

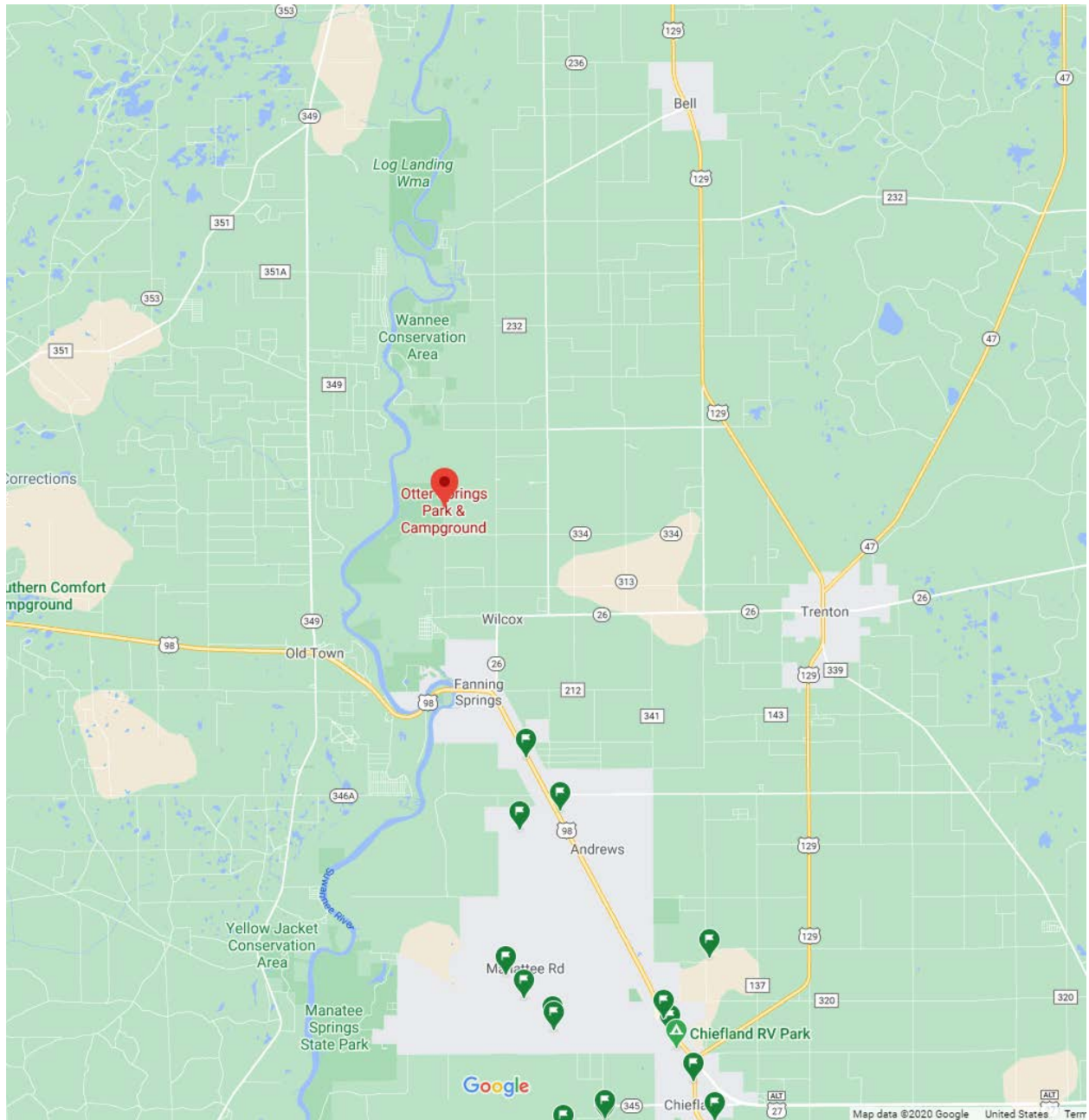
MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **November 19, 2020**. The meeting will be held at **Otter Springs Park and Campground Lodge, 6470 SW 80th Avenue, Trenton, Florida**, beginning at **10:00 a.m.** and via communications media technology.

DIAL IN NUMBER: **Toll Free 1. 888.585.9008**

CONFERENCE CODE: **381-777-570**

(Location Map on Back)



Otter Springs Park and Campground Lodge
6470 SW 80th Avenue
Trenton, FL 32693

The Original Florida

**TOURISM TASK FORCE
Meeting Agenda**

Visit Natural
NORTH FLORIDA

**Otter Springs Park and Campground Lodge
6470 SW 80th Avenue, Trenton, FL
Gilchrist County and
Via Communications Media Technology**

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

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- V. NEW BUSINESS
- VI. Leadership Forum: To Be Determined
- VII. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., January 21, 2021 in a location to be determined.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Virtual Public Meeting
Via Communications Media Technology

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

MEMBERS PRESENT

Jodi Biggar, Alachua County
Ron Gromoll, Alachua County
Will Sexton, Bradford County, Vice-Chair
Alden Rosner, Columbia County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Tisha Whitehurst, Levy County
Jackie Blount, Madison County
Charissa Setzer, Suwannee County
Dawn Perez, Taylor County, Chair
Teena Peavey, Suwannee County
Dale Walker, Union County
Natalie Knowles, Wakulla County

STAFF PRESENT

Lauren Yeatter
Scott Koons

MEMBERS ABSENT

Brian Avery, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Lee Deen, Gilchrist County
Katrina Richardson, Jefferson County, Treasurer
David Ward, Jefferson County
Craig Colton, Lafayette County
Carol McQueen, Levy County
Phyllis Williams, Madison County
Sandy Beach, Taylor County
Thomas Herndon, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Anne Glick, Florida Fish and Wildlife
Conservation Commission
Jessiva Hurov, Visit Gainesville
Amber O'Connell, VISIT FLORIDA
Sean Plemons, Visit Gainesville
Liz Reyes, Visit Gainesville

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum Chair Dawn Perez called the meeting to order at 10:07 a.m.

II. APPROVAL OF THE AGENDA

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

ACTION: Pat Watson moved and Tisha Whitehurst seconded to approve the meeting agenda as presented. The motion passed unanimously.

III. APPROVAL OF THE SEPTEMBER 17, 2020 MINUTES

Chair Perez asked for approval of the September 17, 2020 meeting minutes.

ACTION: Will Sexton moved and Tisha Whitehurst seconded to approve the September 17, 2020 minutes as presented. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report Review and Approval - August 31, 2020

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

B. Fiscal Year 2019-20 Regional Rural Development Grant

1. Website
2. E-Newsletter
3. Website Blogs
4. Ultimate Bicycle Guide Reprint
5. Domestic Travel Shows
6. Advertising Campaign
7. Brochure Distribution
8. Scholarships
9. Professional Organization Memberships

C. Fiscal Year 2020-21 Regional Rural Development Grant

ACTION: Will Sexton moved and Pat Watson seconded to authorize staff to submit the Fiscal Year 2020-21 Regional Rural Development Grant application to the Florida Department of Economic Opportunity. The motion passed unanimously.

