

MEETING NOTICE

There will be a meeting of The Original Florida Tourism Task Force on **August 20, 2020**. Due to the COVID-19 Public Health Emergency, the meeting will be held virtually via communications media technology at **10:00 a.m.**

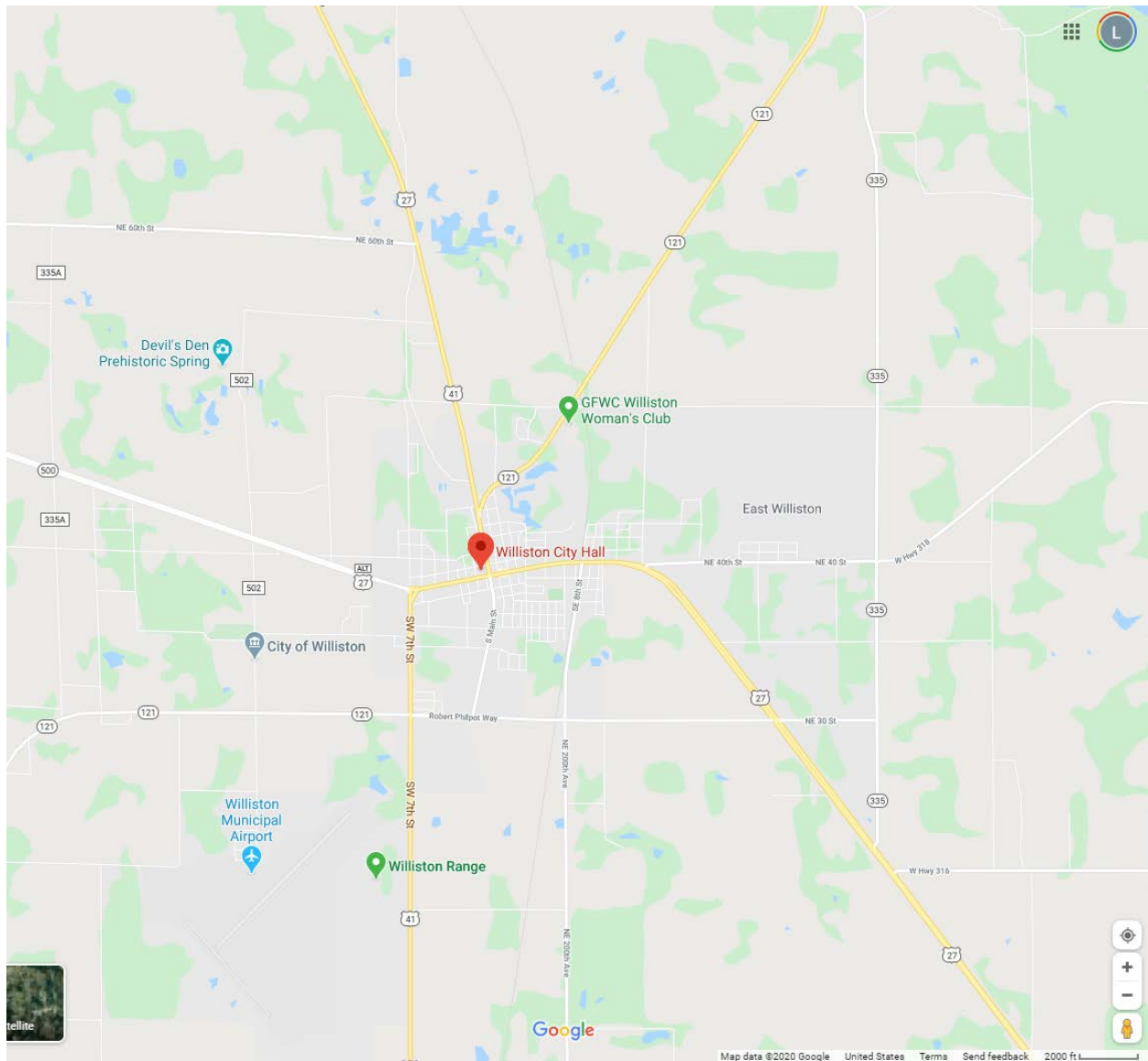
In addition, voluntary in-person attendance is also available at:

