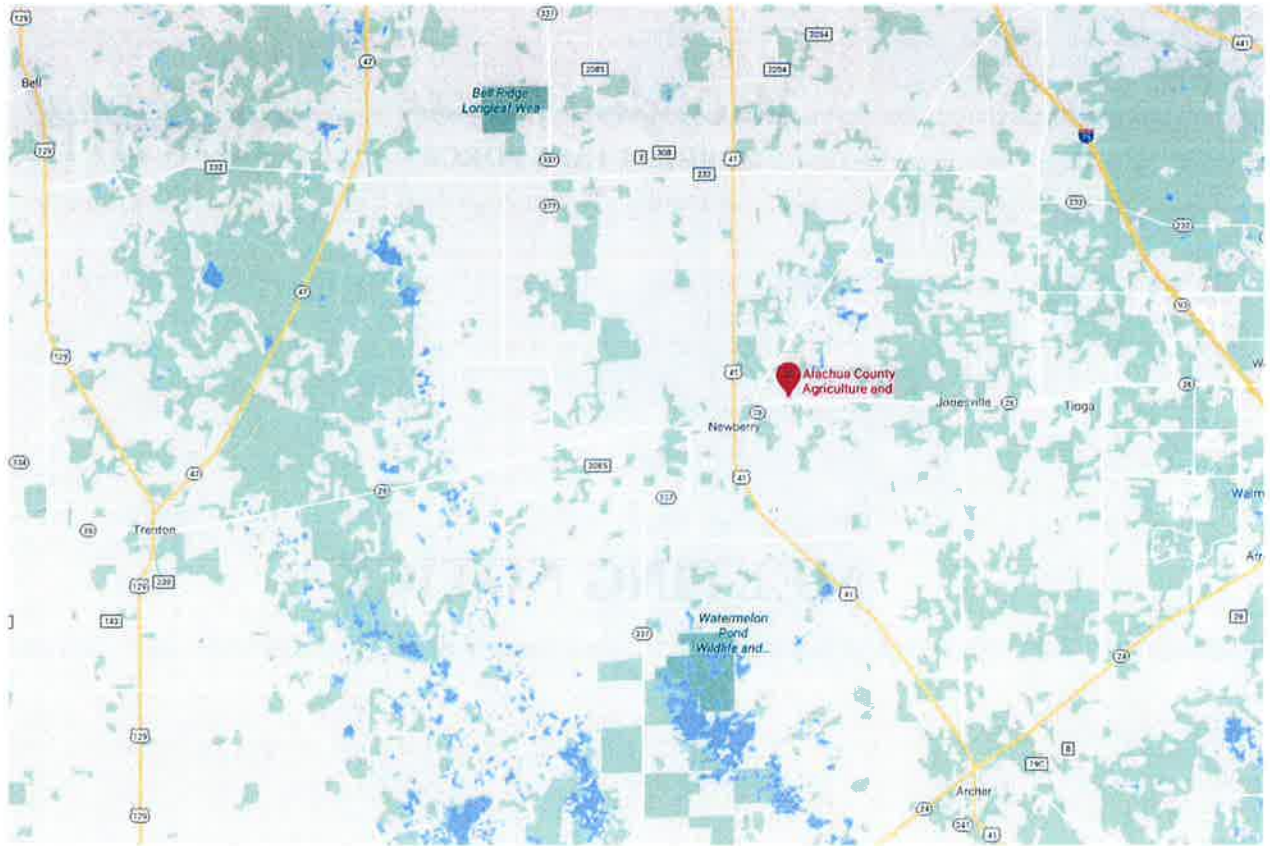


MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **February 20, 2020**. The meeting will be held at **Alachua County Agriculture and Equestrian Center, 23100 West Newberry Road, Newberry, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)



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

The Original Florida

**TOURISM TASK FORCE
Meeting Agenda**

Visit Natural
NORTH FLORIDA

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

**February 20, 2020
Thursday, 10:00 a.m.**

	PAGE NO.
I. Call to Order, Introductions	
II. Approval of Agenda	3
III. Approval of November 21, 2019 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee Report	9
a. Monthly Financial Reports Review and Approval	
(1) October 31, 2019	
(2) November 30, 2019	
(3) December 31, 2019	
B. Fiscal Year 2018-19 Regional Rural Development Grant	67
1. Website	
2. e-newsletter	73
3. Website Blogs	
4. Ultimate Bicycle Guide Reprint	
5. Domestic Travel Shows	
6. Advertising Campaign	
a. Digital Marketing	
b. Print Advertising (UnDiscovered Florida, Florida Travel Planner, Florida Transportation Map)	
c. VISIT FLORIDA Retargeting Campaign	91
7. Brochure Distribution	
8. Scholarships	
9. Professional Organization Memberships	
C. Fiscal Year 2019-20 Regional Rural Development Grant	93
1. Website	
2. e-newsletter	
3. Website Blogs	
4. Marketing Materials	
5. Domestic Travel Shows	
6. Advertising Campaign	
7. Brochure Distribution	
8. Scholarships	
9. Professional Organization Memberships	

D.	VISIT FLORIDA Grants	
1.	VISIT FLORIDA - North Central Florida Fiscal Year 2018-19 Rural Area of Opportunity Partnership Program	
a.	Final Reimbursement Request	
2.	VISIT FLORIDA - North Central Florida Fiscal Year 2019-20	101
a.	Adventure Travel Marketing Program	
b.	Schedule and Travel Show Assignments	
E.	VISIT FLORIDA Schedule and Report	
1.	Monthly Report	
F.	Staff Items	
1.	Regional Rural Development Grant Proposed Legislation - Senate Bill 426/House Bill 1139	107
2.	VISIT FLORIDA Reauthorization - Senate Bill 362/ House Bill 213	125
G.	Other Old Business	
1.	Updated Task Force Member Contact Information	127
2.	2020 Meeting Dates and Locations	133
H.	Announcements	
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., March 19, 2020 in Dixie County at a location to be determined.

Halpatter Brewing Company Event Space
264 NE Hernando Avenue, Lake City, FL
Columbia County

November 21, 2019
10:00 a.m.

MEMBERS PRESENT

Sean Plemons, Alachua County
Will Sexton, Bradford County, Vice-Chair
Paula Vann, Columbia County
Rod Butler, Columbia County
Russ McCallister, Dixie County
Katrina Richardson, Jefferson County, Treasurer
Craig Colton, Lafayette County
Carol McQueen, Levy County
Tisha Whitehurst, Levy County
Phyllis Williams, Madison County
Teena Peavey, Suwannee County
Charissa Setzer, Suwannee County
Dawn Taylor-Perez, Taylor County, Chair
Dale Walker, Union County

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

Daniel Riddick, Bradford County
Lee Deen, Gilchrist County
Patricia Watson, Gilchrist County
David Ward, Jefferson County
Jackie Blount, Madison County
Sandy Beach, Taylor County
Thomas Herndon, Wakulla County
Natalie Knowles, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Anne Glick, Florida Fish and Wildlife
Conservation Commission
Brenda Graham, Madison County Tourism
Development Council
Lois Nevins, By All Means Travel

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor-Perez, called the meeting to order at 10:05 a.m.

II. APPROVAL OF THE AGENDA

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

ACTION: Carol McQueen moved and Sean Plemons seconded to approve the meeting agenda.
The motion passed unanimously.

III. APPROVAL OF THE OCTOBER 17, 2019 MINUTES

Chair Taylor-Perez asked for approval of the October 17, 2019 meeting minutes.

ACTION: Carol McQueen moved and Charissa Setzer seconded to approve the October 17, 2019 minutes as presented. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report Review and Approval - September 30, 2019

Katrina Richardson presented the Finance Committee report.

ACTION: Phyllis Williams moved and Craig Colton seconded to approve the September 30, 2019 monthly financial report as presented. The motion passed unanimously.

b. Amended Fiscal Year 2018-19 Budget Review and Approval

ACTION: Paula Vann moved and Teena Peavey seconded to approve the Amended Fiscal Year 2018-19 Budget as presented. The motion passed unanimously.

B. Fiscal Year 2018-19 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
10. Approval of Third Quarter Report and Reimbursement Submittal Package

ACTION: Katrina Richardson moved and Will Sexton seconded to approve the Third Quarter Report and Reimbursement Submittal Package. The motion passed unanimously.

C. Fiscal Year 2019-20 Regional Rural Development Grant

1. Deliverables and Costs
2. Scheduled and Travel Show Assignments
3. Authorization to Issue a Request for Proposals for the 2020 Marketing Project and Authorize Marketing Committee to Rank Proposers, and Authorization to Enter into a Contract with Highest-Ranking Proposer

ACTION: Will Sexton moved and Carol McQueen seconded to authorize staff to issue a request for proposals for the 2020 marketing project and authorize the Marketing Committee to rank proposers, and authorize staff to enter into a contract with highest-ranking proposer. The motion passed unanimously.

4. Authorization to Enter into a Contract with Two Tree, Inc. for 2020 Blog Posting on Task Force Website

No action was taken on this item.

5. Authorization to Enter into a Contract with ConveyMore Communications, Inc.
for Six Town Blogs
No action was taken on this item.

D. VISIT FLORIDA Grants

1. VISIT FLORIDA - North Central Florida Fiscal Year 2018-19
Rural Area of Opportunity Partnership Program

- a. Final Reimbursement Request

Lauren Yeatter, Senior Planner, reported the Task Force has not yet received the final reimbursement payment from VISIT FLORIDA.

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

- a. VISIT FLORIDA FY 2019-20 Rural Area of Opportunity Grant Contract

- b. Adventure Travel Marketing Program

Ms. Yeatter discussed the Adventure Travel Marketing Program.

- c. Schedule and Travel Show Assignments

Donna Creamer, Travel Show Coordinator, discussed the Schedule and Travel Show Assignments.

E. VISIT FLORIDA Report

1. There was no VISIT FLORIDA monthly report.

F. Staff Items

1. Task Force 2020 Meeting Schedule and County Assignments

By consensus, the Task Force approved the Task Force 2020 Meeting Schedule and County Assignments.

2. Fiscal Year 2019-20 County Regional Marketing Fees

Ms. Yeatter reported that invoices have been sent to each County for the Fiscal Year 2019-20 County Regional Marketing Fees.

3. Regional Rural Development Grant Proposed Legislation - Senate Bill 426

Ms. Yeatter reported on proposed Senate Bill 426.

4. Task Force members discussed ordering promotional items

ACTION: Katrina Richardson moved and Carol McQueen seconded to authorize staff to order whistles and other promotional items. The motion passed unanimously.

G. Other Old Business

1. Updated Task Force Member Contact Information
2. 2019 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 meeting is scheduled for 10:00 a.m., January 16, 2020 in Taylor County at a location to be determined.

The meeting adjourned at 11:36 a.m.

Dawn Taylor-Perez, Chair

1/16/20
Date

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

The Original Florida Tourism Task Force

01/08/20

Balance Sheet

Accrual Basis

As of October 31, 2019

	Oct 31, 19
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	16,386.41
Total Checking/Savings	16,386.41
Accounts Receivable	
Accounts Receivable	172,356.45
Total Accounts Receivable	172,356.45
Other Current Assets	
Prepaid Expense	498.00
Prepaid Registration Fees	6,594.44
Prepaid Travel	359.00
Total Other Current Assets	7,451.44
Total Current Assets	196,194.30
TOTAL ASSETS	196,194.30
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	18,040.25
Total Accounts Payable	18,040.25
Other Current Liabilities	
Contract Advance	20,000.00
Total Other Current Liabilities	20,000.00
Total Current Liabilities	38,040.25
Total Liabilities	38,040.25
Equity	
Unrestricted Earnings	111,709.91
Net Income	46,444.14
Total Equity	158,154.05
TOTAL LIABILITIES & EQUITY	196,194.30

The Original Florida Tourism Task Force

Profit & Loss

October 2019

	Oct 19
Income	
Co-op Reg. Market. Prog. Fee	53,000.00
Total Income	53,000.00
Gross Profit	53,000.00
Expense	
Bank Charges	6.00
Marketing	
Collateral Materials	
Distribution	933.00
Total Collateral Materials	933.00
Public Relations	
Advertising	
Digital Ad Campaign	4,000.00
Total Advertising	4,000.00
Total Public Relations	4,000.00
Website	
Bloggers Fees	1,589.00
Total Website	1,589.00
Total Marketing	6,522.00
Postage	27.86
Total Expense	6,555.86
Net Income	46,444.14

2:36 PM

11/26/19

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 10/31/2019

	Oct 31, 19
Beginning Balance	21,536.47 ✓
Cleared Transactions	
Checks and Payments - 6 items	-6,122.20 ✓
Deposits and Credits - 1 item	1,000.00 ✓
Total Cleared Transactions	-5,122.20
Cleared Balance	16,414.27 ✓
Uncleared Transactions	
Checks and Payments - 1 item	-27.86
Total Uncleared Transactions	-27.86
Register Balance as of 10/31/2019	16,386.41
New Transactions	
Checks and Payments - 10 items	-15,470.84
Total New Transactions	-15,470.84
Ending Balance	915.57

Handwritten:
 ADP
 11-26-19

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 10/31/2019

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						21,536.47
Cleared Transactions						
Checks and Payments - 6 items						
Bill Pmt -Check	09/26/2019	1472	Loog, Roland	X	-1,302.20	-1,302.20
Bill Pmt -Check	09/26/2019	1474	VisitFlorida	X	-359.00	-1,661.20
Bill Pmt -Check	10/10/2019	1475	Two Tree, Inc.	X	-425.00	-2,086.20
Bill Pmt -Check	10/10/2019	1476	University of Florida ...	X	-30.00	-2,116.20
Bill Pmt -Check	10/24/2019	1477	Madden Media	X	-4,000.00	-6,116.20
Check	10/25/2019		Capital City Bank	X	-6.00	-6,122.20
Total Checks and Payments					-6,122.20	-6,122.20
Deposits and Credits - 1 item						
Deposit	10/25/2019			X	1,000.00	1,000.00
Total Deposits and Credits					1,000.00	1,000.00
Total Cleared Transactions					-5,122.20	-5,122.20
Cleared Balance					-5,122.20	16,414.27
Uncleared Transactions						
Checks and Payments - 1 item						
Bill Pmt -Check	10/24/2019	1478	United Parcel Service		-27.86	-27.86
Total Checks and Payments					-27.86	-27.86
Total Uncleared Transactions					-27.86	-27.86
Register Balance as of 10/31/2019					-5,150.06	16,386.41
New Transactions						
Checks and Payments - 10 items						
Bill Pmt -Check	11/07/2019	1482	National Event Man...		-3,369.44	-3,369.44
Bill Pmt -Check	11/07/2019	1485	Unicomm, LLC		-3,195.00	-6,564.44
Bill Pmt -Check	11/07/2019	1483	RVEx Recreational ...		-2,498.00	-9,062.44
Bill Pmt -Check	11/07/2019	1480	Florida Suncoast To...		-1,500.00	-10,562.44
Bill Pmt -Check	11/07/2019	1481	Hardman Production...		-1,450.00	-12,012.44
Bill Pmt -Check	11/07/2019	1479	ConveyMore Comm...		-1,249.00	-13,261.44
Bill Pmt -Check	11/07/2019	1484	Two Tree, Inc.		-340.00	-13,601.44
Bill Pmt -Check	11/21/2019	1486	CTM Media Group Inc		-1,299.00	-14,900.44
Bill Pmt -Check	11/21/2019	1487	NCFRPC		-513.56	-15,414.00
Bill Pmt -Check	11/21/2019	1488	United Parcel Service		-56.84	-15,470.84
Total Checks and Payments					-15,470.84	-15,470.84
Total New Transactions					-15,470.84	-15,470.84
Ending Balance					-20,620.90	915.57



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

5/16/19

00001992 FCC31545110119083644 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 10/31/19
Primary Account

Page 1
XXXXXXX2204

Need a personal loan or line of credit? visit ccbg.com/loans for information about our consumer credit products and then simply apply online. We make it easy to apply for the funds you need. All loans subject to credit approval; Equal Housing Lender.

