

## MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **February 18, 2021**. The meeting will be held virtually via communications media technology at 10:00 a.m.

LINK: <https://global.gotomeeting.com/join/478060421>

DIAL IN NUMBER:      **Toll Free 1.877.309.2073**

CONFERENCE CODE:    **478-060-421**



*The Original Florida*

*Visit Natural*  
**NORTH FLORIDA**

**TOURISM TASK FORCE  
Meeting Agenda**

**Virtual Public Meeting  
Via Communications Media Technology**

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

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1. Website	
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5. Domestic Travel Shows	
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8. Scholarships	
9. Professional Organization Memberships	

- D. VISIT FLORIDA -
  - 1. Influencer Trip
  - 2. Virtual Florida Huddle
  - 3. Monthly Report
- E. Staff Items
  - 1. Task Force 2021 Meeting Schedule and County Assignments
  - 2. Cooperative Regional Marketing Fee Fiscal Year 2020-21
- F. Other Old Business
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- G. Announcements
- V. NEW BUSINESS
- VI. Leadership Forum: To Be Determined
- VII. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled to be held virtually via media communications technology at 10:00 a.m. on March 18, 2021.

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

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

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

MEMBERS PRESENT

Brian Avery, Alachua County  
Jodi Biggar, Alachua County  
Ron Gromoll, Alachua County  
Will Sexton, Bradford County, Vice-Chair  
Paula Vann, Columbia County  
Russ McCallister, Dixie County  
Patricia Watson, Gilchrist County  
Katrina Richardson, Jefferson County, Treasurer  
Craig Colton, Lafayette County  
Carol McQueen, Levy County  
Jackie Blount, Madison County  
Charissa Setzer, Suwannee County  
Dawn Perez, Taylor County, Chair  
Dale Walker, Union County  
Natalie Knowles, Wakulla County

STAFF PRESENT

Scott Koons  
Lauren Yeatter

MEMBERS ABSENT

Alden Rosner, Columbia County  
Daniel Riddick, Bradford County  
Rod Butler, Columbia County  
Lee Deen, Gilchrist County  
David Ward, Jefferson County  
Tisha Whitehurst, Levy County  
Teena Peavey, Suwannee County  
Sandy Beach, Taylor County  
Thomas Herndon, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force  
Travel Show Coordinator  
Brenna Dacks, VISIT FLORIDA

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum Chair Dawn Perez called the meeting to order at 10:03 a.m.

II. APPROVAL OF THE AGENDA

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

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

### III. APPROVAL OF THE NOVEMBER 19, 2020 MINUTES

Chair Perez asked for approval of the November 19, 2020 meeting minutes.

**ACTION: Ron Gromoll moved and Dale Walker seconded to approve the November 19, 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

(1) October 31, 2020

(2) November 30, 2020

**ACTION: Dale Walker moved and Jackie Blount seconded to approve the October 31, 2020 and November 30, 2020 monthly financial reports as presented. The motion passed unanimously.**

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

1. Website
2. e-Newsletter
3. Website Blogs
4. Marketing Materials
5. Domestic Travel Shows
6. Advertising Campaign

**ACTION: Charissa Setzer moved and Jackie Blount seconded to approve \$48,277.83 for the VISIT FLORIDA Facebook campaign. The motion passed unanimously.**

7. Brochure Distribution
8. Scholarships
9. Professional Organization Memberships

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

1. Website
2. e-Newsletter
3. Website Blogs

**ACTION: Carol McQueen moved and Katrina Richardson seconded to authorize staff to request written proposals for bloggers. The motion passed unanimously.**

4. Marketing Materials
5. Domestic Travel Shows
6. Advertising Campaign

**ACTION:** Katrina Richardson moved and Craig Colton seconded to register for the Montreal and Toronto Outdoor Adventure Go Adventure Planning Guide for \$500. The motion passed unanimously.

7. Brochure Distribution
8. Scholarships
9. Professional Organization Memberships

D. VISIT FLORIDA -

1. Influencer Trip
2. Virtual Florida Huddle

**ACTION:** Katrina Richardson moved and Ron Gromoll seconded to register Dawn Perez and Donna Creamer for the Virtual Florida Huddle. The motion passed unanimously.

3. Monthly Report

E. Staff Items

1. Travel Show Coordinator Agreement Fiscal Year 2020-21

**ACTION:** Katrina Richardson moved and Jackie Blount seconded to approve the Fiscal Year 2020-21 Travel Show Coordinator Agreement with Donna Creamer. The motion passed unanimously.

2. Task Force 2021 Meeting Schedule and County Assignments

**ACTION:** Katrina Richardson moved and Craig Colton seconded to require in-person quorum for future Task Force meetings. The motion failed by a vote of 3 YEAS and 12 NAYS.

