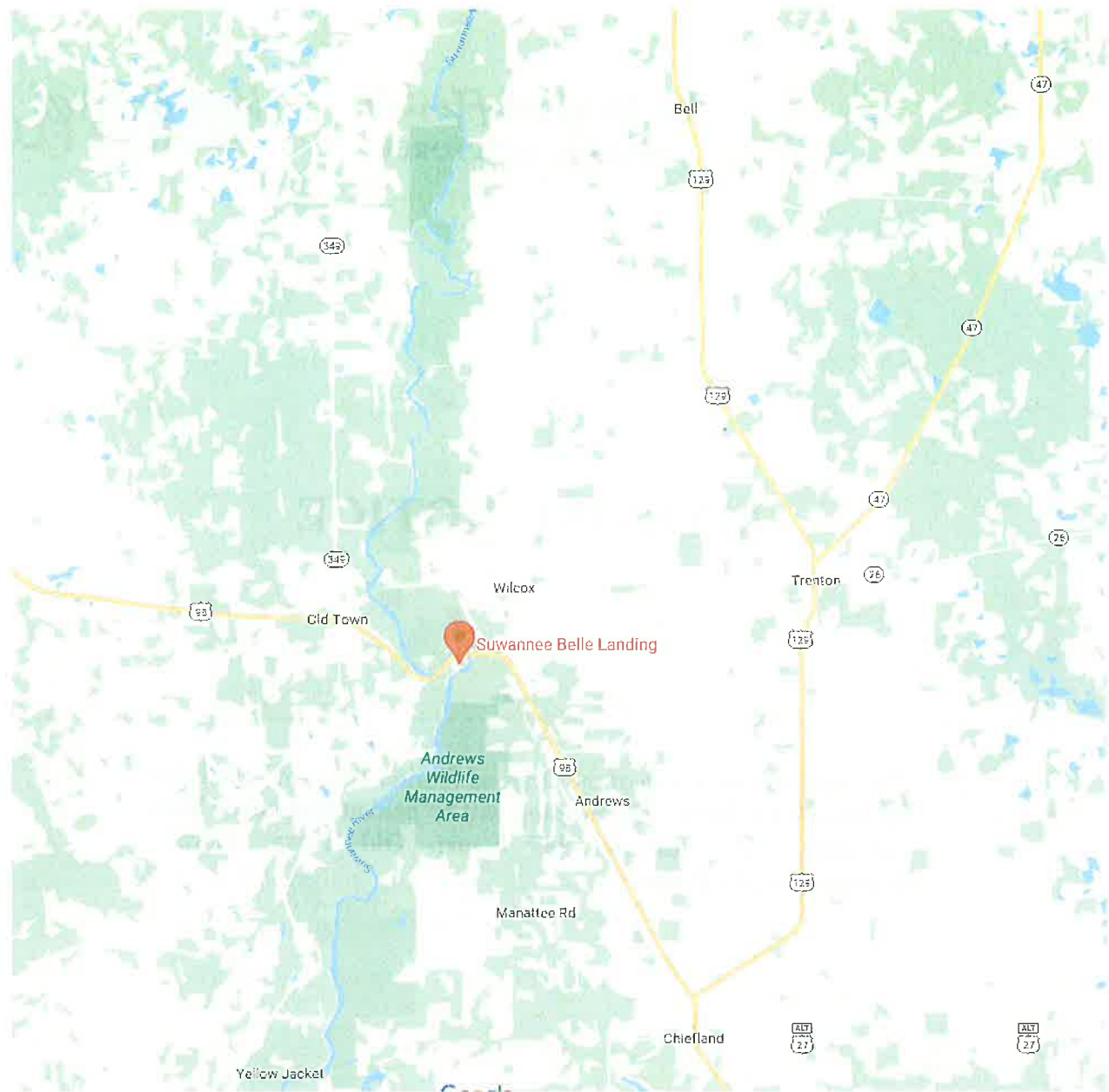


## MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **March 19, 2020**. The meeting will be held at **Suwannee Belle Landing, 282 Southeast 989 Street, Old Town, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)