**Williston City Hall
50 NW Main Street
Williston, FL 32696**

LINK: <https://global.gotomeeting.com/join/300221501>

DIAL IN NUMBER: Toll Free 1.877.309.2073

CONFERENCE CODE: 300-221-501



Williston City Hall
50 NW Main Street
Williston, FL 32696



The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Virtual Public Meeting
Via Communications Media Technology
Voluntary In-Person Attendance at
Williston City Hall
50 NW Main Street, Williston, FL 32696
Levy County

August 20, 2020
Thursday, 10:00 a.m.

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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., September 17, 2020 in Taylor 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
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.

MEMBERS PRESENT

Will Sexton, Bradford County, Vice-Chair
Alden Rosner, Columbia County
Paula Vann, Columbia County
Patricia Watson, Gilchrist County
Lee Deen, Gilchrist County
Katrina Richardson, Jefferson County, Treasurer
Craig Colton, Lafayette County
Tisha Whitehurst, Levy County
Carol McQueen, Levy County
Jackie Blount, Madison County
Phyllis Williams, Madison County
Charissa Setzer, Suwannee County
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
Russ McCallister, Dixie County
David Ward, Jefferson County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County
Dawn Perez, Taylor County, Chair

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Ron Gromoll, Alachua County
Tommy Thompson, Blogger
Frank Davis, Mayor, Live Oak
Jimmy Norris, Suwannee County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum and in the absence of the Chair and Vice-Chair, Treasurer Katrina Richardson, called the meeting to order at 10:07 a.m.

In the absence of the Chair and Vice-Chair, the following action was taken to elect an Acting Chair for the meeting.

ACTION: Carol McQueen moved and Tisha Whitehurst seconded to elect Katrina Richardson as acting Chair for the meeting. The motion passed unanimously.

II. APPROVAL OF THE AGENDA

Acting Chair Richardson requested approval of the meeting agenda, as presented.

ACTION: Dale Walker moved and Carol McQueen seconded to approve the meeting agenda as presented. The motion passed unanimously.

III. APPROVAL OF THE JUNE 18, 2020 MINUTES

Acting Chair Richardson asked for approval of the June 18, 2020 meeting minutes.

ACTION: Dale Walker moved and Carol McQueen seconded to approve the June 18, 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 - May 31, 2020

ACTION: Carol McQueen moved and Dale Walker seconded to approve the May 31, 2020 monthly financial report as presented. The motion passed unanimously.

2. Marketing Committee Report

a. Marketing Committee Chair Paula Vann presented the Marketing Committee recommendation to request proposals for printing brochures and bicycle guides using Fiscal Year 2019-20 Florida Department of Economic Opportunity Regional Rural Development Grant funds.

At this time, Vice-Chair Will Sexton joined the meeting.

ACTION: Carol McQueen moved and Will Sexton seconded to approve the Marketing Committee recommendation as presented. The motion passed unanimously.

At this time, Vice-Chair Sexton assumed the responsibility of chairing the meeting..

B. Fiscal Year 2019-20 Regional Rural Development Grant

1. Website

2. E-Newsletter

Lauren Yeatter, Senior Planner, reported that the Summer newsletter was distributed in June 2020.

3. Website Blogs

Tommy Thompson asked Task Force members to send information about events and RV parks in the region.

4. Ultimate Bicycle Guide Reprint

5. Domestic Travel Shows

Ms. Yeatter discussed reimbursement of airfare for Phyllis Williams for airfare to the cancelled Philadelphia Travel and Adventure Show.

ACTION: Charissa Setzer moved and Paula Vann seconded for the Task Force reimburse Phyllis Williams for airfare to the cancelled Philadelphia Travel and Adventure Show. The motion passed unanimously.