**ACTION:** Will Sexton moved and Carol McQueen seconded to have virtual Task Force meetings for February 2021 and March 2021. The motion passed unanimously.

3. Cooperative Regional Marketing Fee Fiscal Year 2020-21

F. Other Old Business

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

G. Announcements

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

V. New Business

VI. Leadership Forum: None

## VII. Adjournment

### Date and Location of next meeting

The next regular meeting is scheduled for 10:00 a.m., February 18, 2021 virtually via communications media technology.

**The meeting adjourned at 11:32 a.m.**

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Dawn V. Perez, Chair

2/18/21  
Date

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

**The Original Florida Tourism Task Force**  
**Balance Sheet**  
**As of December 31, 2020**

	Dec 31, 20
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Cash in Bank - Capital City	133,439.10
<b>Total Checking/Savings</b>	133,439.10
Accounts Receivable	
Accounts Receivable	39,183.79
<b>Total Accounts Receivable</b>	39,183.79
<b>Other Current Assets</b>	
Prepaid Expense	438.00
Prepaid Registration Fees	3,195.00
<b>Total Other Current Assets</b>	3,633.00
<b>Total Current Assets</b>	176,255.89
<b>TOTAL ASSETS</b>	<b>176,255.89</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
Accounts Payable	17,104.40
<b>Total Accounts Payable</b>	17,104.40
<b>Total Current Liabilities</b>	17,104.40
<b>Total Liabilities</b>	17,104.40
<b>Equity</b>	
Unrestricted Earnings	117,609.74
Net Income	41,541.75
<b>Total Equity</b>	159,151.49
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>176,255.89</b>

## The Original Florida Tourism Task Force

02/09/21

## Profit &amp; Loss

Accrual Basis

December 2020

	Dec 20
<b>Income</b>	
Co-op Reg. Market. Prog. Fee	58,000.00
<b>Total Income</b>	58,000.00
<b>Gross Profit</b>	58,000.00
<b>Expense</b>	
Bank Charges	17.99
Marketing	
Public Relations	
Advertising	8,303.25
Total Public Relations	8,303.25
Website	
Bloggers Fees	425.00
Total Website	425.00
Total Marketing	8,728.25
NCFRPC Contractual Services	7,250.00
<b>Total Expense</b>	15,996.24
<b>Net Income</b>	<b>42,003.76</b>

9:36 AM

01/20/21

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 12/31/2020**

---

	Dec 31, 20
Beginning Balance	118,610.34
Cleared Transactions	
Checks and Payments - 2 items	-442.99
Deposits and Credits - 2 items	24,000.00
Total Cleared Transactions	23,557.01
Cleared Balance	142,167.35
Uncleared Transactions	
Checks and Payments - 2 items	-8,728.25
Total Uncleared Transactions	-8,728.25
Register Balance as of 12/31/2020	133,439.10
New Transactions	
Checks and Payments - 1 item	-8,165.00
Deposits and Credits - 1 item	7,000.00
Total New Transactions	-1,165.00
Ending Balance	132,274.10

9:37 AM

01/20/21

**The Original Florida Tourism Task Force**  
**Reconciliation Detail**  
**Cash in Bank - Capital City, Period Ending 12/31/2020**

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						118,610.34
<b>Cleared Transactions</b>						
<b>Checks and Payments - 2 items</b>						
Check	12/28/2020		Capital City Bank	X	-17.99	-17.99
Bill Pmt -Check	12/31/2020	1547	Two Tree, Inc.	X	-425.00	-442.99
Total Checks and Payments					-442.99	-442.99
<b>Deposits and Credits - 2 items</b>						
Deposit	12/18/2020			X	5,000.00	5,000.00
Deposit	12/31/2020			X	19,000.00	24,000.00
Total Deposits and Credits					24,000.00	24,000.00
Total Cleared Transactions					23,557.01	23,557.01
Cleared Balance					23,557.01	142,167.35
<b>Uncleared Transactions</b>						
<b>Checks and Payments - 2 items</b>						
Bill Pmt -Check	12/03/2020	1545	Two Tree, Inc.		-425.00	-425.00
Bill Pmt -Check	12/31/2020	1546	Miles Partnership		-8,303.25	-8,728.25
Total Checks and Payments					-8,728.25	-8,728.25
Total Uncleared Transactions					-8,728.25	-8,728.25
Register Balance as of 12/31/2020					14,828.76	133,439.10
<b>New Transactions</b>						
<b>Checks and Payments - 1 item</b>						
Bill Pmt -Check	01/07/2021	1548	Colonial Press Inter...		-8,165.00	-8,165.00
Total Checks and Payments					-8,165.00	-8,165.00
<b>Deposits and Credits - 1 item</b>						
Deposit	01/15/2021				7,000.00	7,000.00
Total Deposits and Credits					7,000.00	7,000.00
Total New Transactions					-1,165.00	-1,165.00
<b>Ending Balance</b>					<b>13,663.76</b>	<b>132,274.10</b>



