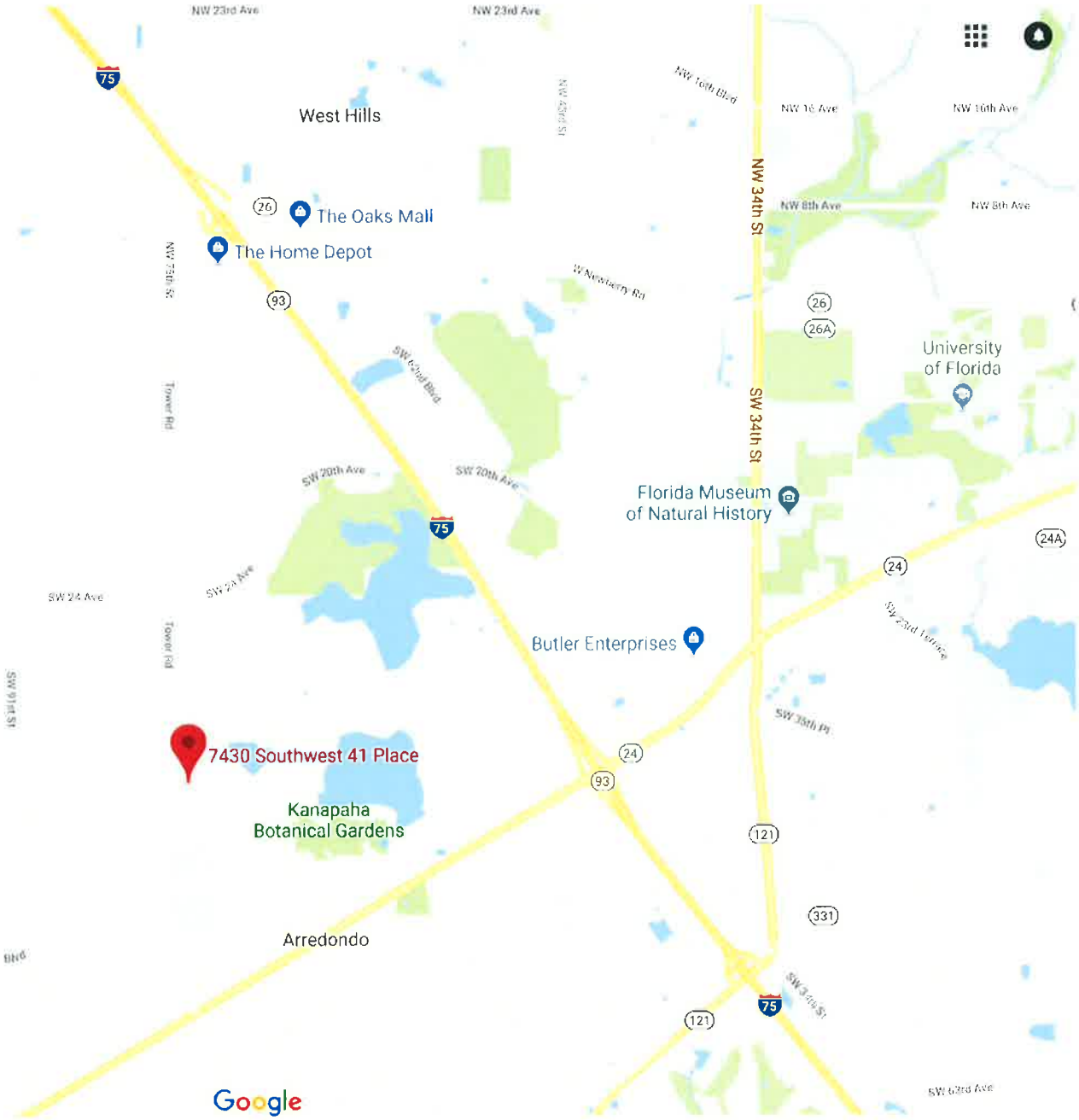
The Original Florida
TOURISM TASK FORCE

Visit Natural NORTH FLORIDA

MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **January 17, 2019**. The meeting will be held at **Freedom Community Center at Veterans Memorial Park, 7430 SW 41st Place, Gainesville, Florida,** beginning at **10:00 a.m.**

(Location Map on Back)


NW 23rd Ave
NW 23rd Ave
West Hills
The Oaks Mall
The Home Depot
NW 16th Blvd
NW 16 Ave
NW 16th Ave
NW 8th Ave
NW 8th Ave
NW 34th St
W Newberry Rd
University of Florida
SW 34th St
SW 20th Ave
SW 20th Ave
Florida Museum of Natural History
SW 24 Ave
SW 24 Ave
Butler Enterprises
SW 91st St
7430 Southwest 41 Place
Kanapaha Botanical Gardens
Arredondo
Google

The Original Florida

TOURISM TASK FORCE
Meeting Agenda

Visit Natural NORTH FLORIDA

Freedom Community Center at Veterans Memorial Park
7430 SW 41st Place. Gainesville, FL
Alachua County

January 17, 2019
Thursday, 10:00 a.m.

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	Domestic Travel Shows - Bike Expo New York and Midwest Mountaineering Spring Expo	

6. Website Blogs
7. New Places to Go Town Pages
8. Print Advertising (UnDiscovered Florida, Florida Travel Planner, Florida Transportation Map)
   a. Authorization to Enter into Contract with Worth International
9. Scholarships -
   a. Southeast Tourism Society Marketing College 101
   b. 2019 Florida Governor's Tourism Conference
10. Professional Organization Memberships

D. VISIT FLORIDA Grants
1. VISIT FLORIDA - North Central Florida Fiscal Year 2018-19 Rural Area of Opportunity Partnership Program
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E. Visit Florida Report - Brenda Dacks

F. Staff Items
1. Fiscal Year 2019-20 Regional Rural Development Grant Project 105
2. Unpaid 2018-19 Regional Cooperative Marketing Fees

G. Other Old Business
1. Updated Task Force Member Contact Information 107

H. Announcements

V. NEW BUSINESS

A. Election of Treasurer to Complete Term of Dave Mecusker (through September 30, 2019)

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., February 21, 2019 in Levy County at a location to be determined.

Visit Natural NORTH FLORIDA

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Putnam Lodge
15487 U.S. Highway 19, Cross City, FL
Dixie County

November 15, 2018
10:00 a.m.

MEMBERS PRESENT

Will Sexton, Bradford County, Vice-Chair
Nancy Bednarek, Dixie County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Susan Ramsey, Hamilton County
Mariela Garcia-Rendon, Hamilton County
Katrina Richardson, Jefferson County
Nancy Wideman, Jefferson County
Craig Colton, Lafayette County
Carol McQueen, Levy County
Phyllis Williams, Madison County
Teena Peavey, Suwannee County
Charissa Setzer, Suwannee County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Thomas Herndon, Wakulla County

MEMBERS ABSENT

Ron Gromoll, Alachua County
Sean Plemons, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Paula Vann, Columbia County
Lee Deen, Gilchrist County
Trent Abbott, Madison County
Tisha Whitehurst, Levy County
Dave Mecusker, Union County, Treasurer

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Rita Dopp, Columbia County
Cody Gray, Columbia County
Tourist Development Council
Cheyenne Hutchinson, Dixie County
Tourist Development Council
Roland Loog, Volunteer
Nancy Moreland, ConveyMore
Lois Nevins, By All Means Travel
Tommy Thompson, Two Tree, Inc.

STAFF PRESENT

Steven Dopp
Scott Koons

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor called the meeting to order at 10:12 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

Steven Dopp, Senior Planner, recommended that items IV.A, The Original Florida Tourism Task Force Overview Presentation and IV.B., Regional Rural Development Grant Proposed Legislation be removed from the agenda and that V, Leadership Forum: The Honorable Bill Montfort, be replaced by A History of Putnam Lodge, presented by Ed Pivacek, co-owner of Putnam Lodge.

ACTION: **Katrina Richardson moved and Nancy Wideman seconded to remove agenda items IV.A., The Original Florida Tourism Task Force Overview Presentation; and IV.B., Regional Rural Development Grant Proposed Legislation, from the agenda and to replace V., Leadership Forum: The Honorable Bill Montfort, with A History of Putnam Lodge, presented by Ed Pivacek, co-owner of Putnam Lodge. The motion passed unanimously.**

III. APPROVAL OF THE OCTOBER 18, 2018 MINUTES

Chair Taylor asked for approval of the October 18, 2018 meeting minutes.

ACTION: **Patricia Watson moved and Teena Peavey seconded to list Phyllis Williams as absent, rather than present, and to approve the October 18, 2018 minutes as amended. The motion passed unanimously.**

IV. OLD BUSINESS

C. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report Review and Approval, September 2018

Mr. Dopp presented the September 2018 Monthly Financial Report.

ACTION: **Ms. Wideman moved and Ms. Richardson seconded to approve the September 2018 monthly financial report as circulated. The motion passed unanimously.**

b. Revised Fiscal Year 2017-18 Budget Review and Approval

Mr. Dopp presented the Revised Fiscal Year 2017-18 Budget.

ACTION: **Ms. Richardson moved and Ms. Wideman seconded to approve the Fiscal Year 2017-18 revised budget as circulated. The motion passed unanimously.**

D. Fiscal Year 2017-18 Regional Rural Development Grant

1. Approval of Third Quarter Report and Reimbursement Submittal Package

Mr. Dopp presented the third quarter report and reimbursement request included in the Task Force meeting packet.

ACTION: **Ms. Richardson moved and Ms. Wideman seconded to approve the Fiscal Year 2017-18 Florida Department of Economic Opportunity Regional Rural Development Grant third quarter report and reimbursement request. The motion passed unanimously.**

2. Scope of Work

a. Topic-Centered Microsites Modifications - Authorization to Add Google Maps to Headers and Enter into Contract with Jumpem, LLC

Mr. Dopp stated that the Task Force is projected to have $2,414.99 in unexpended Fiscal Year 2017-18 Regional Rural Development Grant funds. He recommended that the Task Force allocate $2,000.00 of those funds for the addition of searchable Google Maps to the header sections of attractions, and authorize staff to enter into a contract with Jumpem, LLC for the placement of searchable Google Maps in the header section of attractions on the Task Force website.

ACTION: **Carol McQueen moved and Ms. Peavey seconded to allocate $2,000.00 of Fiscal Year 2017-18 Regional Rural Development Grant funds for the addition of searchable Google Maps to the header sections of attractions and authorize staff to enter into a contract with Jumpem, LLC for the placement of searchable Google Maps in the header section of attractions on the Task Force website. The motion passed unanimously.**

b. In-House Brochure Printing - Authorization to Print In-House Brochures

Mr. Dopp recommended that the Task Force allocate $414.99 of Fiscal Year 2017-18 Regional Rural Development funds for in-house printing of brochures by the North Central Florida Regional Planning Council and authorize staff to print the brochures.

ACTION: **Ms. McQueen moved and Ms. Peavey seconded to allocate $414.99 of Fiscal Year 2017-18 Regional Rural Development Grant funds for in-house printing of brochures by the North Central Florida Regional Planning Council and authorize staff to expend the $414.99 for the in-house printing of brochures. The motion passed unanimously.**

c. UnDiscovered Florida Co-op Advertisement

Mr. Dopp stated that he had not received additional leads this month from the advertisement.

d. Florida Park Ranger App Advertisement

No discussion occurred under this agenda item.

e. VISIT FLORIDA Transportation Map Advertisement

No discussion occurred under this agenda item.

f. VISIT FLORIDA Travel Planner Co-op Advertisement.

Mr. Dopp stated that Miles Partnership had added a gray mask to the background photograph and that a copy of the VISIT FLORIDA Travel Planner Co-op advertisement was included in the Task Force meeting packet.

E. Fiscal Year 2018-19 Regional Rural Development Grant

1. Deliverables and Costs

Mr. Dopp stated that the Fiscal Year 2018-19 Regional Rural Development Grant application had been submitted to the Florida Department of Economic Opportunity. He further stated that he has not received any correspondence from the Department regarding the application.

2. Selection of Six Towns for Blog Write-ups and Additional Town Landing Pages

Mr. Dopp recommended that the Task Force add High Springs, Micanopy, St. Marks, Steinhatchee, White Springs and Williston to the Places to Go section of the Task Force website.

ACTION: **Ms. Richardson moved and Ms. Watson seconded to add High Springs, Micanopy, St. Marks, Steinhatchee, White Springs and Williston to the Places to Go section of the Task Force website. The motion passed unanimously.**

3. Authorization to Issue a Request for Proposals for the 2019 Marketing Project and to Authorize Marketing Committee to Rank Proposers, Authorization to Enter into Contract with Highest-Ranking Proposer

Mr. Dopp presented the 2019 Marketing Project. He recommended that additional website enhancements be included as part of the 2019 Marketing Project. He noted that the website enhancements will result in the header pages of individual attractions containing either a Google map showing the location of the attraction or, at the option of the Task Force, a graphic image selected by the Task Force which is unique to the featured attraction. Mr. Dopp also recommended that the 2019 Marketing Project website enhancements include modifications to the travel planner section of the website to allow users to save travel their itineraries.

ACTION: **Ms. Watson moved and Ms. Richardson seconded to authorize the publication of a Request for Proposals for the 2019 Marketing Project, to authorize the Marketing Committee to rank the proposers, and to authorize staff to enter into a contract with the highest-ranking proposer. The motion passed unanimously.**

4. Authorization to Enter into a Contract with Two Tree, Inc. for Blog Posting on Task Force Website during 2019

Mr. Dopp requested authorization for staff to enter into a contract with Two Tree, Inc. for the amount of $5,100 for posting blogs on the Task Force website during 2019.

ACTION: **Will Sexton moved and Ms. Wideman seconded to authorize staff to enter into a contract with Two Tree, Inc. in the amount of $5,100 for posting blogs on the Task Force website during 2019. The motion passed unanimously.**

5. Authorization to Enter into a Contract with Nancy Moreland for Six Town Blogs

Mr. Dopp requested authorization for staff to enter into a contract with Nancy Moreland for the amount of $2,498 for posting six town blogs on the Task Force website during 2019.

ACTION: **Ms. Peavey moved and Ms. McQueen seconded to authorize staff to enter into a contract with Nancy Moreland for the amount of $2,498 for posting six town blogs on the Task Force website during 2019. The motion passed unanimously.**

6. Authorization to enter into Contracts with Florida Suncoast Distributors and CTM Media Group for Distribution of Task Force Brochures

Mr. Dopp requested authorization for staff to enter into contracts with Florida Suncoast Distributors for the amount of $6,000 and CTM Media Group for an amount not to exceed $6,000 for the distribution of Task Force brochures during 2019.

ACTION: **Ms. Watson moved and Ms. Peavey seconded to authorize staff to enter into contracts with Florida Suncoast Distributors for the amount of $6,000 and CTM Media Group for an amount not to exceed $6,000 for the distribution of Task Force brochures during 2019. The motion passed unanimously.**

6. Authorization to enter into a Contract with Steven Dopp for Website Maintenance and Enhancement

Mr. Dopp requested authorization for staff to enter into contracts with Steven Dopp for the amount of $2,498 for Website Maintenance and Enhancement during 2019.

ACTION: **Ms. Wideman moved and Ms. Williams seconded to authorize staff to enter into a contract with Steven Dopp for the amount of $2,498 for Website Maintenance and Enhancement during 2019. The motion passed unanimously.**

F. Fiscal Year 2019-20 Regional Rural Development Grant

1. Proposed Deliverables and Costs

Mr. Dopp presented a proposed list of deliverables and estimated costs for the Fiscal Year 2019-20 Regional Rural Development Grant.

It was agreed by consensus to add to the list $2,500 for the development of town blogs by Nancy Moreland.

G. VISIT FLORIDA Grants

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

a. Posters, Media Kits, GoPros, Table Runners and Cardboard Brochure Holders

Mr. Dopp reported that the Task Force had purchased media kits and posters. Mr. Dopp displayed the printed fabric posters.

b. Selection of Towns/Counties for Video Shoots

Mr. Dopp recommended that the Task Force select the towns of Mayo, Starke and White Springs for the creation of new website videos.

ACTION: **Ms. Richardson moved and Mr. Sexton seconded to:**

1) Select Mayo and Starke for the creation of new website videos;

2) Select White Springs for the creation of a new website video provided that Hamilton County agrees to replace Jasper with White Springs as the highlighted Hamilton County town in the Places to Go section of the Task Force website; and

3) Should Hamilton County not agree to replace Jasper with White Springs, to select Perry for the creation of a new website video.

The motion passed unanimously.

I. VISIT FLORIDA Monthly Report, Brenna Dacks

Mr. Dopp presented the VISIT FLORIDA monthly report.

J. Staff Items

1. 2019 America Journal Print Advertisement Opportunity

Mr. Dopp presented an advertisement opportunity from America magazine which was included in the Task Force meeting packet.

2. 2019 VISIT FLORIDA European Travel Guide Advertisement Opportunity

Mr. Dopp presented an advertisement opportunity from VISIT FLORIDA for their European Travel Guide which was included in the Task Force meeting packet.

3. Trademark "Nature is Our Theme Park"

Mr. Dopp recommended that the Task Force trademark "Nature is Our Theme Park."

ACTION: **Ms. Wideman moved and Ms. Richardson seconded to authorize staff to file a trademark application for "Nature is Our Theme Park" and "Nature's Theme Park" with the U.S. Patent and Trademark Office. The motion passed unanimously.**

K. Other Old Business

1. 2019 Meeting Dates and Location

Ms. Richardson requested that Jefferson County host the April Task Force meeting. Ms. Williams requested that Madison County host the May Task Force meeting. Craig Colton requested that Lafayette County host the August Task Force meeting.

ACTION: **Ms. McQueen moved and Ms. Richardson seconded to amend the Task Force 2019 meeting location schedule by having Jefferson County host the April meeting, Madison County host the May meeting and Lafayette County host the August meeting. The motion passed unanimously**

2. Updated Task Force Member Contact Information

Task Force member contact information was updated based on requests by Task Force members.

V. Leadership Forum: Ed Pivacek - History of Putnam Lodge

Ed Pivacek, co-owner of Putnam Lodge, made a presentation regarding the history of Putnam Lodge.