CHECKING ACCOUNT

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

XXXXXXX2204	Images	Statement Dates 10/01/19 thru 10/31/19	6
21,536.47 ✓		Days in this Statement Period	31
1,000.00 ✓		Avg Ledger Balance	20,022.08
6,122.20 ✓		Avg Collected Balance	19,925.30
.00			
.00			
16,414.27 ✓			

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
10/25	Deposit	1,000.00 ✓

OTHER DEBITS

Date	Description	Amount
10/25	Account Analysis Charge	6.00- ✓

RECEIVED

NOV 07 2019

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



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

Date 10/31/19
Primary Account

Page 2
XXXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXXX2204 (Continued)

		CHECKS IN NUMBER ORDER				Amount
Date	Check No	Amount	Date	Check No		
10/07	1472	1,302.20	✓ 10/23	1476		30.00 ✓
10/01	1474*	359.00	✓ 10/31	1477		4,000.00 ✓
10/18	1475	425.00				

* Denotes missing check numbers

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
10/01	21,177.47	10/18	19,450.27	10/25	20,414.27
10/07	19,875.27	10/23	19,420.27	10/31	16,414.27

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

Capital City Bank
Check # 1470
10/25/2019
\$ 1,000.00
1000
10252019
100000

Visit Natural North Florida
1472
10/07/2019
\$ 1,302.20
130220
10072019
130220

Visit Natural North Florida
1474
10/01/2019
\$ 359.00
35900
10012019
35900

Visit Natural North Florida
1475
10/18/2019
\$ 425.00
42500
10182019
42500

Visit Natural North Florida
1476
10/23/2019
\$ 30.00
3000
10232019
3000

Visit Natural North Florida
1477
10/31/2019
\$ 4,000.00
400000
10312019
400000



10/28/2019 8:36 AM

ANALYZED BUS CHK

*****2204

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

Visit Natural North Florida THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200

83-88/631

Capital City Bank 1472

9/26/2019

PAY TO THE ORDER OF **Roland Loog** \$ **1,302.20

One Thousand Three Hundred Two and 20/100***** DOLLARS

Roland Loog
1907 NW 10th Avenue
Gainesville, FL 32605-5313

MEMO

TRULY WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

00014720 0063100688 0224792204

ALLIANCE CREDIT UNION
10/04/2019 - 15:25:08
Teller A

ENDORSE HERE

CHECK HERE AFTER
MOBILE OR REMOTE DEPOSIT DATE
DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE
RESERVED FOR FINANCIAL INSTITUTION USE

Amount: -1302.20
Description: Check
Check Number: 1472
Posted Date: 10/7/2019
Transaction Type: History



10/3/2019 4:10 PM

ANALYZED BUS CHK

*****2204

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

Visit Natural North Florida
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.956.2200

Capital City Bank

1474

9/26/2019

PAY TO THE ORDER OF **Visit Florida**

\$ **359.00

Three Hundred Fifty-Nine and 00/100 ***** DOLLARS

Visit Florida
Accounting Department
2540 W. Executive Center Circle Ste 200
Tallahassee, FL 32301

MEMO 70769

Shield

001474 063100688 0224792204

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

☐ CHECK HERE AFTER DEPOSIT AT VISIT FLORIDA
MOBILE OR REMOTE DEPOSIT 20800568894

Pay to the Order Of
WELLS FARGO BANK, N.A.
For Deposit Only
FLORIDA TOURISM INDUSTRY MKTG
VISIT FLORIDA - PRIVATE ACCT

10/1/2019

Amount: -359.00

Description: Check

Check Number: 1474



Posted Date: 10/1/2019

Transaction Type: History

10/28/2019 8:36 AM

ANALYZED BUS CHK

*****2204

		THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200				1475	
PAY TO THE ORDER OF		Two Tree, Inc.		63-68/831		10/10/2019	
						S **425.00	
		Four Hundred Twenty-Five and 00/100*****				DOLLARS	
MEMO		Two Tree, Inc. Tommy Thompson 24-A NW 33rd Court Gainesville, FL 32607		S.S.R.K.			
TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW						HEAT SENSITIVE RED INKED CHECKS ARE WITH HEAT	
0001475		1063100688		0224792204			

[illegible]

Amount: -425.00

Description: Check

Check Number: 1475

Posted Date: 10/18/2019

Transaction Type: History



10/28/2019 8:36 AM

ANALYZED BUS CHK

*****2204

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

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

Capital City Bank 1476
63-68/631
10/10/2019

PAY TO THE ORDER OF University of Florida Career Connection \$**30.00

Thirty and 00/100 ***** DOLLARS

University of Florida Career Connection
HHP Internship and Job Fair
P.O. Box 118507
Gainesville, FL 32611

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001476 0631006881 0224792204

ENDORSE HERE

For Deposit Only
Wells Fargo Bank, N.A.
University of Florida
Board of Trustees

☐ CHECK HERE AFTER
MOBILE OR REMOTE DEPOSIT CENTER

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

105

Amount: -30.00

Description: Check

Check Number: 1476

Posted Date: 10/23/2019

Transaction Type: History

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of October 31, 2019

(These financial statements are unaudited)

	Budget	October 2019	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	53,000.00	53,000.00	53,000.00	0.00
DEO Rural Development Grant 18/19	58,500.00	0.00	0.00	(58,500.00)
DEO Rural Development Grant 19/20	110,200.00	0.00	0.00	(110,200.00)
VisitFlorida Rural Area Opportunity Grant 19/20	45,000.00	0.00	0.00	(45,000.00)
VisitFlorida Rural Area Opportunity 19/20 In-Kind	81,300.00	0.00	0.00	(81,300.00)
Total Income	348,000.00	53,000.00	53,000.00	(295,000.00)
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	0.00	(1,300.00)
Total Collateral Materials	4,300.00	0.00	0.00	(4,300.00)
Website				
Website Blogs	10,100.00	1,589.00	1,589.00	(8,511.00)
Web Hosting & Maintenance Services	12,100.00	0.00	0.00	(12,100.00)
Total Website	22,200.00	1,589.00	1,589.00	(20,611.00)
Trade Shows				
Whistles & Other Promotional Items	5,000.00	0.00	0.00	(5,000.00)
Popup and/or Cloth Displays - VF In-Kind	3,000.00	0.00	0.00	(3,000.00)
Welcome Center Rack Space - VF In-Kind	800.00	0.00	0.00	(800.00)
Adventure Travel training 4 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	0.00	(4,700.00)
VF New York Times Travel Show	4,000.00	0.00	0.00	(4,000.00)
VF Chicago RV & Camping Show	6,800.00	0.00	0.00	(6,800.00)
VF Toronto Outdoor Adventure Show	8,900.00	0.00	0.00	(8,900.00)
VF Washington DC Travel & Adventure Show	7,800.00	0.00	0.00	(7,800.00)
DEO Houston RV Show	7,500.00	0.00	0.00	(7,500.00)
DEO Philadelphia Travel & Adventure Show	7,200.00	0.00	0.00	(7,200.00)
DEO Atlanta Travel & Adventure Show	6,700.00	0.00	0.00	(6,700.00)
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	0.00	(115,600.00)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of October 31, 2019

(These financial statements are unaudited)

	Budget	October 2019	Year to Date	Over/(Under) Budget
Advertising				
Brochure Distribution 2018-19	3,000.00	933.00	933.00	(2,067.00)
Digital Advertising Campaign 2018-19	13,500.00	4,000.00	4,000.00	(9,500.00)
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	0.00	(13,500.00)
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	0.00	(5,000.00)
FI Vacation Plan Co-op Print Ad 2019-20	8,300.00	0.00	0.00	(8,300.00)
Quarterly eNewsletters	6,500.00	0.00	0.00	(6,500.00)
Total Advertising	106,700.00	4,933.00	4,933.00	(101,767.00)
Total Marketing Expenses	248,800.00	6,522.00	6,522.00	(242,278.00)
Administration				
NCFRPC - Admin VF & DEO 2018-19	5,625.00	0.00	0.00	(5,625.00)
NCFRPC - Admin VF & DEO FY 2019-20	16,875.00	0.00	0.00	(16,875.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	0.00	(12,500.00)
Bank Charges	200.00	0.00	0.00	(200.00)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	0.00	(300.00)
Other Admin Expenses Miscellaneous	2,000.00	6.00	6.00	(1,994.00)
Postage	300.00	27.86	27.86	(272.14)
VF/DEO Travel Show Service Program Fee	12,500.00	0.00	0.00	(12,500.00)
Telephone	300.00	0.00	0.00	(300.00)
Total Administration	50,900.00	33.86	33.86	(50,866.14)
Memberships				
Visit Florida	400.00	0.00	0.00	(400.00)
Southeast Tourism Society	300.00	0.00	0.00	(300.00)
Florida Outdoor Writers Association	200.00	0.00	0.00	(200.00)
Total Memberships	900.00	0.00	0.00	(900.00)
Professional Enhancement				
SE Tourism Society Marketing College	11,600.00	0.00	0.00	(11,600.00)
Governor's Tourism Conference	1,700.00	0.00	0.00	(1,700.00)
Adventure Elevate Networking Conference	13,000.00	0.00	0.00	(13,000.00)
Adventure Elevate Networking Conference In-Kind	3,000.00	0.00	0.00	(3,000.00)
Total Professional Enhancement	29,300.00	0.00	0.00	(29,300.00)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of October 31, 2019

(These financial statements are unaudited)

	Budget	October 2019	Year to Date	Over/(Under) Budget
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
Total Internships	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,500.00)</u>
Retained Reserves				
Retained Reserves	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>33.86</u>	<u>33.86</u>	<u>(99,166.14)</u>
Total Expenses	<u>348,000.00</u>	<u>6,555.86</u>	<u>6,555.86</u>	<u>(341,444.14)</u>
Net Income	<u>0.00</u>	<u>46,444.14</u>	<u>46,444.14</u>	<u>46,444.14</u>

The Original Florida Tourism Task Force

01/09/20

Balance Sheet

Accrual Basis

As of November 30, 2019

	Nov 30, 19
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	41,901.86
Total Checking/Savings	41,901.86
Accounts Receivable	
Accounts Receivable	131,356.45
Total Accounts Receivable	131,356.45
Other Current Assets	
Prepaid Expense	2,587.50
Prepaid Registration Fees	10,042.44
Total Other Current Assets	12,629.94
Total Current Assets	185,888.25
TOTAL ASSETS	185,888.25
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	9,376.66
Total Accounts Payable	9,376.66
Other Current Liabilities	
Contract Advance	20,000.00
Total Other Current Liabilities	20,000.00
Total Current Liabilities	29,376.66
Total Liabilities	29,376.66
Equity	
Unrestricted Earnings	111,709.91
Net Income	44,801.68
Total Equity	156,511.59
TOTAL LIABILITIES & EQUITY	185,888.25

The Original Florida Tourism Task Force

Profit & Loss

November 2019

	Nov 19
Expense	
Bank Charges	13.71
Marketing	
Collateral Materials	
Distribution	1,149.50
Total Collateral Materials	1,149.50
Trade Shows	
Florida Tourism Forum	359.00
I-75 Welcome Center	60.00
Total Trade Shows	419.00
Total Marketing	1,568.50
Postage	60.25
Total Expense	1,642.46
Net Income	-1,642.46

1:44 PM

12/12/19

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 11/29/2019

	<u>Nov 29, 19</u>	
Beginning Balance		16,414.27 ✓
Cleared Transactions		
Checks and Payments - 10 items	-12,086.13 ✓	
Deposits and Credits - 3 items	41,000.00 ✓	
Total Cleared Transactions	<u>28,913.87</u>	
Cleared Balance		<u>45,328.14</u> ✓
Uncleared Transactions		
Checks and Payments - 2 items	<u>-3,426.28</u>	
Total Uncleared Transactions	<u>-3,426.28</u>	
Register Balance as of 11/29/2019		<u>41,901.86</u>
Ending Balance		41,901.86

Handwritten:
 12-12-19
 [Signature]

1:45 PM

12/12/19

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 11/29/2019

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						16,414.27
Cleared Transactions						
Checks and Payments - 10 items						
Bill Pmt -Check	10/24/2019	1478	United Parcel Service	X	-27.86	-27.86
Bill Pmt -Check	11/07/2019	1485	Unicomm, LLC	X	-3,195.00	-3,222.86
Bill Pmt -Check	11/07/2019	1483	RVEx Recreational ...	X	-2,498.00	-5,720.86
Bill Pmt -Check	11/07/2019	1480	Florida Suncoast To...	X	-1,500.00	-7,220.86
Bill Pmt -Check	11/07/2019	1481	Hardman Production...	X	-1,450.00	-8,670.86
Bill Pmt -Check	11/07/2019	1479	ConveyMore Comm...	X	-1,249.00	-9,919.86
Bill Pmt -Check	11/07/2019	1484	Two Tree, Inc.	X	-340.00	-10,259.86
Bill Pmt -Check	11/21/2019	1486	CTM Media Group Inc	X	-1,299.00	-11,558.86
Bill Pmt -Check	11/21/2019	1487	NCFRPC	X	-513.56	-12,072.42
Check	11/29/2019		Capital City Bank	X	-13.71	-12,086.13
Total Checks and Payments					-12,086.13	-12,086.13
Deposits and Credits - 3 items						
Deposit	11/01/2019			X	2,000.00	2,000.00
Deposit	11/14/2019			X	14,000.00	16,000.00
Deposit	11/22/2019			X	25,000.00	41,000.00
Total Deposits and Credits					41,000.00	41,000.00
Total Cleared Transactions					28,913.87	28,913.87
Cleared Balance					28,913.87	45,328.14
Uncleared Transactions						
Checks and Payments - 2 items						
Bill Pmt -Check	11/07/2019	1482	National Event Man...		-3,369.44	-3,369.44
Bill Pmt -Check	11/21/2019	1488	United Parcel Service		-56.84	-3,426.28
Total Checks and Payments					-3,426.28	-3,426.28
Total Uncleared Transactions					-3,426.28	-3,426.28
Register Balance as of 11/29/2019					25,487.59	41,901.86
Ending Balance					25,487.59	41,901.86



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SP GT

00002063 FCC31545113019103547 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 11/29/19
Primary Account

Page 1
XXXXXXXX2204



Need a personal loan or line of credit? Visit ccbg.com/loans for information about our consumer credit products and then simply apply online. We make it easy to apply for the funds you need. All loans subject to credit approval; Equal Housing Lender.