P.O. Box 900  
Tallahassee, FL 32302

ACCOUNT STATEMENT

00002783 FCC31545010121155816 01 000000000  
THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PL  
GAINESVILLE FL 32653-1603

Date 12/31/20  
Primary Account

Page 1  
XXXXXXXX2204

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

CHECKING ACCOUNT

ANALYZED BUS CHECKING		Images	3
Account Number	XXXXXXXX2204	Statement Dates	12/01/20 thru 12/31/20
Previous Balance	118,610.34	Days in this Statement Period	31
2 Deposits/Credits	24,000.00	Avg Ledger Balance	121,191.08
2 Checks/Debits	442.99	Avg Collected Balance	120,384.63
Service Charges	.00		
Interest Paid	.00		
Ending Balance	142,167.35		

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
12/18	Deposit	5,000.00
12/31	Deposit	19,000.00

OTHER DEBITS

Date	Description	Amount
12/28	Account Analysis Charge	17.99-

RECEIVED

JAN 07 2021

NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL



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

Date 12/31/20  
Primary Account

Page 2  
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER

Date	Check No	Amount
12/11	1545	425.00

\* Denotes missing check numbers

DAILY BALANCE INFORMATION

Date	Balance	Date	Balance	Date	Balance
12/01	118,610.34	12/18	123,185.34	12/31	142,167.35
12/11	118,185.34	12/28	123,167.35		

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

00002783-0004160-0002-0003-FCC31545010121155816-01-L



DEPOSIT TICKET

THE ORIGINAL FLORIDA TURNED INCOME TAXES  
CANNOT BE CASHED AT ANY OTHER BANK

Capital City Bank

DATE	AMOUNT	CHECK NO.	DEPOSIT TO
12/18/2020	\$5,000.00	1545	Two Trees, Inc.

12/18/2020 \$5,000.00

0 12/18/2020 \$5,000.00

DEPOSIT TICKET

THE ORIGINAL FLORIDA TURNED INCOME TAXES  
CANNOT BE CASHED AT ANY OTHER BANK

Capital City Bank

DATE	AMOUNT	CHECK NO.	DEPOSIT TO
12/31/2020	\$19,000.00	1545	Two Trees, Inc.

12/31/2020 \$19,000.00

0 12/31/2020 \$19,000.00

Natural North Florida

1545

12/11/2020

Two Trees, Inc.

\$425.00

Four Hundred Twenty-Five and 00/100

Two Trees, Inc.  
Tony Thompson  
24-A NW 33rd Court  
Gainesville, FL 32607

1545 12/11/2020 \$425.00





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



1545

12/10

63 68/031

12/3/2020

PAY TO THE  
ORDER OF Two Tree, Inc.

\$\*\*425.00

Four Hundred Twenty-Five and 00/100

DOLLARS

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

MEMO

V Shield



\$ - 1

⑈001545⑈ ⑆063100688⑆

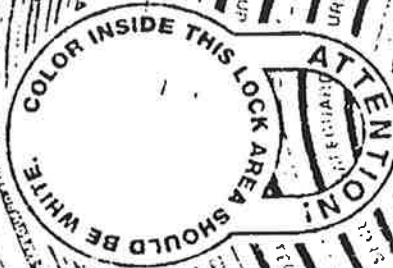
0224792204⑈

ENDORSE HERE

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Mobile Pay online

CHECK HERE AFTER  
MOBILE OR REMOTE DEPOSIT DATE

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE  
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The security features listed below, as well as those not listed, exceed industry guidelines.

## Security Features:

## Hologram

## Heat Sensitive Ink

## True Watermark

## Visible Fibers

## Thermally Sensitive Paper and "Starch" spots may appear if chemical

## Chemical Water Detection Area: Activation attempts are made

## Microprinting

## High Resolution Warning Band

## Toner Adhesion Properties

## Anti-Copy Technology

## Anti-Line Bypass Pattern

## Perforation design is a confirmation of the Capital Payment Systems Association

## Perforation design is a confirmation of the Capital Payment Systems Association

Amount: \$-425.00  
Statement Description: Check  
Check Number: 1545  
Posted Date: 12/11/2020  
Type: Debit  
Status: Posted



# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

### As of December 31, 2020

(These financial statements are unaudited)

