

MEETING NOTICE

There will be a meeting of The Original Florida Tourism Task Force on **September 17, 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:

Perry-Taylor County Chamber of Commerce
428 North Jefferson Street
Perry, FL 32347

LINK: <https://global.gotomeeting.com/join/118003261>

DIAL IN NUMBER: Toll Free 1.877.309.2073

CONFERENCE CODE: 118-003-261





The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Virtual Public Meeting
Via Communications Media Technology
Voluntary In-Person Attendance at
Perry-Taylor County Chamber of Commerce
428 North Jefferson Street, Perry, FL 32347
Taylor County

September 17, 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., October 15, 2020 in Lafayette 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
Williston City Hall
50 NW Main Street, Williston, FL 32696
Levy County

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

MEMBERS PRESENT

Will Sexton, Bradford County, Vice-Chair
Alden Rosner, Columbia County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County, Treasurer
Carol McQueen, Levy County
Tisha Whitehurst, Levy County
Teena Peavey, Suwannee County
Dale Walker, Union County
Thomas Herndon, Wakulla County
Natalie Knowles, Wakulla County

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

Daniel Riddick, Bradford County
Rod Butler, Columbia County
Paula Vann, Columbia County
Lee Deen, Gilchrist County
David Ward, Jefferson County
Craig Colton, Lafayette County
Jackie Blount, Madison County
Phyllis Williams, Madison County
Charissa Setzer, Suwannee County
Sandy Beach, Taylor County
Dawn Perez, Taylor County, Chair

OTHERS PRESENT

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

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 10:08 a.m.

II. APPROVAL OF THE AGENDA

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

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

III. APPROVAL OF THE JULY 16, 2020 MINUTES

Acting Chair Richardson asked for approval of the July 16, 2020 meeting minutes.

ACTION: Tisha Whitehurst moved and Teena Peavey seconded to approve the July 16, 2020 minutes as revised to report additional Task Force members being present at the meeting. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report Review and Approval - June 30, 2020

ACTION: Tisha Whitehurst moved and Teena Peavey seconded to approve the June 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
4. Ultimate Bicycle Guide Reprint
5. Domestic Travel Shows
6. Advertising Campaign

Lauren Yeatter, Senior Planner, discussed the deadline and cost for participating in the 2021 VISIT FLORIDA Vacation Guide cooperative advertisement.

ACTION: Carol McQueen moved and Tisha Whitehurst seconded that the Task Force pay for half the cost of a full page advertisement in the 2021 VISIT FLORIDA Vacation Guide cooperative advertisement, and participating partners to split the cost of the other half. The motion passed unanimously.

7. Brochure Distribution
8. Scholarships
9. Professional Organization Memberships
10. Approval of Second Quarter Report and Reimbursement Submittal Package

ACTION: Tisha Whitehurst moved and Alden Rosner seconded to approve the Fiscal Year 2019-20 Regional Rural Development Grant Second Quarter Report and Reimbursement Submittal Package. The motion passed unanimously.

C. Fiscal Year 2020-21 Regional Rural Development Grant

Ms. Yeatter presented a proposed budget for submittal of the Fiscal Year 2020-21 Regional Rural Development Grant application.

ACTION: Tisha Whitehurst moved and Teena Peavey seconded to approve the Fiscal Year 2020-21 Regional Rural Development Grant proposed budget. The motion passed unanimously.

Vice-Chair Will Sexton joined the meeting at this time.

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

1. Travel Show Reimbursement Request
2. Domestic Press Tour - Travel Blog

It is anticipated that travel blogs and social media posts will be released in the near future.

3. Agreement Amendment - Time Extension

E. VISIT FLORIDA Report

1. Brenna Dacks presented the VISIT FLORIDA monthly report.

F. Staff Items

G. Other Old Business

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

H. Announcements

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

V. New Business

VI. Leadership Forum: None

VII. Adjournment

Date and Location of next meeting

The next regular meeting is scheduled for 10:00 a.m., September 17, 2020 in Taylor County at a location to be determined.

The meeting adjourned at 10:56 a.m.

Dawn V. Perez, Chair

9/17/20
Date

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

The Original Florida Tourism Task Force

Balance Sheet

As of July 31, 2020

	Jul 31, 20
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	153,222.66
Total Checking/Savings	153,222.66
Accounts Receivable	
Accounts Receivable	21,084.07
Total Accounts Receivable	21,084.07
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	178,345.63
TOTAL ASSETS	178,345.63
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	46,023.37
Total Accounts Payable	46,023.37
Total Current Liabilities	46,023.37
Total Liabilities	46,023.37
Equity	
Unrestricted Earnings	111,709.91
Net Income	20,612.35
Total Equity	132,322.26
TOTAL LIABILITIES & EQUITY	178,345.63

5:05 PM

09/09/20

Accrual Basis

The Original Florida Tourism Task Force
Profit & Loss
July 2020

	Jul 20
Income	
FDEO-Regional Dev. Grant 19/20	8,970.00
Total Income	8,970.00
Gross Profit	8,970.00
Expense	
Bank Charges	19.09
Marketing	
Website	
Bloggers Fees	425.00
Total Website	425.00
Total Marketing	425.00
Memberships	
Visit Florida	395.00
Memberships - Other	500.00
Total Memberships	895.00
Total Expense	1,339.09
Net Income	7,630.91

