

## MEETING NOTICE

There will be a meeting of The Original Florida Tourism Task Force on **July 16, 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:

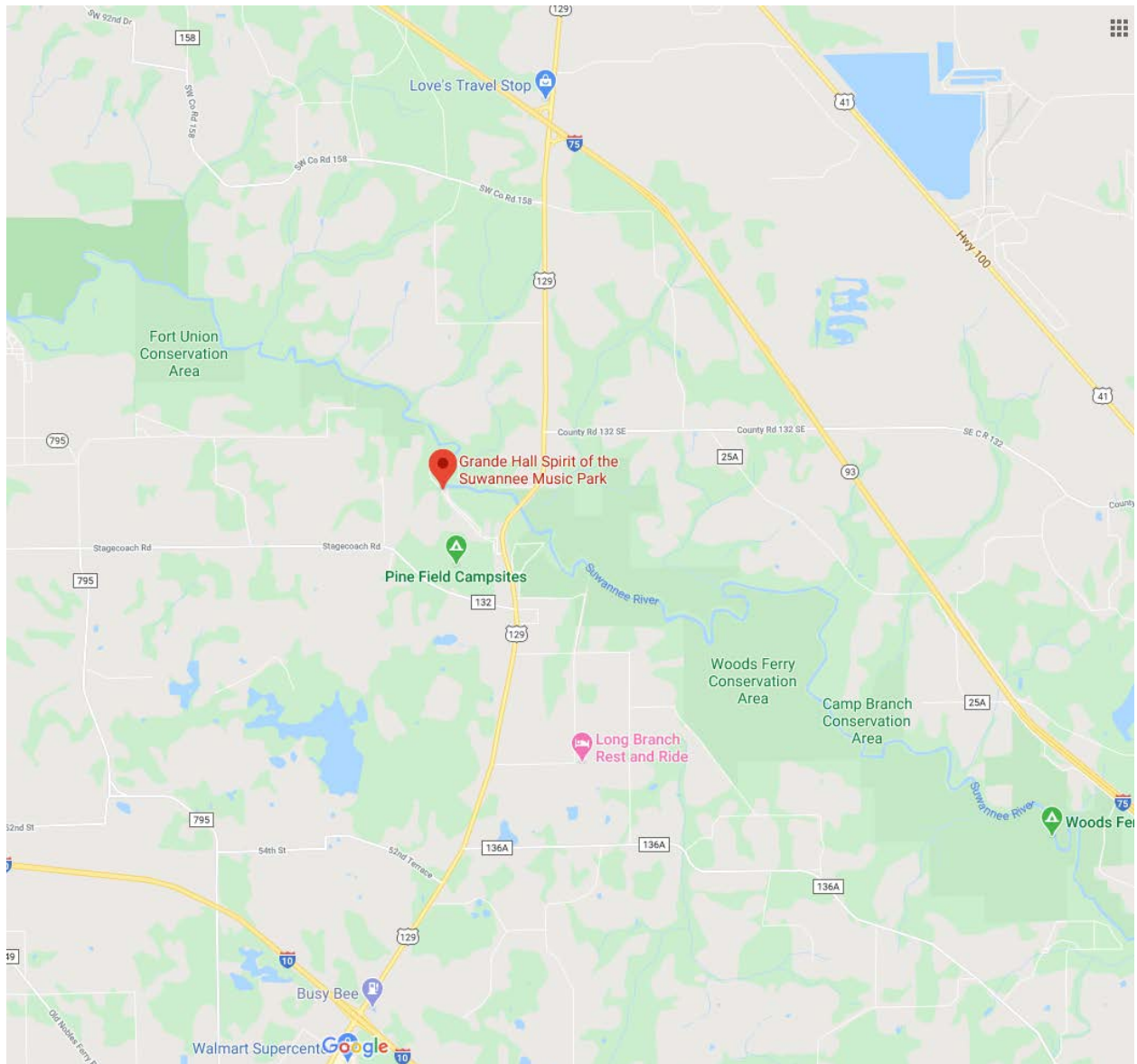
**The Spirit of the Suwannee Music Park Grand Hall**  
**3076 95th Drive**  
**Live Oak, FL 32060**

**LINK: <https://global.gotomeeting.com/join/894196749>**

**DIAL IN NUMBER: Toll Free 1.877.568.4106**

**CONFERENCE CODE: 894-196-749**





**The Spirit of the Suwannee Music Park Grand Hall**  
**3076 95th Drive**  
**Live Oak, FL 32060**





*The Original Florida*  
**TOURISM TASK FORCE**  
**Meeting Agenda**

**Virtual Public Meeting**  
**Via Communications Media Technology**  
**Voluntary In-Person Attendance at**  
**The Spirit of the Suwannee Music Park Grand Hall**  
**3076 95th Drive, Live Oak, FL 32060**  
**Suwannee County**

**July 16, 2020**  
**Thursday, 10:00 a.m.**

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1. Monthly Report	
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V. NEW BUSINESS

VI. Leadership Forum: Tour of Treehouse

VII. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., August 20, 2020 in Levy County at a location to be determined.