CHECKING ACCOUNT

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

XXXXXXXX2204 Images
Statement Dates 11/01/19 thru 12/01/19
Days in this Statement Period 31
Avg Ledger Balance 32,168.18
Avg Collected Balance 28,329.47
16,414.27 ✓
41,000.00 ✓
12,086.13 ✓
.00
.00
45,328.14 ✓

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
11/01	Deposit	2,000.00 ✓
11/08	Deposit	14,000.00 ✓
11/22	Deposit	25,000.00 ✓

OTHER DEBITS

Date	Description	Amount
11/25	Account Analysis Charge	13.71- ✓

RECEIVED

DEC 09 2019

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL





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

Date 11/29/19
Primary Account

Page 2
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER					
Date	Check No	Amount	Date	Check No	Amount
11/04	1478	27.86	11/12	1484	340.00 ✓
11/12	1479	1,249.00	11/13	1485	3,195.00 ✓
11/19	1480	1,500.00	11/26	1486	1,299.00 ✓
11/19	1481	1,450.00	11/22	1487	513.56 ✓
11/26	1483*	2,498.00			

* Denotes missing check numbers

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
11/01	18,414.27	11/12	30,797.41	11/22	49,138.85
11/04	18,386.41	11/13	27,602.41	11/25	49,125.14
11/08	32,386.41	11/19	24,652.41	11/26	45,328.14

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

00002063-0003379-0002-0003-FCC31545113019103547-01-L



DEPOSIT TICKET

THE ORIGINAL FLORIDA TOURISM MARK PRICE
2000 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1402
352.868.2779

Capital City Bank

DATE	AMOUNT	CHECK NO.	DEPOSIT TO
11/01/2019	\$ 2,000.00	1478	Capital City Bank

TOTAL DEPOSIT \$ 2,000.00

#001478# #063100688# 0224792204#

0 11/01/2019 \$2,000.00

DEPOSIT TICKET

THE ORIGINAL FLORIDA TOURISM MARK PRICE
2000 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1402
352.868.2779

Capital City Bank

DATE	AMOUNT	CHECK NO.	DEPOSIT TO
11/08/2019	\$ 14,000.00	1479	Capital City Bank

TOTAL DEPOSIT \$ 14,000.00

#001479# #063100688# 0224792204#

0 11/08/2019 \$14,000.00

DEPOSIT TICKET

THE ORIGINAL FLORIDA TOURISM MARK PRICE
2000 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1402
352.868.2779

Capital City Bank

DATE	AMOUNT	CHECK NO.	DEPOSIT TO
11/22/2019	\$ 25,000.00	1480	Capital City Bank

TOTAL DEPOSIT \$ 25,000.00

#001480# #063100688# 0224792204#

0 11/22/2019 \$25,000.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM MARK PRICE
2000 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1402
352.868.2779

Capital City Bank

1478

11/04/2019

United Parcel Service
P.O. Box 7347-0244
Philadelphia, PA 19170-0001

\$ 27.86

#001478# #063100688# 0224792204#

1478 11/04/2019 \$27.86

Natural North Florida

THE ORIGINAL FLORIDA TOURISM MARK PRICE
2000 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1402
352.868.2779

Capital City Bank

1479

11/12/2019

ConveyMore Communications
One Thousand Two Hundred Forty Nine and 00/100
ConveyMore Communications
1513 Branch Street
Tallahassee, FL 32303

\$ 1,249.00

#001479# #063100688# 0224792204#

1479 11/12/2019 \$1,249.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM MARK PRICE
2000 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1402
352.868.2779

Capital City Bank

1480

11/19/2019

Florida Suncoast Tourism Promotions, Inc.
One Thousand Five Hundred and 00/100
Florida Suncoast Tourism Promotions, Inc.
10750 76th Street
Sanford, FL 32771-1422

\$ 1,500.00

#001480# #063100688# 0224792204#

1480 11/19/2019 \$1,500.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM MARK PRICE
2000 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1402
352.868.2779

Capital City Bank

1481

11/19/2019

Hardman Production, Inc.
One Thousand Four Hundred Fifty and 00/100
Hardman Production, Inc.
P.O. Box 3130
Duluth, GA 30098

\$ 1,450.00

#001481# #063100688# 0224792204#

1481 11/19/2019 \$1,450.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM MARK PRICE
2000 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1402
352.868.2779

Capital City Bank

1483

11/26/2019

RVEx Recreational Vehicle Expositions Inc
Two Thousand Four Hundred Ninety Eight and 00/100
RVEx Recreational Vehicle Expositions Inc
PO Box 1028
Pekin, IL 60078-1028

\$ 2,498.00

#001483# #063100688# 0224792204#

1483 11/26/2019 \$2,498.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM MARK PRICE
2000 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1402
352.868.2779

Capital City Bank

1484

11/12/2019

Two Trees, Inc.
Three Hundred Forty and 00/100
Two Trees, Inc.
Tommy Thompson
24-A NW 33rd Court
Gainesville, FL 32607

\$ 340.00

#001484# #063100688# 0224792204#

1484 11/12/2019 \$340.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM MARK PRICE
2000 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1402
352.868.2779

Capital City Bank

1485

11/13/2019

Unknown, LLC
Three Thousand One Hundred Ninety Five and 00/100
Unknown, LLC
P.O. Box 6010
Middletown, CT 06450

\$ 3,195.00

#001485# #063100688# 0224792204#

1485 11/13/2019 \$3,195.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM MARK PRICE
2000 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1402
352.868.2779

Capital City Bank

1486

11/26/2019

CTM Media Group Inc
One Thousand Two Hundred Twenty Nine and 00/100
CTM Media Group Inc
11 Lago Drive South
Glastonbury, CT 06033

\$ 1,299.00

#001486# #063100688# 0224792204#

1486 11/26/2019 \$1,299.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM MARK PRICE
2000 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1402
352.868.2779

Capital City Bank

1487

11/22/2019

N. Central FL Regional Planning Council
Five Hundred Thirteen and 00/100
N. Central FL Regional Planning Council
2000 NW 87th Place
Gainesville, FL 32603-1603

\$ 513.56

#001487# #063100688# 0224792204#

1487 11/22/2019 \$513.56



11/6/2019 8:50 AM

		THE ORIGINAL FLORIDA TOURISM TASK FORCE 3009 N.W. 87TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200			1478 10/24/2019
PAY TO THE ORDER OF United Parcel Service		\$ **27.86		DOLLARS	
Twenty-Seven and 86/100					
United Parcel Service P.O. Box 7247-0244 Philadelphia, PA 19170-001					
MEMO					
⑆001478⑆ ⑆063100588⑆ 0224792204⑆					



Security Features: Hologram Heat Sensitive Ink True Watermark Visible Fibers Invisible Fibers Microprint Chemical (Iron) Detection Area Microprinting High Resolution Thinning Band Paper Adhesion Properties Anti-Copy Technology Laser Line Back Pattern		For Deposit Only: New Century OF 7380 895540 031 000 895540 30 10 01072857-010	
The security features listed below, as well as those not listed, exceed industry guidelines.		CHECK HERE AFTER MOBILE OR REMOTE DEPOSIT DATE DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE RESERVED FOR FINANCIAL INSTITUTION USE	

Amount: -27.86
 Description: Check
 Check Number: 1478
 Posted Date: 11/4/2019
 Transaction Type: History

11/26/2019 11:39 AM

ANALYZED BUS CHK

*****2204

<small>THIS CHECK IS VOID WITHOUT THE SIGNATURE OF THE ISSUING OFFICE. IT IS NOT VALID FOR CASHING OR DEPOSIT.</small>	
	THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200
	1479
	63 68731
	11/7/2019
PAY TO THE ORDER OF	ConveyMore Communications
	\$ **1,249.00
One Thousand Two Hundred Forty-Nine and 00/100***** DOLLARS	
ConveyMore Communications 1513 Branch Street Tallahassee, FL 32303	
MEMO	
<small>TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW</small>	
<small>HOLD BEHIND THE RED IMAGE DISAPPEARS WITH HEAT</small>	
⑈001479⑈ ⑈063100688⑈	0224792204⑈

PAY TO THE ORDER OF
BANK OF AMERICA, N.A.
FOR DEPOSIT ONLY

CHECK NUMBER _____
DATE _____

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

Amount: -1249.00

Description: Check

Check Number: 1479

Posted Date: 11/12/2019

Transaction Type: History



11/26/2019 11:38 AM

ANALYZED BUS CHK

*****2204

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOLIOLOGRAM

Visit Natural North Florida

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

63-68/631

Capital City Bank

1480

11/7/2019

PAY TO THE ORDER OF **Florida Suncoast Tourism Promotions, Inc.**

\$ **1,500.00

One Thousand Five Hundred and 00/100 ***** DOLLARS

Florida Suncoast Tourism Promotions, Inc.
10750 75th Street
Seminole, FL 33777-1422

MEMO

TRU WATERMARK PAPER HOLOGRAM LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001480 0063100688 0224792204

ENDORSE HERE

PAY TO THE ORDER OF
SYNOVUS BANK
063114166

FOR DEPOSIT ONLY
FLORIDA SUNCOAST TOURISM
050106301

☐ CHECK HERE AFTER MOBILE OR REMOTE DEPOSIT DATE

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

11/19/2019 15:08:51

CP388051.061100606

Security Features:

- Hologram
- Heat Sensitive Ink
- True Watermark
- Visible Fibers
- Chemically Sensitive Paper and Chemical Wash Resistant Ink
- Microprinting
- High Resolution Warning Band
- Toner Adhesion Properties
- Anti-Copy Technology
- Laid Line Back Pattern

This security features list is provided below, as well as those not listed, except for the guidelines.

• Hologram: Hologram is a seal used to protect check. Can be photocopied.

• Heat Sensitive Ink: Hologram image with inkjet or laser on it. This image will fade and disappear.

• True Watermark: Can be photocopied.

• Visible Fibers: Visible fibers embedded in the paper.

• Chemically Sensitive Paper and Chemical Wash Resistant Ink: Inkjet or laser on paper. This inkjet or laser on paper will fade and disappear.

• Microprinting: Small text in check border appears as a line when copied.

• High Resolution Warning Band: For use in security features. First line is a band of red and green dots. Second line is a band of red and green dots. Third line is a band of red and green dots. Fourth line is a band of red and green dots.

• Toner Adhesion Properties: Toner will not adhere to the back of the check.

• Anti-Copy Technology: Check is not made with technology to prevent copying.

• Laid Line Back Pattern: Dots are colored and paste attention.

FEDERAL RESERVE BOARD OF GOVERNORS REG. CC

Amount: -1500.00

Description: Check

Check Number: 1480

Posted Date: 11/19/2019

Transaction Type: History



11/26/2019 11:38 AM

ANALYZED BUS CHK

*****2204

DOCUMENT INCLUDES VISIBLE FIRE/PHYSICAL REACTIVE PROPERTIES AND FEATURES A FORTHOLOGRAM

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

Capital City Bank 1481
63-69/631
11/7/2019

PAY TO THE ORDER OF Hardman Production, Inc. \$ **1,450.00

One Thousand Four Hundred Fifty and 00/100***** DOLLARS

Hardman Productions, Inc.
P.O. Box 3130
Duluth, GA 30096

MEMO

SHIELD

001481 063100688 0224792204

ENDORSE HERE

PAY TO THE ORDER OF
UNITED COMMUNITY BANK
FOR DEPOSIT ONLY
HARDMAN PRODUCTIONS INC DBA
ATLANTA CAMPING & RV SHOW
CHECK HERE AFTER 202510451
MOBILE OR REMOTE DEPOSIT DATE

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

UCBI >061112843<
2019-11-18 0261351018

261351018 2019 11 18

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

Security Features:

- Hologram** - Hologram on the back of the check, and to check, press the back of the check, and to check, press the back of the check.
- Heat Sensitive Ink** - Heat sensitive ink on the back of the check, and to check, press the back of the check.
- True Watermark** - True watermark on the back of the check, and to check, press the back of the check.
- Visible Fibers** - Visible fibers on the back of the check, and to check, press the back of the check.
- Optical Variable Ink** - Optical variable ink on the back of the check, and to check, press the back of the check.
- Chemical Sensitive Ink** - Chemical sensitive ink on the back of the check, and to check, press the back of the check.
- Microprinting** - Microprinting on the back of the check, and to check, press the back of the check.
- 3-D Security** - 3-D security on the back of the check, and to check, press the back of the check.
- UV Security** - UV security on the back of the check, and to check, press the back of the check.
- Land Line Bank** - Land line bank on the back of the check, and to check, press the back of the check.
- Federal Reserve** - Federal Reserve on the back of the check, and to check, press the back of the check.
- Board of Governors** - Board of Governors on the back of the check, and to check, press the back of the check.

Amount: -1450.00

Description: Check

Check Number: 1481




Posted Date: 11/19/2019

Transaction Type: History

1/2/2020 4:03 PM

ANALYZED BUS CHK




*****2204

THIS DOCUMENT INCLUDES VISIBLE FIBERS/CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOLIO HOLOGRAM	
	
THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 87TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200	1483
63-68/631	11/7/2019
PAY TO THE ORDER OF	RVEx Recreational Vehicle Expositions Inc
\$ **2,498.00	
Two Thousand Four Hundred Ninety-Eight and 00/100..... DOLLARS	
RVEx Recreational Vehicle Expositions Inc PO Box 1025 Palatine, IL 60078-1025	
MEMO	
STATUS WATERMARK PAPER - HOLD TO LIGHT TO VIEW	
HEAT SENSITIVE REG IMAGE DISAPPEARS WITH HEAT	
0001483 0631006881 0224792204	

ENDORSE HERE PAY TO THE ORDER OF HARRIS BANK PALATKA, N.A. 071921784 FOR DEPOSIT ONLY CHECK VERIFICATION POSITIONS, INC. MOBILE, AL 36688-0450		DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE RESERVED FOR FINANCIAL INSTITUTION USE	
1252019-12-25-2019 46790700032380 BGC Harris Bank N.A.		0000032380	
Security Features: Hologram Heat Sensitive Ink True MicroMark No bleed-through Anti-Fraud Chemical Resistant Tamper Evident Laser Marking		This security features listed below, as well as those not listed, exceed industry guidelines. HC-5	
• Multi-dimensional foil seal bonded to check stock • Genset no photocopy • Field test change with magnets or heating on it • The image will fade and disappear • Full check to a light source to view • Cannot be photocopied • Globally have protection in the paper • No water or paper, the paper is made of cotton • Chemical resistant to acids, alkalis, and solvents • Tamper evident • Laser marking		• No bleed-through • Anti-Fraud • Chemical Resistant • Tamper Evident • Laser Marking	
• No bleed-through • Anti-Fraud • Chemical Resistant • Tamper Evident • Laser Marking		• No bleed-through • Anti-Fraud • Chemical Resistant • Tamper Evident • Laser Marking	
• No bleed-through • Anti-Fraud • Chemical Resistant • Tamper Evident • Laser Marking		• No bleed-through • Anti-Fraud • Chemical Resistant • Tamper Evident • Laser Marking	
• No bleed-through • Anti-Fraud • Chemical Resistant • Tamper Evident • Laser Marking		• No bleed-through • Anti-Fraud • Chemical Resistant • Tamper Evident • Laser Marking	
• No bleed-through • Anti-Fraud • Chemical Resistant • Tamper Evident • Laser Marking		• No bleed-through • Anti-Fraud • Chemical Resistant • Tamper Evident • Laser Marking	
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Amount: -2498.00
Description: Check
Check Number: 1483
Posted Date: 11/26/2019
Type: Debit
Status: Posted

