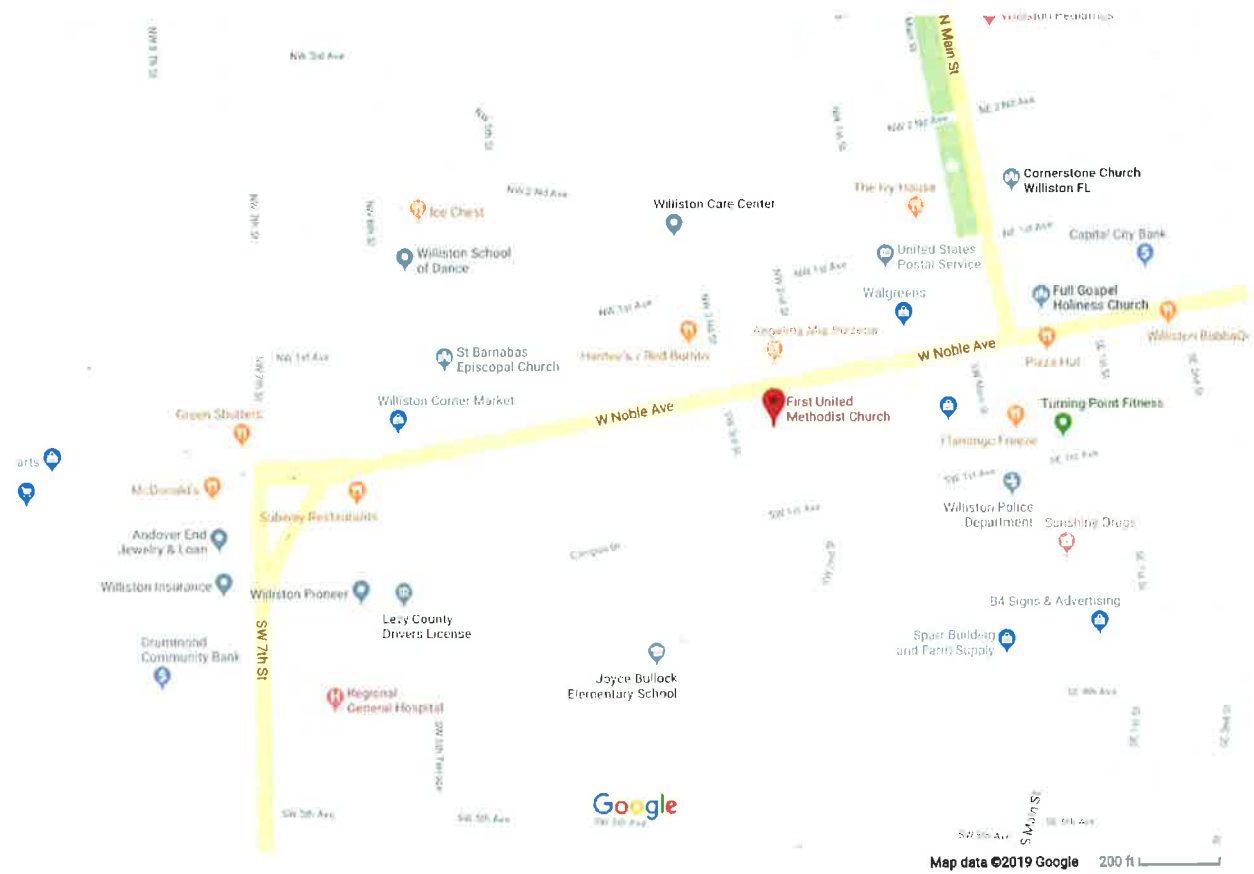


## MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **February 21, 2019**. The meeting will be held at **Fellowship Hall at First Methodist Church, 213 West Noble Avenue, Williston, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)

Google Maps First United Methodist Church



*The Original Florida*  
TOURISM TASK FORCE  
Meeting Agenda

*Visit Natural*  
**NORTH FLORIDA**

**Fellowship Hall at First Methodist Church  
213 West Noble Avenue, Williston, FL  
Levy County**

**February 21, 2019  
Thursday, 10:00 a.m.**

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8. Scholarships	
a. Southeast Tourism Society Marketing College	
b. Florida Governor's Tourism Conference	
9. 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. Atlanta Camping & RV Show Report
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    - h. London Times Destinations Show Report
    - i. Houston RV Show Report
    - j. Chicago RV and Camping Show Report
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- E. Visit Florida Report - Brenna Dacks
- F. Staff Items
  - 1. Senate Bill 596 77
  - 2. Fiscal Year 2019-20 Regional Rural Development Grant Project 87
  - 3. Unpaid 2018-19 Regional Cooperative Marketing Fees
- G. Other Old Business
  - 1. Updated Task Force Member Contact Information 89
- 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., March 21, 2019 in Taylor County at a location to be determined.

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

January 17, 2019  
10:00 a.m.

MEMBERS PRESENT

Ron Gromoll, Alachua County  
Sean Plemons, Alachua County  
Will Sexton, Bradford County, Vice-Chair  
Russ McCallister, Dixie County  
Lee Deen, Gilchrist County  
Patricia Watson, Gilchrist County  
Mariela Garcia-Rendon, Hamilton County  
Susan Ramsey, Hamilton County  
Katrina Richardson, Jefferson County  
Nancy Wideman, Jefferson County  
Tisha Whitehurst, Levy County  
Phyllis Williams, Madison County  
Teena Peavey, Suwannee County  
Charissa Setzer, Suwannee County  
Sandy Beach, Taylor County  
Dawn Taylor, Taylor County, Chair  
Dale Walker, Union County  
Thomas Herndon, Wakulla County

OTHERS PRESENT

Karen Brown, Alachua Audubon  
Donna Creamer, Task Force  
Travel Show Coordinator  
Brenda Dacks, Visit Florida  
Rita Dopp, Task Force Volunteer  
Steve Dopp, Task Force Volunteer  
Jessica Huror, Visit Gainesville/Alachua County  
Dave Mecusker, Union County  
Lois Nevins, By All Means Travel  
Tommy Thompson, Two Tree, Inc.

STAFF PRESENT

Scott Koons  
Lauren Yeatter

MEMBERS ABSENT

Daniel Riddick, Bradford County  
Rod Butler, Columbia County  
Paula Vann, Columbia County  
Craig Colton, Lafayette County  
Carol McQueen, Levy County  
Jackie Blount, Madison County

**I. CALL TO ORDER, INTRODUCTIONS**

Noting the presence of a quorum, Chair Dawn Taylor called the meeting to order at 10:05 a.m. and called for introductions.

**II. APPROVAL OF THE AGENDA**

Chair Taylor requested approval of the meeting agenda.

**ACTION:** Ron Gromoll moved and Susan Ramsey seconded to approve the meeting agenda. The motion passed unanimously.

### III. APPROVAL OF THE NOVEMBER 15, 2018 MINUTES

Chair Taylor asked for approval of the November 15, 2018 meeting minutes.

**ACTION:** Nancy Wiedman moved and Sean Plemons seconded to approve the November 15, 2018 minutes as circulated. The motion passed unanimously.

### IV. OLD BUSINESS

#### A. Committee Reports

##### 1. Finance Committee Report

- a. Monthly Financial Report Review and Approval
  - 1. October 31, 2018
  - 2. November 30, 2018

Dave Mecusker presented the October 31, 2018 and November 30, 2018 Monthly Financial Reports.

**ACTION:** Katrina Richardson moved and Will Sexton seconded to approve the October 31, 2018 and November 30, 2018 monthly financial reports as circulated. The motion passed unanimously.

##### 2. Marketing Committee Report

- a. Video Ranking and Selected Vendor for 2019 Marketing Project

Chair Taylor reported that the Marketing Committee did not achieve a quorum and will reschedule a Committee meeting for a later date.

##### 3. Video Committee Report

- a. Video Ranking and Selected Vendor for 2019 Website Video Project

Chair Taylor reported that the Marketing Committee selected Aqueous Films as the vendor for the 2019 Website Video Project.

#### B. Fiscal Year 2017-18 Regional Rural Development Grant

##### 1. Scope of Work

Mr. Koons stated that the Task Force has been reimbursed by the Florida Department of Economic Opportunity for the 3rd quarter deliverables.

##### 2. Website Header Enhancements

Steve Dopp reported on the website header enhancements.

**ACTION: Sandy Beach moved and Ms. Wideman seconded to change the website homepage title to Nature is Our Theme Park. The motion passed unanimously.**

3. Digital Advertising Campaign

Mr. Koons stated that as of December 31, 2018 Jumpen LLC had completed the digital advertising campaign.

4. Website Blogs

Mr. Koons reported Two Tree, Inc. has completed all website blogs.

5. In-house Brochure Printing

Mr. Koons reported that In-house Brochure Printing has been completed.

6. Brochure Distribution

Mr. Koons stated that brochure distribution has been completed.

7. VISIT FLORIDA Travel Planner Advertisement

Mr. Koons stated that a copy of the Visit Florida Travel Planner Advertisement was included in the meeting packet.

8. VISIT FLORIDA Transportation Map Advertisement

Brenna Dacks reported that the printing of the Visit Florida Transportation Map has been delayed due to obtaining a photograph and welcome letter from the Governor.

9. Florida Pocket Ranger App Advertisement Analytics Report

Mr. Koons stated that the Florida Pocket Ranger App Advertisement Analytics report was included in the meeting packet.

10. Visa Vues

Mr. Koons stated that the December 2018 Quarter Visa Vues report had not yet been received.

11. Winter 2018 eNewsletter

Mr. Koons stated that the Winter 2018 eNewsletter was issued on December 4, 2018 and a copy of the eNewsletter was included in the meeting packet.

C. Fiscal Year 2018-19 Regional Rural Development Grant

1. Scope of Work

No discussion occurred under this item.

2. 2019 Marketing Project

No discussion occurred under this item.

3. VISIT FLORIDA Retargeting Campaign

No discussion occurred under this item.

4. Website Attractions Maintenance and Updating

No discussion occurred under this item.

5. Ultimate Bicycle Guide Reprint  
Domestic Travel Shows - Bike Expo New York and  
Midwest Mountaineering Spring Expo

No discussion occurred under this item.

6. Website Blogs

No discussion occurred under this item.

7. New Places to Go Town Pages

No discussion occurred under this item.

8. Print Advertising (UnDiscovered Florida, Florida Travel Planner,  
a. Authorization to Enter into Contract with Worth International

Mr. Koons reported that Dixie, Gilchrist, Jefferson, Levy and Taylor Counties and a combined Gilchrist County/Taylor County have agreed to participate in the Undiscovered Florida coop advertisement.

**ACTION: Mr. Sexton moved and Ms. Weidman seconded to authorize entering into a contract with Worth International for an Undiscovered Florida coop advertisement. The motion passed unanimously.**

9. Scholarships -  
a. Southeast Tourism Society Marketing College

Mr. Koons reported that the Task Force had allotted seven scholarships for Southeast Tourism Society Marketing College and there were nine individuals requesting scholarships.

**ACTION: Ms. Richardson moved and Ms. Weidman seconded to authorize scholarships for Southeast Tourism Society Marketing College for Lauren Yeatter, Task Force Staff, for Year 1; Ron Gromoll for Year 2; Katrina Richardson, Phyllis Williams, Sandy Beach, Pat Watson and Paula Vann for Year 3. The motion passed unanimously.**



b. 2019 Florida Governor's Tourism Conference

Mr. Koons reported that the 2019 Florida Governor's Tourism Conference will be held September 4, 2019 to September 6, 2019 in Boca Raton.

10. Professional Organization Memberships

No discussion under this item.

D. VISIT FLORIDA Grants

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

a. Travel Shows and Travel Show Assignments

Donna Creamer, Travel Show Coordinator reviewed the Travel Show assignments.

b. Promotional Items

Mr. Koons requested the reallocation of \$5,000 for promotional items to include \$635 for fabric posters, \$2,495 for digital media kits, \$185 for table runners, \$1,425 for Go Pros and \$260 for iPad security devices.

**ACTION: Ms. Weidman moved and Mr. Gromoll seconded to authorize the expenditure of \$5,000 for promotional items to include \$635 for fabric posters, \$2,495 for digital media kits, \$185 for table runners, \$1,425 for Go Pros and \$260 for iPad security devices. The motion passed unanimously.**

c. 2019 Website Video Project

Mr. Koons reported that the Task Force has not received written authorization from Visit Florida for the 2019 Website Video Project.

E. Visit Florida Report - Brenna Dacks

Brenna Dacks presented the VISIT FLORIDA monthly report.

F. Staff Items

1. Fiscal Year 2019-20 Regional Rural Development Grant

Mr. Koons reviewed the proposed list of deliverables and estimated costs for the Fiscal Year 2019-20 Regional Rural Development Grant Project.

2. Unpaid 2018-19 Regional Cooperative Marketing Fees

Mr. Koons stated that all counties had paid their 2018-19 Regional Cooperative Marketing fees with the exception of Alachua County.

G. Other Old Business

2. Updated Task Force Member Contact Information

No updates were made to the Task Force member contact information.

H. Announcements

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

V. NEW BUSINESS

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

By consensus, the Task Force agreed to defer the election of Treasurer to the February 21, 2019 meeting.

B. Visit Florida Transportation Map

**ACTION: Mr. Sexton moved and Teena Peavey seconded to fund the Visit Florida Transportation Map Task Force advertisement with Task Force funds instead of Fiscal Year 2017-18 Regional Rural Development Grant funds. The motion passed unanimously.**

VI. Leadership Forum: Alachua Audubon Society

Karen Brown, Alachua Audubon made a presentation concerning Alachua Audubon and the economic impact of birding tourism in Alachua County and throughout the state.

VII. Adjournment

The meeting adjourned at 12:23 p.m.

Date and Location of next meeting:

The next meeting is scheduled for 10:00 a.m., February 21, 2019 in Levy County at First Methodist Church in Williston, Florida.