10:15 PM

08/10/20

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 07/31/2020

	<u>Jul 31, 20</u>	
Beginning Balance		154,717.65
Cleared Transactions		
Checks and Payments - 4 items	<u>-1,089.09</u>	
Total Cleared Transactions	<u>-1,089.09</u>	
Cleared Balance		<u><u>153,628.56</u></u>
Uncleared Transactions		
Checks and Payments - 1 item	<u>-405.90</u>	
Total Uncleared Transactions	<u>-405.90</u>	
Register Balance as of 07/31/2020		<u><u>153,222.66</u></u>
Ending Balance		153,222.66

10:15 PM

08/10/20

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 07/31/2020

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						154,717.65
Cleared Transactions						
Checks and Payments - 4 items						
Bill Pmt -Check	07/02/2020	1533	Two Tree, Inc.	X	-425.00	-425.00
Bill Pmt -Check	07/02/2020	1534	VisitFlorida	X	-395.00	-820.00
Bill Pmt -Check	07/16/2020	1535	Koons, Scott	X	-250.00	-1,070.00
Check	07/27/2020		Capital City Bank	X	-19.09	-1,089.09
Total Checks and Payments					-1,089.09	-1,089.09
Total Cleared Transactions					-1,089.09	-1,089.09
Cleared Balance					-1,089.09	153,628.56
Uncleared Transactions						
Checks and Payments - 1 item						
Bill Pmt -Check	07/30/2020	1536	Williams, Phyllis		-405.90	-405.90
Total Checks and Payments					-405.90	-405.90
Total Uncleared Transactions					-405.90	-405.90
Register Balance as of 07/31/2020					-1,494.99	153,222.66
Ending Balance					-1,494.99	153,222.66



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

00002365 FCC31545080120105937 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 7/31/20
Primary Account

Page 1
XXXXXXX2204

Pandemic Update: Most of our lobbies are now open. For contactless options, try our drive-ins, Express Banking technology, Client Service Center (888.671.0400) and online chat (ccbg.com). Check ccbg.com or social media for the latest information.

CHECKING ACCOUNT

ANALYZED BUS CHECKING		Images	3
Account Number	XXXXXXX2204	Statement Dates	7/01/20 thru 8/02/20
Previous Balance	154,717.65	Days in this Statement Period	33
Deposits/Credits	.00	Avg Ledger Balance	154,045.26
4 Checks/Debits	1,089.09	Avg Collected Balance	154,045.26
Service Charges	.00		
Interest Paid	.00		
Ending Balance	153,628.56		

OTHER DEBITS

Date	Description	Amount
7/27	Account Analysis Charge	19.09-

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
7/08	1533	425.00	7/20	1535	250.00
7/15	1534	395.00			

* Denotes missing check numbers

RECEIVED

AUG 05 2020

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL

00002365-0003804-0001-0003-FCC31545080120105937-01-L



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

Date 7/31/20
Primary Account

Page 2
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

Date	Balance	Date	Balance	Date	Balance
7/01	154,717.65	7/15	153,897.65	7/27	153,628.56
7/08	154,292.65	7/20	153,647.65		

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

00002365-0003805-0002-0003-FCC31545080120105937-01-L



Natural North Florida THE ORIGINAL FLORIDA TROPICAL FRUIT JUICE
3000 NW 5TH PLACE
GAINESVILLE, FLORIDA 32609-1825
(813) 339-2239

Capital City Bank

1533

7/2/2020

MEMO TO THE ORDER OF Two Trees, Inc. \$ **425.00

Four Hundred Twenty-Five and 00/100 DOLLARS

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

MEMO: S S R. Lino

⑆001533⑆ ⑆063100688⑆ 0224792204⑆

1533 07/08/2020 \$425.00

Natural North Florida THE ORIGINAL FLORIDA TROPICAL FRUIT JUICE
3000 NW 5TH PLACE
GAINESVILLE, FLORIDA 32609-1825
(813) 339-2239

Capital City Bank

1534

7/2/2020

MEMO TO THE ORDER OF Valt Florida \$ **395.00

Three Hundred Ninety-Five and 00/100 DOLLARS

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

MEMO: S S R. Lino

⑆001534⑆ ⑆063100688⑆ 0224792204⑆

1534 07/15/2020 \$395.00

Natural North Florida THE ORIGINAL FLORIDA TROPICAL FRUIT JUICE
3000 NW 5TH PLACE
GAINESVILLE, FLORIDA 32609-1825
(813) 339-2239

Capital City Bank

1535

7/19/2020

MEMO TO THE ORDER OF Scott R. Koona \$ **250.00

Two Hundred Fifty and 00/100 DOLLARS

Scott R. Koona
8210 NW 50th Terrace
Gainesville, FL 32606-4308

MEMO: S S R. Lino

⑆001535⑆ ⑆063100688⑆ 0224792204⑆



1535 07/20/2020 \$250.00



8/10/2020 3:09 PM

ANALYZED BUS CHK

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DOCUMENT INCLUDES VISIBLE FIBER, CHEMICAL REACTIVE PHOSPHORENE AND FEATURES A NON-HOLOGRAM		1533	
	THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.855.2200		
7/16		63-68/631	7/2/2020
PAY TO THE ORDER OF	Two Tree, Inc.	\$ **425.00	
Four Hundred Twenty-Five and 00/100		DOLLARS	
Two Tree, Inc. Tommy Thompson 24-A NW 33rd Court Gainesville, FL 32607		S S R. K.	
MEMO	7/16		
TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW		WAVE SENSITIVE RED IMAGE DISAPPEARS WITH HEAT	
00015330 00631006881		02247922040	

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Fax Depository, edney

We'll take care

<input type="checkbox"/> CHECK HERE AFTER MOBILE OR REMOTE DEPOSIT DATE _____	DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE RESERVED FOR FINANCIAL INSTITUTION USE
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Amount: -425.00