6. Advertising Campaign
7. Brochure Distribution

Donna Creamer, Travel Show Coordinator, notified the Task Force that the Suwannee River Water Management District is working on a new Suwannee River Wilderness Trail Map.

8. Scholarships

Ms. Yeatter reported that Marketing College that was scheduled to be held July 26-31, 2020 at Mercer College in Macon, GA has been postponed until December 2020. The alumni course will continue to be offered online on July 30, 2020 and registration was completed for three Task Force members and the Travel Show Coordinator to attend the alumni course.

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

Task Force members discussed having hosted the travel blogging family YTravel during the month of June 2020.

D. VISIT FLORIDA Report

1. Brenna Dacks presented the VISIT FLORIDA monthly report. VISIT FLORIDA marketing campaigns are suspended. The 2020 Florida Governor's Tourism Conference has been cancelled. The targeted marketing program is open for small businesses and organizations.

E. Staff Items

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., August 20, 2020 in Levy County at a location to be determined.

The meeting adjourned at 11:16 a.m.

Dawn V. Perez, Chair

Date 8/20/20

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

The Original Florida Tourism Task Force

Balance Sheet

As of June 30, 2020

	Jun 30, 20
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	154,717.65
Total Checking/Savings	154,717.65
Accounts Receivable	
Accounts Receivable	12,114.07
Total Accounts Receivable	12,114.07
Other Current Assets	
Prepaid Expense	438.00
Prepaid Registration Fees	3,195.00
Prepaid Travel	405.90
Total Other Current Assets	4,038.90
Total Current Assets	170,870.62
TOTAL ASSETS	170,870.62
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	46,179.27
Total Accounts Payable	46,179.27
Total Current Liabilities	46,179.27
Total Liabilities	46,179.27
Equity	
Unrestricted Earnings	111,709.91
Net Income	12,981.44
Total Equity	124,691.35
TOTAL LIABILITIES & EQUITY	170,870.62

The Original Florida Tourism Task Force
Profit & Loss
June 2020

	Jun 20
Income	
Visit Florida	
VF-Rural Area Opp 19/20	25,671.75
Total Visit Florida	25,671.75
Total Income	25,671.75
Gross Profit	25,671.75
Expense	
Bank Charges	17.94
Marketing	
Website	
Bloggers Fees	425.00
Total Website	425.00
Total Marketing	425.00
NCFRPC Contractual Services	12,317.25
Total Expense	12,760.19
Net Income	12,911.56

10:25 PM

07/20/20

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 06/30/2020

	<u>Jun 30, 20</u>
Beginning Balance	142,047.52
Cleared Transactions	
Checks and Payments - 3 items	-4,392.82
Deposits and Credits - 1 item	17,062.95
	<u>12,670.13</u>
Total Cleared Transactions	
Cleared Balance	<u>154,717.65</u>
Register Balance as of 06/30/2020	154,717.65
New Transactions	
Checks and Payments - 3 items	-1,070.00
	<u>-1,070.00</u>
Total New Transactions	
Ending Balance	<u>153,647.65</u>

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 06/30/2020

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						142,047.52
Cleared Transactions						
Checks and Payments - 3 items						
Bill Pmt -Check	06/04/2020	1531	Collegiate Concepts,...	X	-2,452.88	-2,452.88
Bill Pmt -Check	06/04/2020	1532	McCallister, Russ	X	-1,922.00	-4,374.88
Check	06/25/2020		Capital City Bank	X	-17.94	-4,392.82
Total Checks and Payments					-4,392.82	-4,392.82
Deposits and Credits - 1 item						
Deposit	06/29/2020			X	17,062.95	17,062.95
Total Deposits and Credits					17,062.95	17,062.95
Total Cleared Transactions					12,670.13	12,670.13
Cleared Balance					12,670.13	154,717.65
Register Balance as of 06/30/2020					12,670.13	154,717.65
New Transactions						
Checks and Payments - 3 items						
Bill Pmt -Check	07/02/2020	1533	Two Tree, Inc.		-425.00	-425.00
Bill Pmt -Check	07/02/2020	1534	VisitFlorida		-395.00	-820.00
Bill Pmt -Check	07/16/2020	1535	Koons, Scott		-250.00	-1,070.00
Total Checks and Payments					-1,070.00	-1,070.00
Total New Transactions					-1,070.00	-1,070.00
Ending Balance					11,600.13	153,647.65