The meeting adjourned at 2:00 p.m.

_____ 1/17/19
Dawn Taylor, Chair Date

Minutes prepared by Steven Dopp of the North Central Florida Regional Planning Council.

The Original Florida Tourism Task Force
Balance Sheet
As of October 31, 2018

	Oct 31, 18
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	105,283.53
Total Checking/Savings	105,283.53
Accounts Receivable	
Accounts Receivable	60,992.57
Total Accounts Receivable	60,992.57
Other Current Assets	
Prepaid Expense	212.06
Prepaid Registration Fees	25,473.70
Total Other Current Assets	25,685.76
Total Current Assets	191,961.86
TOTAL ASSETS	**191,961.86**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	8,706.42
Total Accounts Payable	8,706.42
Total Current Liabilities	8,706.42
Total Liabilities	8,706.42
Equity	
Unrestricted Earnings	94,376.51
Net Income	88,878.93
Total Equity	183,255.44
TOTAL LIABILITIES & EQUITY	**191,961.86**

3:30 PM
01/09/19
Accrual Basis

The Original Florida Tourism Task Force
Profit & Loss
October 2018

			Oct 18
Income			
Co-op Reg. Market. Prog. Fee			53,000.00
Visit Florida			
VF-Rural Area Opp 18/19		50,000.00	
Total Visit Florida			50,000.00
Total Income			103,000.00
Gross Profit			103,000.00
Expense			
Marketing			
Collateral Materials			
Distribution	933.00		
Total Collateral Materials		933.00	
Website			
Bloggers Fees	595.00		
Web Hosting Services	7,000.00		
Website Video	5,000.00		
Total Website		12,595.00	
Total Marketing			13,528.00
Miscellaneous			
I-75 Fall Festival		156.10	
Miscellaneous - Other		436.97	
Total Miscellaneous			593.07
Total Expense			14,121.07
Net Income			**88,878.93**

9:52 AM

11/14/18

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 10/31/2018

		Oct 31, 18
Beginning Balance		163,748.23
Cleared Transactions		
Checks and Payments - 11 items	-61,464.73	
Deposits and Credits - 4 items	10,000.03	
Total Cleared Transactions	-51,464.70	
Cleared Balance		**112,283.53**
Uncleared Transactions		
Checks and Payments - 1 item	-7,000.00	
Total Uncleared Transactions	-7,000.00	
Register Balance as of 10/31/2018		**105,283.53**
New Transactions		
Checks and Payments - 8 items	-9,029.67	
Deposits and Credits - 1 item	2,000.00	
Total New Transactions	-7,029.67	
Ending Balance		**98,253.86**

KAP 11-14-18

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 10/31/2018

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						163,748.23
Cleared Transactions						
Checks and Payments - 11 items						
Bill Pmt -Check	08/30/2018	1340	National Event Man...	X	-4,333.55	-4,333.55
Bill Pmt -Check	09/13/2018	1346	Ottawa Outdoors	X	-2,269.15	-6,602.70
Bill Pmt -Check	09/13/2018	1347	Rutabaga Paddlesp...	X	-1,638.00	-8,240.70
Bill Pmt -Check	09/13/2018	1345	Communitron Mana...	X	-1,600.00	-9,840.70
Bill Pmt -Check	09/27/2018	1350	NCFRPC	X	-42,812.48	-52,653.18
Bill Pmt -Check	09/27/2018	1348	Loog, Roland	X	-1,365.33	-54,018.51
Bill Pmt -Check	09/27/2018	1349	Mecusker, David	X	-1,026.22	-55,044.73
Bill Pmt -Check	09/27/2018	1351	Two Tree, Inc.	X	-765.00	-55,809.73
Bill Pmt -Check	10/11/2018	1352	VisitFlorida	X	-60.00	-55,869.73
Bill Pmt -Check	10/25/2018	1354	Running Man Pictur...	X	-5,000.00	-60,869.73
Bill Pmt -Check	10/25/2018	1355	Two Tree, Inc.	X	-595.00	-61,464.73
Total Checks and Payments					-61,464.73	-61,464.73
Deposits and Credits - 4 items						
Bill Pmt -Check	09/13/2018	1344	Clarion Events	X	0.00	0.00
Deposit	10/04/2018		Cash	X	0.03	0.03
Deposit	10/22/2018			X	2,000.00	2,000.03
Deposit	10/26/2018			X	8,000.00	10,000.03
Total Deposits and Credits					10,000.03	10,000.03
Total Cleared Transactions					-51,464.70	-51,464.70
Cleared Balance					-51,464.70	112,283.53
Uncleared Transactions						
Checks and Payments - 1 item						
Bill Pmt -Check	10/25/2018	1353	JUMPEM		-7,000.00	-7,000.00
Total Checks and Payments					-7,000.00	-7,000.00
Total Uncleared Transactions					-7,000.00	-7,000.00
Register Balance as of 10/31/2018					-58,464.70	105,283.53
New Transactions						
Checks and Payments - 8 items						
Bill Pmt -Check	11/07/2018	Wire ...	Clarion Events		-3,704.94	-3,704.94
Bill Pmt -Check	11/08/2018	1356	Flashbay, Inc		-2,494.75	-6,199.69
Bill Pmt -Check	11/08/2018	1357	Florida Suncoast T...		-1,500.00	-7,699.69
Bill Pmt -Check	11/08/2018	1359	NCFRPC		-543.82	-8,243.51
Bill Pmt -Check	11/08/2018	1361	RVEx Recreational ...		-478.00	-8,721.51
Bill Pmt -Check	11/08/2018	1358	Koons, Scott		-212.06	-8,933.57
Bill Pmt -Check	11/08/2018	1360	Nevins, Lois		-67.19	-9,000.76
Bill Pmt -Check	11/08/2018	1362	Setzer Charissa		-28.91	-9,029.67
Total Checks and Payments					-9,029.67	-9,029.67
Deposits and Credits - 1 item						
Deposit	11/02/2018				2,000.00	2,000.00
Total Deposits and Credits					2,000.00	2,000.00
Total New Transactions					-7,029.67	-7,029.67
Ending Balance					**-65,494.37**	**98,253.86**

Capital City Bank

P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SK AD

00006280 FCC31545110118122331 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PLACE
GAINESVILLE FL 32653-1603

Date 10/31/18
Primary Account

Page 1
XXXXXXX2204

Monitoring your transactions on the go is made easy with Visa Purchase Alerts.
Receive real-time alerts when you pay with your Capital City Bank debit card.
To learn more, visit ccbg.com/purchasealerts.

00006280-0012076-0001-0005-FCC31545110118122331-01-L

CHECKING ACCOUNT

ANALYZED BUS CHECKING	
Account Number	XXXXXXX2204
Previous Balance	163,748.23
3 Deposits/Credits	10,000.03
11 Checks/Debits	61,464.73
Service Charges	.00
Interest Paid	.00
Ending Balance	112,283.53

Images	13
Statement Dates	10/01/18 thru 10/31/18
Days in this Statement Period	31
Avg Ledger Balance	113,775.52
Avg Collected Balance	113,227.13

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
10/04	9/13/18 SEQ#2112386 DEP POST SB $51939.09	.03
10/23	Deposit	2,000.00
10/26	Deposit	8,000.00

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
10/04	1340	4,333.55	10/04	1346	2,269.15
10/02	1345*	1,600.00	10/02	1347	1,638.00

* Denotes missing check numbers

RECEIVED
NOV 07 2018
NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL

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

Date 10/31/18
Primary Account

Page 2
XXXXXXX2204

ANALYZED BUS CHECKING XXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
10/04	1348	1,365.33	10/16	1352	60.00
10/09	1349	1,026.22	10/30	1354*	5,000.00
10/03	1350	42,812.48	10/30	1355	595.00
10/09	1351	765.00			

* Denotes missing check numbers

DAILY BALANCE INFORMATION

Date	Balance	Date	Balance	Date	Balance
10/01	163,748.23	10/04	109,729.75	10/23	109,878.53
10/02	160,510.23	10/09	107,938.53	10/26	117,878.53
10/03	117,697.75	10/16	107,878.53	10/30	112,283.53

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

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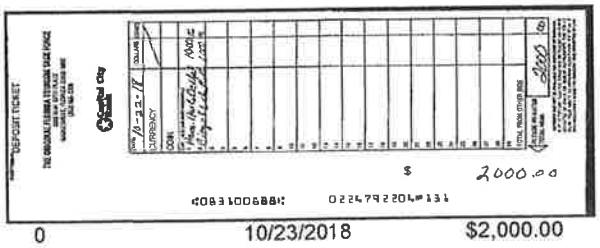
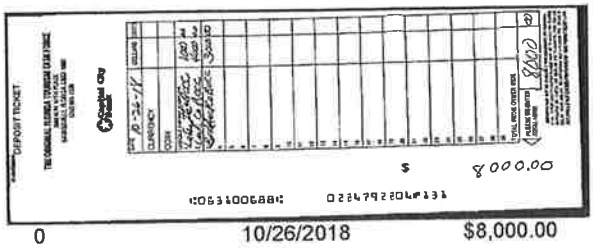


0 10/23/2018 $2,000.00



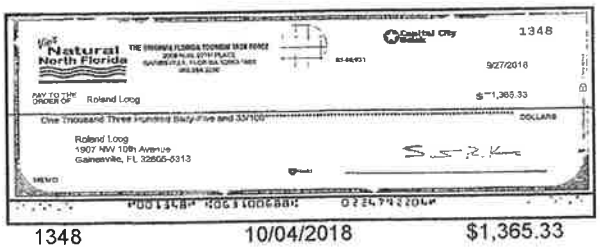
0 10/26/2018 $8,000.00

1340 10/04/2018 $4,333.55

1345 10/02/2018 $1,600.00

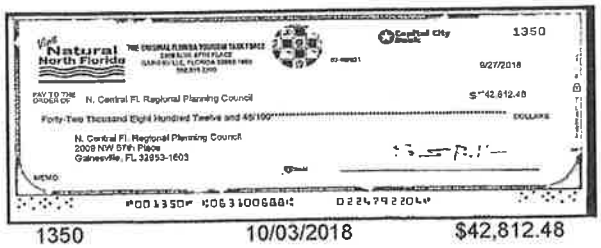
1346 10/04/2018 $2,269.15

1347 10/02/2018 $1,638.00



1348 10/04/2018 $1,365.33

1349 10/09/2018 $1,026.22



1350 10/03/2018 $42,812.48

1351 10/09/2018 $765.00

1352 10/16/2018 $60.00

1354 10/30/2018 $5,000.00


Your Natural North Florida

Capital City Bank

1355

10/25/2018

PAY TO THE ORDER OF Two Tree, Inc.

$ *595.00

Five Hundred Ninety-Five and 00/100 DOLLARS

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

MEMO

⑈001355⑈ ⑆063100888⑆ 0224792204⑈

1355 10/30/2018 $595.00

00006280-0012078-0004-0005-FCC31545110118122331-01-L

Capital City Bank

9/27/2018 10:59 AM

Tourism Task Force

******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. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200

Capital City Bank

63-68/631

1341

8/30/2018

PAY TO THE ORDER OF RVEx Recreational Vehicle Expositions Inc $ **2,498.00

Two Thousand Four Hundred Ninety-Eight and 00/100********** DOLLARS

PO Box 1025
Palatine, IL 60078-1025

Suspense

MEMO

TRUE WATERMARK PAPER-HOLD TO LIGHT TO VIEW — PAPER CONTAINS TONER ADHESION PROPERTIES — HEAT SENSITIVE RED INKS DISAPPEARS WITH HEAT

⑈001341⑈ ⑆063100688⑆ 0224792204⑈

46790001773672 - 090418
BMO Harris Bank N.A. >071000288<

PAY TO THE ORDER OF
HARRIS BANK PALATINE N.A.
⑆071921794⑆
FOR DEPOSIT ONLY
VENTURE RECREATIONAL EXPOSITIONS INC

Amount: -2498.00
Description: Check
Check Number: 1341
Posted Date: 9/5/2018
Transaction Type: History

Capital City Bank

10/29/2018 11:36 AM

Tourism Task Force

******2204

Visit Natural North Florida

THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 N W 67TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955 2200

63-68/631

Capital City Bank

1345

9/13/2018

PAY TO THE ORDER OF Communitron Management, Inc

$ **1,600.00

One Thousand Six Hundred and 00/100********** DOLLARS

Communitron Management, Inc
P.O Box 2673
Rockport, Texas 78381

S R.K

MEMO

⑈001345⑈ ⑆063100688⑆ 0224792204⑈

10012018 0001450000354

PAY TO THE ORDER OF
AMERICAN BANK
CORPUS CHRISTI, TX-78466-6469
114903284
FOR DEPOSIT ONLY
COMMUNITRON MANAGEMENT, INC.
500008930

Amount: -1600.00
Description: Check
Check Number: 1345
Posted Date: 10/2/2018
Transaction Type: History

Capital City Bank

10/29/2018 11:36 AM

Tourism Task Force

******2204

92932-002
10/01/2018
110020000700169

This is a LEGAL COPY of your check. You can use it the same way you would use the original check.

222144312185 10/01/2018
20206-0021 10/01/2018

Visit Natural North Florida

THE ORIGINAL FLORIDA TOURISM TASK FORCE
2008 N.W. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200

Capital City Bank

1346

9/13/2018

PAY TO THE ORDER OF Ottawa Outdoors $**2,269.15

Two Thousand Two Hundred Sixty-Nine and 15/100 DOLLARS

Ottawa Outdoors
2706 Alta Vista Dr. #107
Ottawa, ON K1V7T4

MEMO

SSR.K.

⑈001346⑈ ⑆063100688⑆ 0224792204⑈

⑈001346⑈ 4:063100688: 0224792204⑈ ⑈0000226915⑈

D9W4K 222144312185
20206-002 8540594
Scotiabank
BANK & ALTA VISTA DR.,
OTTAWA, ONT.
01-Oct-2018
8540594 20206-002
20206

222144312185 10/01/2018
20206-002

CIDC Toronto CN
01-Oct-2018
222127297

009100000224 10/03/18
597442152

222127297 10/01/2018
222144312185
20206-002 10/01/2018
6505592

↓Do not endorse or write below this line.↓

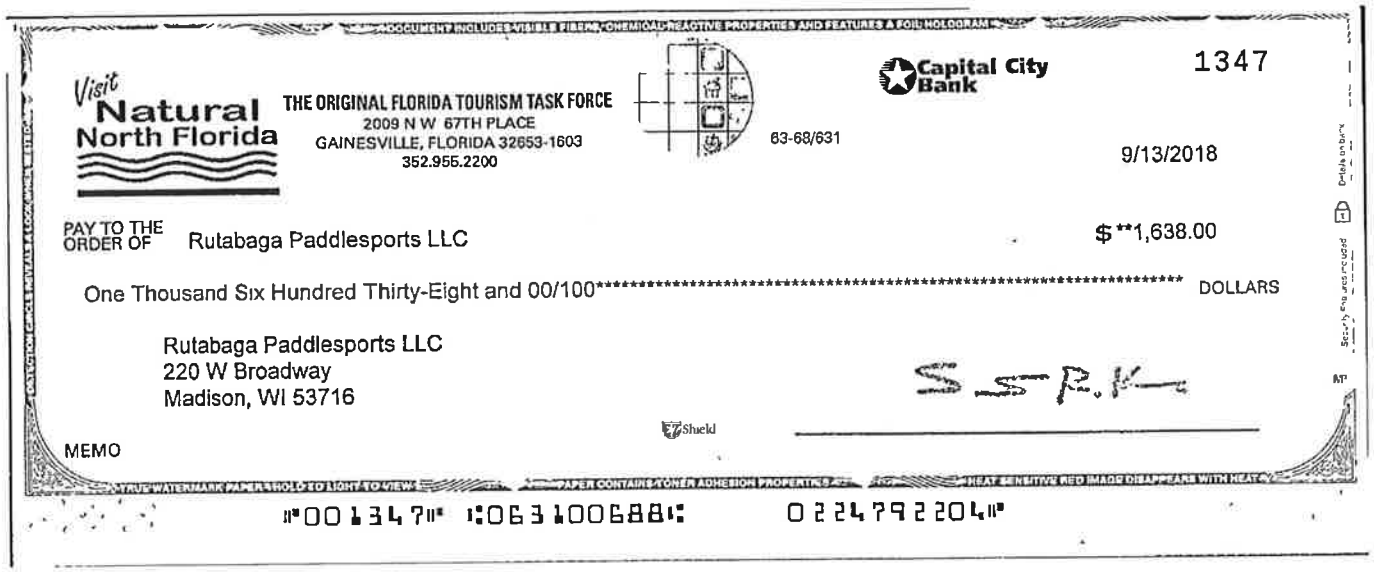
Amount: -2269.15
Description: Check
Check Number: 1346
Posted Date: 10/4/2018
Transaction Type: History

Capital City Bank

10/29/2018 11:36 AM

Tourism Task Force

******2204



Visit Natural North Florida

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

63-68/631

Capital City Bank

1347

9/13/2018

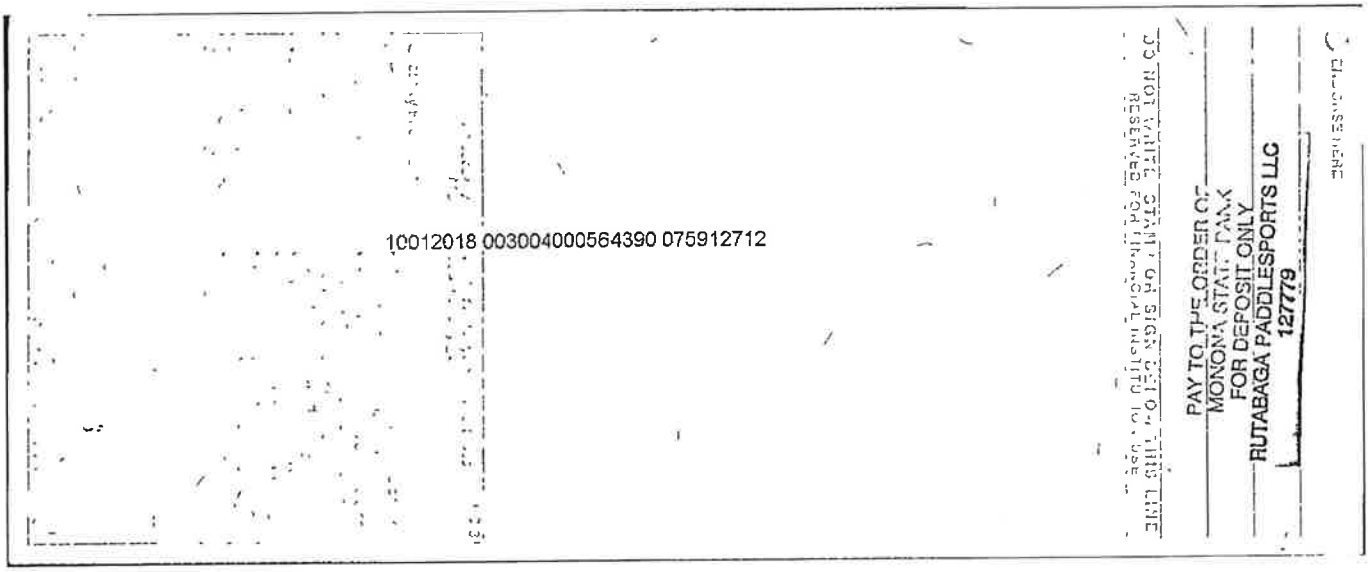
PAY TO THE ORDER OF Rutabaga Paddlesports LLC $**1,638.00

One Thousand Six Hundred Thirty-Eight and 00/100********** DOLLARS

Rutabaga Paddlesports LLC
220 W Broadway
Madison, WI 53716

MEMO

⑈001347⑈ ⑆063100688⑆ 0224792204⑈



10012018 003004000564390 075912712

PAY TO THE ORDER OF
MONONA STATE BANK
FOR DEPOSIT ONLY
RUTABAGA PADDLESPORTS LLC
127779

Amount: -1638.00
Description: Check
Check Number: 1347
Posted Date: 10/2/2018
Transaction Type: History

Capital City Bank

10/29/2018 11:37 AM

Tourism Task Force

******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. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200

Capital City Bank

1348

63-68/631

9/27/2018

PAY TO THE ORDER OF Roland Loog

$**1,365.33

One Thousand Three Hundred Sixty-Five and 33/100********** DOLLARS

Roland Loog
1907 NW 10th Avenue
Gainesville, FL 32605-5313

S.S.R.K.