Description: Check

Check Number: 1533

Posted Date: 7/8/2020

Type: Debit

Status: Posted




*****2204

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

Visit
**Natural
North Florida**

THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32653-1803
352.955.2200

 **Capital City
Bank**

83-68/631

1534


7/2/2020


PAY TO THE
ORDER OF / Visit Florida

\$ **395.00

Three Hundred Ninety-Five and 00/100 ***** DOLLARS


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





MEMO

75165

 Shield

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

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 Pay to the Order of
 WELLS FARGO BANK, N.A.
 Fed Deposit Only
 FLORIDA TOURISM INDUSTRY MKTG
 CHECK HERE AFTER DEPOSIT
 MOBILE OR REMOTE DEPOSIT
 DEBITAL VISA-PRIVATE ACCT
 DEBITAL VISA-LOREAL
 DO NOT WRITE, STAMP OR SIGN BELOW THIS
 LINE RESERVED FOR FINANCIAL INSTITUTION USE

Status: Posted



ANALYZED BUS CHK

*****2204

8/10/2020 3:10 PM

Visit
**Natural
North Florida**

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

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

Capital City
Bank

1535

63-68/631

7/16/2020

PAY TO THE
ORDER OF

Scott R. Koons


\$ **250.00

Two Hundred Fifty and 00/100

***** DOLLARS

Scott R. Koons
5210 NW 50th Terrace
Gainesville, FL 32606-4309

Shield



\$ S R K

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

PAPER CONTAINS TOXIC ADVERSE PROPERTIES

Don't use this

Security Features Included

MM

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022479220411

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ENDORSE HERE
5216
5216
1500509227

Amount: -250.00

Description: Check

Check Number: 1535

Posted Date: 7/20/2020

Type: Debit

Status: Posted

Scott R. Koons

INVOICE

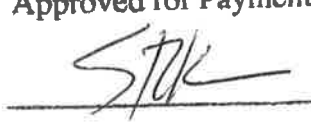
5210 N.W. 50th Terrace
Gainesville, FL 32606
Ph: 352.377.5789

SKT

DATE: July 1, 2019
INVOICE # 37
FOR: Ride With GPS
Membership 19-20

Bill To:
The Original Florida Tourism Task Force

2009 NW 67th Place
Gainesville, FL 32653-1603
352.955.2200

DESCRIPTION	AMOUNT
Ride With GPS Club Membership 7/1/19 - 6/30/20	\$ 250.00
Approved for Payment 	
TOTAL	\$ 250.00

THANK YOU!

Scott R. Koons

Date	Type	Reference
7/1/2020	Bill	37

Original Amt.
250.00

Balance Due
250.00

7/16/2020

Discount

Check Amount

Payment
250.00
250.00

SRK

Cash in Bank - Capital

250.00

SF5001NLHG-1CA

TO REORDER, CALL YOUR LOCAL SAFEGUARD DISTRIBUTOR AT 800-342-0175

CR4M8T0010000

B12SF030972

 Safeguard LITHO USA SFHG1 CK7SHG111H

B3DCB7 STKD:K07 05-09-2019 20:31 -38-

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

As of July 31, 2020

(These financial statements are unaudited)

	Budget	July 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	8,970.00	25,999.83	(84,200.17)
VisitFlorida Rural Area Opportunity Grant 19/20	45,000.00	0.00	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	8,970.00	155,694.22	(192,305.78)
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	3,629.00	(6,471.00)
Web Hosting & Maintenance Services	12,100.00	0.00	11,000.00	(1,100.00)
Total Website	22,200.00	425.00	14,629.00	(7,571.00)
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 July 31, 2020

(These financial statements are unaudited)

	Budget	July 2020	Year to Date	Over/(Under) Budget
Advertising				
Brochure Distribution 2018-19	3,000.00	0.00	3,732.00	732.00
Digital Advertising Campaign 2018-19	13,500.00	0.00	0.00	(13,500.00)
FI Vacation Planner Print Ad 2018-19	8,000.00	0.00	0.00	(8,000.00)
Digital Retargeting Campaign 2018-19	13,500.00	0.00	8,000.00	(5,500.00)
Digital Retargeting Campaign 2019-20	15,400.00	0.00	0.00	(15,400.00)
Facebook Ad Campaign 2019-20 - In-Kind	33,500.00	0.00	0.00	(33,500.00)
FI Trans Map Print Advertisement 2019-20	5,000.00	0.00	10,000.00	5,000.00
FI Vacation Plan Co-op Print Ad 2019-20	8,300.00	0.00	8,303.25	3.25
Quarterly eNewsletters	6,500.00	0.00	3,000.00	(3,500.00)
Total Advertising	106,700.00	0.00	33,035.25	(73,664.75)
Total Marketing Expenses	248,800.00	425.00	91,258.78	(157,541.22)
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	0.00	11,250.00	(5,625.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	9,375.00	(3,125.00)
Bank Charges	200.00	19.09	132.12	(67.88)
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	19.09	35,441.69	(15,458.31)
Memberships				
Visit Florida	400.00	395.00	395.00	(5.00)
Southeast Tourism Society	300.00	0.00	545.00	245.00
Florida Outdoor Writers Association	200.00	0.00	175.00	(25.00)
Ride With GPS	0.00	500.00	500.00	500.00
Total Memberships	900.00	895.00	1,615.00	(715.00)
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 July 31, 2020

(These financial statements are unaudited)