**Suwannee Belle Landing**  
**282 Southeast 989 Street,**  
**Old Town, FL 32680**

*The Original Florida*

**TOURISM TASK FORCE  
Meeting Agenda**

*Visit Natural*  
**NORTH FLORIDA**

**Suwannee Belle Landing  
282 Southeast 989 Street, Old Town, FL  
Dixie County**

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

	PAGE NO.
I. Call to Order, Introductions	
II. Approval of Agenda	3
III. Approval of February 20, 2020 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee Report	9
a. Monthly Financial Report Review and Approval (1) January 31, 2020	
2. Marketing Committee Report	
C. Fiscal Year 2019-20 Regional Rural Development Grant	25
1. Website	
2. e-newsletter	
3. Website Blogs	
4. Marketing Materials	
5. Domestic Travel Shows	
a. Travel Show Reports	
(1) Atlanta Travel and Adventure	
(2) Philadelphia Travel and Adventure	
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	33
a. Adventure Travel Marketing Program	
b. Travel Show Reports	
(1) Toronto Outdoor Adventure	
(2) Washington, D.C. Travel and Adventure	
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 39
  - 2. VISIT FLORIDA Reauthorization - Senate Bill 362/ House Bill 213 57
  - 3. Visit Natural North Florida Slogan
- G. Other Old Business
  - 1. Updated Task Force Member Contact Information 59
  - 2. 2020 Meeting Dates and Locations 65
- 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., April 16, 2020 in Jefferson County at a location to be determined.

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

February 20, 2020  
10:00 a.m.

MEMBERS PRESENT

Sean Plemons, Alachua County  
Will Sexton, Bradford County, Vice-Chair  
Patricia Watson, Gilchrist County  
Carol McQueen, Levy County  
Tisha Whitehurst, Levy County  
Jackie Blount, Madison County  
Phyllis Williams, Madison County  
Charissa Setzer, Suwannee County  
Dale Walker, Union County

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

Daniel Riddick, Bradford County  
Lee Deen, Gilchrist County  
Rod Butler, Columbia County  
Paula Vann, Columbia County  
Russ McCallister, Dixie County  
Katrina Richardson, Jefferson County, Treasurer  
David Ward, Jefferson County  
Craig Colton, Lafayette County  
Teena Peavey, Suwannee County  
Dawn Perez, Taylor County, Chair  
Sandy Beach, Taylor County  
Thomas Herndon, Wakulla County  
Natalie Knowles, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force  
Travel Show Coordinator  
Roland Loog, Volunteer  
Lois Nevins, By All Means Travel  
Tommy Thompson, Two Tree, Inc.

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Vice-Chair Will Sexton, called the meeting to order at 10:16 a.m.

City of High Springs Commissioner and Alachua County Tourism Development Council member Nancy Lavin welcomed everyone and discussed the travel attractions in Alachua County.

II. APPROVAL OF THE AGENDA

Vice-Chair Will Sexton requested approval of the meeting agenda, as amended, to add Fiscal Year 2018-19 Regional Rural Development Grant Fourth Quarter Report and Reimbursement Submittal Package.

**ACTION:** Dale Walker moved and Tisha Whitehurst seconded to approve the meeting agenda as amended, to add Fiscal Year 2018-19 Regional Rural Development Grant Fourth Quarter Report and Reimbursement Submittal Package. The motion passed unanimously.

### III. APPROVAL OF THE NOVEMBER 21, 2019 MINUTES

Vice-Chair Will Sexton asked for approval of the November 21, 2019 meeting minutes.

**ACTION: Dale Walker moved and Tisha Whitehurst seconded to approve the November 21, 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 - October 31, November 30, and December 31, 2019

**ACTION: Carol McQueen moved and Phyllis Williams seconded to approve the October 31, November 30, and December 31, 2019 monthly financial reports 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 Fourth Quarter Report and Reimbursement Submittal Package

**ACTION: Patricia Watson moved and Dale Walker seconded to approve the Fourth Quarter Report and Reimbursement Submittal Package. The motion passed unanimously.**

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

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

**ACTION: Patricia Watson moved and Carol McQueen seconded to authorize staff to enter into an agreement with Two Tree, Inc. for travel blogs in an amount not to exceed \$5,100.00. The motion passed unanimously.**

- 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

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.

**ACTION: Carol McQueen moved and Patricia Watson seconded to have Dawn Perez, Katrina Richardson, Donna Creamer, and Lauren Yeatter attend the 2020 Adventure Elevate Conference in Eugene, Oregon. The motion passed unanimously.**

- c. Schedule and Travel Show Assignments

Donna Creamer, Travel Show Coordinator, discussed the Atalanta Camping & RV Show, New York Times Travel Show, Houston RV Show, and Chicago RV & Camping Show recently attended by Task Force members and representatives.

E. VISIT FLORIDA Report

1. There was no VISIT FLORIDA monthly report.

F. Staff Items

1. Regional Rural Development Grant Proposed Legislation -  
Senate Bill 426/House Bill 1139

Ms. Yeatter reported on Senate Bill 426/House Bill 1139.