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

00003182 FCC31545070120144408 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 6/30/20
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
Account Number
Previous Balance
1 Deposits/Credits
3 Checks/Debits
Service Charges
Interest Paid
Ending Balance

XXXXXXX2204
142,047.52 ✓
17,062.95 ✓
4,392.82 ✓
.00
.00 ✓
154,717.65 ✓
Images
Statement Dates 6/01/20 thru 6/30/20
Days in this Statement Period 30
Avg Ledger Balance 141,139.85
Avg Collected Balance 140,572.19

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
6/29	Deposit	17,062.95 ✓

OTHER DEBITS

Date	Description	Amount
6/25	Account Analysis Charge	17.94- ✓

RECEIVED

JUL 10 2020

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



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

Date 6/30/20
Primary Account

Page 2
XXXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER					
Date	Check No	Amount	Date	Check No	Amount
6/17	1531	2,452.88	6/17	1532	1,922.00 ✓

* Denotes missing check numbers

DAILY BALANCE INFORMATION			
Date	Balance	Date	Balance
6/01	142,047.52	6/25	137,654.70
6/17	137,672.64	6/29	154,717.65

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

00003182-0037203-0002-0004-FCC31545070120144408-03-L



7/7/2020 11:56 AM

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

1531

63-68/631

6/4/2020

PAY TO THE
ORDER OF

Collegiate Concepts, Inc

\$ **2,452.88

Two Thousand Four Hundred Fifty-Two and 88/100***** DOLLARS

Collegiate Concepts, Inc
1306 County Road F West, Ste 210
Arden Hills, MN 55112-2959

MEMO 48670B

SHIELD

S S R K

[illegible]

Amount: -2452.88
Description: Check
Check Number: 1531
Posted Date: 6/17/2020
Type: Debit
Status: Posted



ANALYZED BUS CHK

*****2204

7/7/2020 11:56 AM

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

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

Capital City Bank 1532

63-68/631 6/4/2020

PAY TO THE ORDER OF **McCallister, Russ** \$ **1,922.00

One Thousand Nine Hundred Twenty-Two and 00/100..... DOLLARS

Russ McCallister
P.O. 1345
Old Town, FL 32680

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001532 063100688 0224792204

ENDORSE HERE

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

CHECK HERE AFTER
MOBILE OR REMOTE DEPOSIT DATE

5721304306

06172826 018881001297588 063188688

Amount: -1922.00

Description: Check

Check Number: 1532

Posted Date: 6/17/2020

Type: Debit

Status: Posted

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of June 30, 2020

(These financial statements are unaudited)

	Budget	June 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	25,671.75	25,671.75	(19,328.25)
VisitFlorida Rural Area Opportunity 19/20 In-Kind	81,300.00	0.00	0.00	(81,300.00)
Total Income	348,000.00	25,671.75	146,724.22	(201,275.78)
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	425.00	3,204.00	(6,896.00)
Web Hosting & Maintenance Services	12,100.00	0.00	11,000.00	(1,100.00)
Total Website	22,200.00	425.00	14,204.00	(7,996.00)
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	5,808.07	(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)
Total Trade Shows	115,600.00	0.00	43,441.90	(72,158.10)

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

As of June 30, 2020

(These financial statements are unaudited)

	Budget	June 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	1,000.00	3,000.00	(3,500.00)
Total Advertising	106,700.00	1,000.00	33,035.25	(73,664.75)
Total Marketing Expenses	248,800.00	1,425.00	90,833.78	(157,966.22)
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	5,625.00	11,250.00	(5,625.00)
NCFRPC - Admin Program Fees	12,500.00	3,125.00	9,375.00	(3,125.00)
Bank Charges	200.00	17.94	113.03	(86.97)
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	8,767.94	35,422.60	(15,477.40)
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 June 30, 2020