	Budget	December 2020	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	58,000.00	58,000.00	58,000.00	0.00
DEO Rural Development Grant 19/20	45,900.00	0.00	425.00	(45,475.00)
DEO Rural Development Grant 20/21	45,900.00	0.00	0.00	(45,900.00)
VisitFlorida Rural Area Opportunity Grant 20/21	45,000.00	0.00	0.00	(45,000.00)
VisitFlorida Rural Area Opportunity 10/21 In-Kind	81,300.00	0.00	0.00	(81,300.00)
<b>Total Income</b>	<b>276,100.00</b>	<b>58,000.00</b>	<b>58,425.00</b>	<b>(217,675.00)</b>
<b>Expenses</b>				
<b>Marketing</b>				
<b>Collateral Materials</b>				
Print Ultimate Bicycle Guide	3,000.00	0.00	0.00	(3,000.00)
<b>Total Collateral Materials</b>	<b>3,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(3,000.00)</b>
<b>Website</b>				
Website Blogs	5,100.00	425.00	1,275.00	(3,825.00)
Web Hosting & Maintenance Services	6,000.00	0.00	0.00	(6,000.00)
<b>Total Website</b>	<b>11,100.00</b>	<b>425.00</b>	<b>1,275.00</b>	<b>(9,825.00)</b>
<b>Trade Shows</b>				
Whistles & Other Promotional Items	5,000.00	0.00	0.00	(5,000.00)
Popup and/or Cloth Displays - VF In-Kind	3,000.00	0.00	0.00	(3,000.00)
Welcome Center Rack Space - VF In-Kind	800.00	0.00	0.00	(800.00)
Adventure Travel Training 4 Days-VF In-Kind	24,000.00	0.00	0.00	(24,000.00)
Consumer Influencer-VF In-Kind	17,000.00	0.00	0.00	(17,000.00)
VF Atlanta Camping & RV Show	5,000.00	0.00	0.00	(5,000.00)
VF New York Times Travel Show	4,000.00	0.00	0.00	(4,000.00)
VF Chicago RV & Camping Show	7,000.00	0.00	0.00	(7,000.00)
VF Toronto Outdoor Adventure Show	9,000.00	0.00	0.00	(9,000.00)
VF Washington DC Travel & Adventure Show	8,000.00	0.00	0.00	(8,000.00)
DEO Georgia RV & Camper Show	7,500.00	0.00	0.00	(7,500.00)
<b>Total Trade Shows</b>	<b>90,300.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(90,300.00)</b>
<b>Advertising</b>				
Digital Advertising Campaign 2019-20	13,500.00	0.00	0.00	(13,500.00)
FI Vacation Planner Print Ad 2019-20	8,000.00	8,303.25	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	0.00	(9,000.00)

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

(These financial statements are unaudited)

	<b>Budget</b>	<b>December 2020</b>	<b>Year to Date</b>	<b>Over/(Under) Budget</b>
Quarterly eNewsletters	6,500.00	1,000.00	1,000.00	(5,500.00)
<b>Total Advertising</b>	<b>84,000.00</b>	<b>9,303.25</b>	<b>9,303.25</b>	<b>(74,696.75)</b>
<b>Total Marketing Expenses</b>	<b>188,400.00</b>	<b>9,728.25</b>	<b>10,578.25</b>	<b>(177,821.75)</b>
<b>Administration</b>				
NCFRPC - Admin VF & DEO 2019-20	5,625.00	3,125.00	3,125.00	(2,500.00)
NCFRPC - Admin VF & DEO FY 2020-21	5,625.00	0.00	0.00	(5,625.00)
NCFRPC - Admin Program Fees	23,750.00	3,125.00	3,125.00	(20,625.00)
Bank Charges	200.00	17.99	55.00	(145.00)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	0.00	(300.00)
Other Admin Expenses Miscellaneous	1,200.00	0.00	0.00	(1,200.00)
Postage	300.00	0.00	0.00	(300.00)
VF/DEO Travel Show Service Program Fee	1,100.00	0.00	0.00	(1,100.00)
Telephone	300.00	0.00	0.00	(300.00)
<b>Total Administration</b>	<b>38,700.00</b>	<b>6,267.99</b>	<b>6,305.00</b>	<b>(32,395.00)</b>
<b>Memberships</b>				
Visit Florida	400.00	0.00	0.00	(400.00)
Southeast Tourism Society	600.00	0.00	0.00	(600.00)
Florida Outdoor Writers Association	200.00	0.00	0.00	(200.00)
Ride with GPS	300.00	0.00	0.00	(300.00)
<b>Total Memberships</b>	<b>1,500.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(1,500.00)</b>
<b>Professional Enhancement</b>				
SE Tourism Society Marketing College	5,175.00	0.00	0.00	(5,175.00)
Governor's Tourism Conference	1,725.00	0.00	0.00	(1,725.00)
Adventure Elevate Networking Conference	13,000.00	0.00	0.00	(13,000.00)
Adventure Elevate Networking Conference In-Kind	3,000.00	0.00	0.00	(3,000.00)
<b>Total Professional Enhancement</b>	<b>22,900.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(22,900.00)</b>
<b>Internships</b>				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
<b>Total Internships</b>	<b>12,500.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(12,500.00)</b>
<b>Retained Reserves</b>				
Retained Reserves	12,100.00	0.00	0.00	(12,100.00)