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW PAPER CONTAINS TONER ADHESION PROPERTIES HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈001348⑈ ⑆063100688⑆ 0224992204⑈

Deposit

Tiller D

Union Credit Union of Florida
<2631-7848-1>

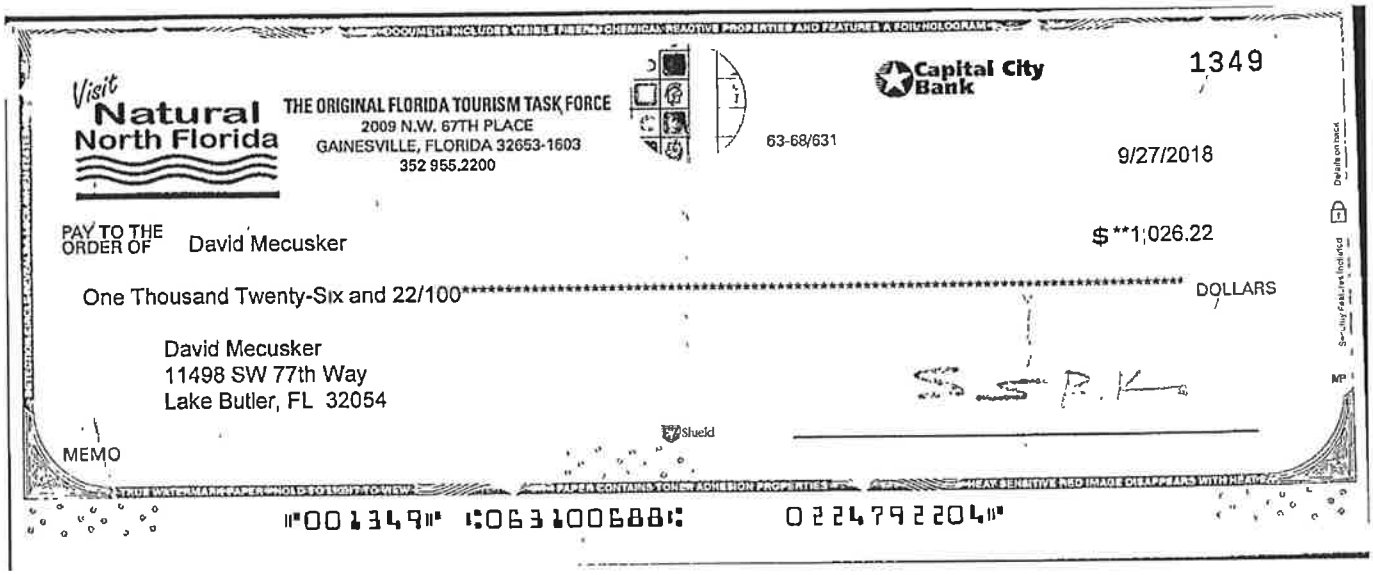
Amount: -1365.33
Description: Check
Check Number: 1348
Posted Date: 10/4/2018
Transaction Type: History

Capital City Bank

10/29/2018 11:37 AM

Tourism Task Force

******2204



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

1349

63-68/631

9/27/2018

PAY TO THE ORDER OF David Mecusker

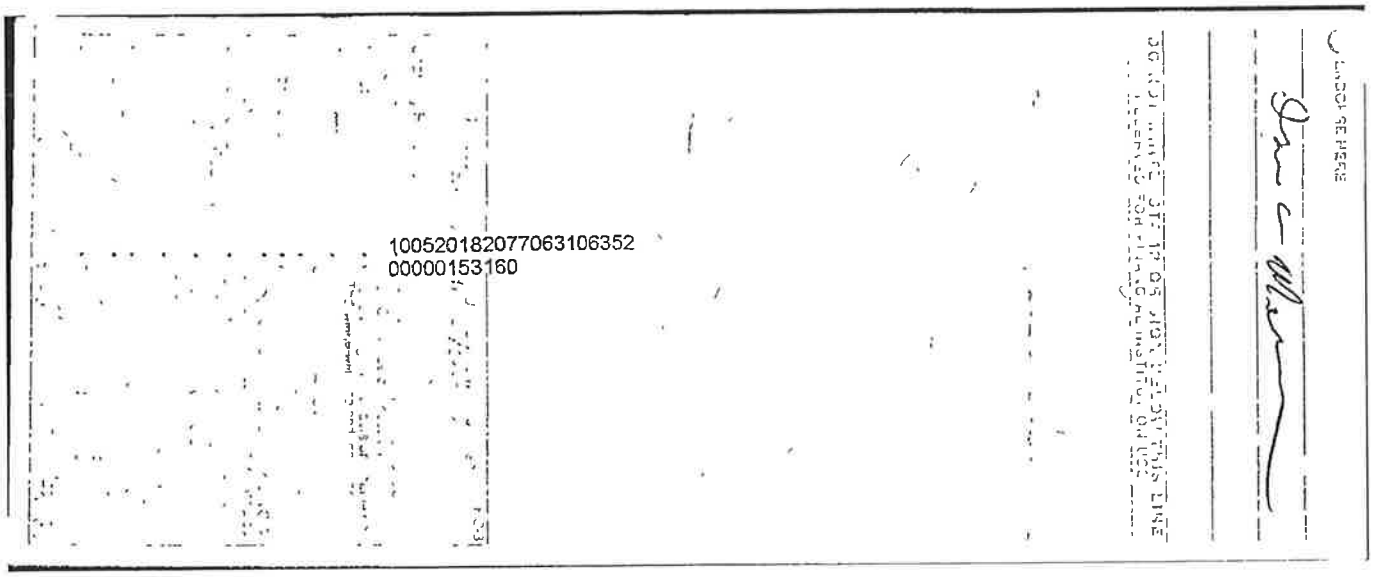
$ **1,026.22

One Thousand Twenty-Six and 22/100********** DOLLARS

David Mecusker
11498 SW 77th Way
Lake Butler, FL 32054

MEMO

⑈001349⑈ ⑆063100688⑆ 0224792204⑈



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Amount: -1026.22
Description: Check
Check Number: 1349
Posted Date: 10/9/2018
Transaction Type: History

Capital City Bank

10/29/2018 11:37 AM

Tourism Task Force

******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. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200

63-68/631

Capital City Bank

1350

9/27/2018

PAY TO THE ORDER OF N. Central Fl. Regional Planning Council $**42,812.48

Forty-Two Thousand Eight Hundred Twelve and 48/100********** DOLLARS

N. Central Fl. Regional Planning Council
2009 NW 67th Place
Gainesville, FL 32653-1603

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW — PAPER CONTAINS TONER ADHESION PROPERTIES — HEAT SENSITIVE RED INGK DISAPPEARS WITH HEAT

⑈001350⑈ ⑆063100688⑆ 0224792204⑈

ENDORSE HERE

PAY TO THE ORDER OF
CAPITAL CITY BANK
FOR DEPOSIT ONLY
NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL
0224792201

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE

Amount: -42812.48
Description: Check
Check Number: 1350
Posted Date: 10/3/2018
Transaction Type: History

Capital City Bank

10/29/2018 11:37 AM

Tourism Task Force

******2204

Capital City Bank 1351

Visit Natural North Florida

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

63-68/631

9/27/2018

PAY TO THE ORDER OF Two Tree, Inc. $**765.00

Seven Hundred Sixty-Five and 00/100********** DOLLARS

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

MEMO

⑆001351⑆ ⑈063100688⑈ 0224792204⑈

Amount: -765.00
Description: Check
Check Number: 1351
Posted Date: 10/9/2018
Transaction Type: History

Capital City Bank

10/29/2018 11:38 AM

Tourism Task Force

******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. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200

63-68/631

Capital City Bank

1352

10/11/2018

PAY TO THE ORDER OF Visit Florida

$ **60.00

Sixty and 00/100********** DOLLARS

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

MEMO 62572

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW — PAPER CONTAINS TONER ADHESION PROPERTIES — HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈001352⑈ ⑆063100688⑆ 0224792204⑈

Pay to the Order Of
WELLS FARGO BANK, N.A.
For Deposit Only
FLORIDA TOURISM INDUSTRY MKTG
VISIT FLORIDA - PRIVATE ACCT
DBA VISIT FLORIDA
2000035633644

Amount: -60.00
Description: Check
Check Number: 1352
Posted Date: 10/16/2018
Transaction Type: History

Capital City Bank

1/9/2019 2:19 PM

Tourism Task Force

******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. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200

Capital City Bank

1353

63-68/631

10/25/2018

PAY TO THE ORDER OF JUMPEM

$**7,000.00

Seven Thousand and 00/100********** DOLLARS

JUMPEM
500 NW 43rd St Suite 3
Gainesville, FL 32607

MEMO

S S R.K.

Security Features Included. Details on back.

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW — PAPER CONTAINS TONER ADHESION PROPERTIES — HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈001353⑈ ⑆063100688⑆ 0224792204⑈

Deposit Only to
BESTONKEYWEST.COM INC

JUMPEM, LLC
Deposited By: CC

PAY TO THE ORDER OF
BANK OF AMERICA
TAMPA, FL 33607-1778
FOR DEPOSIT ONLY
JUMPEM, LLC
8980698042 97

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

Seq: 5
Dep: 000117
Date: 11/05/18

The security features listed below, as well as those not listed, exist on this document.

Security Features:

Hologram
Heat Sensitive Ink
True Watermark
Visible Fibers
Invisible Fibers
Void Pantographs
Solid Area Void
Chemically Sensitive Paper and Chemical Wash Detection Area
Microprinting
High Resolution Warning Band
False Positive Test Area
Anti-Copy Thermochromic
Laid Line Back Pattern

HC-3

SEQ:5 11/05/18 DEP:000117 AG:1 CUST:64120 USER:

FEDERAL RESERVE BOARD OF GOVERNORS REG. CC

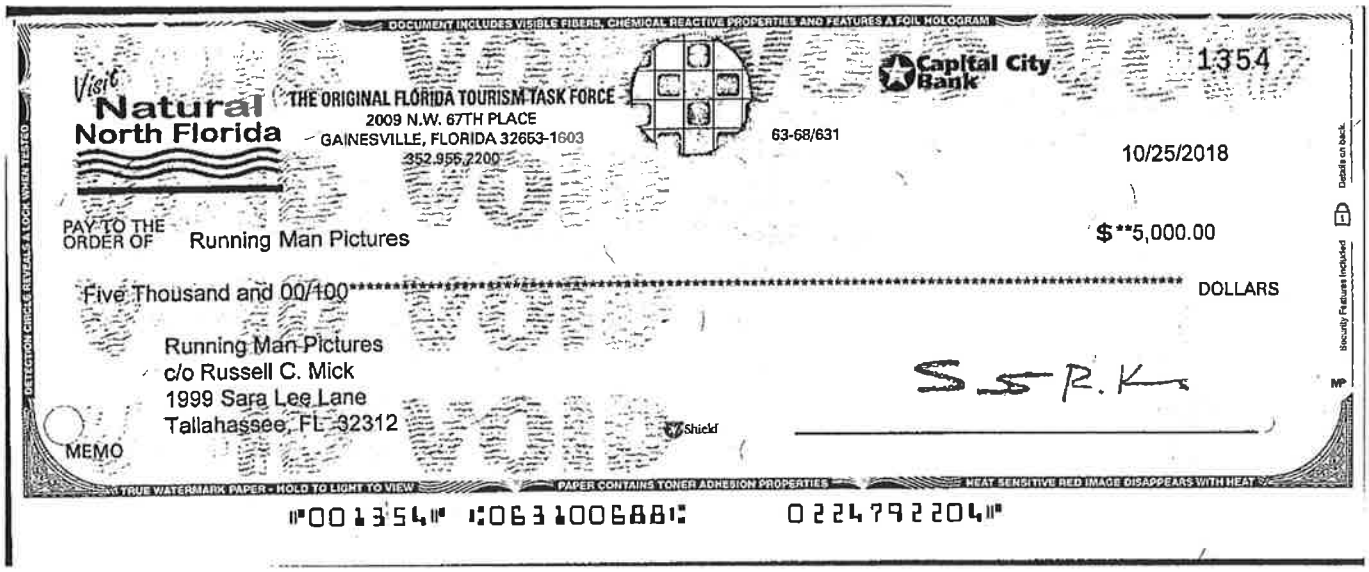
Amount: -7000.00
Description: Check
Check Number: 1353
Posted Date: 11/5/2018
Transaction Type: History

Capital City Bank

1/9/2019 2:19 PM

Tourism Task Force

******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. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200

Capital City Bank

1354

63-68/631

10/25/2018

PAY TO THE ORDER OF Running Man Pictures

$**5,000.00

Five Thousand and 00/100********** DOLLARS

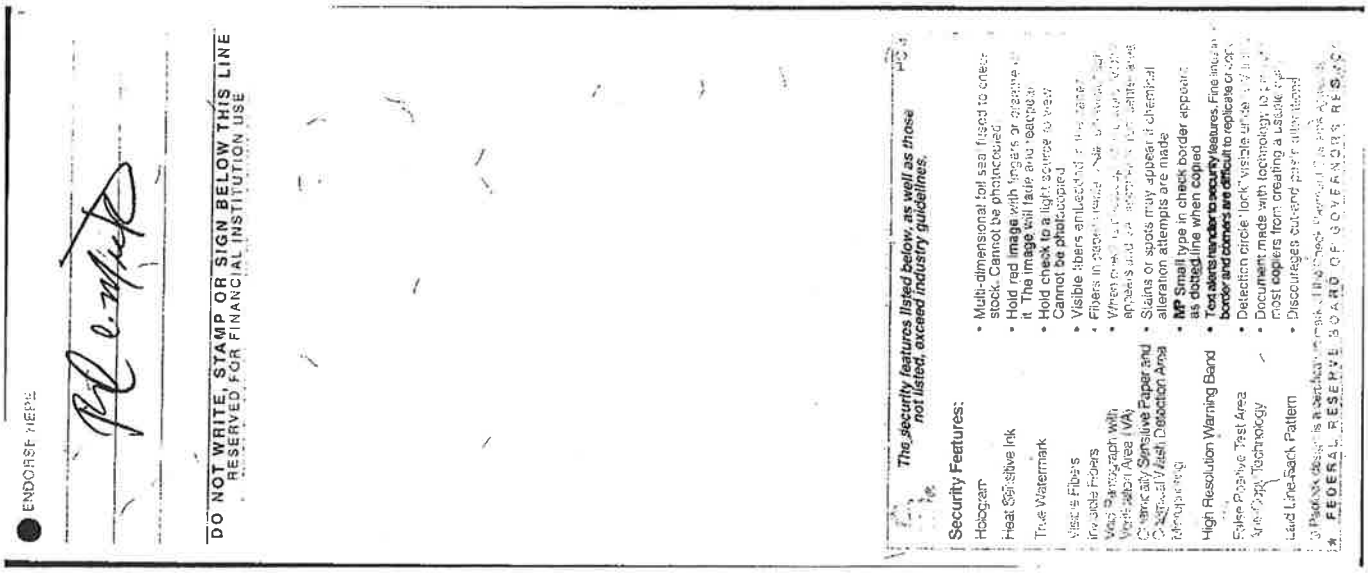
Running Man Pictures
c/o Russell C. Mick
1999 Sara Lee Lane
Tallahassee, FL 32312

MEMO

S & R. K.

TRUE WATERMARK PAPER • HOLD TO LIGHT TO VIEW
PAPER CONTAINS TONER ADHESION PROPERTIES
HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈001354⑈ ⑆063100688⑆ 0224792204⑈


ENDORSE HERE

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

The security features listed below, as well as those not listed, exceed industry guidelines.

