THINGS TO DO IN LEVY COUNTY ([HTTPS://WWW.NATURALNORTHFLORIDA.COM/BLOG/THE-25-BEST-THINGS-TO-DO-IN-LEVY-COUNTY/](https://www.naturalnorthflorida.com/blog/the-25-best-things-to-do-in-levy-county/))

Posted on October 29, 2021 (<https://www.naturalnorthflorida.com/blog/the-25-best-things-to-do-in-levy-county/>) by Jo Clark  
(<https://www.naturalnorthflorida.com/blog/author/clark/>)



Boardwalk over the swamp at Lower Suwannee National Wildlife Refuge

Levy County, Florida, is a master at hidden jewels. There are small towns in this county that people tend to speed through on the way somewhere else—missing out on some of the best things Florida has to offer. Slow down, stop a while, and ask a local where to go. But, please...ssshhhhh... let's keep it quiet!

The Sierra Club got its start here in 1867, when John Muir walked 1,000 miles from Indiana to Florida. He stayed to recover from malaria and began writing about man's relationship with nature.

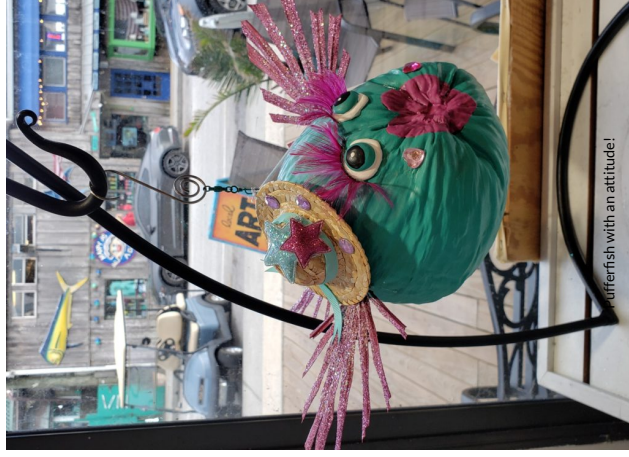


Jo Clark enjoying the street mural "postcard" in Cedar Key

#### 1. Cedar Key

Cedar Key is an island just 50 miles southwest of Gainesville, and less than three hours from Orlando or Tampa Bay. One way in and one way out, Highway 24 cuts through marshes and crosses small bridges with picturesque views, until you are sitting three miles out in the Gulf of Mexico.

A fishing community, Cedar Key (<https://cedarkey.org/>) is home to 800 full-time residents. In this village, you will enjoy a simpler way of life—enjoy this chance to "unplug."



Unleash your attitude!



Local fishing scene





## 2. Art

Cedar Key has become known as quite the art colony. Many artists live there year-round, and some just during the season. Several galleries display their work. I have to say my favorite is Island Arts on Dock Street (since I arrived in time for their unofficial artist's happy hour and enjoyed a glass of wine while I shopped.) Thanks for welcoming me with open arms (and bottles), ladies!



One part of the Cedar Key Museum

## 3. History Lessons

Cedar Key has such a rich history it takes two museums to tell the town's story. The Cedar Key Historical Museum (<https://cedarkeyhistory.org/>) and the Cedar Key Museum State Park (<https://www.floridastateparks.org/parks-and-trails/cedar-key-museum-state-park>). The museums tell of the locally plentiful cedar trees used for pencils until they were

decimated in just three years. Area residents then turned to oystering, but again, they depleted the supply. The Hurricane of 1896 hit with a 10.5-foot storm surge that nearly leveled Cedar Key.



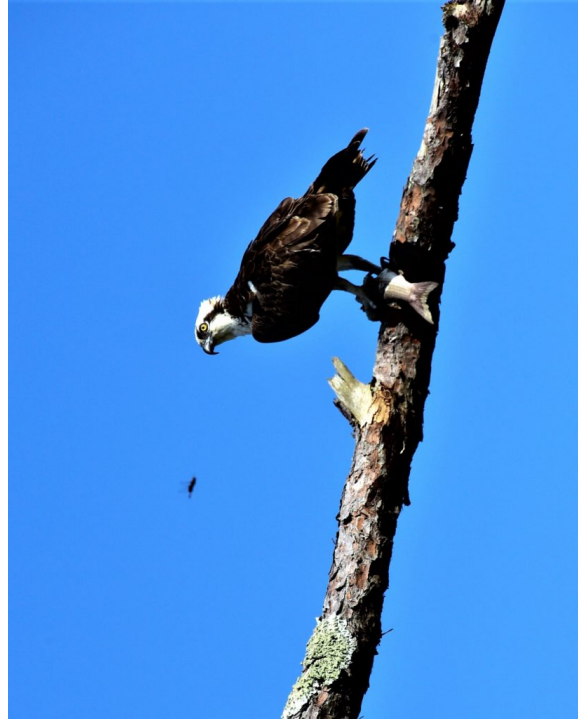
Examples of palmetto fiber brushes (they are for sale)

Rebuilding, by 1910, residents were using palm tree fibers to make brooms and brushes. Today, tourism and farm-raised clams are the breadwinners. Seashells and native American artifacts tell the story of Cedar Key's early days in a restored 1920s home at the State Park. I can promise you will enjoy your history lesson!



#### 4. Kayaking

Visitors can rent kayaks, paddleboards, and boats at five locations in Cedar Key. Spend a day on the water, birding, or looking for shells. Just paddling around with the breeze in your hair is guaranteed to put a smile on your face.



Osprey with fish dinner, being dive-bombed by a brave dragonfly

#### 5. Birding

Birding is a popular pastime year-round, but the winter migration happens from November to March. The area salt marshes attract birds, especially shorebirds and birds of prey. The Great Florida Birding Trail (<https://floridabirdingtrail.com/trail/trail-sections/west-section/>) passes through the Lower Suwannee National Wildlife Refuge ([https://www.fws.gov/refuge/lower\\_suwannee/](https://www.fws.gov/refuge/lower_suwannee/)).

While you are in the area, be sure to make one more stop...



Shells that make up the shell mound, mostly oysters

## 6. Shell Mound

Found on the road to the Lower Suwannee National Wildlife Refuge, the Indian Shell Mound (<https://www.visitflorida.com/listing/shell-mound-archaeological-site/21865/>) is worth the time to make the half-mile walk. The mound was built up by natives between 1,800 and 400 years ago and reaches 28 feet in height, covering 5 acres! I love oysters and clams—but this is a lot of shells! However, native inhabitants would have been at the mercy of rising seas without building the massive ridge.

There is a longer hike, a mile meandering beside Dennis Creek. **Pro Tip:** double up on the bug spray; they are persistent and apparently starved for the blood of unsuspecting tourists!



Anglers try their luck on the Cedar Key Pier

## 7. Swimming and Fishing

Ok, on the surface, these don't seem to be related. But to enjoy swimming or fishing you need to visit the out-islands—and that requires a ferry. The Island Tours (<https://www.cedarkeyboatrentalsandislandtours.com/>) and Tidewater Tours (<https://www.tidewatertours.com/>) are available for trips to the clear water and sandy beaches at Atsena Otie Key or Seahorse Key. To find a fishing guide, you only have to look for the brochure, *Levy County's Fabulous Fishing Guides*, and you will have 28 from which to choose! You can also get the most current information at Levy County's website (<https://visitnaturecoast.com/>). Gulf or river fishing—they've got you covered!

Of course, in the afternoon there are anglers trying their luck on the fishing pier. It is fun to watch, even if you don't have a rod.



Seahorse Key Light

## 8. Seahorse Key Light

The island's shape is said to resemble a seahorse, and the lighthouse (<https://www.lighthousefriends.com/light.asp?ID=595>) was constructed in 1854. The house is a 70-foot square dwelling, with a spiral staircase to the lantern room. On top of "The Mound" (52 feet above sea level), the light is visible for 15 miles. This light is on the highest point on Florida's west coast.