2. VISIT FLORIDA Reauthorization - Senate Bill 362/ House Bill 213

Ms. Yeatter reported on VISIT FLORIDA Reauthorization - Senate Bill 362/ House Bill 213.

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: Tour of Alachua County Agriculture and Equestrian Center

The Task Force recessed for a tour of the Alachua County Agriculture and Equestrian Center.

VII. Adjournment

Date and Location of next meeting

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

**The meeting adjourned at 12:46 p.m.**

\_\_\_\_\_  
Dawn Perez, Chair

3/19/20  
Date

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



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

	Jan 31, 20
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Cash in Bank - Capital City	111,453.62
<b>Total Checking/Savings</b>	111,453.62
Accounts Receivable	
Accounts Receivable	39,492.84
<b>Total Accounts Receivable</b>	39,492.84
<b>Other Current Assets</b>	
Prepaid Expense	872.35
Prepaid Registration Fees	17,802.44
<b>Total Other Current Assets</b>	18,674.79
<b>Total Current Assets</b>	169,621.25
<b>TOTAL ASSETS</b>	<b>169,621.25</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
Accounts Payable	42,576.13
<b>Total Accounts Payable</b>	42,576.13
<b>Other Current Liabilities</b>	
Contract Advance	20,000.00
<b>Total Other Current Liabilities</b>	20,000.00
<b>Total Current Liabilities</b>	62,576.13
<b>Total Liabilities</b>	62,576.13
<b>Equity</b>	
Unrestricted Earnings	111,709.91
Net Income	-4,664.79
<b>Total Equity</b>	107,045.12
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>169,621.25</b>

## The Original Florida Tourism Task Force

## Profit &amp; Loss

January 2020

	Jan 20
<b>Expense</b>	
Bank Charges	14.29
<b>Marketing</b>	
Collateral Materials	
Distribution	500.00
Total Collateral Materials	500.00
Public Relations	
Advertising	
Digital Ad Campaign	4,000.00
Total Advertising	4,000.00
Total Public Relations	4,000.00
Trade Shows	
Atlanta Camping and RV	1,100.00
New York Times Travel	1,779.47
Promotional Materials	2,494.62
Total Trade Shows	5,374.09
Website	
Web Hosting Services	6,000.00
Total Website	6,000.00
Total Marketing	15,874.09
<b>Memberships</b>	
Florida Outdoor Writers Assoc	175.00
Southeast Tourism Society	545.00
Total Memberships	720.00
Postage	21.33
Total Expense	16,629.71
Net Income	-16,629.71

2:34 PM

02/12/20

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 01/31/2020**

---

	Jan 31, 20	
Beginning Balance		138,513.21 ✓
Cleared Transactions		
Checks and Payments - 4 items	-9,032.54 ✓	
Total Cleared Transactions	-9,032.54	
Cleared Balance		129,480.67 ✓
Uncleared Transactions		
Checks and Payments - 10 items	-18,027.05	
Total Uncleared Transactions	-18,027.05	
Register Balance as of 01/31/2020		111,453.62
Ending Balance		111,453.62

*Handwritten:*  
2-12-20

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02/12/20

**The Original Florida Tourism Task Force**  
**Reconciliation Detail**  
**Cash in Bank - Capital City, Period Ending 01/31/2020**

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						138,513.21
<b>Cleared Transactions</b>						
<b>Checks and Payments - 4 items</b>						
Bill Pmt -Check	01/02/2020	1491	Southeast Tourism ...	X	-545.00	-545.00
Bill Pmt -Check	01/02/2020	1492	Two Tree, Inc.	X	-170.00	-715.00
Bill Pmt -Check	01/16/2020	1494	Miles Partnership	X	-8,303.25	-9,018.25
Check	01/27/2020		Capital City Bank	X	-14.29	-9,032.54
Total Checks and Payments					-9,032.54	-9,032.54
Total Cleared Transactions					-9,032.54	-9,032.54
Cleared Balance					-9,032.54	129,480.67
<b>Uncleared Transactions</b>						
<b>Checks and Payments - 10 items</b>						
Bill Pmt -Check	01/16/2020	1493	Madden Media		-4,000.00	-4,000.00
Bill Pmt -Check	01/30/2020	1503	Unicomm, LLC		-6,390.00	-10,390.00
Bill Pmt -Check	01/30/2020	1501	Rollins Apparel		-2,494.62	-12,884.62
Bill Pmt -Check	01/30/2020	1497	Creamer Donna		-2,200.00	-15,084.62
Bill Pmt -Check	01/30/2020	1496	Communitron Mana...		-900.00	-15,984.62
Bill Pmt -Check	01/30/2020	1500	NCFRPC		-732.28	-16,716.90
Bill Pmt -Check	01/30/2020	1499	Freeman 3		-599.00	-17,315.90
Bill Pmt -Check	01/30/2020	1502	Shepard Exposition ...		-434.35	-17,750.25
Bill Pmt -Check	01/30/2020	1498	Florida Outdoor Writ...		-175.00	-17,925.25
Bill Pmt -Check	01/30/2020	1504	United Parcel Service		-101.80	-18,027.05
Total Checks and Payments					-18,027.05	-18,027.05
Total Uncleared Transactions					-18,027.05	-18,027.05
Register Balance as of 01/31/2020					-27,059.59	111,453.62
<b>Ending Balance</b>					<b>-27,059.59</b>	<b>111,453.62</b>