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

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

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

MEMBERS PRESENT

Will Sexton, Bradford County, Vice-Chair  
Alden Rosner, Columbia County  
Patricia Watson, Gilchrist County  
Lee Deen, Gilchrist County  
Craig Colton, Lafayette County  
Tisha Whitehurst, Levy County  
Carol McQueen, Levy County  
Phyllis Williams, Madison County  
Charissa Setzer, Suwannee County  
Dawn Perez, Taylor County, Chair  
Dale Walker, Union County  
Thomas Herndon, Wakulla County  
Natalie Knowles, Wakulla County

STAFF PRESENT

Scott Koons  
Lauren Yeatter

MEMBERS ABSENT

Daniel Riddick, Bradford County  
Rod Butler, Columbia County  
Paula Vann, Columbia County  
Russ McCallister, Dixie County  
Katrina Richardson, Jefferson County, Treasurer  
David Ward, Jefferson County  
Jackie Blount, Madison County  
Teena Peavey, Suwannee County  
Sandy Beach, Taylor County

OTHERS PRESENT

Donna Creamer, Task Force  
Travel Show Coordinator  
Brenna Dacks, VISIT FLORIDA  
Anne Glick, Florida Fish and Wildlife  
Conservation Commission  
Ron Gromoll, Alachua County  
Sean Plemons, Alachua County  
Tommy Thompson, Blogger

I. CALL TO ORDER, INTRODUCTIONS

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

II. APPROVAL OF THE AGENDA

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

**ACTION: Dale Walker moved and Phyllis Williams seconded to approve the meeting agenda as presented. The motion passed unanimously.**

III. APPROVAL OF THE MAY 21, 2020 MINUTES

Chair Perez asked for approval of the May 21, 2020 meeting minutes.

**ACTION: Patricia Watson moved and Dale Walker seconded to approve the May 21, 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 - April 30, 2020

**ACTION: Patricia Watson moved and Carol McQueen seconded to approve the April 30, 2020 monthly financial report as presented. The motion passed unanimously.**

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

###### 1. Website

###### 2. E-Newsletter

###### 3. Website Blogs

Task Force members discussed adding a disclaimer to the website regarding closures of parks and cancellation of events.

###### 4. Ultimate Bicycle Guide Reprint

###### 5. Domestic Travel Shows

Donna Creamer, Travel Show Coordinator, discussed potential travel show attendance for the 2020-21 Travel Show Season.

###### 6. Advertising Campaign

###### 7. Brochure Distribution

###### 8. Scholarships

Lauren Yeatter, Senior Planner, notified the Task Force that registration for Task Force members attending Marketing College to be held July 26-31, 2020 at Mercer College in Macon, GA had been completed by staff.

###### 9. Professional Organization Memberships

##### C. VISIT FLORIDA - North Central Florida Fiscal Year 2019-20

###### 1. Travel Show Reimbursement Request

Lauren Yeatter stated that the travel show reimbursement request had been submitted to VISIT FLORIDA.

###### 2. Domestic Press Tour - Travel Blog

Lauren Yeatter informed the Task Force that the Task Force partnership with VISIT FLORIDA will be bring YTravel, a travel blogging family, to the region June 22-29, 2020.

D. VISIT FLORIDA Report

1. Brenna Dacks presented the VISIT FLORIDA monthly report.

E. Staff Items

1. Fiscal Year 2020-21 Regional Cooperative Marketing Fee

F. Other Old Business

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

G. Announcements

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

V. New Business

VI. Leadership Forum: None

VII. Adjournment

Date and Location of next meeting

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

**The meeting adjourned at 10:54 a.m.**

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Dawn V. Perez, Chair

Date 7/16/20

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



## The Original Florida Tourism Task Force

## Balance Sheet

As of May 31, 2020

	May 31, 20
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Cash in Bank - Capital City	142,047.52
<b>Total Checking/Savings</b>	142,047.52
Accounts Receivable	
Accounts Receivable	23,505.27
<b>Total Accounts Receivable</b>	23,505.27
<b>Other Current Assets</b>	
Prepaid Expense	438.00
Prepaid Registration Fees	3,195.00
<b>Total Other Current Assets</b>	3,633.00
<b>Total Current Assets</b>	169,185.79
<b>TOTAL ASSETS</b>	<b>169,185.79</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
Accounts Payable	37,406.00
<b>Total Accounts Payable</b>	37,406.00
<b>Other Current Liabilities</b>	
Contract Advance	20,000.00
<b>Total Other Current Liabilities</b>	20,000.00
<b>Total Current Liabilities</b>	57,406.00
<b>Total Liabilities</b>	57,406.00
<b>Equity</b>	
Unrestricted Earnings	111,709.91
Net Income	69.88
<b>Total Equity</b>	111,779.79
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>169,185.79</b>