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

1. Agreement Amendment - Time Extension

ACTION: Will Sexton moved and Jackie Blount seconded to approve the extension of the VISIT FLORIDA agreement extending the agreement to December 31, 2020. The motion passed unanimously.

E. VISIT FLORIDA Report

1. Brenna Dacks presented the VISIT FLORIDA monthly report.

F. Staff Items

1. Cooperative Regional Marketing Fee Fiscal Year 2020-21

G. Other Old Business

1. Updated Task Force Member Contact Information
2. 2020 Meeting Dates and Locations

H. Announcements

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

V. New Business

VI. Leadership Forum: None

VII. Adjournment

Date and Location of next meeting

The next regular meeting is scheduled for 10:00 a.m., November 19, 2020 in Gilchrist County at a location to be determined.

The meeting adjourned at 10:50 a.m.

Dawn V. Perez, Chair

11/19/20
Date

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

The Original Florida Tourism Task Force

Balance Sheet

As of September 30, 2020

	Sep 30, 20
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	110,102.35
Total Checking/Savings	110,102.35
Accounts Receivable	
Accounts Receivable	19,353.79
Total Accounts Receivable	19,353.79
Other Current Assets	
Prepaid Expense	438.00
Prepaid Registration Fees	3,195.00
Prepaid Travel	405.90
Total Other Current Assets	4,038.90
Total Current Assets	133,495.04
TOTAL ASSETS	133,495.04
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	9,854.40
Total Accounts Payable	9,854.40
Total Current Liabilities	9,854.40
Total Liabilities	9,854.40
Equity	
Unrestricted Earnings	111,709.91
Net Income	11,930.73
Total Equity	123,640.64
TOTAL LIABILITIES & EQUITY	133,495.04

The Original Florida Tourism Task Force
Profit & Loss
September 2020

	Sep 20
Income	
FDEO-Regional Dev. Grant 19/20	8,593.63
Visit Florida	
VF-Rural Area Opp 19/20	594.00
Total Visit Florida	594.00
Total Income	9,187.63
Gross Profit	9,187.63
Expense	
Bank Charges	19.50
Marketing	
Trade Shows	
New York Times Travel	0.00
Toronto Outdoor Adventure Show	0.00
Washington DC Travel Adventure	0.00
Total Trade Shows	0.00
Total Marketing	0.00
Miscellaneous	5,246.16
NCFRPC Contractual Services	9,854.40
Postage	14.64
Professional Enhancements	
Governor's Conference	
Adventure Elevate	594.00
Total Governor's Conference	594.00
Total Professional Enhancements	594.00
Total Expense	15,728.70
Net Income	-6,541.07

3:37 PM
10/07/20

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 09/30/2020

	<u>Sep 30, 20</u>	
Beginning Balance	111,526.49	✓
Cleared Transactions		
Checks and Payments - 2 Items	<u>-613.50</u>	✓
Total Cleared Transactions	<u>-613.50</u>	
Cleared Balance	<u>110,912.99</u>	✓
Uncleared Transactions		
Checks and Payments - 2 Items	<u>-810.64</u>	
Total Uncleared Transactions	<u>-810.64</u>	
Register Balance as of 09/30/2020	<u>110,102.35</u>	
Ending Balance	<u>110,102.35</u>	

3:37 PM

10/07/20

**The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 09/30/2020**

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						111,526.49
Cleared Transactions						
Checks and Payments - 2 items						
Bill Pmt -Check	09/24/2020	1541	Koons, Scott	X	-594.00	-594.00
Check	09/25/2020		Capital City Bank	X	-19.50	-613.50
Total Checks and Payments					-613.50	-613.50
Total Cleared Transactions					-613.50	-613.50
Cleared Balance					-613.50	110,912.99
Uncleared Transactions						
Checks and Payments - 2 items						
Bill Pmt -Check	09/24/2020	1542	Southeast Tourism ...		-796.00	-796.00
Bill Pmt -Check	09/24/2020	1543	United Parcel Service		-14.64	-810.64
Total Checks and Payments					-810.64	-810.64
Total Uncleared Transactions					-810.64	-810.64
Register Balance as of 09/30/2020					-1,424.14	110,102.35
Ending Balance					<u>-1,424.14</u>	<u>110,102.35</u>



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SKT

00003032 FCC31545100120122144 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 9/30/20
Primary Account

Page 1
XXXXXX2204



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

CHECKING ACCOUNT

ANALYZED BUS CHECKING		Images	1
Account Number	XXXXXX2204	Statement Dates	9/01/20 thru 9/30/20
Previous Balance	111,526.49 ✓	Days in this Statement Period	30
Deposits/Credits	.00	Avg Ledger Balance	111,482.99
2 Checks/Debits	613.50 ✓	Avg Collected Balance	111,482.99
Service Charges	.00		
Interest Paid	.00		
Ending Balance	110,912.99 ✓		

OTHER DEBITS

Date	Description	Amount
9/25	Account Analysis Charge	19.50-

CHECKS IN NUMBER ORDER

Date	Check No	Amount
9/29	1541	594.00

* Denotes missing check numbers

RECEIVED

OCT 05 2020

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL





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

Date 9/30/20
Primary Account

Page 2
XXXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXXX2204 (Continued)

		DAILY BALANCE INFORMATION			
Date	Balance	Date	Balance	Date	Balance
9/01	111,526.49	9/25	111,506.99	9/29	110,912.99

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

100% **Natural Florida**

THE ORIGINAL FLORIDA TURKISH DELICATESSEN
100% LIVE AVOCADO
GAINESVILLE, FLORIDA 32608
953.355.4978

©2014 **Black**

1541

02/26/2020

PAID TO
Order From: Koons S 7064.00

Five Hundred Ninety-Four and 00/100 DOLLARS

Scott R. Koons
6210 NW 50th Terrace
Gainesville, FL 32608-4300

MAHO

00015414 10631006884 0226192204

1541 09/29/2020 \$594.00

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



\$ **594.00

Five Hundred Ninety-Four and 00/100 ***** DOLLARS

S. R. Kumar

 Shield

2 TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

1100154111 120631006881

022479220411

五

Product description is a feature

[illegible]

☐ CHECK HERE AFTER
MOBILE OR REMOTE DEPOSIT DATE _____

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

15 00509287

1/1

Scott R. Koons

SK-TT


INVOICE

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

DATE: September 16, 2020
INVOICE # 39
FOR: Registration 2020
Virtual Adventure
ELEVATE

Bill To:
The Original Florida Tourism Task Force

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

DESCRIPTION	AMOUNT
Registration for 2020 Virtual Adventure ELEVATE 9/15-16/20 - Donna Creamer	\$ 99.00
Registration for 2020 Virtual Adventure ELEVATE 9/15-16/20 - Kim Goldsmith	99.00
Registration for 2020 VirtualAdventure ELEVATE 9/15-16/20 - Dawn Perez	99.00
Registration for 2020 Virtual Adventure ELEVATE 9/15-16/20 - Charissa Setzer	99.00
Registration for 2020 Virtual Adventure ELEVATE 9/15-16/20 - Paula Vann	99.00
Registration for 2020 Virtual Adventure ELEVATE 9/15-16/20 - Lauren Yeatter	99.00
<div>RECEIVED</div> <div>SEP 16 2020</div> <div>NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL</div> <div>Approved for Payment</div> <div></div>	
TOTAL	\$ 594.00

THANK YOU!