11/26/2019 11:39 AM

DOCUMENTS - MILLIGRE VISIBLE PAPER, CHEMICAL REACTIVE PROPERTIES AND FEATURES & FOR HOLDING		11/17/2019	
	THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200	 Capital City Bank	1484
PAY TO THE ORDER OF Two Tree, Inc.		11/17/2019	
Three Hundred Forty and 00/100.....		\$ **340.00	
Two Tree, Inc. Tommy Thompson 24-A NW 33rd Court Gainesville, FL 32607		DOLLARS	
MEMO			
TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW		NEAT SENSITIVE RED IMAGE DISAPPEARS WITH MEAT	
00014840 006310068810		02247922040	

ENCLOSURE HERE

For Deposit Only

Well's Fargo Visa

☐ CHECK HERE AFTER
MOBILE OR REMOTE DEPOSIT DATE _____

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

Amount: -340.00

Description: Check

Check Number: 1484

Posted Date: 11/12/2019

Transaction Type: History



11/26/2019 11:39 AM

ANALYZED BUS CHK

*****2204

		Capital City Bank	1485
THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 87TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.965.2200		63-68/631	11/7/2019
PAY TO THE ORDER OF Unicomm, LLC		\$ **3,195.00	
Three Thousand One Hundred Ninety-Five and 00/100*****		DOLLARS	
Unicomm, LLC P.O. Box 5010 Milford, CT 06460			
MEMO			

CT
 GOVERNORS REG. CC

ENDORSE HERE
For Deposit Only

☐ **1054584-02113251**
 MOBILE OR REMOTE DEPOSIT DATE

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

Amount: -3195.00
Description: Check
Check Number: 1485
Posted Date: 11/13/2019
Transaction Type: History


1/2/2020 4:03 PM

ANALYZED BUS CHK


*****2204

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

Visit
**Natural
North Florida**



THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200

 **Capital City
Bank**

1486

63-68/831


11/21/2019

PAY TO THE ORDER OF CTM Media Group Inc

\$ 1,299.00

One Thousand Two Hundred Ninety-Nine and 00/100***** DOLLARS

CTM Media Group Inc
11 Largo Drive South
Stamford, CT 06907

 S S R. K.

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

00 1486 0631006881 0224792204

<input checked="" type="checkbox"/> Deposited Only to -CTM Media Group Inc -CTM MEDIA GROUP INC OPERATING ACCOUNT INC Operating AC	
Deposited by: <input type="checkbox"/> CHECK HERE AFTER MOBILE OR REMOTE DEPOSIT DATE	
DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE RESERVED FOR FINANCIAL INSTITUTION USE	
Seq: 70 Dep: 009133 Date: 11/25/19	
<p>The security features: not listed, except:</p> <p>Security Features:</p> <ul style="list-style-type: none"> • Hologram • Heat Sensitive Ink • True Watermark • Visible Fibers • Invisible Fibers • Chemically Sensitive Paper and Ink • Chemical Wash Detection Area • Microprinting • High Resolution Warning Band • Toner Adhesion Properties • Anti-Copy Technology • Latent Line Back Pattern 	<p>Below, as well as those • Justy guidelines.</p> <ul style="list-style-type: none"> • ML: Personal IOL seal (used to check stock). • HC: Photocopy. • Ho: Image with fingers or breathe on it. • Th: Ink will fade and disappear. • Ho: Ink to a light source to view. • Ca: Is photocopy. • Vis: Characters embedded in the paper. • Fib: Paper visible under ultraviolet light. • St: Spots may appear if chemical attempts are made. • If type in check border appears. • If line when copied. • If number is security features. Fine lines in borders are difficult to replicate or copy. • If in paper board least force to paper fibers. • Damage is visible with ultraviolet attempts. • nt made with technology to prevent. • Iers from creating a usable copy. • Iges cut-and-paste alterations.
© Padlock design is a certification mark of the FEDERAL RESERVE BANK	

Amount: -1299.00

Description: Check

Check Number: 1486

Posted Date: 11/26/2019

Type: Debit

Status: Posted



11/26/2019 11:39 AM

ANALYZED BUS CHK

*****2204

DOCUMENT INCLUDES VISIBLE FIBER, CHEMICAL REACTIVE PROPERTIES AND FEATURES & FOLIO Hologram

Visit **Natural North Florida**

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

63-68/631

11/21/2019

1487

PAY TO THE ORDER OF N. Central Fl. Regional Planning Council

\$ **513.56

Five Hundred Thirteen and 56/100***** DOLLARS

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

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

1100148711 1063100688 0224792204

ENDORSE HERE

PAY TO THE ORDER OF
CAPITAL CITY BANK
FOR DEPOSIT ONLY

CHECK HERE
MOBILE OR REMOTE 11222019-634681100688

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

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

11222019-634681100688

Amount: -513.56

Description: Check

Check Number: 1487

Posted Date: 11/22/2019

Transaction Type: History

The Original Florida Tourism Task Force Income and Expenses - Budget vs. Actual

As of November 30, 2019

(These financial statements are unaudited)

	Budget	November 2019	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	0.00	(58,500.00)
DEO Rural Development Grant 19/20	110,200.00	0.00	0.00	(110,200.00)
VisitFlorida Rural Area Opportunity Grant 19/20	45,000.00	0.00	0.00	(45,000.00)
VisitFlorida Rural Area Opportunity 19/20 In-Kind	81,300.00	0.00	0.00	(81,300.00)
Total Income	348,000.00	0.00	53,000.00	(295,000.00)
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	0.00	(1,300.00)
Total Collateral Materials	4,300.00	0.00	0.00	(4,300.00)
Website				
Website Blogs	10,100.00	0.00	1,589.00	(8,511.00)
Web Hosting & Maintenance Services	12,100.00	0.00	0.00	(12,100.00)
Total Website	22,200.00	0.00	1,589.00	(20,611.00)
Trade Shows				
Whistles & Other Promotional Items	5,000.00	0.00	0.00	(5,000.00)
Popup and/or Cloth Displays - VF In-Kind	3,000.00	0.00	0.00	(3,000.00)
Welcome Center Rack Space - VF In-Kind	800.00	0.00	0.00	(800.00)
Adventure Travel training 4 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	0.00	(4,700.00)
VF New York Times Travel Show	4,000.00	0.00	0.00	(4,000.00)
VF Chicago RV & Camping Show	6,800.00	0.00	0.00	(6,800.00)
VF Toronto Outdoor Adventure Show	8,900.00	0.00	0.00	(8,900.00)
VF Washington DC Travel & Adventure Show	7,800.00	0.00	0.00	(7,800.00)
DEO Houston RV Show	7,500.00	0.00	0.00	(7,500.00)
DEO Philadelphia Travel & Adventure Show	7,200.00	0.00	0.00	(7,200.00)
DEO Atlanta Travel & Adventure Show	6,700.00	0.00	0.00	(6,700.00)
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	0.00	(115,600.00)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of November 30, 2019

(These financial statements are unaudited)

	Budget	November 2019	Year to Date	Over/(Under) Budget
Advertising				
Brochure Distribution 2018-19	3,000.00	1,149.50	2,082.50	(917.50)
Digital Advertising Campaign 2018-19	13,500.00	0.00	4,000.00	(9,500.00)
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	0.00	(13,500.00)
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	0.00	(5,000.00)
FI Vacation Plan Co-op Print Ad 2019-20	8,300.00	0.00	0.00	(8,300.00)
Quarterly eNewsletters	6,500.00	0.00	0.00	(6,500.00)
Total Advertising	106,700.00	1,149.50	6,082.50	(100,617.50)
Total Marketing Expenses	248,800.00	1,149.50	7,671.50	(241,128.50)
Administration				
NCFRPC - Admin VF & DEO 2018-19	5,625.00	0.00	0.00	(5,625.00)
NCFRPC - Admin VF & DEO FY 2019-20	16,875.00	0.00	0.00	(16,875.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	0.00	(12,500.00)
Bank Charges	200.00	0.00	0.00	(200.00)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	0.00	(300.00)
Other Admin Expenses Miscellaneous	2,000.00	73.71	79.71	(1,920.29)
Postage	300.00	60.25	88.11	(211.89)
VF/DEO Travel Show Service Program Fee	12,500.00	0.00	0.00	(12,500.00)
Telephone	300.00	0.00	0.00	(300.00)
Total Administration	50,900.00	133.96	167.82	(50,732.18)
Memberships				
Visit Florida	400.00	0.00	0.00	(400.00)
Southeast Tourism Society	300.00	0.00	0.00	(300.00)
Florida Outdoor Writers Association	200.00	0.00	0.00	(200.00)
Total Memberships	900.00	0.00	0.00	(900.00)
Professional Enhancement				
SE Tourism Society Marketing College	11,600.00	0.00	0.00	(11,600.00)
Governor's Tourism Conference	1,700.00	359.00	359.00	(1,341.00)
Adventure Elevate Networking Conference	13,000.00	0.00	0.00	(13,000.00)
Adventure Elevate Networking Conference In-Kind	3,000.00	0.00	0.00	(3,000.00)
Total Professional Enhancement	29,300.00	359.00	359.00	(28,941.00)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of November 30, 2019

(These financial statements are unaudited)

	Budget	November 2019	Year to Date	Over/(Under) Budget
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
Total Internships	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,500.00)</u>
 Retained Reserves				
Retained Reserves	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>492.96</u>	<u>526.82</u>	<u>(98,673.18)</u>
 Total Expenses	<u>348,000.00</u>	<u>1,642.46</u>	<u>8,198.32</u>	<u>(339,801.68)</u>
Net Income	<u>0.00</u>	<u>(1,642.46)</u>	<u>44,801.68</u>	<u>44,801.68</u>

The Original Florida Tourism Task Force
Balance Sheet
As of December 31, 2019

	<u>Dec 31, 19</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	138,513.21
Total Checking/Savings	<u>138,513.21</u>
Accounts Receivable	
Accounts Receivable	39,492.84
Total Accounts Receivable	<u>39,492.84</u>
Other Current Assets	
Prepaid Expense	938.00
Prepaid Registration Fees	10,512.44
Total Other Current Assets	<u>11,450.44</u>
Total Current Assets	<u>189,456.49</u>
TOTAL ASSETS	<u><u>189,456.49</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	20,299.38
Total Accounts Payable	<u>20,299.38</u>
Other Current Liabilities	
Contract Advance	20,000.00
Total Other Current Liabilities	<u>20,000.00</u>
Total Current Liabilities	<u>40,299.38</u>
Total Liabilities	40,299.38
Equity	
Unrestricted Earnings	111,709.91
Net Income	37,447.20
Total Equity	<u>149,157.11</u>
TOTAL LIABILITIES & EQUITY	<u><u>189,456.49</u></u>

The Original Florida Tourism Task Force
Profit & Loss
December 2019

	Dec 19
Expense	
Bank Charges	20.85
Marketing	
Collateral Materials	
Distribution	1,149.50
Total Collateral Materials	1,149.50
Public Relations	
Advertising	8,303.25
Total Public Relations	8,303.25
Trade Shows	
Promotional Materials	2,452.88
Total Trade Shows	2,452.88
Website	
Bloggers Fees	340.00
Total Website	340.00
Total Marketing	12,245.63
Total Expense	12,266.48
Net Income	-12,266.48

3:26 PM

01/14/20

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 12/31/2019

	<u>Dec 31, 19</u>
Beginning Balance	45,328.14 ✓
Cleared Transactions	
Checks and Payments - 5 items	-3,620.54 ✓
Deposits and Credits - 2 items	96,805.61 ✓
Total Cleared Transactions	<u>93,185.07</u>
Cleared Balance	<u>138,513.21</u> ✓
Register Balance as of 12/31/2019	<u>138,513.21</u>
New Transactions	
Checks and Payments - 2 items	<u>-715.00</u>
Total New Transactions	<u>-715.00</u>
Ending Balance	<u><u>137,798.21</u></u>

REP
1-14-20

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 12/31/2019

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						45,328.14
Cleared Transactions						
Checks and Payments - 5 items						
Bill Pmt -Check	11/07/2019	1482	National Event Man...	X	-3,369.44	-3,369.44
Bill Pmt -Check	11/21/2019	1488	United Parcel Service	X	-56.84	-3,426.28
Bill Pmt -Check	12/19/2019	1489	Two Tree, Inc.	X	-170.00	-3,596.28
Bill Pmt -Check	12/19/2019	1490	United Parcel Service	X	-3.41	-3,599.69
Check	12/26/2019		Capital City Bank	X	-20.85	-3,620.54
Total Checks and Payments					-3,620.54	-3,620.54
Deposits and Credits - 2 items						
Deposit	12/17/2019			X	73,805.61	73,805.61
Deposit	12/27/2019			X	23,000.00	96,805.61
Total Deposits and Credits					96,805.61	96,805.61
Total Cleared Transactions					93,185.07	93,185.07
Cleared Balance					93,185.07	138,513.21
Register Balance as of 12/31/2019					93,185.07	138,513.21
New Transactions						
Checks and Payments - 2 items						
Bill Pmt -Check	01/02/2020	1491	Southeast Tourism ...		-545.00	-545.00
Bill Pmt -Check	01/02/2020	1492	Two Tree, Inc.		-170.00	-715.00
Total Checks and Payments					-715.00	-715.00
Total New Transactions					-715.00	-715.00
Ending Balance					92,470.07	137,798.21



P.O. Box 900
Tallahassee, FL 32302

SKT

ACCOUNT STATEMENT

00002704 FCC31545010120132714 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 12/31/19
Primary Account

Page 1
XXXXXXX2204

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CHECKING ACCOUNT

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

XXXXXXX2204
45,328.14
96,805.61
3,620.54
138,513.21
Images
Statement Dates 12/02/19 thru 12/31/19
Days in this Statement Period 30
Avg Ledger Balance 83,486.78
Avg Collected Balance 78,726.59

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
12/17	Deposit	73,805.61
12/27	Deposit	23,000.00

OTHER DEBITS

Date	Description	Amount
12/26	Account Analysis Charge	20.85

RECEIVED

JAN 07 2020

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



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

Date 12/31/19
Primary Account

Page 2
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER					
Date	Check No	Amount	Date	Check No	Amount
12/10	1482	3,369.44	12/24	1489	170.00 ✓
12/02	1488*	56.84	12/30	1490	3.41 ✓

* Denotes missing check numbers

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
12/02	45,271.30	12/24	115,537.47	12/30	138,513.21
12/10	41,901.86	12/26	115,516.62		
12/17	115,707.47	12/27	138,516.62		

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



DEPOSIT TICKET

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
AND HOW IT'S USED
FOR THE FLORIDA TOURISM TAX
FOR THE YEAR 2019

Capital City

DATE	AMOUNT	CURRENCY	COIN
12/17/19	73,805.61		

\$ 73,805.61

0224792204P131

0 12/17/2019 \$73,805.61

DEPOSIT TICKET

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
AND HOW IT'S USED
FOR THE FLORIDA TOURISM TAX
FOR THE YEAR 2019

Capital City

DATE	AMOUNT	CURRENCY	COIN
12/27/19	23,000.00		

\$ 23,000.00

0224792204P131

0 12/27/2019 \$23,000.00

1482

11/7/2019

\$ 3,369.44

Three Thousand Three Hundred Sixty Nine and 44/100

Natural Event Management

300 Town Centre Blvd., Suite 102
Maitland, FL 32751

1482 12/10/2019 \$3,369.44

1488

11/2/2019

\$ 56.84

Fifty-Six and 84/100

United Parcel Service

P.O. Box 7247-0244
Philadelphia, PA 19170-001

1488 12/02/2019 \$56.84

1489

12/14

12/19/2019

\$ 170.00

One Hundred Seventy and 00/100

Two Tree, Inc.