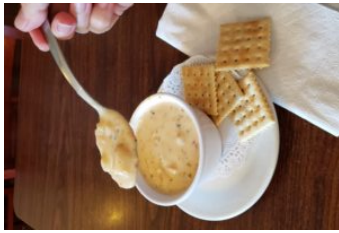
#### 9. The Island Hotel

An icon from 1859, the hotel has been home to celebrities and even a president. Local writer Pearl Buck, John D. MacDonald, and President Grover Cleveland have all stayed in The Island Hotel (<https://www.islandhotel-cedarkey.com/>), as has Jimmy Buffett. Buffett even held impromptu serenades from his balcony. The building not only survived the Civil War but hurricanes and even attempted arson (by a desperate bankrupt owner!) The hotel has period-decorated rooms that let you step back in time, but with only ten rooms, they fill up fast. They advertise, "It's the perfect location for your next Florida vacation." They just may be right!

You won't find chain hotels here. What you will find in Cedar Key are locally owned places and plenty of individual houses. The Harbour Master Suites (<https://www.cedarkeyharbourmaster.com/>) are the southernmost locale in Cedar Key - right over the Gulf of Mexico. They also have sister properties, improving your chance of getting a room. I stayed in an upper-level house, with a porch ideal for a quiet evening and a glass of Florida's Blueberry Wine.

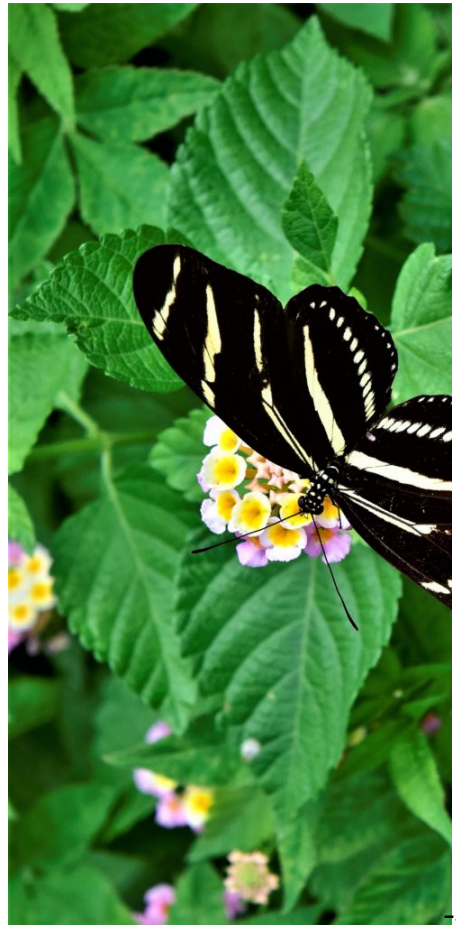
#### 10. Award-winning Chowder

Famous for local clams, Cedar Key is home to Tony's Seafood (<https://www.tonyschowder.com/>) and its three-time World Champion Clam Chowder. Tony's serves Clam Chowder, Lobster Bisque, and many other treats (think Florida Key Limes!) for your tastebuds at lunch and dinner. I couldn't decide, so I had both the Clam and Lobster—only a cup of each... don't judge!



#### 11. Dockside Dining

Eat dinner and enjoy Gulf views at Duncan's on the Gulf (<https://www.duncansotg.com/>) or Steamers Clam Bar (<https://www.steamerscedarkey.com/>) and Grill. The friendly folks here are everywhere. When she saw me drooling from the smell of her pizza, a gracious local passed me a slice of her "Jimmy Frogs Toadally Awesome" Shrimp Pie. Oh, my GOODNESS! It soooo lives up to the name! Trust me, just order one! It was so good I returned the next night for a whole pie, but the clams just called my name... I'm a weak food lover, what can I tell you! I devoured that bowl with a delicious Pinot while I enjoyed the sun setting over the dock.





My dinner at Steamers consisted of a big bowl of clams steamed in white wine and butter. More yumminess! I left there early enough to drive to the island's high point for sunset (another hot tip from a local!) I have to say; it did not disappoint:

#### 12. High Stepping Equine

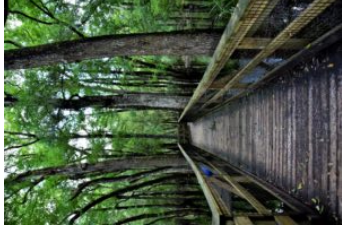
I think every little girl loves horses; I sure did (do)! Levy County is a horse-haven; perfect landscape, ideal weather, and barns alongside camper parking. Black Prong Equestrian Village in Bronson hosts a series of carriage driving competitions ranked by the American Driving Society. Driving Events begin November 17, and the final competition will be held on March 30, 2022. The events will include a dressage festival in February. Spectators are welcome, so check the Black Prong (<https://blackprong.com/>) website for information if you are in the area.

Another claim to fame for Williston was being Foolish Pleasure's home (the 101st Kentucky Derby winner!)

#### 13. Manatee Springs State Park

One of Florida's most picturesque places has to be Manatee Springs (<https://www.floridastateparks.org/parks-and-trails/manatee-springs-state-park>). Florida has over 100 state parks, but everyone says this is one of the best! A beautiful cypress-lined spring with boardwalks and observation decks, Manatee Springs is hidden among the trees. But the secret is out, and summer days and weekends are busy. But if you visit in the off-season, you may have the place to yourself. There is even a gazebo way down on the Suwannee River. If wandering along the water's edge isn't exciting enough for you, rent a bike, kayak, or canoe. The park will even arrange for a rented pontoon.

Manatee Springs has more than eight miles of trails and connects to the 32-mile Nature Coast State Trail. You may want to bring your bicycle!



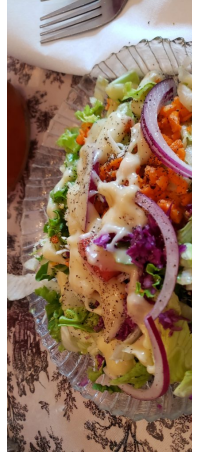
Boardwalk along Manatee Springs

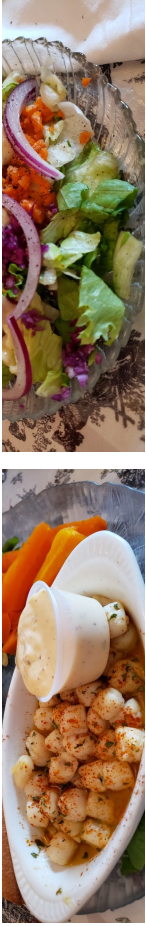


Dr. Willis' 1912 home that is now the Ivy House restaurant

#### 14. Ivy House

Those enticing aromas emanating from a historic home in the heart of Williston are coming from the famous Ivy House (<https://www.ivyhousefl.com/williston-menu>) restaurant. From fried green tomatoes to southern fried cod, you will not leave hungry. Famous among locals for their fried chicken, you will be hard-pressed to pick something else from the menu. The Ivy House has numerous awards and has been listed as one of the "Top 500 Places to Eat in the State of Florida" eight years in a row.





Dessert should not be skipped—you can diet tomorrow! Buttermilk Walnut Pie...just sayin'!! And after you eat, the boutique upstairs may hold just the treasure you need for your vacation souvenir. Owner Marjorie says of herself in her cookbook, *Gracefully Southern*, as a girl, she "loved to wear pretty clothes every day, I still do!" Browsing her selections in the boutique confirms that she hasn't changed a bit! And speaking of pretty clothes, wait till you see the Ladies' room door!