11:19 AM

07/09/20

Accrual Basis

# The Original Florida Tourism Task Force

## Profit & Loss

May 2020

	May 20
Expense	
Bank Charges	18.01
Marketing	
Website	
Bloggers Fees	850.00
Total Website	850.00
Total Marketing	850.00
Miscellaneous	-33.12
Total Expense	834.89
Net Income	-834.89

10:10 PM

06/25/20

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 05/29/2020**

---

	<u>May 29, 20</u>	
<b>Beginning Balance</b>		142,915.53 ✓
<b>Cleared Transactions</b>		
Checks and Payments - 2 items	<u>-868.01 ✓</u>	
<b>Total Cleared Transactions</b>	<u>-868.01</u>	
<b>Cleared Balance</b>		<u><u>142,047.52</u> ✓</u>
<b>Register Balance as of 05/29/2020</b>		142,047.52
<b>New Transactions</b>		
Checks and Payments - 2 items	<u>-4,374.88</u>	
<b>Total New Transactions</b>	<u>-4,374.88</u>	
<b>Ending Balance</b>		<u><u>137,672.64</u></u>

**The Original Florida Tourism Task Force**  
**Reconciliation Detail**  
**Cash in Bank - Capital City, Period Ending 05/29/2020**

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						142,915.53
<b>Cleared Transactions</b>						
<b>Checks and Payments - 2 items</b>						
Bill Pmt -Check	05/21/2020	1530	Two Tree, Inc.	X	-850.00	-850.00
Check	05/29/2020		Capital City Bank	X	-18.01	-868.01
Total Checks and Payments					-868.01	-868.01
Total Cleared Transactions					-868.01	-868.01
Cleared Balance					-868.01	142,047.52
Register Balance as of 05/29/2020					-868.01	142,047.52
<b>New Transactions</b>						
<b>Checks and Payments - 2 items</b>						
Bill Pmt -Check	06/04/2020	1531	Collegiate Concepts,...		-2,452.88	-2,452.88
Bill Pmt -Check	06/04/2020	1532	McCallister, Russ		-1,922.00	-4,374.88
Total Checks and Payments					-4,374.88	-4,374.88
Total New Transactions					-4,374.88	-4,374.88
<b>Ending Balance</b>					<b>-5,242.89</b>	<b>137,672.64</b>



P.O. Box 900  
Tallahassee, FL 32302

ACCOUNT STATEMENT



00005765 FCC31545053020075119 01 000000000  
THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PL  
GAINESVILLE FL 32653-1603

Date 5/29/20  
Primary Account

Page 1  
XXXXXXXX2204

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  
Account Number  
Previous Balance  
Deposits/Credits  
2 Checks/Debits  
Service Charges  
Interest Paid  
Ending Balance

XXXXXXXX2204	Images	1
142,915.53 ✓	Statement Dates	5/01/20 thru 5/31/20
.00 ✓	Days in this Statement Period	31
868.01 ✓	Avg Ledger Balance	142,774.94
.00 ✓	Avg Collected Balance	142,774.94
.00 ✓		
142,047.52 ✓		

OTHER DEBITS

Date	Description	Amount
5/26	Account Analysis Charge	18.01- ✓

CHECKS IN NUMBER ORDER

Date	Check No	Amount
5/27	1530	850.00 ✓

\* Denotes missing check numbers

RECEIVED

JUN 08 2020

NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL

00005765-0011733-0001-0004-FCC31545053020075119-01-L





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

Date 5/29/20  
Primary Account

Page 2  
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
5/01	142,915.53	5/26	142,897.52	5/27	142,047.52

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

00005765-0011734-0002-0004-FCC31545053020075119-01-L





ANALYZED BUS CHK

\*\*\*\*\*2204

7/7/2020 11:56 AM

DOCUMENT MOVES WHILE FILING. CHEMICAL REACTIVE PROPERTIES AND FLAME RETARDANT PROPERTIES

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

Capital City Bank *4/27* 1530

63-62-631 5/21/2020

PAY TO THE ORDER OF Two Tree, Inc. S \*\*250.00

Eight Hundred Fifty and 00/100..... DOLLARS

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

MEMO

SSRK

0001530 0063100688 0224792204

ENDORSE HERE  
*For Deposit only*  
*Wells Fargo Atale*

CHECK HERE AFTER  
MOBILE OR REMOTE DEPOSIT DATE

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

AT THE BANK OF AMERICA

COLORED INSIDE THIS LOCK AREA SHOULD BE KEPT

The security features listed below are used as follows:

1. The security features listed below are used as follows:

2. The security features listed below are used as follows:

3. The security features listed below are used as follows:

4. The security features listed below are used as follows:

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8. The security features listed below are used as follows:

9. The security features listed below are used as follows:

10. The security features listed below are used as follows:

Amount: -850.00

Description: Check

Check Number: 1530

Posted Date: 5/27/2020

Type: Debit

Status: Posted



# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

As of May 31, 2020

(These financial statements are unaudited)

	Budget	May 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	17,029.83	(93,170.17)
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>121,052.47</b>	<b>(226,947.53)</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	152.63	(1,147.37)
<b>Total Collateral Materials</b>	<b>4,300.00</b>	<b>0.00</b>	<b>152.63</b>	<b>(4,147.37)</b>
<b>Website</b>				
Website Blogs	10,100.00	850.00	2,779.00	(7,321.00)
Web Hosting & Maintenance Services	12,100.00	0.00	11,000.00	(1,100.00)
<b>Total Website</b>	<b>22,200.00</b>	<b>850.00</b>	<b>13,779.00</b>	<b>(8,421.00)</b>
<b>Trade Shows</b>				
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	(33.12)	5,808.07	(1,691.93)
DEO Philadelphia Travel & Adventure Show	7,200.00	0.00	2,428.09	(4,771.91)
DEO Atlanta Travel & Adventure Show	6,700.00	0.00	4,112.80	(2,587.20)
DEO Bike Expo New York	5,500.00	0.00	0.00	(5,500.00)
DEO Georgia RV & Camper Show	6,700.00	0.00	0.00	(6,700.00)
<b>Total Trade Shows</b>	<b>115,600.00</b>	<b>(33.12)</b>	<b>43,441.90</b>	<b>(72,158.10)</b>

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

As of May 31, 2020

(These financial statements are unaudited)

	Budget	May 2020	Year to Date	Over/(Under) Budget
<b>Advertising</b>				
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)
<b>Total Advertising</b>	<b>106,700.00</b>	<b>0.00</b>	<b>32,035.25</b>	<b>(74,664.75)</b>
<b>Total Marketing Expenses</b>	<b>248,800.00</b>	<b>816.88</b>	<b>89,408.78</b>	<b>(159,391.22)</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	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	18.01	95.09	(104.91)
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)
<b>Total Administration</b>	<b>50,900.00</b>	<b>18.01</b>	<b>26,654.66</b>	<b>(24,245.34)</b>
<b>Memberships</b>				
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)
<b>Total Memberships</b>	<b>900.00</b>	<b>0.00</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 May 31, 2020

(These financial statements are unaudited)

	<b>Budget</b>	<b>May 2020</b>	<b>Year to Date</b>	<b>Over/(Under) Budget</b>
<b>Internships</b>				
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)
<b>Total Internships</b>	<u>12,500.00</u>	<u>0.00</u>	<u>3,107.87</u>	<u>(9,392.13)</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>18.01</u>	<u>31,573.81</u>	<u>(67,626.19)</u>
 <b>Total Expenses</b>	<u>348,000.00</u>	<u>834.89</u>	<u>120,982.59</u>	<u>(227,017.41)</u>
<b>Net Income</b>	<u><b>0.00</b></u>	<u><b>(834.89)</b></u>	<u><b>69.88</b></u>	<u><b>69.88</b></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](http://www.vnnf.org), in order to better inform potential visitors of attractions and events within the region. Website maintenance may include, but is not limited to, adding additional topic-centered landing pages in order to better inform potential tourists of communities, activities, attractions and facilities within the Region and verifying and updating existing content.

**2.2 Electronic Newsletters:**

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

**2.3 Website Blogs:**

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

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

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

**2.5 Exhibit at Domestic Travel Shows:**

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

**2.6 Advertising:**

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

**2.7 Literature Distribution:**

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

**2.8 Professional Enhancement Scholarships:**

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

**2.9 Memberships in Professional Organizations:**

Maintain current memberships or join professional organizations.

**3. DEO'S RESPONSIBILITIES:**

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

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

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

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

**4. DELIVERABLES:**

Grantee agrees to provide the following services as specified:

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

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

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

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

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

## 5. REPORTING:

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

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

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

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

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

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

# *Visit Natural* **NORTH FLORIDA**

**Nature is Our Theme Park**

*“Live in the sunshine, swim the sea, drink the wild  
air.”*

*— Ralph Waldo Emerson*

*Summer Fun in Natural North  
Florida, Where Nature is Our  
Theme Park*



Summer is here! While this year's summer may not be what we're used to, there are still ways to make this summer memorable. Fortunately, in Natural North Florida, nature is our theme park! As we all adjust to a new reality, we sometimes forget to take some time to appreciate and enjoy the nature that is around us. This season we're focusing on ways to help you and your loved ones get out in nature in a safe and exciting way.