Security Features:

- Hologram
- Heat Sensitive Ink
- True Watermark
- Visible Fibers
- Invisible Fibers
- Watermark with Visible Area (VA)
- Chemically Sensitive Paper and Chemically Fast Detection Area
- Microprinting
- High Resolution Warning Band
- False Positive Test Area
- Anti-Copy Technology
- Laid Line-Back Pattern

- Multi-dimensional foil seal fused to check stock. Cannot be photocopied
- Hold red image with fingers or straighten it. The image will fade and reappear
- Hold check to a light source to view. Cannot be photocopied
- Visible fibers embedded in the paper
- Fibers in paper react to chemical attempts and can appear when alteration attempts are made
- Stains or spots may appear if chemical alteration attempts are made
- MP Small type in check border appears as dotted line when copied
- Text alert under security features. Fine lines in border and corners are difficult to replicate or copy
- Detection circle. Look visible under UV light
- Document made with technology to prevent most copiers from creating a usable copy
- Discourages cut-and-paste alterations

FEDERAL RESERVE BOARD OF GOVERNORS RESERVE

Amount: -5000.00
Description: Check
Check Number: 1354
Posted Date: 10/30/2018
Transaction Type: History

Capital City Bank

1/9/2019 2:19 PM

Tourism Task Force

******2204

Visit Natural North Florida

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

10.14

Capital City Bank

1355

63-68/631

10/25/2018

PAY TO THE ORDER OF Two Tree, Inc.

$ **595.00

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

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

MEMO

SPR

⑈001355⑈ ⑆063100688⑆ 0224792204⑈

For Deposit Only
Wells Fargo Bank

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE

Amount: -595.00
Description: Check
Check Number: 1355
Posted Date: 10/30/2018
Transaction Type: History

3:19 PM
01/09/19
Accrual Basis

The Original Florida Tourism Task Force
Transactions by Account
As of October 31, 2018

	Date	Num	Name	Memo	Class	Amount
Prepaid Expense						
	10/31/2018	26	Koons, Scott	Canoecopia Furniture Rental - 3/8/19 - 3/10/19	83023 - VF Rural Area Opp 18/19	212.06
Total Prepaid Expense						212.06
TOTAL						**212.06**

3:20 PM
01/09/19
Accrual Basis

The Original Florida Tourism Task Force
Transactions by Account
As of October 31, 2018

Date	Num	Name	Memo	Class	Amount
Prepaid Registration Fees					
08/30/2018	UC083018	Unicomm, LLC	Boston Travel Adventure Show Registration, Februa	83023 - VF Rural Area Opp 18/19	3,595.00
08/30/2018	UC083018	Unicomm, LLC	Philadelphia Travel Adventure Show Registration, M	83023 - VF Rural Area Opp 18/19	3,595.00
08/30/2018	BK083018	BK Productions	Nashville RV Super Show Registration - January 25	83023 - VF Rural Area Opp 18/19	1,000.00
08/30/2018	HP083018	Hardman Productions, Inc.	Atlanta Camping and RV Show January 25 - 27, 20	83023 - VF Rural Area Opp 18/19	1,350.00
08/30/2018	NEM083018	National Event Management	Toronto Outdoor Adventure Show Registration Febr	83023 - VF Rural Area Opp 18/19	4,333.55
08/30/2018	UC083018	Unicomm, LLC	Washington, D.C. Travel Adventure Show Registrat	83023 - VF Rural Area Opp 18/19	3,595.00
08/31/2018	RVEX083018	RVEx Recreational Vehicle Expositions	Chicago RV & Camping Show Registration - Februa	83023 - VF Rural Area Opp 18/19	2,498.00
09/04/2018	OO090418	Ottawa Outdoors	C.A.M.P. Adventure Travel Show Registration April	83023 - VF Rural Area Opp 18/19	2,269.15
09/11/2018	OFTTF091118	Communitron Management	Houston RV Show Registration February 6-10, 2019	83023 - VF Rural Area Opp 18/19	1,600.00
09/11/2018	00008280	Rutabaga Paddlesports LLC	Canoecopia Registration - March 9-10, 2019	83023 - VF Rural Area Opp 18/19	1,638.00
Total Prepaid Registration Fees					25,473.70
TOTAL					**25,473.70**

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of October 31, 2018

(These financial statements are unaudited)

	Budget	October 2018	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	53,000.00	53,000.00	53,000.00	0.00
DEO Rural Development Grant 17/18	48,700.00	0.00	0.00	(48,700.00)
DEO Rural Development Grant 18/19	120,600.00	0.00	0.00	(120,600.00)
VisitFlorida Rural Area Opportunity Grant 18/19	126,000.00	50,000.00	50,000.00	(76,000.00)
VisitFlorida Rural Area Opportunity 18/19 In-Kind	12,800.00	0.00	0.00	(12,800.00)
Other	0.00	0.00	0.00	0.00
Total Income	361,100.00	103,000.00	103,000.00	(258,100.00)
Expenses				
Marketing				
Collateral Materials				
Print Ultimate Bicycle Guide	3,000.00	0.00	0.00	(3,000.00)
Total Collateral Materials	3,000.00	0.00	0.00	(3,000.00)
Website				
Fishing, Paddling, Bike & Springs Microsites	7,000.00	0.00	0.00	(7,000.00)
Regional Video	5,000.00	5,000.00	5,000.00	0.00
Website Blogs	5,100.00	595.00	595.00	(4,505.00)
Web Hosting Services	6,000.00	7,000.00	7,000.00	1,000.00
County/Town Videos	12,000.00	0.00	0.00	(12,000.00)
Topic-Centered Landing Pages	10,000.00	0.00	0.00	(10,000.00)
Town Landing Pages	2,500.00	0.00	0.00	(2,500.00)
Ultimate Bicycle Guide Landing Page	100.00	0.00	0.00	(100.00)
Ultimate Springs Guide Landing Page	100.00	0.00	0.00	(100.00)
Paddling Landing Page	100.00	0.00	0.00	(100.00)
Florida State Parks Page	100.00	0.00	0.00	(100.00)
Fishing Page	100.00	0.00	0.00	(100.00)
Places to Stay, Eat & Things to Do	2,000.00	0.00	0.00	(2,000.00)
Total Website	50,100.00	12,595.00	12,595.00	(37,505.00)
Trade Shows				
Whistles & Other Promotional Items	5,000.00	0.00	0.00	(5,000.00)
Popup and/or Cloth Displays - VF In-Kind	5,000.00	0.00	0.00	(5,000.00)
Welcome Center Rack Space - VF In-Kind	800.00	0.00	0.00	(800.00)
State Park Guides & State Maps-VF In-Kind	2,000.00	0.00	0.00	(2,000.00)
Dusseldorf & NY Times Register-VF In-Kind	5,000.00	0.00	0.00	(5,000.00)
VF Georgia RV & Camper Show	4,200.00	0.00	0.00	(4,200.00)
VF Boot Dusseldorf	6,300.00	0.00	0.00	(6,300.00)
VF Atlanta Camping & RV Show	3,800.00	0.00	0.00	(3,800.00)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of October 31, 2018

(These financial statements are unaudited)

	Budget	October 2018	Year to Date	Over/(Under) Budget
VF Nashville RV Super Show	5,100.00	0.00	0.00	(5,100.00)
VF New York Times Travel Show	3,000.00	0.00	0.00	(3,000.00)
VF London Times Destinations Show	15,200.00	0.00	0.00	(15,200.00)
VF Houston RV Show	7,300.00	0.00	0.00	(7,300.00)
VF Chicago RV & Camping Show	7,100.00	0.00	0.00	(7,100.00)
VF Boston Travel & Adventure Show	7,700.00	0.00	0.00	(7,700.00)
VF F.re.e. Messe Munich	12,600.00	0.00	0.00	(12,600.00)
VF Toronto Outdoor Adventure Show	8,300.00	0.00	0.00	(8,300.00)
VF Canoecopia Madison, WI	6,300.00	0.00	0.00	(6,300.00)
VF Philadelphia Travel & Adventure Show	7,300.00	0.00	0.00	(7,300.00)
VF Ottawa Outdoor & Travel Adventure Show	7,900.00	0.00	0.00	(7,900.00)
VF Washington DC Travel & Adventure Show	7,000.00	0.00	0.00	(7,000.00)
VF Midwest Mountaineering Spring Expo	6,700.00	0.00	0.00	(6,700.00)
Bike Expo New York	7,700.00	0.00	0.00	(7,700.00)
Total Trade Shows	141,300.00	0.00	0.00	(141,300.00)
Advertising				
Brochure Distribution	12,000.00	933.00	933.00	(11,067.00)
Digital Advertising Campaign	23,500.00	0.00	0.00	(23,500.00)
Florida Vacation Planner Print Advertisement	8,300.00	0.00	0.00	(8,300.00)
Florida Transportation Map Print Advertisement	5,000.00	0.00	0.00	(5,000.00)
Undiscovered Florida Print Advertisement	8,200.00	0.00	0.00	(8,200.00)
Quarterly eNewsletters	4,300.00	0.00	0.00	(4,300.00)
Total Advertising	61,300.00	933.00	933.00	(60,367.00)
Total Marketing Expenses	255,700.00	13,528.00	13,528.00	(242,172.00)
Administration				
NCFRPC - Admin VF & DEO 2017-18	5,625.00	0.00	0.00	(5,625.00)
NCFRPC - Admin VF & DEO FY 2018-19	18,975.00	0.00	0.00	(18,975.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	0.00	(12,500.00)
Bank Charges	200.00	0.00	0.00	(200.00)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	0.00	(300.00)
Other Admin Expenses Miscellaneous	2,000.00	593.07	593.07	(1,406.93)
Postage	300.00	0.00	0.00	(300.00)
VF Travel Show Service Program Fee	15,400.00	0.00	0.00	(15,400.00)
Telephone	300.00	0.00	0.00	(300.00)
Total Administration	55,900.00	593.07	593.07	(55,306.93)
Memberships				

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of October 31, 2018

(These financial statements are unaudited)

	Budget	October 2018	Year to Date	Over/(Under) Budget
Visit Florida	400.00	0.00	0.00	(400.00)
Southeast Tourism Society	300.00	0.00	0.00	(300.00)
Florida Outdoor Writers Association	200.00	0.00	0.00	(200.00)
Total Memberships	900.00	0.00	0.00	(900.00)
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	0.00	(1,700.00)
Total Professional Enhancement	13,300.00	0.00	0.00	(13,300.00)
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
Total Internships	12,500.00	0.00	0.00	(12,500.00)
Retained Reserves				
Retained Reserves	22,800.00	0.00	0.00	(22,800.00)
Total Retained Reserves	22,800.00	0.00	0.00	(22,800.00)
Total NonMarketing Expenses	105,400.00	593.07	593.07	(104,806.93)
Total Expenses	361,100.00	14,121.07	14,121.07	(346,978.93)
Net Income	**0.00**	**88,878.93**	**88,878.93**	**88,878.93**

The Original Florida Tourism Task Force
Balance Sheet
As of November 30, 2018

	Nov 30, 18
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	118,319.86
Total Checking/Savings	118,319.86
Accounts Receivable	
Accounts Receivable	36,992.57
Total Accounts Receivable	36,992.57
Other Current Assets	
Prepaid Expense	1,861.56
Prepaid Registration Fees	29,656.64
Total Other Current Assets	31,518.20
Total Current Assets	186,830.63
TOTAL ASSETS	**186,830.63**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	8,649.44
Total Accounts Payable	8,649.44
Total Current Liabilities	8,649.44
Total Liabilities	8,649.44
Equity	
Unrestricted Earnings	94,376.51
Net Income	83,804.68
Total Equity	178,181.19
TOTAL LIABILITIES & EQUITY	**186,830.63**

The Original Florida Tourism Task Force
Profit & Loss
November 2018

	Nov 18		
Expense			
Marketing			
Collateral Materials			
Distribution	1,149.50		
e-newsletter	200.00		
Total Collateral Materials		1,349.50	
Trade Shows			
Promotional Materials	3,129.75		
Total Trade Shows		3,129.75	
Website			
Bloggers Fees	595.00		
Total Website		595.00	
Total Marketing			5,074.25
Total Expense			5,074.25
Net Income			**-5,074.25**

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 11/30/2018

		Nov 30, 18
Beginning Balance		112,283.53
Cleared Transactions		
Checks and Payments - 10 items	-16,463.67	
Deposits and Credits - 4 items	24,000.00	
Total Cleared Transactions	7,536.33	
Cleared Balance		119,819.86
Uncleared Transactions		
Checks and Payments - 1 item	-1,500.00	
Total Uncleared Transactions	-1,500.00	
Register Balance as of 11/30/2018		118,319.86
New Transactions		
Checks and Payments - 3 items	-1,902.72	
Total New Transactions	-1,902.72	
Ending Balance		116,417.14

12-13-18

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 11/30/2018

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						112,283.53
Cleared Transactions						
Checks and Payments - 10 items						
Bill Pmt -Check	10/25/2018	1353	JUMPEM	X	-7,000.00	-7,000.00
Bill Pmt -Check	11/07/2018	Wire T...	Clarion Events	X	-3,704.94	-10,704.94
Bill Pmt -Check	11/08/2018	1356	Flashbay, Inc	X	-2,494.75	-13,199.69
Bill Pmt -Check	11/08/2018	1359	NCFRPC	X	-543.82	-13,743.51
Bill Pmt -Check	11/08/2018	1361	RVEx Recreational ...	X	-478.00	-14,221.51
Bill Pmt -Check	11/08/2018	1358	Koons, Scott	X	-212.06	-14,433.57
Bill Pmt -Check	11/08/2018	1360	Nevins, Lois	X	-67.19	-14,500.76
Bill Pmt -Check	11/08/2018	1362	Setzer Charissa	X	-28.91	-14,529.67
Bill Pmt -Check	11/21/2018	1363	CTM Media Group Inc	X	-1,299.00	-15,828.67
Bill Pmt -Check	11/21/2018	1364	Postersmith	X	-635.00	-16,463.67
Total Checks and Payments					-16,463.67	-16,463.67
Deposits and Credits - 4 items						
Deposit	11/02/2018			X	2,000.00	2,000.00
Deposit	11/28/2018			X	2,000.00	4,000.00
Deposit	11/28/2018			X	7,000.00	11,000.00
Deposit	11/28/2018			X	13,000.00	24,000.00
Total Deposits and Credits					24,000.00	24,000.00
Total Cleared Transactions					7,536.33	7,536.33
Cleared Balance					7,536.33	119,819.86
Uncleared Transactions						
Checks and Payments - 1 item						
Bill Pmt -Check	11/08/2018	1357	Florida Suncoast To...		-1,500.00	-1,500.00
Total Checks and Payments					-1,500.00	-1,500.00
Total Uncleared Transactions					-1,500.00	-1,500.00
Register Balance as of 11/30/2018					6,036.33	118,319.86
New Transactions						
Checks and Payments - 3 items						
Bill Pmt -Check	12/06/2018	1369	Messe Munchen GM...		-1,107.72	-1,107.72
Bill Pmt -Check	12/06/2018	1366	Two Tree, Inc.		-595.00	-1,702.72
Bill Pmt -Check	12/06/2018	1365	Koons, Scott		-200.00	-1,902.72
Total Checks and Payments					-1,902.72	-1,902.72
Total New Transactions					-1,902.72	-1,902.72
Ending Balance					**4,133.61**	**116,417.14**

Capital City Bank

P.O. Box 900
Tallahassee, FL 32302

SKAD

ACCOUNT STATEMENT

00006369 FCC31545120118114911 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PLACE
GAINESVILLE FL 32653-1603

Date 11/30/18
Primary Account

Page 1
XXXXXXX2204

Monitoring your transactions on the go is made easy with Visa Purchase Alerts. Receive real-time alerts when you pay with your Capital City Bank debit card. To learn more, visit ccbg.com/purchasealerts.

