

MEETING NOTICE

There will be a meeting of The Original Florida Tourism Task Force on **June 18, 2020**. Due to the COVID-19 Public Health Emergency, the meeting will be held virtually via communications media technology at **10:00 a.m.**

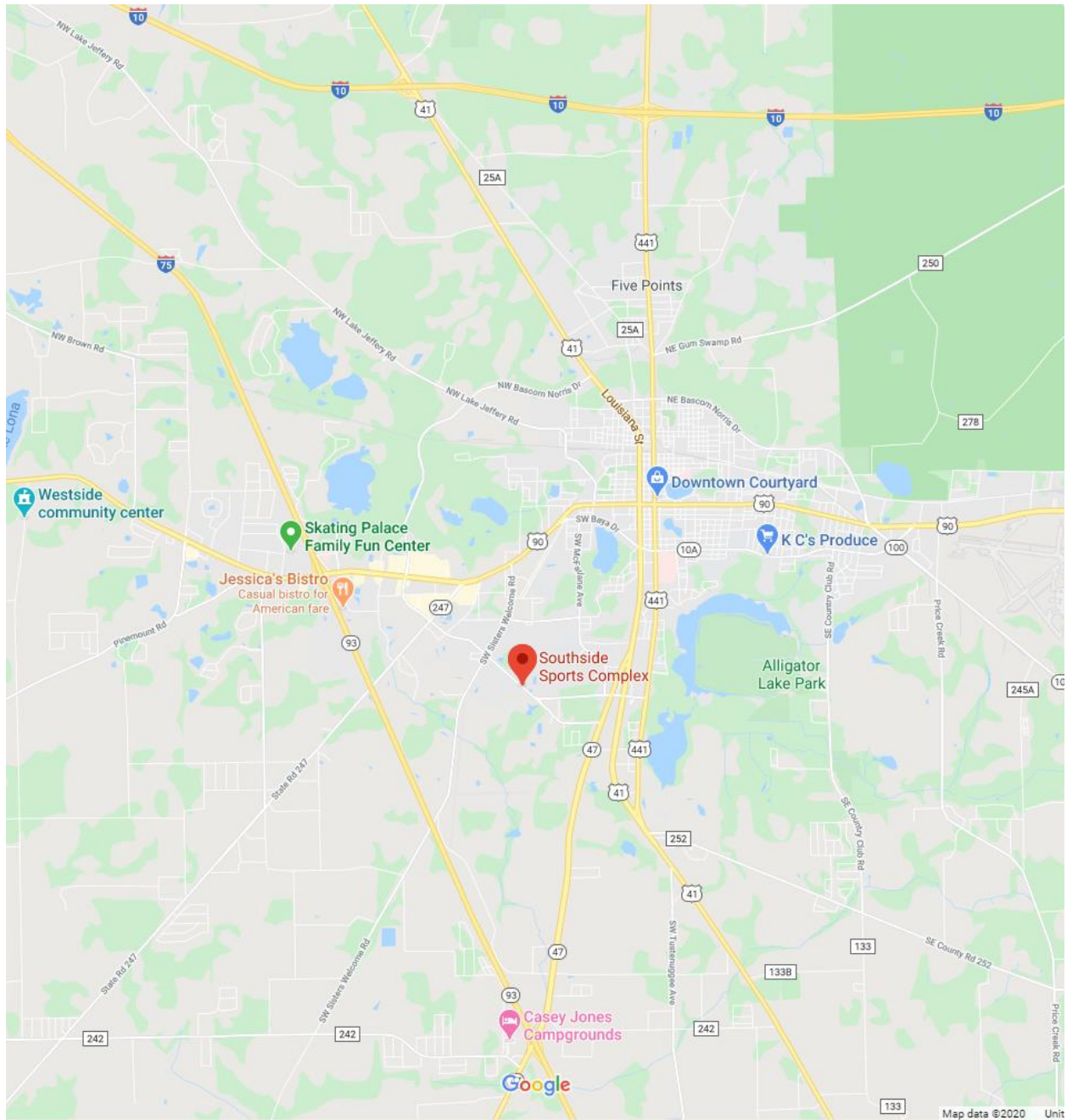
In addition, voluntary in-person attendance is also available at:

**Coaches' Building at Southside Sports Complex
1963 SW Bascom Norris Drive
Lake City, FL 32025.**

LINK: <https://global.gotomeeting.com/join/255244013>

DIAL IN NUMBER: Toll Free 1.866.899.4679

CONFERENCE CODE: 255-244-013



Coaches' Building at Southside Sports Complex
1963 SW Bascom Norris Drive
Lake City, FL 32025



The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Virtual Public Meeting
Via Communications Media Technology
Voluntary In-Person Attendance at
Coaches' Building at Southside Sports Complex
1963 SW Bascom Norris Dr, Lake City, FL
Columbia County

June 18, 2020
Thursday, 10:00 a.m.