---

Dawn Taylor, Chair

2/21/19  
Date

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

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

	Dec 31, 18
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	151,093.21
Total Checking/Savings	151,093.21
Accounts Receivable	
Accounts Receivable	1,315.90
Total Accounts Receivable	1,315.90
Other Current Assets	
Prepaid Expense	712.06
Prepaid Registration Fees	30,764.36
Total Other Current Assets	31,476.42
Total Current Assets	183,885.53
<b>TOTAL ASSETS</b>	<b>183,885.53</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	16,332.41
Total Accounts Payable	16,332.41
Total Current Liabilities	16,332.41
Total Liabilities	16,332.41
Equity	
Unrestricted Earnings	94,376.51
Net Income	73,176.61
Total Equity	167,553.12
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>183,885.53</b>

6:39 PM

02/13/19

Accrual Basis

# The Original Florida Tourism Task Force

## Profit & Loss

December 2018

	Dec 18
Expense	
Marketing	
Collateral Materials	
Distribution	1,149.50
Collateral Materials - Other	419.10
Total Collateral Materials	1,568.60
Public Relations	
Advertising	8,303.25
Total Public Relations	8,303.25
Trade Shows	
Canoecopia	88.64
New York Times Travel	667.58
Total Trade Shows	756.22
Total Marketing	10,628.07
Total Expense	10,628.07
Net Income	-10,628.07

2:07 PM

01/10/19

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 12/31/2018**

---

	Dec 31, 18	
Beginning Balance		119,819.86 ✓
Cleared Transactions		
Checks and Payments - 5 items	-3,295.60 ✓	
Deposits and Credits - 2 items	35,676.67 ✓	
Total Cleared Transactions	32,381.07	
Cleared Balance		152,200.93 ✓
Uncleared Transactions		
Checks and Payments - 1 item	-1,107.72	
Total Uncleared Transactions	-1,107.72	
Register Balance as of 12/31/2018		151,093.21
New Transactions		
Checks and Payments - 2 items	-8,391.89	
Total New Transactions	-8,391.89	
Ending Balance		142,701.32

*[Handwritten signature]*  
1-10-19

2:07 PM

01/10/19

**The Original Florida Tourism Task Force**  
**Reconciliation Detail**  
**Cash in Bank - Capital City, Period Ending 12/31/2018**

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						119,819.86
<b>Cleared Transactions</b>						
<b>Checks and Payments - 5 items</b>						
Bill Pmt -Check	11/08/2018	1357	Florida Suncoast To...	X	-1,500.00	-1,500.00
Bill Pmt -Check	12/06/2018	1366	Two Tree, Inc.	X	-595.00	-2,095.00
Bill Pmt -Check	12/06/2018	1365	Koons, Scott	X	-200.00	-2,295.00
Bill Pmt -Check	12/20/2018	1370	Freeman 3	X	-581.50	-2,876.50
Bill Pmt -Check	12/20/2018	1371	NCFRPC	X	-419.10	-3,295.60
Total Checks and Payments					-3,295.60	-3,295.60
<b>Deposits and Credits - 2 items</b>						
Deposit	12/14/2018			X	4,000.00	4,000.00
Deposit	12/26/2018			X	31,676.67	35,676.67
Total Deposits and Credits					35,676.67	35,676.67
Total Cleared Transactions					32,381.07	32,381.07
Cleared Balance					32,381.07	152,200.93
<b>Uncleared Transactions</b>						
<b>Checks and Payments - 1 item</b>						
Bill Pmt -Check	12/06/2018	1369	Messe Munchen GM...		-1,107.72	-1,107.72
Total Checks and Payments					-1,107.72	-1,107.72
Total Uncleared Transactions					-1,107.72	-1,107.72
Register Balance as of 12/31/2018					31,273.35	151,093.21
<b>New Transactions</b>						
<b>Checks and Payments - 2 items</b>						
Bill Pmt -Check	01/03/2019	1372	Miles Partnership		-8,303.25	-8,303.25
Bill Pmt -Check	01/03/2019	1373	United Parcel Service		-88.64	-8,391.89
Total Checks and Payments					-8,391.89	-8,391.89
Total New Transactions					-8,391.89	-8,391.89
<b>Ending Balance</b>					<b>22,881.46</b>	<b>142,701.32</b>



P.O. Box 900  
Tallahassee, FL 32302

ACCOUNT STATEMENT

SKAD



00002297 FCC31545010119161351 01 000000000  
THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PLACE  
GAINESVILLE FL 32653-1603

Date 12/31/18  
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](http://ccbg.com/purchasealerts).

#### CHECKING ACCOUNT

ANALYZED BUS CHECKING	Images	7
Account Number	XXXXXXX2204	Statement Dates 12/03/18 thru 12/31/18
Previous Balance	119,819.86 ✓	Days in this Statement Period 29
2 Deposits/Credits	35,676.67 ✓	Avg Ledger Balance 126,739.30
5 Checks/Debits	3,295.60 ✓	Avg Collected Balance 125,233.21
Service Charges	.00	
Interest Paid	.00	
Ending Balance	152,200.93 ✓	

#### DEPOSITS AND OTHER CREDITS

Date	Description	Amount
12/14	Deposit	4,000.00
12/26	Deposit	31,676.67

#### CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
12/04	1357	1,500.00 ✓	12/31	1370*	581.50 ✓
12/10	1365*	200.00 ✓	12/26	1371	419.10 ✓
12/12	1366	595.00 ✓			

\* Denotes missing check numbers

RECEIVED

JAN 07 2019

NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL

00002297-0003401-0001-0004-FCC31545010119161351-01-L





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

Date 12/31/18  
Primary Account

Page 2  
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

Date	Balance	Date	Balance	Date	Balance
12/03	119,819.86	12/12	117,524.86	12/31	152,200.93
12/04	118,319.86	12/14	121,524.86		
12/10	118,119.86	12/26	152,782.43		

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

00002297-0003402-0002-0004-FCC31545010119161351-01-L





DEPOSIT TICKET

THE ORIGINAL DEPOSIT TICKET MUST BE PRESENTED WITH ALL DEPOSITS. IF THE TICKET IS LOST, THE DEPOSITOR WILL BE RESPONSIBLE FOR THE AMOUNT OF THE DEPOSIT.

Capital City Bank

CURRENCY

DATE 12-14-18

AMOUNT \$ 4000.00

10531006884 0224792204

0 12/14/2018 \$4,000.00

DEPOSIT TICKET

THE ORIGINAL DEPOSIT TICKET MUST BE PRESENTED WITH ALL DEPOSITS. IF THE TICKET IS LOST, THE DEPOSITOR WILL BE RESPONSIBLE FOR THE AMOUNT OF THE DEPOSIT.

Capital City Bank

CURRENCY

DATE 12-26-18

AMOUNT \$ 31676.67

10531006884 0224792204

0 12/26/2018 \$31,676.67

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT MUST BE PRESENTED WITH ALL DEPOSITS. IF THE RECEIPT IS LOST, THE DEPOSITOR WILL BE RESPONSIBLE FOR THE AMOUNT OF THE DEPOSIT.

Capital City Bank

1357

DATE 11/8/2018

AMOUNT \$ 1,500.00

10531006884 0224792204

1357 12/04/2018 \$1,500.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT MUST BE PRESENTED WITH ALL DEPOSITS. IF THE RECEIPT IS LOST, THE DEPOSITOR WILL BE RESPONSIBLE FOR THE AMOUNT OF THE DEPOSIT.

Capital City Bank

1365

DATE 12/9/2018

AMOUNT \$ 200.00

10531006884 0224792204

1365 12/10/2018 \$200.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT MUST BE PRESENTED WITH ALL DEPOSITS. IF THE RECEIPT IS LOST, THE DEPOSITOR WILL BE RESPONSIBLE FOR THE AMOUNT OF THE DEPOSIT.

Capital City Bank

1366

DATE 12/5/2018

AMOUNT \$ 595.00

10531006884 0224792204

1366 12/12/2018 \$595.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT MUST BE PRESENTED WITH ALL DEPOSITS. IF THE RECEIPT IS LOST, THE DEPOSITOR WILL BE RESPONSIBLE FOR THE AMOUNT OF THE DEPOSIT.

Capital City Bank

1370

DATE 12/30/2018

AMOUNT \$ 581.50

10531006884 0224792204

1370 12/31/2018 \$581.50

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT MUST BE PRESENTED WITH ALL DEPOSITS. IF THE RECEIPT IS LOST, THE DEPOSITOR WILL BE RESPONSIBLE FOR THE AMOUNT OF THE DEPOSIT.

Capital City Bank

1371

DATE 12/26/2018

AMOUNT \$ 419.10

10531006884 0224792204

1371 12/26/2018 \$419.10

1/9/2019



Tourism Task Force

\*\*\*\*\*2204

1/9/2019 2:20 PM

DOCUMENT INCLUDES WATERMARK, CHEMICAL REACTIVE PROPERTIES AND FEATURES A TOURNHOLOGRAM

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

1357

11/8/2018

PAY TO THE ORDER OF Florida Suncoast Tourism Promotions, Inc.

\$\*\*1,500.00

One Thousand Five Hundred and 00/100 \*\*\*\*\* DOLLARS

Florida Suncoast Tourism Promotions, Inc.  
10750 75th Street  
Seminole, FL 33777-1422

MEMO

DO NOT WRITE IN THESE SPACES

0001357 063100688 0224792204

ENCORSE HERE

PAY TO THE ORDER OF  
SYNOPSIS BANK  
063114166  
FOR DEPOSIT ONLY

FLORIDA SUNCOAST TOURISM  
0501006301

DO NOT WRITE STAMP OR SIGN BELOW THIS LINE  
RESERVED FOR FUTURE INFORMATION USE

0218876700 03162018 CP38805.1 >061100606<

Security Features

The security features of this check are as follows:

Amount: -1500.00

Description: Check

Check Number: 1357

Posted Date: 12/4/2018

Transaction Type: History



Tourism Task Force

\*\*\*\*\*2204

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

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

63-68/631

1365

12/6/2018

PAY TO THE ORDER OF Scott R. Koons

\$\*\*200.00

Two Hundred and 00/100 \*\*\*\*\* DOLLARS

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

MEMO

STUB WATERMARK CAN BE SEEN BY HOLDING TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE CHANGES WITH HEAT

1100136511 10631006881 022479220411

Amount: -200.00

Description: Check

Check Number: 1365

Posted Date: 12/10/2018

Transaction Type: History



Tourism Task Force

\*\*\*\*\*2204

1/9/2019 2:23 PM

DOCUMENT INCLUDES VISIBLE, INK, CHEMICAL, REACTIVE PROPERTIES AND FEATURES A FOLIO 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 1366

63-68/831 12/6/2018

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

STAMP WATERMARK PAPER: HOLD TO LIGHT TO VIEW PAPER CONTAINS TONER SENSITIVE FROM FAKES HEAT SENSITIVE PEO IMAGE CHANGES WITH HEAT

0001366 0063100688 0224792204

Security Features:

The security features listed below, as well as those listed, extend industry guidelines

High Resolution Ink

Microprint

Watermark

Security Features:

High Resolution Ink

Microprint

Watermark

ENDORSE HERE

for Deposit Only

W.F. Bank

Online

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

Amount: -595.00

Description: Check

Check Number: 1366

Posted Date: 12/12/2018

Transaction Type: History



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

1370

12/20/2018

PAY TO THE ORDER OF Freeman

\$\*\*581.50

Five Hundred Eighty-One and 50/100\*\*\*\*\* DOLLARS

Freeman  
909 Newark Turnpike  
Kearny, NJ 07032

MEMO

TRAVEL 470003  
#849

S. S. R. K.

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

0001370 063100688 0224792204

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE  
RESERVED FOR FUTURE USE ONLY

FOR DEPOSIT ONLY  
MICROFILM  
SERIALS  
SECTION  
UNIVERSITY OF MICHIGAN  
LIBRARY  
JAN 11 2019  
ACCOUNT #1015-1018

Amount: -581.50

Description: Check

Check Number: 1370

Posted Date: 12/31/2018

Transaction Type: History



Tourism Task Force

\*\*\*\*\*2204

1/9/2019 2:23 PM

DOCUMENT INCLUDES VINYL FILM, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOL 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** 1371

63-68/631 12/20/2018

PAY TO THE ORDER OF N. Central Fl. Regional Planning Council \$\*\*419.10

Four Hundred Nineteen and 10/100\*\*\*\*\* 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 TOWER ADHESION PROPERTIES HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001371 063100688 0224792204

Shield

S S R. K.

ENDORSE HERE

PAY TO THE ORDER OF  
CAPITAL CITY BANK  
FOR DEPOSIT ONLY  
NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL  
0224792204

Security Features:

12/26/2018 095001000263410 >063100688<

Amount: -419.10

Description: Check

Check Number: 1371

Posted Date: 12/26/2018

Transaction Type: History



# Mailchimp Receipt

# MC05738497

Issued to

Scott Koons  
The Original Florida Tourism  
Task Force  
koons@ncfrpc.org  
Office phone: 3529552200  
2009 NW 67th Place  
Gainesville, FL 32653-1603

Issued by

Mailchimp  
c/o The Rocket Science  
Group, LLC  
675 Ponce de Leon Ave NE  
Suite 5000  
Atlanta, GA 30308  
[www.mailchimp.com](http://www.mailchimp.com)  
US EIN 58-2554149

Details

Order # MC05738497  
Date Paid: Nov 30, 2018 3:25  
pm Eastern Time

Billing statement

Pay As You Go	10000 credits		\$200.00
		Subtotal	\$200.00
		Total	\$200.00
		Paid via Visa ending in 8543 which expires 05/2023 on November 30, 2018	\$200.00
		Balance as of November 30, 2018	\$0.00

Save 10% for 3 months on future purchases by enabling [two-factor authentication](#)



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

Type	Date	Num	Name	Memo	Class	Cir	Split	Amount
Prepaid Expense								
B///	10/31/2018	26	Koons, Scott	Canoeopia Furniture	83023 - VF Rural Area Opp 18/19		Accounts Payable	212.06
B///	11/01/2018	11T028249	Florida Suncoast Tourism ProI Brochure Distribution -	8208 - FDEO 17/18			Accounts Payable	500.00
								712.06
								<u>712.06</u>
Total Prepaid Expense								
TOTAL								

# The Original Florida Tourism Task Force Transactions by Account

As of December 31, 2018

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
<b>Prepaid Registration Fees</b>									
Bill	08/30/2018	UC08...	Unicomm, LLC	Boston Travel...	83023 - V...		Accounts Paya...	3,595.00	0.00
Bill	08/30/2018	UC08...	Unicomm, LLC	Philadelphia T...	83023 - V...		Accounts Paya...	3,595.00	3,595.00
Bill	08/30/2018	BK083...	BK Productions	Nashville RV ...	83023 - V...		Accounts Paya...	1,000.00	7,190.00
Bill	08/30/2018	HP08...	Hardman Production...	Atlanta Campi...	83023 - V...		Accounts Paya...	1,350.00	8,190.00
Bill	08/30/2018	NEM0...	National Event Man...	Toronto Outd...	83023 - V...		Accounts Paya...	4,333.55	9,540.00
Bill	08/30/2018	UC08...	Unicomm, LLC	Washington, ...	83023 - V...		Accounts Paya...	3,595.00	13,873.55
Bill	08/31/2018	RVEX...	RVEx Recreational ...	Chicago RV &...	83023 - V...		Accounts Paya...	2,498.00	17,468.55
Bill	09/04/2018	OO09...	Ottawa Outdoors	C.A.M.P. Adv...	83023 - V...		Accounts Paya...	2,269.15	19,966.55
Bill	09/11/2018	OFTT...	Communition Mana...	Houston RV S...	83023 - V...		Accounts Paya...	1,600.00	22,235.70
Bill	09/11/2018	00008...	Rutabaga Paddlesp...	Canoeopia R...	83023 - V...		Accounts Paya...	1,638.00	23,835.70
Bill	11/01/2018	RVEX...	RVEx Recreational ...	Chicago RV &...	83023 - V...		Accounts Paya...	478.00	25,473.70
Bill	11/07/2018	TOFT...	Clarion Events	London Times...	83023 - V...		Accounts Paya...	3,704.94	29,656.64
Bill	12/06/2018	f.re.e2...	Messe Munchen GM...	Munich Travel...	83023 - V...		Accounts Paya...	1,107.72	30,764.36
Total Prepaid Registration Fees								30,764.36	30,764.36
<b>TOTAL</b>								<b>30,764.36</b>	<b>30,764.36</b>