	Budget	July 2020	Year to Date	Over/(Under) Budget
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	2,837.56	(3,412.44)
Dean Fowler Internship	6,250.00	0.00	2,837.56	(3,412.44)
Total Internships	<u>12,500.00</u>	<u>0.00</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>914.09</u>	<u>43,823.09</u>	<u>(55,376.91)</u>
Total Expenses	<u>348,000.00</u>	<u>1,339.09</u>	<u>135,081.87</u>	<u>(212,918.13)</u>
Net Income	<u>0.00</u>	<u>7,630.91</u>	<u>20,612.35</u>	<u>20,612.35</u>

Original Florida Tourism Task Force
Budget FY 2020-21 (10/1/20 to 9/30/21)

Proposed 9/17/2020

<i>Revenues</i>	Total
<i><u>Cooperative Regional Marketing Program Fees:</u></i>	
Alachua County	\$15,000
Bradford County	\$3,000
Columbia County	\$8,000
Dixie County	\$3,000
Gilchrist County	\$3,000
Hamilton County	\$2,000
Jefferson County	\$2,000
Lafayette County	\$1,000
Levy County	\$6,000
Madison County	\$3,000
Suwannee County	\$4,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$3,000
Subtotal	\$58,000
<i><u>Additional Revenue:</u></i>	
Department of Economic Opportunity Rural Development Grant, FY 2019-20	\$45,900
Department of Economic Opportunity Rural Development Grant, FY 2020-21	\$45,900
VISIT FLORIDA FY 2020-21 Rural Area of Opportunity Grant - Cash	\$45,000
Subtotal - Cash	\$136,800
TOTAL REVENUES - CASH	\$194,800
VISIT FLORIDA FY 2020-21 Rural Area of Opportunity Grant - In-Kind	\$81,300
TOTAL REVENUES - CASH AND IN-KIND	\$276,100
<i><u>Expenditures</u></i>	
Adventure Elevate Networking Conference	\$13,000
Bank Charges	\$200
Governor's Conference on Tourism	\$1,725
Legal Advertising	\$300
Legal Expenses	\$300
(1) Marketing Program for FY 2020-21 (less in-kind)	\$110,100
(2) Memberships	\$1,500
Miscellaneous	\$1,200
North Central Florida Regional Planning Council - Admin/Internships	\$47,500
Postage Expenses	\$300
Service Fee - VISIT FLORIDA Travel Show Program	\$1,100
Southeast Tourism Society Marketing College	\$5,175
Telephone	\$300
Unrestricted Reserve Fund - Contribution	\$12,100
TOTAL EXPENDITURES - CASH	\$194,800
(1) Marketing Program for FY 2020-21 - In-Kind	\$81,300
TOTAL EXPENDITURES - CASH AND IN-KIND	\$276,100
<i><u>Reserve Funds</u></i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$130,000
TOTAL RESERVE FUNDS	\$130,000

(1) See Marketing Budget Detail

(2) See Memberships Detail

**Original Florida Tourism Task Force
Budget FY 2020-21 (10/1/20 to 9/30/21)**

Proposed 9/17/2020

	Total
Collateral Material:	
2019-20 Revise and Print Ultimate Bicycle Guide	\$3,000
2020-21 Design and Print Collateral Material	\$0
Website:	
2019-20 Website Blogs - 15 Blogs	\$1,275
2020-21 Website Hosting & Maintenance	\$6,000
2020-21 New Topic-Centered Pages (3 Pages)	\$0
2020-21 Website Blogs - 60 Blogs	\$3,825
2020-21 Website Town Blogs - 15 Blogs	\$0
Trade Shows:	
Whistles and Other Promotional Items	\$5,000
Pop-up and/or Cloth Displays (In-kind)	\$3,000
VISIT FLORIDA Welcome Center Rack Space (In-kind)	\$800
VISIT FLORIDA - Atlanta Camping & RV Show	\$5,000
VISIT FLORIDA - New York Times Travel Show	\$4,000
VISIT FLORIDA - Chicago RV & Camping Show	\$7,000
VISIT FLORIDA - Toronto Outdoor Adventure Show	\$9,000
VISIT FLORIDA - Washington DC Travel & Adventure Show	\$8,000
DEO 2020-21 - Houston RV Show	\$0
DEO 2020-21 - Philadelphia Travel & Adventure Show	\$0
DEO 2020-21 - Atlanta Travel & Adventure Show	\$0
DEO 2020-21 - Bike Expo New York	\$0
DEO 2020-21 - Georgia RV & Camper Show	\$7,500
Adventure Travel Training - 4 Days (In-kind)	\$24,000
Consumer Public Relations/Influencer Trips (In-kind)	\$17,000
Advertising:	
2019-20 Brochure Distribution	\$0
2019-20 Digital Advertising Campaign	\$13,500
2019-20 Florida Vacation Planner Print Advertisement	\$8,000
2019-20 Digital Retargeting Campaign	\$13,500
2020-21 Digital Advertising Campaign	\$0
2020-21 Digital Facebook Advertising Campaign (In-kind)	\$33,500
2020-21 Florida Transportation Map Print Advertisement	\$9,000
2020-21 Florida Vacation Planner Co-op Print Advertisement	\$0
Quarterly eNewsletters	\$6,500
Total Marketing Expenditure	\$188,400
Administration	
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2019-20	\$5,625
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2020-21	\$5,625
North Central Florida Regional Planning Council - Regional Marketing Program Fees FY 2020-21	\$23,750
Bank Charges	\$200
Legal Advertising	\$300
Legal Expenses	\$300
Other Administrative Expenses/Miscellaneous	\$1,200
Postage	\$300
Service Fee - VISIT FLORIDA Travel Show Program & DEO	\$1,100
Telephone	\$300
Membership Organizations - Annual Dues	
VISIT FLORIDA Annual Dues	\$400
Southeastern Tourism Society Annual Dues	\$600
Florida Outdoor Writers Association Annual Dues	\$200
Ride With GPS Annual Dues	\$300
Professional Enhancement	
Southeastern Tourism Society Marketing College - 3	\$5,175
Governor's Tourism Conference - 1	\$1,725
Adventure Elevate Networking Conference	\$13,000
Adventure Elevate Networking Conference (In-kind)	\$3,000
Internships	
Harvey Campbell Memorial Internship	\$6,250
Dean Fowler Internship	\$6,250
Retained Reserves	
Unrestricted Reserve Fund	\$12,100
Total Non-Marketing Expenditure	\$87,700
Total Expenditure	\$276,100