Scott Koons

From: Adventure Travel Trade Association <no-reply@wufoo.com>
Sent: Friday, September 11, 2020 1:49 PM
To: Scott Koons
Subject: Receipt for 2020 AdventureELEVATE Virtual - 42225850234

83024

Sep 11, 2020
10:48am

Transaction ID
42225850234

Donna Creamer

Receipt for 2020 AdventureELEVATE Virtual - 42225850234

This is your payment receipt only - We'll send an email confirmation with next steps and how to access the virtual event soon!

Billing Address

Scott Koons
5210 NW 50th Terrace
Gainesville, FL 32606
US

Description	Price
Total \$99.00	
Base Price	\$99.00

Credit Card : **8543**

Amount Paid : \$99.00

Scott Koons

From: Adventure Travel Trade Association <no-reply@wufoo.com>
Sent: Friday, September 11, 2020 1:57 PM
To: Scott Koons
Subject: Receipt for 2020 AdventureELEVATE Virtual - 42225869201

83024

Sep 11, 2020
10:57am

Transaction ID
42225869201

Kim Goldsmith

Receipt for 2020 AdventureELEVATE Virtual - 42225869201

This is your payment receipt only - We'll send an email confirmation with next steps and how to access the virtual event soon!

Billing Address

Scott Koons
5210 NW 50th Terrace
Gainesville, FL 32606
US

Description	Price
Total \$99.00	
Base Price	\$99.00

Credit Card : **8543**

Amount Paid : \$99.00

Scott Koons

From: Adventure Travel Trade Association <no-reply@wufoo.com>
Sent: Friday, September 11, 2020 1:43 PM
To: Scott Koons
Subject: Receipt for 2020 AdventureELEVATE Virtual - 42225836198

83024

Sep 11, 2020
10:43am

Transaction ID
42225836198

Dawn Perez

Receipt for 2020 AdventureELEVATE Virtual - 42225836198

This is your payment receipt only - We'll send an email confirmation with next steps and how to access the virtual event soon!

Billing Address

Scott Koons
5210 NW 50th Terrace
Gainesville, FL 32606
US

Description	Price
Total \$99.00	
Base Price	\$99.00

Credit Card : **8543****Amount Paid : \$99.00**

Scott Koons

From: Adventure Travel Trade Association <no-reply@wufoo.com>
Sent: Friday, September 11, 2020 2:05 PM
To: Scott Koons
Subject: Receipt for 2020 AdventureELEVATE Virtual - 42225888526

83024

Sep 11, 2020
11:05am

Transaction ID
42225888526

Charissa Setzer

Receipt for 2020 AdventureELEVATE Virtual - 42225888526

This is your payment receipt only - We'll send an email confirmation with next steps and how to access the virtual event soon!

Billing Address

Scott Koons
5210 NW 50th Terrace
Gainesville, FL 32606
US

Description	Price
Total \$99.00	
Base Price	\$99.00

Credit Card : **8543**

Amount Paid : \$99.00

Scott Koons

From: Adventure Travel Trade Association <no-reply@wufoo.com>
Sent: Friday, September 11, 2020 1:52 PM
To: Scott Koons
Subject: Receipt for 2020 AdventureELEVATE Virtual - 42225858106

B3024

Sep 11, 2020
10:52am

Transaction ID
42225858106

Paula Vann

Receipt for 2020 AdventureELEVATE Virtual - 42225858106

This is your payment receipt only - We'll send an email confirmation with next steps and how to access the virtual event soon!

Billing Address

Scott Koons
5210 NW 50th Terrace
Gainesville, FL 32606
US

Description	Price
Total \$99.00	
Base Price	\$99.00

Credit Card : **8543**

Amount Paid : \$99.00

Scott Koons

From: Adventure Travel Trade Association <no-reply@wufoo.com>
Sent: Friday, September 11, 2020 2:02 PM
To: Scott Koons
Subject: Receipt for 2020 AdventureELEVATE Virtual - 42225879438

83024

Sep 11, 2020
11:01am

Transaction ID
42225879438

Lauren Yeatter

Receipt for 2020 AdventureELEVATE Virtual - 42225879438

This is your payment receipt only - We'll send an email confirmation with next steps and how to access the virtual event soon!

Billing Address

Scott Koons
5210 NW 50th Terrace
Gainesville, FL 32606
US

Description	Price
Total \$99.00	
Base Price	\$99.00

Credit Card : **8543**

Amount Paid : \$99.00

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of September 30, 2020

(These financial statements are unaudited)

	Budget	September 2020	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	53,000.00	0.00	53,000.00	0.00
DEO Rural Development Grant 18/19	58,500.00	0.00	51,022.64	(7,477.36)
DEO Rural Development Grant 19/20	110,200.00	8,593.63	34,593.46	(75,606.54)
VisitFlorida Rural Area Opportunity Grant 19/20	45,000.00	594.00	25,377.48	(19,622.52)
VisitFlorida Rural Area Opportunity 19/20 In-Kind	81,300.00	0.00	0.00	(81,300.00)
Total Income	348,000.00	9,187.63	163,993.58	(184,006.42)
Expenses				
Marketing				
Collateral Materials				
Print Ultimate Bicycle Guide	3,000.00	0.00	0.00	(3,000.00)
Design & Print Collateral Material	1,300.00	0.00	152.63	(1,147.37)
Total Collateral Materials	4,300.00	0.00	152.63	(4,147.37)
Website				
Website Blogs	10,100.00	0.00	3,629.00	(6,471.00)
Web Hosting & Maintenance Services	12,100.00	0.00	11,000.00	(1,100.00)
Total Website	22,200.00	0.00	14,629.00	(7,571.00)
Trade Shows				
Whistles & Other Promotional Items	5,000.00	0.00	4,947.50	(52.50)
Popup and/or Cloth Displays - VF In-Kind	3,000.00	0.00	0.00	(3,000.00)
Welcome Center Rack Space - VF In-Kind	800.00	0.00	0.00	(800.00)
Adventure Travel training 4 Days-VF In-Kind	24,000.00	0.00	0.00	(24,000.00)
Consumer Influencer-VF In-Kind	17,000.00	0.00	0.00	(17,000.00)
VF Atlanta Camping & RV Show	4,700.00	0.00	3,674.17	(1,025.83)
VF New York Times Travel Show	4,000.00	0.00	3,083.01	(916.99)
VF Chicago RV & Camping Show	6,800.00	0.00	6,403.92	(396.08)
VF Toronto Outdoor Adventure Show	8,900.00	0.00	7,772.30	(1,127.70)
VF Washington DC Travel & Adventure Show	7,800.00	0.00	5,212.04	(2,587.96)
DEO Houston RV Show	7,500.00	0.00	5,808.07	(1,691.93)
DEO Philadelphia Travel & Adventure Show	7,200.00	0.00	2,428.09	(4,771.91)
DEO Atlanta Travel & Adventure Show	6,700.00	0.00	4,112.80	(2,587.20)
DEO Bike Expo New York	5,500.00	0.00	0.00	(5,500.00)
DEO Georgia RV & Camper Show	6,700.00	0.00	0.00	(6,700.00)
Total Trade Shows	115,600.00	0.00	43,441.90	(72,158.10)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of September 30, 2020