P.O. Box 900  
Tallahassee, FL 32302

*SKG*

ACCOUNT STATEMENT

00001989 FCC31545020120112337 01 000000000  
THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PL  
GAINESVILLE FL 32653-1603

Date 1/31/20  
Primary Account

Page 1  
XXXXXXX2204



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# CHECKING ACCOUNT

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

XXXXXXX2204	Images	3
138,513.21 ✓	Statement Dates 1/01/20 thru 2/02/20	
.00	Days in this Statement Period	33
9,032.54 ✓	Avg Ledger Balance	135,200.76
.00	Avg Collected Balance	135,200.76
.00		
129,480.67 ✓		

## OTHER DEBITS

Date	Description	Amount
1/27	Account Analysis Charge	14.29- ✓

## CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
1/09	1491	545.00 ✓	1/23	1494*	8,303.25 ✓
1/09	1492	170.00 ✓			

\* Denotes missing check numbers

RECEIVED

FEB 06 2020

NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL

00001989-0003251-0001-0003-FCC31545020120112337-01-L





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

Date 1/31/20  
Primary Account

Page 2  
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

Date	Balance	Date	Balance
1/01	138,513.21	1/23	129,494.96
1/09	137,798.21	1/27	129,480.67

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

00001989-0003252-0002-0003-FCC31545020120112337-01-L



**Natural North Florida** THE ORIGINAL FLORIDA TOURISM MARKETING BOARD  
SUNSHINE STATE PLACE  
DANFORTH, FLORIDA 32018-1000  
904.244.1111

Capital City Bank 1491

1/2/2020

PAY TO THE ORDER OF Southeast Tourism Society \$545.00

Five Hundred Forty-Five and 00/100 DOLLARS

Southeast Tourism Society  
555 Sun Valley Drive  
Suite E-6  
Roswell, GA 30075-3524

SSP.1

⑆001491⑆ ⑆063100688⑆ 0224792204⑆

1491

01/09/2020

\$545.00

**Natural North Florida** THE ORIGINAL FLORIDA TOURISM MARKETING BOARD  
SUNSHINE STATE PLACE  
DANFORTH, FLORIDA 32018-1000  
904.244.1111

Capital City Bank 1492

1/2/2020

PAY TO THE ORDER OF Two Tree, Inc. \$170.00

One Hundred Seventy and 00/100 DOLLARS

Two Tree, Inc.  
Tommy Thompson  
24-3 NW 35th Court  
Gainesville, FL 32607

SSP.1

⑆001492⑆ ⑆063100688⑆ 0224792204⑆

1492

01/09/2020

\$170.00

**Natural North Florida** THE ORIGINAL FLORIDA TOURISM MARKETING BOARD  
SUNSHINE STATE PLACE  
DANFORTH, FLORIDA 32018-1000  
904.244.1111

Capital City Bank 1494

1/18/2020

PAY TO THE ORDER OF Miles Partnership \$8,303.25

Eight Thousand Three Hundred Three and 25/100 DOLLARS

Miles Partnership  
PO Box 64193  
New Orleans, LA 70154

SSP.1

⑆001494⑆ ⑆063100688⑆ 0224792204⑆

1494

01/23/2020

\$8,303.25



ANALYZED BUS CHK

\*\*\*\*\*2204

2/12/2020 3:36 PM

		<b>THE ORIGINAL FLORIDA TOURISM TASK FORCE</b> 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32603-1603 352.666.2200			1491 1/2/2020
PAY TO THE ORDER OF Southeast Tourism Society		\$**545.00			
Five Hundred Forty-Five and 00/100*****		DOLLARS			
MEMO Southeast Tourism Society 555 Sun Valley Drive Suite E-5 Roswell, GA 30076-5624					
⑈001491⑈ ⑆0631006888⑆ 0224792204⑈					

