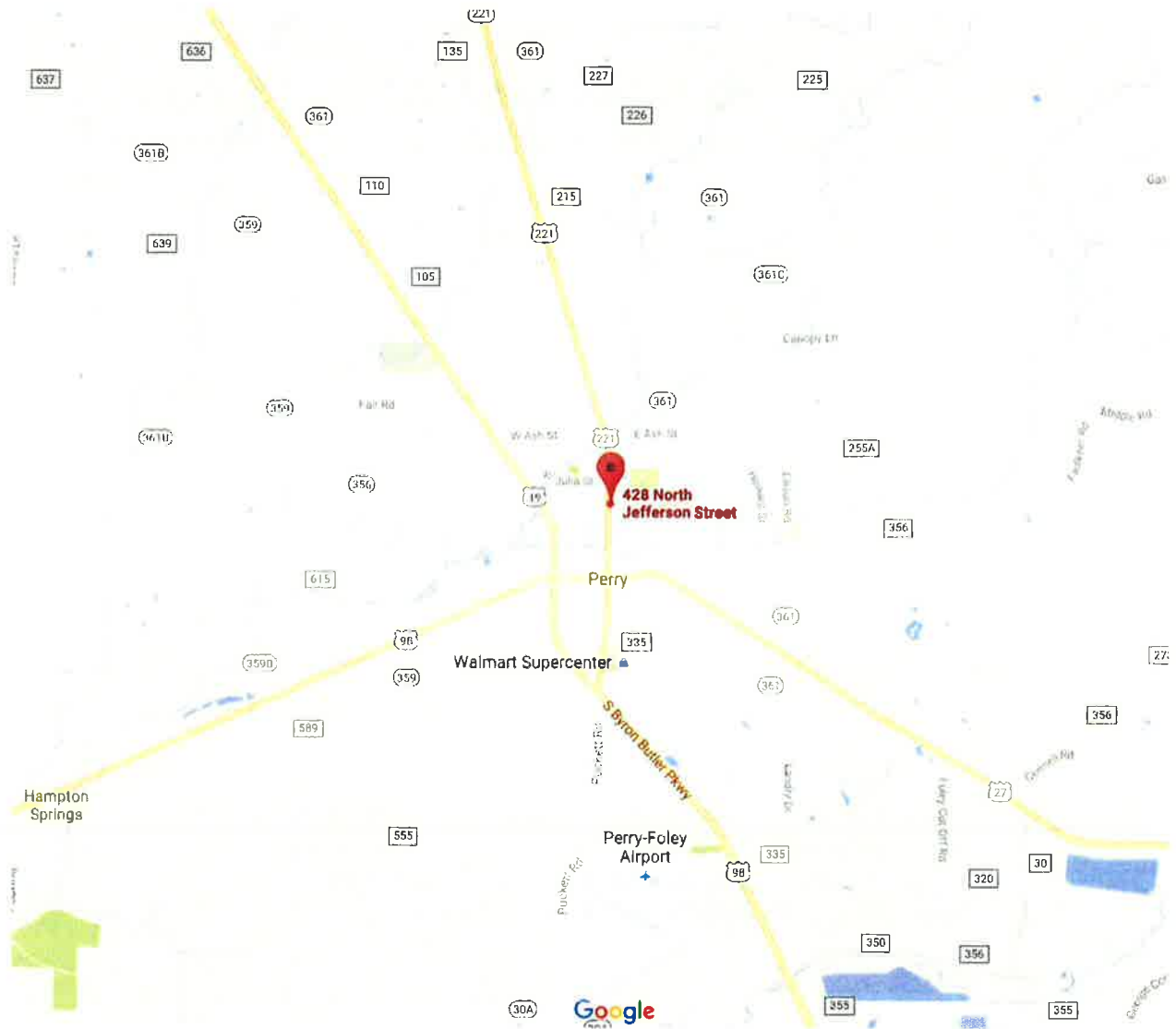


MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **March 21, 2019**. The meeting will be held at, **Perry-Taylor County Chamber of Commerce, 428 North Jefferson Street, Perry, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)



The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Visit Natural
NORTH FLORIDA

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

March 21, 2019
Thursday, 10:00 a.m.