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

As of December 31, 2018

(These financial statements are unaudited)

	Budget	December 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
<b>Total Income</b>	<b>361,100.00</b>	<b>0.00</b>	<b>103,000.00</b>	<b>(258,100.00)</b>
<b>Expenses</b>				
<b>Marketing</b>				
<b>Collateral Materials</b>				
Print Ultimate Bicycle Guide	3,000.00	0.00	0.00	(3,000.00)
Print RV Parks & Campgrounds Brochure	0.00	347.10	347.10	347.10
Print Experience North Florida Bike Flyer	0.00	72.00	72.00	72.00
<b>Total Collateral Materials</b>	<b>3,000.00</b>	<b>419.10</b>	<b>419.10</b>	<b>(2,580.90)</b>
<b>Website</b>				
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	0.00	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)
<b>Total Website</b>	<b>50,100.00</b>	<b>0.00</b>	<b>13,190.00</b>	<b>(36,910.00)</b>
<b>Trade Shows</b>				
Whistles & Other Promotional Items	5,000.00	0.00	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	88.64	88.64	(4,911.36)
VF Georgia RV & Camper Show	4,200.00	0.00	0.00	(4,200.00)

# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

### As of December 31, 2018

(These financial statements are unaudited)

	Budget	December 2018	Year to Date	Over/(Under) Budget
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)
VF Nashville RV Super Show	5,100.00	0.00	0.00	(5,100.00)
VF New York Times Travel Show	3,000.00	667.58	667.58	(2,332.42)
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 Canoecon 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)
<b>Total Trade Shows</b>	<b>141,300.00</b>	<b>756.22</b>	<b>3,885.97</b>	<b>(137,414.03)</b>
<b>Advertising</b>				
Brochure Distribution	12,000.00	1,149.50	3,232.00	(8,768.00)
Digital Advertising Campaign	23,500.00	0.00	0.00	(23,500.00)
Florida Vacation Planner Print Advertisement	8,300.00	8,303.25	8,303.25	3.25
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	200.00	(4,100.00)
<b>Total Advertising</b>	<b>61,300.00</b>	<b>9,452.75</b>	<b>11,735.25</b>	<b>(49,564.75)</b>
<b>Total Marketing Expenses</b>	<b>255,700.00</b>	<b>10,628.07</b>	<b>29,230.32</b>	<b>(226,469.68)</b>
<b>Administration</b>				
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)
<b>Total Administration</b>	<b>55,900.00</b>	<b>0.00</b>	<b>593.07</b>	<b>(55,306.93)</b>

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

As of December 31, 2018

(These financial statements are unaudited)

	Budget	December 2018	Year to Date	Over/(Under) Budget
<b>Memberships</b>				
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)
<b>Total Memberships</b>	<u>900.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(900.00)</u>
<b>Professional Enhancement</b>				
SE Tourism Society Marketing College	11,600.00	0.00	0.00	(11,600.00)
Governor's Tourism Conference	1,700.00	0.00	0.00	(1,700.00)
<b>Total Professional Enhancement</b>	<u>13,300.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(13,300.00)</u>
<b>Internships</b>				
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)
<b>Total Internships</b>	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,500.00)</u>
<b>Retained Reserves</b>				
Retained Reserves	22,800.00	0.00	0.00	(22,800.00)
<b>Total Retained Reserves</b>	<u>22,800.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(22,800.00)</u>
<b>Total NonMarketing Expenses</b>	<u>105,400.00</u>	<u>0.00</u>	<u>593.07</u>	<u>(104,806.93)</u>
<b>Total Expenses</b>	<u>361,100.00</u>	<u>10,628.07</u>	<u>29,823.39</u>	<u>(331,276.61)</u>
<b>Net Income</b>	<u>0.00</u>	<u>(10,628.07)</u>	<u>73,176.61</u>	<u>73,176.61</u>



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

Adopted 8/16/2018

<b><i>Revenues</i></b>	<b>Total</b>
<i>Cooperative Regional Marketing Program Fees:</i>	
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
<b>Subtotal</b>	<b>\$53,000</b>
<i>Additional Revenue:</i>	
Department of Economic Opportunity Rural 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
<b>Subtotal - Cash</b>	<b>\$295,300</b>
<b>TOTAL REVENUES - CASH</b>	<b>\$348,300</b>
VISIT FLORIDA FY 2018-19 Rural Area of Opportunity Grant - In-Kind	\$12,800
<b>TOTAL REVENUES - CASH AND IN-KIND</b>	<b>\$361,100</b>
<i>Expenditures</i>	
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
<b>TOTAL EXPENDITURES - CASH</b>	<b>\$348,300</b>
(1) Marketing Program for FY 2018-19 - In-Kind	\$12,800
<b>TOTAL EXPENDITURES - CASH AND IN-KIND</b>	<b>\$361,100</b>
<i>Reserve Funds</i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$117,000
<b>TOTAL RESERVE FUNDS</b>	<b>\$117,000</b>

(1) See Marketing Budget Detail

(2) See Memberships Detail

**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
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**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 r e e Messe Munich	\$12,600
VISIT FLORIDA - Toronto Outdoor Adventure Show	\$8,300
VISIT FLORIDA - Canoeconia	\$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 Enhancement**

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
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Total Non-Marketing Expenditure \$105,400

Total Expenditure \$361,100



# *Visit Natural* **NORTH FLORIDA**

February 21, 2019

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

RE: Fiscal Year 2017-18  
Regional Rural Development Grant  
4th Quarter Deliverables Report

Dear Mr. Gitzen:

At its February 21, 2019 meeting, The Original Florida Tourism Task Force reviewed and approved the fourth quarter report and reimbursement request for its Fiscal Year 2017-18 Regional Rural Development Grant.

Please find enclosed the fourth quarter Deliverables Report and an invoice in the amount of \$34,187.24 for the period November 1, 2018 through January 17, 2019 relative to the contract between **The Original Florida Tourism Task Force** and the Florida Department of Economic Opportunity. Also enclosed are a completed Minority and Service-Disabled Veteran Business Enterprise Report and a Compliance Certification form.

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

If you have any questions concerning this matter, please contact Steven Dopp, Senior Planner, at 352.955.2200, ext. 109.

Sincerely,



Dawn Taylor  
Chair

Enclosures

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



**The Original Florida Tourism Task Force**  
**FEID # 59-3534835**

**INVOICE**

Agreement #: D0104

Invoice No.: 4  
Date: February 21, 2019

**TO:**

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

**FOR:**

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

DESCRIPTION		AMOUNT
Dates of Service: November 1, 2018 to January 17, 2019		
Deliverable 2.1 Website Maintenance and Enhancements		
Task 2.1.2 Topic-Centered Microsites		
Enhanced Four Topic-Centered Microsites (Contractual Services)		
Deliverable 2.2 Marketing and Promotion		
Task 2.2.1 Electronic Newsletter		
Created and Distributed One Electronic Newsletter (Staff Time)		
Task 2.2.2 Post Blogs on Task Force Website		
Posted 16 Blogs on Task Force Website (Contractual Services)		
Task 2.2.5 Design and Produce Marketing Materials		
Designed and Produced 400 Copies of Bicycle Flyer (Contractual Services)		
Task 2.2.7 Advertising Campaign		
Placed one print advertisement and completed one digital advertisement campaign (Contractual Services)		
Task 2.2.8 Distribute Literature		
Distributed a minimum of 14,500 Brochures (Contractual Services)		
Task 2.2.9 Email Distribution Service		
Purchased email distribution service credits (Contractual Services)		
Expenditures		
Staff time		\$6,625.00
Contractual Services		27,562.24
<b>TOTAL</b>		<b>\$34,187.24</b>

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

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



Dawn Taylor, Chair

2/21/19

Date



The Original Florida Tourism Task Force

Fiscal Year 2017-18 Regional Rural Development Grant  
Fourth Payment Request

Listing of Invoices, Payments and Associated Checks  
February 21, 2019

Name	Invoice Date	Invoice Number	Invoice Amount	Check Date	Check Number	Check Amount	Amount Charged to Grant
Florida Suncoast Distributors	11/1/2018	11T028249	\$1,500.00	11/8/2018	1357	\$1,500.00	\$1,500.00
CTM Media	11/1/2018	01S-173955	\$1,299.00	11/20/2018	1363	\$1,299.00	\$1,299.00
Scott Koons	11/30/2018	27	\$200.00	12/6/2018	1365	\$200.00	\$200.00
Two Tree, Inc.	11/27/2018	2017051	\$595.00	12/6/2018	1366	\$595.00	\$595.00
North Central Florida Regional Planning Council	12/14/2018	8308	\$419.10	12/20/2018	1371	\$419.10	\$414.99
Miles Partnership	12/7/2018	18960	\$8,303.25	1/3/2019	1372	\$8,303.25	\$8,303.25
JUMPEM, LLC	1/11/2019	4458	\$2,000.00	1/17/2019	1376	\$2,000.00	\$2,000.00
JUMPEM, LLC	1/11/2019	4459	\$13,250.00	1/17/2019	1376	\$13,250.00	\$13,250.00
North Central Florida Regional Planning Council	n/a	n/a	\$1,000.00	n/a	n/a	\$1,000.00	\$1,000.00
North Central Florida Regional Planning Council	n/a	n/a	\$5,625.00	n/a	n/a	\$5,625.00	\$5,625.00
Total			\$34,191.35			\$34,191.35	\$34,187.24

n/a = not applicable

\\Economic Development\Original Florida\Grants\DEO-Staffing Grants\2017-18\4th Quarter Report\4th Quarter Listing of Checks and Invoices.xlsx



Florida Department of Economic Opportunity  
Fiscal Year 2017-18  
Regional Rural Development Grant  
Fourth Quarter Report  
November 1, 2018 through January 17, 2019

Submitted February 21, 2019 by

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





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**NARRATIVE  
REGIONAL RURAL DEVELOPMENT GRANT  
FISCAL YEAR 2017-18  
FOURTH QUARTER REPORT  
November 1, 2018 through January 17, 2019**

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

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

**WEBSITE UPDATES AND ENHANCEMENTS**

**WEBSITE MAINTENANCE AND HOSTING**

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

**TOPIC-CENTERED MICROSITES**

The Task Force expended \$2,000 during the fourth quarter with Jumpem, LLC for enhancements to its four topic-centered microsites. The enhancements allow the website Administrator (a non-programmer) to select either a Google map or a photograph in the header of microsite and related attraction pages. An example can be viewed at <https://www.naturalnorthflorida.com/fishing/>. A copy of the invoice and cancelled check for the microsites is included in Part C.

**WEBSITE VIDEO**

The Task Force did not expend any funds during the fourth quarter on website videos.

**REVIEW AND UPDATE SPRINGS AND BICYCLE ROUTES**

The Task Force did not expend any funds during the fourth quarter on the review and update of springs and bicycle routes.

**MARKETING AND PROMOTION**

**ELECTRONIC NEWSLETTERS**

The Task Force created and distributed a fourth electronic newsletter during the fourth quarter to over 5,900 email addresses. The Task Force spent \$1,000 on this item during the fourth quarter. A copy of the newsletter, timesheets documenting \$1,000 of staff time spent on the newsletter, as well as a Certificate of Indirect Costs are included in Part E.

**WEBSITE BLOGS**

During the fourth quarter, the Task Force expended \$595 with Two Tree, Inc. for the posting of seven website blogs. A listing of blogs with hyperlinks to each blog posting, vendor invoices and cancelled checks are included in Part F.

## **PREPRINTED MARKETING MATERIALS**

The Task Force expended \$342.99 during the fourth quarter for the printing of 1,950 RV Parks and Campgrounds brochures and \$72.00 for the printing 500 Experience North Florida by Bike flyers. Copies of the brochures as well as invoices and cancelled check are included in Part G.

## **VISAVUES**

The Task Force received its fourth quarter VISAVUES domestic and international expenditure reports during the fourth quarter. No expenditures were made during the fourth quarter for VISAVUES.

## **DOMESTIC TRAVEL SHOWS**

The Task Force did not expend any funds during the fourth quarter on travel shows.

## **DESIGN AND PRODUCE MARKETING MATERIALS**

See Preprinted Marketing Materials, above

## **ADVERTISING CAMPAIGN**

The Task Force expended \$13,250 with JUMPEM, LLC for completion of the second half of its 2018 digital advertising campaign during the fourth quarter. A copy of the invoice, cancelled check, and second-half advertising campaign report from JUMPEM, LLC are included in Part H.

The Task Force expended \$8,303.25 with Miles Partnership during the fourth quarter for the placement of full-page co-op advertisement in the VISIT FLORIDA 2019 Official Travel Planner. A copy of the advertisement, invoice and cancelled check are included in Part I.

## **BROCHURE DISTRIBUTION**

During the fourth quarter, the Task Force expended \$1,299 with CTM Media for the distribution of 2,000 brochures during the fourth quarter. The Task Force also expended \$1,500 with Florida Suncoast Tourism Promotions, Inc. for the distribution of 12,500 brochures during the fourth quarter.

Copies of the CTM Media invoice, distribution report and cancelled check to CTM Media can be found in Part J. Copies of the Florida Suncoast Tourism Promotions, Inc. invoice and cancelled check can also be found in Part J. A copy of the brochure which was distributed was included as part of the second quarter report.

## **EMAIL DISTRIBUTION SERVICES**

The Task Force expended \$200 during the fourth quarter for the purchase of Mailchimp credits. The credits were used by the Task Force to distribute its fourth electronic newsletter of the year. A copy of the invoice and cancelled check are included in Part K.