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

(These financial statements are unaudited)

	<b>Budget</b>	<b>December 2020</b>	<b>Year to Date</b>	<b>Over/(Under) Budget</b>
<b>Total Retained Reserves</b>	12,100.00	0.00	0.00	(12,100.00)
<b>Total NonMarketing Expenses</b>	87,700.00	6,267.99	6,305.00	(81,395.00)
<b>Total Expenses</b>	276,100.00	15,996.24	16,883.25	(259,216.75)
<b>Net Income</b>	<b>0.00</b>	<b>42,003.76</b>	<b>41,541.75</b>	<b>41,541.75</b>



## **ATTACHMENT 1 SCOPE OF WORK**

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

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

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

**2.1 Website Maintenance and Operation:**

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

**2.2 Electronic Newsletters:**

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

**2.3 Website Blogs:**

Post blogs on its website, [www.vnnf.org](http://www.vnnf.org), to inform visitors of tourist-oriented attractions and facilities within the Region.

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

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

**2.5 Exhibit at Domestic Travel Shows:**

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

**2.6 Advertising:**

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

**2.7 Literature Distribution:**

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

**2.8 Professional Enhancement Scholarships:**

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

**2.9 Memberships in Professional Organizations:**

Maintain current memberships or join professional organizations.

**3. DEO'S RESPONSIBILITIES:**

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

**3.2** Perform Agreement management responsibilities as stated herein;

**3.3** Reply to reasonable inquiries pursuant to the Agreement and,

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

**4. DELIVERABLES:**

Grantee agrees to provide the following services as specified:

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

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

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

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

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

## 5. REPORTING:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Florida Department of Economic Opportunity  
Fiscal Year 2019-20 Regional Rural Development Grant  
(January 19, 2020 - January 19, 2021)  
Proposed Deliverables and Cost Estimates  
October 17, 2019

Cost Estimates	Deliverable	Total	Variance
10/17/2019		Expenditures	
\$12,100.00	Website Hosting & Maintenance	\$6,000.00	\$6,100.00
\$8,000.00	VISIT FLORIDA Retargeting Campaign	\$0.00	\$8,000.00
\$5,100.00	Website Blogs (60 blogs per at \$85 per blog - Two Tree, Inc.)	\$2,975.00	\$2,125.00
\$2,500.00	Town Blogs (Nancy Moreland)	\$0.00	\$2,500.00
\$1,300.00	Design and Print Collateral Material	\$17,080.00	(\$15,780.00)
\$40,000.00	Domestic Travel Shows (5 shows)	\$11,402.46	\$28,597.54
\$18,500.00	Print Advertising (Florida Transportation Map, Florida Travel Planner)	\$17,303.25	\$1,196.75
\$15,400.00	Digital Advertising Campaign (Facebook, Google Adword search)	\$48,277.83	(\$32,877.83)
\$12,000.00	Scholarships (7 Scholarships)	\$796.00	\$11,204.00
\$5,100.00	VisaVues	\$5,060.00	\$40.00
\$1,000.00	Professional Organization Memberships	\$820.00	\$180.00
\$6,500.00	Quarterly eNewsletters	\$4,000.00	\$2,500.00
\$22,500.00	Administration	\$20,000.00	\$2,500.00
\$150,000.00	Total	\$133,714.54	\$16,285.46



Overall Performance By Objective

Objective	Amount Spent (USD)	Impressions	CPM	Post Engagement	CPE	ER	Link Clicks	CTR	CPC	3-Second Video Views	Video Watches at 100%	VVR	VCR	CPV	CPCV
Traffic	\$48,277.83	6,099,496	\$7.92	716,324	\$0.07	11.74%	101,386	1.66%	\$0.48	607,404	7,363	9.96%	0.12%	\$0.08	\$6.56
Grand Total	\$48,277.83	6,099,496	\$7.92	716,324	\$0.07	11.74%	101,386	1.66%	\$0.48	607,404	7,363	9.96%	0.12%	\$0.08	\$6.56