[Discover Natural North Florida](#)

## **Paynes Prairie Preserve State Park**

Alachua County-Gainesville



Paynes Prairie Preserve State Park is a 22,000-acre wilderness that represents the finest natural landscapes of Florida. Paynes Prairie became the first state preserve in 1971 and was designated a National Natural Landmark in 1974, one of only 600 such designations nationwide. Its distinctive geologic features, rich and productive wildlife habitat, and value to people past, present and future make it an extraordinary place. For more information, visit: <https://www.floridastateparks.org/parks-and-trails/paynes-prairie-preserve-state-park>.

## **Santa Fe Swamp Wildlife and Environmental** **Area**

## Bradford County



Santa Fe Swamp Wildlife and Environmental Area is a floodplain swamp that feeds the upper eight miles of the Santa Fe River. Its critical importance in protecting and maintaining both the quantity and quality of water in the Santa Fe Lake and Santa Fe River led to the public acquisition of this area. Most of the 7,272 acres in the Wildlife and Environmental Area are dense swamps. Fishing, wildlife viewing, horseback riding, hiking and bicycling are permitted throughout the year. For more information, visit:

<https://myfwc.com/recreation/cooperative/santa-fe-swamp/>.

## Ichetucknee Springs State Park

Columbia County-Fort White



The crystalline Ichetucknee River flows six miles through shaded hammocks and wetlands before it joins the Santa Fe River. In 1972, the head spring of the river was declared a National Natural Landmark. While tubing down the Ichetucknee River is a premier activity, visitors can also enjoy picnicking, snorkeling, canoeing, swimming, hiking and wildlife viewing. White-tailed deer, raccoons, wild turkeys, wood ducks and great blue herons can be seen from the river. For more information, visit: <https://www.floridastateparks.org/parks-and-trails/ichetucknee-springs-state-park>.

## Gornto Springs

Dixie County



Also called Guaranto Springs, Gornto Springs is owned by Dixie County. It is a pleasant second magnitude spring just perfect for picnicking. This second-magnitude spring is a county-owned park with a man-made berm and culvert form an oblong pool that is 30-40 feet wide and 125 feet long before draining into the Suwannee River. Steps lead to the spring from both sides, and there is a platform on the south side that extends to provide a view of the vent. The water is clear and blue over the vent, and ten feet deep. There is a parking area on the south side of the spring, and a picnic shelter on the north side.

Access: Take County Road 349 north from Old Town, turn right on Rock Sink Church Road (County Road 353) and follow it to the end.

## **Gilchrist Blue Springs State Park**

## Gilchrist County



Blue Springs Park is a freshwater retreat for explorers, nature enthusiasts and aquaholics. This natural playground is renowned for its 72-degree, clear blue water for swimming and snorkeling. An outdoor and aquatic equipment rental company is available onsite making it easy for guests to rent masks, paddleboards or kayaks to explore the spring or neighboring Santa Fe River. At the spring, visitors are encouraged to walk the quarter-mile-long boardwalk that connects the park to the Santa Fe River. The nature trail winds through the north Florida pines and thick shrubbery, which are teeming with wildlife. Guests can also picnic at the park as it is furnished with benches, pavilions and tables under shady oaks. A concession stand, a volleyball court with overhead sprinkler, games of horseshoe and restrooms are all available on the grounds, as well as a bathhouse for showering. The park allows for RV and primitive camping. For more information, visit: <http://www.bluespringspark.com/>.

## **Big Shoals State Park**

Hamilton County



Big Shoals State Park features the largest whitewater rapids in Florida. Limestone bluffs, towering 80 feet above the banks of the Suwannee River, afford outstanding vistas not found anywhere else in Florida. When the water level on the Suwannee River is between 59 and 61 feet above mean sea level, the Big Shoals rapids earn a

Class III Whitewater classification, attracting thrill-seeking canoe and kayak enthusiasts. Over 28 miles of wooded trails provide opportunities for hiking, biking, horseback riding and wildlife viewing. For more information,

visit: <https://www.floridastateparks.org/park/Big-Shoals>.

## **Wacissa River Springs**

## Jefferson County-Monticello



Known as North Florida's most lively and diverse body of water, the Wacissa River and its springs are a must-see when in Jefferson County. Along the river are 22 different springs to explore. The Wacissa River is recognized as a state paddling trail, making it safe, clean and frequented by nature lovers of all kinds, including bird watchers. The water is remarkably clear, allowing visitors an intriguing look at native aquatic flora and fauna. For more information, visit: <https://www.visitflorida.com/en-us/things-to-do/outdoors-nature/explore-northwest-florida-wacissa-river-airboat.html>.