## **PROFESSIONAL ENHANCEMENT**

### **PROFESSIONAL ASSOCIATIONS ANNUAL MEMBERSHIPS**

The Task Force did not expend any funds during the fourth quarter for annual memberships with professional associations.

### **PROFESSIONAL ENHANCEMENT SCHOLARSHIPS**

No scholarships were provided by the Task Force during the fourth quarter.

## **ADMINISTRATION**

The North Central Florida Regional Planning Council provided \$5,625 in staff services to the Task Force in the administration of its Regional Rural Development Grant. Copies of North Central Florida Regional Planning Council employee timesheets, pay stubs and Certificate of Indirect Costs are included in Part L.

### **PROOF OF FINANCIAL MATCH**

See first quarter report Part M, Proof of Financial Match.



*Visit Natural*  
**NORTH FLORIDA**

**COMPLIANCE CERTIFICATION FORM AND  
MINORITY VENDOR AND DISABLED VETERANS  
BUSINESS REPORT**





# COMPLIANCE CERTIFICATION FORM

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

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

DESCRIPTION: Deliverables Including Minimum Performance Standards	Invoice Period: (dates)
Invoice #4 (attached)	November 1, 2018 to January 17, 2019
4 Topic-Centered Microsites Enhancements	
1 Electronic Newsletter	
16 Website Blogs	
Print 400 Copies of Bicycle Flyer	
1 Digital Advertisement Campaign Completed	
1 Print Advertisement Placement	
Brochure Distribution - Minimum of 14,500 Brochures Distributed	
INVOICE AMOUNT	\$34,187.24

**Recipient Certification:**

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

Name Printed: Dawn Taylor Title: Chair

Signature:  Date: 2/21/2019

**DEO Agreement Manager Certification:**

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

DEO Agreement Manager Signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

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

Company Name: The Original Florida Tourism Task Force Invoice #: 4 Date: 2/21/2019

Contract Amount: \$150,000

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

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

**MINORITY BUSINESS ENTERPRISE (MBE)**

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

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

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

**SERVICE-DISABLED VETERAN (DV) BUSINESS ENTERPRISE**

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

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

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

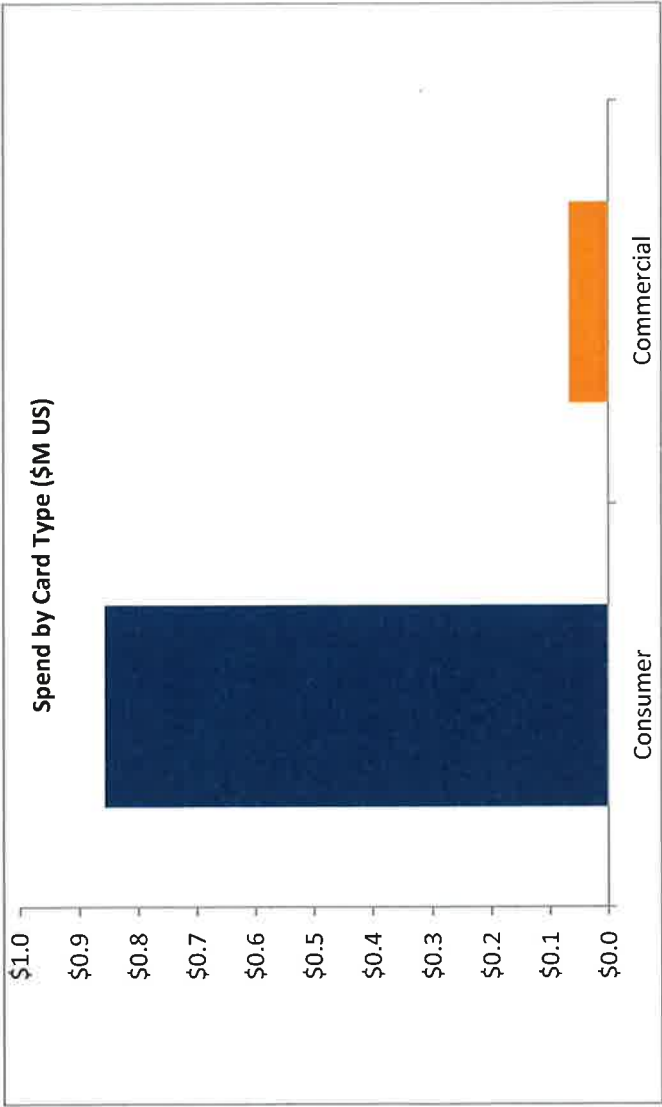


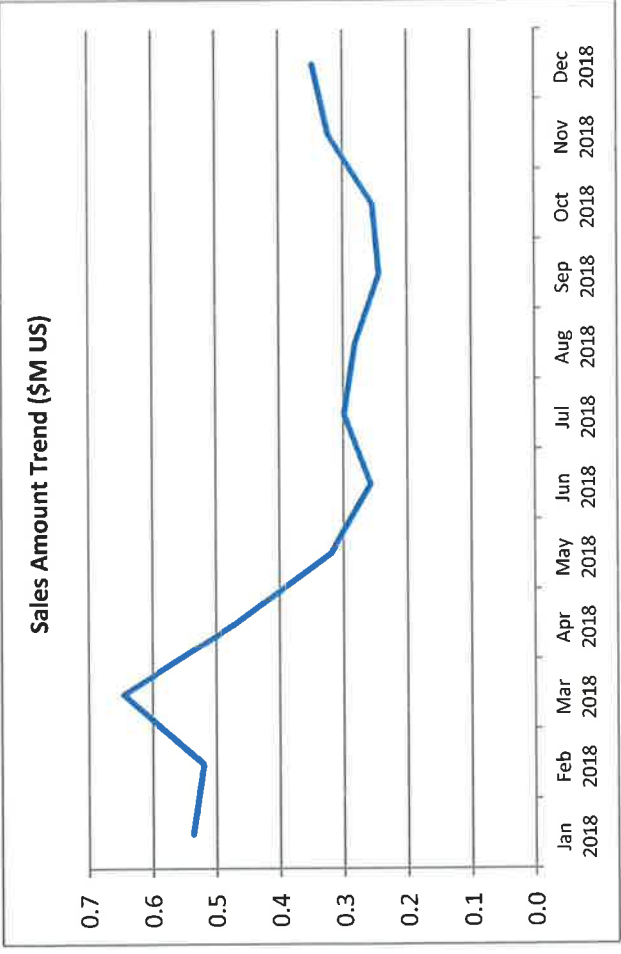
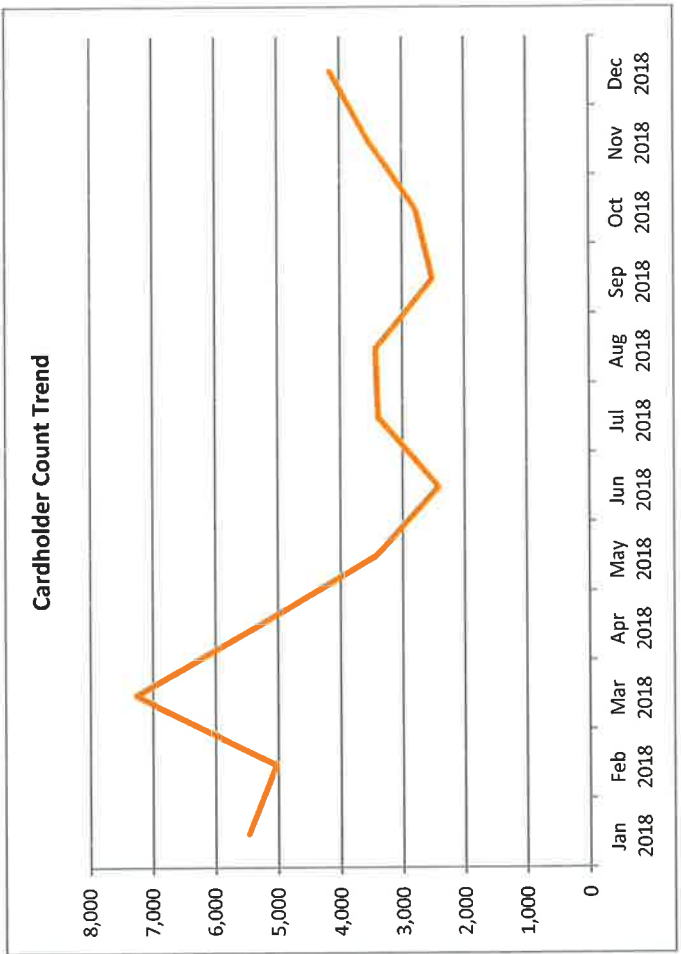


International Tourism  
Natural Florida  
4TH QTR 2018

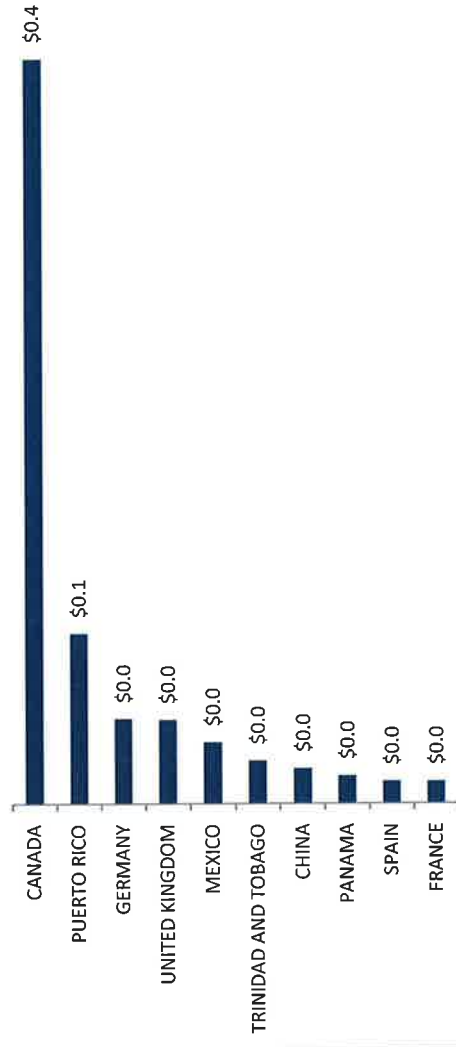
Total Spend Amount	Y/Y Growth	Average Ticket	Spend / Cardholder
\$924,726	-17.8%	\$51.58	\$96.15

	Current Quarter			Y/Y Growth				
	Cardholder Count (Net)	Total Spend Amount	Trans Count	Avg Ticket	Cardholder Count (Net)	Total Spend Amount	Trans Count	Avg Ticket
Consumer	9,202	\$857,175	17,136	\$50.02	-1.6%	-11.9%	-3.1%	-9.0%
Commercial	416	\$67,551	793	\$85.18	-15.8%	-55.7%	-15.2%	-47.7%
Total	9,618	\$924,726	17,929	\$51.58	-2.4%	-17.8%	-3.7%	-14.6%

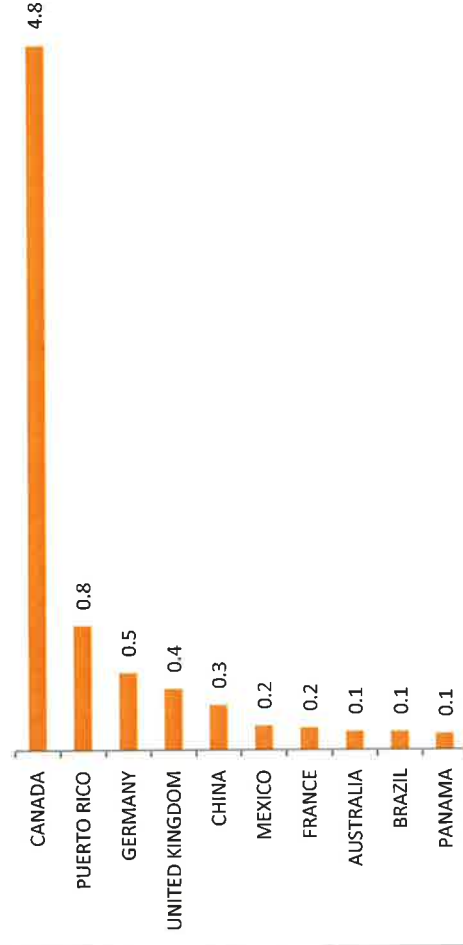




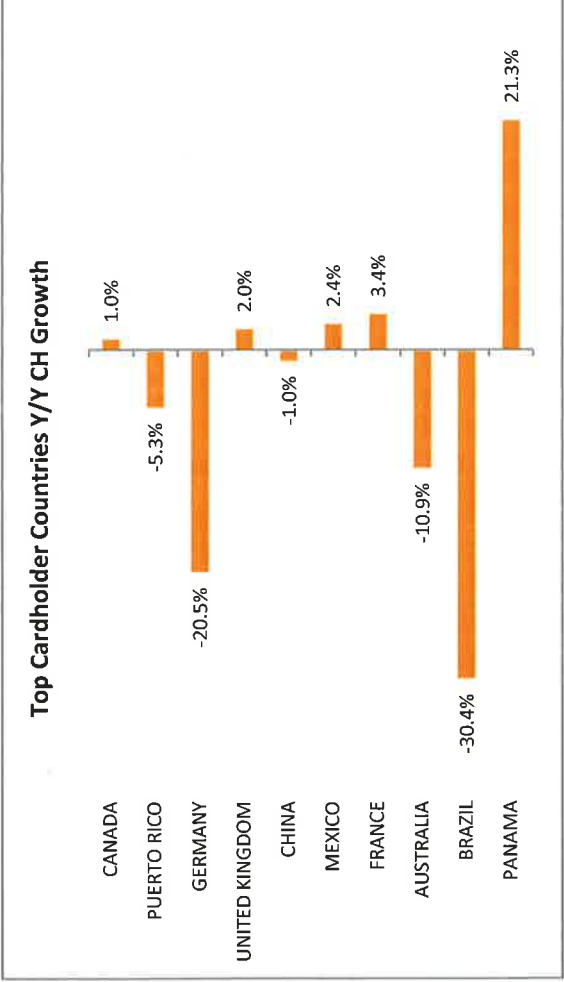
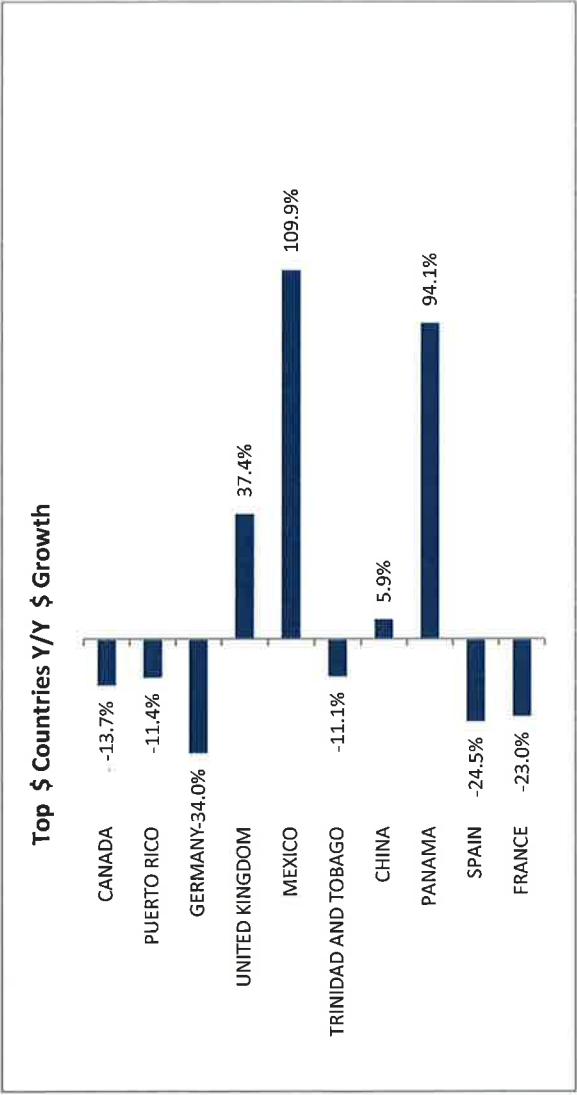
Top Originating Countries by Spend Amt (\$M US)