	PAGE NO.
I. Call to Order, Introductions, COVID-19 Pandemic Response	
II. Approval of Agenda	5
III. Approval of May 21, 2020 Meeting Minutes	7
IV. Old Business	
A. Committee Reports	
1. Finance Committee Report	11
a. Monthly Financial Report Review and Approval - April 30, 2020	
2. Marketing Committee	
B. Fiscal Year 2019-20 Regional Rural Development Grant	29
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	
C. VISIT FLORIDA - North Central Florida Fiscal Year 2019-20	37
1. Travel Show Reimbursement Request	
2. Domestic Press Tour - Travel Blog	
D. VISIT FLORIDA	
1. Monthly Report	
E. Staff Items	
1. Fiscal Year 2020-21 Regional Cooperative Marketing Fee	41
F. Other Old Business	
1. Updated Task Force Member Contact Information	43
2. 2020 Meeting Dates and Locations	49
G. Announcements	

V. NEW BUSINESS

VI. Leadership Forum: To Be Determined

VII. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., July 16, 2020 in Suwannee County at a location to be determined.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Virtual Public Meeting
Via Communications Media Technology
Alachua County

May 21, 2020
Thursday, 10:00 a.m.

MEMBERS PRESENT

Alden Rosner, Columbia County
Paula Vann, Columbia County
Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County, Treasurer
Craig Colton, Lafayette County
Carol McQueen, Levy County
Charissa Setzer, Suwannee County
Dawn Perez Taylor, Taylor County, Chair
Dale Walker, Union County
Thomas Herndon, Wakulla County
Natalie Knowles, Wakulla County

STAFF PRESENT

Scott Koons
Lauren Yeatter

MEMBERS ABSENT

Sean Plemons, Alachua County
Daniel Riddick, Bradford County
Will Sexton, Bradford County, Vice-Chair
Rod Butler, Columbia County
Lee Deen, Gilchrist County
Russ McCallister, Dixie County
David Ward, Jefferson County
Tisha Whitehurst, Levy County
Jackie Blount, Madison County
Phyllis Williams, Madison County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Kay McCallister, Dixie County
Bill Richards, Paddle Florida

I. CALL TO ORDER, INTRODUCTIONS

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

II. APPROVAL OF THE AGENDA

Chair Dawn Perez Taylor requested approval of the meeting agenda, as amended, to add a presentation from Bill Richards of Paddle Florida.

ACTION: Carol McQueen moved and Katrina Richardson seconded to approve the meeting agenda as amended, to add a presentation from Bill Richards of Paddle Florida.

III. APPROVAL OF THE FEBRUARY 20, 2020 MINUTES

Chair Dawn Perez Taylor asked for approval of the February 20, 2020 meeting minutes.

ACTION: Dale Walker moved and Katrina Richardson seconded to approve the February 20, 2020 minutes as presented. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report
 - a. Monthly Financial Reports Review and Approval
 - (1) January 31, 2020
 - (2) February 29, 2020
 - (3) March 31, 2020

ACTION: **Patricia Watson moved and Carol McQueen seconded to approve the January 31, 2020, February 29, 2020 and March 31, 2020 monthly financial reports as presented. The motion passed unanimously.**

B. Fiscal Year 2019-20 Regional Rural Development Grant

1. Website
2. E-Newsletter
3. Website Blogs
4. Ultimate Bicycle Guide Reprint
5. Domestic Travel Shows

Donna Creamer, Travel Show Coordinator, discussed the Atlanta Travel and Adventure Show recently attended by a Task Force representative and the cancelled Philadelphia Travel and Adventure.