ATTACHMENT 1 SCOPE OF WORK

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

The Original Florida Tourism Task Force doing business as Visit Natural North Florida (“Grantee”) is an entity created and authorized pursuant to the Florida Interlocal Cooperation Act of 1969, section 163.01, Florida Statutes. Grantee promotes the natural historic and cultural attractions of the following counties: Alachua, Bradford, Columbia, Gilchrist, Jefferson, Levy, Madison, Suwannee, Taylor, Union and Wakulla (the “Region”). The Grantee’s goal is to enhance the economy, image, and quality of life through expanded tourism in the Region. Grantee has been awarded grant funds under the Program to provide marketing and promotional services, market research and professional enhancement training for the Region.

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

2.1 Website Maintenance and Operation:

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

2.2 Electronic Newsletters:

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

2.3 Website Blogs:

Post blogs on its website, www.vnnf.org, to inform visitors of tourist-oriented attractions and facilities within the Region.

2.4 Update and print hard copy marketing materials:

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

2.5 Exhibit at Domestic Travel Shows:

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

2.6 Advertising:

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

2.7 Literature Distribution:

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

2.8 Professional Enhancement Scholarships:

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

2.9 Memberships in Professional Organizations:

Maintain current memberships or join professional organizations.

3. DEO'S RESPONSIBILITIES:

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

3.2 Perform Agreement management responsibilities as stated herein;

3.3 Reply to reasonable inquires pursuant to the Agreement and,

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

4. DELIVERABLES:

Grantee agrees to provide the following services as specified:

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

Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Grantee shall distribute electronic newsletters in accordance with Section 2.2 of this Scope of Work.	<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.

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

Florida Department of Economic Opportunity
Fiscal Year 2020-21 Regional Rural Development Grant
(January 20, 2021 - January 19, 2022)
Proposed Deliverables and Cost Estimates
September 10, 2020

Cost Estimates	Deliverable
9/10/2020	
\$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)
\$6,900.00	Scholarships (4 Scholarships)
\$0.00	VisaVues
\$1,500.00	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.



4 Powerful Ways to Travel More & Create Better Memories

>> Destinations >> North America >> USA >> Florida

FANTASTIC THINGS TO DO IN NORTH FLORIDA (ESCAPE THE TYPICAL CROWDS)

October 24, 2020 / By Caroline Makepeace

Sponsored by Visit Florida

Go behind the well-known Florida destinations and head to a quieter, more rural experience in Natural North Florida.

Where your bliss is kayaking down meandering rivers, cooling off in refreshing luminous-blue natural springs, and catching your own scallops off the Gulf coastline.



Scalloping in Steinhatchee



Natural North Florida is an area that encompasses incredible natural diversity between Gainesville to the east, Sopchoppy to the west, Cedar Key to the South, and the Florida-Georgia state line.

It's an area that sits between the capital, Tallahassee, and Jacksonville on the Atlantic Coast.

Of the joy of our travel blogging lifestyle, is we can be introduced to areas we have never heard of before, so we can share their less-charted hidden secrets with you.

As to our paid partnership with [Visit Florida](#) and Visit [Natural North Florida](#) we were able to visit and fall in love with the wonder of this area.

It was one of those family roads trips that gave us memories we'll talk about together forever.

Here are our suggestions for the best things to do in North Florida.

Explore the Suwannee Wilderness River Trail



Suwannee State Park river walk

The [Suwannee River](#) begins in the Okefenokee Swamp in southeastern Georgia and travels 246 miles to the Gulf of Mexico.



The [Suwannee River Wilderness Trail](#) begins in White Springs, Florida's first tourist town and is an area that offers exploration of small towns, state parks and natural springs.

The river continues for 170 miles through towering pines, stately cypress lining the riverbanks, high limestone outcroppings, salt marshes and gently sloping banks as it widens on its approach to the Gulf of Mexico.

Those seeking a unique adventure can enjoy a multi-day adventure canoeing the river stopping at the camps spaced a day's travel apart.

Saving that adventure for another day, on this short trip we visited a few of the star attractions in the Suwannee River Wilderness Trail.

Suwannee River State Park



Suwannee River Trail

The [Suwannee River State Park](#) is located near the town of Live Oak and offers some of the best backcountry canoeing opportunities in the state.

This Florida State Park offers beautiful hiking trails through the woods along the river and encompasses historical ghost towns, and Civil War battlements, and remnants of a 19th Century steamboat.



Suwannee River State Park – easy hikes for kids

You can then continue along the Balanced Rock, which toppled into the water years ago, and is now only visible when the water is low.

As it was high, we turned back via the Lime Sink Run trail which is just under a mile and takes you past a unique Florida freshwater spring and weaves in and out of a hardwood forest lush with a variety of plants and wildlife.