## Lafayette Blue Springs State Park

Lafayette County



Visitors to Lafayette Blue Springs State Park can take a dip in the first-magnitude spring, cross the natural limestone bridge that spans it, marvel at the iconic Suwannee River or picnic under the shade of oak trees with their swaying Spanish moss. The spring is Lafayette' Countys most visited location and accommodates every kind of adventurer seeker. Fish or canoe on the Suwannee River or stay in one of the park's rental vacation cabins, which stand on stilts high above the riverbank. Bicycling, hiking and wildlife viewing are favorite pastimes for visitors.

The picnic area has tables, grills and two pavilions, which are popular for family reunions and parties. Explore the spectacular depths of the well-known Green Sink Cave System. Certified divers can venture into several passageways in this spring's vast 12,000-foot underwater system. This family/pet friendly location is the perfect place to make lifelong memories. For more information,

visit: <https://www.floridastateparks.org/park/Lafayette-Blue-Springs>.

## Cedar Key Light Station Open House - July 4, 2020

Levy County-Cedar Key



Enjoy some family time this Fourth of July at the Cedar Keys Light Station! Boat tours begin at 8:30 am and continue each half hour. Levy County remains committed to providing guests and citizens with a quality experience during these times to ensure everyone is kept safe. Visit [visitnaturecoast.com](http://visitnaturecoast.com) for more information on how to maintain COVID-19 guidelines during your boat tour of the area.

## Madison Blue Spring State Park

Madison County



Located in one of Florida's newest state parks, this crystal clear, first magnitude spring is a popular spot for swimming and scuba diving. About 82 feet wide and 25 feet deep, the spring bubbles up into a limestone basin along the west bank of the Withlacoochee River. Scenic woodlands of mixed hardwoods and pines create a picturesque setting for picnicking, paddling and wildlife viewing. For more information, visit: <https://www.floridastateparks.org/park/Madison-Blue-Spring>.

## Suwannee River State Park

Suwannee County



Located near the Suwannee River, the campground offers 30 oak-shaded sites with electricity, water, sewer, picnic table and fire ring. Three campsites are American with Disabilities Act accessible. The campground offers American with Disabilities Act accessible restrooms with showers. A dump station is also available. Pets are welcome but must be kept on a six-foot leash controlled by the pet's owner.

Maximum RV length is 45 feet. For more information, visit: <https://www.floridastateparks.org/park/Suwannee-River>.

## **Econfina River State Park**

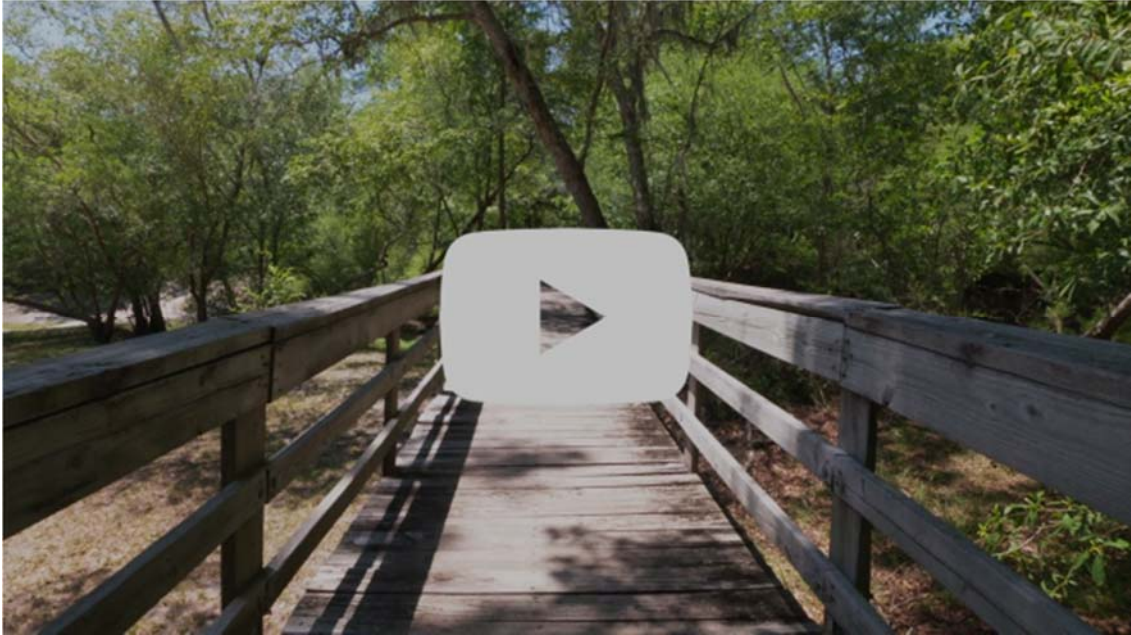
Taylor County



The Econfinia River meanders like a dark ribbon through pine flatwoods and oak-palm forests, to broad expanses of salt marsh dotted with pine islands. Nature lovers can explore the scenic beauty by foot, off-road bicycling or horseback on 14.8 miles of wooded trails - or drift along the river in a kayak, canoe or boat. Trails lead to a panoramic view of coastal Florida where lush islands and sand dunes left from a bygone era dot the horizon. For more information, visit: <https://www.floridastateparks.org/parks-and-trails/econfinia-river-state-park>.