	PAGE NO.
I. Call to Order, Introductions	
II. Approval of Agenda	3
III. Approval of February 21, 2019 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee Report	11
a. Monthly Financial Report Review and Approval - January 31, 2019	
B. Fiscal Year 2017-18 Regional Rural Development Grant	
1. 2018 Digital Advertising Campaign Report	37
C. Fiscal Year 2018-19 Regional Rural Development Grant	43
1. Website	
a. Attractions Maintenance and Updating	
b. New Places to Go Town Pages	
2. e-newsletter	
3. Website Blogs	
4. Ultimate Bicycle Guide Reprint	
5. Domestic Travel Shows	
a. Bike Expo New York	
b. Midwest Mountaineering Spring Expo	
6. Advertising Campaign	
a. Digital Marketing	
b. Print Advertising (UnDiscovered Florida, Florida Travel Planner, Florida Transportation Map)	
c. VISIT FLORIDA Retargeting Campaign	
7. Brochure Distribution	
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
 - a. Travel Shows and Travel Show Assignments 47
 - b. Promotional Items
 - c. Website Video Project
 - d. F.re.e Messe Munich Show Report
 - e. Toronto Outdoor Adventure Show
 - f. Canoecopia
 - g. Philadelphia Travel and Adventure Show
 - h. Washington DC Travel and Adventure Show
 - i. Ottawa Travel and Vacation Show
- E. Visit Florida Report - Brenna Dacks
- F. Staff Items
 - 1. Senate Bill 596/House Bill 671 49
 - 2. 2018-19 Regional Cooperative Marketing Fees
- G. Other Old Business
 - 1. Updated Task Force Member Contact Information 69
- H. Announcements
- V. NEW BUSINESS
- VI. Leadership Forum: Taylor County Reef Association
presented by Victor Blanco, Taylor County Extension Agent
- VII. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., April 18, 2019 in Jefferson County at a location to be determined.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

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

February 21, 2019
10:00 a.m.

MEMBERS PRESENT

Ron Gromoll, Alachua County
Sean Plemons, Alachua County
Will Sexton, Bradford County, Vice-Chair
Rod Butler, Columbia County
Mariela Garcia-Rendon, Hamilton County
Susan Ramsey, Hamilton County
Katrina Richardson, Jefferson County
Craig Colton, Lafayette County
Carol McQueen, Levy County
Tisha Whitehurst, Levy County
Jackie Blount, Madison County
Phyllis Williams, Madison County
Charissa Setzer, Suwannee County
Dale Walker, Union County

MEMBERS ABSENT

Daniel Riddick, Bradford County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Lee Deen, Gilchrist County
Patricia Watson, Gilchrist County
Nancy Wideman, Jefferson County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Thomas Herndon, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Roland Loog, Task Force Volunteer
Lois Nevins, By All Means Travel
Catrina Sistrunk, Levy County

STAFF PRESENT

Scott Koons
Roxanna Morales
Lauren Yeatter

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Vice-Chair Will Sexton, called the meeting to order at 10:07 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Vice-Chair Sexton requested approval of the meeting agenda.

ACTION: Katrina Richardson moved and Ron Gromoll seconded to approve the meeting agenda.
The motion passed unanimously.

III. APPROVAL OF THE JANUARY 17, 2019 MINUTES

Vice-Chair Sexton asked for approval of the January 17, 2019 meeting minutes.

ACTION: Katrina Richardson moved and Sean Plemons seconded to approve the January 17, 2019 minutes as amended. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

- a. Monthly Financial Report Review and Approval
1. December 31, 2018

ACTION: Dale Walker moved and Carol McQueen seconded to approve the December 31, 2018 monthly financial report as circulated. The motion passed unanimously.

2. Marketing Committee Report

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

Katrina Richardson reported that the Marketing Committee met to review the single response received from Jumpen LLC for the 2019 Marketing Project. The Committee determined the proposal to be responsive and the proposer to be responsible, and authorized staff to enter into a contract with Jumpen LLC.

B. Fiscal Year 2017-18 Regional Rural Development Grant

1. Approval of 4th Quarter Report and Reimbursement Submittal Package

ACTION: Ron Gromoll moved and Katrina Richardson seconded to approve the 4th Quarter Report and Reimbursement Submittal Package. The motion passed unanimously.

2. Visa Vues

Lauren Yeatter, Senior Planner, reviewed the 4th Quarter Visa Vues report.

C. Fiscal Year 2018-19 Regional Rural Development Grant

1. Website

- a. Attractions Maintenance and Updating
b. New Places to Go Town Pages

No discussion occurred under this item.

2. e-newsletter

No discussion occurred under this item.

3. Website Blogs

No discussion occurred under this item.

4. Ultimate Bicycle Guide Reprint

No discussion occurred under this item.

5. Domestic Travel Shows

- a. Bike Expo New York
- b. Midwest Mountaineering Spring Expo

Ms. Yeatter reported that the Task Force is registered for Bike Expo New York and the Midwest Mountaineering Spring Expo.