Take your mosquito repellant!

Swim at Madison Blue Springs



Madison Blue Springs – great swimming spot

About a 20-minute drive from Suwannee River State Park, is what has been dubbed by USA Today, “*the best swimming hole in the US*” and one of the top north Florida attractions!

We did not experience the full glory of [Madison Blue Springs State Park](#) and its typical luminous blue color due to rising river levels and darker color water, but that did not stop us from loving this refreshing way to cool off from a hot Florida day.

Give your lymphatic system time to adjust to the 68-degree year-round temperature. After the initial shock it's divine.

When you visit North Florida, you'll escape the typical Florida crowds and welcome in space and serenity.

During our one week road trip through the [Natural North Florida region](#) we explored the regions of Suwannee Wilderness Trail, Cedar Keys, Steinhatchee River, Wakulla Springs, and Monticello.

We experienced some of our favorite Florida adventures and family moments so far on our greater US road trip where we were stunned we had not heard of this area before.

After traveling the globe for 22 years, I still manage to find places that amaze me and keep me tapped into the magic of newness, awe, and wonder.

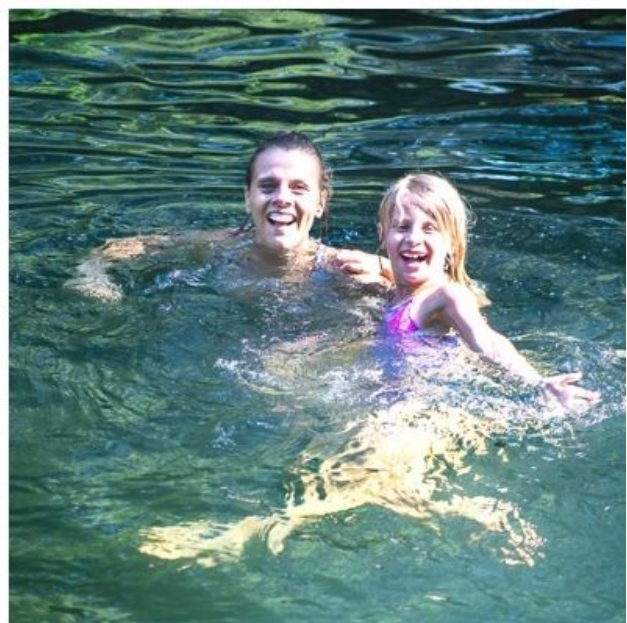
Natural North Florida road trip podcast

Share our highlights and stories from our Natural North Florida road trip in our podcast.



Where is Natural North Florida?





Fun family activity

There is a strong current that will push you out to the edge of the Withlacoochee River and you can walk back around the perimeter of the spring and enjoy the views.

Take your float and just chill out. There are picnic tables in the area if you wanted to make a whole day of it. This was one of our favorite things to do in North Florida.

Other North Florida's Natural Springs:

Unfortunately, there had been a bit of flooding just before we arrived, which meant many of the springs were closed due to what is called a brown out.

And because of COVID some of the boardwalks were closed.

Based upon our research, these are the Natural North Florida springs we have listed for a return to this area:

- [Ichetucknee Springs State Park](#) – popular for tubing runs and kayaking.
- [Manatee Springs](#) – first magnitude spring offering snorkeling, swimming and up-close views of manatees.
- [Fanning Springs](#) – blue-green spring waters under ancient live oaks dripping with Spanish Moss.

4 Powerful Ways to Travel More &
Create Better Memories

Music Festival Spirit of the Suwannee Music Park and Campground



Loved this campsite!

The [Spirit of the Suwannee Music Park](#) and Campground is 800 acres of outdoor camping fun situated along the banks of the Suwannee River.

Not only does it offer primitive and powered camping, it has miles of hiking and horseback riding trails, disc golf course, and canoeing and kayaking on the river.

You can also stay in cabins here like we did in our 2-bedroom cottage.

Suwannee is not just a place to pitch your tent, it's rated as one of the US's top outdoor music venues. It hosts several outdoor music festivals each year, plus regular concerts, and campfire pickin' session.





Many hidden secrets to discover

You know we love our live music here and so have pegged this as a place to return to once the live events start again.

We loved our little self-driving tour of the massive property and finding things like outdoor amphitheater and stages, beautiful fishing lakes, hidden campgrounds, the river, and this gigantic troll.

Is this not the coolest artwork you've ever seen?

Friends let's meet up here one year for camping and live music and troll hunts!



What do you choose?

We were impressed by the size and quality of the food [here](#). We all chose something different: blackened shrimp, baby back ribs, and rib eye steak, and sliders – all were fantastic.

I was impressed by the quality of the grilled vegetables and baked potato – the seasoning on it was perfect.

Dixie Grill



Breakfast in Live Oak

If you love friendly Southern charm, you will love dining at [Dixie Grill](#).

The owner Charles walked around to greet each person with a fist pump, a chit chat catch-up, or a conversation to discover more about you (if you're clearly not from round here).

You'll find good home-cooked southern meals and generous portions to get you through the day.

Steinhatchee River



Steinhatchee River from above

“Slow. Manatees around here.”

The sign on the dock outside my hotel room instantly told me I was in a cool place.

I hustled everyone out of the room to wander the beautifully manicured lawns of the [Fiddler's Resort](#) on the banks of the Steinhatchee River.

We soon learned that swimming alongside the manatees are alligators and bull sharks and we'd not be joining them!

But we certainly wanted to join the Key West boats cruising up and down the Steinhatchee River with music blaring and laughter ringing out.

This place gets me.