6. Advertising Campaign
7. Brochure Distribution
8. Scholarships

Lauren Yeatter, Senior Planner, discussed scholarship opportunities for the 2020 Southeast Tourism Society Marketing College to be held July 27, 2020 to July 31, 2020 in Macon, GA. Ms. Yeatter stated that she would solicit Task Force member interest in scholarships via an email request.

9. Professional Organization Memberships
10. Approval of First Quarter Report and Reimbursement Submittal Package

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

C. VISIT FLORIDA Grants

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

Ms. Yeatter reported the Task Force has received the final reimbursement payment from VISIT FLORIDA.

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

- a. Adventure Travel Marketing Program
- b. Travel Show Reports

Donna Creamer, Travel Show Coordinator, discussed the Toronto Outdoor Adventure Show and the Washington, D.C. Travel and Adventure Show recently attended by Task Force members and representatives.

E. VISIT FLORIDA Report

- 1. Brenna Dacks presented the VISIT FLORIDA monthly report.

F. Staff Items

- 1. Regional Rural Development Grant Proposed Legislation - Senate Bill 426/House Bill 1139
- 2. VISIT FLORIDA Reauthorization - Senate Bill 362/ House Bill 213

Ms. Yeatter reported on Senate Bill 426/House Bill 1139 and VISIT FLORIDA Reauthorization - Senate Bill 362/ House Bill 213.

- 3. Visit Natural North Florida Slogan

Task Force members discussed the Visit Natural North Florida Slogan.

- 4. Fiscal Year 2020-21 Regional Cooperative Marketing Fee

Task Force members requested staff to place Fiscal Year 2020-21 Regional Cooperative Marketing Fee on the agenda for further discussion at the next meeting.

- 5. Paddle Florida Presentation

Bill Richards of Paddle Florida requested sponsorship funding from Visit Natural North Florida for paddle events in the region. The Task Force took no action on the request.

G. Other Old Business

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

H. Announcements

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

V. New Business

VI. Leadership Forum: None

VII. Adjournment

Date and Location of next meeting

The next meeting is scheduled for 10:00 a.m., June 21, 2020 in Columbia County at a location to be determined.

The meeting adjourned at 11:15 a.m.

Dawn Perez Taylor, Chair

6/18/20
Date

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

The Original Florida Tourism Task Force
Balance Sheet
As of April 30, 2020

	Apr 30, 20
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	142,915.53
Total Checking/Savings	142,915.53
Accounts Receivable	
Accounts Receivable	6,442.32
Total Accounts Receivable	6,442.32
Other Current Assets	
Prepaid Expense	438.00
Prepaid Registration Fees	3,195.00
Total Other Current Assets	3,633.00
Total Current Assets	152,990.85
TOTAL ASSETS	152,990.85
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	37,406.00
Total Accounts Payable	37,406.00
Other Current Liabilities	
Contract Advance	20,000.00
Total Other Current Liabilities	20,000.00
Total Current Liabilities	57,406.00
Total Liabilities	57,406.00
Equity	
Unrestricted Earnings	111,709.91
Net Income	-16,125.06
Total Equity	95,584.85
TOTAL LIABILITIES & EQUITY	152,990.85

41

42

10:50 AM

06/11/20

Accrual Basis

The Original Florida Tourism Task Force

Profit & Loss

October 2019 through April 2020

	Oct '19 - Apr 20
Income	
Co-op Reg. Market. Prog. Fee	53,000.00
FDEO-Regional Dev. Grant 17/18	0.00
FDEO-Regional Dev. Grant 18/19	51,022.64
Total Income	104,022.64
Gross Profit	104,022.64
Expense	
Bank Charges	77.08
Legal Expenses	61.25
Marketing	
Collateral Materials	
Brochure Printing	152.63
Distribution	3,732.00
Total Collateral Materials	3,884.63
Public Relations	
Advertising	
Digital Ad Campaign	8,000.00
Official Visitors Guide	8,303.25
Transportation Map	10,000.00
Total Advertising	26,303.25
Total Public Relations	26,303.25
Trade Shows	
Atlanta Camping and RV	4,774.17
Atlanta Travel & Adventure Show	5,212.80
Chicago RV & Camping	7,503.92
Houston RV Show	6,941.19
I-75 Welcome Center	60.00
NCFRPC Contractual Services	1,050.00
New York Times Travel	4,183.01
Philadelphia Travel Adventure	2,428.09
Promotional Materials	4,947.50
Toronto Outdoor Adventure Show	8,872.30
Washington DC Travel Adventure	6,312.04
Total Trade Shows	52,285.02
Website	
Bloggers Fees	1,929.00
Web Hosting Services	6,000.00
Website Updates	5,000.00
Total Website	12,929.00
Total Marketing	95,401.90
Memberships	
Florida Outdoor Writers Assoc	175.00
Southeast Tourism Society	545.00
Total Memberships	720.00
Miscellaneous	30.00
NCFRPC Contractual Services	22,607.87
Postage	158.32