(These financial statements are unaudited)

	Budget	September 2020	Year to Date	Over/(Under) Budget
Advertising				
Brochure Distribution 2018-19	3,000.00	0.00	3,732.00	732.00
Digital Advertising Campaign 2018-19	13,500.00	0.00	0.00	(13,500.00)
FI Vacation Planner Print Ad 2018-19	8,000.00	0.00	0.00	(8,000.00)
Digital Retargeting Campaign 2018-19	13,500.00	0.00	8,000.00	(5,500.00)
Digital Retargeting Campaign 2019-20	15,400.00	0.00	0.00	(15,400.00)
Facebook Ad Campaign 2019-20 - In-Kind	33,500.00	0.00	0.00	(33,500.00)
FI Trans Map Print Advertisement 2019-20	5,000.00	0.00	10,000.00	5,000.00
FI Vacation Plan Co-op Print Ad 2019-20	8,300.00	0.00	8,303.25	3.25
Quarterly eNewsletters	6,500.00	1,000.00	4,000.00	(2,500.00)
Total Advertising	106,700.00	1,000.00	34,035.25	(72,664.75)
Total Marketing Expenses	248,800.00	1,000.00	92,258.78	(156,541.22)
Administration				
NCFRPC - Admin VF & DEO 2018-19	5,625.00	0.00	5,625.00	0.00
NCFRPC - Admin VF & DEO FY 2019-20	16,875.00	5,625.00	16,875.00	0.00
NCFRPC - Admin Program Fees	12,500.00	3,125.00	12,500.00	0.00
Bank Charges	200.00	19.50	169.90	(30.10)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	61.25	(238.75)
Other Admin Expenses Miscellaneous	2,000.00	5,246.16	5,774.16	3,774.16
Postage	300.00	14.64	172.96	(127.04)
VF/DEO Travel Show Service Program Fee	12,500.00	0.00	8,750.00	(3,750.00)
Telephone	300.00	0.00	0.00	(300.00)
Total Administration	50,900.00	14,030.30	49,928.27	(971.73)
Memberships				
Visit Florida	400.00	0.00	395.00	(5.00)
Southeast Tourism Society	300.00	0.00	545.00	245.00
Florida Outdoor Writers Association	200.00	0.00	175.00	(25.00)
Ride With GPS	0.00	0.00	500.00	500.00
Total Memberships	900.00	0.00	1,615.00	(715.00)
Professional Enhancement				
SE Tourism Society Marketing College	11,600.00	0.00	796.00	(10,804.00)
Governor's Tourism Conference	1,700.00	0.00	1,091.28	(608.72)
Adventure Elevate Networking Conference	13,000.00	594.00	594.00	(12,406.00)
Adventure Elevate Networking Conference In-Kind	3,000.00	0.00	0.00	(3,000.00)
Total Professional Enhancement	29,300.00	594.00	2,481.28	(26,818.72)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of September 30, 2020

(These financial statements are unaudited)

	Budget	September 2020	Year to Date	Over/(Under) Budget
Internships				
Harvey Campbell Memorial Internship	6,250.00	52.20	2,889.76	(3,360.24)
Dean Fowler Internship	6,250.00	52.20	2,889.76	(3,360.24)
Total Internships	<u>12,500.00</u>	<u>104.40</u>	<u>5,779.52</u>	<u>(6,720.48)</u>
Retained Reserves				
Retained Reserves	5,600.00	0.00	0.00	(5,600.00)
Total Retained Reserves	<u>5,600.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(5,600.00)</u>
Total NonMarketing Expenses	<u>99,200.00</u>	<u>14,728.70</u>	<u>59,804.07</u>	<u>(39,395.93)</u>
Total Expenses	<u>348,000.00</u>	<u>15,728.70</u>	<u>152,062.85</u>	<u>(195,937.15)</u>
Net Income	<u>0.00</u>	<u>(6,541.07)</u>	<u>11,930.73</u>	<u>11,930.73</u>

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

Adopted 9/19/2019

<i>Revenues</i>	Total
<i>Cooperative Regional Marketing Program Fees:</i>	
Alachua County	\$15,000
Bradford County	\$3,000
Columbia County	\$8,000
Dixie County	\$2,000
Gilchrist County	\$2,000
Hamilton County	\$1,000
Jefferson County	\$2,000
Lafayette County	\$1,000
Levy County	\$4,000
Madison County	\$3,000
Suwannee County	\$4,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$3,000
Subtotal	\$53,000
<i>Additional Revenue:</i>	
Department of Economic Opportunity Rural Development Grant, FY 2018-19	\$58,500
Department of Economic Opportunity Rural Development Grant, FY 2019-20	\$110,200
VISIT FLORIDA FY 2019-20 Rural Area of Opportunity Grant - Cash	\$45,000
Subtotal - Cash	\$213,700
TOTAL REVENUES - CASH	\$266,700
VISIT FLORIDA FY 2019-20 Rural Area of Opportunity Grant - In-Kind	\$81,300
TOTAL REVENUES - CASH AND IN-KIND	\$348,000
<i>Expenditures</i>	
Adventure Elevate Networking Conference	\$13,000
Bank Charges	\$200
Governor's Conference on Tourism	\$1,700
Legal Advertising	\$300
Legal Expenses	\$300
(1) Marketing Program for FY 2019-20 (less in-kind)	\$170,500
(2) Memberships	\$900
Miscellaneous	\$2,000
North Central Florida Regional Planning Council - Admin/Internships	\$47,500
Postage Expenses	\$300
Service Fee - VISIT FLORIDA Travel Show Program	\$12,500
Southeast Tourism Society Marketing College	\$11,600
Telephone	\$300
Unrestricted Reserve Fund - Contribution	\$5,600
TOTAL EXPENDITURES - CASH	\$266,700
(1) Marketing Program for FY 2019-20 - In-Kind	\$81,300
TOTAL EXPENDITURES - CASH AND IN-KIND	\$348,000
<i>Reserve Funds</i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$110,000
TOTAL RESERVE FUNDS	\$110,000