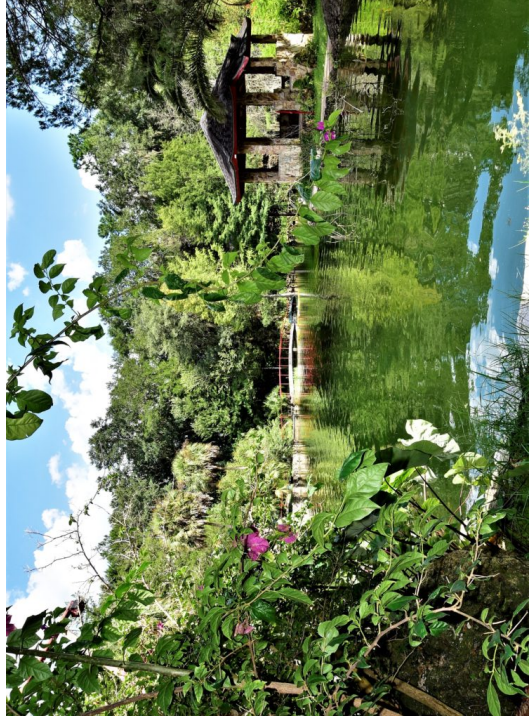
Ivy House is a labor of love. Marjorie Hale was born in Williston, delivered by Dr. Willis (son of the town's namesake.) That same doctor built the Ivy House in 1912. I guess you could say that fried chicken is hereditary. As a teen, she worked for her sister Nettie's restaurant, *The Chick Inn* (dress money, you understand.)



Olivia and husband Taylor, celebrating his birthday at Devil's Den

### 15. Devil's Den

Despite the name, this is a pretty heavenly place. You drive down a long, moss-draped lane to Devil's Den (<http://www.devilsden.com/>), a geological feature known as a karst cavern. This legendary place (between 10,000 and 75,000 years old) offers scuba divers and snorkelers the chance to explore a circle of crystal-clear water. If you aren't a swimmer, you can still enjoy the view from an observation deck through an opening in the cavern's ceiling. They have cabins as well as a campground and RV park.



Beautiful flowers surround the waters of this quarry turned botanical garden

16. Cedar Lakes Woods & Gardens

I know, you're thinking...seriously, there's more?! Levy County is only 1,413 square miles, and 295 of those are water! Could it possibly offer more? The answer, my friend, is, "Yes!" Right next door to Devil's Den is a century-old quarry that has been reimagined as a botanical garden. A true hidden gem accessed via a long dirt road filled with bumps and hills, Cedar Lakes holds 50 separate gardens. Cedar Lakes Woods & Gardens (<https://cedarlakeswoodsandgarden.com/>) is the vision of one man, Dr. Raymond Webber (well, ok, his vision was a private fishing hole, but that's another story!)

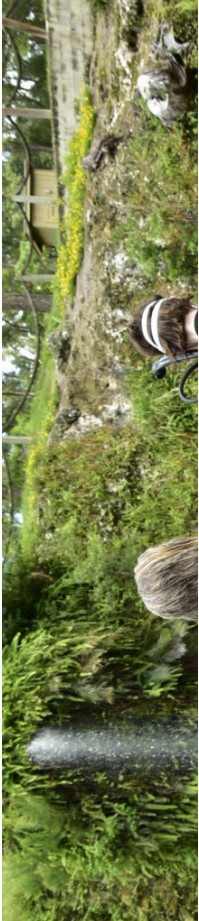
You will wish that you had more time here, no matter how much time you have! Ponds, waterfalls, blossoms, royal swans, lily pads, and fruit trees will captivate; benches will beacon; fruit trees will tempt; birds will call. Put Cedar Lakes on your to-do list, and tell Lori I sent you! "smile" You can read even more about Cedar Lakes in my recent article in Garden Destinations (<https://www.gardendestinations.com/visiting-cedar-lakes-woods-and-gardens/>).



The Blue Grotto, reflecting the blue sky



Student preparing to descend



Susan and Jacques, a student to the instructor

17. Blue Grotto

Down a long road, the Blue Grotto (<https://divebluegrotto.com/>) sits in secluded peace. It isn't too hidden since Jacques Cousteau visited and said the 80-foot-wide and 100-foot-deep spring had "visibility forever." An expansive deck is perfect for observing diving lessons (even if you aren't taking one.) The Grotto has guest cabins and a dive shop. And the instructor I watched was terrific! (I'm a retired teacher— I know amazing!) She was even helpful to this nosey visitor! I will be back—I haven't a clue about snorkeling, and Susan says she can teach even me!!



The log cabin built by the quilting group

18. Levy County Quilt Museum

The Levy County Quilt Museum (<https://levycountyquiltmuseum.org/>) in Chiefland will bring back memories of your grandmother's house. I spotted several identical to my Grandma Clark's handiwork. The hand-pieced quilts are displayed throughout the cabin (yes, the museum is in a lovely log cabin.) The store sells fabric for quilting hobbyists. And it has several historical displays; I enjoyed spotting a child's sewing machine (I still have mine!)



After her passing, her husband sought a place to display her quilts, not store them away in trunks. I especially love the Advent Quilt, with surprises everywhere!

I have discovered that there is a Florida Quilt Trail that leads through Gilchrist County. I'll be cluing you in on that adventure soon!

### 19. UF Biological Station

Cedar Key is the home of the Nature Coast Biological Station (<https://ncbs.ifas.ufl.edu/>). Part of the University of Florida, this three-story building has a wet lab and aquarium on the first floor and plenty of office space to research hard-shell clam aquaculture. If you stop by, maybe Mike will introduce you to the turtles!



Turtle checking me out



Among the displayed quilts are award-winning examples created by Sieglinde Schoen Smith. Her first quilt, "Mother Earth and Her Children," was made after her son's death. She spent a year and a day piecing, embroidering, and appliquéing this quilt. This gorgeous creation won Best in Show at the International Quilt Show in Houston, Texas. First quilt; first contest; first prize!



Most of the bar's seating is outside; if you go during bad weather they may be closed

## 20. Tiki Bar

I discovered the perfect spot to await the setting sun, the local Tiki Bar (<https://www.lowkeyhideaway.info/tiki-bar>). Decorated with shells and sea glass and enclosed by a wall made of recycled bottles, this place has a list of drinks painted on an old surfboard! Naturally, I homed in on the Butter Pecan Colada. I'm still not sure whether to call it a drink or my dessert!

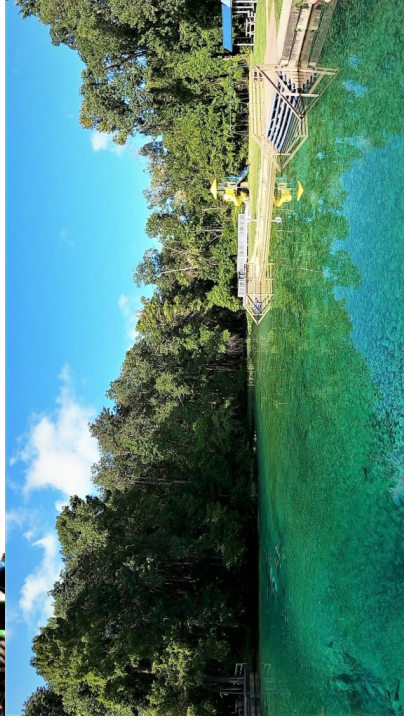


Whatever you call it, I'm looking forward to another one!

If you need proof of the small-town feel of Cedar Key, here ya go—I've been here less than two days, and when I walked into this bar, immediately recognized an artistic "pufferfish" by Mare. I asked about the fish, only to be told that the bar owner is Mare's son!! Yep, it's a small world.