10:50 AM

06/11/20

Accrual Basis

The Original Florida Tourism Task Force

Profit & Loss

October 2019 through April 2020

	Oct '19 - Apr 20
Professional Enhancements	
Governor's Conference	1,091.28
Total Professional Enhancements	1,091.28
Total Expense	120,147.70
Net Income	-16,125.06

11:45 PM

05/18/20

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 04/30/2020

	<u>Apr 30, 20</u>	
Beginning Balance		147,582.37 ✓
Cleared Transactions		
Checks and Payments - 5 Items	<u>-4,666.84</u> ✓	
Total Cleared Transactions	<u>-4,666.84</u>	
Cleared Balance		<u>142,915.53</u> ✓
Register Balance as of 04/30/2020		142,915.53
Ending Balance		142,915.53

KAP
5-18-20

11:45 PM

05/18/20

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 04/30/2020

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						147,582.37
Cleared Transactions						
Checks and Payments - 5 items						
Bill Pmt -Check	02/27/2020	1516	Taylor, Dawn	X	-2,403.54	-2,403.54
Bill Pmt -Check	03/19/2020	1527	Williams, Phyllis	X	-2,164.89	-4,568.43
Bill Pmt -Check	03/26/2020	1528	Florida Department ...	X	-61.25	-4,629.68
Bill Pmt -Check	03/26/2020	1529	United Parcel Service	X	-14.93	-4,644.61
Check	04/24/2020		Capital City Bank	X	-22.23	-4,666.84
Total Checks and Payments					-4,666.84	-4,666.84
Total Cleared Transactions					-4,666.84	-4,666.84
Cleared Balance					-4,666.84	142,915.53
Register Balance as of 04/30/2020					-4,666.84	142,915.53
Ending Balance					-4,666.84	142,915.53



P.O. Box 900
Tallahassee, FL 32302

SKT

ACCOUNT STATEMENT

00002447 FCC31545050120072234 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 4/30/20
Primary Account

Page 1
XXXXXXX2204



Pandemic Update: We're open by Drive-in, Express Banking technology & lobby appt.
Contact our Client Service Center at 888.671.0400 or chat online
at ccbg.com. Check ccbg.com or social media for the latest information.

CHECKING ACCOUNT

ANALYZED BUS CHECKING		Images	4
Account Number	XXXXXXX2204	Statement Dates	4/01/20 thru 4/30/20
Previous Balance	147,582.37	Days in this Statement Period	30
Deposits/Credits	.00	Avg Ledger Balance	144,628.29
5 Checks/Debits	4,666.84	Avg Collected Balance	144,628.29
Service Charges	.00		
Interest Paid	.00		
Ending Balance	142,915.53		

OTHER DEBITS

Date	Description	Amount
4/24	Account Analysis Charge	22.23-

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
4/22	1516	2,403.54	4/07	1528	61.25
4/01	1527*	2,164.89	4/03	1529	14.93

* Denotes missing check numbers

RECEIVED

MAY 07 2020

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL





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

Date 4/30/20
Primary Account

Page 2
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
4/01	145,417.48	4/07	145,341.30	4/24	142,915.53
4/03	145,402.55	4/22	142,937.76		

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

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Natural North Florida THE REGIONAL FLORIDA TOURISM DEVELOPMENT BOARD
2000 N.W. 22ND PLACE
GAINESVILLE, FLORIDA 32609-1000
813.336.2200