Overall Performance By Campaign

Campaign Name	Amount Spent (USD)	Impressions	CPM	Post Engagement	CPE	ER	Link Clicks	CTR	CPC	3-Second Video Views	Video Watches at 100%	VVR	VCR	CPV	CPCV
VF_Natural North Florida 2020_Traffic	\$48,277.83	6,099,496	\$7.92	716,324	\$0.07	11.74%	101,386	1.66%	\$0.48	607,404	7,363	9.96%	0.12%	\$0.08	\$6.56
Grand Total	\$48,277.83	6,099,496	\$7.92	716,324	\$0.07	11.74%	101,386	1.66%	\$0.48	607,404	7,363	9.96%	0.12%	\$0.08	\$6.56

Overall Performance By Ad Set

Ad set Name	Amount Spent (USD)	Impressions	CPM	Post Engagement	CPE	ER	Link Clicks	CTR	CPC	3-Second Video Views	Video Watches at 100%	VVR	VCR	CPV	CPCV
Outdoor/Adventure Brand Targeting	\$2,875.19	377,973	\$7.61	41,635	\$0.07	11.02%	5,891	1.56%	\$0.49	34,847	438	9.22%	0.12%	\$0.08	\$6.56
OTAs	\$2,551.98	305,490	\$8.35	37,367	\$0.07	12.23%	5,261	1.72%	\$0.49	31,226	366	10.22%	0.12%	\$0.08	\$6.97
Historical & Campaign Engager Lookalikes	\$14,033.81	1,621,605	\$8.65	191,538	\$0.07	11.81%	29,923	1.85%	\$0.47	159,889	1,992	9.86%	0.12%	\$0.09	\$7.05
Outdoor Adventure Traveler Interests/Behaviors:	\$28,816.85	3,794,428	\$7.59	445,784	\$0.06	11.75%	60,311	1.59%	\$0.48	381,442	4,567	10.05%	0.12%	\$0.08	\$6.31
Grand Total	\$48,277.83	6,099,496	\$7.92	716,324	\$0.07	11.74%	101,386	1.66%	\$0.48	607,404	7,363	9.96%	0.12%	\$0.08	\$6.56

Overall Performance By Ad

Ad name	Amount Spent (USD)	Impressions	CPM	Post Engagement	CPE	ER	Link Clicks	CTR	CPC	3-Second Video Views	Video Watches at 100%	VVR	VCR	CPV	CPCV
VF_Co-op_Visit Natural North Florida co-op_Post 2	\$36,703.97	4,681,941	\$7.84	560,593	\$0.07	11.97%	78,086	1.67%	\$0.47	476,710	6,007	10.18%	0.13%	\$0.08	\$6.11
VF_Co-op_Visit Natural North Florida co-op_Post 1	\$11,573.86	1,417,555	\$8.16	155,731	\$0.07	10.99%	23,300	1.64%	\$0.50	130,694	1,356	9.22%	0.10%	\$0.09	\$8.54
Grand Total	\$48,277.83	6,099,496	\$7.92	716,324	\$0.07	11.74%	101,386	1.66%	\$0.48	607,404	7,363	9.96%	0.12%	\$0.08	\$6.56



# *Visit Natural* **NORTH FLORIDA**

February 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 2019-20  
Regional Rural Development Grant  
4th Quarter Deliverables Report

Dear Mr. Gitzen:

At its February 18, 2021 meeting, The Original Florida Tourism Task Force reviewed and approved the fourth quarter report and reimbursement request for its Fiscal Year 2019-20 Regional Rural Development Grant.

Please find enclosed the fourth quarter Deliverables Report and an invoice in the amount of \$104,321.08 for the period November 1, 2020 through January 19, 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,



Dawn Taylor  
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 #: D0147

Invoice No. 4  
Date: January 19, 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: November 1, 2020 to January 19, 2021		
Deliverable 1 Website Maintenance and Enhancements Maintained Website (Contractual Services)		
Deliverable 2 Electronic Newsletter Created and Distributed One Electronic Newsletter (Staff Time)		
Deliverable 3 Website Blogs Posted 10 blogs on Website.		
Deliverable 4 Updated and Printed Marketing Materials (Contractual Services)		
Deliverable 6 Advertising Campaign Completed 1 Digital Campaign and 2 Print Advertisements (Contractual Services)		
Expenditures		
Staff time		\$9,750.00
Contractual Services		94,571.08
Memberships		0.00
Travel		0.00
Registrations		0.00
Shipping		0.00
Scholarships		0.00
<b>TOTAL</b>		<b>\$ 104,321.08</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.