Butter Pecan Colada



Arriving at Blue Springs early to avoid the crowd

## 21. Bronson Blue Springs County Park

The Blue Spring County Park (<https://www.naturalnorthflorida.com/things-to-do/bronson-blue-springs/>) in Bronson is open from March through September. It offers swimming, a diving platform, and an observation deck. The clear spring water allows visitors to actually see the "boiling" spot, where the spring water is entering the swimming area. Spring waters are 72° year-round. It was pretty nippy to me, visiting on a 95° day, but I know in the winter months, 72° would feel toasty warm!



Jo Clark testing the waters



Spring "boiling"

## 22. The Nature Drive

The nine-mile lime rock road that is the Nature Drive (<https://www.friendsofrefuges.org/nature-drive-guide.html>) in the Lower Suwannee National Wildlife Refuge will take you through swamps, marshes, maritime hammocks, and pine uplands. A hammock, for you landlubbers, is a stand of trees that grow on elevated areas, often just a few inches high, surrounded by wetlands or on slopes between wetlands and uplands. They form an ecological island within a contrasting ecosystem.

Keep your eyes open, and you just may spot deer, alligators, wild hogs, bobcats, otters, fox, mink, birds of prey, and wading birds.



Train Depot used for the Chiefland Chamber of Commerce and Museum

## 23. The Train Depot Museum

The 1913 Chiefland Train Depot is now used for a museum and the town's Chamber of Commerce (<https://chieflandchamber.com/>). So, you have the perfect "kill two birds" opportunity—learn about Chiefland's history in a historic railroad station and pick up brochures for other must-see spots in Levy County. **Pro tip:** leave your car here and just walk down the block to the Havana Cuban Café for lunch!

## 24. Havana Cuban Café

One of the newest businesses in Chiefland, the Havana Cuban Café ([https://havana-cuban-cafe.business.site/?utm\\_source=google&utm\\_medium=referral](https://havana-cuban-cafe.business.site/?utm_source=google&utm_medium=referral)), provides a delicious taste of Cuban cuisine. Their bread is baked fresh every morning. A long appetizer menu allows you to try a small sample of lots of new foods. Their Tamale is a hand-tied thing of beauty! (Yes, your server will show you how to get into it!) Save room for a Guava Pastelitos! Have I ever steered you wrong?



Corn husk wrapped Tamale



Cuban Sandwich

## 25. Chief Theatre

The Suwannee Valley Players have provided live theatrical productions for over 37 years (the oldest community theater in the area.) Chief Theatre's (<https://www.chieftheatre.org/>) next show starts December 3...get your tickets early for *The Miracle Worker*!

## 26. Bonus: Party Time

For a laid-back fishing community, Cedar Key knows how to throw a party. The 51st Annual Seafood Festival is held every fall. Plan now for a visit next October. The festival celebrates the area's heritage of fishing. Seafood, art, crafts, local musicians providing music, *and* free admission! Who could ask for more? Uh, you say *you* could? Well, how about a scary train ride? This Levy County event is happening this week (or you could plan for a trip next October!)

On that same October trip, check the dates for Williston's Central Florida Peanut Festival, held in early October.

The Kirby Family Farm in Williston hosts events throughout the year. The online calendar (<https://www.kirbyfarm.com/>) is updated regularly. The Wild West Weekend starts November 6. And beginning November 26, the Christmas Train runs until December 26. Just check the schedule (<https://visitationcoast.com/event/christmas-train/>) for dates and times.

There is no shortage of Seafood Festivals in these Gulfside towns. Yankeetown has held its two-day festival the weekend before Thanksgiving for forty years and includes arts and crafts—*think Christmas shopping!* This "old Florida" coastal village is located on Florida's Nature Coast.

Circle the weekend of April 9 on your calendar, too. Cedar Key hosts the Old Florida Celebration of the Arts (<https://www.cedarkeyartsfestival.com/>), a juried event of 100 fine artists and craftsmen. It has been named one of the top small-town art fairs in America. In the beachfront City Park, vendors serve up homemade goodies and local seafood (yes, more seafood...yum!)

So many more events happen in the confines of Levy County. For a complete list, visit Nature Coast's (<https://visitationcoast.com/events>) website.

My time in Levy County was not nearly long enough when you consider all the things to see and all the seafood to try!

If these 25 ideas (ok, 30) don't fill all your time, then pick up a booklet, *Old Cedar Key Walking Tour Guide Book*, and you will find a tour of 53 historic sites in Cedar Key!

I need another visit, to be sure, but I think I could learn to love the pace of life in Cedar Key and be just as happy as a clam!



If you were in Cedar Key, you'd be happy as a clam too!

# MICANOPY, FLORIDA

by Jo Clark

*Off the beaten path in Micanopy*

Are you looking for the best vacation spot in Florida for a couple? Or a get-away for friends? Micanopy (Mick-ah-no-pee) just might be the place.

A small, peaceful town, Micanopy is Florida's oldest inland community. At a touch over one square mile, Micanopy has 669 residents who occupy 300 residences. The town, founded in 1821, is tucked away in rural north Florida, near Gainesville. The seeming remoteness was enhanced by the drive-through Payne's Prairie Preserve, enveloping the main highway.

THIS IS  
FLORIDA THE  
WAY IT USED  
TO BE.

~ New York Times

The pace is perfect for long walks, shopping, reading on the porch, and napping in the swing-bed on the veranda.

### The Herlong Mansion

The Herlong Mansion should be your destination. Built in 1845, the mansion has 11 bedrooms, at least five porches (I lost count!), and two guest houses. The house is on the National Register of Historic Places. There will be a platter of home-baked cookies in the downstairs hall, wine in the late afternoon, and *aahhh-mazzing* breakfasts!

Walk the grounds to see a variety of flowers, greenery, azaleas, camellias, and roses which bloom nearly year-round in Florida's warmth. The squeak of porch rockers will lull you into complete relaxation. Then, after dark, take your last glass of wine out to the gazebo and enjoy the lights, crickets, and twinkling stars.

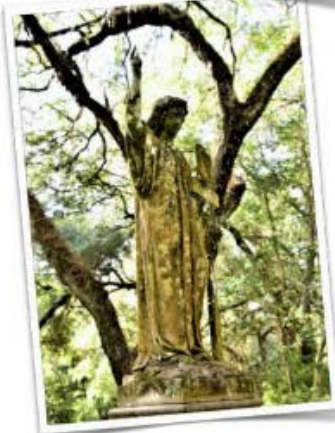
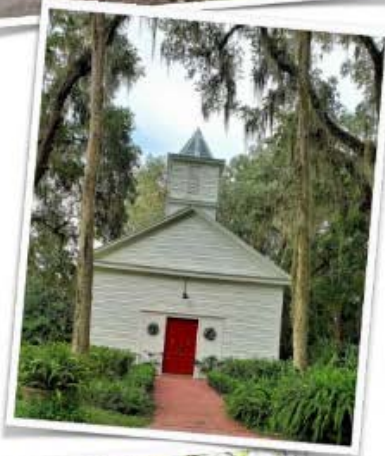
Says magazine editor and former innkeeper Joanne Anderson, "The Herlong is so pretty and nicely done; luxurious and tasteful. I could see anyone getting used to that!"

### Inviting Shops

I'm pretty sure that Delectable Collectables houses the most extensive collection of cameos anywhere! They are as varied as they are beautiful. Along with estate jewelry,



Photos: Herlong Mansion; Relaxing on the veranda; Jo on a swing bed on Herlong veranda; Gazebo at night; Micanopy shops; Shopping in Micanopy



there are selections of pottery. Formerly the town's bank, the original vault is behind the counter.

Antiques and crafts crowd the Stagecoach Stop. The owner does lovely beadwork, and I could have spent hours perusing the shelves.