If you're looking for places to visit in north Florida with the perfect blend between adventure and relaxation in a stunning natural setting, you get that in Steinhatchee.

Scalloping in the Gulf of Mexico



Wow. What a catch

In Steinhatchee, we had what the girls dubbed, “*the most fun ever!*” We went scalloping out in the Gulf of Mexico with Captain Mike, a private charter captain.

This is one of the best places in Florida to visit for scalloping, an area known as the scallop capital of the US. Every year from June to August, people can free dive for scallops in the grassy shallows.

We spent four hours snorkeling among the turtle grass, spying the scallops camouflaged and grabbing them with our hands. Pretty soon you get the hang of it and can spy their mouths opening and closing.

There are limits on how many each person can catch, and we didn’t even come close to that, making sure we only grabbed as much as we could eat.



The kids will love scalloping

I loved the closer connection it gave me to nature. You have a much deeper appreciation for where food comes from when you go to the effort of catching it yourself.

It also gave me a deeper sense of gratitude and honor for the scallop that gave me something to eat. This is a practice indigenous cultures have around the world – taking time to bless and honor each animal that gave its life so we may eat.

Captain Mike was a fantastic guide with an easy going, friendly nature.

He took us to a sand bar on the way home – again waist deep, where we could swim and hunt through the sand



A fun day out for families

Thankfully, he was able to find a couple and we got a closer look at these beautifully designed animals.

Captain Mike organized for our sea scallop bootie to be shucked back at the marina, and then Fiddler's Restaurant at our resort cooked them up for us and we enjoyed them with a cold drink and live music on the newly built deck overlooking the river.

Recreational scalloping starts on June 15 and ends on Labor Day.

This is definitely one of the best things to do in Florida with kids!



Fantastic family accommodation

We enjoyed the simplicity of our stay at [Fiddler's Resort](#). The resort is laid-back and blends in beautifully with the stunning natural setting of its Steinhatchee River location.

Rooms have a screened-in porch and grassed sections outside filled with giant jenga, corn hole, swinging chairs and fire pits.

Staff are friendly and accommodating and have lots of insights on the surrounding area.

Another must not miss in Steinhatchee is the nightly live music outside on their new, spacious deck overlooking the water.

Eat: McDavid's Cafe

4 Powerful Ways to Travel More &
Create Better Memories



Local breakfast spot. Donuts for the win

Grab your traditional Southern breakfast at local's favorite [McDavid's Cafe](#). Be sure to grab a box of warm cinnamon donuts on your way out.

The girls were delighted to have these to snack on during our scalloping trip. (And okay, the next day too as we drove to Wakulla Springs!)

Explore Wakulla Springs State Park



Wakulla Springs

Wakulla Springs is one of the largest and deepest freshwater springs in the world. Its sapphire waters are abundant with wildlife including manatees, alligators, turtles, deer, and birds.

The cypress mangroves rising out of the swamp gives it an eerie and ethereal feel and it will feel familiar to you.

Hollywood loved its primeval setting and filmed scenes from Tarzan and the Creature of the Black Lagoon here.

We were so disappointed we could not take the glass bottom boat to tour the springs, recommended as one of the top things to do in north Florida. We could only glimpse at its beauty in the distance through the boats lined up on the jetty. It was closed due to COVID.



A relaxing day on your North Florida vacation

There is a small swimming section out the front of the historic [Wakulla Lodge](#), which was built in 1937.

The water is a refreshing 70 degrees and there is a diving platform for extra fun. As it was COVID, we chose to swim in our own quiet area. The jungled canopied views surrounding it were stunning.

Staying at Wakulla Lodge for a couple of nights was a tranquil experience and the food in their dining hall was excellent.

Gulf Beach: Alligator Point



Alligator Point – quiet and beautiful

If you want a warmer ocean swim, a thirty-minute drive from Wakulla Springs will take you to Alligator Point with this white sandy beach on the Gulf Shore.

The water is the typical brown color this region is known for, but still wonderful for swimming and snorkeling among the grassy beds.

Tiki bar lovers will enjoy grabbing an afternoon drink from the [Oasis Tiki Hut](#) just down the road at the small marina.

We highly recommend stopping in at [The Sieneyard Rock Landing](#) on the way home for delicious seafood on the water.



Tiki Hut & Seinyard

Time it for sunset and be sure to reserve a table!

Historic and Charming Monticello



Monticello – charming North Florida town

[Monticello](#) was the perfect end to our natural North Florida road trip and an opportunity for us to get to know the historical and cultural heartbeats that make up this beautiful region.

This charming, historical town is located 24 miles east of the state capitol, Tallahassee and has a population of just 2,000.

It's the seat of Jefferson County, which is known as the Keystone County for its unspoiled beauty and mild climate offering the 'keys to quality living.'

We discovered a place full of adventure, unique and pristine beauty, historical and educational experiences, and a community focused on supporting local businesses and a vibrant lifestyle.

You can read more about the [wonderful things we did in Monticello](#).

Here are two of them we loved the most and are definite do not miss on our Natural North Florida road trip. They are some of the best adventures we've had in the USA.

Airboat Ride on the Wicassa River



A FUN adventure for families

The Wacissa River is a first magnitude clear, spring-fed stream that is fed by about 20 springs at its headwaters at Wakulla Springs.

Just seeing the beauty of this region is enough to satisfy you, but we highly recommend exploring the springs and the river by kayak or, as we did, airboat – it's one of the coolest things to do in north Florida!

One of the unique things to do in Florida is an airboat ride.