6. Advertising Campaign

- a. Digital Marketing
- b. Print Advertising (UnDiscovered Florida, Florida Travel Planner, Florida Transportation Map)
- c. VISIT FLORIDA Retargeting Campaign

Ms. Yeatter reviewed the recently published Dixie, Gilchrist, Jefferson, Levy and Taylor Counties and a combined Gilchrist County/Taylor County cooperative advertisement UnDiscovered Florida.

7. Brochure Distribution

No discussion occurred under this item.

8. Scholarships

- a. Southeast Tourism Society Marketing College

Vice-Chair Sexton reported Paula Vann will not be able to attend Marketing College this year and recommended that Charissa Setzer receive a scholarship to attend as a second-year student.

ACTION: Katrina Richardson moved and Sean Plemons seconded to award Charissa Setzer a Task Force Marketing College Scholarship and to authorize a letter of support to be signed by the Chair for a Southeast Tourism Society Marketing College Scholarship application submitted by Mariela Garcia-Rendon. The motion passed unanimously.

- b. Florida Governor's Tourism College

9. Professional Organization Memberships

No discussion occurred 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

No discussion occurred under this item.

c. 2019 Website Video Project

Ms. Yeatter reported that the Task Force has not yet received written authorization from VISIT FLORIDA for the 2019 Website Video Project.

d. Boot Dusseldorf Show Report

Roland Loog reported on this show.

e. Atlanta Camping & RV Show Report

Donna Creamer reported on this show.

f. Nashville RV Supershow Report

Katrina Richardson reported on this show.

g. New York Times Travel Show Report

Donna Creamer reported on this show.

h. London Times Destination Show Report

Donna Creamer reported on this show.

i. Houston RV Show Report

Phyllis Williams reported on this show.

j. Chicago RV and Camping Show Report

Sean Plemons reported on this show.

k. Boston Travel and Adventure Show Report

Katrina Richardson reported on this show.

1. F.r.e.e. Messe Munich Show Report

Donna Creamer reported that Tommy Thompson and Steve Dopp were currently attending this show.

E. VISIT FLORIDA Report - Brenna Dacks

Brenna Dacks presented the VISIT FLORIDA monthly report.

F. Staff Items

1. Senate Bill 596

Scott Koons, Executive Director, reported on Senate Bill 596 concerning the Regional Rural Development Grant Program.

2. Fiscal Year 2019-20 Regional Rural Development Grant

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

3. Unpaid 2018-19 Regional Cooperative Marketing Fees

Ms. Yeatter 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

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)

ACTION: Carol McQueen moved and Katrina Richardson seconded to elect Susan Ramsey as Treasurer for the remainder of the term ending September 30, 2019. The motion passed unanimously.

VI. Leadership Forum: Commissioner John Meeks, Levy County

Commissioner Meeks made a presentation concerning tourism in Levy County.

VII. Adjournment

The meeting adjourned at 12:33 p.m.

Date and Location of next meeting:

The next meeting is scheduled for 10:00 a.m., March 21, 2019 in Taylor County at location to be determined.

Dawn Taylor, Chair

3/21/19
Date

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

The Original Florida Tourism Task Force
Balance Sheet
As of January 31, 2019

	Jan 31, 19
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	114,739.75
Total Checking/Savings	114,739.75
Accounts Receivable	
Accounts Receivable	49,187.24
Total Accounts Receivable	49,187.24
Other Current Assets	
Prepaid Expense	3,288.67
Prepaid Registration Fees	32,456.64
Total Other Current Assets	35,745.31
Total Current Assets	199,672.30
TOTAL ASSETS	199,672.30
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	18,464.64
Total Accounts Payable	18,464.64
Total Current Liabilities	18,464.64
Total Liabilities	18,464.64
Equity	
Unrestricted Earnings	94,376.51
Net Income	86,831.15
Total Equity	181,207.66
TOTAL LIABILITIES & EQUITY	199,672.30

The Original Florida Tourism Task Force

Profit & Loss

January 2019

	Jan 19
Income	
FDEO-Regional Dev. Grant 17/18	34,187.24
Total Income	34,187.24
Gross Profit	34,187.24
Expense	
Marketing	
Collateral Materials	
Distribution	500.00
Total Collateral Materials	500.00
Public Relations	
Advertising	
Digital Ad Campaign	13,250.00
Total Advertising	13,250.00
Total Public Relations	13,250.00
Trade Shows	
Atlanta Camping and RV	1,100.00
Boston Travel Adventure Show	566.01
Chicago RV & Camping	1,144.71
Dusseldorf	5,612.23
Houston RV Show	188.98
London Times Destinations Show	1,513.79
Munich Travel Show	1,107.72
Nashville RV Super Show	3,421.25
New York Times Travel	1,100.00
Philadelphia Travel Adventure	439.20
Promotional Materials	1,607.72
Total Trade Shows	17,801.61
Website	
Bloggers Fees	595.00
Website - Other	2,000.00
Total Website	2,595.00
Total Marketing	34,146.61
Miscellaneous	45.00
Postage	25.19
Total Expense	34,216.80
Net Income	-29.56