Lotus & Buddha Art Collective and Coffee Bar opened in May. An eclectic shop featuring over 40 artists' work, coffee, and organic teas, they will soon offer beer, wine, and live music.

### Walking Tour

Take a stroll through the picturesque Micanopy Historic Cemetery. This example of American history's first recorded burial dates to 1826.

Next door to Mosswood coffee shop is an incredible museum that showcases the history of Micanopy and the surrounding area. Located in Thrashers Warehouse, you can spot it by the Coca-Cola sign on the side. Yes, it has been repainted. The artist worked diligently to recreate the colors that would be true to a sign faded in the hot Florida sun.

The Mott-May Gallery is a feast for the eyes and a perfect spot to pick up a souvenir! Each month they have a themed showing. If your visit is well-timed, you may see the show "Micanopy" set for November 3-14. It coincides with the town's 200th Anniversary and the town's historical drama. Hummmm...I'd better get packing!

### Energy to Burn?

Hiking, biking, bird watching, wildlife viewing, kayaking, and canoeing are available—just one short mile from Micanopy at Payne's Prairie Preserve State Park. Florida's

*Photos: Angel in Micanopy cemetery; historic church; Mosswood; Antique shop; downtown; Antique shop*



first state preserve is now a designated National Natural Landmark.

Tuscaawilla Preserve is 600 acres of prairie and uplands with small creeks and mesic forests. Tuscaawilla comes from the Seminole name of the area, from the time of Chief Micanopy. Adjacent to this Preserve is the 16-acre Micanopy Native American Heritage Preserve, which includes Native American archeological features. A hiking trail through the area provides interpretive signage and native vegetation.

The Barr Hammock Preserve, located just west of Micanopy, is 5,700 acres that offer miles of trails and wildlife observation areas.

### Looking for Food

Just a short drive or bike ride away is the best pizza in Florida. Anybody will tell you that Blue Highway has delicious hand-crafted pizza, unique salads, and Mediterranean dishes.

Next door, in the service station (yes, really!), is some of the best BBQ you'll ever stick a fork into. Pearl's owner David Carr says, "Basically, it's a glorified country store." The store brings folks in for convenience items and keeps them coming back for the food! They serve hearty breakfasts starting at 6 a.m. and Big Jim's Barbeque starting before noon. The conveniences include a section with maps and books of regional interest—one-stop shopping at its best!

### Insider Tip

When you visit Micanopy, be aware that many shops close on Monday and Tuesday, so plan accordingly. As the saying goes, "So much to do, so little time." Better schedule an extra day in Micanopy.



*Photos: Payne's Prairie Preserve State Park Observation Tower; Payne's Prairie Preserve State Park; Wild Flower; Hibiscus; Wild mushroom; Goody pizza*



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  -
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## VISITING CEDAR LAKES WOODS AND GARDENS



What do you do with a limestone quarry that has been abandoned for a hundred years? Turn it into a lush botanical garden, of course. The Cedar Lakes Woods and Gardens property was originally mined for limestone rock to lay the foundation of Florida's Highway 27, then deserted, leaving behind the beginnings of a swamp.

## Who Started Cedar Lakes—and Why?

Army veteran and retired endodontist Raymond T. Webber bought the quarry in Williston, Florida, over thirty years ago with visions of his very own fishing hole dancing in his head. He was teaching at the University of Florida, writing chapters of dental textbooks, and lecturing nationally and internationally. In his spare time, he enjoyed traveling and fishing.



Work on the quarry soon got out of hand. Rocks were rolled into place using wheelbarrows to create walls and walkways. Handrails were added on the upper levels for safety. With a small workforce, he made islands, separate pools, waterfalls, pavilions, and bridges. Dr. Webber soon had a new hobby—gardening—to keep him occupied as he added much-needed greenery to this oasis. It grew into the 20 acres of gardens and water features you enjoy today—plus 64 woodland acres surrounding it. He sounds like a “go big or go home” kind of guy.

The idea of a public garden developed after HGTV’s *Extreme Backyards* filmed an episode at Dr. Webber’s home in 2006. The 2008 article in *Ocala Homes* magazine alerted Floridians to this hidden jewel. These two events led to people showing up at the gate to see it for themselves. Webber formed a non-profit company in 2013, and the 84-acre **Cedar Lakes Woods and Gardens** opened to the public in January 2014. That first year, 796 people visited the garden. In 2020, some 27,500 visitors were admitted—from as far away as Israel, France, Australia, and England.

## What Can You Expect to See?

Dr. Webber’s zeal for gardening equaled his enthusiasm for fishing. Now he is credited with creating one of the most unusual botanical gardens you can find. Webber donated the 20-acre botanical garden to the non-profit foundation he created and the 64-acre woodlands that surround

it to **Conservation Florida** to keep it protected in the future. You may also wander through these woods during your visit to the garden.



Today, a far cry from his private fishing hole vision, the garden promotes peace, humane education, animal rescue, and environmental preservation. Dr. Webber still lives on the property and is happy to see so many people enjoying his concept.

The Garden is designated by the National Wildlife Federation as a Certified Wildlife Habitat. The plaque on the grounds states that “This property is recognized for its commitment to sustainably provide essential elements of wildlife, habitat: food, water, cover and places to raise young.”

Most days of the year White Ibis birds greet visitors. The gardens’ entry lake is the largest body of water in **Williston** that is surrounded by trees. Williston has lots of pastureland for cattle and horses, which means lots of flies—the favorite snack of Cattle Egret birds. These Egrets leave to winter in a warmer climate but the White Ibis assumes their greeting duties.



### **Favorite Plants**

The terraced walls of the quarry are filled with hundreds (that number may be closer to a thousand) of varieties of flowers and plants. Because of the topography, semitropical plants thrive year-round. When there is a danger of an overnight freeze, the waterfalls are left running, keeping the air warmer and ensuring plant survival.

Like children, the plants are all unique and equally loved—well, almost. The staff does have a soft spot in their hearts for the Red Tower Ginger, *Costus comosus* var. *bakeri*. This tall ginger has spiraling foliage, topped by vibrant red bracts and striking yellow flowers. The plant is common in Costa Rica but its conservation status is critically endangered. Cedar Lakes is propagating the beautiful plant and they do sell them.

### **Garden Staff**

I know you're thinking that this sounds like a big place for one man to operate. And you're right. Fortunately, he has Lori Wallace to help with the management duties. At the age of 18, Lori moved from Connecticut to St. Augustine with her then-boyfriend's family. Now a retired bartender, she has been married to that boy for 40 years. She met Dr. Webber in 1985 when he frequented the restaurant in Ocala where she worked.

Fast-forward 20 years, Lori and her husband find themselves in Williston, and so does Dr. Webber. She asked him for a job, and 15 years later she is still tending thirsty plants instead of thirsty people. Lori has grown with the garden. When asked about her favorite spot in all the garden, without hesitation, she will tell you, “The Japanese Garden!”

The staff is friendly and happy to provide you with tips. Ask which way to go and they’ll gladly advise. There may be tips about which trails are underwater, too, if there has been rain in the area recently.

### **A Link to Royalty**

As you walk the trails, expect to encounter butterflies, frogs, turtles, squirrels, owls, birds, koi, and other wildlife. A regal swan named Guinevere reigns over the island. She is of the English royal bloodline—yes, really. Lady Guinevere descended from the Queens’ Royal English flock.