00006369-0012271-0001-0005-FCC31545120118114911-01-L

CHECKING ACCOUNT

ANALYZED BUS CHECKING	
Account Number	XXXXXXX2204
Previous Balance	112,283.53
4 Deposits/Credits	24,000.00
10 Checks/Debits	16,463.67
Service Charges	.00
Interest Paid	.00
Ending Balance	119,819.86

Images	13
Statement Dates	11/01/18 thru 12/02/18
Days in this Statement Period	32
Avg Ledger Balance	117,272.70
Avg Collected Balance	115,803.95

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
11/05	Deposit	2,000.00
11/09	Deposit	13,000.00
11/14	Deposit	7,000.00
11/26	Deposit	2,000.00

OTHER DEBITS

Date	Description	Amount
11/07	Wire Transfer Debit CLARION EVENTS LTD	3,704.94-

RECEIVED
DEC 06 2018
NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL

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

Date 11/30/18
Primary Account

Page 2
XXXXXXX2204

ANALYZED BUS CHECKING XXXXXXX2204 (Continued)

OTHER DEBITS

Date	Description	Amount
	021000021 GB96NWBK60071419118287 69-79 FULHAM HIGH ST LONDON SW6 3JW JPMCHASE 270 PARK AVE NEW YORK NY 1 THE ORIGINAL FLORIDA TOURISM T FORCE REGISTRATION FEE FOR DESTINATION LONDON 2019-037481 20181107F3QCGCGC000010	

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
11/05	1353	7,000.00	11/27	1361	478.00
11/19	1356*	2,494.75	11/28	1362	28.91
11/13	1358*	212.06	11/27	1363	1,299.00
11/14	1359	543.82	11/30	1364	635.00
11/21	1360	67.19			

* Denotes missing check numbers

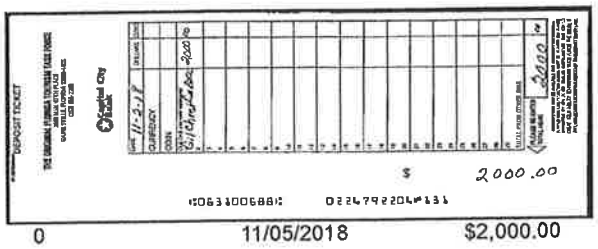
DAILY BALANCE INFORMATION

Date	Balance	Date	Balance	Date	Balance
11/01	112,283.53	11/13	116,366.53	11/26	122,260.77
11/05	107,283.53	11/14	122,822.71	11/27	120,483.77
11/07	103,578.59	11/19	120,327.96	11/28	120,454.86
11/09	116,578.59	11/21	120,260.77	11/30	119,819.86

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

00006369-0012272-0002-0005-FCC315451201181149 11-01-L

00006369-0012272-0002-0005-FCC31545120118114911-01-L



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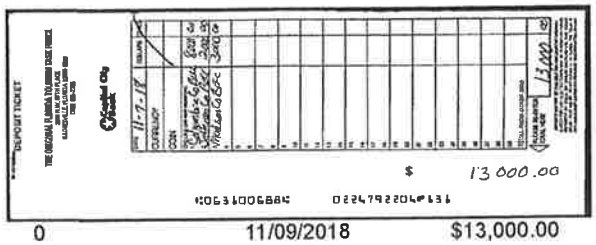
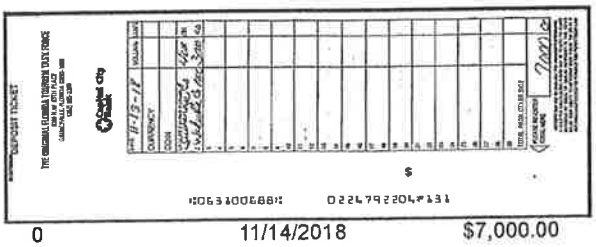
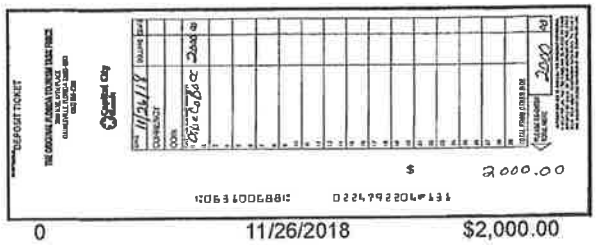


0 11/09/2018 $13,000.00



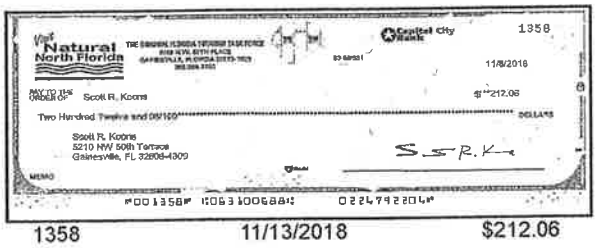
0 11/14/2018 $7,000.00



0 11/26/2018 $2,000.00

1353 11/05/2018 $7,000.00

1356 11/19/2018 $2,494.75



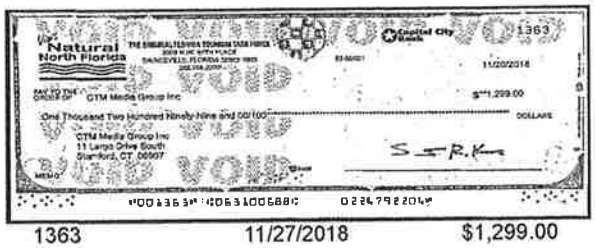
1358 11/13/2018 $212.06

1359 11/14/2018 $543.82

1360 11/21/2018 $67.19

1361 11/27/2018 $478.00

1362 11/28/2018 $28.91



1363 11/27/2018 $1,299.00


Visit Natural North Florida
THE ORIGINAL FLORIDA TOURISM TASK FORCE
Capital City Bank
1364
11/20/2018
PAY TO THE ORDER OF Posterarmith.com
$ **635.00
Six Hundred Thirty-Five and 00/100 DOLLARS
Posterarmith
St John St, Suite #403,
Brooklyn, MA 02446
MEMO 21-19107-218
S. R.K.
⑈001364⑈ ⑆063100680⑆ 0224742204⑈

1364 11/30/2018 $635.00

00006369-0012273-0004-0005-FCC31545120118114911-01-L

00006369-0012273-0004-0005-FCC31545120118114911-01-L

Capital City Bank

1/9/2019 2:19 PM

Tourism Task Force

******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. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200

Capital City Bank

1353

63-68/631

10/25/2018

PAY TO THE ORDER OF JUMPEM

$**7,000.00

Seven Thousand and 00/100********** DOLLARS

JUMPEM
500 NW 43rd St Suite 3
Gainesville, FL 32607

MEMO

S S R.K.

Security Features Included

Details on back.

DETECTION CIRCLE REVEALS A LOCK WHEN TESTED

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈001353⑈ ⑆063100688⑆ 0224792204⑈

For Deposit Only to
BESTONKEYWEST.COM INC

JUMPEM, LLC

Deposited By: CG

PAY TO THE ORDER OF
BANK OF AMERICA
TAMPA, FL 33607-1778
FOR DEPOSIT ONLY
JUMPEM, LLC
8980698042297

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

Seq: 5
Dep: 000117
Date: 11/05/18

The security features described below, as well as those not listed, exceed industry guidelines.

Security Features:

Hologram
Heat Sensitive Ink
True Watermark
Visible Fibers
Invisible Fibers
Void Pan Description
Visible Stain Area (Void)
Chemically Sensitive Paper and Chemical Wash Detection Area
Microprinting
High Resolution Warning Band
False Positive Test Area
Anti-Copy Toner Adhesion
Laid Line Back Pattern

SEQ:5 11/05/18 DEP:000117 AG:1 CUST:64120 USER:

FEDERAL RESERVE BOARD OF GOVERNORS REG. CC

Amount: -7000.00
Description: Check
Check Number: 1353
Posted Date: 11/5/2018
Transaction Type: History

Capital City Bank

1/9/2019 2:20 PM

Tourism Task Force

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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

63-68/631

Capital City Bank

1356

11/8/2018

PAY TO THE ORDER OF Flashbay, Inc

$**2,494.75

Two Thousand Four Hundred Ninety-Four and 75/100********** DOLLARS

Flashbay, Inc
Vanessa Grimaldo
569 Clyde Avenue, Unit 500
Mountain View, CA 94043

MEMO

Security Features Included on back

DETECTION CIRCLE REVEALS A LOCK WHEN TESTED

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈001356⑈ ⑆063100688⑆ 0224792204⑈

ENDORSEMENTS
HSBC Bank USA, N.A.
For Deposit Only
Flashbay Inc 8600 1813
PAY TO THE ORDER OF
876002874 HSBC BANK
MOUNTAIN VIEW, CA
122240861
FOR DEPOSIT ONLY
FLASHBAY INC.
876002874

DO NOT WRITE, SIGN OR STAMP BELOW THIS LINE
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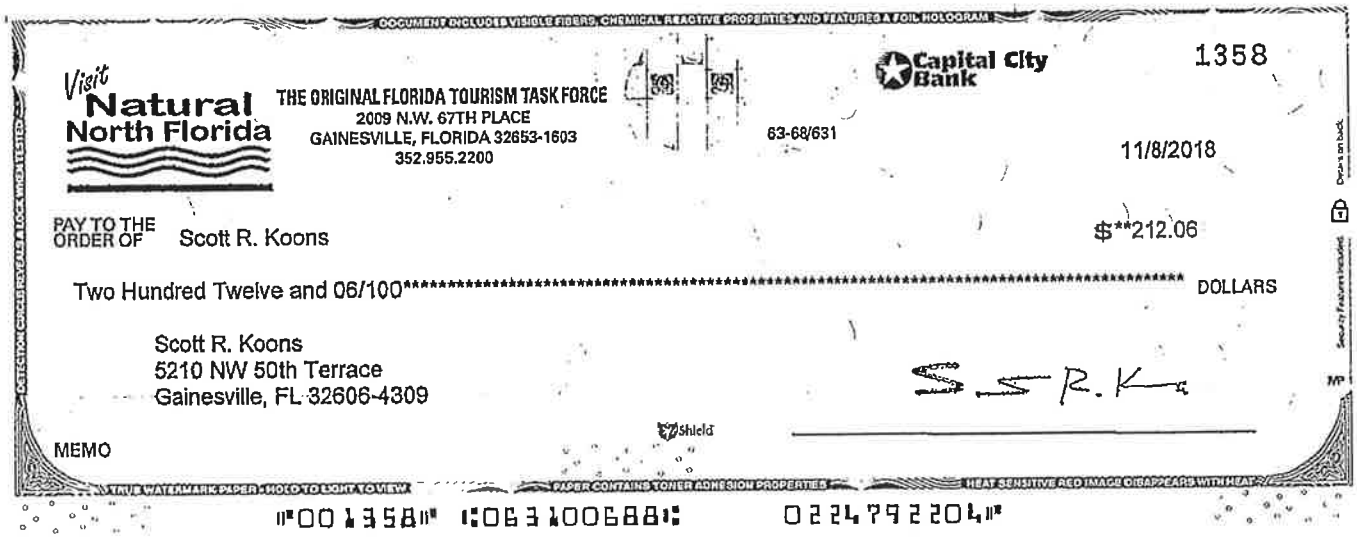
Amount: -2494.75
Description: Check
Check Number: 1356
Posted Date: 11/19/2018
Transaction Type: History

Capital City Bank

1/9/2019 2:20 PM

Tourism Task Force

******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. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200

Capital City Bank

1358

63-68/631

11/8/2018

PAY TO THE ORDER OF Scott R. Koons

$**212.06

Two Hundred Twelve and 06/100********** DOLLARS

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

S. R. K

MEMO

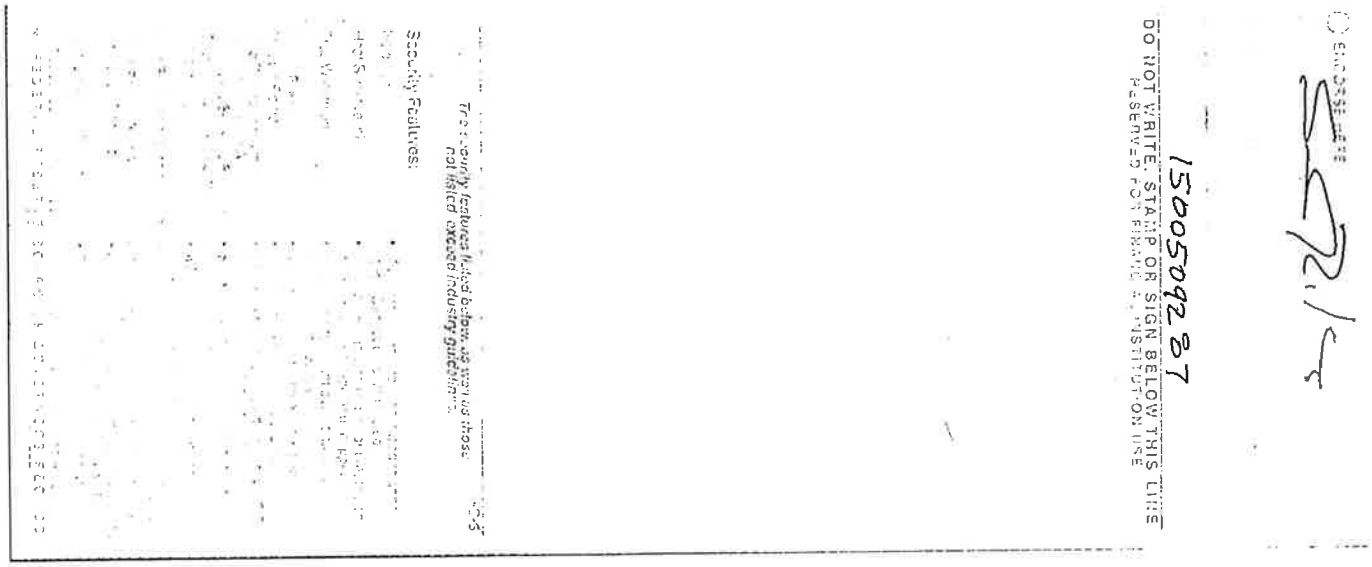
Shield

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈001358⑈ ⑆063100688⑆ 0224792204⑈



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

1500502837

Security Features:

Amount: -212.06
Description: Check
Check Number: 1358
Posted Date: 11/13/2018
Transaction Type: History

Capital City Bank

1/9/2019 2:20 PM

Tourism Task Force

******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. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200

Capital City Bank

1359

63-68/631

11/8/2018

PAY TO THE ORDER OF N. Central Fl. Regional Planning Council $**543.82

Five Hundred Forty-Three and 82/100********** DOLLARS

N. Central Fl. Regional Planning Council
2009 NW 67th Place
Gainesville, FL 32653-1603

S.S.R.K.

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW — PAPER CONTAINS TONER ADHESION PROPERTIES — HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈001359⑈ ⑆063100688⑆ 0224792204⑈

ENDORSE HERE

PAY TO THE ORDER OF
CAPITAL CITY BANK
FOR DEPOSIT ONLY
NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL
0224792201

DO NOT WRITE, SIGN OR STAMP BELOW THIS LINE

Security Features

11/14/2018 8950010000032938 >063100688<

Amount: -543.82
Description: Check
Check Number: 1359
Posted Date: 11/14/2018
Transaction Type: History

Capital City Bank

1/9/2019 2:21 PM

Tourism Task Force

******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. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200

63-68/631

Capital City Bank

1360

11/8/2018

PAY TO THE ORDER OF Lois Nevins

$**67.19

Sixty-Seven and 19/100********** DOLLARS

Lois Nevins
7513 NW County Rd 235
Alachua, FL 32615

S R. K

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW — PAPER CONTAINS TONER ADHESION PROPERTIES — HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈001360⑈ ⑆063100688⑆ 0224792204⑈

ENDORSE HERE

Deposit only
Lois Nevins
9/10/2018

11/21/2018 0960810005799840 >063100688<

Amount: -67.19
Description: Check
Check Number: 1360
Posted Date: 11/21/2018
Transaction Type: History

Capital City Bank

1/9/2019 2:21 PM

Tourism Task Force

******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. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200

63-68/631

Capital City Bank

1361

11/8/2018

PAY TO THE ORDER OF RVEx Recreational Vehicle Expositions Inc $ **478.00

Four Hundred Seventy-Eight and 00/100********** DOLLARS

RVEx Recreational Vehicle Expositions Inc
PO Box 1025
Palatine, IL 60078-1025

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW — PAPER CONTAINS TONER ADHESION PROPERTIES — HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈001361⑈ ⑆063100688⑆ 0224792204⑈

46790001801172 - 112618
BMO Harris Bank N.A. >071000288<

PAY TO THE ORDER OF
HARRIS BANK PALATINE N.A.
▼071921794▲
FOR DEPOSIT ONLY
RECREATIONAL
VEHICLE EXPOSITIONS, INC.
0307610459

Amount: -478.00
Description: Check
Check Number: 1361
Posted Date: 11/27/2018
Transaction Type: History

Capital City Bank

1/9/2019 2:21 PM

Tourism Task Force

******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. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200

63-68/631

Capital City Bank

1362

11/8/2018

PAY TO THE ORDER OF Charissa Setzer $**28.91

Twenty-Eight and 91/100********** DOLLARS

Charissa Setzer
Suwannee County Econ Dev Dept
100 Court Street SE
Live Oak, FL 32064-3203

MEMO

S S R.K

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW | PAPER CONTAINS TONER ADHESION PROPERTIES | HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈001362⑈ ⑆063100688⑆ 0224792204⑈

Security Features:
Hologram
Heat Sensitive Ink
Twin Watermark
Void's Fibers
Invisible Fibers
High Resolution Warning Band
False Positive Tracking
Anti-Copy Technology
Laid Line Back Pattern

The security features listed below are well as those not listed, except where noted on the back.