(1) See Marketing Budget Detail

(2) See Memberships Detail

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

	Total
Collateral Material:	
2018-19 Revise and Print Ultimate Bicycle Guide	\$3,000
2019-20 Design and Print Collateral Material	\$1,300
Website:	
2018-19 Website Blogs - 15 Blogs	\$1,275
2019-20 Website Hosting & Maintenance	\$12,100
2019-20 New Topic-Centered Pages (3 Pages)	\$2,500
2019-20 Website Blogs - 45 Blogs	\$3,825
2019-20 Website Town Blogs - 6 Blogs	\$2,500
Trade Shows:	
Whistles and Other Promotional Items	\$5,000
Pop-up and/or Cloth Displays (In-kind)	\$3,000
VISIT FLORIDA Welcome Center Rack Space (In-kind)	\$800
VISIT FLORIDA - Atlanta Camping & RV Show	\$4,700
VISIT FLORIDA - New York Times Travel Show	\$4,000
VISIT FLORIDA - Chicago RV & Camping Show	\$6,800
VISIT FLORIDA - Toronto Outdoor Adventure Show	\$8,900
VISIT FLORIDA - Washington DC Travel & Adventure Show	\$7,800
DEO 2019-20 - Houston RV Show	\$7,500
DEO 2019-20 - Philadelphia Travel & Adventure Show	\$7,200
DEO 2019-20 - Atlanta Travel & Adventure Show	\$6,700
DEO 2019-20 - Bike Expo New York	\$5,500
DEO 2019-20 - Georgia RV & Camper Show	\$6,700
Adventure Travel Training - 4 Days (In-kind)	\$24,000
Consumer Public Relations/Influencer Trips (In-kind)	\$17,000
Advertising:	
2018-19 Brochure Distribution	\$3,000
2018-19 Digital Advertising Campaign	\$13,500
2018-19 Florida Vacation Planner Print Advertisement	\$8,000
2018-19 Digital Retargeting Campaign	\$13,500
2019-20 Digital Advertising Campaign	\$15,400
2019-20 Digital Facebook Advertising Campaign (In-kind)	\$33,500
2019-20 Florida Transportation Map Print Advertisement	\$5,000
2019-20 Florida Vacation Planner Co-op Print Advertisement	\$8,300
Quarterly eNewsletters	\$6,500
Total Marketing Expenditure	\$248,800
Administration	
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2018-19	\$5,625
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2019-20	\$16,875
North Central Florida Regional Planning Council - Regional Marketing Program Fees FY 2019-20	\$12,500
Bank Charges	\$200
Legal Advertising	\$300
Legal Expenses	\$300
Other Administrative Expenses/Miscellaneous	\$2,000
Postage	\$300
Service Fee - VISIT FLORIDA Travel Show Program & DEO	\$12,500
Telephone	\$300
Membership Organizations - Annual Dues	
VISIT FLORIDA Annual Dues	\$400
Southeastern Tourism Society Annual Dues	\$300
Florida Outdoor Writers Association Annual Dues	\$200
Professional Enhancement	
Southeastern Tourism Society Marketing College	\$11,600
Governor's Tourism Conference	\$1,700
Adventure Elevate Networking Conference	\$13,000
Adventure Elevate Networking Conference (In-kind)	\$3,000
Internships	
Harvey Campbell Memorial Internship	\$6,250
Dean Fowler Internship	\$6,250
Retained Reserves	
Unrestricted Reserve Fund	\$5,600
Total Non-Marketing Expenditure	\$99,200
Total Expenditure	\$348,000

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

Proposed Amendment 11/19/2020

<i>Revenues</i>	Total
<i><u>Cooperative Regional Marketing Program Fees:</u></i>	
Alachua County	\$15,000
Bradford County	\$3,000
Columbia County	\$8,000
Dixie County	\$2,000
Gilchrist County	\$2,000
Hamilton County	\$1,000
Jefferson County	\$2,000
Lafayette County	\$1,000
Levy County	\$4,000
Madison County	\$3,000
Suwannee County	\$4,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$3,000
Subtotal	\$53,000
<i><u>Additional Revenue:</u></i>	
Department of Economic Opportunity Rural Development Grant, FY 2018-19	\$51,000
Department of Economic Opportunity Rural Development Grant, FY 2019-20	\$34,500
VISIT FLORIDA FY 2019-20 Rural Area of Opportunity Grant - Cash	\$25,300
Subtotal - Cash	\$110,800
TOTAL REVENUES - CASH	\$163,800
VISIT FLORIDA FY 2019-20 Rural Area of Opportunity Grant - In-Kind	\$29,800
TOTAL REVENUES - CASH AND IN-KIND	\$193,600
<i><u>Expenditures</u></i>	
Adventure Elevate Networking Conference	\$600
Bank Charges	\$200
Governor's Conference on Tourism	\$1,000
Legal Advertising	\$0
Legal Expenses	\$100
(1) Marketing Program for FY 2019-20 (less in-kind)	\$92,300
(2) Memberships	\$600
Miscellaneous	\$6,800
North Central Florida Regional Planning Council - Admin/Internships	\$41,600
Postage Expenses	\$200
Service Fee - VISIT FLORIDA Travel Show Program	\$7,700
Southeast Tourism Society Marketing College	\$800
Telephone	\$0
Unrestricted Reserve Fund - Contribution	\$11,900
TOTAL EXPENDITURES - CASH	\$163,800
(1) Marketing Program for FY 2019-20 - In-Kind	\$29,800
TOTAL EXPENDITURES - CASH AND IN-KIND	\$193,600
<i><u>Reserve Funds</u></i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$123,600
TOTAL RESERVE FUNDS	\$123,600