Dawn Taylor  
Chair

2/18/21

Date



The Original Florida Tourism Task Force

Fiscal Year 2019-20 Regional Rural Development Grant  
Fourth Payment Request  
Listing of Invoices, Payments and Associated Checks  
January 19, 2021

Name	Invoice Date	Invoice Number	Invoice Amount	Check Date	Check Number	Check Amount	Amount Charged to Grant
Two Tree, Inc. - Blogs	11/30/2020	2019182	\$425.00	12/3/2020	1545	\$425.00	\$425.00
Miles Partnership	12/15/2020	45439	\$8,303.25	12/31/2020	1546	\$8,303.25	\$8,303.25
Two Tree, Inc. - Blogs	12/16/2020	2019183	\$425.00	12/31/2020	1547	\$425.00	\$425.00
Colonial Press International	1/7/2021	43178	\$8,165.00	1/7/2021	1548	\$8,165.00	\$8,165.00
Colonial Press International	1/19/2021	43178	\$8,915.00	1/28/2021	1549	\$8,915.00	\$8,915.00
JUMPEM LLC - Website	1/19/2021	8455	\$6,000.00	1/28/2021	1550	\$6,000.00	\$6,000.00
VisitFlorida -FloridaTransportation Map	1/19/2021	76856	\$9,000.00	1/28/2021	1551	\$9,000.00	\$9,000.00
VisitFlorida -VisaVue	1/19/2021	76863	\$5,060.00	1/28/2021	1551	\$5,060.00	\$5,060.00
VisitFlorida -Facebook Digital Advertising Campaign	1/18/2021	77006	\$48,277.83	2/11/2021	1553	\$48,277.83	\$48,277.83
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
North Central Florida Regional Planning Council - eNewsLetter	12/31/2020	n/a	\$1,000.00	n/a	n/a	\$1,000.00	\$1,000.00
North Central Florida Regional Planning Council - Administration	12/31/2020	n/a	\$3,125.00	n/a	n/a	\$3,125.00	\$3,125.00
Total			\$104,321.08			\$104,321.08	\$104,321.08

n/a = not applicable



Florida Department of Economic Opportunity  
Fiscal Year 2019-20  
Regional Rural Development Grant  
Fourth Quarter Report  
November 1, 2020 through January 19, 2021

Submitted February 19, 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 2019-20  
FOURTH QUARTER REPORT  
November 1, 2020 through January 19, 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 spent \$6,000.00 during the fourth quarter for website maintenance and hosting. A copy of the invoice and canceled check is included in Part C.

**TOPIC-CENTERED MICROSITES**

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

**MARKETING AND PROMOTION**

**ELECTRONIC NEWSLETTERS**

The Task Force created and distributed one electronic newsletter during the fourth quarter to over 6,000 email addresses. The Task Force spent \$1,000 on this item during the fourth 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 D.

**WEBSITE BLOGS**

The Task Force spent \$850.00 on this item during the fourth quarter for blogs. Copies of the blogs, invoices and canceled checks are included in Part E.

**UPDATE AND PRINT MARKETING MATERIALS**

The Task Force spent \$17,080.00 during the fourth quarter for updating and printing marketing materials. A copy of the brochure and copies of the invoices and canceled checks are included in Part F.

**DOMESTIC TRAVEL SHOWS**

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

**ADVERTISING CAMPAIGN**

The Task Force spent \$70,641.08 during the fourth quarter for advertising. Copies of the advertisements, invoices and canceled checks are included in Part G.

## **BROCHURE DISTRIBUTION**

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

## **EMAIL DISTRIBUTION SERVICES**

The Task Force did not expend any funds during the fourth quarter for email distribution services.

## **PROFESSIONAL ENHANCEMENT**

### **PROFESSIONAL ENHANCEMENT SCHOLARSHIPS**

The Task Force did not expend any funds during the fourth quarter for professional enhancement scholarships.

### **PROFESSIONAL ASSOCIATIONS ANNUAL MEMBERSHIPS**

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

## **ADMINISTRATION**

The North Central Florida Regional Planning Council provided \$5,625.00 during the third quarter and \$3,125.00 during the fourth 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 H.