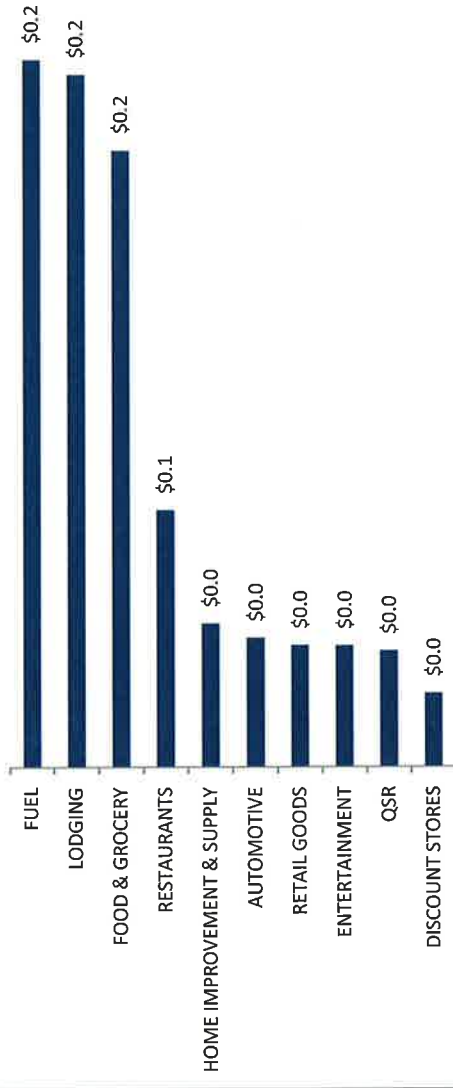
Top Originating Countries by Cardholder Count (000's)



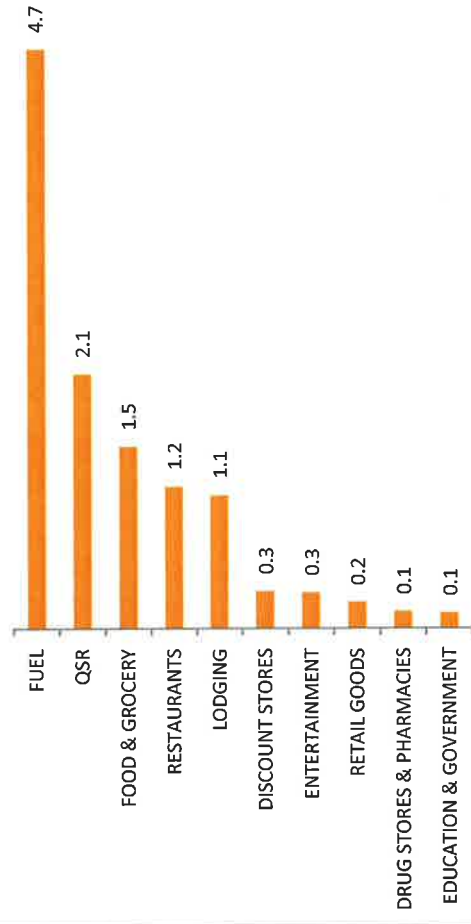


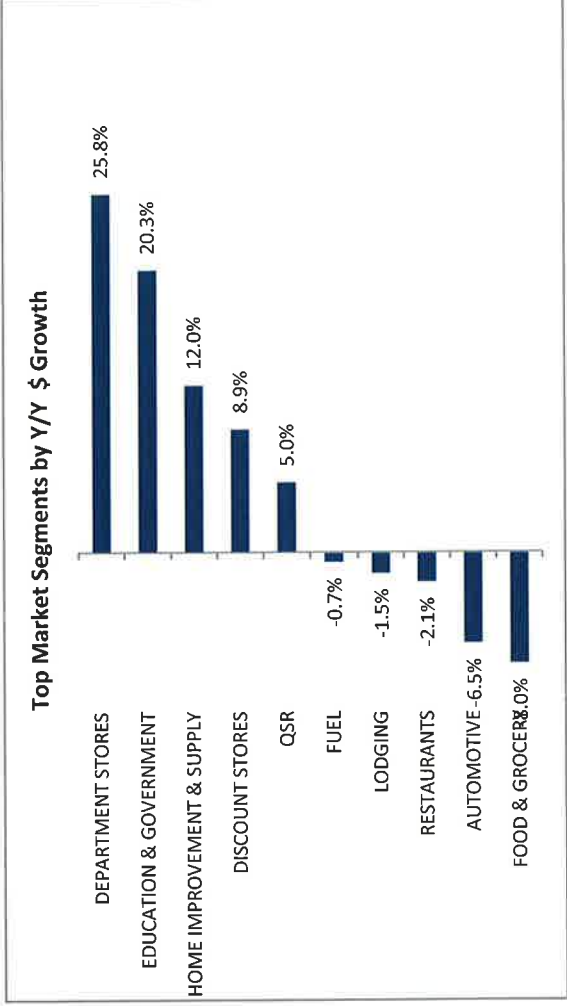


**Top Market Segments by Spend Amt (\$M US)**

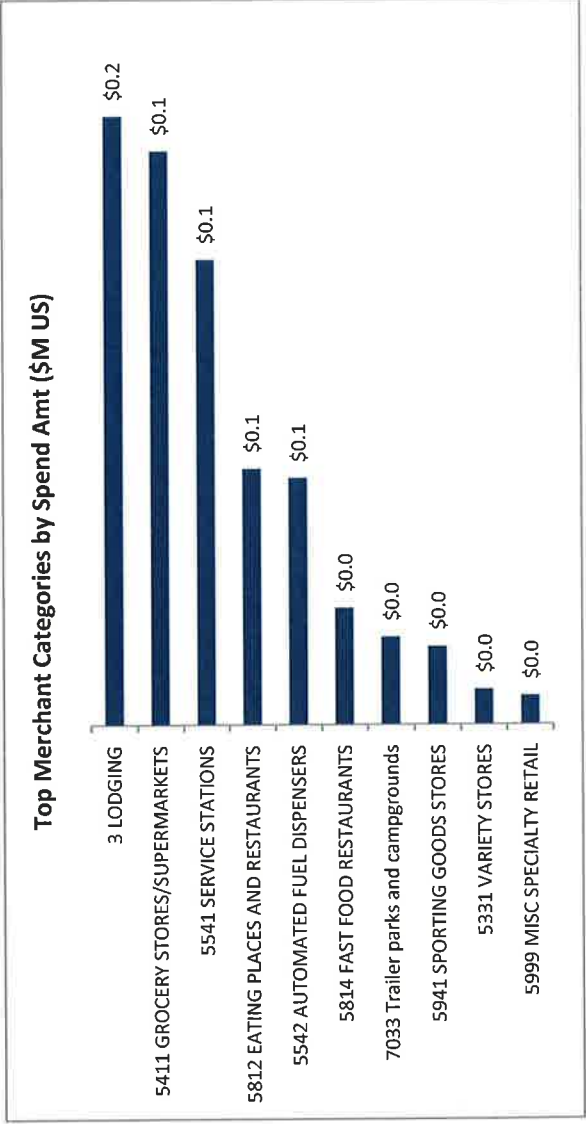


**Top Market Segments by Cardholder Count (000's)**

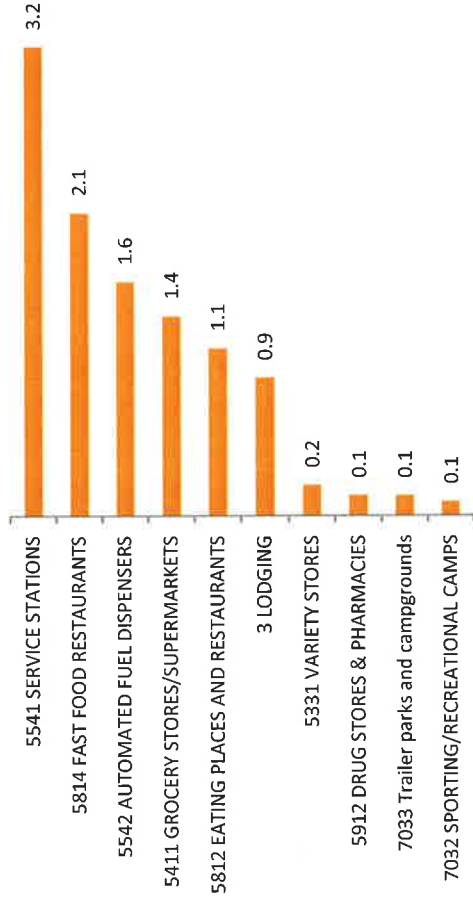




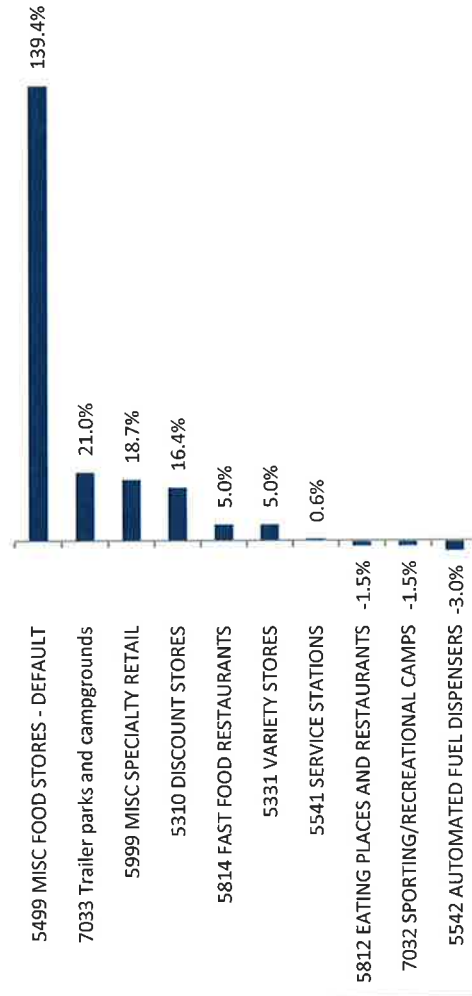
Market segments with > 100 transactions



**Top Merchant Categories by Cardholder Count (000's)**



**Top Merchant Categories by Y/Y \$ Growth**



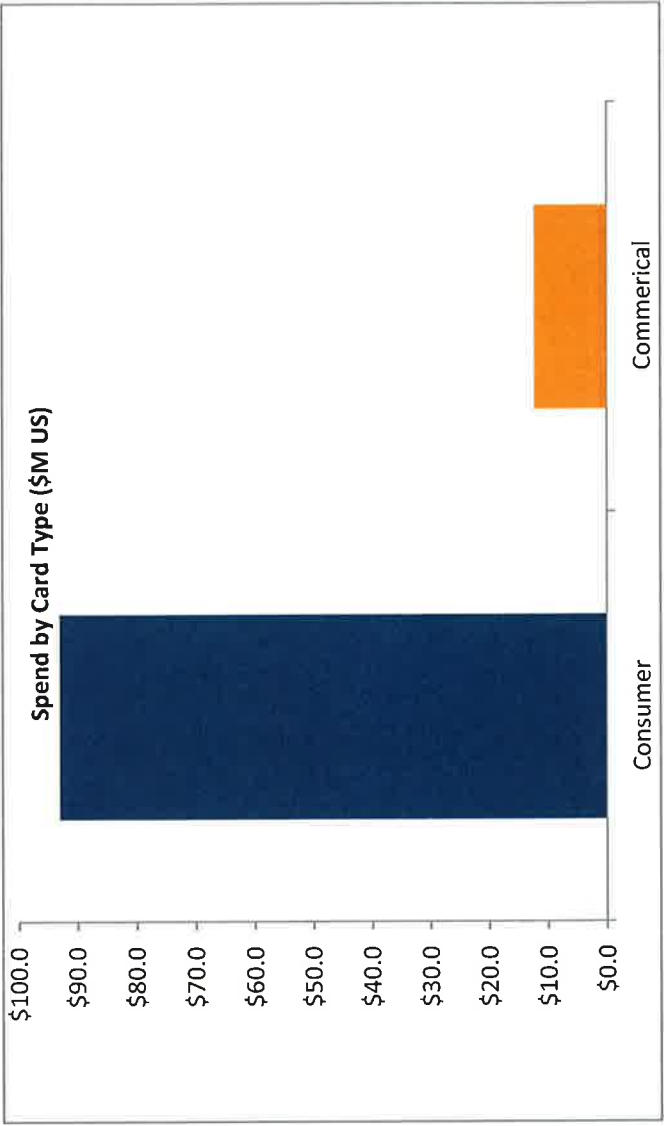
Merchant categories with > 100 transactions