Capital City 1516

DATE 04/22/2020

PAY TO THE ORDER OF Dawn Taylor \$ 2,403.54

Two Thousand Four Hundred Three and 54/100 DOLLARS

Dawn Taylor
Berry/Taylor County Chamber of Commerce
P.O. Box 802
Berry, FL 32308

SSR.K

MEMO

⑆001516⑆ ⑆063100688⑆ 0224792204⑆

1516

04/22/2020

\$2,403.54

Natural North Florida THE REGIONAL FLORIDA TOURISM DEVELOPMENT BOARD
2000 N.W. 22ND PLACE
GAINESVILLE, FLORIDA 32609-1000
813.336.2200

Capital City 1527

DATE 3/19/2020

PAY TO THE ORDER OF Phyllis Williams BFCU Teller # 214 \$ 2,164.89

Two Thousand One Hundred Sixty-Four and 89/100 DOLLARS

Phyllis Williams
Madison County Chamber of Commerce
182 NW College Loop, Unit A
Madison, FL 32341

SSR.K

MEMO

⑆001527⑆ ⑆063100688⑆ 0224792204⑆

1527

04/01/2020

\$2,164.89

Natural North Florida THE REGIONAL FLORIDA TOURISM DEVELOPMENT BOARD
2000 N.W. 22ND PLACE
GAINESVILLE, FLORIDA 32609-1000
813.336.2200

Capital City 1528

DATE 5/28/2020

PAY TO THE ORDER OF Florida Department of State \$ 61.25

Sixty One and 25/100 DOLLARS

Florida Department of State
Division of Corporations
P.O. Box 6128
Tallahassee, FL 32314

SSR.K

MEMO

⑆001528⑆ ⑆063100688⑆ 0224792204⑆

1528

04/07/2020

\$61.25

Natural North Florida THE REGIONAL FLORIDA TOURISM DEVELOPMENT BOARD
2000 N.W. 22ND PLACE
GAINESVILLE, FLORIDA 32609-1000
813.336.2200

Capital City 1529

DATE 5/25/2020

PAY TO THE ORDER OF United Parcel Service \$ 14.93

Fourteen and 93/100 DOLLARS

United Parcel Service
P.O. Box 7247-8244
Philadelphia, PA 19170-001

SSR.K

MEMO

⑆001529⑆ ⑆063100688⑆ 0224792204⑆

1529

04/03/2020

\$14.93



Tourism Task Force

*****2204

6/9/2020 5:20 PM

DOCUMENT INCLUDES VISIBLE FIBER, 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 1516

63-68/631 2/27/2020

PAY TO THE ORDER OF Dawn Taylor \$ **2,403.54

Two Thousand Four Hundred Three and 54/100 DOLLARS

Dawn Taylor
Perry/Taylor County Chamber of Commerce
P.O. Box 892
Perry FL 32348

MEMO

TRUE WATERMARK PAPER • HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

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 Check Number: 1516
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 Type: Debit
 Status: Posted

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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**

1527

63-68/631

BCFCU
Teller # 214

3/19/2020

PAY TO THE
ORDER OF

Phyllis Williams

MAR 31 2020

\$ **2,164.89

Two Thousand One Hundred Sixty-Four and 89/100..... DOLLARS

Phyllis Williams
Madison County Chamber of Commerce
182 NW College Loop, Unit A
Madison, FL 32341

MEMO

00015270 0631006881 0224742204

The document contains information regarding the activities of the following individuals:

- Holman
- Monsieur C I
- Thompson
- W. F.
- C. J.
- G. L.

This information was obtained from the files of the Federal Bureau of Investigation.

FEDERAL BUREAU OF INVESTIGATION
U.S. DEPARTMENT OF JUSTICE

ENDORSE HERE

Pay to: Apple Melville

167253790


☐ CHECK HERE AFTER
MOBILE OR REMOTE DEPOSIT DATE

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

Amount: -2164.89
Description: Check
Check Number: 1527
Posted Date: 4/1/2020
Type: Debit
Status: Posted

6/9/2020 5:21 PM

Visit
**Natural
North Florida**




THE ORIGINAL FLORIDA TOURISM TASK FORCE

2009 N.W. 67TH PLACE

GAINESVILLE, FLORIDA 32653-1603

352.955.2200



1528

PAY TO THE
ORDER OF

Florida Department of State

\$ **61:25

Sixty-One and 25/100*****


DOLLARS


Florida Department of State

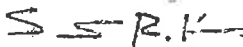
Division of Corporations

P.O. Box 6198

Tallahassee, FL 32314







MEMO

TRUE WATERMARK PAPER • HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

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Tourism Task Force

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

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

1529

3/26/2020

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

\$ **14.93

Fourteen and 93/100 ***** DOLLARS

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

MEMO

TRUE WATERMARK PAPER (HOLD TO LIGHT) TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