Did you know that in England, since the 12th century, only the ruling monarch can own swans? It’s true! Any mute swans in the country are **the monarch’s property**. In 1957, residents of Lakeland, Florida, requested that Queen Elizabeth II donate a pair of mute swans. Today, more than 80 descendants of that pair live in Lakeland. The Parks and Recreation Department maintains a healthy population through yearly sales to thin the flock. Winning the Lakeland 2013 lottery to purchase a pair of swans, Cedar Lakes became the new home of Guinevere and Lancelot. Sadly, Lancelot now resides in the garden’s Pet Cemetery, and lonely Guinevere rules the lower-level ponds accompanied by her male guards—two Pekin ducks. Garden employee Teresa Mankin wrote to Queen Elizabeth in 2020, sharing pictures of Guinevere and Cedar Lakes. She received a kind reply from Buckingham Palace, from the Queen’s correspondence manager.

## **Special Events**

If you visit the gardens in late October, you can participate in the Ghouls Halloween. Scary scenes and candy stations are set up to delight visitors. Unfortunately, the event will not be held in 2021, but you have plenty of time to work on your costume for next year.

The Quarry Light Show illuminates the Gardens for the Christmas season. Guests walk along the paths on the top level, viewing the lights below. Garden manager Lori Wallace excitedly says, “Lights are everywhere! It is so spectacular—especially with the reflections on the water.” Food trucks line up and hot cocoa and cider stands are located throughout the gardens. Come for the afternoon and stay for the nighttime event for the same ticket. Entrance is available at a reduced price if you come just for the lights.



## **In the Works**

The Glen Brown Greenhouse and Cacti Collection is nearly half complete. Glen Brown of Hawthorne, Florida, collected and propagated cacti, creating the most extensive collection in the southeastern United States. His daughters have donated the collection to Cedar Lakes Woods and Gardens.

The Orchard Garden continues to grow, literally. In 2019, they expanded to add pear, plum, mulberry, tangerine, persimmon, loquat, and banana trees. Dr. Webber planted the original orchard over 20 years ago with an assortment of fruit trees. Passing through the orchard, you will reach the roses and azaleas. Remember, I told you not to skip any paths.

### Future Plans

Cedar Lakes Woods and Gardens are fabulous, but they are far from finished. Short-range plans include an improved entry road, more annual events, more plantings, and improved walkways. The long-range plans for Cedar Lakes include more wheel-chair accessible walkways; a welcome center for weddings, educational seminars, and special events; an aviary; a bat house; and the purchase of additional adjacent woodlands.

### WHEN YOU GO:

---



**Lori's Insider Tips:** Don't miss the swinging bridge or the hidden waterfall behind the pavilion. And I agree. I visited on an unbearably hot August day. Walking behind that waterfall was a cooling highlight of my visit. Make sure you have time to explore the whole garden. Walk every path, or you will miss special treats—like the orchard or the pet cemetery. Over the years, animals near and dear to the park have crossed the Rainbow Bridge. They rest in a quiet spot in

the woods: Daisy (a blind deer), four dogs, cats, a rabbit, a goose, and Sir Lancelot (Guinevere's mate.)

**Pro Tips:** Wear non-slip shoes since many of the walkways can be wet. And, bring a picnic lunch. Tables and benches are tucked into quiet corners throughout the gardens, allowing you to drink in the views while you relax.

### **Planning Your Visit**

Cedar Lakes Woods and Gardens is in Williston, Florida. It is 24 miles from Gainesville, 28 miles from Ocala, and only 20 minutes off I-75. A beautiful part of **Natural North Florida**, this place is worth the drive.

The garden is open daily except Wednesdays, but groups of 10 or more need an appointment. Admission is charged. Children must be supervised at all times, and pets must be on a leash.

### **See/Stay/Eat**

Nearby you will find:

- **Blue Grotto Springs** (diving and scuba lessons—such fun to watch)
- **Levy County Quilt Museum** (Chiefland, 22 miles)
- **Devil's Den Spring** (cabin & trailer rentals, tent & RV camping)
- **Two Hawk Hammock** (cottage)
- **Williston Crossing** (RV park)
- **Herlong Mansion B & B** (only 12 miles to Micanopy)
- **Sweetwater Branch Inn B & B** (Gainesville, 24 miles)
- **The Ivy House Restaurant** (you have GOT to order the fried chicken!)
- **Havana Cuban Café** (Chiefland, 25 miles)
- **Blue Highway a Pizzeria** (Micanopy, 12 miles)
- **Pearl Country Store & Barbecue** (Micanopy, 12 miles)

---

*Jo Clark is a retired teacher. She is road tripping, photographing, and writing about beautiful places, great food, wineries and their delicious wines; her articles and photographs may be seen at **Have Glass, Will Travel** and on Instagram she's known as **Jo Goes Everywhere** (she sure tries!)*

# *Visit Natural* **NORTH FLORIDA**

November 18, 2021

Mr. Robert Gitzen, Development Representative III  
Florida Department of Economic Opportunity  
Division of Community Development  
107 East Madison Street, MSC 160  
Tallahassee, FL 32399-4120

RE: Fiscal Year 2020-21  
Regional Rural Development Grant  
3rd Quarter Deliverables Report

Dear Mr. Gitzen:

At its November 18, 2021 meeting, The Original Florida Tourism Task Force reviewed and approved the third quarter report and reimbursement request for its Fiscal Year 2020-21 Regional Rural Development Grant.

Please find enclosed the third quarter Deliverables Report and an invoice in the amount of \$1,481.92 for the period August 1, 2021 through October 31, 2021 relative to the contract between **The Original Florida Tourism Task Force** and the Florida Department of Economic Opportunity. Also enclosed are a completed Minority and Service-Disabled Veteran Business Enterprise Report and a Compliance Certification form.

Thank you for your continuing support of The Original Florida Tourism Task Force and their mission of providing economic development opportunities through rural tourism development.

If you have any questions concerning this matter, please contact Lauren Yeatter, Senior Planner, at 352.955.2200, ext. 113.

Sincerely,

Craig Colton  
Chair

Enclosures

*The Original Florida Tourism Task Force*  
2009 NW 67th Place  
Gainesville, FL 32653-1603  
352.955.2200 · 877.955.2199

**The Original Florida Tourism Task Force**  
**FEID # 59-3534835**

**INVOICE**

Agreement #: D0179

Invoice No. 3  
Date: October 31, 2021

**TO:**

Florida Dept. of Economic Opportunity  
Division of Community Development  
Attn: Robert Gitzen  
107 E. Madison Street,  
Caldwell Bldg. MSC 160  
Tallahassee, FL 32399-1160

**FOR:**

The Original Florida Tourism Task Force  
2009 NW 67th Place  
Gainesville, FL 32653-1603  
352-955-2200

DESCRIPTION		AMOUNT
Dates of Service: August 1, 2021 to October 31, 2021		
Deliverable 2 Electronic Newsletter Purchased electronic contacts to distribute e-newsletter		
Deliverable 3 Website Blogs Posted 2 blogs on website		
Expenditures		<b>\$631.92</b>
e-newsletter		0.00
Staff time		0.00
Contractual Services		850.00
Memberships		0.00
Travel		0.00
Registrations		0.00
Shipping		0.00
Scholarships		0.00
<b>TOTAL</b>		<b>\$1,481.92</b>

Make all checks payable to The Original Florida Tourism Task Force FEID # 59-3534835

I certify, by evidence of my signature below, the above information is true and correct; the goods and services have been satisfactorily delivered and payment is now due. I understand that DEO and other state personal have authority to require additional documentation and/or conduct audits or inspections of grant records.