ENDORSE HERE FOR DEPOSIT ONLY <b>SOUTHEAST TOURISM SOCIETY</b> 000052458911	<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	

The security features listed below, as well as those not listed, exceed industry guidelines.	HCS
<b>Security Features:</b>	
<b>Hologram</b>	• Multi-dimensional foil seal used to check stock.
<b>Heat Sensitive Ink</b>	• Ink disappears when heated.
<b>True Watermark</b>	• The map will show and disappear.
<b>Visible Fibers</b>	• Fibers are visible in the paper.
<b>Invisible Fibers</b>	• Fibers are visible in the paper.
<b>Chemically Resistant Paper</b>	• Paper is resistant to acids and alkalis.
<b>Chemically Resistant Ink</b>	• Ink is resistant to acids and alkalis.
<b>High Production Warning Band</b>	• This band is used to identify the paper.
<b>True Authentication</b>	• The paper is made from 100% cotton.
<b>And-Copy Technology</b>	• The paper is made from 100% cotton.
<b>Anti-Lift Back Pattern</b>	• The paper is made from 100% cotton.

Amount: -545.00  
 Description: Check  
 Check Number: 1491  
 Posted Date: 1/9/2020  
 Type: Debit  
 Status: Posted





2/12/2020 3:36 PM

ANALYZED BUS CHK

\*\*\*\*\*2204

		THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 87TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200	1/8/20 	1492
PAY TO THE ORDER OF Two Tree, Inc.		63 65 531	1/2/2020	\$ **170.00
One Hundred Seventy and 00/100		DOLLARS		
MEMO Two Tree, Inc. Tommy Thompson 24-A NW 33rd Court Gainesville, FL 32607		S - R. I.		

001492 0063100688 0224792204

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

For Deposit Only  
 Wells Fargo Mobile

THE SECURITY FEATURES OF THIS CHECK ARE:

1. The security features of this check are:

2. The security features of this check are:

3. The security features of this check are:

4. The security features of this check are:

5. The security features of this check are:

6. The security features of this check are:

7. The security features of this check are:

8. The security features of this check are:



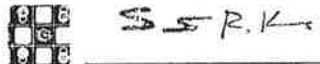

9. The security features of this check are:

10. The security features of this check are:

Amount: -170.00  
 Description: Check  
 Check Number: 1492  
 Posted Date: 1/9/2020  
 Type: Debit  
 Status: Posted

**Capital City Bank**  
ANALYZED BUS CHK  
\*\*\*\*\*2204

2/12/2020 3:57 PM

		<b>THE ORIGINAL FLORIDA TOURISM TASK FORCE</b> 2009 N.W. 87TH PLACE GAINESVILLE, FLORIDA 32663-1603 352.955.2200			<b>1494</b>  1/16/2020
<b>PAY TO THE ORDER OF</b> Miles Partnership		<b>\$**8,303.25</b>			
Eight Thousand Three Hundred Three and 25/100***** DOLLARS					
Miles Partnership PO Box 54133 New Orleans, LA 70154					
<b>MEMO</b>					
					

<b>FOR DEPOSIT TO THE WITHIN 5 BUSINESS DAYS OF THE DATE OF ISSUANCE</b> NAME: PAUL P. G. CAPITAL ONE NA		<b>&gt;065000090&lt;</b> <b>CAPITAL ONE, NA</b> <b>0088019934 01222020</b> <b>RIEMOND, VA 070 21</b> <b>Deposit 7057503139</b>
---	--	--

**DO NOT WRITE, STAMP, OR SIGN BELOW THIS LINE**  
**NEVER SIGN OVER A CHECK**  
**NEVER SIGN OVER A DEPOSIT SLIP**

**ENDORSE HERE**

Amount: -8303.25  
Description: Check  
Check Number: 1494  
Posted Date: 1/23/2020  
Type: Debit  
Status: Posted

# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

As of January 31, 2020

(These financial statements are unaudited)