HC-3

0182276614 2018-11-27 BOFD263184488

BOFD >263184488<
Live Oak Main BC
2018-11-27
0182276614

LIVE OAK - MAIN
1 102 11/27/18
Cashed Check With Fee

ENDORSE HERE

Charissa Setzer

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

16:
$28.91

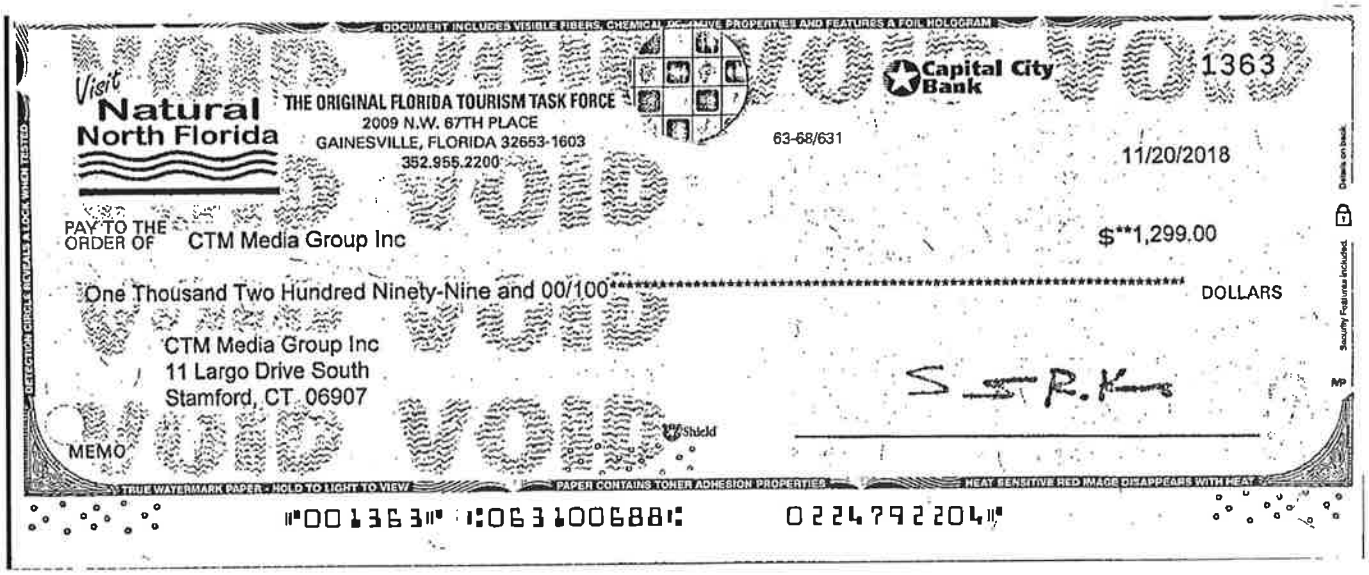
Amount: -28.91
Description: Check
Check Number: 1362
Posted Date: 11/28/2018
Transaction Type: History

Capital City Bank

1/9/2019 2:22 PM

Tourism Task Force

******2204



DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL DETECTION CIRCLE, SCRIPTAS & LOCK WHICH DETECTS ALTERATION, MOVE 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

1363

63-68/631

11/20/2018

PAY TO THE ORDER OF CTM Media Group Inc

$**1,299.00

One Thousand Two Hundred Ninety-Nine and 00/100 DOLLARS

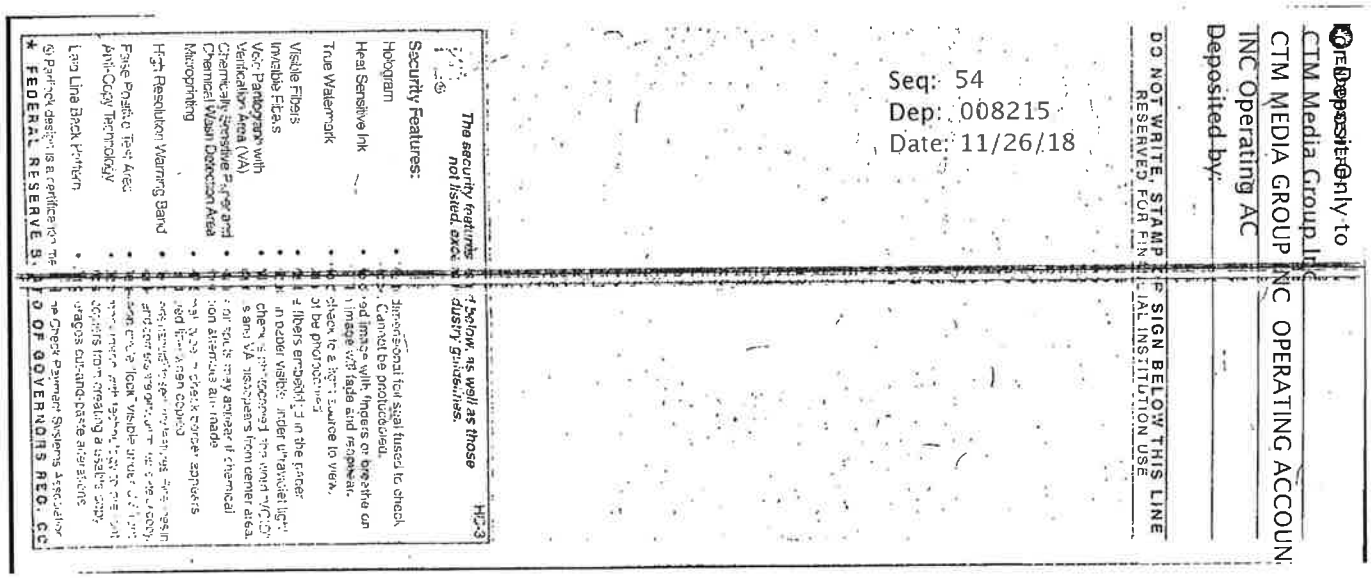
CTM Media Group Inc
11 Largo Drive South
Stamford, CT 06907

MEMO

S STR.K

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW | PAPER CONTAINS TONER ADHESION PROPERTIES | HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈001363⑈ ⑆063100688⑆ 0224792204⑈



Deposit Only to
CTM Media Group Inc
CTM MEDIA GROUP INC OPERATING ACCOUNT
INC Operating AC
Deposited by:

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

Seq: 54
Dep: 008215
Date: 11/26/18

The security features below, as well as those not listed, exceed industry guidelines.

Security Features:
Hologram
Heat Sensitive Ink
True Watermark
Visible Fibers
Invisible Fibers
Void Pantograph with Verification Area (VA)
Chemically Sensitive Purge and Chemical Wash Detection Area
Microprinting
High Resolution Warning Band
False Positive Test Area
Anti-Copy Technology
Large Line Back Pattern

© Parrish design is a certification mark of the Check Payment Systems Association

FEDERAL RESERVE SYSTEM
DEPARTMENT OF GOVERNORS REG. CC

Amount: -1299.00
Description: Check
Check Number: 1363
Posted Date: 11/27/2018
Transaction Type: History

Capital City Bank

1/9/2019 2:22 PM

Tourism Task Force

******2204

DOCUMENT INCLUDES WHITE PAPER, 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

63-68/631

Capital City Bank

1364

11/20/2018

PAY TO THE ORDER OF Postersmith.com

$**635.00

Six Hundred Thirty-Five and 00/100********** DOLLARS

Postersmith
51 John St, Suite #403,
Brookline, MA 02446

MEMO 213-181107-218

THIS WATERMARK PAPER - HOLD TO LIGHT TO VIEW — PAPER CONTAINS TONER ADHESION PROPERTIES — HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈001364⑈ ⑆063100688⑆ 0224792204⑈

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

The security features listed below, as well as those not listed, exceed industry guidelines.

Security Features:

FEDERAL RESERVE BOARD OF GOVERNORS REG CC

Amount: -635.00
Description: Check
Check Number: 1364
Posted Date: 11/30/2018
Transaction Type: History

Scott R. Koons

SK AD

INVOICE

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

DATE: October 29, 2018
INVOICE # 26
FOR: *Canoecopia Furniture Rental*

Bill To:
The Original Florida Tourism Task Force

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

83023

DESCRIPTION	AMOUNT
Canoecopia Furtniture Rental - 3/8/19 - 3/10/19	$ 212.06
TOTAL	$ 212.06

RECEIVED
OCT 29 2018
NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL

Approved for Payment

THANK YOU!

10/29/18 08:41 AM

Print This Page

Service Order Processing Confirmation

General Information

Account: The Original Florida Tourism Task Force
Contact: Dopp, Steven
Event: Canoecopia (12475)
Event Start Date: Friday, 03/08/19
Booth Number: Q1

Credit Card Payment Information

Name On Card: Scott R Koons
Card Number: xxxx-xxxx-xxxx-8543
Address: 5210 NW 50th Terrace
Gainesville, FL
32606-4309
E-Mail: dopp@ncfrpc.org

Order Information

Order Number: 12426
Order Status: Hold
Order Account: The Original Florida Tourism Task Force
Contact: Dopp, Steven
Address: 2009 NW 67th Place
Gainesville, FL
32653-1603
E-Mail: dopp@ncfrpc.org

Order Details

Item	Quantity/Price	Item Total
6' Table	2 @ $30.50 Each	$61.00

Product Description
A 6' by 30" table that stands 30" high and has a gray ABS plastic top.

--- Total: $61.00

Item	Quantity/Price	Item Total
Tall Chair (Indoors Only)	2 @ $70.00 Each	$140.00

Product Description
A tall stool height chair with a back but no arms. Chairs have chrome frames and black vinyl upholstery. Tall chairs are excellent for keeping eye contact with attendees without having to be on your feet all day. Most often are used with counter height tables. Not available for outdoor use.

--- Total: $140.00

Subtotal: $201.00

Wisconsin Sales Tax (5.00%): $10.05
Dane County Sales Tax (0.50%): $1.01

Grand Total: $212.06

Amount Paid: $212.06

Confirmation Notes

Thank you for your Alliant Energy Center order. Your Order number is 12426.

We will make every attempt to fulfill your order, but certain items may be out of stock at the time of the event. If we find that we cannot fulfill your order as placed, we will contact you at the email address that you provided, shown above.

If you are placing an order for flowers or booth setup labor, we will be unable to fulfill that order if it is placed within **ten (10)** days of the event.

For assistance using our Ordering Application, please contact our customer service at 608-267-3950 or service@alliantenergycenter.com

This site best viewed in Internet Explorer, Google Chrome or Mozilla Firefox.

3:19 PM
01/09/19
Accrual Basis

The Original Florida Tourism Task Force
Transactions by Account
As of November 30, 2018

Date	Num	Name	Memo	Class	Amount
Prepaid Expense					
10/31/2018	26	Koons, Scott	Canoecopia Furniture Rental - 3/8/19 - 3/10/19	83023 - VF Rural Area Opp 18/19	212.06
11/01/2018	11T02824	Florida Suncoast T	Brochure Distribution - December 2018 - January 2(	8208 - FDEO 17/18	1,000.00
11/01/2018	01S-1739	CTM Media Group	Brochure Distribution December	8208 - FDEO 17/18	649.50
Total Prepaid Expense					1,861.56
TOTAL					1,861.56

3:20 PM
01/09/19
Accrual Basis

The Original Florida Tourism Task Force
Transactions by Account
As of November 30, 2018

Date	Num	Name	Memo	Class	Amount
Prepaid Registration Fees					
08/30/2018	UC083018	Unicomm, LLC	Boston Travel Adventure Show Registration, Februa	83023 - VF Rural Area Opp 18/19	3,595.00
08/30/2018	UC083018	Unicomm, LLC	Philadelphia Travel Adventure Show Registration, M	83023 - VF Rural Area Opp 18/19	3,595.00
08/30/2018	BK083018	BK Productions	Nashville RV Super Show Registration - January 25	83023 - VF Rural Area Opp 18/19	1,000.00
08/30/2018	HP083018	Hardman Productions, Inc.	Atlanta Camping and RV Show January 25 - 27, 20	83023 - VF Rural Area Opp 18/19	1,350.00
08/30/2018	NEM083018	National Event Management	Toronto Outdoor Adventure Show Registration Febr	83023 - VF Rural Area Opp 18/19	4,333.55
08/30/2018	UC083018	Unicomm, LLC	Washington, D.C. Travel Adventure Show Registrat	83023 - VF Rural Area Opp 18/19	3,595.00
08/31/2018	RVEX083018	RVEx Recreational Vehicle Expositions	Chicago RV & Camping Show Registration - Februa	83023 - VF Rural Area Opp 18/19	2,498.00
09/04/2018	OO090418	Ottawa Outdoors	C.A.M.P. Adventure Travel Show Registration April	83023 - VF Rural Area Opp 18/19	2,269.15
09/11/2018	OFTTF091118	Communitron Management	Houston RV Show Registration February 6-10, 201	83023 - VF Rural Area Opp 18/19	1,600.00
09/11/2018	00008280	Rutabaga Paddlesports LLC	Canoecopia Registration - March 9-10, 2019	83023 - VF Rural Area Opp 18/19	1,638.00
11/01/2018	RVEx110118	RVEx Recreational Vehicle Expositions	Chicago RV & Camping Show - February 7 -10, 201	83023 - VF Rural Area Opp 18/19	478.00
11/07/2018	TOFTTF090818	Clarion Events	London Times Destinations Show Registration Janu	83023 - VF Rural Area Opp 18/19	3,704.94
Total Prepaid Registration Fees					29,656.64
TOTAL					**29,656.64**

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of November 30, 2018

(These financial statements are unaudited)

	Budget	November 2018	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 17/18	48,700.00	0.00	0.00	(48,700.00)
DEO Rural Development Grant 18/19	120,600.00	0.00	0.00	(120,600.00)
VisitFlorida Rural Area Opportunity Grant 18/19	126,000.00	0.00	50,000.00	(76,000.00)
VisitFlorida Rural Area Opportunity 18/19 In-Kind	12,800.00	0.00	0.00	(12,800.00)
Other	0.00	0.00	0.00	0.00
Total Income	361,100.00	0.00	103,000.00	(258,100.00)
Expenses				
Marketing				
Collateral Materials				
Print Ultimate Bicycle Guide	3,000.00	0.00	0.00	(3,000.00)
Total Collateral Materials	3,000.00	0.00	0.00	(3,000.00)
Website				
Fishing, Paddling, Bike & Springs Microsites	7,000.00	0.00	0.00	(7,000.00)
Regional Video	5,000.00	0.00	5,000.00	0.00
Website Blogs	5,100.00	595.00	1,190.00	(3,910.00)
Web Hosting Services	6,000.00	0.00	7,000.00	1,000.00
County/Town Videos	12,000.00	0.00	0.00	(12,000.00)
Topic-Centered Landing Pages	10,000.00	0.00	0.00	(10,000.00)
Town Landing Pages	2,500.00	0.00	0.00	(2,500.00)
Ultimate Bicycle Guide Landing Page	100.00	0.00	0.00	(100.00)
Ultimate Springs Guide Landing Page	100.00	0.00	0.00	(100.00)
Paddling Landing Page	100.00	0.00	0.00	(100.00)
Florida State Parks Page	100.00	0.00	0.00	(100.00)
Fishing Page	100.00	0.00	0.00	(100.00)
Places to Stay, Eat & Things to Do	2,000.00	0.00	0.00	(2,000.00)
Total Website	50,100.00	595.00	13,190.00	(36,910.00)
Trade Shows				
Whistles & Other Promotional Items	5,000.00	3,129.75	3,129.75	(1,870.25)
Popup and/or Cloth Displays - VF In-Kind	5,000.00	0.00	0.00	(5,000.00)
Welcome Center Rack Space - VF In-Kind	800.00	0.00	0.00	(800.00)
State Park Guides & State Maps-VF In-Kind	2,000.00	0.00	0.00	(2,000.00)
Dusseldorf & NY Times Register-VF In-Kind	5,000.00	0.00	0.00	(5,000.00)
VF Georgia RV & Camper Show	4,200.00	0.00	0.00	(4,200.00)
VF Boot Dusseldorf	6,300.00	0.00	0.00	(6,300.00)
VF Atlanta Camping & RV Show	3,800.00	0.00	0.00	(3,800.00)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of November 30, 2018

(These financial statements are unaudited)

	Budget	November 2018	Year to Date	Over/(Under) Budget
VF Nashville RV Super Show	5,100.00	0.00	0.00	(5,100.00)
VF New York Times Travel Show	3,000.00	0.00	0.00	(3,000.00)
VF London Times Destinations Show	15,200.00	0.00	0.00	(15,200.00)
VF Houston RV Show	7,300.00	0.00	0.00	(7,300.00)
VF Chicago RV & Camping Show	7,100.00	0.00	0.00	(7,100.00)
VF Boston Travel & Adventure Show	7,700.00	0.00	0.00	(7,700.00)
VF F.re.e. Messe Munich	12,600.00	0.00	0.00	(12,600.00)
VF Toronto Outdoor Adventure Show	8,300.00	0.00	0.00	(8,300.00)
VF Canoecopia Madison, WI	6,300.00	0.00	0.00	(6,300.00)
VF Philadelphia Travel & Adventure Show	7,300.00	0.00	0.00	(7,300.00)
VF Ottawa Outdoor & Travel Adventure Show	7,900.00	0.00	0.00	(7,900.00)
VF Washington DC Travel & Adventure Show	7,000.00	0.00	0.00	(7,000.00)
VF Midwest Mountaineering Spring Expo	6,700.00	0.00	0.00	(6,700.00)
Bike Expo New York	7,700.00	0.00	0.00	(7,700.00)
Total Trade Shows	141,300.00	3,129.75	3,129.75	(138,170.25)
Advertising				
Brochure Distribution	12,000.00	1,149.50	2,082.50	(9,917.50)
Digital Advertising Campaign	23,500.00	0.00	0.00	(23,500.00)
Florida Vacation Planner Print Advertisement	8,300.00	0.00	0.00	(8,300.00)
Florida Transportation Map Print Advertisement	5,000.00	0.00	0.00	(5,000.00)
Undiscovered Florida Print Advertisement	8,200.00	0.00	0.00	(8,200.00)
Quarterly eNewsletters	4,300.00	200.00	200.00	(4,100.00)
Total Advertising	61,300.00	1,349.50	2,282.50	(59,017.50)
Total Marketing Expenses	255,700.00	5,074.25	18,602.25	(237,097.75)
Administration				
NCFRPC - Admin VF & DEO 2017-18	5,625.00	0.00	0.00	(5,625.00)
NCFRPC - Admin VF & DEO FY 2018-19	18,975.00	0.00	0.00	(18,975.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	0.00	(12,500.00)
Bank Charges	200.00	0.00	0.00	(200.00)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	0.00	(300.00)
Other Admin Expenses Miscellaneous	2,000.00	0.00	593.07	(1,406.93)
Postage	300.00	0.00	0.00	(300.00)
VF Travel Show Service Program Fee	15,400.00	0.00	0.00	(15,400.00)
Telephone	300.00	0.00	0.00	(300.00)
Total Administration	55,900.00	0.00	593.07	(55,306.93)
Memberships				

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of November 30, 2018

(These financial statements are unaudited)

	Budget	November 2018	Year to Date	Over/(Under) Budget
Visit Florida	400.00	0.00	0.00	(400.00)
Southeast Tourism Society	300.00	0.00	0.00	(300.00)
Florida Outdoor Writers Association	200.00	0.00	0.00	(200.00)
Total Memberships	900.00	0.00	0.00	(900.00)
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	0.00	(1,700.00)
Total Professional Enhancement	13,300.00	0.00	0.00	(13,300.00)
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
Total Internships	12,500.00	0.00	0.00	(12,500.00)
Retained Reserves				
Retained Reserves	22,800.00	0.00	0.00	(22,800.00)
Total Retained Reserves	22,800.00	0.00	0.00	(22,800.00)
Total NonMarketing Expenses	105,400.00	0.00	593.07	(104,806.93)
Total Expenses	361,100.00	5,074.25	19,195.32	(341,904.68)
Net Income	**0.00**	**(5,074.25)**	**83,804.68**	**83,804.68**

Original Florida Tourism Task Force
Budget FY 2018-19 (10/1/18 to 9/30/19)