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For: 031100209 - 04/02/20 - DLW-UPS/7380
Deposit Citybank N.A.
Only: New Castle DE 40705208
7380 702387 063 000 702387 20-10-032/2683-032

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RESERVED FOR FINANCIAL INSTITUTION USE

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Security Features:

Hologram

- Multi-dimensional foil seal used to check stock. Cannot be photocopied.
- Hold red image with fingers or breathe on it. The image will fade and reappear.

Heat Sensitive Ink

- Hold check to a light source to view. Cannot be photocopied.

True Watermark

- Visible fibers embedded in the paper.
- Fibers in paper visible under ultraviolet light.
- Chemical Wash Detection Area.
- 172 Shall type in check border appears as dotted line when copied.

High Resolution Warning Band

- Text alert is harder to see when copied. First three in border and corners are difficult to replicate or copy.

Toner Adhesion Properties

- Watermark image is difficult to replicate or copy.

Anti-Copy Technology

- Document made with technology to prevent most copies from creating a visible copy.
- Discourages cut-and-paste alterations.

Laid Line Bank Pattern

© Padlock design is a certification mark of the Check Payment Systems Association
* FEDERAL RESERVE BOARD OF GOVERNORS REG. CC

Amount: -14.93
Description: Check
Check Number: 1529
Posted Date: 4/3/2020
Type: Debit
Status: Posted

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of April 30, 2020

(These financial statements are unaudited)

	Budget	April 2020	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	53,000.00	0.00	53,000.00	0.00
DEO Rural Development Grant 18/19	58,500.00	0.00	51,022.64	(7,477.36)
DEO Rural Development Grant 19/20	110,200.00	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	104,022.64	(243,977.36)
Expenses				
Marketing				
Collateral Materials				
Print Ultimate Bicycle Guide	3,000.00	0.00	0.00	(3,000.00)
Design & Print Collateral Material	1,300.00	0.00	152.63	(1,147.37)
Total Collateral Materials	4,300.00	0.00	152.63	(4,147.37)
Website				
Website Blogs	10,100.00	0.00	1,929.00	(8,171.00)
Web Hosting & Maintenance Services	12,100.00	0.00	11,000.00	(1,100.00)
Total Website	22,200.00	0.00	12,929.00	(9,271.00)
Trade Shows				
Whistles & Other Promotional Items	5,000.00	0.00	4,947.50	(52.50)
Popup and/or Cloth Displays - VF In-Kind	3,000.00	0.00	0.00	(3,000.00)
Welcome Center Rack Space - VF In-Kind	800.00	0.00	0.00	(800.00)
Adventure Travel training 4 Days-VF In-Kind	24,000.00	0.00	0.00	(24,000.00)
Consumer Influencer-VF In-Kind	17,000.00	0.00	0.00	(17,000.00)
VF Atlanta Camping & RV Show	4,700.00	0.00	3,674.17	(1,025.83)
VF New York Times Travel Show	4,000.00	0.00	3,083.01	(916.99)
VF Chicago RV & Camping Show	6,800.00	0.00	6,403.92	(396.08)
VF Toronto Outdoor Adventure Show	8,900.00	0.00	7,772.30	(1,127.70)
VF Washington DC Travel & Adventure Show	7,800.00	0.00	5,212.04	(2,587.96)
DEO Houston RV Show	7,500.00	0.00	5,841.19	(1,658.81)
DEO Philadelphia Travel & Adventure Show	7,200.00	0.00	2,428.09	(4,771.91)
DEO Atlanta Travel & Adventure Show	6,700.00	0.00	4,112.80	(2,587.20)
DEO Bike Expo New York	5,500.00	0.00	0.00	(5,500.00)
DEO Georgia RV & Camper Show	6,700.00	0.00	0.00	(6,700.00)
Total Trade Shows	115,600.00	0.00	43,475.02	(72,124.98)

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

As of April 30, 2020

(These financial statements are unaudited)