	Budget	January 2020	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	53,000.00	0.00	53,000.00	0.00
DEO Rural Development Grant 18/19	58,500.00	0.00	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)
<b>Total Income</b>	<b>348,000.00</b>	<b>0.00</b>	<b>57,942.00</b>	<b>(290,058.00)</b>
<b>Expenses</b>				
<b>Marketing</b>				
<b>Collateral Materials</b>				
Print Ultimate Bicycle Guide	3,000.00	0.00	0.00	(3,000.00)
Design & Print Collateral Material	1,300.00	0.00	0.00	(1,300.00)
<b>Total Collateral Materials</b>	<b>4,300.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(4,300.00)</b>
<b>Website</b>				
Website Blogs	10,100.00	0.00	1,929.00	(8,171.00)
Web Hosting & Maintenance Services	12,100.00	6,000.00	11,000.00	(1,100.00)
<b>Total Website</b>	<b>22,200.00</b>	<b>6,000.00</b>	<b>12,929.00</b>	<b>(9,271.00)</b>
<b>Trade Shows</b>				
Whistles & Other Promotional Items	5,000.00	2,494.62	4,947.50	(52.50)
Popup and/or Cloth Displays - VF In-Kind	3,000.00	0.00	0.00	(3,000.00)
Welcome Center Rack Space - VF In-Kind	800.00	0.00	0.00	(800.00)
Adventure Travel training 4 Days-VF In-Kind	24,000.00	0.00	0.00	(24,000.00)
Consumer Influencer-VF In-Kind	17,000.00	0.00	0.00	(17,000.00)
VF Atlanta Camping & RV Show	4,700.00	0.00	0.00	(4,700.00)
VF New York Times Travel Show	4,000.00	679.47	679.47	(3,320.53)
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)
<b>Total Trade Shows</b>	<b>115,600.00</b>	<b>3,174.09</b>	<b>5,626.97</b>	<b>(109,973.03)</b>

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

As of January 31, 2020

(These financial statements are unaudited)

	Budget	January 2020	Year to Date	Over/(Under) Budget
<b>Advertising</b>				
Brochure Distribution 2018-19	3,000.00	500.00	3,732.00	732.00
Digital Advertising Campaign 2018-19	13,500.00	0.00	0.00	(13,500.00)
FI Vacation Planner Print Ad 2018-19	8,000.00	0.00	0.00	(8,000.00)
Digital Retargeting Campaign 2018-19	13,500.00	4,000.00	8,000.00	(5,500.00)
Digital Retargeting Campaign 2019-20	15,400.00	0.00	0.00	(15,400.00)
Facebook Ad Campaign 2019-20 - In-Kind	33,500.00	0.00	0.00	(33,500.00)
FI Trans Map Print Advertisement 2019-20	5,000.00	0.00	10,000.00	5,000.00
FI Vacation Plan Co-op Print Ad 2019-20	8,300.00	0.00	8,303.25	3.25
Quarterly eNewsletters	6,500.00	0.00	1,000.00	(5,500.00)
<b>Total Advertising</b>	<b>106,700.00</b>	<b>4,500.00</b>	<b>31,035.25</b>	<b>(75,664.75)</b>
<b>Total Marketing Expenses</b>	<b>248,800.00</b>	<b>13,674.09</b>	<b>49,591.22</b>	<b>(199,208.78)</b>
<b>Administration</b>				
NCFRPC - Admin VF & DEO 2018-19	5,625.00	0.00	5,625.00	0.00
NCFRPC - Admin VF & DEO FY 2019-20	16,875.00	0.00	0.00	(16,875.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	3,125.00	(9,375.00)
Bank Charges	200.00	14.29	54.85	(145.15)
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	21.33	109.44	(190.56)
VF/DEO Travel Show Service Program Fee	12,500.00	2,200.00	2,200.00	(10,300.00)
Telephone	300.00	0.00	0.00	(300.00)
<b>Total Administration</b>	<b>50,900.00</b>	<b>2,235.62</b>	<b>11,204.29</b>	<b>(39,695.71)</b>
<b>Memberships</b>				
Visit Florida	400.00	0.00	0.00	(400.00)
Southeast Tourism Society	300.00	545.00	545.00	245.00
Florida Outdoor Writers Association	200.00	175.00	175.00	(25.00)
<b>Total Memberships</b>	<b>900.00</b>	<b>720.00</b>	<b>720.00</b>	<b>(180.00)</b>
<b>Professional Enhancement</b>				
SE Tourism Society Marketing College	11,600.00	0.00	0.00	(11,600.00)
Governor's Tourism Conference	1,700.00	0.00	1,091.28	(608.72)
Adventure Elevate Networking Conference	13,000.00	0.00	0.00	(13,000.00)
Adventure Elevate Networking Conference In-Kind	3,000.00	0.00	0.00	(3,000.00)
<b>Total Professional Enhancement</b>	<b>29,300.00</b>	<b>0.00</b>	<b>1,091.28</b>	<b>(28,208.72)</b>