1:14 PM

02/21/19

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 01/31/2019

	Jan 31, 19	
Beginning Balance		152,200.93
Cleared Transactions		
Checks and Payments - 8 items	-13,577.35	
Total Cleared Transactions	-13,577.35	
Cleared Balance		<u>138,623.58</u>
Uncleared Transactions		
Checks and Payments - 9 items	-23,883.83	
Total Uncleared Transactions	-23,883.83	
Register Balance as of 01/31/2019		<u>114,739.75</u>
New Transactions		
Checks and Payments - 8 items	-18,156.26	
Total New Transactions	-18,156.26	
Ending Balance		<u>96,583.49</u>

1:13 PM

02/21/19

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 01/31/2019

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						152,200.93
Cleared Transactions						
Checks and Payments - 8 items						
Bill Pmt -Check	12/06/2018	1369	Messe Munchen GM...	X	-1,107.72	-1,107.72
Bill Pmt -Check	01/03/2019	1372	Miles Partnership	X	-8,303.25	-9,410.97
Bill Pmt -Check	01/03/2019	1373	United Parcel Service	X	-88.64	-9,499.61
Bill Pmt -Check	01/17/2019	1377	Koons, Scott	X	-1,563.55	-11,063.16
Bill Pmt -Check	01/17/2019	1380	United Parcel Service	X	-1,367.89	-12,431.05
Bill Pmt -Check	01/17/2019	1374	Blaine	X	-900.40	-13,331.45
Bill Pmt -Check	01/17/2019	1375	Creamer Donna	X	-185.90	-13,517.35
Bill Pmt -Check	01/17/2019	1379	Rosemont Expositio...	X	-60.00	-13,577.35
Total Checks and Payments					-13,577.35	-13,577.35
Total Cleared Transactions					-13,577.35	-13,577.35
Cleared Balance					-13,577.35	138,623.58
Uncleared Transactions						
Checks and Payments - 9 items						
Bill Pmt -Check	01/17/2019	1376	JUMPEM		-15,250.00	-15,250.00
Bill Pmt -Check	01/17/2019	1378	Messe Munchen GM...		-909.89	-16,159.89
Bill Pmt -Check	01/31/2019	1382	Creamer Donna		-4,400.00	-20,559.89
Bill Pmt -Check	01/31/2019	1385	Shepard Exposition ...		-1,424.99	-21,984.88
Bill Pmt -Check	01/31/2019	1384	Midwest Mountaine...		-600.00	-22,584.88
Bill Pmt -Check	01/31/2019	1386	Two Tree, Inc.		-595.00	-23,179.88
Bill Pmt -Check	01/31/2019	1387	United Parcel Service		-406.94	-23,586.82
Bill Pmt -Check	01/31/2019	1383	Koons, Scott		-252.01	-23,838.83
Bill Pmt -Check	01/31/2019	1381	Cardinal Signs, Inc		-45.00	-23,883.83
Total Checks and Payments					-23,883.83	-23,883.83
Total Uncleared Transactions					-23,883.83	-23,883.83
Register Balance as of 01/31/2019					-37,461.18	114,739.75
New Transactions						
Checks and Payments - 8 items						
Bill Pmt -Check	02/14/2019	1388	Creamer Donna		-8,033.34	-8,033.34
Bill Pmt -Check	02/14/2019	1391	Loog, Roland		-4,512.23	-12,545.57
Bill Pmt -Check	02/14/2019	1392	Richardson, Katrina		-2,208.10	-14,753.67
Bill Pmt -Check	02/14/2019	1390	Florida Suncoast To...		-1,500.00	-16,253.67
Bill Pmt -Check	02/14/2019	1394	Steven C. Dopp		-1,486.32	-17,739.99
Bill Pmt -Check	02/14/2019	1389	Florida Outdoor Writ...		-175.00	-17,914.99
Bill Pmt -Check	02/14/2019	1395	United Parcel Service		-172.27	-18,087.26
Bill Pmt -Check	02/14/2019	1393	Shepard Exposition ...		-69.00	-18,156.26
Total Checks and Payments					-18,156.26	-18,156.26
Total New Transactions					-18,156.26	-18,156.26
Ending Balance					-55,617.44	96,583.49



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SK GT

00001653 FCC31545020119124521 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PLACE
GAINESVILLE FL 32653-1603

Date 1/31/19
Primary Account

Page 1
XXXXXXXX2204



Need a personal loan or line of credit? Visit ccbg.com/loans for information about our consumer credit products and then simply apply online. We make it easy to apply for the funds you need. All loans subject to credit approval; Equal Housing Lender.