	Budget	April 2020	Year to Date	Over/(Under) Budget
Advertising				
Brochure Distribution 2018-19	3,000.00	0.00	3,732.00	732.00
Digital Advertising Campaign 2018-19	13,500.00	0.00	0.00	(13,500.00)
FI Vacation Planner Print Ad 2018-19	8,000.00	0.00	0.00	(8,000.00)
Digital Retargeting Campaign 2018-19	13,500.00	0.00	8,000.00	(5,500.00)
Digital Retargeting Campaign 2019-20	15,400.00	0.00	0.00	(15,400.00)
Facebook Ad Campaign 2019-20 - In-Kind	33,500.00	0.00	0.00	(33,500.00)
FI Trans Map Print Advertisement 2019-20	5,000.00	0.00	10,000.00	5,000.00
FI Vacation Plan Co-op Print Ad 2019-20	8,300.00	0.00	8,303.25	3.25
Quarterly eNewsletters	6,500.00	0.00	2,000.00	(4,500.00)
Total Advertising	106,700.00	0.00	32,035.25	(74,664.75)
Total Marketing Expenses	248,800.00	0.00	88,591.90	(160,208.10)
Administration				
NCFRPC - Admin VF & DEO 2018-19	5,625.00	0.00	5,625.00	0.00
NCFRPC - Admin VF & DEO FY 2019-20	16,875.00	0.00	5,625.00	(11,250.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	6,250.00	(6,250.00)
Bank Charges	200.00	22.23	77.08	(122.92)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	61.25	(238.75)
Other Admin Expenses Miscellaneous	2,000.00	0.00	90.00	(1,910.00)
Postage	300.00	0.00	158.32	(141.68)
VF/DEO Travel Show Service Program Fee	12,500.00	0.00	8,750.00	(3,750.00)
Telephone	300.00	0.00	0.00	(300.00)
Total Administration	50,900.00	22.23	26,636.65	(24,263.35)
Memberships				
Visit Florida	400.00	0.00	0.00	(400.00)
Southeast Tourism Society	300.00	0.00	545.00	245.00
Florida Outdoor Writers Association	200.00	0.00	175.00	(25.00)
Total Memberships	900.00	0.00	720.00	(180.00)
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	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)
Total Professional Enhancement	29,300.00	0.00	1,091.28	(28,208.72)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of April 30, 2020

(These financial statements are unaudited)

	Budget	April 2020	Year to Date	Over/(Under) Budget
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	1,375.02	(4,874.98)
Dean Fowler Internship	6,250.00	0.00	1,732.85	(4,517.15)
Total Internships	<u>12,500.00</u>	<u>0.00</u>	<u>3,107.87</u>	<u>(9,392.13)</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>22.23</u>	<u>31,555.80</u>	<u>(67,644.20)</u>
 Total Expenses	<u>348,000.00</u>	<u>22.23</u>	<u>120,147.70</u>	<u>(227,852.30)</u>
Net Income	<u>0.00</u>	<u>(22.23)</u>	<u>(16,125.06)</u>	<u>(16,125.06)</u>

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

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

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

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

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

5. REPORTING:

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

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

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

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

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

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

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

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

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

6.2.4 A copy of all supporting documentation for vendor payments;

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

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

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

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

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

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

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

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

2020 Marketing College Scholarships for Task Force Members and Staff
July 26 - 31, 2020

3rd Year Students

Charissa Setzer

Paula Vann

1st Year Students

Craig Colton

Alumni Students

Donna Creamer

Dawn Taylor Perez

Katrina Richardson

Pat Watson

**“EXHIBIT A”
SCOPE OF WORK**

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

TOTAL VALUE: \$126,311.30

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

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

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

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

Natural North Florida 2020 BUDGET Shows		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)	
Registration Fee		\$1,350	\$2,500	\$2,700	\$3,600	\$3,600	TOTALS
Transportation		\$720.00	1,023.00	780	1274	1000	\$13,750
Lodging		\$1,300.00	\$1,332.00	1,294.00	1830	1800	4797
Per diem/Meals		\$324	\$216	642	1284	642	7556
Shipping		\$0.00	\$968.00	118	278	500	3108
Furniture		\$0		\$675	\$250	0	1864
		\$3,694.00	6,039.00	\$6,209	\$8,516	\$7,542	
Other Contract Values							\$32,000.00
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)		\$39,500					
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					