## **PROOF OF FINANCIAL MATCH**

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

# COMPLIANCE CERTIFICATION FORM

<b>Grantee:</b> The Original Florida Tourism Task Force		
<b>Street Address:</b> 2009 NW 67th Place		
<b>City:</b> Gainesville	<b>ST:</b> FL	<b>Zip:</b> 32653-1603
<b>Phone:</b> 352.955.2200	<b>Email:</b> 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 #4 (attached)	Nov 1, 2020 to Jan 19, 2021
1 Electronic Newsletter	\$1,000.00
10 Blogs	\$850.00
2 Print Advertisements	\$17,303.25
1 Digital Advertisement Campaign	\$48,277.83
1 Advertisement Campaign Research Report	\$5,060.00
1 Website Hosting & Maintenance	\$6,000.00
350,000 Brochure Printing	\$17,080.00
Administration	\$8,750.00
<b>INVOICE AMOUNT</b>	<b>\$104,321.08</b>

**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: 2/18/21

**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 #:** 4 **Date:** 2/18/21

**Contract Amount:** \$150,000

**MBE Participation Amount:** \$

**DV Participation Amount:** \$

**MBE Percentage:** 0%

**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



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



## **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  
Gainesville, FL 32611  
(w) 352.294.6922  
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#### ***Jodi Biggar***

Tourist Program Coordinator  
Visit Gainesville/Alachua County  
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[Jbiggar@alachuacounty.us](mailto:Jbiggar@alachuacounty.us)

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

Visiting Lecturer  
University of Florida Department of Tourism,  
Hospitality & Event Management  
FLG 190A, P.O. Box 118205  
Gainesville, FL 32611  
(w) 352.294.3064  
[rgromoll@ufl.edu](mailto: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](mailto: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](mailto:bccriddick@yahoo.com)

### **COLUMBIA COUNTY**

(\$8,000 3 votes)

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

General Manager  
Holiday Inn Hotel and Suites  
213 SW Commerce Boulevard  
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(w) 386.487.1080  
[gm@hilakecityfl.com](mailto:gm@hilakecityfl.com)

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

Sports Marketing Director  
Columbia County  
Tourist Development Council  
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(w) 386.719.1453  
[arosner@columbiacountyfla.com](mailto:arosner@columbiacountyfla.com)  
[www.southsidesportscomplex.com](http://www.southsidesportscomplex.com)

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

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[pvann@columbiacountyfla.com](mailto:pvann@columbiacountyfla.com)  
[www.springsrus.com](http://www.springsrus.com)

### **DIXIE COUNTY**

(\$2,000 - 2 votes)

#### ***Vacant***

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

Suwannee Guides and Outfitters  
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(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  
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***Patricia Watson***

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[pwatson@trentonflorida.org](mailto: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  
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***David Ward***

Monticello-Jefferson County  
Tourism Development Council  
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**LAFAYETTE COUNTY**

(\$1,000 - 1 vote)

***Craig Colton***

Suwannee River Rendezvous  
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**LEVY COUNTY**

(\$4,000 - 2 votes)

***Carol McQueen***

9207 Florida Street  
Fanning Springs, FL 32693  
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***Tisha Whitehurst***

Director  
Levy County Visitors Bureau  
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Williston, FL 32696  
(w) 352.528.4030  
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**MADISON COUNTY**

(\$3,000 - 2 votes)

***Jackie Blount***

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Chamber of Commerce & Tourism  
182 NW College Loop, Unit A  
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***Marlene Squires-Swanson***

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**SUWANNEE COUNTY**

(\$4,000 - 2 votes)

***Charissa Setzer***

Marketing Coordinator  
Suwannee County  
Tourism Development Council  
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(w) 386.330.2220  
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[charissas@suwcountyfl.gov](mailto:charissas@suwcountyfl.gov)  
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**Teena Peavy**  
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(w) 386.364.1683  
[teena@musicliveshere.com](mailto:teena@musicliveshere.com)  
[www.musicliveshere.com](http://www.musicliveshere.com)

#### **TAYLOR COUNTY**

(\$4,000 - 2 votes)

**Dawn Perez, Chair**  
Executive Director  
Taylor County Chamber of Commerce  
428 North Jefferson Street  
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(w) 850.584.5366  
(c) 850.843.0992  
[taylorchamber@fairpoint.net](mailto:taylorchamber@fairpoint.net)  
[www.taylorcountychamber.com](http://www.taylorcountychamber.com)

**Sandy Beach**  
20845 Keaton Beach Drive  
Perry, FL 32348  
850.578.2898  
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[sandybeach8431546@gmail.com](mailto: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](mailto:dwalker@cityoflakebutler.com)

#### **WAKULLA COUNTY**

(\$3,000 - 2 votes)

**Natalie Knowles**  
Procurement and Contract Coordinator  
Wakulla County Board of County  
Commissioners  
3093 Crawfordville Hwy.  
Crawfordville, FL 32327  
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**Thomas Herndon**  
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Wakulla County Tourist Development Council  
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#### **STAFF**

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

**as of 6/11/2020**

**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](mailto:dcreamer@gilchrist.fl.us)  
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***Roland Loog - Volunteer***

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***Lois Nevins***

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***Tommy Thompson - Blogger***

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



2021  
Visit Natural North Florida  
Meeting Dates and Counties



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

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

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