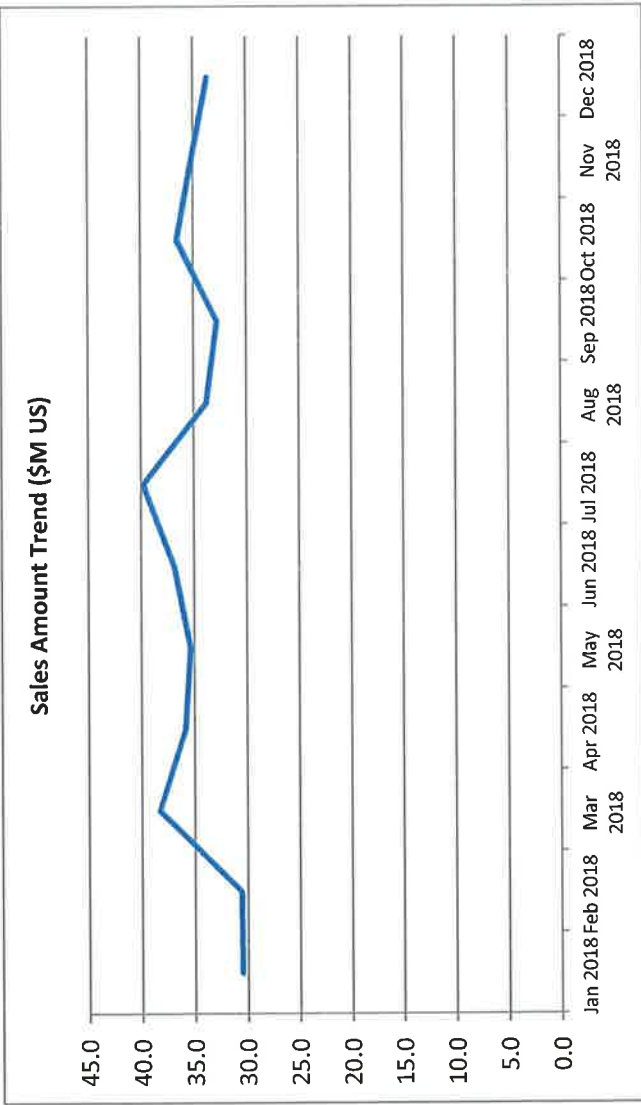
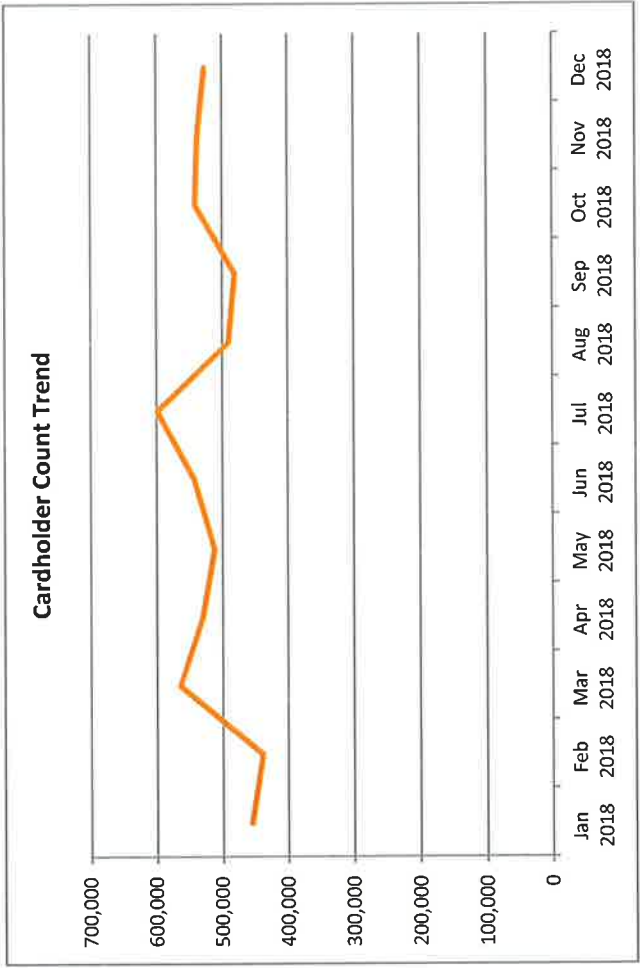


Domestic Tourism  
Natural Florida (Residents Excluded)  
2018Q4

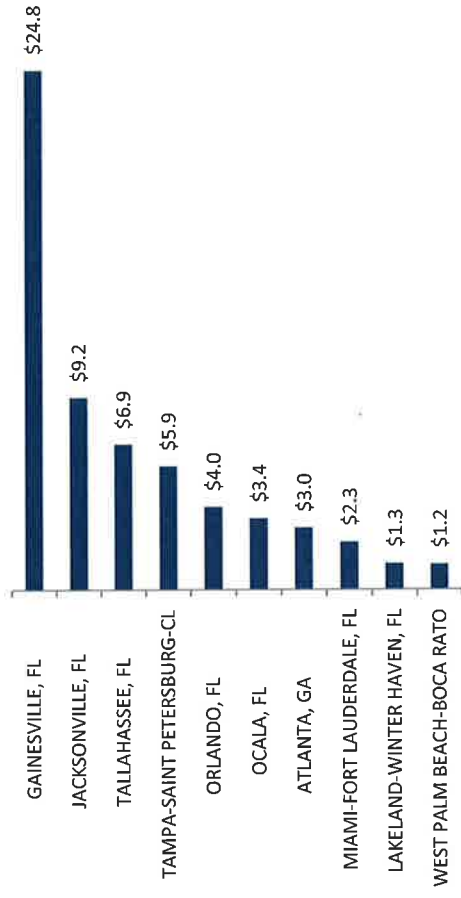
Total Spend Amount	Y/Y Growth	Average Ticket	Spend / Cardholder
\$105,512,404	5.7%	\$30.26	\$81.76

	Current Quarter				Y/Y Growth			
	Cardholder Count	Total Spend Amount	Trans Count	Avg Ticket	Cardholder Count	Total Spend Amount	Trans Count	Avg Ticket
<b>Consumer</b>	1,197,727	\$93,056,050	3,263,282	\$28.52	5.2%	4.9%	5.6%	-0.7%
<b>Commerical</b>	92,759	\$12,456,353	224,046	\$55.60	10.4%	12.3%	11.4%	0.8%
<b>Total</b>	1,290,486	\$105,512,404	3,487,328	\$30.26	5.5%	5.7%	6.0%	-0.3%

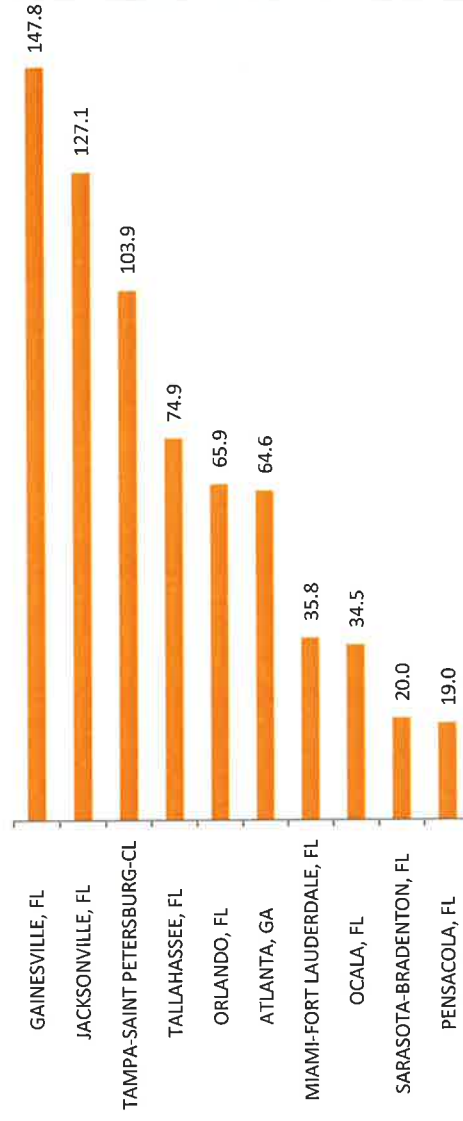




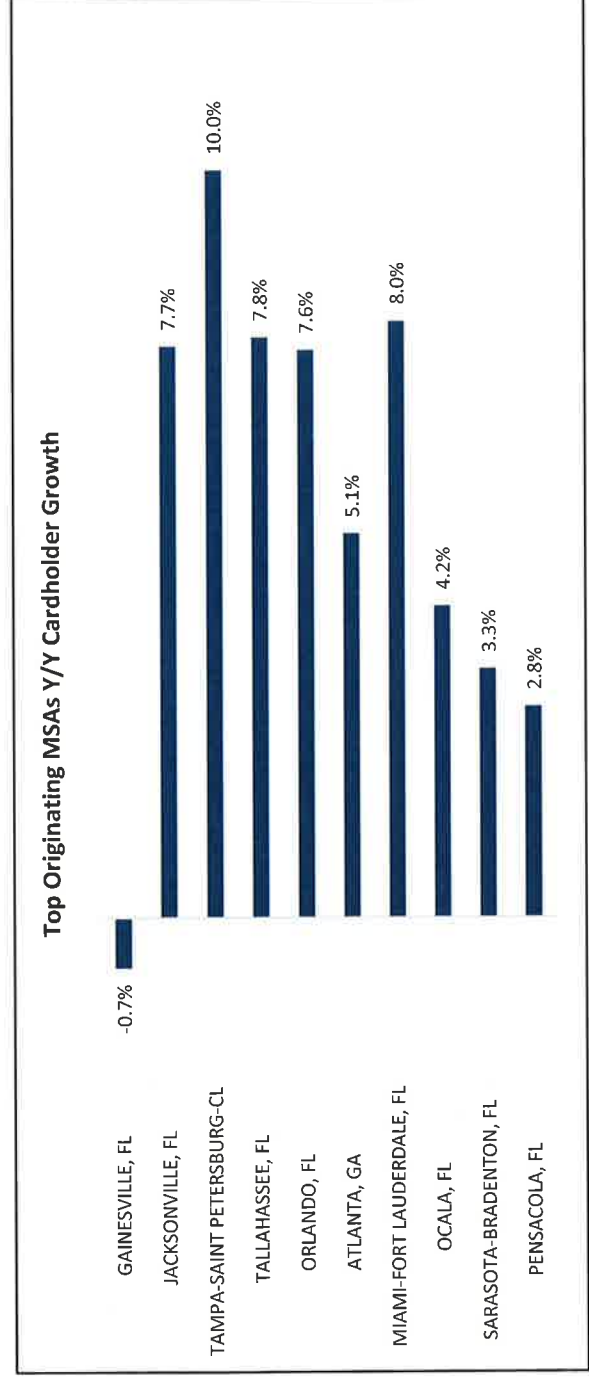
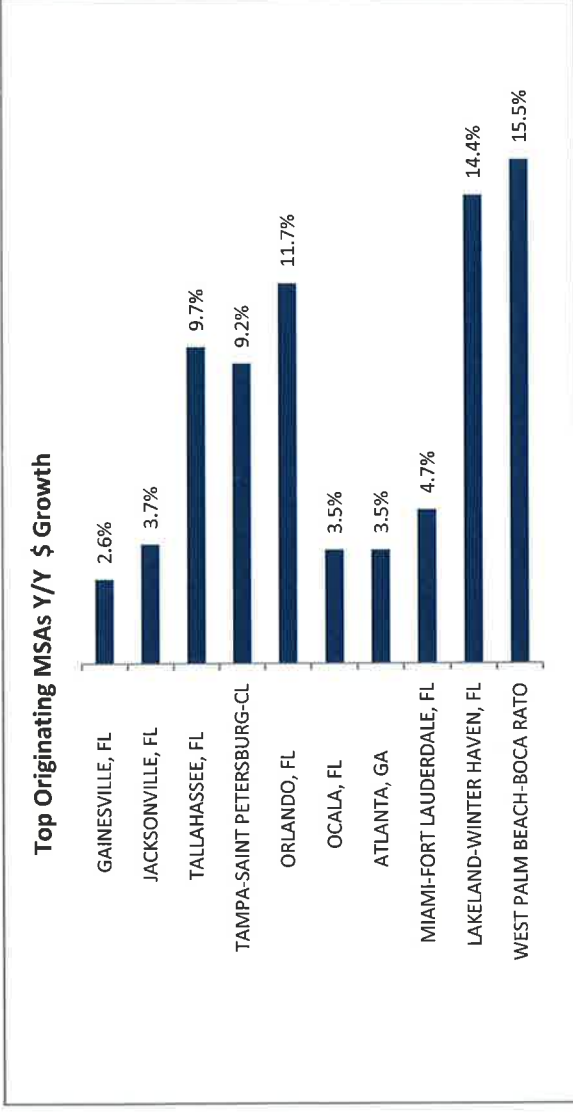
**Top Originating MSAs by Spend Amt (\$M US)**

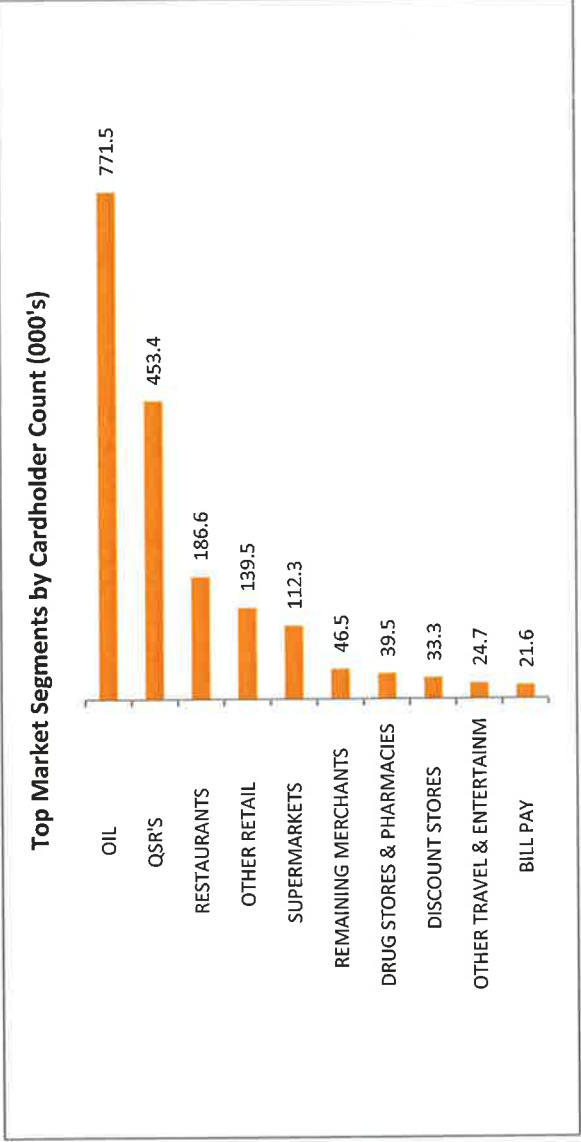
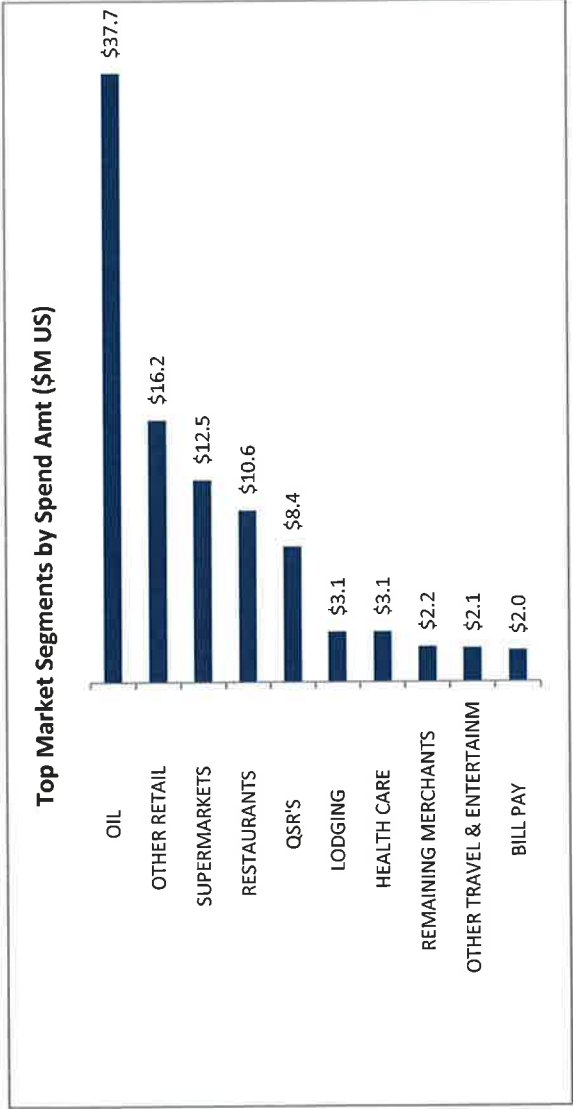