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

(These financial statements are unaudited)

	Budget	January 2020	Year to Date	Over/(Under) Budget
<b>Internships</b>				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
<b>Total Internships</b>	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,500.00)</u>
 <b>Retained Reserves</b>				
Retained Reserves	5,600.00	0.00	0.00	(5,600.00)
<b>Total Retained Reserves</b>	<u>5,600.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(5,600.00)</u>
 <b>Total NonMarketing Expenses</b>	<u>99,200.00</u>	<u>2,955.62</u>	<u>13,015.57</u>	<u>(86,184.43)</u>
 <b>Total Expenses</b>	<u>348,000.00</u>	<u>16,629.71</u>	<u>62,606.79</u>	<u>(285,393.21)</u>
<b>Net Income</b>	<u>0.00</u>	<u>(16,629.71)</u>	<u>(4,664.79)</u>	<u>(4,664.79)</u>



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

Adopted 9/19/2019

<b><i>Revenues</i></b>	<b>Total</b>
<i>Cooperative Regional Marketing Program Fees:</i>	
Alachua County	\$15,000
Bradford County	\$3,000
Columbia County	\$8,000
Dixie County	\$2,000
Gilchrist County	\$2,000
Hamilton County	\$1,000
Jefferson County	\$2,000
Lafayette County	\$1,000
Levy County	\$4,000
Madison County	\$3,000
Suwannee County	\$4,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$3,000
<b>Subtotal</b>	<b>\$53,000</b>
<i>Additional Revenue:</i>	
Department of Economic Opportunity Rural Development Grant, FY 2018-19	\$58,500
Department of Economic Opportunity Rural Development Grant, FY 2019-20	\$110,200
VISIT FLORIDA FY 2019-20 Rural Area of Opportunity Grant - Cash	\$45,000
<b>Subtotal - Cash</b>	<b>\$213,700</b>
<b>TOTAL REVENUES - CASH</b>	<b>\$266,700</b>
VISIT FLORIDA FY 2019-20 Rural Area of Opportunity Grant - In-Kind	\$81,300
<b>TOTAL REVENUES - CASH AND IN-KIND</b>	<b>\$348,000</b>
<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
<b>TOTAL EXPENDITURES - CASH</b>	<b>\$266,700</b>
(1) Marketing Program for FY 2019-20 - In-Kind	\$81,300
<b>TOTAL EXPENDITURES - CASH AND IN-KIND</b>	<b>\$348,000</b>
<i>Reserve Funds</i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$110,000
<b>TOTAL RESERVE FUNDS</b>	<b>\$110,000</b>

(1) See Marketing Budget Detail

(2) See Memberships Detail

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

Adopted 9/19/2019

	Total
<b>Collateral Material:</b>	
2018-19 Revise and Print Ultimate Bicycle Guide	\$3,000
2019-20 Design and Print Collateral Material	\$1,300
<b>Website:</b>	
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
<b>Trade Shows:</b>	
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
<b>Advertising:</b>	
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
<b>Administration</b>	
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
<b>Membership Organizations - Annual Dues</b>	
VISIT FLORIDA Annual Dues	\$400
Southeastern Tourism Society Annual Dues	\$300
Florida Outdoor Writers Association Annual Dues	\$200
<b>Professional Enhancement</b>	
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
<b>Internships</b>	
Harvey Campbell Memorial Internship	\$6,250
Dean Fowler Internship	\$6,250
<b>Retained Reserves</b>	
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 doing business as Visit Natural North Florida ("Grantee") is an entity created and authorized pursuant to the Florida Interlocal Cooperation Act of 1969, section 163.01, Florida Statutes. Grantee promotes the natural historic and cultural attractions of the following counties: Alachua, Bradford, Columbia, Gilchrist, Jefferson, Levy, Madison, Suwannee, Taylor, Union and Wakulla (the "Region"). The Grantee's goal is to enhance the economy, image, and quality of life through expanded tourism in the Region. Grantee has been awarded grant funds under the Program to provide marketing and promotional services, market research and professional enhancement training for the Region.

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

**2.1 Website Maintenance and Operation:**

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

**2.2 Electronic Newsletters:**

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

**2.3 Website Blogs:**

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

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

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

**2.5 Exhibit at Domestic Travel Shows:**

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

**2.6 Advertising:**

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

**2.7 Literature Distribution:**

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

**2.8 Professional Enhancement Scholarships:**

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

**2.9 Memberships in Professional Organizations:**

Maintain current memberships or join professional organizations.