(1) See Marketing Budget Detail

(2) See Memberships Detail

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

Proposed Amendment 11/19/2020

	Total
Collateral Material:	
2018-19 Revise and Print Ultimate Bicycle Guide	\$0
2019-20 Design and Print Collateral Material	\$150
Website:	
2018-19 Website Blogs - 8 Blogs	\$700
2019-20 Website Hosting & Maintenance	\$11,000
2019-20 New Topic-Centered Pages (3 Pages)	\$0
2019-20 Website Blogs - 20 Blogs	\$1,700
2019-20 Website Town Blogs - 6 Blogs	\$1,300
Trade Shows:	
Whistles and Other Promotional Items	\$4,950
Pop-up and/or Cloth Displays (In-kind)	\$0
VISIT FLORIDA Welcome Center Rack Space (In-kind)	\$800
VISIT FLORIDA - Atlanta Camping & RV Show	\$3,700
VISIT FLORIDA - New York Times Travel Show	\$3,100
VISIT FLORIDA - Chicago RV & Camping Show	\$6,500
VISIT FLORIDA - Toronto Outdoor Adventure Show	\$7,800
VISIT FLORIDA - Washington DC Travel & Adventure Show	\$5,200
DEO 2019-20 - Houston RV Show	\$5,800
DEO 2019-20 - Philadelphia Travel & Adventure Show	\$2,400
DEO 2019-20 - Atlanta Travel & Adventure Show	\$4,000
DEO 2019-20 - Bike Expo New York	\$0
DEO 2019-20 - Georgia RV & Camper Show	\$0
Adventure Travel Training - 4 Days (In-kind)	\$12,000
Consumer Public Relations/Influencer Trips (In-kind)	\$17,000
Advertising:	
2018-19 Brochure Distribution	\$3,700
2018-19 Digital Advertising Campaign	\$0
2018-19 Florida Vacation Planner Print Advertisement	\$0
2018-19 Digital Retargeting Campaign	\$8,000
2019-20 Digital Advertising Campaign	\$0
2019-20 Digital Facebook Advertising Campaign (In-kind)	\$0
2019-20 Florida Transportation Map Print Advertisement	\$10,000
2019-20 Florida Vacation Planner Co-op Print Advertisement	\$8,300
Quarterly eNewsletters	\$4,000
Total Marketing Expenditure	\$122,100
Administration	
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2018-19	\$5,600
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2019-20	\$17,700
North Central Florida Regional Planning Council - Regional Marketing Program Fees FY 2019-20	\$12,500
Bank Charges	\$200
Legal Advertising	\$0
Legal Expenses	\$100
Other Administrative Expenses/Miscellaneous	\$6,800
Postage	\$200
Service Fee - VISIT FLORIDA Travel Show Program & DEO	\$7,700
Telephone	\$0
Membership Organizations - Annual Dues	
VISIT FLORIDA Annual Dues	\$400
Southeastern Tourism Society Annual Dues	\$0
Florida Outdoor Writers Association Annual Dues	\$200
Professional Enhancement	
Southeastern Tourism Society Marketing College	\$800
Governor's Tourism Conference	\$1,000
Adventure Elevate Networking Conference	\$600
Adventure Elevate Networking Conference (In-kind)	\$0
Internships	
Harvey Campbell Memorial Internship	\$2,900
Dean Fowler Internship	\$2,900
Retained Reserves	
Unrestricted Reserve Fund	\$11,900
Total Non-Marketing Expenditure	\$71,500
Total Expenditure	\$193,600

ATTACHMENT 1 SCOPE OF WORK

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

The Original Florida Tourism Task Force doing business as Visit Natural North Florida (“Grantee”) is an entity created and authorized pursuant to the Florida Interlocal Cooperation Act of 1969, section 163.01, Florida Statutes. Grantee promotes the natural historic and cultural attractions of the following counties: Alachua, Bradford, Columbia, Gilchrist, Jefferson, Levy, Madison, Suwannee, Taylor, Union and Wakulla (the “Region”). The Grantee’s goal is to enhance the economy, image, and quality of life through expanded tourism in the Region. Grantee has been awarded grant funds under the Program to provide marketing and promotional services, market research and professional enhancement training for the Region.

2. GRANTEE RESPONSIBILITIES: Throughout the term of this Agreement, Grantee shall perform the following deliverables identified in this paragraph 2 and in paragraph 3 below.

2.1 Website Maintenance and Operation:

Continue to maintain, host and operate its website, www.vnnf.org, in order to better inform potential visitors of attractions and events within the region. Website maintenance may include, but is not limited to, adding additional topic-centered landing pages in order to better inform potential tourists of communities, activities, attractions and facilities within the Region and verifying and updating existing content.

2.2 Electronic Newsletters:

Create and distribute electronic newsletters to potential visitors regarding tourist-oriented attractions, facilities and events within the Region. Grantee may request reimbursement for a maximum of four (4) distributions.

2.3 Website Blogs:

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

2.4 Update and print hard copy marketing materials:

Grantee shall update a minimum of 1 task force related marketing material and print a minimum of 1,000 pieces of task force related marketing materials, booklets and brochures, including but not limited to, the Visit Natural North Florida Biking Guide, the Visit Natural Florida Springs Guide and the Natural North Florida State-Designated Paddling Trails Guide. All publications shall be distributed primarily at travel shows that Grantee participates at.

2.5 Exhibit at Domestic Travel Shows:

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

2.6 Advertising:

Grantee shall engage in advertising campaigns consisting of online digital and/or print media advertising. At a minimum, Grantee shall place one digital or print advertisement.

2.7 Literature Distribution:

Distribute literature at VISIT FLORIDA welcome centers state-wide, and business locations along major highways. Grantee may request reimbursement for this task a maximum of four (4) times during the agreement period. Grantee shall distribute a minimum of 10,000 pieces for each distribution for which reimbursement is requested.

2.8 Professional Enhancement Scholarships:

Provide professional enhancement scholarships to Grantee staff, board members and representatives of member organizations to attend training opportunities.

2.9 Memberships in Professional Organizations:

Maintain current memberships or join professional organizations.

3. DEO'S RESPONSIBILITIES:

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

3.2 Perform Agreement management responsibilities as stated herein;

3.3 Reply to reasonable inquires pursuant to the Agreement and,

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

4. DELIVERABLES:

Grantee agrees to provide the following services as specified:

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

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

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

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

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

5. REPORTING:

5.1 Quarterly: Grantee shall provide a quarterly report listing all progress relating to the Deliverables in Section 4. Quarterly reports are due to DEO within 30 calendar days after the end of each quarter, until submission of the final invoice package. The ending dates for each quarter of the program year are April 30, 2020, July 31, 2020, October 31, 2020 and January 19, 2021. The quarterly report shall include a summary of project progress, indicating percentage of completion of each Deliverable, the Minority and Service-Disabled Veteran Business Enterprise Report, and all additional reports which are required pursuant to this Agreement, including but not limited to, reports documenting the positive return on investment to the State that results from Grantee's project and its use of Award Funds. The summary shall also include any issues or events occurring which affect the ability of the Grantee to meet the terms of this Agreement.

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

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

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

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

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

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

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

6.2.3 Travel documentation with a completed State of Florida Travel Reimbursement Form, https://www.myfloridacfo.com/division/SFM/DOMSEC/documents/State_Travel_Reimbursement_Form.xls;

6.2.4 A copy of all supporting documentation for vendor payments;

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

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

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

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

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

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

Florida Department of Economic Opportunity
Fiscal Year 2019-20 Regional Rural Development Grant
(January 17, 2020 - January 16, 2021)
Proposed Deliverables and Cost Estimates
October 17, 2019

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

Visit Natural **NORTH FLORIDA**

November 19, 2020

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 2019-20
Regional Rural Development Grant
3rd Quarter Deliverables Report

Dear Mr. Gitzen:

At its November 19, 2020 meeting, The Original Florida Tourism Task Force reviewed and approved the third quarter report and reimbursement request for its Fiscal Year 2019-20 Regional Rural Development Grant.