Adopted 8/16/2018

Revenues	**Total**
Cooperative Regional Marketing Program Fees:	
Alachua County	$15,000
Bradford County	$3,000
Columbia County	$8,000
Dixie County	$2,000
Gilchrist County	$2,000
Hamilton County	$1,000
Jefferson County	$2,000
Lafayette County	$1,000
Levy County	$4,000
Madison County	$3,000
Suwannee County	$4,000
Taylor County	$4,000
Union County	$1,000
Wakulla County	$3,000
Subtotal	**$53,000**
Additional Revenue:	
Department of Economic OpportunityRural Development Grant, FY 2017-18	$48,700
Department of Economic Opportunity Rural Development Grant, FY 2018-19	$120,600
VISIT FLORIDA FY 2018-19 Rural Area of Opportunity Grant - Cash	$126,000
Subtotal - Cash	$295,300
TOTAL REVENUES - CASH	**$348,300**
VISIT FLORIDA FY 2018-19 Rural Area of Opportunity Grant - In-Kind	$12,800
TOTAL REVENUES - CASH AND IN-KIND	**$361,100**

Expenditures	
Bank Charges	$200
Governor's Conference on Tourism	$1,700
Legal Advertising	$300
Legal Expenses	$300
(1) Marketing Program for FY 2018-19 (less in-kind)	$242,900
(2) Memberships	$900
Miscellaneous	$2,000
North Central Florida Regional Planning Council - Admin/Internships	$49,600
Postage Expenses	$300
Service Fee - VISIT FLORIDA Travel Show Program	$15,400
Southeast Tourism Society Marketing College	$11,600
Telephone	$300
Unrestricted Reserve Fund - Contribution	$22,800
TOTAL EXPENDITURES - CASH	**$348,300**
(1) Marketing Program for FY 2018-19 - In-Kind	$12,800
TOTAL EXPENDITURES - CASH AND IN-KIND	**$361,100**

(1) See Marketing Budget Detail
(2) See Memberships Detail

Reserve Funds	
Restricted Funds Balance	$0
Unrestricted Funds Balance, Estimate	$117,000
TOTAL RESERVE FUNDS	**$117,000**

Original Florida Tourism Task Force
Budget FY 2018-19 (10/1/18 to 9/30/19)
Adopted 8/16/2018

Marketing Budget Detail	Total
Collateral Material:	
2018-19 Revise and Print Ultimate Bicycle Guide	$3,000
Website:	
2017-18 Fishing, Paddling, Bike & Springs Microsites - Updates and New	$7,000
2017-18 New Website Regional Video	$5,000
2017-18 Website Blogs - 15 Blogs	$1,275
2018-19 Website Hosting & Maintenance	$6,000
2018-19 New County/Town Website Videos - (6 Videos)	$12,000
2018-19 New Topic-Centered Landing Pages (3 Landing Pages)	$10,000
2018-19 New Town Landing Pages (5 Town Pages)	$2,500
2018-19 Website Blogs - 35 Blogs	$3,825
2018-19 Ultimate Bicycle Guide Landing Page Maintenance & Updates	$100
2018-19 Ultimate Springs Guide Landing Maintenance & Updates	$100
2018-19 Paddling Landing Page Maintenance and Updates	$100
2018-19 Fl. State Parks Page Maintenance & Updates	$100
2018-19 Fishing Page Maintenance & Updates	$100
2018-19 Places to Stay, Eat & Things to Do Maintenance & Updates	$2,000
Trade Shows:	
Whistles and Other Promotional Items	$5,000
Pop-up and/or Cloth Displays (in-kind)	$5,000
VISIT FLORIDA Welcome Center Rack Space (in-kind)	$800
State Parks Guides and State Road Maps (in-kind)	$2,000
VISIT FLORIDA Dusseldorf & New York Times Travel Show Registrations (in-kind)	$5,000
2017-18 Georgia RV & Camper Show	$4,200
VISIT FLORIDA - Boot Dusseldorf	$6,300
VISIT FLORIDA - Atlanta Camping & RV Show	$3,800
VISIT FLORIDA - Nashville RV Super Show	$5,100
VISIT FLORIDA - New York Times Travel Show	$3,000
VISIT FLORIDA - London Times Destinations Show	$15,200
VISIT FLORIDA - Houston RV Show	$7,300
VISIT FLORIDA - Chicago RV & Camping Show	$7,100
VISIT FLORIDA - Boston Travel & Adventure Show	$7,700
VISIT FLORIDA - F.re.e Messe Munich	$12,600
VISIT FLORIDA - Toronto Outdoor Adventure Show	$8,300
VISIT FLORIDA - Canoecopia	$6,300
VISIT FLORIDA - Philadelphia Travel & Adventure Show	$7,300
VISIT FLORIDA - Ottawa Outdoor and Travel Adventure Show	$7,900
VISIT FLORIDA - Washington DC Travel & Adventure Show	$7,000
2018-19 Midwest Mountaineering Spring Expo	$6,700
2018-19 Bike Expo New York	$7,700
Advertising:	
2017-18 Brochure Distribution	$3,000
2017-18 Digital Advertising Campaign	$13,500
2017-18 Florida Vacation Planner Print Advertisement	$8,300
2018-19 Brochure Distribution	$9,000
2018-19 Digital Advertising Campaign	$10,000
2018-19 Florida Transportation Map Print Advertisement	$5,000
2018-19 UnDiscovered Florida Print Advertisement	$8,200
Quarterly eNewsletters	$4,300
Total Marketing Expenditure	$255,700
Administration	
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2017-18	$5,625
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2018-19	$18,975
North Central Florida Regional Planning Council - Regional Marketing Program Fees FY 2018-19	$12,500
Bank Charges	$200
Legal Advertising	$300
Legal Expenses	$300
Other Administrative Expenses/Miscellaneous	$2,000
Postage	$300
Service Fee - VISIT FLORIDA Travel Show Program	$15,400
Telephone	$300
Membership Organizations - Annual Dues	
VISIT FLORIDA Annual Dues	$400
Southeastern Tourism Society Annual Dues	$300
Florida Outdoor Writers Association Annual Dues	$200
Professional Enahncement	
Southeastern Tourism Society Marketing College	$11,600
Governor's Tourism Conference	$1,700
Internships	
Harvey Campbell Memorial Internship	$6,250
Dean Fowler Internship	$6,250
Retained Reserves	
Unrestricted Reserve Fund	$22,800
Total Non-Marketing Expenditure	$105,400
Total Expenditure	$361,100

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 d/b/a Visit Natural North Florida ("Grantee") is an entity created and authorized pursuant to Section 163.01 of the Florida Statutes titled the Florida Interlocal Cooperation Act of 1969 (Tax Identification Number 59-3534835). The Original Florida Tourism Task Force promotes the natural, historic and cultural attractions of the following counties: Alachua, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, 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:

2.1 Website Maintenance and Enhancements:

2.1.1 Continue to maintain, host and operate its website, www.vnnf.org, in order to inform potential visitors of attractions and events within the region.

2.1.2 Include additional topic centered microsites on Grantee's website www.vnnf.org to inform potential visitors of tourist oriented opportunities within the Region.

2.1.3 Produce a new video for the task force website highlighting tourist-oriented natural, cultural and historical attractions of the Region.

2.1.4 Review and update springs and bicycle routes on the www.vnnf.org existing bicycle and springs microsites. The review and update will include issues such as improving the accuracy of provided information, assuring that all embedded links are functional and modifying existing routes as necessary.

2.2 Marketing and Promotion:

2.2.1 Create and distribute electronic newsletters to potential visitors regarding tourist-oriented attractions, facilities and events within the Region.

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

2.2.3 Purchase annual Visa Vue subscription, domestic and international editions to gain insights in the geographic location and demographic information of visitors to the Region. Member organizations will have access to information provided through Visa Vue subscription.

2.2.4 Purchase marketing materials for use and distribution by Task Force members at outdoor-oriented-travel shows and other events. The task force may purchase other pre-printed literature highlighting the Region from various vendors as needed.

2.2.5 Design and produce marketing materials for use and distribution at outdoor-oriented travel shows.

2.2.6 Attend domestic travel shows. At the shows, the Grantee will staff a booth; distribute literature pertaining to the Region and answer questions from show attendees. A maximum of two (2) Grantee representatives will staff travel show booths.

2.2.7 Conduct an advertising campaign which will consist of online digital and/or print media advertising.

2.2.8 Distribute literature at VISIT FLORIDA welcome centers, state-wide AAA offices and business locations along major highways in Florida and Georgia. Grantee may request reimbursement for this task a maximum of four (4) times during the agreement period.

2.2.9 Purchase email distribution service in association with distribution of electronic newsletter distribution as described in Scope of Work 2.2.1

2.3 Professional Enhancement:

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

2.3.2 Maintain memberships in 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**
Maintain website in accordance with Scope of Work 2.1.1	Ongoing website Maintenance, hosting, and operation. **Required Documentation:** • Copy of agreement with vendor • Invoice from provider • Proof of payment	Failure to maintain, host, and operate website as specified in Section 2.1.1. will result in non-payment.

Add Topic centered microsites to Grantee's website in accordance with Scope of Work 2.1.2	Add one topic centered microsite to Grantee's website.. **Required Documentation:** • Copy of agreement with vendor. • Invoice showing completion of draft microsite. • Link to added microsite.	Falure to complete at least one topic centered microsite to Grantee's website as specified in Section 2.1.2 will result in non-payment.
Produce video for Grantee website in accordance with Scope of Work 2.1.3	100 % completion of and posting on Grantee website of video. **Required Documentation:** • Copy of agreement with vendor. • Link to video. • Invoice showing completion of video.	Failure to complete 100% of video and post it on Grantee's website as specified in Section 2.1.3. will result in non-payment.
Review and update springs and bicycle route microsites on Grantee website in accordance with Scope of Work 2.1.4	1 springs microsite update or 1 bicycle microsite update. **Required Documentation:** • Documentation of staff time associated with this deliverable • Link to updated information.	Failure to complete one (1) springs microsite update or one (1) bicycle microsite update as specified in Section 2.1.4. will result in non-payment.
Deliverable No. 2 - Marketing and Promotion		
Tasks	**Minimum Level of Service and Required Documentation**	**Financial Consequences**
Distribute Electronic Newsletter in accordance with Scope of Work 2.2.1	Prepare and distribute one (1) electronic newsletter. **Required Documentation** • 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 2.2.1. will result in non-payment.
Post blogs on Grantee's website in accordance with Scope of Work 2.2.2	Post one (1) blog on Grantee's website. **Required Documentation.** • Copy of agreement with blogger. • Link to each blog • Photographer release form if necessary • Model release form in necessary. • Invoice from blogger.	Failure to post one (1) blog on Grantee's website as specified in Section 2.2.2. will result in non-payment.
Purchase Annual Visa Vue subscription in accordance with Scope of Work 2.2.3	Purchase 1 annual Visa Vue Subscription **Required Documentation:** • Invoice from provider • Proof of payment	Failure to purchase one (1) annual Visa Vue Subscription as specified in Section 2.2.3. will result in non-payment.
Purchase preprinted marketing materials in accordance with Scope of Work 2.2.4	Purchase a minimum of 400 copies of pre-printed marketing materials. **Required Documentation:** • Invoice from seller.	Failure to purchase a minimum of 400 copies of pre-printed marketing materials as specified in

	• 1 copy of each piece of literature purchased.	Section 2.2.4. will result in non-payment.
Design and print hard copy marketing materials in accordance with Scope of Work 2.2.5	Design and print 1,000 pieces of hard copy marketing materials. **Required Documentation:** • 1 piece of each hard copy literature printed • Invoice from contractor • Documentation of staff time associated with this deliverable	Failure to design and print 1,000 pieces of hard copy marketing materials as specified in Section 2.2.5. will result in non-payment.
Attend and participate in domestic travel shows in accordance with Scope of Work 2.2.6	Attend 1 domestic travel show. **Required Documentation:** • Schedule for each show attended. • Copies of completed registrations for each travel show attended. • Copies of rental agreements if applicable • Completed travel documentation for a maximum of two travelers	Failure to attend and participate in domestic travel shows as specified in Section 2.2.6. will result in non-payment.
Conduct advertising campaign in accordance with Scope of Work 2.2.7	Place one (1) digital or print media advertisement.. **Required Documentation:** • Copy of print or digital advertisement • Invoice from provider	Failure to place one (1) digital or print media advertisement as specified in Section 2.2.7. will result in non-payment.
Distribute literature in accordance with Scope of Work 2.2.8	Distribute a minimum of 10,000 brochures. Grantee may request reimbursement a maximum of four (4) times during the agreement period. **Required Documentation:** • 1 sample of each brochure distributed • Copy of distribution list and number distributed • Invoice from provider	Failure to distribute a minimum of 10,000 brochures as specified in Section 2.2.8. will result in non-payment.
Purchase Email distribution service in accordance with Scope of Work 2.2.9	Purchase email distribution service. **Required Documentation:** • Copy of agreement with email distribution service • Invoice from provider	Failure to purchase email distribution service as specified in Section 2.2.9. will result in non-payment.
Deliverable No. 3 - Professional Enhancement		
Tasks	**Minimum Level of Service and Required Documentation**	**Financial Consequences**
Provide Professional Enhancement Scholarships in accordance with Scope	Provide one (1) professional enhancement scholarship. **Required Documentation:** • Completed event registration form	Failure to provide a minimum of one (1) professional enhancement scholarship as specified in Section 2.3.1. will

of Work 2.3.1	• Agenda for each event. • Summary of how attendance at the event built professional capacity	result in non-payment.
Maintain memberships in or join professional organizations in accordance with Scope of Work 2.3.3	Maintain membership in one (1) professional organization **Required Documentation:** • Copy of registration for each professional organization membership joined or maintained.	Failure to maintain membership in one (1) professional organization as specified in Section 2.3.3. will result in non-payment.
		Total Amount Not to Exceed: $150,000.00

5. REPORTING:

5.1 Quarterly: Grantee shall report on a quarterly basis all progress relating to the tasks identified in Section 4. Quarterly reports are due to DEO no later than 30 calendar days after the end of each quarter of the program year and shall be sent each quarter until submission of the administrative close-out report. The ending dates for each quarter of the program year are April 30, 2018, July 31, 2018, October 31, 2018 and January 17, 2019. The quarterly report shall include a summary of project progress, indicating percentage of completion of each task identified in Section 4, and the Minority and Service-Disabled Veteran Business Enterprise Report required by section 1.14.6 of this Agreement. 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 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. To be eligible for reimbursement, costs must be in compliance with laws, rules and regulations applicable to expenditures of State funds, including, but not limited to, the Reference Guide for State Expenditures (http://www.myfloridacfo.com/aadir/reference_guide/).

6.1 Grantee shall provide one invoice per quarter for all services rendered during the applicable period of time.

6.2 The following documents shall be submitted 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.

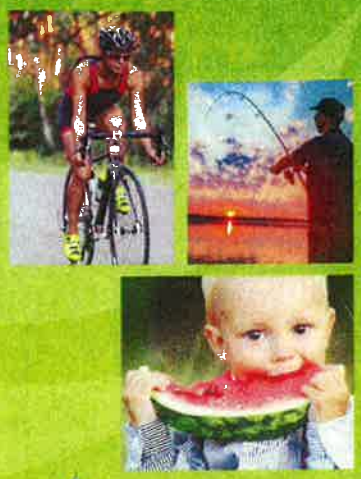
6.2.2 Grantee's invoices shall include the date, period in which work was performed, amount of reimbursement, and work completed to date;

Visit Natural NORTH FLORIDA

Reader Response 38

Nature is Our Theme Park

www.NaturalNorthFlorida.com



SEE IT.
DO IT.
LOVE IT!

VISIT HISTORIC
JEFFERSON COUNTY
WWW.VISITJEFFERSONCOUNTYFLORIDA.COM

Reader Response 39

MADISON
MADISON COUNTY
FLORIDA

Take a swim in cool, refreshing water at Madison Blue Spring State Park!

Enjoy a fun-filled stay at Yogi Bear's Jellystone Park!

Our attraction is only natural!

Madison County Tourist Development Council

Visit our website to discover more amazing beauty in our area!

WWW.VISITMADISONFL.COM

Reader Response 40

We are welcoming, we are vibrant, we are growing, we are

FLORIDA'S FRONT PORCH
HAMILTON COUNTY DEVELOPMENT AUTHORITY

Hamilton County is home to Stephen Foster State Park in White Springs and the first 3 Florida exits on I 75.

Come enjoy a pristine side of Florida rich in local heritage here in Hamilton County. The Stephen Foster Folk Culture Center State Park is nestled in the midst of towering pines and moss draped oaks on the banks of the Suwanee River. And the history of Florida comes alive through crafts and performing arts throughout our small towns. Enjoy fishing, wildlife exploration, kayaking, bicycling and more.

For more information contact: Susan Ramsey
Hamilton County Development Authority
(386) 792-6828
www.hamiltoncda.org

Reader Response 41

COLUMBIA COUNTY
FLORIDA'S GATEWAY SINCE 1832

DIVE INTO OUR NATURAL FLORIDA

Reader Response 42

WWW.SPRINGSRUS.COM

Unlock Your Adventure...

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

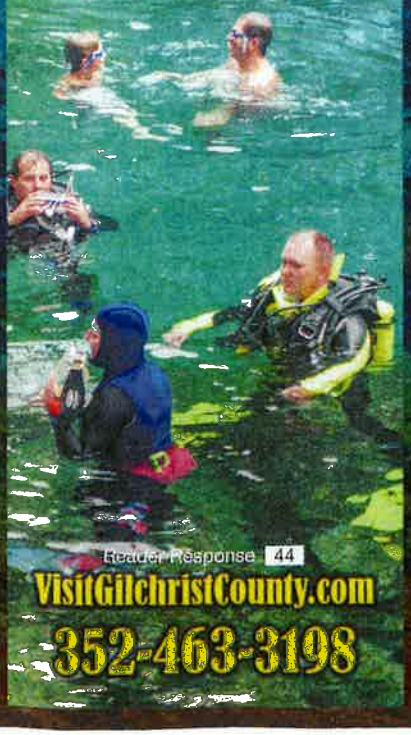
The way Florida used to be...

www.TaylorFlorida.com

Reader Response 43

Taylor County FLORIDA
Steinhatchee to Perry, Naturally

"Springs Capital of the World"



Reader Response 44

VisitGilchristCounty.com

352-463-3198

Steve Dopp

From: Beth Melillo [bethm@parksbynature.com]
Sent: Monday, December 17, 2018 3:06 AM
To: Steve Dopp
Subject: 2018 Recap - FL Official Pocket Ranger State Parks Mobile Program and The Original Florida Tourism Task Results

Dear Steve

It is a pleasure to partner all these years with **The Original Florida Tourism Task** with the Official ParksByNature Network FLORIDA Pocket Ranger State Parks Mobile apps Program!