**3. DEO'S RESPONSIBILITIES:**

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

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

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

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

**4. DELIVERABLES:**

Grantee agrees to provide the following services as specified:

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

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

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

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

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

## 5. REPORTING:

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

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

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

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

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](mailto: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 Shows	Trade	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
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
<b>Other Contract Values</b>							
Adventure Elevate Education Conference (May 5-7, 2020)		\$13,000					
Booth Space at Adventure Elevate (In-Kind)		\$3,000					
Rack 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

A bill to be entitled

An act relating to regional rural development grants;  
amending s. 288.018, F.S.; defining the term "regional  
economic development organization"; specifying that  
the concept of building the professional capacity of a  
regional economic development organization includes  
the hiring of professional staff to perform specified  
services; providing that matching grants may be used  
to provide technical assistance to local governments  
and economic development organizations and to existing  
and prospective businesses; increasing the maximum  
amount of annual grant funding that specified economic  
development organizations may receive; revising the  
required amount of nonstate matching funds; requiring  
that certain information be included in contracts or  
agreements involving grant funds; requiring that  
contracts or agreements involving the expenditure of  
grant funds, and a plain-language version of certain  
contracts or agreements, be placed on the contracting  
regional economic development organization's website  
for a specified period before execution; deleting an  
obsolete provision; increasing the amount of funds the  
Department of Economic Opportunity may expend each  
fiscal year from the Rural Community Development  
Revolving Loan Fund for certain purposes; amending s.  
288.0655, F.S.; revising the maximum percentage of  
total infrastructure project costs for which the  
department may award grants; specifying that improving  
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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substantially underwritten by a unit of local government, must include:

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

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

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

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

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

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2020426c1

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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2020426c1

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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1. The purpose of the contract or agreement.

2. Specific performance standards and responsibilities for each entity.

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

4. The value of any services provided.

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

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

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

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

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

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

HB 1139

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

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

hb1139-00

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



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.

(3) (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:

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

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

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

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

(4) The department may expend up to \$1 million ~~\$750,000~~ 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. Subsection (5) of section 288.0655, Florida Statutes, is renumbered as subsection (6), paragraph (b) of subsection (2), subsection (4), and present subsection (6) are amended, and a new subsection (5) is added to that section, to read:

288.0655 Rural Infrastructure Fund.—

(2)

(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 ~~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

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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each entity.

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

4. The value of any services provided.

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

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

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

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

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

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 3/19/2020

### **ALACHUA COUNTY**

(\$15,000 - 3 votes)

#### ***Vacant***

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

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

#### ***Sean Plemons***

Content Manager  
Visit Gainesville/Alachua County  
33 North Main Street  
Gainesville, FL 32601  
(w) 352.374.5260  
[splemons@alachuacounty.us](mailto:splemons@alachuacounty.us)

### **BRADFORD COUNTY**

(\$3,000 - 2 votes)

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

Bradford County Attorney  
945 North Temple Avenue  
Starke, FL 32091-2210  
[will\\_sexton@bradfordcountyfl.gov](mailto:will_sexton@bradfordcountyfl.gov)  
(w) 904.368.3902

#### ***The Honorable Daniel Riddick***

Bradford County  
Board of County Commissioners  
945 North Temple Avenue  
Starke, FL 32091  
(w) 352.473.7033  
(o) 904.966.6327  
(f) 352.473.5907  
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### **COLUMBIA COUNTY**

(\$8,000 3 votes)

#### ***Vacant***

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

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

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

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### **DIXIE COUNTY**

(\$2,000 - 2 votes)

#### ***Vacant***

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

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(h) 352.325.1520  
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[www.visitdixie.com](http://www.visitdixie.com)  
[www.suwanneeguides.com](http://www.suwanneeguides.com)

### **GILCHRIST COUNTY**

(\$2,000 - 2 votes)

#### ***The Honorable Lee Deen***

Mayor, City of Trenton  
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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  
Chamber of Commerce  
420 West Washington Street  
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**LAFAYETTE COUNTY**

(\$1,000 - 1 vote)

***Craig Colton***

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**LEVY COUNTY**

(\$4,000 - 2 votes)

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**MADISON COUNTY**

(\$3,000 - 2 votes)

***Jackie Blount***

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Tourism Development Council  
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**SUWANNEE COUNTY**

(\$4,000 - 2 votes)

***Charissa Setzer***

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## **TAYLOR COUNTY**

(\$4,000 - 2 votes)

### ***Dawn Taylor-Perez, Chair***

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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**

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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	