CHECKING ACCOUNT

ANALYZED BUS CHECKING
Account Number
Previous Balance
Deposits/Credits
8 Checks/Debits
Service Charges
Interest Paid
Ending Balance

XXXXXXXX2204
152,200.93 ✓
.00 ✓
13,577.35 ✓
.00 ✓
.00 ✓
138,623.58 ✓

Images
Statement Dates 1/01/19 thru 1/31/19
Days in this Statement Period 31
Avg Ledger Balance 144,176.62
Avg Collected Balance 144,176.62

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
1/09	1369	1,107.72 ✓	1/24	1375	185.90 ✓
1/08	1372*	8,303.25 ✓	1/25	1377*	1,563.55 ✓
1/15	1373	88.64 ✓	1/30	1379*	60.00 ✓
1/24	1374	900.40 ✓	1/30	1380	1,367.89 ✓

* Denotes missing check numbers

DAILY BALANCE INFORMATION

Date	Balance	Date	Balance	Date	Balance
1/01	152,200.93	1/09	142,789.96	1/24	141,615.02
1/08	143,897.68	1/15	142,701.32	1/25	140,051.47

RECEIVED

FEB 06 2019

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL

00001653-0002740-0001-0004-FCC31545020119124521-01-L





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

Date 1/31/19
Primary Account

Page 2
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

DAILY BALANCE INFORMATION

Date
1/30

Balance
138,623.58

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

00001653-0002741-0002-0004-FCC31545020119124521-01-L



Natural North Florida THE ORIGINAL FLORIDA TOURISM TAXER FORCE
2008 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32608-1903
888.888.2208

Capital City Bank 1369

12/6/2018

6425 5262

MEMO: Missel Munchen GASH
One Thousand One Hundred Seven and 72/100
Missel Munchen GASH
81823 Munchen, Germany

\$1,107.72

SSPK

⑈001369⑈ ⑆063100688⑆ 0224792204⑈

1369 01/09/2019 \$1,107.72

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAXER FORCE
2008 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32608-1903
888.888.2208

Capital City Bank 1372

1/20/2019

MEMO: Miles Partnership
Eight Thousand Three Hundred Three and 25/100
Miles Partnership
PO Box 64133
New Orleans, LA 70164

\$8,303.25

SSPK

⑈001372⑈ ⑆063100688⑆ 0224792204⑈

1372 01/08/2019 \$8,303.25

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAXER FORCE
2008 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32608-1903
888.888.2208

Capital City Bank 1373

1/3/2019

MEMO: United Parcel Service
Eighty Eight and 64/100
United Parcel Service
P.O. Box 7247-0244
Philadelphia, PA 19170-001

\$88.64

SSPK

⑈001373⑈ ⑆063100688⑆ 0224792204⑈

1373 01/15/2019 \$88.64

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAXER FORCE
2008 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32608-1903
888.888.2208

Capital City Bank 1374

1/17/2019

MEMO: Blaine
Nine Hundred and 43/100
Blaine
114 G. Berry Street
Brea CA 92621

\$900.40

SSPK

⑈001374⑈ ⑆063100688⑆ 0224792204⑈

1374 01/24/2019 \$900.40

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAXER FORCE
2008 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32608-1903
888.888.2208

Capital City Bank 1375

1/19/2019

MEMO: Donna Creasney
One Hundred Eighty Five and 90/100
Donna Creasney
4908 HWY 509 Ave
BWA FL 32819

\$185.90

SSPK

⑈001375⑈ ⑆063100688⑆ 0224792204⑈

1375 01/24/2019 \$185.90

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAXER FORCE
2008 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32608-1903
888.888.2208

Capital City Bank 1377

1/17/2019

MEMO: Scott R. Koons
One Thousand Five Hundred Sixty Three and 55/100
Scott R. Koons
3210 HWY 509 Terrace
Culpeper, VA 22609-4309

\$1,563.55

SSPK

⑈001377⑈ ⑆063100688⑆ 0224792204⑈

1377 01/25/2019 \$1,563.55

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAXER FORCE
2008 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32608-1903
888.888.2208