## Lakeside Park

Union County-Lake Butler



Perhaps it is no surprise that the centerpiece of this small North Florida town is the lake itself, a tranquil body one mile wide that hosts a bass fishing tournament so popular that, for one weekend each summer, the population of the town increases exponentially. However, every day, anglers can be found at the lake, catching bass, catfish, brim and crappie. The lake can be enjoyed from Lakeside Park, with its boat ramp, dock, swimming beach, large playground, splash pad, cookout amenities and community center. Aside from the dock, the remaining 98 percent of the lake is nearly untouched, trimmed by an endless stand of reeds bordering a symmetrical wall of trees.

## **St. Marks National Wildlife Refuge**

**Jefferson, Taylor and Wakulla Counties**



St. Marks National Wildlife Refuge extends through Jefferson, Taylor and Wakulla Counties, stretching more than 43 miles along the Gulf of Mexico. Its 17,000-plus acres are secured by the Federal Wilderness Act, which classifies every habitat, animal and scenic view as untouchable to urbanists and developers. The Refuge is one of the oldest refuges in the National Wildlife Refuge System, boasting freshwater and a saltwater aquatic life, colorful foliage and various types of mammals.

For more information, visit: <https://www.stmarksrefuge.org/>.

For further information, visit our member websites!

Alachua: [www.visitgainesville.com](http://www.visitgainesville.com)

Bradford: [www.bradfordcountyfl.gov](http://www.bradfordcountyfl.gov)

Columbia: [www.springsrus.com](http://www.springsrus.com)

Dixie: [www.visitdixie.com](http://www.visitdixie.com)

Gilchrist: [www.visitgilchristcounty.com](http://www.visitgilchristcounty.com)

Hamilton: [www.hamiltontdc.org](http://www.hamiltontdc.org)

Lafayette: [www.townofmayo.org](http://www.townofmayo.org)

Levy: [www.visitlevy.com](http://www.visitlevy.com)

Madison: [www.madisonfl.org](http://www.madisonfl.org)

Suwannee: [www.visitsuwannee.com](http://www.visitsuwannee.com)

Taylor: [www.taylorflorida.com](http://www.taylorflorida.com)

Union: [www.unioncounty-fl.gov](http://www.unioncounty-fl.gov)

Jefferson:  
[www.visitjeffersoncountyflorida.org](http://www.visitjeffersoncountyflorida.org)

Wakulla: [www.visitwakulla.com](http://www.visitwakulla.com)

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**Our mailing address is:**

[VNNF@NCFRPC.ORG](mailto:VNNF@NCFRPC.ORG)

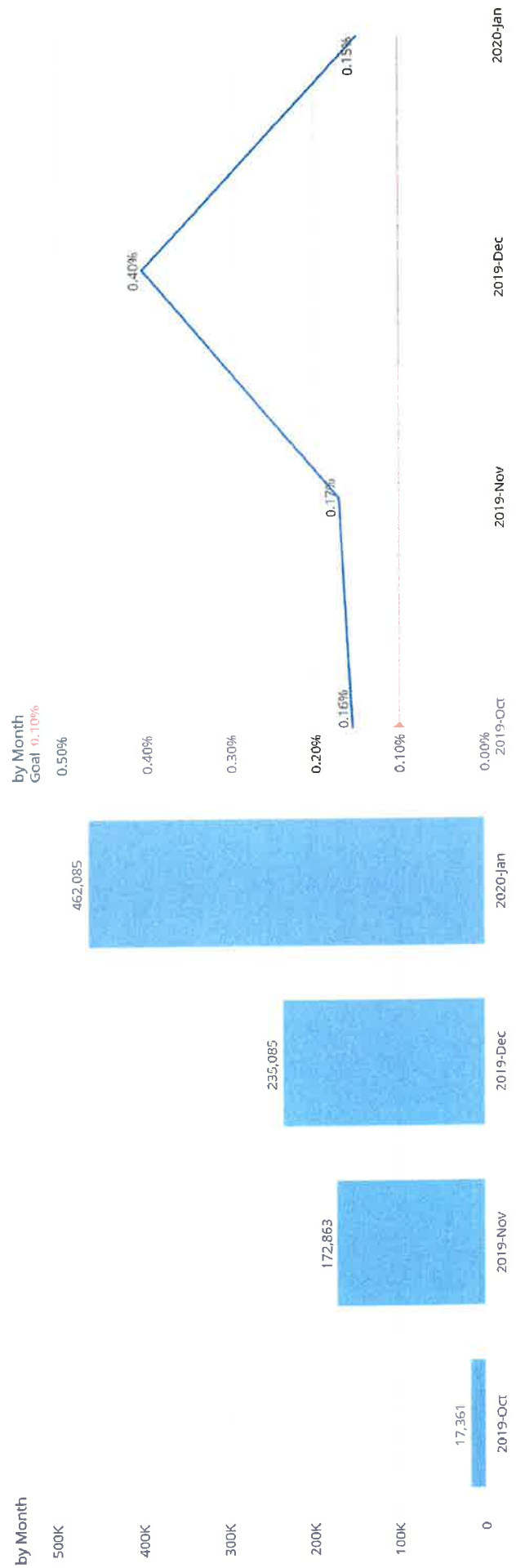
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# VISIT FLORIDA Site Remarketing Co-op Performance