Please find enclosed the third quarter Deliverables Report and an invoice in the amount of \$9,018.63 for the period August 1, 2020 through October 31, 2020 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,



Dawn Taylor
Chair

Enclosures

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

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The Original Florida Tourism Task Force

Fiscal Year 2019-20 Regional Rural Development Grant
Third Payment Request
Listing of Invoices, Payments and Associated Checks
October 31, 2020

Name	Invoice Date	Invoice Number	Invoice Amount	Check Date	Check Number	Check Amount	Amount Charged to Grant
Russ McAllister - Travel Reimbursement	3/20/2020	n/a	\$1,922.00	6/4/2020	1532	\$1,922.00	\$1,205.75
Southeast Tourism Society Marketing College - Alumni Class	7/30/2020	STSMC-23103	\$796.00	9/24/2020	1542	\$796.00	\$796.00
Two Tree, Inc. - Blogs	10/6/2020	2019179	\$425.00	11/5/2020	1544	\$425.00	\$425.00
Houston RV Show - Furniture Sales Tax Refund	n/a	n/a	(\$33.12)	n/a	n/a	(\$33.12)	(\$33.12)
North Central Florida Regional Planning Council - eNewsletter	9/30/2020	n/a	\$1,000.00	n/a	n/a	\$1,000.00	\$1,000.00
North Central Florida Regional Planning Council - Administration	9/30/2020	n/a	\$5,625.00	n/a	n/a	\$5,625.00	\$5,625.00
Total			\$9,734.88			\$9,734.88	\$9,018.63

n/a = not applicable

The Original Florida Tourism Task Force
FEID # 59-3534835

INVOICE

Agreement #: D0147

Invoice No. 3
Date: October 31, 2020

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, 2020 to October 31, 2020		
Deliverable 2 Electronic Newsletter Created and Distributed One Electronic Newsletter (Staff Time)		
Deliverable 3 Website Blogs Posted 5 blogs on website.		
Deliverable 5 Travel Shows Traveled to one travel show.		
Deliverable 8 Professional Enhancement Scholarships Provided four scholarships.		
Expenditures		
Staff time		\$6,625.00
Contractual Services		425.00
Memberships		0.00
Travel		1,205.75
Registrations		796.00
Shipping		0.00
Scholarships		0.00
Sales Tax Refund		(33.12)
TOTAL		\$ 9,018.63

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 personnel have authority to require additional documentation and/or conduct audits or inspections of grant records.



Dawn Taylor
Chair

11/19/20
Date

Florida Department of Economic Opportunity
Fiscal Year 2019-20
Regional Rural Development Grant
Third Quarter Report
August 1, 2020 through October 31, 2020

Submitted November 19, 2020 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 2019-20
THIRD QUARTER REPORT
August 1, 2020 through October 31, 2020**

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 created and distributed one electronic newsletter during the third quarter to over 6,000 email addresses. The Task Force spent \$1,000 on this item during the third quarter. A copy of the newsletter, timesheets documenting \$1,000 of staff time spent on the newsletter, as well as a Certificate of Indirect Costs are included in Part C.

WEBSITE BLOGS

The Task Force spent \$425.00 on this item during the third quarter for blogs. Copies of the blogs, invoices and canceled check are included in Part D.

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 expended \$1,205.75 for travel reimbursement for a Task Force member to travel to the Philadelphia Travel and Adventure Show during the third quarter for travel shows. A copy of the travel reimbursement and canceled check are included in Part E.

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 did not expend any funds during the third quarter for email distribution services.

PROFESSIONAL ENHANCEMENT

PROFESSIONAL ENHANCEMENT SCHOLARSHIPS

The Task Force expended \$796.00 for four scholarships for Task Force members and the Travel Show Coordinator to attend the Southeast Tourism Society Marketing College Virtual Alumni Class during the third quarter for professional enhancement. A copy of the invoice and canceled check are included in Part F.

PROFESSIONAL ASSOCIATIONS ANNUAL MEMBERSHIPS

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

ADMINISTRATION

The North Central Florida Regional Planning Council provided \$5,625.00 during the third quarter in staff services to the Task Force in the administration of its Regional Rural Development grant. Copies of North Central Florida Regional Planning Council employee time sheets, pay stubs and Certificate of Indirect Costs are included in Part G.

PROOF OF FINANCIAL MATCH

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

COMPLIANCE CERTIFICATION FORM

Grantee: The Original Florida Tourism Task Force		
Street Address: 2009 NW 67th Place		
City: Gainesville	ST: FL	Zip: 32653-1603
Phone: 352.955.2200	Email: taylorchamber@fairpoint.net	

TO:
Department of Economic Opportunity
Bureau of Economic Development
The Caldwell Bldg.
107 East Madison Street, MSC 160
Tallahassee, FL 32399

DESCRIPTION: Deliverables Including Minimum Performance Standards	Invoice Period: (dates)
Invoice #3 (attached)	Aug 1, 2020 to Oct 31, 2020
1 Electronic Newsletter	\$1,000.00
5 Blogs	\$425.00
1 Travel Show	\$1,205.75
4 Scholarships	\$796.00
Administration	\$5,625.00
Sales Tax Refund	(33.12)
INVOICE AMOUNT	\$9,018.63

Recipient Certification:

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 personnel have authority to require additional documentation and/or conduct audits or inspections of grant records.

Name Printed: Dawn Taylor Title: Chair

Signature:  Date: 11/19/20

DEO Agreement Manager Certification:

I certify, by evidence of my signature below, the above information is true and correct to the best of my knowledge; the goods and services have been satisfactorily received and payment is now due.

DEO Agreement Manager Signature: _____

Title: _____ Date: _____

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

Company Name: The Original Florida Tourism Task Force **Invoice #:** 3 **Date:** 11/19/20

Contract Amount: \$150,000

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)
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
TOTALS				\$ -	\$ -	\$ -	\$ -	
				\$			\$	

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)
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
TOTALS				\$ -	\$ -	\$ -	\$ -	
				\$			\$	