Capital City Bank 1379

1/17/2019

MEMO: Rosemont Exposition Services, Inc
Sixty and 00/100
Rosemont Exposition Services, Inc
2291 West Bryn Mawr
Rosemont, IL 60018

\$60.00

SSPK

⑈001379⑈ ⑆063100688⑆ 0224792204⑈

1379 01/30/2019 \$60.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAXER FORCE
2008 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32608-1903
888.888.2208

Capital City Bank 1380

1/17/2019

MEMO: United Parcel Service
One Thousand Three Hundred Eighty Seven and 85/100
United Parcel Service
P.O. Box 7247-0246
Philadelphia, PA 19170-001

\$1,367.89

SSPK

⑈001380⑈ ⑆063100688⑆ 0224792204⑈

1380 01/30/2019 \$1,367.89



2/27/2019 2:28 PM

Tourism Task Force

*****2204

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

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

Capital City Bank 1369
63-68/631 12/6/2018

PAY TO THE ORDER OF Messe Munchen GMBH

6425 5267 \$**1,107.72

One Thousand One Hundred Seven and 72/100 ***** DOLLARS

Messe Munchen GMBH
81823 Munchen, Germany

MEMO

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

001369 0063100688 0224792204

S.S.R.K.

ENDORSE HERE

Messe München GmbH
— Am Messesee 2, 81829 München

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

STAMPED: 02/24/2019
REG. HYPERMEDIA MUNICH

Security Features:
The paper is made of 100% cotton fibers and is 100% acid-free.
The paper is 100% acid-free and is 100% cotton fibers.
The paper is 100% acid-free and is 100% cotton fibers.

Amount: -1107.72

Description: Check

Check Number: 1369

Posted Date: 1/9/2019

Transaction Type: History



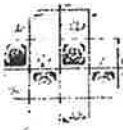
Tourism Task Force

*****2204

1/9/2019 2:24 PM

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**

1372

1/3/2019

PAY TO THE ORDER OF Miles Partnership


\$**8,303.25

Eight Thousand Three Hundred Three and 25/100***** DOLLARS

Miles Partnership
PO Box 54133
New Orleans, LA 70154

S. R. K.

MEMO



001372 063100688 0224792204

FOR DEPOSIT TO THE ORDER OF \$100000008<
NAMED PAYEE P.E.G. CAPITAL ONE, NA

>065000090<
CAPITAL ONE, NA
0022639374 01072019
RICHMOND, VA 128 21
Deposit 7057503139

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

Amount: -8303.25

Description: Check

Check Number: 1372

Posted Date: 1/8/2019

Transaction Type: History



Tourism Task Force

*****2204

2/27/2019 2:27 PM

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOMHOLOGRAM

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

1373

1/3/2019

PAY TO THE ORDER OF United Parcel Service

\$**88.64

Eighty-Eight and 64/100***** DOLLARS

United Parcel Service
P.O. Box 7247-0244
Philadelphia, PA 19170-001

MEMO

Shield

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

001373 063100688 0224792204

For >031100209< 01/14/19 DLW-UPS 7380
Deposit Citibank N.A.
Only New Castle DE 40705208
7380 679936 005 000 679936-20-10-003/2740-003

DO NOT SIGN, STAMP OR WRITE ON FRONT OF CHECK
RECEIVED FOR DEPOSIT ONLY
FEB 15 2019
NEW CASTLE DE
FEDERAL RESERVE BANK

Amount: -88.64

Description: Check

Check Number: 1373

Posted Date: 1/15/2019

Transaction Type: History



Tourism Task Force

*****2204

2/27/2019 2:28 PM

Visit Natural North Florida

JAN 23 2019

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

Capital City Bank

1374

63-68/631

1/17/2019

PAY TO THE ORDER OF Blaine

\$900.40**

Nine Hundred and 40/100***** DOLLARS

Blaine
114 S. Berry Street
Brea CA 92821

S. S. R. King

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001374 063100688 0224792204

Amount: -900.40
Description: Check
Check Number: 1374
Posted Date: 1/24/2019
Transaction Type: History



2/27/2019 2:29 PM

Tourism Task Force

*****2204

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

Visit Natural North Florida THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200

Capital City Bank 1375

63-63/631 1/17/2019

PAY TO THE ORDER OF Donna Creamer \$**185.90

One Hundred Eighty-Five and 90/100 DOLLARS

Donna Creamer
4869 NW 50th Ave
Bell, FL 32619

MEMO

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

001375 063100688 0224792204

ENCLOSURE HERE

Donna Creamer

185.90

224792204

Transit 43

5602 1/24/19

DOCUMENT

1/24/2019 1555510063100688 0224792204

Amount: -185.90

Description: Check-Cashed/Withdrawal

Check Number: 1375

Posted Date: 1/24/2019

Transaction Type: History



2/27/2019 2:29 PM

Tourism Task Force

*****2204

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

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

Capital City Bank 1377
63-68/631 1/17/2019

PAY TO THE ORDER OF Scott R. Koons \$**1,563.55

One Thousand Five Hundred Sixty-Three and 55/100***** DOLLARS

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

MEMO

SHIELD

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

0001377 063100688 0224792204

Security Feature

The security features listed below are part of the security of the check and are not to be altered.