Fiscal Year 2020-21 Annual Regional Cooperative Marketing Fees

May 21, 2020

County	Total FY 2018-19 Bed Tax	County Tourist Development Tax Rate	Taxes on First Two Pennies	Annual Program Fee	Between \$0 and \$25,000	Between \$25,001 \$50,000	Between \$50,001 \$100,000	Between \$100,001 \$225,000	Between \$225,001 \$400,000	Between \$400,001 \$800,000	Between \$800,001 \$1,200,000	Over \$1,200,000
Alachua	\$5,637,541.60	5%	\$2,255,016.64	\$15,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$15,000
Bradford	\$149,664.56	4%	\$74,832.28	\$3,000	\$0	\$0	\$3,000	\$0	\$0	\$0	\$0	\$0
Columbia	\$1,517,221.27	5%	\$606,888.51	\$8,000	\$0	\$0	\$0	\$0	\$0	\$8,000	\$0	\$0
Dixie	\$82,689.65	3%	\$55,126.43	\$3,000	\$0	\$0	\$3,000	\$0	\$0	\$0	\$0	\$0
Gilchrist	\$59,172.15	2%	\$59,172.15	\$3,000	\$0	\$0	\$3,000	\$0	\$0	\$0	\$0	\$0
Hamilton	\$37,688.49	3%	\$25,125.66	\$2,000	\$0	\$2,000	\$0	\$0	\$0	\$0	\$0	\$0
Jefferson	\$63,024.46	3%	\$42,016.31	\$2,000	\$0	\$2,000	\$0	\$0	\$0	\$0	\$0	\$0
Lafayette	\$0.00	0%	\$0.00	\$1,000	\$1,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Levy	\$245,817.64	2%	\$245,817.64	\$6,000	\$0	\$0	\$0	\$0	\$6,000	\$0	\$0	\$0
Madison	\$141,802.31	3%	\$94,534.87	\$3,000	\$0	\$0	\$3,000	\$0	\$0	\$0	\$0	\$0
Suwannee	\$296,611.53	3%	\$197,741.02	\$4,000	\$0	\$0	\$0	\$4,000	\$0	\$0	\$0	\$0
Taylor	\$538,997.02	5%	\$215,598.81	\$4,000	\$0	\$0	\$0	\$4,000	\$0	\$0	\$0	\$0
Union	\$0.00	0%	\$0.00	\$1,000	\$1,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Wakulla	\$197,794.22	4%	\$98,897.11	\$3,000	\$0	\$0	\$3,000	\$0	\$0	\$0	\$0	\$0
OFTTF Total				\$58,000								

The Original Florida Tourism Task Force MEMBERS as of 5/21/2020

ALACHUA COUNTY

(\$15,000 - 3 votes)

Vacant

Ron Gromoll

Visiting Lecturer
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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The Honorable Daniel Riddick

Bradford County
Board of County Commissioners
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COLUMBIA COUNTY

(\$8,000 3 votes)

Vacant

Rod Butler

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Alden Rosner

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DIXIE COUNTY

(\$2,000 - 2 votes)

Vacant

Russ McCallister

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GILCHRIST COUNTY

(\$2,000 - 2 votes)

The Honorable Lee Deen

Mayor, City of Trenton
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Patricia Watson

Executive Administrative Assistant
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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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David Ward

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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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Tisha Whitehurst

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Levy County Visitors Bureau
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MADISON COUNTY

(\$3,000 - 2 votes)

Vacant

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SUWANNEE COUNTY

(\$4,000 - 2 votes)

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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)

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:\original florida\members & volunteers\of member list 5-21-
2020.docx

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

as of 6/11/2020

VOLUNTEERS, CONSULTANTS AND OTHERS

Donna Creamer - Travel Show Coordinator

Staff Assistant
Gilchrist County Tourist Development Council
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(c) 352.210.1827
dcreamer@gilchrist.fl.us
www.VisitGilchristCounty.com

Roland Loog - Volunteer

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(c) 352.231.2077
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Lois Nevins

By All Means Travel
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Tommy Thompson - Blogger

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Gainesville, FL 32607
(c) 352.284.1763
captommy@me.com

2020
Visit Natural North Florida
Meeting Dates and Counties



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

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

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