We joined Captain Brad Cooley from [5 Rivers Adventure](#) who took us on an 11-mile airboat adventure zig zagging over the eelgrass and bright green lilies covering river, navigating through narrow channels canopied by Spanish moss cypress and oak trees, chasing egrets and bald eagles, and fast diving alligators.



The Wacissa River was so beautiful

It was an exhilarating adventure made all that much better by Savannah's tight grip on my arm and squeals of equal terror and delight. The Wacissa River captured my heart.

It's truly one of the most pristine and beautiful places in Florida (and the USA) I have visited.

You can read more of this adventure, and the next one, in our [in-depth post on Exploring the Wacissa River](#).

Kayaking the Slave Canal



An adventurous kayak trip

We traded our airboats for kayaks and set off on a thrilling and challenging adventure through the Slave Canal, which connects the Wacissa to the Aucilla River.

The Slave Canal was originally built by the slaves for plantation owners to transport cotton down to the Gulf. Blocks of limestone remain and are a reminder along the way of the arduous work forced by slaves.

It's best to take this trip with an experienced guide.



Head alligator spotter

The Slave Canal is marked but you could easily get lost and despite the quickly moving water assisting your paddling, it's quite a technical paddle as you navigate narrow spaces, fallen logs and the overhanging branches of ancient oaks, cypress and palmettos draped with Spanish Moss.

Keep an eye out of the alligators poking their eyes above the water watching you!

Cedar Key



Cedar Key from above

Step back into the days Hemingway roamed through Key West. [Cedar Key](#) on the Gulf Shore is one of the most unique north Florida beaches experiences that retains old world charm.

There's no bling or over-development here. It doesn't need it. It's abundant with quiet, natural beauty and adventure.

We loved its small town, fishing village vibe and sloth-like pace. It's about slow morning sunrise starts, gentle day time paddles, delicious seafood, and sunset views.

We have an in-depth post on [things to do in Cedar Key](#).

Here are the do-not miss things to do in North Florida or your road trip stop in Cedar Key.

Kayaking the Cedar Refuge Islands



Kayak to Atsena Otie

The Cedar Key National Refuge is an area composed of 13 offshore islands jutting into the Gulf Coast.

Cedar Key is nestled among many of these small islands 4 miles out into the Gulf of Mexico and about half a mile out from Cedar Key is Atsena Otie, which was the original village until a hurricane blew it down.

You can kayak over to explore the island. It's an easy paddle over, and if lucky, you may have dolphins as your companions.

There is a small beach for swimming and remnants of the old pencil factory and cemetery. Those wishing for a longer adventure can paddle the extra 1.5 miles around the island and through the inner marshes.



Fun family activity in Cedar Key

Ambitious paddlers can go on to other nearby islands of the Cedar Key National Refuge. They are said to have nice beaches.

You can also explore these islands by boat. Put kayaking here on your list of fun things to do in north Florida!

Seafood at Steamers, Cedar Key



Clam heaven

One of the best things to do in Florida is eat fresh local seafood.

Since 95% of farm-raised clams are harvested in the clean waters of Cedar Key, we recommend grabbing yourself **a bowl of steamed clams** in a white wine sauce at [Steamers](#), a seafood restaurant.

Suspended on stilts over the water, you get prime Gulf views over Atsena Otie and other islands of the Cedar Key National Refuge.

There are large windows that allow for views if you wish to sit inside. However, to make your meal here a memorable experience, we recommend grabbing one of the nooks on the deck.





The views here were wonderful

The outside deck is narrow so there are about four private nook areas where you can sit with front row seats of the view, the balmy breeze on your skin, and dolphins frolicking in front of you.

Cedar Key Sunset



Florida sunsets are always magical

You may get colors in the sky at Steamers for sunset. Otherwise you can run around the corner to the pink Beach motel for the best sunset views in the main area,

The local's tip for the ultimate sunset was the [Tiki Bar](#) a little out of town. It's an adults only bar, which is why its on our list for a future visit to Cedar Key (with babysitters!)

And Savannah has put her foot down and demanded we come back to Cedar Key for a much longer Florida Island beach vacation.

Stay: Harbor Master Suites with amazing sunrise views



Look at those sunrise views – awesome family accommodation

[Harbor Master Suites](#) has front row stilted position on D Street with easy walking distance to everywhere.

We stayed in the two-bedroom, Pearl Suite with a living area and kitchen. We could not believe we had the entire top deck to ourselves.

We had a spot for morning coffee and sunrise views over the Gulf, a spot for afternoon drinks, and then another hidden screened in porch that overlooked the street for later at night when the ocean views were gone and the people watching just started.

Giving back to Natural North Florida



Meeting the lemurs at the North Florida Wildlife Center

As part of the campaign partnerships we do with local tourism boards, we donate back to local non-profits or local businesses that support the environment or local communities we travel through.

As so many of our amazing memories from our Natural North Florida road trip came from our interactions with the exquisite beauty we found here, we donated to three causes that touched our hearts.

The [Tall Timbers Research](#) works to protect to conserve land in the Monticello/ Tallahassee Region. No Wal-Marts and subdivisions allowed! Only pure natural beauty.

The [Fish and Wildlife Foundation of Florida](#) works to protect the region's outstanding animals and plants and the lands and waters they need to survive.

The [North Florida Wildlife Center](#) in Monticello partners with animal conservation projects around the world.

Our girls fell in love with the endangered lemurs thanks to our visit here and want to help protect them. You can learn more about that experience in our [Monticello post](#).

Watch our Natural North Florida Highlights Video

14 Super Cool Things To Do in North Florida



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)

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Vacant

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Vacant

Vacant

JEFFERSON COUNTY

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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

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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	