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE

1500509287

ENDORSE HERE

SRK

Amount: -1563.55
Description: Check
Check Number: 1377
Posted Date: 1/25/2019
Transaction Type: History



2/27/2019 2:29 PM

Tourism Task Force

*****2204

DOCUMENT INCLUDES VISIBLE FIBERS, 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 1379

63-68/631 1/17/2019

PAY TO THE ORDER OF Rosemont Exposition Services, Inc \$**60.00

Sixty and 00/100***** DOLLARS

Rosemont Exposition Services, Inc
9291 West Bryn Mawr
Rosemont, IL 60018

MEMO

Signature: S. S. R. King

0001379 0631006881 0224792204

Parkway Bank & Trust
01/29/2019 6001007287700
Rt 0719-0816-0
708-867-6600

Parkway Bank & Trust Co.
071908160
CUSTOMER SERVICE
1097544

Amount: -60.00

Description: Check

Check Number: 1379

Posted Date: 1/30/2019

Transaction Type: History



2/27/2019 2:30 PM

Tourism Task Force

*****2204

DOCUMENT CONTAINS VISIBLE FIBERS, 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

63-68/631

Capital City Bank 1380

1/17/2019

PAY TO THE ORDER OF United Parcel Service

\$**1,367.89

One Thousand Three Hundred Sixty-Seven and 89/100***** DOLLARS

United Parcel Service
P.O. Box 7247-0244
Philadelphia, PA 19170-001

MEMO

SHIELD

WATERMARK PIPERS HOLD TO LIGHT TO VIEW (PAPER CONTAINS TONER ADHESION PROPERTIES) HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

0001380 063100688 0224792204

For >031100209< 01/29/19, DLW-UPS 7380
Deposit Citibank N.A.
Only New Castle DE 40705208
7380 691543 031 000 691543-20-10-016/2714-016

Amount: -1367.89
Description: Check
Check Number: 1380
Posted Date: 1/30/2019
Transaction Type: History

Scott R. Koons

SKAD

INVOICE

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

DATE: January 4, 2019
INVOICE # 29
FOR: London Times
Destinations -
Furniture

Bill To:
The Original Florida Tourism Task Force

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

83023

DESCRIPTION	AMOUNT
London Times Destinations Trade Show Furniture- 1/31/19 to 2/3/19	\$ 141.73
<div>RECEIVED JAN 04 2019 NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL</div>	
	TOTAL \$ 141.73

Approved for Payment



THANK YOU!

Scott R. Koons

SK AD

INVOICE

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

DATE: December 26, 2018
INVOICE # 28
FOR: GoPros

Bill To:

The Original Florida Tourism Task Force

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

83023

DESCRIPTION	AMOUNT
GoPro Hero5 (3 & 229.00 each)	\$ 687.00
GoPro Hero7 (3 & 244.94 each)	734.82
<div>RECEIVED DEC 26 2018 NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL</div>	
TOTAL	\$ 1,421.82

Approved for Payment



THANK YOU!

The Original Florida Tourism Task Force
Transactions by Account
As of December 31, 2019

1:13 PM
03/12/19
Accrual Basis

Type	Date	Num	Name	Memo	Class	Cir	Split	Amount
Prepaid Expense								
Bill	10/31/2018	26	Koons, Scott	Canosopia Furniture Rental - 3/8/19 83023 - VF Rural Area Opp	18/19		Accounts Payable	212.06
Bill	01/04/2019	29	Koons, Scott	Reimbursement London Times Destin 83023 - VF Rural Area Opp	18/19		Accounts Payable	141.73
Bill	01/15/2019	OE00699153	Shepard Exposition Services, Inc	Houston RV Show - 2/6-10/19 Funitur 83023 - VF Rural Area Opp	18/19		Accounts Payable	1,011.59
Bill	01/15/2019	OE00699153	Shepard Exposition Services, Inc	Houston RV Show - 2/6-10/19 Shippin 83023 - VF Rural Area Opp	18/19		Accounts Payable	413.40
Bill	01/17/2019	1051	Messe Munchen GMBH	Furniture Munich Travel Show 2/20/19 83023 - VF Rural Area Opp	18/19		Accounts Payable	909.89
Bill	01/29/2019	VNMF2019	Midwest Mountaineering	Midwest Mountaineering Outdoor Adv 8202 - FDEO 18/19			Accounts Payable	600.00
Total Prepaid Expense								3,288.67
TOTAL								3,288.67