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

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

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

**“EXHIBIT A”
SCOPE OF WORK**

1. Contractor shall support the North Central Rural Area of Opportunity (RAO) to create a marketing and education program focused on introducing consumer/professional to the region and informing them about the wide variety of products the region has to offer.
Contractor shall:
 - a. Represent the North Central Florida ROA region in partnership with the Northwest RAO, to promote VISIT FLORIDA with collateral materials, display and booth designations at the following consumer trade shows:
 - i. Atlanta Camping & RV Show (Jan 24-26, 2020)
 - ii. NY Times Travel Show (Jan 24-26, 2020)
 - iii. Chicago RV and Camping Show (Feb 13-16, 2020)
 - iv. Toronto Outdoor Adventure Show (Feb 21-23, 2020)
 - v. Washington DC Travel Show (Mar 7-8, 2020)
 - b. Provide travel show representative to attend and participate in each event. Participation may include, but not limited to: set up booth, staffing booth, engage in conversations, gather information for reporting
 - c. Provide promotional activities associated with trade show
 - d. Provide to VISIT FLORIDA brief reporting upon completion of each event. Reporting shall include:
 - i. Number in attendance
 - ii. Number of emails obtained with addresses
 - iii. Number of brochures distributed (i.e. FL Park Maps, Unexplored Florida, etc.)
 - iv. Brief written evaluation of each show to include the following:
 1. Should you return next year?
 2. What promotional value did it bring? (press trips, tour operator partnerships gained, etc.)
2. VISIT FLORIDA shall provide the following:
 - a. Upon receipt of proper documentation, **trade show travel and shipping expenses** listed in the attached, Exhibit A not to exceed \$32,000 will be reimbursed; Contractor will be responsible for any additional costs. Any deviation from these budgeted amounts must be presented in writing and approved by the appropriate VISIT FLORIDA manager.
 - b. Upon receipt of proper documentation, expenses listed in the attached, Exhibit A not to exceed \$13,000 for the **Adventure Elevate Education/Tour Operator Networking Conference** will be reimbursed; Contractor will be responsible for any additional costs. Any deviation from these budgeted amounts must be presented in writing and approved by the appropriate VISIT FLORIDA manager.
 - c. **Rack space at Welcome Center**
 - i. 12 panel folded 4X9 rack size brochure (\$811.30 annual value)
 - d. **Booth space at Adventure Elevate Conference** (\$3,000 value)
 - e. **Consumer Facebook advertising campaign** targeting VISIT FLORIDA's Adventure Seekers audience (\$33,500 value)
 - f. **Consumer PR/Influencer trips** (\$17,000 value)
 - g. **Four Day Adventure Travel Training** for up to 42 people (\$24,000 value)
 - h. **New “Unexplored Florida” Tradeshow Display** (\$3,000 value)

TOTAL VALUE: \$126,311.30

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

- a. VISIT FLORIDA shall reimburse Contractor for actual costs associated with each Trade Show, as outlined in Exhibit A-1, the total is not to exceed \$32,000. Actual costs include travel to and from event and shipping costs for each event. Contractor shall forward an invoice, third party invoices, travel expenses and proof of payment to Amber O'Connell at aoconnell@visitflorida.org within 30 days of completion of event.
- b. **Advance Payment:** Upon execution of the contract, Contractor shall submit an invoice for a deposit to cover most registration and transportation costs, in the amount of \$20,000. All registration and transportation fees will require invoices/receipts and proof of payment by the Contractor, as proof of deliverables. If receipts are not provided, those fees will be returned to VISIT FLORIDA upon completion of the trade show.

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

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

2021
Visit Natural North Florida
Meeting Dates and Counties



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

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

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

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

ALACHUA COUNTY

(\$15,000 - 3 votes)

Brian Avery

Lecturer
University of Florida Department of Sport
Management and Director of Engaged Learning
and Outreach
FLG 302 P.O. Box 118208
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Jodi Biggar

Tourist Program Coordinator
Visit Gainesville/Alachua County
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Gainesville, FL 32601
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Jbiggar@alachuacounty.us

Ron Gromoll

Visiting Lecturer
University of Florida Department of Tourism,
Hospitality & Event Management
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rgromoll@ufl.edu

BRADFORD COUNTY

(\$3,000 - 2 votes)

William Sexton, Vice-Chair

Bradford County Attorney
945 North Temple Avenue
Starke, FL 32091-2210
will_sexton@bradfordcountyfl.gov
(w) 904.368.3902

The Honorable Daniel Riddick

Bradford County
Board of County Commissioners
945 North Temple Avenue
Starke, FL 32091
(w) 352.473.7033
(o) 904.966.6327
(f) 352.473.5907
bccriddick@yahoo.com

COLUMBIA COUNTY

(\$8,000 3 votes)

Rod Butler

General Manager
Holiday Inn Hotel and Suites
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gm@hilakecityfl.com

Alden Rosner

Sports Marketing Director
Columbia County
Tourist Development Council
P.O. Box 1847
Lake City, FL 32056
(w) 386.719.1453
arosner@columbiacountyfla.com
www.southsidesportscomplex.com

Paula R. Vann

Executive Director
Columbia County
Tourist Development Council
P.O. Box 1847
Lake City, FL 32056
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pvann@columbiacountyfla.com
www.springsrus.com

DIXIE COUNTY

(\$2,000 - 2 votes)

Vacant

Russ McCallister

Suwannee Guides and Outfitters
PO Box 1345
Old Town, FL 32680
(w) 352.542.8331
(h) 352.325.1520
(c) 352.258.0189
russ776@bellsouth.net
www.visitdixie.com
www.suwanneeguides.com

GILCHRIST COUNTY

(\$2,000 - 2 votes)

The Honorable Lee Deen

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

Patricia Watson

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

HAMILTON COUNTY

(\$1,000 - 2 votes)

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

(\$2,000 - 2 votes)

Katrina Richardson, Secretary/Treasurer

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

David Ward

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

LAFAYETTE COUNTY

(\$1,000 - 1 vote)

Craig Colton

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

LEVY COUNTY

(\$4,000 - 2 votes)

Carol McQueen

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

Tisha Whitehurst

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

MADISON COUNTY

(\$3,000 - 2 votes)

Vacant***Jackie Blount***

Madison County
Tourism Development Council
184 NW College Loop
Madison, FL 32340
(c) 850.673.1046
jacquelyneblount@yahoo.com

SUWANNEE COUNTY

(\$4,000 - 2 votes)

Charissa Setzer

Marketing Coordinator
Suwannee County
Tourism Development Council
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Teena Peavy

Marketing Director
Spirit of the Suwannee Music Park
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teena@musicliveshere.com
www.musicliveshere.com

TAYLOR COUNTY

(\$4,000 - 2 votes)

Dawn Perez, Chair

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

Sandy Beach

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850.578.2898
(c) 850.843.1546
sandybeach8431546@gmail.com

UNION COUNTY

(\$1,000 - 1 vote)

Dale Walker

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

WAKULLA COUNTY

(\$3,000 - 2 votes)

Natalie Knowles

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

Outreach Coordinator
Wakulla County Tourist Development Council
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therndon@mywakulla.com
www.visitwakulla.com

STAFF

Lauren Yeatter

Senior Planner
Visit Natural North Florida
2009 NW 67th Place
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yeatter@ncfrpc.org
www.visitnaturalnorthflorida.com

Scott R. Koons

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

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

as of 1/16/2020

VOLUNTEERS, CONSULTANTS AND OTHERS

Donna Creamer - Travel Show Coordinator

Staff Assistant
Gilchrist County Tourist Development Council
209 SE 1st Street
Trenton, FL 32693
(w) 352.463.3198
(c) 352.210.1827
dcreamer@gilchrist.fl.us
www.VisitGilchristCounty.com

Roland Loog - Volunteer

1907 NW 10th Avenue
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(c) 352.231.2077
rolandgerri@aol.net

Nancy Moreland- Travel Writer

1513 Branch Street
Tallahassee, FL 32303
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Lois Nevins

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7513 NW County Road 235
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byallmeanstravel@hotmail.com

Tommy Thompson - Blogger

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24 NW 33rd Court, Suite A
Gainesville, FL 32607
(c) 352.284.1763
captommy@me.com

2020
Visit Natural North Florida
Meeting Dates and Counties



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

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

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