**Top Originating MSAs by Cardholder Count (000's)**

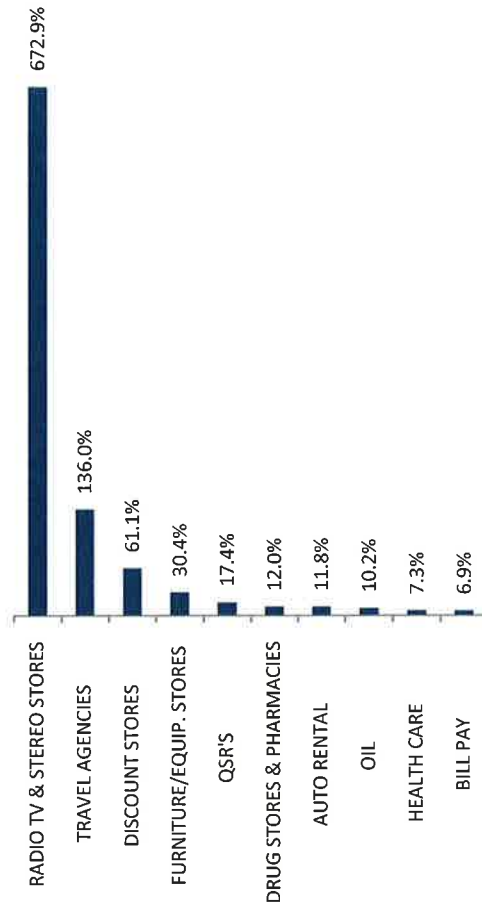






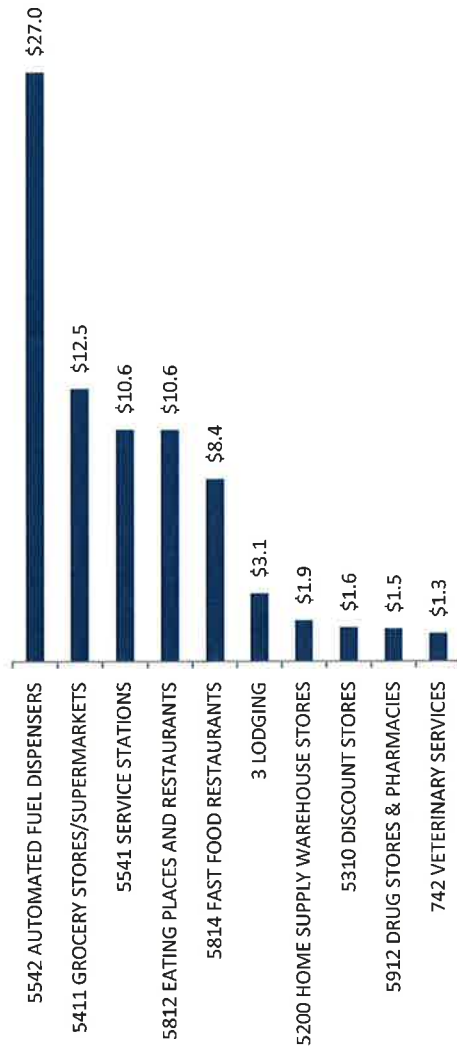


**Top Market Segments by Y/Y \$ Growth**

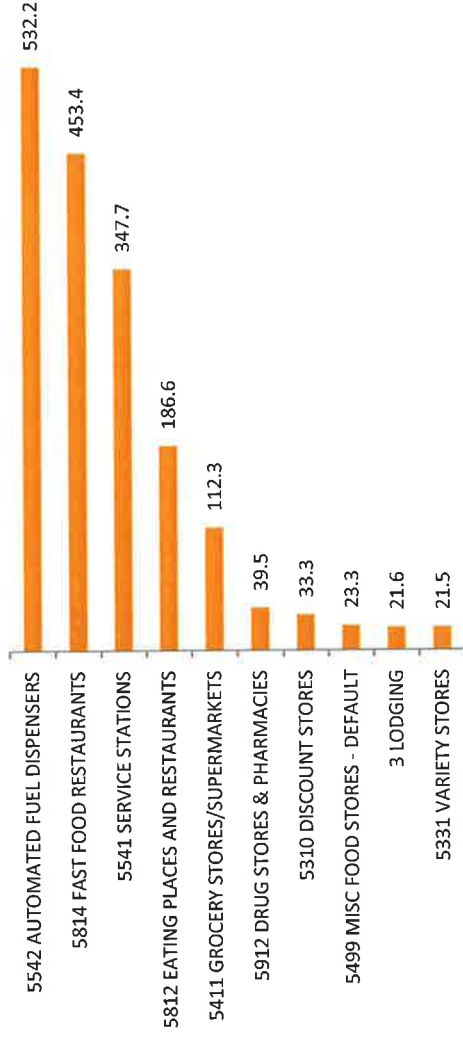


Market segments with > 100 transactions

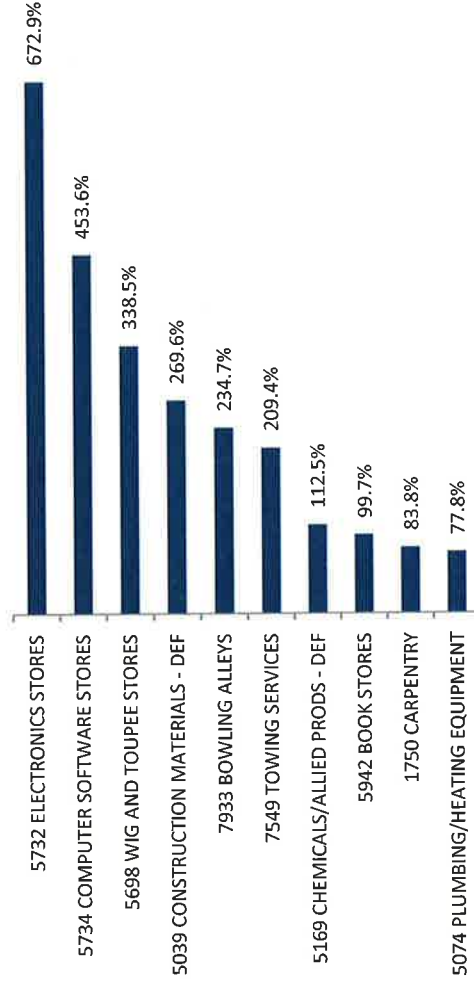
**Top Merchant Categories by Spend Amt (\$M US)**



**Top Merchant Categories by Cardholder Count (000's)**



**Top Merchant Categories by Y/Y \$ Growth**



Merchant categories with > 100 transactions

## 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 (Tax Identification Number 59-3534835) (“Grantee”) is an entity created and authorized pursuant to the Florida Interlocal Cooperation Act of 1969, section 163.01, Florida Statutes. Grantee promotes the natural historic and cultural attractions of the following counties: Alachua, Bradford, Columbia, 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:** Throughout the term of this Agreement, Grantee shall perform the following deliverables identified in this paragraph 2 and in paragraph 3 below.

**2.1 Website Maintenance and Operation:**

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

**2.2 Electronic Newsletters:**

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

**2.3 Website Blogs:**

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

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

Update and print various Task Force produced marketing materials, booklets and brochures, including but not limited to, the Visit Natural North Florida Biking Guide, the Visit Natural Florida Springs Guide and the Natural North Florida State-Designated Paddling Trails Guide. These publications will be distributed primarily at travel shows which the Task Force participates in.

**2.5 Exhibit at Domestic Travel Shows:**

The task force will exhibit at a minimum of one domestic travel show. At the shows, the Task Force will staff a booth, distribute brochures, guidebooks and other materials pertaining to the region and answer questions raised by show attendees. A maximum of two Task Force representatives will staff travel show booths.

**2.6 Advertising:**

The Task Force will engage in advertising campaigns consisting of online digital and/or print media advertising. At a minimum, the Task Force will place one digital or print advertisement.

**2.7 Literature Distribution:**

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

**2.8 Professional Enhancement Scholarships:**

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

**2.9 Memberships in Professional Organizations:**

Maintain 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 inquiries pursuant to the Agreement and,

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

**4. DELIVERABLES:**

Grantee agrees to provide the following services as specified:

<b>Deliverable No. 1 – Website Maintenance and Enhancements</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Maintain, host, operate and enhance website in accordance with Scope of Work 2.1</b>	<p>Grantee must provide ongoing website maintenance, hosting, operation and enhancements.</p> <p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>• Copy of agreement with vendor</li> <li>• Links to additional topic centered landing pages</li> <li>• Invoice from provider detailing work completed including additional topic centered landing pages</li> <li>• Proof of payment</li> </ul>	<p>Failure to maintain, host, operate and enhance website as specified in Scope of Work 2.1 will result in non-payment.</p>
<b>Deliverable No. 2 – Electronic Newsletters</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Distribute Electronic Newsletters in accordance with Scope of Work 2.2</b>	<p>Grantee must prepare and distribute at least one (1) electronic newsletter. Grantee may request reimbursement for a maximum of four (4) electronic newsletter distributions during the agreement period.</p> <p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>• Include DEO Agreement Manager on electronic newsletter distribution list</li> </ul>	<p>Failure to prepare and distribute one (1) electronic newsletter as specified in Scope of Work 2.2 will result in non-payment.</p>

	<ul style="list-style-type: none"> <li>• Documentation of staff time associated with this deliverable.</li> </ul>	
<b>Deliverable No. 3 – Website Blogs</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Post blogs on Grantee's website in accordance with Scope of Work 2.3</b>	Post one (1) blog on Grantee's website. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of agreement with blogger</li> <li>• Link to each blog</li> <li>• Photographer release form if necessary</li> <li>• Model release for if necessary</li> <li>• Invoice from blogger</li> <li>• Proof of payment</li> </ul>	Failure to post one (1) blog on Grantee's website as specified in Scope of Work 2.3 will result in non-payment.
<b>Deliverable No. 4 – Update and print Marketing Materials</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Update and print hard copy marketing materials in accordance with Scope of Work 2.4</b>	Grantee must update a minimum of one (1) hard copy marketing material and print a minimum of 1,000 copies. <b>Required Documentation</b> <ul style="list-style-type: none"> <li>• Copy of agreement with vendor</li> <li>• Copy of previous material</li> <li>• Copy of updated marketing material</li> <li>• Proof of payment</li> <li>• Documentation of staff time associated with this deliverable if applicable.</li> </ul>	DEO will withhold payment for failure to update and print hard copy marketing materials.
<b>Deliverable No. 5 Exhibit at domestic travel shows</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Exhibit at domestic travel shows in accordance with Scope of Work 2.5</b>	Grantee must exhibit at a minimum of one (1) domestic travel show. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Schedule for each show exhibited at</li> <li>• Copies of competed registrations for each travel show attended</li> <li>• Copies of rental agreements if applicable</li> <li>• Competed travel documentation for a maximum of two (2) travelers</li> </ul>	Failure to exhibit at a minimum of one (1) domestic travel show will result in non-payment.
<b>Deliverable No. 6 – Advertising</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Conduct advertising campaign in accordance with Scope of Work 2.6</b>	Grantee must place a minimum of one (1) digital or print media advertisement. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of print or digital advertisement</li> <li>• Invoice from provider</li> </ul>	Failure to place one (1) digital or print media advertisement as specified in Scope of Work 2.8 will result in non-payment
<b>Deliverable No. 7 – Literature Distribution</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Distribute literature in accordance with Scope of Work 2.7</b>	Grantee must distribute a minimum of ten thousand (10,000) pieces of literature. Grantee	Failure to distribute a minimum of ten thousand (10,000) pieces of literature as specified in

	may request reimbursement a maximum of four (4) times during the agreement period. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• 1 sample of each brochure distributed</li> <li>• Copy of distribution list and number distributed</li> <li>• Invoice from provider</li> <li>• Proof of payment</li> </ul>	Scope of Work 2.9 will result in non-payment.
<b>Deliverable No. 8 – Professional enhancement scholarships</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Professional enhancement scholarships in accordance with Scope of Work 2.8</b>	Grantee must provide one (1) professional enhancement scholarship. <b>Required documentation:</b> <ul style="list-style-type: none"> <li>• Completed event registration forms</li> <li>• Invoice for registration fee</li> <li>• Agenda for each event</li> <li>• Summary of how attendance at the event built professional capacity</li> <li>• Completed travel documentation</li> </ul>	Failure to provide a minimum of one (1) professional enhancement scholarship as specified in Scope of Work 2.10 will result in non-payment.
<b>Deliverable No. 9 – Maintain memberships in professional organizations</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Maintain memberships in or join professional organizations in accordance with Scope of Work 2.9</b>	Grantee must maintain membership in one (1) professional organization. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of registration for each professional organization membership joined or maintained</li> </ul>	Failure to maintain membership in one (1) professional organization as specified in Scope of Work 2.11 will result in non-payment.
<b>Total Costs Not to Exceed \$150,000.00</b>		

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

## 5. REPORTING:

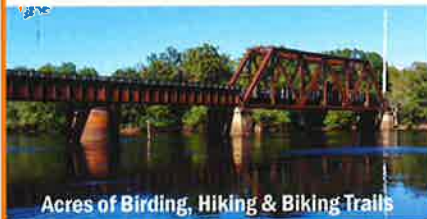
**5.1 Quarterly:** Grantee shall provide a quarterly report listing all progress relating to the Deliverables in Section 4. Quarterly reports are due to DEO within 30 calendar days after the end of each quarter, until submission of the final invoice package. The ending dates for each quarter of the program year are April 30, 2019, July 31, 2019, October 31, 2019 and February 1, 2019. The quarterly report shall include a summary of project progress, indicating percentage of completion of each Deliverable, the Minority and Service-Disabled Veteran Business Enterprise Report, and all additional reports which are required pursuant to this Agreement, including but not limited to, reports documenting the positive return on investment to the State that results



# Visit Natural NORTH FLORIDA

## Dixie County

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the Heart of Florida's Hidden Coast



Acres of Birding, Hiking & Biking Trails

**It's Different Here!**



Miles of Water Trails

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& scalloping on hundreds of miles  
of pristine coastline where  
the Suwannee &  
Steinhatchee Rivers  
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[www.VisitDixie.com](http://www.VisitDixie.com)



## LEVY COUNTY



Discover Your Next  
**Adventure**

Levy County Visitors Bureau  
[www.VisitNatureCoast.com](http://www.VisitNatureCoast.com)  
352-486-3396

Photo by Tommy Thompson

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

Where nature is our theme park.