(These financial statements are unaudited)

	Budget	June 2020	Year to Date	Over/(Under) Budget
Internships				
Harvey Campbell Memorial Internship	6,250.00	1,283.62	2,837.56	(3,412.44)
Dean Fowler Internship	6,250.00	1,283.63	2,837.56	(3,412.44)
Total Internships	<u>12,500.00</u>	<u>2,567.25</u>	<u>5,675.12</u>	<u>(6,824.88)</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>11,335.19</u>	<u>42,909.00</u>	<u>(56,291.00)</u>
 Total Expenses	<u>348,000.00</u>	<u>12,760.19</u>	<u>133,742.78</u>	<u>(214,257.22)</u>
Net Income	<u>0.00</u>	<u>12,911.56</u>	<u>12,981.44</u>	<u>12,981.44</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

Visit Natural NORTH FLORIDA

August 20, 2020

Mr. Robert Gitzen, Development Representative III
Florida Department of Economic Opportunity
Division of Community Development
107 East Madison Street, MSC 160
Tallahassee, FL 32399-4120

RE: Fiscal Year 2019-20
Regional Rural Development Grant
2nd Quarter Deliverables Report

Dear Mr. Gitzen:

At its August 20, 2020 virtual meeting, The Original Florida Tourism Task Force reviewed and approved the second quarter report and reimbursement request for its Fiscal Year 2019-20 Regional Rural Development Grant.

Please find enclosed the second quarter Deliverables Report and an invoice in the amount of \$8,970.00 for the period May 31, 2020 through July 31, 2020 relative to the contract between **The Original Florida Tourism Task Force** and the Florida Department of Economic Opportunity. Also enclosed are a completed Minority and Service-Disabled Veteran Business Enterprise Report and a Compliance Certification form.

Thank you for your continuing support of The Original Florida Tourism Task Force and their mission of providing economic development opportunities through rural tourism development.

If you have any questions concerning this matter, please contact Lauren Yeatter, Senior Planner, at 352.955.2200, ext. 113.

Sincerely,



Dawn Taylor
Chair

Enclosures

The Original Florida Tourism Task Force
2009 NW 67th Place
Gainesville, FL 32653-1603
352.955.2200 · 877.955.2199

The Original Florida Tourism Task Force

Fiscal Year 2019-20 Regional Rural Development Grant

First Payment Request

Listing of Invoices, Payments and Associated Checks

July 31, 2020

Name	Invoice Date	Invoice Number	Invoice Amount	Check Date	Check Number	Check Amount	Amount Charged to Grant
Two Tree, Inc. - Blogs	5/10/2020	2019169	\$850.00	5/21/2020	1530	\$850.00	\$850.00
Two Tree, Inc. - Blogs	6/17/2020	2019172	\$425.00	7/2/2020	1533	\$425.00	\$425.00
VisitFlorida - Membership	6/9/2020	75165	\$395.00	7/2/2020	1534	\$395.00	\$395.00
Scott Koons - Ride With GPS Membership	7/1/2020	38	\$250.00	8/13/2020	1538	\$250.00	\$250.00
Two Tree, Inc. - Blogs	7/30/2020	2019177	\$425.00	8/13/2020	1539	\$425.00	\$425.00
North Central Florida Regional Planning Council - eNewsletter	6/30/2020	n/a	\$1,000.00	n/a	n/a	\$1,000.00	\$1,000.00
North Central Florida Regional Planning Council - Administration	6/30/2020	n/a	\$5,625.00	n/a	n/a	\$5,625.00	\$5,625.00
Total			\$8,970.00			\$8,970.00	\$8,970.00

n/a = not applicable

The Original Florida Tourism Task Force
FEID # 59-3534835

INVOICE

Agreement #: D0147

Invoice No. 2
Date: July 31, 2020

TO:

Florida Dept. of Economic Opportunity
Division of Community Development
Attn: Robert Gitzen
107 E. Madison Street,
Caldwell Bldg. MSC 160
Tallahassee, FL 32399-1160

FOR:

The Original Florida Tourism Task Force
2009 NW 67th Place
Gainesville, FL 32653-1603
352-955-2200

DESCRIPTION		AMOUNT
Dates of Service: May 1, 2020 to July 31, 2020		
Deliverable 2 Electronic Newsletter Created and Distributed One Electronic Newsletter (Staff Time)		
Deliverable 3 Website Blogs Posted 20 blogs on website.		
Deliverable 9 Professional Association Memberships Renewed Two Professional Association Membership (Memberships)		
Expenditures		
Staff time		
Contractual Services		\$6,625.00
Memberships		1,700.00
Travel		645.00
Registrations		0.00
Shipping		0.00
Scholarships		0.00
TOTAL		\$ 8,970.00

Make all checks payable to The Original Florida Tourism Task Force FEID # 59-3534835

I certify, by evidence of my signature below, the above information is true and correct; the goods and services have been satisfactorily delivered and payment is now due. I understand that DEO and other state personnel have authority to require additional documentation and/or conduct audits or inspections of grant records.



Dawn Taylor
Chair

8/20/20

Date

Florida Department of Economic Opportunity
Fiscal Year 2019-20
Regional Rural Development Grant
Second Quarter Report
May 1, 2020 through July 31, 2020

Submitted August 20, 2020 by

The Original Florida Tourism Task Force
2009 NW 67th Place
Gainesville, Florida 32653-1603
352.955.2200

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Compliance Certification Form and Minority and Service-Disabled Veteran Business Enterprise Report	B-1
Electronic Newsletter	C-1
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Memberships	E-1
Administration Time Sheets and Pay Stubs	F-1

**NARRATIVE
REGIONAL RURAL DEVELOPMENT GRANT
FISCAL YEAR 2019-20
SECOND QUARTER REPORT
May 1, 2020 through July 31, 2020**

COMPLIANCE CERTIFICATION FORM, QUARTERLY MINORITY VENDOR AND SERVICE-DISABLED VETERAN BUSINESS REPORT

Please find attached the Compliance Certification from and Minority Vendor and disabled veterans business report in Part B.

WEBSITE MAINTENANCE AND ENHANCEMENTS

WEBSITE MAINTENANCE AND HOSTING

The Task Force did not expend any funds during the second quarter for website maintenance and hosting.

TOPIC-CENTERED MICROSITES

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

MARKETING AND PROMOTION

ELECTRONIC NEWSLETTERS

The Task Force created and distributed one electronic newsletter during the second quarter to over 6,000 email addresses. The Task Force spent \$1,000 on this item during the second quarter. A copy of the newsletter, timesheets documenting \$1,000 of staff time spent on the newsletter, as well as a Certificate of Indirect Costs are included in Part C.

WEBSITE BLOGS

The Task Force spent \$1,700.00 on this item during the second quarter for blogs. Copies of the blogs, invoices and canceled checks are included in Part D.

UPDATE AND PRINT MARKETING MATERIALS

The Task Force did not expend any funds during the second quarter for updating and printing marketing materials.

DOMESTIC TRAVEL SHOWS

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

ADVERTISING CAMPAIGN

The Task Force did not expend any funds during the second quarter for advertising.

BROCHURE DISTRIBUTION

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

EMAIL DISTRIBUTION SERVICES

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

PROFESSIONAL ENHANCEMENT

PROFESSIONAL ENHANCEMENT SCHOLARSHIPS

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

PROFESSIONAL ASSOCIATIONS ANNUAL MEMBERSHIPS

The Task Force expended \$645.00 during the second quarter on professional association annual memberships. Copies of the invoices and canceled checks are included in Part E.