2018 provided great strides to drive travel, day trips- over night stays- events and more -to your area to increase visitation!

We look forward to make 2019 even bigger for you!

Overall 2018 to date The Original Florida Tourism Task and ParksByNature Network Pocket Ranger Mobile Partnership:

4/23/18 launch of campaign – to date 12/14/18

Total Analytics: 3,129,318 impressions and 1,601 clicks

Campaign banner assets location:
FL Pocket Ranger app:
-Full Rotation banner ad- *5 Million impressions*
- Footer - Static banner ad – Region
NY Pocket Ranger app:
-Full Rotation banner ad- *1 Million impressions* Memorial Day to Labor day

Added value:
-Pocket Ranger social media awareness
-Tourism Video
-Calendar Event alerts FL app

Please let me know if you want us to promote anything or any events for the holiday season and 2019 kick off!

Look forward to make big strides!

Warmest Regards,
Beth

Beth Melillo
VP Sales, ParksByNature Network
Mobile: (917) 414-7452
P.O. Box #1118, New York, NY 10018
www.parksbynature.com

From: Visit Natural North Florida [vnnf@ncfrpc.org]
To: Steve Dopp
Cc:
Subject: Visit Natural North Florida Winter Newsletter
Sent: Tue 12/4/2018 11:52 AM

Visit Natural NORTH FLORIDA

Snow-time Like the Present to Enjoy Florida

Bundle Up, but not too Much, and Explore Natural North Florida.

Christmas and the New Year are right around the corner! This season, enjoy festive activities, discover new forests and parks, and participate in Florida traditions. Continue reading to see how you can celebrate the holidays in Natural North Florida!

Visit Natural
NORTH FLO

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Christmas and the New Year are right around the corner! This season, enjoy festive activities, discover new forests and parks, and participate in Florida traditions. Continue reading to see how you can celebrate the holidays in Natural North Florida!

Take a Trip to

Goethe State Forest

Enjoy Natural North Florida's cooler (but snow-free) weather this winter with a stroll

on horseback or bike ride. Seven trailheads and many miles of trails are available for hiking, birding, fishing, horseback riding, and bicycling. For those particularly interested in wildlife, Goethe hosts many rare species such as the endangered red cockaded woodpecker, the Florida black bear, gopher tortoise, gopher frog, striped newts, Florida mice, Sherman's fox squirrel and bald eagle.

Stay a While!

Cool weather, good company, and a beautiful park is a recipe for a wonderful Visit Natural North Florida vacation.

Village Pines Campground

At the Village Pines Campground you can enjoy saltwater fishing in the Gulf of Mexico by driving the Follow That Dream Highway that Elvis made famous just minutes away, or go fresh water bass fishing in Lake Rousseau just down the road. Enjoy breathtaking views of nearby Cedar Key as you dine on fresh, locally caught seafood in one of the several waterfront restaurants.

Goethe Trailhead Ranch RV Campground

Looking for a place to unwind, breathe in some fresh country air and get back to nature? Well look no further than Goethe Trailhead Ranch. Whether visiting the nearby state forest, or traveling to other Florida attractions, this campground has everything. The on-site Trailhead Town Hall and Pavilion is the perfect place for a

fundraiser, club event, BBQ, festival, wedding, family reunion, and more.

Celebrate the Season

Christmas Greetings from Live Oak, Madison, and Monticello

Get into the Christmas spirit with these holiday events.

Held in Live Oak in Suwannee County, Christmas on the Square kicks off with the Jingle Bell Fun Run & Walk, followed by the Christmas tree lighting. Enjoy many arts and crafts vendors, food vendors, live music, bounce houses, and Santa Land before finishing the night with a fireworks display. Festivities start on November 29th.

On December 8th, continue the holiday festivities and attend Light Up Madison. Enjoy everything from the Lighted Christmas Parade, holiday activities and games, and food and entertainment. At both of these events, enjoy fun for the entire family while kicking off the Christmas season.

Monticello in Jefferson County hosts a Downtown Community Christmas Event. Enjoy a delicious dinner at a downtown restaurant, followed by a tree lighting, Christmas caroling, and meeting Santa. Enjoy crafts and face painting for children and participate in the scavenger hunt. Festivities are from 5 p.m. to 8 p.m. on

Friday, December 1st.

Get Dirty at the Sopchoppy Worm Gruntin' Festival

In need of more worms for your fishing adventures? Or ever wondered how to worm grunt? Well now is your chance!

On April 13, 2019, head to Sopchoppy, the "Worm Gruntin' Capital" of the World. Start the day with a 5K. After the race, enjoy arts and crafts booths, food vendors, and live music in between attending worm grunting demonstrations and competitions.

End the Night with the Grunters' Ball, complete with dancing and live music. Admission to the festival is free. Enjoy a Florida classic pastime and witness the spectacle of the Worm Gruntin' Festival.

Enjoy Your R/V Adventure

Along The Mighty Suwannee

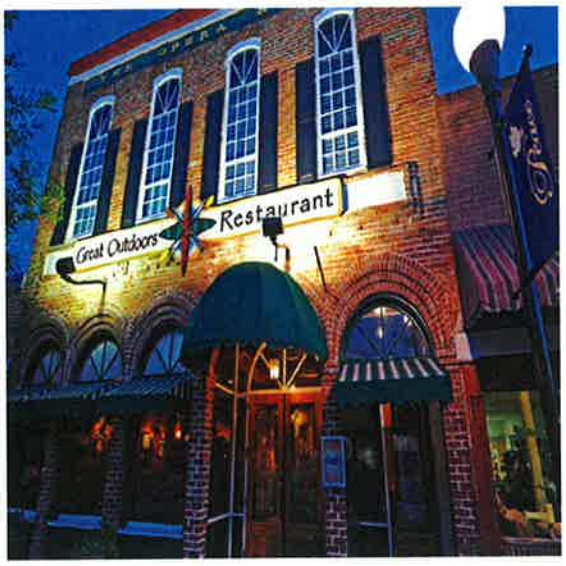
River

There are more options than just parking your R/V or setting up camp along the shores of the mighty Suwannee River. Florida's longest unobstructed (no dams or locks) river begins its journey in the Okefenokee Swamp in south Georgia and flows over 200 miles to the Gulf of Mexico. For the most part, the river is deep and wide and well suited to cruising, fishing or just watching. Several of the campgrounds along the river's banks offer boat rentals, and others have launching facilities for visitors who choose to travel with their own powerboats, kayaks or canoes.

Check out the Natural North Florida website to plan your next RV vacation

Enjoy an Award Winning Meal at the Great Outdoors Restaurant

Head to High Springs for an elegant meal at the Great Outdoors Restaurant. Choose from a variety of hand cut steaks, fresh seafood, entree salads, homemade soups and desserts. Be sure to make a reservation to enjoy your meal while listening to Live Music Under the Stars!



Location: 65 North Main Street, High Springs, FL 32643

Hours: Tuesday-Thursday (11 a.m.- 9 p.m.), Friday-Saturday (11 a.m. - 10 p.m.), Sunday (11 a.m. - 9 p.m.)

Phone Number: 386-454-1288

Look Forward to 2019 and the 50th Annual Spring Arts Festival

Experience the beginning of springtime in historic Northeast Gainesville and experience the Santa Fe College Spring Arts Festival. Last year's festival included three locations, with two stages and over 200 visual artists. The festival encourages visitors to explore the city, from Bo Diddley Plaza to the Actors' Warehouse on Northeast First Street. More details to come on this exciting springtime festival.

Location: Historic Northeast Gainesville, FL

Hours: Saturday, April 6, 2019 from 9 a.m.-5:30 p.m. and Sunday, April 7, 2019 from noon-5:30 p.m.

Take Up Birding at These Two Well-Known Parks

As the temperatures drop and water cools down, find a new hobby while exploring Natural North Florida's beautiful state parks. Birding is an increasingly popular way to enjoy the outdoors with minimal equipment or physical stress. Grab a pair of binoculars, a birding guide and a camera to document your findings!

St. Marks Wildlife Refuge

With 73 miles of wildlife refuge stretching along the Gulf of Mexico, St. Marks Wildlife Refuge is a famous birding hot spot. This is one of the oldest refuges in the National Wildlife Refuge System, with at least five ecosystems. Biologists estimate that there are 271 types of birds within the refuge. Check the St. Marks Wildlife Refuge website for updates on which birds to look for!

Sweetwater Wetlands Park

This park featuring wetlands and ponds was create to improve the water quality in Paynes Prairie and the Floridian Aquifer. Walk through more than 3.5 miles of trails and spot the many birds that call this park home. Head to Sweetwater Wetlands Park on Wednesdays for a weekly birding walk!

You can find more information at NaturalNorthFlorida.com as well as our member websites!

Alachua: www.visitgainesville.com
Bradford www.bradfordcountyfl.gov
Columbia: www.springsrus.com
Dixie www.visitdixie.com
Gilchrist: www.visitgilchristcounty.com
Hamilton: www.hamiltontdc.org

Lafayette: www.townofmayo.org
Levy: www.visitlevy.com
Madison: www.madisonfl.org
Suwannee: www.visitsuwannee.com
Taylor: www.taylorflorida.com
Union: www.unioncounty-fl.gov

From: Visit Natural North Florida
To: Steve Dopp
Subject: Visit Natural North Florida Winter Newsletter
Date: Tuesday, December 04, 2018 11:52:51 AM

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Columbia: www.springsrus.com
Dixie www.visitdixie.com
Gilchrist: www.visitgilchristcounty.com
Hamilton: www.hamiltontdc.org
Jefferson: www.visitjeffersoncountyflorida.org

Lafayette: www.townofmayo.org
Levy: www.visitlevy.com
Madison: www.madisonfl.org
Suwannee: www.visitsuwannee.com
Taylor: www.taylorflorida.com
Union: www.unioncounty-fl.gov
Wakulla: www.visitwakulla.com

Share your photos with us for an opportunity to be featured on our pages! **#NaturalNorthFlorida**

Share Tweet Forward

Find Out More

Our mailing address is:
VNNF@NCFRPC.ORG

Rick Scott
GOVERNOR

FLORIDA DEPARTMENT of ECONOMIC OPPORTUNITY

Cissy Proctor
EXECUTIVE DIRECTOR

November 30, 2018

Ms. Dawn Taylor
Chairperson
Original Florida Tourism Task Force
2009 N.W. 67th Place
Gainesville, Florida 32653

Dear Ms. Taylor:

It is my pleasure to inform you that the Original Florida Tourism Task Force's application for a Regional Rural Development Grant in the amount of $150,000.00 has been approved. The purpose of the Regional Rural Development Grant is to provide funding support to regionally based economic development organizations that represent rural counties and communities. This award is to be used to build professional capacity, enhance and support the organization's sustainable economic development activities and marketing efforts in your region. Please be advised that The Original Florida Tourism Task Force may not request reimbursement for this award until the current agreement, #D0117, had been administratively closed.

Please be advised that funds will be provided upon the execution of a grant agreement that will include a scope of work, set of deliverables and proof of financial and in-kind match. If you have any questions about this award or the grant agreement, please contact Robert Gitzen in the Bureau of Economic Development by telephone at (850)-717-8497 or by email at Robert.Gitzen@deo.myflorida.com.

Sincerely,

Julie Dennis, Director
Division of Community Development

2019 Marketing College Scholarships
May 12 - 17, 2019

8 scholarships budgeted
1 scholarship allocated to Governor's Tourism Conference
7 scholarships allocated to STS Marketing College
1 of the 7 STS scholarships allocated to staff
6 STS at-large scholarships

Task Force Staff
Lauren Yeatter

3rd Year Students
Katrina Richardson
Phyllis Williams
Sandy Beach
Pat Watson
Paula Vann

2nd Year Students
Mariella Garcia-Rendon
Charissa Setzer
Ron Gromoll

https://southeasttourism.org/marketing-college/

The Original Florida Tourism Task Force
Travel Shows and Show Dates, 2018-19 Travel Show Season
January 2, 2019

Number	Show Name	Lead	Assistant	Alternate	Tentative Dates			
					Leader Departure Date	Assistant Departure Date	Show Dates	Return Travel Date
1	*Georgia RV and Camping Show*	*Roland Loog*	*Dave Mecusker*		*September 12, 2018*	*September 13, 2018*	*September 14-16, 2018*	*September 17, 2018*
2	Boot Dusseldorf*	Roland Loog	-	Sandy Beach	January 15, 2019	n/a	January 19 - 27, 2019	January 29, 2019
3	Atlanta Camping & RV Show	Steve Dopp	Pat Watson	Dave Mecusker	January 23, 2019	January 24, 2019	January 25 - 27, 2019	January 28, 2019
4	Nashville RV Supershow	Katrina Richardson	Phyllis Williams	Roland Loog	January 23, 2019	January 24, 2019	January 25 - 27, 2019	January 28, 2019
5	New York Times Travel Show*	Dawn Taylor	-	Carol McQueen	January 23, 2019	n/a	January 25 - 27, 2019	January 28, 2019
6	London Times Destinations Show	Donna Creamer	Sandy Beach	Ron Gromoll	January 27, 2019	January 27, 2019	Jan 31 - Feb 3, 2019	February 4, 2019
7	Houston RV Show	Phyllis Williams	Mariela Garcia-Rendon	Dawn Taylor	February 4, 2019	February 5, 2019	February 6 - 10, 2019	February 11, 2019
8	Chicago RV and Camping Show	Sean Plemons	Pat Watson	Roland Loog	February 7, 2019	February 8, 2019	February 7 - 10, 2019	February 11, 2019
9	Boston Travel and Adventure Show	Steve Dopp	Nancy Bednarek	Russ McCallister	February 7, 2019	February 8, 2019	February 9 - 10, 2019	February 11, 2019
10	F.re.e Messe Munich	Tommy Thompson	Steve Dopp	Katrina Richardson	February 16, 2019	February 16, 2019	February 20 - 24, 2019	February 25, 2019
11	Toronto Outdoor Adventure Show	Teena Peavey	Cody Gray	Donna Creamer	February 20, 2019	February 21, 2019	February 22 - 24, 2019	February 25, 2019
12	Canoecopia	Tommy Thompson	Russ McCallister	Nancy Bednarek	March 6, 2019	March 7, 2019	March 8 - 10, 2019	March 11, 2019
13	Philadelphia Travel and Adventure Show	Dawn Taylor	Ron Gromoll	Phyllis Williams	March 7, 2019	March 8, 2019	March 9 - 10, 2019	March 11, 2019
14	Washington DC Travel and Adventure Show	Katrina Richardson	Mariela Garcia-Rendon	Carol McQueen	March 14, 2019	March 15, 2019	March 16 - 17, 2019	March 18, 2019
15	Ottawa Outdoor and Travel Adventure Show	Donna Creamer	Katrina Richardson	Pat Watson	April 4, 2019	April 5, 2019	April 6 - 7, 2019	April 8, 2019
16	*Midwest Mountaineering Spring Expo*	*Tommy Thompson*	*Ron Gromoll*	*Dave Mecusker*	*April 24, 2019*	*April 25, 2019*	*April 26 - 28, 2019*	*April 29, 2019*
17	*Bike Expo New York*	*Donna Creamer*	*Alden Rosner*	*Katrina Richardson*	*May 1, 2019*	*May 2, 2019*	*May 3 - 4, 2019*	*May 5, 2019*

Italicized shows are shows funded by the Task Force Regional Rural Development Grant.

Underlined shows are combined shows with Riverway South.

*One staff person only at this show.

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

Cost Estimates 1/17/2019	Deliverable
$6,000.00	Website Hosting & Maintenance
$8,000.00	VISIT FLORIDA Retargeting Campaign
$2,500.00	Website Database Maintenance & Enhancement (Updating Pins, Bike Routes, etc.- Steve Dopp)
$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
$2,500.00	Revise and Print Ultimate Bicycle Guide
$13,000.00	Domestic Travel Shows (2_shows -Bike Expo NY, Midwest Mountaineering Spring)
$21,500.00	Print Advertising (UnDiscovered Florida, Florida Transportation Map, Florida Travel Planner)
$16,400.00	Digital Advertising Campaign (Facebook, Google Adword search)
$13,000.00	Euorpean Print/Digital Advertisements (Nat. Geo Traveller UK, Visit Florida, America)
$14,000.00	Scholarships (8 Scholarships @ $1,750)
$12,000.00	Brochure Distribution
$5,100.00	VisaVues
$2,600.00	Professional Organization Memberships
$4,500.00	Quarterly eNewsletters
$22,500.00	Administration
$152,500.00	Total

The Original Florida Tourism Task Force 2018 MEMBERS as of 1/3/2019

ALACHUA COUNTY
($15,000 - 3 votes)

Vacant

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BRADFORD COUNTY
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COLUMBIA COUNTY
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DIXIE COUNTY
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GILCHRIST COUNTY
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HAMILTON COUNTY
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JEFFERSON COUNTY
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LAFAYETTE COUNTY
($1,000 - 1 vote)

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LEVY COUNTY
($4,000 - 2 votes)

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MADISON COUNTY
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SUWANNEE COUNTY
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TAYLOR COUNTY
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Sandy Beach
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UNION COUNTY
($1,000 - 1 vote)

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WAKULLA COUNTY
($3,000 - 2 votes)

Vacant

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STAFF

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THE ORIGINAL FLORIDA TOURISM TASK FORCE
VOLUNTEERS, CONSULTANTS AND OTHERS

as of 1/3/2019

VOLUNTEERS, CONSULTANTS AND OTHERS

Donna Creamer
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2019
Visit Natural North Florida
Meeting Dates and Counties

Visit Natural NORTH FLORIDA

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

January 17:	Alachua
February 21:	Levy
March 21:	Taylor
April 18:	Jefferson
May 16:	Madison
June 20:	Wakulla
July 18:	Bradford
August 15:	Lafayette
September 19:	VISIT FLORIDA
October 17:	Hamilton
November 21:	Columbia
December 19:	Alachua County (Council Office)

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