## "Springs Capital of the World"



[VisitGilchristCounty.com](http://VisitGilchristCounty.com)  
**352-463-3198**

## Taylor County Steinhatchee to Perry, Naturally



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

## Freshwater Fishing in North Florida



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

## JEFFERSON COUNTY FLORIDA

## Explore the Outdoors



[VisitJeffersonCountyFlorida.org](http://VisitJeffersonCountyFlorida.org)  
**850-997-5552**

## Taylor County has what you want...



**Experience Florida the  
way it used to be.**

Taylor County has miles of wild,  
untouched coastline, the best  
inshore and offshore fishing,  
scallop, boating, canoeing,  
kayaking and hunting experience  
you will find anywhere!

## Taylor County Steinhatchee to Perry, Naturally

**1-866-584-5366**  
[www.TaylorCountyChamber.com](http://www.TaylorCountyChamber.com)



The Original Florida Tourism Task Force  
Travel Shows and Show Dates, 2018-19 Travel Show Season  
February 14, 2019

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

*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.





By Senator Albritton

26-00730B-19

2019596

A bill to be entitled

An act relating to regional rural development grants; amending s. 288.018, F.S.; defining the term "regional economic development organization"; specifying that the concept of building the professional capacity of a regional economic development organization includes the hiring of professional staff to perform specified services; providing that matching grants may be used to provide technical assistance to local governments and economic development organizations and to existing and prospective businesses; specifying that a regional economic development organization that provides taxpayer-funded incentives is not eligible to participate in the matching grant program; increasing the maximum amount of annual grant funding that specified economic development organizations may receive; revising the required amount of nonstate matching funds; requiring that certain information be included in a contract or agreement involving the expenditure of grant funds; requiring that contracts or agreements involving the expenditure of grant funds, and a plain-language version of certain contracts or agreements, be placed on the contracting regional economic development organization's website for a specified period before execution; deleting an obsolete provision; increasing the amount of funds the Department of Economic Opportunity may expend each fiscal year for certain purposes; amending s. 288.0655, F.S.; increasing the maximum percentage of

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total infrastructure project costs for which the department may award a grant; deleting a provision authorizing a higher maximum percentage of total infrastructure project costs for a catalyst site; providing that improving access to and availability of broadband Internet service may be included in a project that is eligible for rural infrastructure grant funds; requiring that improvements to broadband Internet service and access be made through certain partnerships, which must be established through a competitive selection process; extending the date by which the department is required to reevaluate certain guidelines and criteria; requiring that certain information be included in a contract or agreement involving the expenditure of grant funds; requiring that contracts or agreements involving the expenditure of grant funds, and a plain-language version of certain contracts or agreements, be placed on the contracting regional economic development organization's website for a specified period before execution; providing an effective date.

Be It Enacted by the Legislature of the State of Florida:

Section 1. Subsections (1), (3), and (4) of section 288.018, Florida Statutes, are amended to read:

288.018 Regional Rural Development Grants Program.--

(1) (a) For the purposes of this section, a "regional economic development organization" means an economic development

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organization located in a rural area of opportunity, as defined in s. 288.0656.

(b) The department shall establish a matching grant program to provide funding to regional ~~regionally based~~ economic development organizations representing rural counties and communities to build ~~for the purpose of building~~ the professional capacity of those ~~their~~ organizations. Efforts to build the professional capacity of regional economic development organizations include the hiring of professional staff to develop, facilitate the delivery of, and directly provide needed economic development professional services, including technical assistance, education and leadership development, marketing, and project recruitment. ~~Such~~ Matching grants may also be used by a regional ~~an~~ economic development organization to provide technical assistance to local governments, local economic development organizations, and existing and prospective businesses within the rural counties and communities that it serves. A regional economic development organization that provides taxpayer-funded incentives to existing or prospective businesses is not eligible to participate in the matching grant program.

(c) A regional economic development organization may apply annually to the department for a matching grant. The department is authorized to approve an application for a grant of: ~~on an annual basis, grants~~

1. Up to \$150,000 to an organization located ~~to such regionally based economic development organizations.~~ ~~The maximum amount an organization may receive in any year will be \$50,000, or \$150,000 in a rural area of opportunity~~ designated pursuant

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88 to s. 288.0656(7).

89 2. Up to \$250,000 to any of the three regional economic  
90 development organizations that serve an entire region of a rural  
91 area of opportunity designated pursuant to s. 288.0656(7) and  
92 that are recognized by the department as serving such a region.

93 (d) Grant funds received by a regional economic development  
94 organization ~~recommended by the Rural Economic Development~~  
95 ~~Initiative and designated by the Governor, and~~ must be matched  
96 each year by ~~an equivalent amount of~~ nonstate resources in an  
97 amount equal to 25 percent of the state contribution.

98 (3)(a) A contract or agreement that involves the  
99 expenditure of grant funds provided under this section,  
100 including a contract or agreement entered into between another  
101 entity and a regional economic development organization, a unit  
102 of local government, or an economic development organization  
103 substantially underwritten by a unit of local government, must  
104 include:

- 105 1. The purpose of the contract or agreement.  
106 2. Specific performance standards and responsibilities for  
107 each entity.  
108 3. A detailed project or contract budget, if applicable.  
109 4. The value of any services provided.  
110 5. The projected travel and entertainment expenses for  
111 employees and board members, if applicable.

112 (b) At least 14 days before execution, the contracting  
113 regional economic development organization shall post on its  
114 website:

- 115 1. Any contract or agreement that involves the expenditure  
116 of grant funds provided under this section.



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117        2. A plain-language version of a contract or agreement with  
118 a private entity, a municipality, or a vendor of services,  
119 supplies, or programs, including marketing, or for the purchase  
120 or lease or use of lands, facilities, or properties which  
121 involves the expenditure of grant funds provided under this  
122 section and which is estimated to exceed \$35,000 ~~The department~~  
123 ~~may also contract for the development of an enterprise zone web~~  
124 ~~portal or websites for each enterprise zone which will be used~~  
125 ~~to market the program for job creation in disadvantaged urban~~  
126 ~~and rural enterprise zones. Each enterprise zone web page should~~  
127 ~~include downloadable links to state forms and information, as~~  
128 ~~well as local message boards that help businesses and residents~~  
129 ~~receive information concerning zone boundaries, job openings,~~  
130 ~~zone programs, and neighborhood improvement activities.~~

131        (4) The department may expend up to \$1 million ~~\$750,000~~  
132 each fiscal year from funds appropriated to the Rural Community  
133 Development Revolving Loan Fund for the purposes outlined in  
134 this section. The department may contract with Enterprise  
135 Florida, Inc., for the administration of the purposes specified  
136 in this section. Funds released to Enterprise Florida, Inc., for  
137 this purpose shall be released quarterly and shall be calculated  
138 based on the applications in process.

139        Section 2. Present subsection (5) of section 288.0655,  
140 Florida Statutes, is redesignated as subsection (6), paragraph  
141 (b) of subsection (2) and subsection (4) of that section are  
142 amended, and a new subsection (5) is added to that section, to  
143 read:

144        288.0655 Rural Infrastructure Fund.—

145        (2)(b) To facilitate access of rural communities and rural

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146 areas of opportunity as defined by the Rural Economic  
147 Development Initiative to infrastructure funding programs of the  
148 Federal Government, such as those offered by the United States  
149 Department of Agriculture and the United States Department of  
150 Commerce, and state programs, including those offered by Rural  
151 Economic Development Initiative agencies, and to facilitate  
152 local government or private infrastructure funding efforts, the  
153 department may award grants for up to 50 ~~30~~ percent of the total  
154 infrastructure project cost. ~~If an application for funding is~~  
155 ~~for a catalyst site, as defined in s. 288.0656, the department~~  
156 ~~may award grants for up to 40 percent of the total~~  
157 ~~infrastructure project cost.~~ Eligible projects must be related  
158 to specific job-creation or job-retention opportunities.  
159 Eligible projects may also include improving any inadequate  
160 infrastructure that has resulted in regulatory action that  
161 prohibits economic or community growth or reducing the costs to  
162 community users of proposed infrastructure improvements that  
163 exceed such costs in comparable communities, including the costs  
164 associated with improving access to and the availability of  
165 broadband Internet service. Eligible uses of funds shall include  
166 improvements to public infrastructure for industrial or  
167 commercial sites, and upgrades to or development of public  
168 tourism infrastructure, and improvements to broadband Internet  
169 service and access in unserved or underserved rural communities.  
170 Improvements to broadband Internet service and access must be  
171 made in partnership with one or more dealers of communications  
172 services as defined in s. 202.11(2), and any such partnership  
173 must be established by a publicly noticed competitive selection  
174 process. Authorized infrastructure may include the following

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public or public-private partnership facilities: storm water systems; telecommunications facilities; broadband facilities; roads or other remedies to transportation impediments; nature-based tourism facilities; or other physical requirements necessary to facilitate tourism, trade, and economic development activities in the community. Authorized infrastructure may also include publicly or privately owned self-powered nature-based tourism facilities, publicly owned telecommunications facilities, and broadband facilities, and additions to the distribution facilities of the existing natural gas utility as defined in s. 366.04(3)(c), the existing electric utility as defined in s. 366.02, or the existing water or wastewater utility as defined in s. 367.021(12), or any other existing water or wastewater facility, which owns a gas or electric distribution system or a water or wastewater system in this state where:

1. A contribution-in-aid of construction is required to serve public or public-private partnership facilities under the tariffs of any natural gas, electric, water, or wastewater utility as defined herein; and

2. Such utilities as defined herein are willing and able to provide such service.

(4) By September 1, 2020 ~~2012~~, the department shall, in consultation with the organizations listed in subsection (3), and other organizations, reevaluate existing guidelines and criteria governing submission of applications for funding, review and evaluation of such applications, and approval of funding under this section. The department shall consider factors including, but not limited to, the project's potential

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for enhanced job creation or increased capital investment, the demonstration and level of local public and private commitment, whether the project is located ~~in an enterprise zone,~~ in a community development corporation service area, or in an urban high-crime area as designated under s. 212.097, the unemployment rate of the county in which the project would be located, and the poverty rate of the community.

(5) (a) A contract or agreement that includes the expenditure of grant funds provided under this section, including a contract or agreement entered into between an entity and a regional economic development organization, a unit of local government, or an economic development organization substantially underwritten by a unit of local government, must include:

1. The purpose of the contract or agreement.
2. Specific performance standards and responsibilities for each entity.
3. A detailed project or contract budget, if applicable.
4. The value of any services provided.
5. The projected travel and entertainment expenses for employees and board members, if applicable.

(b) At least 14 days before execution, the contracting regional economic development organization shall post on its website:

1. Any contract or agreement that involves the expenditure of grant funds provided under this section.
2. A plain-language version of a contract or agreement with a private entity, a municipality, or a vendor of services, supplies, or programs, including marketing, or for the purchase

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233 or lease or use of lands, facilities, or properties which  
234 involves the expenditure of grant funds provided under this  
235 section and which is estimated to exceed \$35,000.

236 Section 3. This act shall take effect July 1, 2019.



Florida Dpartment of Economic Opportunity  
Fiscal Year 2019-20 Regional Rural Development Grant  
(January 17, 2020 - January 16, 2021)  
Proposed Deliverables and Cost Estimates  
February 21, 2019

Cost Estimates	Deliverable
1/17/2019	
\$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 2019 MEMBERS as of 1/14/2019**

**ALACHUA COUNTY**

(\$15,000 - 3 votes)

***Vacant***

***Ron Gromoll***

Marketing and Events Coordinator  
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***Sean Plemons***

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**BRADFORD COUNTY**

(\$3,000 - 2 votes)

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***The Honorable Daniel Riddick***

Bradford County Board of County  
Commissioners  
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**COLUMBIA COUNTY**

(\$8,000 3 votes)

***Vacant***

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***Paula R. Vann***

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**DIXIE COUNTY**

(\$2,000 - 2 votes)

***Vacant***

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

**GILCHRIST COUNTY**

(\$2,000 - 2 votes)

***The Honorable Lee Deen***

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**HAMILTON COUNTY**

(\$1,000 - 2 votes)

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**JEFFERSON COUNTY**

(\$2,000 - 2 votes)

***Katrina Richardson***

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**LAFAYETTE COUNTY**

(\$1,000 - 1 vote)

***Craig Colton***

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**LEVY COUNTY**

(\$4,000 - 2 votes)

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***Tisha Whitehurst***

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**MADISON COUNTY**

(\$3,000 - 2 votes)

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**SUWANNEE COUNTY**

(\$4,000 - 2 votes)

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**TAYLOR COUNTY**

(\$4,000 - 2 votes)

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**UNION COUNTY**

(\$1,000 - 1 vote)

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**WAKULLA COUNTY**

(\$3,000 - 2 votes)

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VOLUNTEERS, CONSULTANTS AND OTHERS**

**as of 1/14/2019**

**VOLUNTEERS, CONSULTANTS AND OTHERS**

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