ADMINISTRATION

The North Central Florida Regional Planning Council provided \$5,625.00 during the fourth quarter in staff services to the Task Force in the administration of its Regional Rural Development grant. Copies of North Central Florida Regional Planning Council employee time sheets, pay stubs and Certificate of Indirect Costs are included in Part F.

PROOF OF FINANCIAL MATCH

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

COMPLIANCE CERTIFICATION FORM

Grantee: The Original Florida Tourism Task Force		
Street Address: 2009 NW 67th Place		
City: Gainesville	ST: FL	Zip: 32653-1603
Phone: 352.955.2200	Email: taylorchamber@fairpoint.net	

TO:
 Department of Economic Opportunity
 Bureau of Economic Development
 The Caldwell Bldg.
 107 East Madison Street, MSC 160
 Tallahassee, FL 32399

DESCRIPTION: Deliverables Including Minimum Performance Standards	Invoice Period: (dates)
Invoice #2 (attached)	May 1, 2020 to July 31, 2020
1 Electronic Newsletter	\$1,000.00
20 Blogs	\$1,700.00
2 Memberships	\$645.00
Administration	\$5,625.00
INVOICE AMOUNT	\$8,970.00

Recipient Certification:

I certify, by evidence of my signature below, the above information is true and correct; the goods and services have been satisfactorily delivered and payment is now due. I understand that DEO and other state personnel have authority to require additional documentation and/or conduct audits or inspections of grant records.

Name Printed: Dawn Taylor Title: Chair

Signature:  Date: 8/20/20

DEO Agreement Manager Certification:

I certify, by evidence of my signature below, the above information is true and correct to the best of my knowledge; the goods and services have been satisfactorily received and payment is now due.

DEO Agreement Manager Signature: _____

Title: _____ Date: _____

**DEPARTMENT OF ECONOMIC OPPORTUNITY
MINORITY SERVICE-DISABLED VETERAN BUSINESS ENTERPRISE REPORT**

Company Name: The Original Florida Tourism Task Force **Invoice #:** 2 **Date:** 8/20/20

Contract Amount: \$150,000

MBE Participation Amount: \$ **MBE Percentage:** 0%

DV Participation Amount: \$ **DV Percentage:** 0%

MINORITY BUSINESS ENTERPRISE (MBE)

**Include consultants, sub-contractors, travel agents, etc. who provided services on this project

**Minority Business Enterprise	Description	** MBE Status	State Certified MBE (Yes or No)	MBE Contract \$ Amount	\$ Amount this Invoice	Total Paid	Balance Due	Project Type (Commodities or Contractual Services)
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
TOTALS				\$ -	\$ -	\$ -	\$ -	
							\$ -	

**Certified MBE: H - African American I - Hispanic J - Asian/Hawaiian K - Native American M - American Women
Non-Certified MBE: N - African American O - Hispanic P - Asian/Hawaiian Q - Native American R - American Women

SERVICE-DISABLED VETERAN (DV) BUSINESS ENTERPRISE

**Include consultants, sub-contractors, travel agents, etc. who provided services on this project

**Service-Disabled Veteran Business Enterprise	Description	** DV Status	State Certified DV (Yes or No)	DV Contract \$ Amount	\$ Amount this Invoice	Total Paid	Balance Due	Project Type (Commodities or Contractual Services)
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
TOTALS				\$ -	\$ -	\$ -	\$ -	
							\$ -	

*Certified DV: W - Service-Disabled Veteran Business
**Non-Certified DV: Y - Service-Disabled Veteran Business

Florida Department of Economic Opportunity
Fiscal Year 2021-21 Regional Rural Development Grant
(January 20, 2021 - January 19, 2022)
Proposed Deliverables and Cost Estimates
August 13, 2020