\_\_\_\_\_  
Craig Colton  
Chair

\_\_\_\_\_  
Date 11/18/21

The Original Florida Tourism Task Force

Fiscal Year 2020-21 Regional Rural Development Grant

Third Payment Request

Listing of Invoices, Payments and Associated Checks

October 31, 2021

Name	Invoice Date	Invoice Number	Invoice Amount	Check Date	Check Number	Check Amount	Amount Charged to Grant
Mail Chimp enewsletter Contacts - (Scott R. Koons)	9/11/2021	42	\$631.92	9/23/2021	1567	\$992.51	\$631.92
Peggy James Clark - Alachua County Blog	9/30/2021	1003	\$425.00	10/7/2021	1569	\$850.00	\$425.00
Peggy James Clark - Union County Blog	9/30/2021	1003	\$425.00	10/7/2021	1569	\$850.00	\$425.00
Total			\$1,481.92			\$2,692.51	\$1,481.92

n/a = not applicable

Florida Department of Economic Opportunity  
Fiscal Year 2020-21  
Regional Rural Development Grant  
Third Quarter Report  
August 1, 2021 through October 31, 2021

Submitted November 18, 2021 by

The Original Florida Tourism Task Force  
2009 NW 67th Place  
Gainesville, Florida 32653-1603  
352.955.2200

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**NARRATIVE  
REGIONAL RURAL DEVELOPMENT GRANT  
FISCAL YEAR 2020-21  
THIRD QUARTER REPORT  
August 1, 2021 through October 31, 2021**

**COMPLIANCE CERTIFICATION FORM, QUARTERLY MINORITY VENDOR AND SERVICE-DISABLED VETERAN BUSINESS REPORT**

Please find attached the Compliance Certification from and Minority Vendor and disabled veterans business report in Part B.

**WEBSITE MAINTENANCE AND ENHANCEMENTS**

**WEBSITE MAINTENANCE AND HOSTING**

The Task Force did not expend any funds during the third quarter for website maintenance and hosting.

**TOPIC-CENTERED MICROSITES**

The Task Force did not expend any funds during the third quarter for topic-centered microsites.

**MARKETING AND PROMOTION**

**ELECTRONIC NEWSLETTERS**

The Task Force did not expend any funds during the third quarter for electronic newsletters.

**WEBSITE BLOGS**

The Task Force expended \$850.00 during the third quarter for blogs. Copies of the blogs, invoice and canceled check are included in Part C.

**UPDATE AND PRINT MARKETING MATERIALS**

The Task Force did not expend any funds during the third quarter for updating and printing marketing materials.

**DOMESTIC TRAVEL SHOWS**

The Task Force did not expend any funds during the third quarter for domestic travel shows.

**ADVERTISING CAMPAIGN**

The Task Force did not expend any funds during the third quarter for advertising.

**BROCHURE DISTRIBUTION**

The Task Force did not expend any funds during the third quarter for brochure distribution.

### **EMAIL DISTRIBUTION SERVICES**

The Task Force expended \$631.92 during the third quarter on email distribution services. Copies of the invoice and canceled check are included in Part D.

### **PROFESSIONAL ENHANCEMENT**

#### **PROFESSIONAL ENHANCEMENT SCHOLARSHIPS**

The Task Force did not spend any funds during the third quarter on professional enhancement scholarships.

#### **PROFESSIONAL ASSOCIATION ANNUAL MEMBERSHIPS**

The Task Force did not spend any funds during the third quarter on professional association annual memberships.

### **ADMINISTRATION**

The Task Force did not expend any funds during the third quarter for administration.

### **PROOF OF FINANCIAL MATCH**

Proof of Financial Match was provided as part of the first quarter report.



**DEPARTMENT OF ECONOMIC OPPORTUNITY**  
**MINORITY SERVICE-DISABLED VETERAN BUSINESS ENTERPRISE REPORT**

Company Name: The Original Florida Tourism Task Force Invoice #: 3 Date: 11/18/21

Contract Amount: \$50,000

MBE Participation Amount: \$ - MBE Percentage: 0%

DV Participation Amount: \$ - DV Percentage: 0%

**MINORITY BUSINESS ENTERPRISE (MBE)**  
 \*\*Include consultants, sub-contractors, travel agents, etc. who provided services on this project

**Minority Business Enterprise	Description	** MBE Status	State Certified MBE (Yes or No)	MBE Contract \$ Amount	\$ Amount this Invoice	Total Paid	Balance Due	Project Type (Commodities or Contractual Services)
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
<b>TOTALS</b>				\$ -	\$ -	\$ -	\$ -	
							\$ -	

\*\*Certified MBE: **H** - African American **I** - Hispanic **J** - Asian/Hawaiian **K** - Native American **M** - American Women  
 Non-Certified MBE: **N** - African American **O** - Hispanic **P** - Asian/Hawaiian **Q** - Native American **R** - American Women

**SERVICE-DISABLED VETERAN (DV) BUSINESS ENTERPRISE**  
 \*\*Include consultants, sub-contractors, travel agents, etc. who provided services on this project

**Service-Disabled Veteran Business Enterprise	Description	** DV Status	State Certified DV (Yes or No)	DV Contract \$ Amount	\$ Amount this Invoice	Total Paid	Balance Due	Project Type (Commodities or Contractual Services)
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
<b>TOTALS</b>				\$ -	\$ -	\$ -	\$ -	
							\$ -	

\*Certified DV: **W** - Service-Disabled Veteran Business  
 \*\*Non-Certified DV: **Y** - Service-Disabled Veteran Business



## VISIT NATURAL NORTH FLORIDA PROGRAM

### *LIVE IN NORTH FLORIDA!*

**\$500.00 per Episode Shoot**

**1 County per Episode Shoot Receives:**

- 2 item/locations per shoot Maximum  
(Must be within a 20-minute range of each shoot.)
- Segment to run on *Live In Tallahassee* at the discretion of the LIT producer and host, normally within a few weeks of the shoot.
- Logo placement on *Live In Tallahassee* Website
- Logo placement on Facebook Page
- Episode to be placed on YouTube Channel
- Episode to be sent to hosting County

\*If there is an early morning or late evening event/shoot which would require the LIT cameraperson and host to be in the destination county at an early time, rooms need to be secured for these (2 to 3) individuals.

---

### **ADDITIONAL OPPORTUNITY**

**\$500.00 Commercial & Promo Package for the Month**

County will be *The Featured North Florida County* for one (1) Month.  
They will receive:

- 1 – :30 second Commercial Spot Created
  - From your film provided or film captured during the filming
  - Or from hi-res photos placed into a template (ie. Visit Madison)
- 3 - :30 second Commercials run throughout the month on the LIT.
- Promos for the county all month long with LIT
- Commercial will be supplied to the County to use as desired in the future.

**\$1,000.00 TOTAL**

**Your County will be the featured North Florida County of the Month!**

# # # # #



HB 6075

2022

1                   A bill to be entitled  
2       An act relating to tourist development taxes; amending  
3       s. 125.0104, F.S.; removing a provision requiring a  
4       specified percentage of all tourist development tax  
5       revenues to be used to promote and advertise tourism;  
6       providing an effective date.