264 NW 33rd Court
Gainesville, FL 32607

1489 12/24/2019 \$170.00

1490

12/19/2019

\$ 3.41

Three and 41/100

United Parcel Service

P.O. Box 7247-0244
Philadelphia, PA 19170-001

1490 12/30/2019 \$3.41

1/2/2020 4:03 PM

ANALYZED BUS CHK

*****2204

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

1482

Visit **Natural North Florida**

THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200

Capital City Bank

63-68/631

11/7/2019

\$ **3,369.44

PAY TO THE ORDER OF National Event Management

Three Thousand Three Hundred Sixty-Nine and 44/100 DOLLARS

National Event Management
260 Town Centre Blvd., Suite 102
Markham, ON L3R 8H8

MEMO

TRUE WATERMARK PAPER HOLD TO LIGHT TO VIEW

0224792204

00014821 0631006881

ENDORSE HERE

Deposit to the credit of
NATIONAL EVENT MANAGEMENT INC.

CHECK #~~186~~ 0924010 ACC# 3204070
MOBILE OR REMOTE DEPOSIT SITE
DO NOT WRITE BELOW THIS LINE
RESERVED FOR FINANCIAL INSTITUTION USE

Dec 8/19 ca

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

Security Features:

- Hologram
- Heat Sensitive Ink
- Invisible Filler
- Chemical Resistant Coated Paper
- Light Reflective Warning Bands
- Anti-Copy Feature
- and Line Rack Pattern
- Includes Randomly Located Microprint
- FEDERAL RESERVE BOARD OF THE UNITED STATES OF AMERICA

Attention: Examples are shown.
AP Small type in check border appears as dotted line when copied.

3200177411192

Amount: -3369.44
Description: Check
Check Number: 1482
Posted Date: 12/10/2019
Type: Debit
Status: Posted



1/2/2020 4:03 PM

ANALYZED BUS CHK

*****2204

		THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200		Capital City Bank	1488 11/21/2019
PAY TO THE ORDER OF United Parcel Service				\$ **56.84	
Fifty-Six and 84/100				DOLLARS	
United Parcel Service P.O. Box 7247-0244 Philadelphia, PA 19170-001					
MEMO					
00 1488 0063 100688 0224 792204					

Security Features: Hologram Heat Sensitive Ink True Watermark Visible Fibers Invisible Fibers Chemically Sensitive Paper and Stains or spots may appear if chemical alteration attempts are made. Microprinting High Resolution Warning Band Toner Adhesion Properties Anti-Copy Technology Latent Line Back Pattern Perforation design is a certification mark of the Check Payment Systems Association FEDERAL RESERVE BOARD OF GOVERNORS REG. CC	Security Features: Hologram Heat Sensitive Ink True Watermark Visible Fibers Invisible Fibers Chemically Sensitive Paper and Stains or spots may appear if chemical alteration attempts are made. Microprinting High Resolution Warning Band Toner Adhesion Properties Anti-Copy Technology Latent Line Back Pattern Perforation design is a certification mark of the Check Payment Systems Association FEDERAL RESERVE BOARD OF GOVERNORS REG. CC	Security Features: Hologram Heat Sensitive Ink True Watermark Visible Fibers Invisible Fibers Chemically Sensitive Paper and Stains or spots may appear if chemical alteration attempts are made. Microprinting High Resolution Warning Band Toner Adhesion Properties Anti-Copy Technology Latent Line Back Pattern Perforation design is a certification mark of the Check Payment Systems Association FEDERAL RESERVE BOARD OF GOVERNORS REG. CC	Security Features: Hologram Heat Sensitive Ink True Watermark Visible Fibers Invisible Fibers Chemically Sensitive Paper and Stains or spots may appear if chemical alteration attempts are made. Microprinting High Resolution Warning Band Toner Adhesion Properties Anti-Copy Technology Latent Line Back Pattern Perforation design is a certification mark of the Check Payment Systems Association FEDERAL RESERVE BOARD OF GOVERNORS REG. CC	Security Features: Hologram Heat Sensitive Ink True Watermark Visible Fibers Invisible Fibers Chemically Sensitive Paper and Stains or spots may appear if chemical alteration attempts are made. Microprinting High Resolution Warning Band Toner Adhesion Properties Anti-Copy Technology Latent Line Back Pattern Perforation design is a certification mark of the Check Payment Systems Association FEDERAL RESERVE BOARD OF GOVERNORS REG. CC	Security Features: Hologram Heat Sensitive Ink True Watermark Visible Fibers Invisible Fibers Chemically Sensitive Paper and Stains or spots may appear if chemical alteration attempts are made. Microprinting High Resolution Warning Band Toner Adhesion Properties Anti-Copy Technology Latent Line Back Pattern Perforation design is a certification mark of the Check Payment Systems Association FEDERAL RESERVE BOARD OF GOVERNORS REG. CC
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Amount: -56.84

Description: Check

Check Number: 1488

Posted Date: 12/2/2019

Type: Debit

Status: Posted



1/2/2020 4:03 PM

ANALYZED BUS CHK

*****2204

Visit Natural North Florida THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200		12/24 Capital City Bank 63-68,531	1489 12/19/2019
PAY TO THE ORDER OF Two Tree, Inc.		\$ **170.00	
One Hundred Seventy and 00/100		DOLLARS	
Two Tree, Inc. Tommy Thompson 24-A NW 33rd Court Gainesville, FL 32607		S S R K	
MEMO		0001489 0063100688 0224792204	

ENDORSE HERE
 for Deposit Use
 Well fare mobile

CHECK HERE AFTER
 MOBILE OR REMOTE DEPOSIT DATE

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

The security features listed below are not at home
 and should be used with caution.

Amount: -170.00
 Description: Check
 Check Number: 1489
 Posted Date: 12/24/2019
 Type: Debit
 Status: Posted



ANALYZED BUS CHK

*****2204

1/2/2020 4:04 PM

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES, A FINGERPRINT, AND A MICROCIPHER

Visit Natural North Florida

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

Capital City Bank

1490

63-68/631

12/19/2019

PAY TO THE ORDER OF **United Parcel Service**

\$ **3.41

Three and 41/100 ***** DOLLARS

United Parcel Service
P.O. Box 7247-0244
Philadelphia, PA 19170-001

MEMO

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

0001490 0063100688 0224792204

ENDORSE HERE

☐ CHECK HERE AFTER MOBILE OR REMOTE DEPOSIT DATE

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

For: 031100209 12/27/19 PLW UPS 7380
Deposit Citybank N.A.
Only: New Castle DE 40705208
7380 634120/029 000 634120-20-10-015/2655-015

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

Hologram
• Multi-dimensional foil used to check stock. Cannot be photocopied.

Heat Sensitive Ink
• Hot red images with fingers or breath on it. The images will fade and reappear.

True Watermark
• Hold check to a light source to view.

Visible Fibers
• Fibers in paper visible under ultraviolet light.

Chemically Sensitive Paper and Chemical Wash Detection Area
• Stains of spots may appear if chemical alteration attempts are made.

Microprinting
• Small type in check border appears as dotted line when copied.

High Resolution Warning Band
• Text alerts handler to security features. Fine lines in border and corners are difficult to replicate or copy.

Toner Adhesion Properties
• Chemistry in paper bonds toner to paper. Remains with heat. Damages to yellow with alteration attempts.

Anti-Copy Technology
• Document made with technology to prevent most copies from creating a usable copy.

Laid Line Back Pattern
• Discourages cut-and-paste alterations.

© Padlock design is a certification mark of the Check Payment Systems Association

* FEDERAL RESERVE BOARD OF GOVERNORS REG. CC

Amount: -3.41

Description: Check

Check Number: 1490

Posted Date: 12/30/2019

Type: Debit

Status: Posted

The Original Florida Tourism Task Force Income and Expenses - Budget vs. Actual

As of December 31, 2019

(These financial statements are unaudited)

	Budget	December 2019	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	4,942.00	(53,558.00)
DEO Rural Development Grant 19/20	110,200.00	0.00	0.00	(110,200.00)
VisitFlorida Rural Area Opportunity Grant 19/20	45,000.00	0.00	0.00	(45,000.00)
VisitFlorida Rural Area Opportunity 19/20 In-Kind	81,300.00	0.00	0.00	(81,300.00)
Total Income	348,000.00	0.00	57,942.00	(290,058.00)
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	0.00	(1,300.00)
Total Collateral Materials	4,300.00	0.00	0.00	(4,300.00)
Website				
Website Blogs	10,100.00	340.00	1,929.00	(8,171.00)
Web Hosting & Maintenance Services	12,100.00	0.00	0.00	(12,100.00)
Total Website	22,200.00	340.00	1,929.00	(20,271.00)
Trade Shows				
Whistles & Other Promotional Items	5,000.00	2,452.88	2,452.88	(2,547.12)
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	0.00	(4,700.00)
VF New York Times Travel Show	4,000.00	0.00	0.00	(4,000.00)
VF Chicago RV & Camping Show	6,800.00	0.00	0.00	(6,800.00)
VF Toronto Outdoor Adventure Show	8,900.00	0.00	0.00	(8,900.00)
VF Washington DC Travel & Adventure Show	7,800.00	0.00	0.00	(7,800.00)
DEO Houston RV Show	7,500.00	0.00	0.00	(7,500.00)
DEO Philadelphia Travel & Adventure Show	7,200.00	0.00	0.00	(7,200.00)
DEO Atlanta Travel & Adventure Show	6,700.00	0.00	0.00	(6,700.00)
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	2,452.88	2,452.88	(113,147.12)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of December 31, 2019

(These financial statements are unaudited)

	Budget	December 2019	Year to Date	Over/(Under) Budget
Advertising				
Brochure Distribution 2018-19	3,000.00	1,149.50	3,232.00	232.00
Digital Advertising Campaign 2018-19	13,500.00	0.00	4,000.00	(9,500.00)
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	0.00	(13,500.00)
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	0.00	(5,000.00)
FI Vacation Plan Co-op Print Ad 2019-20	8,300.00	8,303.25	8,303.25	3.25
Quarterly eNewsletters	6,500.00	0.00	0.00	(6,500.00)
Total Advertising	106,700.00	9,452.75	15,535.25	(91,164.75)
Total Marketing Expenses	248,800.00	12,245.63	19,917.13	(228,882.87)
Administration				
NCFRPC - Admin VF & DEO 2018-19	5,625.00	0.00	0.00	(5,625.00)
NCFRPC - Admin VF & DEO FY 2019-20	16,875.00	0.00	0.00	(16,875.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	0.00	(12,500.00)
Bank Charges	200.00	20.85	40.56	(159.44)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	0.00	(300.00)
Other Admin Expenses Miscellaneous	2,000.00	0.00	90.00	(1,910.00)
Postage	300.00	0.00	88.11	(211.89)
VF/DEO Travel Show Service Program Fee	12,500.00	0.00	0.00	(12,500.00)
Telephone	300.00	0.00	0.00	(300.00)
Total Administration	50,900.00	20.85	218.67	(50,681.33)
Memberships				
Visit Florida	400.00	0.00	0.00	(400.00)
Southeast Tourism Society	300.00	0.00	0.00	(300.00)
Florida Outdoor Writers Association	200.00	0.00	0.00	(200.00)
Total Memberships	900.00	0.00	0.00	(900.00)
Professional Enhancement				
SE Tourism Society Marketing College	11,600.00	0.00	0.00	(11,600.00)
Governor's Tourism Conference	1,700.00	0.00	359.00	(1,341.00)
Adventure Elevate Networking Conference	13,000.00	0.00	0.00	(13,000.00)
Adventure Elevate Networking Conference In-Kind	3,000.00	0.00	0.00	(3,000.00)
Total Professional Enhancement	29,300.00	0.00	359.00	(28,941.00)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of December 31, 2019

(These financial statements are unaudited)

	Budget	December 2019	Year to Date	Over/(Under) Budget
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
Total Internships	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,500.00)</u>
 Retained Reserves				
Retained Reserves	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>20.85</u>	<u>577.67</u>	<u>(98,622.33)</u>
 Total Expenses	<u>348,000.00</u>	<u>12,266.48</u>	<u>20,494.80</u>	<u>(327,505.20)</u>
Net Income	<u>0.00</u>	<u>(12,266.48)</u>	<u>37,447.20</u>	<u>37,447.20</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><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	\$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

- (1) See Marketing Budget Detail
(2) See Memberships Detail

<i>Reserve Funds</i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$110,000
TOTAL RESERVE FUNDS	\$110,000

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

ATTACHMENT 1 SCOPE OF WORK

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

The Original Florida Tourism Task Force d/b/a Visit Natural North Florida (Tax Identification Number 59-3534835) (“Grantee”) is an entity created and authorized pursuant to the Florida Interlocal Cooperation Act of 1969, section 163.01, Florida Statutes. Grantee promotes the natural historic and cultural attractions of the following counties: Alachua, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, 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, in to inform visitors of tourist-oriented attractions and facilities within the Region.

2.4 Update and print hard copy marketing materials:

Update and print various Task Force produced 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. These publications will be distributed primarily at travel shows which the Task Force participates in.