Cost Estimates	Deliverable
8/13/2020	
\$6,000.00	Website Hosting & Maintenance
\$0.00	VISIT FLORIDA Retargeting Campaign
\$5,100.00	Website Blogs
\$0.00	Town Blogs
\$0.00	Design and Print Collateral Material
\$7,500.00	Domestic Travel Shows (1 show)
\$9,000.00	Print Advertising (Florida Transportation Map)
\$0.00	Digital Advertising Campaign (Facebook, Google Adword search)
\$7,500.00	Scholarships (4 Scholarships)
\$0.00	VisaVues
\$900.00	Professional Organization Memberships
\$6,500.00	Quarterly eNewsletters
\$7,500.00	Administration
\$50,000.00	Total

**“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.

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

Bradford County Attorney
945 North Temple Avenue
Starke, FL 32091-2210
will_sexton@bradfordcountyfl.gov
(w) 904.368.3902

The Honorable Daniel Riddick

Bradford County
Board of County Commissioners
945 North Temple Avenue
Starke, FL 32091
(w) 352.473.7033
(o) 904.966.6327
(f) 352.473.5907
bccriddick@yahoo.com

COLUMBIA COUNTY

(\$8,000 3 votes)

Rod Butler

General Manager
Holiday Inn Hotel and Suites
213 SW Commerce Boulevard
Lake City, FL 32025-1501
(w) 386.487.1080
gm@hilakecityfl.com

Alden Rosner

Sports Marketing Director
Columbia County
Tourist Development Council
P.O. Box 1847
Lake City, FL 32056
(w) 386.719.1453
arosner@columbiacountyfla.com
www.southsidesportscomplex.com

Paula R. Vann

Executive Director
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Tourist Development Council
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pvann@columbiacountyfla.com
www.springsrus.com

DIXIE COUNTY

(\$2,000 - 2 votes)

Vacant

Russ McCallister

Suwannee Guides and Outfitters
PO Box 1345
Old Town, FL 32680
(w) 352.542.8331
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(c) 352.258.0189
russ776@bellsouth.net
www.visitdixie.com
www.suwanneeguides.com

GILCHRIST COUNTY

(\$2,000 - 2 votes)

The Honorable Lee Deen

Mayor, City of Trenton
114 North Main Street
Trenton, FL 32693-3440
(o) 352.463.4007
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Patricia Watson

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
Monticello, FL 32344
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David Ward

Monticello-Jefferson County
Tourism Development Council
420 West Washington Street
Monticello, FL 32344
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dwardpa@embarqmail.com

LAFAYETTE COUNTY

(\$1,000 - 1 vote)

Craig Colton

Suwannee River Rendezvous
828 NE Primrose Road
Mayo, FL 32066
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LEVY COUNTY

(\$4,000 - 2 votes)

Carol McQueen

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Tisha Whitehurst

Director
Levy County Visitors Bureau
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Williston, FL 32696
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MADISON COUNTY

(\$3,000 - 2 votes)

Jackie Blount

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Phyllis Williams

Executive Director
Madison County
Chamber of Commerce and Tourism
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phyllis@madisonfl.org

SUWANNEE COUNTY

(\$4,000 - 2 votes)

Charissa Setzer

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Suwannee County
Tourism Development Council
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(c) 386.688.3871
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Teena Peavy

Marketing Director
Spirit of the Suwannee Music Park
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www.musicliveshere.com

TAYLOR COUNTY

(\$4,000 - 2 votes)

Dawn Perez, Chair

Executive Director
Taylor County Chamber of Commerce
428 North Jefferson Street
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Sandy Beach

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UNION COUNTY

(\$1,000 - 1 vote)

Dale Walker

City Manager
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200 SW 1st Street
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WAKULLA COUNTY

(\$3,000 - 2 votes)

Natalie Knowles

Procurement and Contract Coordinator
Wakulla County Board of County
Commissioners
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Thomas Herndon

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STAFF

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:\original florida\members & volunteers\of member list 7-16-
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
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Roland Loog - Volunteer

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Lois Nevins

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Tommy Thompson - Blogger

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2020
Visit Natural North Florida
Meeting Dates and Counties



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

January 16:	<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>(VIRTUAL) 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	