7  
8   Be It Enacted by the Legislature of the State of Florida:

9  
10       Section 1. Paragraph (a) of subsection (5) of section  
11       125.0104, Florida Statutes, is amended to read:

12       125.0104 Tourist development tax; procedure for levying;  
13       authorized uses; referendum; enforcement.—

14       (5) AUTHORIZED USES OF REVENUE.—

15       (a) All tax revenues received pursuant to this section by  
16       a county imposing the tourist development tax shall be used by  
17       that county for the following purposes only:

18       1. To acquire, construct, extend, enlarge, remodel,  
19       repair, improve, maintain, operate, or promote one or more:

20       a. Publicly owned and operated convention centers, sports  
21       stadiums, sports arenas, coliseums, or auditoriums within the  
22       boundaries of the county or subcounty special taxing district in  
23       which the tax is levied;

24       b. Auditoriums that are publicly owned but are operated by  
25       organizations that are exempt from federal taxation pursuant to

HB 6075

2022

26 U.S.C. s. 501(c)(3) and open to the public, within the  
boundaries of the county or subcounty special taxing district in  
which the tax is levied; or

c. Aquariums or museums that are publicly owned and  
operated or owned and operated by not-for-profit organizations  
and open to the public, within the boundaries of the county or  
subcounty special taxing district in which the tax is levied;

2. To promote zoological parks that are publicly owned and  
operated or owned and operated by not-for-profit organizations  
and open to the public;

3. To promote and advertise tourism in this state and  
nationally and internationally; however, if tax revenues are  
expended for an activity, service, venue, or event, the  
activity, service, venue, or event must have as one of its main  
purposes the attraction of tourists as evidenced by the  
promotion of the activity, service, venue, or event to tourists;

4. To fund convention bureaus, tourist bureaus, tourist  
information centers, and news bureaus as county agencies or by  
contract with the chambers of commerce or similar associations  
in the county, which may include any indirect administrative  
costs for services performed by the county on behalf of the  
promotion agency;

5. To finance beach park facilities, or beach, channel,  
estuary, or lagoon improvement, maintenance, renourishment,  
restoration, and erosion control, including construction of

HB 6075

2022

51 beach groins and shoreline protection, enhancement, cleanup, or  
52 restoration of inland lakes and rivers to which there is public  
53 access as those uses relate to the physical preservation of the  
54 beach, shoreline, channel, estuary, lagoon, or inland lake or  
55 river. However, any funds identified by a county as the local  
56 matching source for beach renourishment, restoration, or erosion  
57 control projects included in the long-range budget plan of the  
58 state's Beach Management Plan, pursuant to s. 161.091, or funds  
59 contractually obligated by a county in the financial plan for a  
60 federally authorized shore protection project may not be used or  
61 loaned for any other purpose. In counties of fewer than 100,000  
62 population, up to 10 percent of the revenues from the tourist  
63 development tax may be used for beach park facilities; or

64 6. To acquire, construct, extend, enlarge, remodel,  
65 repair, improve, maintain, operate, or finance public facilities  
66 within the boundaries of the county or subcounty special taxing  
67 district in which the tax is levied, if the public facilities  
68 are needed to increase tourist-related business activities in  
69 the county or subcounty special district and are recommended by  
70 the county tourist development council created pursuant to  
71 paragraph (4)(e). Tax revenues may be used for any related land  
72 acquisition, land improvement, design and engineering costs, and  
73 all other professional and related costs required to bring the  
74 public facilities into service. As used in this subparagraph,  
75 the term "public facilities" means major capital improvements

HB 6075

2022

76 that have a life expectancy of 5 or more years, including, but  
77 not limited to, transportation, sanitary sewer, solid waste,  
78 drainage, potable water, and pedestrian facilities. Tax revenues  
79 may be used for these purposes only if the following conditions  
80 are satisfied:

81 a. In the county fiscal year immediately preceding the  
82 fiscal year in which the tax revenues were initially used for  
83 such purposes, at least \$10 million in tourist development tax  
84 revenue was received;

85 b. The county governing board approves the use for the  
86 proposed public facilities by a vote of at least two-thirds of  
87 its membership;

88 c. No more than 70 percent of the cost of the proposed  
89 public facilities will be paid for with tourist development tax  
90 revenues, and sources of funding for the remaining cost are  
91 identified and confirmed by the county governing board; and

92 ~~d. At least 40 percent of all tourist development tax~~  
93 ~~revenues collected in the county are spent to promote and~~  
94 ~~advertise tourism as provided by this subsection; and~~

95 d.e. An independent professional analysis, performed at  
96 the expense of the county tourist development council,  
97 demonstrates the positive impact of the infrastructure project  
98 on tourist-related businesses in the county.

99  
100 Subparagraphs 1. and 2. may be implemented through service

HB 6075

2022

101 | contracts and leases with lessees that have sufficient expertise  
102 | or financial capability to operate such facilities.

103 |       Section 2. This act shall take effect July 1, 2022.



By Senator Hooper

16-00588-22

2022434\_\_

A bill to be entitled

An act relating to Florida tourism marketing; amending ss. 288.1226 and 288.923, F.S.; delaying the scheduled repeal of provisions governing the Florida Tourism Industry Marketing Corporation and the Division of Tourism Marketing of Enterprise Florida, Inc., respectively; providing an effective date.

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

Section 1. Subsection (14) of section 288.1226, Florida Statutes, is amended to read:

288.1226 Florida Tourism Industry Marketing Corporation; use of property; board of directors; duties; audit.—

(14) REPEAL.—This section is repealed October 1, 2031 ~~2023~~, unless reviewed and saved from repeal by the Legislature.

Section 2. Subsection (6) of section 288.923, Florida Statutes, is amended to read:

288.923 Division of Tourism Marketing; definitions; responsibilities.—

(6) This section is repealed October 1, 2031 ~~2023~~, unless reviewed and saved from repeal by the Legislature.

Section 3. This act shall take effect upon becoming a law.



## **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](mailto:brian@briandavery.com)

#### ***Ron Gromoll***

Visiting Lecturer

University of Florida Department of Tourism,  
Hospitality & Event Management

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(w) 352.294.3064

[rgromoll@ufl.edu](mailto:rgromoll@ufl.edu)

### **BRADFORD COUNTY**

(\$3,000 - 2 votes)

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

Bradford County Attorney

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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

945 North Temple Avenue

Starke, FL 32091

(w) 352.473.7033

(o) 904.966.6327

(f) 352.473.5907

[bccriddick@yahoo.com](mailto: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](mailto: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](mailto:arosner@columbiacountyfla.com)

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

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

Executive Director

Columbia County

Tourist Development Council

P.O. Box 1847

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[pvann@columbiacountyfla.com](mailto:pvann@columbiacountyfla.com)

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

### **DIXIE COUNTY**

(\$3,000 - 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](mailto: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](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***

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

**HAMILTON COUNTY**

(\$1,000 - 2 votes)

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

(\$2,000 - 2 votes)

***Katrina Richardson***

Executive Director  
Monticello-Jefferson County  
Chamber of Commerce  
420 West Washington Street  
Monticello, FL 32344  
(w) 850.997.5552  
[info@monticellojeffersonfl.com](mailto:info@monticellojeffersonfl.com)

***David Ward***

Monticello-Jefferson County  
Tourism Development Council  
420 West Washington Street  
Monticello, FL 32344  
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[dwardpa@embarqmail.com](mailto:dwardpa@embarqmail.com)

**LAFAYETTE COUNTY**

(\$1,000 - 1 vote)

***Craig Colton, Chair***

Suwannee River Rendezvous  
828 NE Primrose Road  
Mayo, FL 32066  
(w) 386.294.2510  
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**LEVY COUNTY**

(\$4,000 - 2 votes)

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***Tisha Whitehurst***

Director  
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[tourism@visitnaturecoast.com](mailto:tourism@visitnaturecoast.com)

**MADISON COUNTY**

(\$3,000 - 2 votes)

***Jackie Blount***

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***Marlene Squires-Swanson***

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**SUWANNEE COUNTY**

(\$4,000 - 2 votes)

***Charissa Setzer***

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**Teena Peavy, Secretary/Treasurer**  
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[www.musicliveshere.com](http://www.musicliveshere.com)

#### **TAYLOR COUNTY**

(\$4,000 - 2 votes)

**Dawn Perez**  
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Taylor County Chamber of Commerce  
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**Sandy Beach**  
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#### **UNION COUNTY**

(\$1,000 - 1 vote)

**Dale Walker**  
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#### **WAKULLA COUNTY**

(\$3,000 - 2 votes)

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

**as of 9/23/2021**

**VOLUNTEERS, CONSULTANTS AND OTHERS**

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Staff Assistant

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2022  
Visit Natural North Florida  
Meeting Dates and Counties



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

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

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