2.5 Exhibit at Domestic Travel Shows:

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

2.6 Advertising:

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

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 memberships in 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:

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

	<ul style="list-style-type: none"> • Documentation of staff time associated with this deliverable. 	
Deliverable No. 3 – Website Blogs		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Post blogs on Grantee's website in accordance with Scope of Work 2.3	Post one (1) blog on Grantee's website. Required Documentation: <ul style="list-style-type: none"> • Copy of agreement with blogger • Link to each blog • Photographer release form if necessary • Model release for if necessary • Invoice from blogger • Proof of payment 	Failure to post one (1) blog on Grantee's website as specified in Scope of Work 2.3 will result in non-payment.
Deliverable No. 4 – Update and print Marketing Materials		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Update and print hard copy marketing materials in accordance with Scope of Work 2.4	Grantee must update a minimum of one (1) hard copy marketing material and print a minimum of 1,000 copies. Required Documentation <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.
Deliverable No. 5 Exhibit at domestic travel shows		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Exhibit at domestic travel shows in accordance with Scope of Work 2.5	Grantee must exhibit at a minimum of one (1) domestic travel show. Required Documentation: <ul style="list-style-type: none"> • Schedule for each show exhibited at • Copies of competed registrations for each travel show attended • Copies of rental agreements if applicable • Competed travel documentation for a maximum of two (2) travelers 	Failure to exhibit at a minimum of one (1) domestic travel show will result in non-payment.
Deliverable No. 6 – Advertising		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Conduct advertising campaign in accordance with Scope of Work 2.6	Grantee must place a minimum of one (1) digital or print media advertisement. Required Documentation: <ul style="list-style-type: none"> • Copy of print or digital advertisement • Invoice from provider 	Failure to place one (1) digital or print media advertisement as specified in Scope of Work 2.8 will result in non-payment
Deliverable No. 7 – Literature Distribution		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Distribute literature in accordance with Scope of Work 2.7	Grantee must distribute a minimum of ten thousand (10,000) pieces of literature. Grantee	Failure to distribute a minimum of ten thousand (10,000) pieces of literature as specified in

	may request reimbursement a maximum of four (4) times during the agreement period. Required Documentation: <ul style="list-style-type: none"> • 1 sample of each brochure distributed • Copy of distribution list and number distributed • Invoice from provider • Proof of payment 	Scope of Work 2.9 will result in non-payment.
Deliverable No. 8 – Professional enhancement scholarships		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Professional enhancement scholarships in accordance with Scope of Work 2.8	Grantee must provide one (1) professional enhancement scholarship. Required documentation: <ul style="list-style-type: none"> • Completed event registration forms • Invoice for registration fee • Agenda for each event • Summary of how attendance at the event built professional capacity • Completed travel documentation 	Failure to provide a minimum of one (1) professional enhancement scholarship as specified in Scope of Work 2.10 will result in non-payment.
Deliverable No. 9 – Maintain memberships in professional organizations		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Maintain memberships in or join professional organizations in accordance with Scope of Work 2.9	Grantee must maintain membership in one (1) professional organization. Required Documentation: <ul style="list-style-type: none"> • Copy of registration for each professional organization membership joined or maintained 	Failure to maintain membership in one (1) professional organization as specified in Scope of Work 2.11 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, 2019, July 31, 2019, October 31, 2019 and February 1, 2020. 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

Florida Department of Economic Opportunity
Fiscal Year 2018-19 Regional Rural Development Grant
(January 17, 2019 - January 16, 2020)
Deliverables and Cost Estimates
July 16, 2019

Cost Estimates	Deliverable
7/16/2019	
\$6,000.00	Website Hosting & Maintenance
\$10,000.00	Add Three Topic-Centered Landing Pages (1 Things to Do, 1 Places to Stay, 1 Places to Eat)
\$2,500.00	Add Six Town Landing Pages - Nancy Moreland
\$8,000.00	VISIT FLORIDA Retargeting Campaign
\$2,000.00	Places to Stay, Places to Eat, and Things to Do Database Development
\$100.00	Ultimate Bicycle Guide & Landing Page Maintenance and Updates
\$100.00	Ultimate Springs Guide & Landing Page Maintenance and Updates
\$100.00	Paddling Landing Page Maintenance & Updates
\$100.00	Ultimate Fishing Page Maintenance & Updates
\$100.00	Florida State Parks Landing Page Maintenance & Updates
\$5,100.00	Website Blogs (60 blogs per at \$85 per blog)
\$1,300.00	Design and Print Collateral Material
\$3,000.00	Revise and Print Ultimate Bicycle Guide
\$13,000.00	Domestic Travel Shows (2 shows -Bike Expo NY, Midwest Mountaineering Spring)
\$21,500.00	Print Advertising (UnDiscovered Florida, Florida Travel Planner, & Florida Transportation Map)
\$21,500.00	Digital Advertising Campaign - Facebook, Google Adword search, Retargeting
\$14,250.00	Scholarships (8 Scholarships @ \$1,781.25)
\$12,000.00	Brochure Distribution
\$1,200.00	Professional Organization Memberships
\$5,650.00	Quarterly eNewsletters
\$22,500.00	Administration
\$150,000.00	Total

Visit Natural **NORTH FLORIDA**

Nature is Our Theme Park

*"People don't notice whether it's winter or summer when
they're happy."*

-Anton Chekhov

**WHILE THE REST OF THE
NORTH FREEZES, IN OUR
BEAUTIFUL NATURAL
NORTH FLORIDA WE FEEL
EASE AT**



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

[Discover Natural North Florida](#)

Events



Hoggetowne Medieval Faire

January 18, 19, 25, 26, 31 & February 1, 2

For three consecutive weekends in Gainesville/Alachua County, January 18-19, 2020, January 25-26, 2020, and January 31-February 2, 2020, a medieval village comes alive during the [34th Annual Hoggetowne Medieval Faire](#). The blasts of trumpets mingle with the laughter of children as the kingdom of Hoggetowne opens its gates. Olde world dancers and singers captivate crowds, while hundreds of artisans sell jewelry, hand-blown glassware, wood

carvings and medieval clothing. Guests can enjoy acts on nine stages of entertainment, with performances by gypsy dancers and mystifying magicians. On the jousting field, armored knights battle one another from horseback for the honor of the King and Queen. In conjunction with the theme of "Vikings at the Gate," this year, the Tournament Field will host a stunning show of combat entertainment and living chess matches.



Brews by the Bay

February 1

On February 1, 2020, [Brews by the Bay Craft Beer Festival](#) offers unlimited samplings of local and national craft beers. Held at Woolley Park in Panacea/Wakulla County, overlooking picturesque Dickerson Bay, this festival is a one of a kind craft beer festival. The event features live bands, food trucks, craft vendors, and live animals including eagles and pelicans. All proceeds will benefit the Florida Wild Mammal Association.



42nd Annual Olustee Festival

February 14 -16

The [Olustee Festival](#) will be held at Olustee Park in Downtown Lake City/Columbia County on February 14-16, 2020. The annual event draws in thousands of visitors to the festival and park. You will see vendors and crafters, historical displays, entertainment, the annual parade, Lake De Soto Skirmish and much more! The battle re-enactment is located at nearby Olustee Battlefield State Park, Florida's first state park! Thousands of re-enactors from all over the Southeast encamp across the hallowed ground that the battle took

place on, over 150 years ago. Once stepping into the Park you are transported back in time as you take in the sights and sounds of the re-enactment. Medical demonstrations, cavalry tactics, artillery firings, army encampments, drill and ceremonies and much more cover the three-day event! Battles take place on Saturday and Sunday. The official re-enactment of the Battle of Olustee takes place on Sunday. Come see this important part of Florida's history!



Texas Hold 'Em Poker Tournament

February 29

Get your cards and chips ready because the [Monticello-Jefferson County Chamber of Commerce](#) is hosting another poker tournament on February 29, 2020! Players flocked to play, making the last tournament a huge success.

Make sure to register early to get your seat at the table. While you are there spend some time in historically beautiful downtown Monticello.



Bradford County Fair

March 3-8

Ring in the [70th Annual Bradford County Fair](#) in Starke on March 3-8, 2020 will be the return of the cattle and swine shows and sales. The goat and poultry exhibitions will be back this year as well. Lots of great food vendors will be returning, including the Kiwanis Club, featuring their great Bar-B-Que and other delicacies, the Rotary Club, featuring their funnel cakes along with the Shands Hospital Auxiliary serving their famous Strawberry Shortcake!



Suwannee Spring Reunion

March 19-22

The Spirit of the Suwannee Music Park north of Live Oak in Suwannee County is hosting the [Suwannee Spring Reunion](#) from March 19-22, 2020. This is a family-friendly event featuring Americana, Folk and Bluegrass music. For four days, you can slip your shoes off and dance under the bright blue vistas and star-studded skies. Wander the endless trails along the Suwannee River, tell stories around the crackling campfire or simply lie back and watch the Spanish moss that drapes the sheltering live oaks that sway in the breeze. Dance the days away at the stage and wile away the night hours around the “Picking Parties” that spring up into the early light of dawn. There are no wrong choices when you arrive at the place where music lives for the founding of a new tradition, built on the love of the past, the Suwannee Spring Reunion.

QUILT & ARTISAN FESTIVAL

Saturday, March 21, 2020
9am-4pm

Antiques & Crafts

2020 FEATURED FESTIVAL BLOCK
CITY OF TRENTON



North Main Street (US120)
Trenton, Florida

Trenton Quilt and Artisan Festival



Hundreds of Quilts
Old Time Crafts
Antiques
Demos
Antique Tractors
Food Trucks

Free
Admission

Sponsored by City of Trenton and
Gilchrist County Tourist Development Council

f www.trentonquiltfestival.com
352-463-4000

THE FLORIDA QUILT TRAIL

THE TRENTON BRANCH FEATURES
OVER 20 UNIQUELY DESIGNED BLOCKS
PROUDLY DISPLAYED BY THEIR
SPONSORS



Trenton Ace
Hardware



Heart of the
Community
Best Drugs



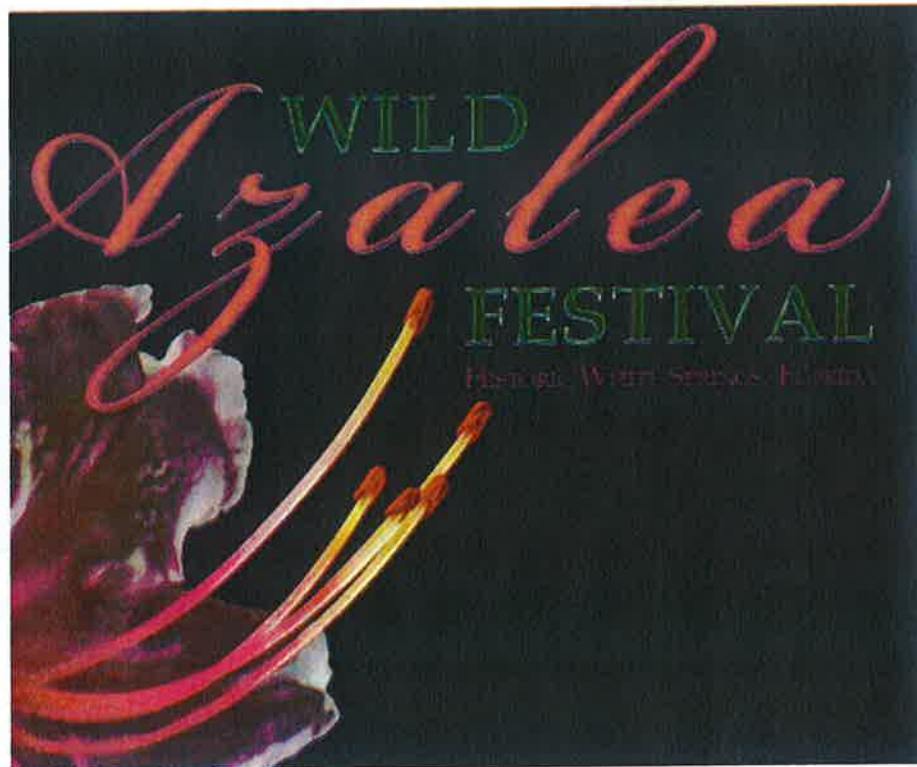
Compass Rose
Florida's First
Quilt Trail Block
2-15-13

VISITFLORIDA

Quilt & Artisan Festival

March 21

On March 21, 2020, the City of Trenton/Gilchrist County will be hosting the [largest outdoor quilt festival](#) in Florida. This festival showcases over 30 quilt groups and demonstrations from throughout Florida. The quilt groups will be displaying hundreds of quilts both inside and outside of historic buildings. The festival will include quilting and craft demonstrations, old time crafts, antique dealers, food, music plus a display of antique cars and tractors.



Wild Azalea Festival

March 21

[White Springs](#)/Hamilton County will celebrate the blooming of Florida's wild azaleas with music and dance by Florida entertainers, arts and crafts, regional foods, contests and other outdoor activities on March 21, 2020. Festival goers can purchase azaleas and other local plants to take home.

Places to Explore



Big Bend Wildlife Management Area

The [Big Bend Wildlife Management Area](#) is located in the heart of Natural North Florida in Dixie County. This area spans 60 miles of coastline and 90,000 acres of land. The Big Bend Wildlife Management Area is open to hunting, fishing,

hiking, kayaking and more! Plan a trip to explore the creeks, streams and see all the flora and fauna that call it home.



56th annual Old Celebration of the Arts
Festival

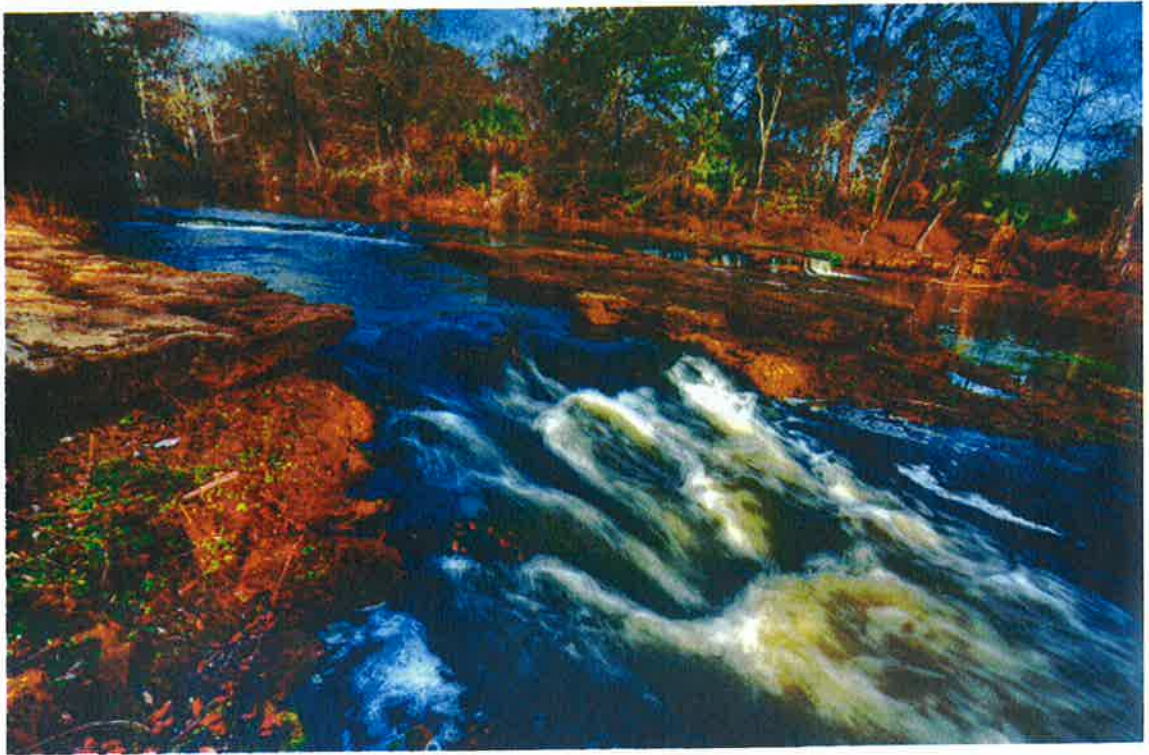
The [56th annual Old Celebration of the Arts Festival](#) will be a juried art show held April 4-5, 2020 with more than \$18,000 in prize money and purchase awards. Make a date with Cedar Key/Levy County to saunter down Historic 2nd Street while enjoying fine art from a select group of incredibly talented artists; featuring award-winning fine art: paintings, sculptures, jewelry, crafts, ceramics, textiles, photography, and more. Plan on indulging your senses on home-made goodies from local vendors and fresh local seafood from our casual and fine dining seaside restaurants, topped off by beautiful coastal scenery in this astounding Old Florida setting. See you there for an unforgettable experience!