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



# Nature is Our Theme Park

[www.NaturalNorthFlorida.com](http://www.NaturalNorthFlorida.com)



SEE IT.  
DO IT.  
LOVE IT!

VISIT HISTORIC  
**JEFFERSON COUNTY**

[WWW.VISITJEFFERSONCOUNTYFLORIDA.COM](http://WWW.VISITJEFFERSONCOUNTYFLORIDA.COM)

Reader Response 43



*Relax. Refresh. Unwind.*

[WWW.VISITMADISONFL.COM](http://WWW.VISITMADISONFL.COM)

44

Reader Response 45

**LEVY COUNTY**

Discover Your Next  
**Adventure**

Levy County Visitors Bureau  
[www.VisitNatureCoast.com](http://www.VisitNatureCoast.com)

352-528-4030

Photo By Tommy Thompson

**COLUMBIA COUNTY**  
FLORIDA'S GATEWAY TO NATURE



**DIVE  
INTO OUR  
NATURAL  
FLORIDA**

Reader Response 46

[WWW.SPRINGSRUS.COM](http://WWW.SPRINGSRUS.COM)

Unlock Your Adventure...

Taylor County has what you  
need for a memorable  
outdoor experience. Wild  
and untouched coastlines,  
fishing, kayaking, scalloping,  
bird watching and boating...

The way Florida used to be...

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Reader Response 47

**Taylor County**  
FLORIDA  
*Steinhatchee to Perry, Naturally*

**"Springs Capital  
of the World"**



Reader Response 48

[VisitGilchristCounty.com](http://VisitGilchristCounty.com)

**352-463-3198**







**FLORIDA**  
 OFFICIAL  
 TRANSPORTATION  
 MAP





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Nature is our  
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 Natural  
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 FLORIDA**

[NaturalNorthFlorida.com](http://NaturalNorthFlorida.com)



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](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		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)	
<b>Shows</b>							
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	
<b>Other Contract Values</b>							\$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					



## **The Original Florida Tourism Task Force MEMBERS as of 7/5/16/2020**

### **ALACHUA COUNTY**

(\$15,000 - 3 votes)

*Vacant*

*Vacant*

*Vacant*

### **BRADFORD COUNTY**

(\$3,000 - 2 votes)

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

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

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Board of County Commissioners  
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### **COLUMBIA COUNTY**

(\$8,000 3 votes)

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

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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***

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### **HAMILTON COUNTY**

(\$1,000 - 2 votes)

*Vacant*

*Vacant*

**JEFFERSON COUNTY**

(\$2,000 - 2 votes)

***Katrina Richardson, Secretary/Treasurer***

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**LAFAYETTE COUNTY**

(\$1,000 - 1 vote)

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**LEVY COUNTY**

(\$4,000 - 2 votes)

***Carol McQueen***

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**MADISON COUNTY**

(\$3,000 - 2 votes)

***Jackie Blount***

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**SUWANNEE COUNTY**

(\$4,000 - 2 votes)

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## **TAYLOR COUNTY**

(\$4,000 - 2 votes)

### ***Dawn 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 6/11/2020**

**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:	<u>Taylor</u>
February 20:	<u>Alachua</u>
March 19:	<u>(CANCELLED) Dixie</u>
April 16:	<u>(CANCELLED) Jefferson</u>
May 21:	<u>(VIRTUAL) Madison</u>
June 18:	<u>(VIRTUAL) Columbia</u>
July 16:	<u>(VIRTUAL) Suwannee</u>
August 20:	<u>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	