Lafayette County Farmers Market

Step outdoors and see what nature and your local neighbors can produce. Located at Town Park in Mayo/Lafayette County, the [Farmers Market](#)

is held Tuesdays from 2pm-6pm. Enjoy the best fresh produce Natural North Florida has to offer.



Steinhatchee Falls

There is no better time than now to come visit Florida's widest waterfall at [Steinhatchee Falls](#) in Taylor County. Upstream on the River, you can see wagon routes used by pioneers in the 1800s carved into the limestone and paddle through Class 1 rapids through forested river hammocks. The weather is beautiful now so get outside and explore the beauty that is always here!



Palatka-to-Lake Butler State Trail

This paved, [multi-use recreational trail](#), is situated in one of the most picturesque areas of the state. The trail corridor stretches nearly 47 miles from State Road 238 in Lake Butler in Union County to west of U.S. Highway 17 in Palatka, as it runs along the former Norfolk-Southern Railroad right-of-way. Purchased with Preservation 2000 funds through the Florida Greenways and Trails Acquisition Program, the Rails to Trails Conservancy played a key role in preserving the corridor for conversion to a rail-trail. It was designated as part of the Florida Greenways and Trails System in 2007.

Museums



Treasures Museum

Dedicated to sharing the history and lifestyle of the City of Madison/Madison County and its surrounding area, the [Treasures Museum](#) is open Tuesdays-Saturdays to display pieces of military, agricultural, medical history and more. Come discover what treasure is hidden right in your backyard today!

For further information, visit our member websites!

Alachua: www.visitgainesville.com

Bradford: www.bradfordcountyfl.gov

Columbia: www.springsrus.com

Dixie: www.visitdixie.com

Gilchrist: www.visitgilchristcounty.com

Hamilton: www.hamiltontdc.org

Jefferson: www.visitjeffersoncountyflorida.org

Lafayette: www.townofmayo.org

Levy: www.visitlevy.com

Madison: www.madisonfl.org

Suwannee: www.visitsuwannee.com

Taylor: www.taylorflorida.com

Union: www.unioncounty-fl.gov

Wakulla: www.visitwakulla.com

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

[Find Out More](#)

Visit Natural North Florida (VISIT FLORIDA Co-op)

Final Campaign Report

October 28, 2019 – January 18, 2020



VISIT FLORIDA Site Remarketing Co-op Performance



Month	Campaign	Impressions	Clicks	CTR
October 2019	Visit Natural North Florida Remarketing	17,361	27	0.16%
November 2019	Visit Natural North Florida Remarketing	155,502	266	0.17%
December 2019	Visit Natural North Florida Remarketing	62,222	251	0.40%
January 2020	Visit Natural North Florida Remarketing	227,000	339	0.15%
GRAND TOTAL		462,085	883	0.19%



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.	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. Required Documentation: <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.	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: Required Documentation: <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.	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: Required Documentation: <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.	Grantee shall exhibit at a minimum of one (1) domestic travel show, as specified in Section 2.5, as evidence of the following: Required Documentation:	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.

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

2020
Florida Department of
Economic Opportunity
Travel Shows



Shows	Show Dates
Houston RV Show	Feb 12-16, 2020
Atlanta Travel & Adventure Show	Feb 29-Mar 1, 2020
Philadelphia Travel and Adventure Show	Mar 14-15, 2020
Bike Expo New York	May 1-2, 2020
Georgia RV and Camping Show	Sept 16-19, 2020

**“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 \$103,462. 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.

Natural North Florida 2020 BUDGET		2 Attendees Atlanta Camping and RV Show 24-26 2020)	1 Attendee NY Times Travel Show (Jan 24-26 2020)	2 Attendees Chicago Camping and RV Show (Feb 13-16 2020)	2 Attendees Toronto Outdoor Adventure Show (Feb 21-23 2020)	2 Attendees Washington DC Travel Show (March 7-8 2020)	TOTALS
Shows	Trade						
Registration Fee		\$1,350	\$2,500	\$2,700	\$3,600	\$3,600	\$13,750
Transportation		\$720.00	1,023.00	780	1274	1000	4797
Lodging		\$1,300.00	\$1,332.00	1,294.00	1830	1800	7556
Per diem/Meals		\$324	\$216	642	1284	642	3108
Shipping		\$0.00	\$968.00	118	278	500	1864
Furniture		\$0		\$675	\$250	0	
		\$3,694.00	6,039.00	\$6,209	\$8,516	\$7,542	\$32,000.00
Other Contract Values							
Adventure Elevate Education Conference (May 5-7, 2020)		\$13,000					
Booth Space at Adventure Elevate (In-Kind)		\$3,000					
Booth Space at Welcome Centers (In-Kind)		\$811.00					
Unexplored Florida Tradeshow Display (In-Kind)		\$3,000					
(2) Two Day Adventure Travel Trainings (In-Kind)		\$24,000					
Consumer Social Ad Campaign (In-Kind)		\$33,500					
Consumer PR/Influencer Trip(s) (In-Kind)		\$17,000					
TOTAL CONTRACT VALUE		\$126,311					
Expenses to be reimbursed less \$81,311 in-kind contribution		\$45,000					

2020
VISIT FLORIDA
Travel Shows



Shows	Show Dates
Atlanta Camping & RV Show	Jan 24-26, 2020
New York Times Travel Show	Jan 24-26, 2020
Chicago RV and Camping Show	Feb 13-16, 2020
Toronto Outdoor Adventure Show	Feb 21-23, 2020
Washington DC Travel & Adventure Show	Mar 7-8, 2020

By the Committee on Appropriations; and Senators Montford,
Albritton, and Stewart

576-02486A-20

2020426c1

1 A bill to be entitled
2 An act relating to regional rural development grants;
3 amending s. 288.018, F.S.; defining the term "regional
4 economic development organization"; specifying that
5 the concept of building the professional capacity of a
6 regional economic development organization includes
7 the hiring of professional staff to perform specified
8 services; providing that matching grants may be used
9 to provide technical assistance to local governments
10 and economic development organizations and to existing
11 and prospective businesses; increasing the maximum
12 amount of annual grant funding that specified economic
13 development organizations may receive; revising the
14 required amount of nonstate matching funds; requiring
15 that certain information be included in contracts or
16 agreements involving grant funds; requiring that
17 contracts or agreements involving the expenditure of
18 grant funds, and a plain-language version of certain
19 contracts or agreements, be placed on the contracting
20 regional economic development organization's website
21 for a specified period before execution; deleting an
22 obsolete provision; increasing the amount of funds the
23 Department of Economic Opportunity may expend each
24 fiscal year from the Rural Community Development
25 Revolving Loan Fund for certain purposes; amending s.
26 288.0655, F.S.; revising the maximum percentage of
27 total infrastructure project costs for which the
28 department may award grants; specifying that improving
29 access to and availability of broadband Internet

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2020426c1

30 services is an eligible project for certain grant
31 funds; providing that grants for improvements to
32 broadband Internet service and access must be
33 conducted through certain partnerships; requiring the
34 department to reevaluate certain guidelines by a
35 specified date; requiring that certain information be
36 included in contracts or agreements involving grant
37 funds; requiring a regional economic development
38 organization to post contracts or agreements involving
39 the expenditure of grant funds, and a plain-language
40 version of certain contracts or agreements, on the
41 organization's website for a specified period before
42 execution; providing an effective date.

43
44 Be It Enacted by the Legislature of the State of Florida:

45
46 Section 1. Subsections (1), (3), and (4) of section
47 288.018, Florida Statutes, are amended to read:

48 288.018 Regional Rural Development Grants Program.—

49 (1) (a) For the purposes of this section, the term "regional
50 economic development organization" means an economic development
51 organization located in or contracted to serve a rural area of
52 opportunity, as defined in s. 288.0656(2) (d).

53 (b) The department shall establish a matching grant program
54 to provide funding to regional ~~regionally based~~ economic
55 development organizations ~~representing rural counties and~~
56 ~~communities~~ for the purpose of building the professional
57 capacity of those ~~their~~ organizations. Building the professional
58 capacity of a regional economic development organization

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59 includes hiring professional staff to develop, deliver, and
60 provide needed economic development professional services,
61 including technical assistance, education and leadership
62 development, marketing, and project recruitment. ~~Such Matching~~
63 ~~grants may also be used by a regional an economic development~~
64 ~~organization to provide technical assistance to local~~
65 ~~governments, local economic development organizations, and~~
66 ~~existing and prospective businesses within the rural counties~~
67 ~~and communities that it serves.~~

68 (c) A regional economic development organization may apply
69 annually to the department for a matching grant. The department
70 is authorized to approve, on an annual basis, grants to such
71 regional ~~regionally based~~ economic development organizations.
72 The maximum amount an organization may receive in any year will
73 be \$50,000, or \$250,000 for any three regional economic
74 development organizations that serve an entire region of a rural
75 area of opportunity designated pursuant to s. 288.0656(7) if
76 they are recognized by the department as serving such a region.

77 (d) Grant funds received by a regional economic development
78 organization ~~\$150,000 in a rural area of opportunity recommended~~
79 ~~by the Rural Economic Development Initiative and designated by~~
80 ~~the Governor, and~~ must be matched each year by ~~an equivalent~~
81 ~~amount of nonstate resources~~ in an amount equal to 25 percent of
82 the state contribution.

83 (3)(a) A contract or agreement that involves the
84 expenditure of grant funds provided under this section,
85 including a contract or agreement entered into between another
86 entity and a regional economic development organization, a unit
87 of local government, or an economic development organization

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88 substantially underwritten by a unit of local government, must
89 include:

- 90 1. The purpose of the contract or agreement.
- 91 2. Specific performance standards and responsibilities for
92 each entity under the contract or agreement.
- 93 3. A detailed project or contract budget, if applicable.
- 94 4. The value of any services provided.
- 95 5. The projected travel expenses for employees and board
96 members, if applicable.

97 (b) At least 14 days before executing a contract or
98 agreement, the contracting regional economic development
99 organization shall post on its website:

100 1. Any contract or agreement that involves the expenditure
101 of grant funds provided under this section.

102 2. A plain-language version of any contract or agreement
103 that is estimated to exceed \$35,000 with a private entity, a
104 municipality, or a vendor of services, supplies, or programs,
105 including marketing, or for the purchase or lease or use of
106 lands, facilities, or properties which involves the expenditure
107 of grant funds provided under this section ~~The department may~~
108 ~~also contract for the development of an enterprise zone web~~
109 ~~portal or websites for each enterprise zone which will be used~~
110 ~~to market the program for job creation in disadvantaged urban~~
111 ~~and rural enterprise zones. Each enterprise zone web page should~~
112 ~~include downloadable links to state forms and information, as~~
113 ~~well as local message boards that help businesses and residents~~
114 ~~receive information concerning zone boundaries, job openings,~~
115 ~~zone programs, and neighborhood improvement activities.~~

116 (4) The department may expend up to \$1 million ~~\$750,000~~

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each fiscal year from funds appropriated to the Rural Community Development Revolving Loan Fund for the purposes outlined in this section. The department may contract with Enterprise Florida, Inc., for the administration of the purposes specified in this section. Funds released to Enterprise Florida, Inc., for this purpose shall be released quarterly and shall be calculated based on the applications in process.

Section 2. Present subsection (5) of section 288.0655, Florida Statutes, is redesignated as subsection (6), a new subsection (5) is added to that section, and paragraph (b) of subsection (2), subsection (4), and present subsection (6) of that section are amended, to read:

288.0655 Rural Infrastructure Fund.—

(2)

(b) To facilitate access of rural communities and rural areas of opportunity as defined by the Rural Economic Development Initiative to infrastructure funding programs of the Federal Government, such as those offered by the United States Department of Agriculture and the United States Department of Commerce, and state programs, including those offered by Rural Economic Development Initiative agencies, and to facilitate local government or private infrastructure funding efforts, the department may award grants for up to 50 ~~30~~ percent of the total infrastructure project cost. ~~If an application for funding is for a catalyst site, as defined in s. 288.0656, the department may award grants for up to 40 percent of the total infrastructure project cost.~~ Eligible projects must be related to specific job-creation or job-retention opportunities. Eligible projects may also include improving any inadequate

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146 infrastructure that has resulted in regulatory action that
147 prohibits economic or community growth, ~~or~~ reducing the costs to
148 community users of proposed infrastructure improvements that
149 exceed such costs in comparable communities, and improving
150 access to and the availability of broadband Internet service.

151 Eligible uses of funds shall include improvements to public
152 infrastructure for industrial or commercial sites, ~~and~~ upgrades
153 to or development of public tourism infrastructure, and
154 improvements to broadband Internet service and access in
155 unserved or underserved rural communities. Improvements to

156 broadband Internet service and access must be conducted through
157 a partnership or partnerships with one or more dealers, as
158 defined in s. 202.11(2), and the partnership or partnerships
159 must be established through a competitive selection process that
160 is publicly noticed. Authorized infrastructure may include the

161 following public or public-private partnership facilities: storm
162 water systems; telecommunications facilities; broadband
163 facilities; roads or other remedies to transportation

164 impediments; nature-based tourism facilities; or other physical
165 requirements necessary to facilitate tourism, trade, and

166 economic development activities in the community. Authorized

167 infrastructure may also include publicly or privately owned

168 self-powered nature-based tourism facilities, publicly owned

169 telecommunications facilities, and broadband facilities, and

170 additions to the distribution facilities of the existing natural

171 gas utility as defined in s. 366.04(3)(c), the existing electric

172 utility as defined in s. 366.02, or the existing water or

173 wastewater utility as defined in s. 367.021(12), or any other

174 existing water or wastewater facility, which owns a gas or

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electric distribution system or a water or wastewater system in this state where:

1. A contribution-in-aid of construction is required to serve public or public-private partnership facilities under the tariffs of any natural gas, electric, water, or wastewater utility as defined herein; and

2. Such utilities as defined herein are willing and able to provide such service.

(4) By September 1, 2021 ~~2012~~, the department shall, in consultation with the organizations listed in subsection (3), and other organizations, reevaluate existing guidelines and criteria governing submission of applications for funding, review and evaluation of such applications, and approval of funding under this section. The department shall consider factors including, but not limited to, the project's potential for enhanced job creation or increased capital investment, the demonstration and level of local public and private commitment, whether the project is located ~~in an enterprise zone~~, in a community development corporation service area, or in an urban high-crime area as designated under s. 212.097, the unemployment rate of the county in which the project would be located, and the poverty rate of the community.

(5) (a) A contract or agreement that involves the expenditure of grant funds provided under this section, including a contract or agreement entered into between another entity and a regional economic development organization, a unit of local government, or an economic development organization substantially underwritten by a unit of local government, must include:

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- 204 1. The purpose of the contract or agreement.
205 2. Specific performance standards and responsibilities for
206 each entity.
207 3. A detailed project or contract budget, if applicable.
208 4. The value of any services provided.
209 5. The projected travel expenses for employees and board
210 members, if applicable.

211 (b) At least 14 days before execution, the contracting
212 regional economic development organization shall post on its
213 website:

214 1. Any contract or agreement that involves the expenditure
215 of grant funds provided under this section.

216 2. A plain-language version of a contract or agreement that
217 is estimated to exceed \$35,000 with a private entity, a
218 municipality, or a vendor of services, supplies, or programs,
219 including marketing, or for the purchase or lease or use of
220 lands, facilities, or properties which involves the expenditure
221 of grant funds provided under this section.

222 ~~(6) For the 2019-2020 fiscal year, the funds appropriated~~
223 ~~for the grant program for Florida Panhandle counties shall be~~
224 ~~distributed pursuant to and for the purposes described in the~~
225 ~~proviso language associated with Specific Appropriation 2314 of~~
226 ~~the 2019-2020 General Appropriations Act. This subsection~~
227 ~~expires July 1, 2020.~~

228 Section 3. This act shall take effect July 1, 2020.

1 A bill to be entitled
2 An act relating to regional rural development grants;
3 amending s. 288.018, F.S.; defining the term "regional
4 economic development organization"; specifying the
5 duties of a regional economic development
6 organization; specifying authorized uses of matching
7 grants; increasing the maximum amount of annual grant
8 funding that specified economic development
9 organizations may receive; revising the required
10 amount of nonstate matching funds; requiring certain
11 information to be included in contracts or agreements
12 involving grant funds; specifying the information that
13 must be posted on a regional economic development
14 organizations website before execution of certain
15 contracts or agreements; deleting an obsolete
16 provision; increasing the amount of funds the
17 Department of Economic Opportunity may expend each
18 fiscal year from the Rural Community Development
19 Revolving Loan Fund for certain purposes; amending s.
20 288.0655, F.S.; increasing the maximum percent of
21 total infrastructure project costs for which the
22 department may award a grant; repealing a provision
23 addressing increased certain maximum percentages;
24 specifying that improving availability of broadband
25 Internet services is an eligible project for certain

26 grant funds; providing that grants for improvements to
27 broadband Internet service and access must be
28 conducted through certain partnerships; extending the
29 date by which the department is required to reevaluate
30 certain guidelines; requiring certain information to
31 be included in contracts or agreements involving grant
32 funds; specifying the information that must be posted
33 on a regional economic development organizations
34 website before execution of certain contracts or
35 agreements; providing an effective date.

36
37 Be It Enacted by the Legislature of the State of Florida:

38
39 Section 1. Subsections (1), (3), and (4) of section
40 288.018, Florida Statutes, are amended to read:

41 288.018 Regional Rural Development Grants Program.—

42 (1) (a) For the purposes of this section, the term
43 "regional economic development organization" means an economic
44 development organization located in or contracted to serve a
45 rural area of opportunity, as defined in s. 288.0656(2)(d).

46 (b) The department shall establish a matching grant
47 program to provide funding to regional ~~regionally based~~ economic
48 development organizations ~~representing rural counties and~~
49 ~~communities~~ for the purpose of building the professional
50 capacity of those ~~their~~ organizations. Building the professional

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2020

51 capacity of a regional economic development organization
52 includes hiring professional staff to develop, deliver, and
53 provide needed economic development professional services,
54 including technical assistance, education and leadership
55 development, marketing, and project recruitment. Such Matching
56 grants may also be used by a regional an economic development
57 organization to provide technical assistance to local
58 governments, local economic development organizations, and
59 existing and prospective businesses within the rural counties
60 and communities that it serves.

61 (c) A regional economic development organization may apply
62 annually to the department for a matching grant. The department
63 is authorized to approve, on an annual basis, grants to such
64 regional regionally based economic development organizations.
65 The maximum amount an organization may receive in any year will
66 be \$50,000, or \$250,000 for any three regional economic
67 development organizations that serve an entire region of a rural
68 area of opportunity designated pursuant to s. 288.0656(7) if
69 they are recognized by the department as serving such a region.

70 (d) Grant funds received by a regional economic development
71 organization \$150,000 in a rural area of opportunity recommended
72 by the Rural Economic Development Initiative and designated by
73 the Governor, and must be matched each year by an equivalent
74 amount of nonstate resources in an amount equal to 25 percent of
75 the state contribution.

76 (3)(a) A contract or agreement that involves the
77 expenditure of grant funds provided under this section,
78 including a contract or agreement entered into between another
79 entity and a regional economic development organization, a unit
80 of local government, or an economic development organization
81 substantially underwritten by a unit of local government, must
82 include:

- 83 1. The purpose of the contract or agreement.
- 84 2. Specific performance standards and responsibilities for
85 each entity under the contract or agreement.
- 86 3. A detailed project or contract budget, if applicable.
- 87 4. The value of any services provided.
- 88 5. The projected travel expenses for employees and board
89 members, if applicable.

90 (b) At least 14 days before executing a contract or
91 agreement, the contracting regional economic development
92 organization shall post on its website:

- 93 1. Any contract or agreement that involves the expenditure
94 of grant funds provided under this section.

95 2. A plain-language version of any contract or agreement
96 that is estimated to exceed \$35,000 with a private entity, a
97 municipality, or a vendor of services, supplies, or programs,
98 including marketing, or for the purchase or lease or use of
99 lands, facilities, or properties which involves the expenditure
100 of grant funds provided under this section and which is

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101 ~~estimated to exceed \$35,000 The department may also contract for~~
102 ~~the development of an enterprise zone web portal or websites for~~
103 ~~each enterprise zone which will be used to market the program~~
104 ~~for job creation in disadvantaged urban and rural enterprise~~
105 ~~zones. Each enterprise zone web page should include downloadable~~
106 ~~links to state forms and information, as well as local message~~
107 ~~boards that help businesses and residents receive information~~
108 ~~concerning zone boundaries, job openings, zone programs, and~~
109 ~~neighborhood improvement activities.~~

110 (4) The department may expend up to \$1 million ~~\$750,000~~
111 each fiscal year from funds appropriated to the Rural Community
112 Development Revolving Loan Fund for the purposes outlined in
113 this section. The department may contract with Enterprise
114 Florida, Inc., for the administration of the purposes specified
115 in this section. Funds released to Enterprise Florida, Inc., for
116 this purpose shall be released quarterly and shall be calculated
117 based on the applications in process.

118 Section 2. Subsection (5) of section 288.0655, Florida
119 Statutes, is renumbered as subsection (6), paragraph (b) of
120 subsection (2), subsection (4), and present subsection (6) are
121 amended, and a new subsection (5) is added to that section, to
122 read:

123 288.0655 Rural Infrastructure Fund.—

124 (2)

125 (b) To facilitate access of rural communities and rural

126 areas of opportunity as defined by the Rural Economic
127 Development Initiative to infrastructure funding programs of the
128 Federal Government, such as those offered by the United States
129 Department of Agriculture and the United States Department of
130 Commerce, and state programs, including those offered by Rural
131 Economic Development Initiative agencies, and to facilitate
132 local government or private infrastructure funding efforts, the
133 department may award grants for up to 50 ~~30~~ percent of the total
134 infrastructure project cost. ~~If an application for funding is~~
135 ~~for a catalyst site, as defined in s. 288.0656, the department~~
136 ~~may award grants for up to 40 percent of the total~~
137 ~~infrastructure project cost.~~ Eligible projects must be related
138 to specific job-creation or job-retention opportunities.
139 Eligible projects may also include improving any inadequate
140 infrastructure that has resulted in regulatory action that
141 prohibits economic or community growth, ~~or~~ reducing the costs to
142 community users of proposed infrastructure improvements that
143 exceed such costs in comparable communities, and improving
144 access to and the availability of broadband Internet service.
145 Eligible uses of funds shall include improvements to public
146 infrastructure for industrial or commercial sites, upgrades to
147 or development of public tourism infrastructure, and
148 improvements to broadband Internet service and access in
149 unserved or underserved rural communities. Improvements to
150 broadband Internet service and access must be conducted through

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151 a partnership or partnerships with one or more dealers of
 152 communications services, as defined in s. 202.11(2), and the
 153 partnership or partnerships must be established by a publicly
 154 noticed and competitively selected process ~~and upgrades to or~~
 155 ~~development of public tourism infrastructure.~~ Authorized
 156 infrastructure may include the following public or public-
 157 private partnership facilities: storm water systems;
 158 telecommunications facilities; broadband facilities; roads or
 159 other remedies to transportation impediments; nature-based
 160 tourism facilities; or other physical requirements necessary to
 161 facilitate tourism, trade, and economic development activities
 162 in the community. Authorized infrastructure may also include
 163 publicly or privately owned self-powered nature-based tourism
 164 facilities, publicly owned telecommunications facilities, and
 165 broadband facilities, and additions to the distribution
 166 facilities of the existing natural gas utility as defined in s.
 167 366.04(3)(c), the existing electric utility as defined in s.
 168 366.02, or the existing water or wastewater utility as defined
 169 in s. 367.021(12), or any other existing water or wastewater
 170 facility, which owns a gas or electric distribution system or a
 171 water or wastewater system in this state where:

172 1. A contribution-in-aid of construction is required to
 173 serve public or public-private partnership facilities under the
 174 tariffs of any natural gas, electric, water, or wastewater
 175 utility as defined herein; and

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CODING: Words ~~stricken~~ are deletions; words underlined are additions.

hb1139-00

176 2. Such utilities as defined herein are willing and able
177 to provide such service.

178 (4) By September 1, 2021 ~~2012~~, the department shall, in
179 consultation with the organizations listed in subsection (3),
180 and other organizations, reevaluate existing guidelines and
181 criteria governing submission of applications for funding,
182 review and evaluation of such applications, and approval of
183 funding under this section. The department shall consider
184 factors including, but not limited to, the project's potential
185 for enhanced job creation or increased capital investment, the
186 demonstration and level of local public and private commitment,
187 whether the project is located ~~in an enterprise zone~~, in a
188 community development corporation service area, or in an urban
189 high-crime area as designated under s. 212.097, the unemployment
190 rate of the county in which the project would be located, and
191 the poverty rate of the community.

192 (5) (a) A contract or agreement that involves the
193 expenditure of grant funds provided under this section,
194 including a contract or agreement entered into between another
195 entity and a regional economic development organization, a unit
196 of local government, or an economic development organization
197 substantially underwritten by a unit of local government, must
198 include:

199 1. The purpose of the contract or agreement.

200 2. Specific performance standards and responsibilities for

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2020

201 each entity.

202 3. A detailed project or contract budget, if applicable.

203 4. The value of any services provided.

204 5. The projected travel expenses for employees and board
205 members, if applicable.

206 (b) At least 14 days before execution, the contracting
207 regional economic development organization shall post on its
208 website:

209 1. Any contract or agreement that involves the expenditure
210 of grant funds provided under this section.

211 2. A plain-language version of a contract or agreement that
212 is estimated to exceed \$35,000 with a private entity, a
213 municipality, or a vendor of services, supplies, or programs,
214 including marketing, or for the purchase or lease or use of
215 lands, facilities, or properties which involves the expenditure
216 of grant funds provided under this section.

217 ~~(6) For the 2019-2020 fiscal year, the funds appropriated~~
218 ~~for the grant program for Florida Panhandle counties shall be~~
219 ~~distributed pursuant to and for the purposes described in the~~
220 ~~proviso language associated with Specific Appropriation 2314 of~~
221 ~~the 2019-2020 General Appropriations Act. This subsection~~
222 ~~expires July 1, 2020.~~

223 Section 3. This act shall take effect July 1, 2020.

By Senator Hooper

16-00576-20

2020362

1 A bill to be entitled
2 An act relating to Florida tourism marketing; amending
3 s. 288.1226, F.S.; revising the scheduled repeal of
4 the Florida Tourism Industry Marketing Corporation
5 direct-support organization; amending s. 288.923,
6 F.S.; abrogating the scheduled repeal of the Division
7 of Tourism Marketing of Enterprise Florida, Inc.;
8 providing an effective date.

9
10 Be It Enacted by the Legislature of the State of Florida:

11
12 Section 1. Subsection (14) of section 288.1226, Florida
13 Statutes, is amended to read:

14 288.1226 Florida Tourism Industry Marketing Corporation;
15 use of property; board of directors; duties; audit.—

16 (14) REPEAL.—This section is repealed October 1, 2028 ~~July~~
17 ~~1, 2020~~, unless reviewed and saved from repeal by the
18 Legislature.

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

21 288.923 Division of Tourism Marketing; definitions;
22 responsibilities.—

23 ~~(6) This section is repealed July 1, 2020, unless reviewed~~
24 ~~and saved from repeal by the Legislature.~~

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

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A bill to be entitled
An act relating to Florida tourism marketing; amending
s. 288.1226, F.S.; revising the scheduled repeal of
the Florida Tourism Industry Marketing Corporation
direct-support organization; amending s. 288.923,
F.S.; abrogating the scheduled repeal of the Division
of Tourism Marketing of Enterprise Florida, Inc.;
providing an effective date.

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

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

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

(14) REPEAL.—This section is repealed October 1, 2028 ~~July~~
~~1, 2020~~, unless reviewed and saved from repeal by the
Legislature.

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

288.923 Division of Tourism Marketing; definitions;
responsibilities.—

~~(6) This section is repealed July 1, 2020, unless reviewed~~
~~and saved from repeal by the Legislature.~~

Section 3. This act shall take effect July 1, 2020.

The Original Florida Tourism Task Force MEMBERS as of 2/20/2020

ALACHUA COUNTY

(\$15,000 - 3 votes)

Vacant

Ron Gromoll

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University of Florida Department of Tourism,
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BRADFORD COUNTY

(\$3,000 - 2 votes)

William Sexton, Vice-Chair

Bradford County Attorney
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(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)

Vacant

Rod Butler

General Manager
Holiday Inn Hotel and Suites
213 SW Commerce Boulevard
Lake City, FL 32025-1501
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gm@hilakecityfl.com

Alden Rosner

Sports Marketing Director
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Paula R. Vann

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DIXIE COUNTY

(\$2,000 - 2 votes)

Vacant

Russ McCallister

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russ776@bellsouth.net
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www.suwanneeguides.com

GILCHRIST COUNTY

(\$2,000 - 2 votes)

The Honorable Lee Deen

Mayor, City of Trenton
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Patricia Watson
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HAMILTON COUNTY
(\$1,000 - 2 votes)

Vacant

Vacant

JEFFERSON COUNTY
(\$2,000 - 2 votes)

Katrina Richardson, Secretary/Treasurer
Executive Director
Monticello-Jefferson County
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David Ward
Monticello-Jefferson County
Tourism Development Council
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LAFAYETTE COUNTY
(\$1,000 - 1 vote)

Craig Colton
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LEVY COUNTY
(\$4,000 - 2 votes)

Carol McQueen
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Tisha Whitehurst
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MADISON COUNTY
(\$3,000 - 2 votes)

Jackie Blount
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Phyllis Williams
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Chamber of Commerce and Tourism
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SUWANNEE COUNTY
(\$4,000 - 2 votes)

Charissa Setzer
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Tourism Development Council
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Teena Peavy
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www.musicliveshere.com

TAYLOR COUNTY

(\$4,000 - 2 votes)

Dawn Taylor-Perez, Chair

Executive Director
Taylor County Chamber of Commerce
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Sandy Beach

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UNION COUNTY

(\$1,000 - 1 vote)

Dale Walker

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WAKULLA COUNTY

(\$3,000 - 2 votes)

Natalie Knowles

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Commissioners
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2020.docx

**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
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Tommy Thompson.- Blogger

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2020
Visit Natural North Florida
Meeting Dates and Counties



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

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

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