The Original Florida Tourism Task Force
Transactions by Account
As of January 31, 2019

30 -

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount
Prepaid Registration Fees								
Bill	08/30/2018	UC083018	Unicom, LLC	Boston Travel Adventure Show Regi: 83023 - VF Rural Area Opp 18/19			Accounts Payable	3,595.00
Bill	08/30/2018	UC083018	Unicom, LLC	Philadelphia Travel Adventure Show 83023 - VF Rural Area Opp 18/19			Accounts Payable	3,595.00
Bill	08/30/2018	BK083018	BK Productions	Nashville RV Super Show Registratic 83023 - VF Rural Area Opp 18/19			Accounts Payable	1,000.00
Bill	08/30/2018	HP083018	Hardman Productions, Inc.	Atlanta Camping and RV Show Janu 83023 - VF Rural Area Opp 18/19			Accounts Payable	1,350.00
Bill	08/30/2018	NEM083018	National Event Management	Toronto Outdoor Adventure Show Re 83023 - VF Rural Area Opp 18/19			Accounts Payable	4,333.55
Bill	08/30/2018	UC083018	Unicom, LLC	Washington, D.C. Travel Adventure : 83023 - VF Rural Area Opp 18/19			Accounts Payable	3,595.00
Bill	08/31/2018	RVEX083018	RVEx Recreational Vehicle Expositions	Chicago RV & Camping Show Regis: 83023 - VF Rural Area Opp 18/19			Accounts Payable	2,498.00
Bill	09/04/2018	OO090418	Ottawa Outdoors	C.A.M.P. Adventure Travel Show Re: 83023 - VF Rural Area Opp 18/19			Accounts Payable	2,269.15
Bill	09/11/2018	OFTTF091118	Communotron Management	Houston RV Show Registration Febn 83023 - VF Rural Area Opp 18/19			Accounts Payable	1,600.00
Bill	09/11/2018	00008280	Rulabaga Paddlesports LLC	Canoeopia Registration - March 9-1 83023 - VF Rural Area Opp 18/19			Accounts Payable	1,638.00
Bill	11/01/2018	RVEX110118	RVEx Recreational Vehicle Expositions	Chicago RV & Camping Show - Febr 83023 - VF Rural Area Opp 18/19			Accounts Payable	478.00
Bill	11/07/2018	TOFTTF090818	Clarion Events	London Times Destinations Show Re 83023 - VF Rural Area Opp 18/19			Accounts Payable	3,704.94
Bill	01/18/2019	161322	Bike New York, Inc	Registration for Bike Expo New York 8202 - FDEO 18/19			Accounts Payable	2,800.00
Total Prepaid Registration Fees								32,456.64
TOTAL								32,456.64

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

As of January 31, 2019

(These financial statements are unaudited)

	Budget	January 2019	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	34,187.24	34,187.24	(14,512.76)
DEO Rural Development Grant 18/19	120,600.00	0.00	0.00	(120,600.00)
VisitFlorida Rural Area Opportunity Grant 18/19	126,000.00	0.00	50,000.00	(76,000.00)
VisitFlorida Rural Area Opportunity 18/19 In-Kind	12,800.00	0.00	0.00	(12,800.00)
Other	0.00	0.00	0.00	0.00
Total Income	361,100.00	34,187.24	137,187.24	(223,912.76)
Expenses				
Marketing				
Collateral Materials				
Print Ultimate Bicycle Guide	3,000.00	0.00	0.00	(3,000.00)
Print RV Parks & Campgrounds Brochure	0.00	0.00	347.10	347.10
Print Experience North Florida Bike Flyer	0.00	0.00	72.00	72.00
Total Collateral Materials	3,000.00	0.00	419.10	(2,580.90)
Website				
Fishing, Paddling, Bike & Springs Microsites	7,000.00	0.00	0.00	(7,000.00)
Regional Video	5,000.00	0.00	5,000.00	0.00
Website Blogs	5,100.00	595.00	1,785.00	(3,315.00)
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)
Website Header Enhancements	0.00	2,000.00	2,000.00	2,000.00
Total Website	50,100.00	2,595.00	15,785.00	(34,315.00)
Trade Shows				
Whistles & Other Promotional Items	5,000.00	1,607.72	4,737.47	(262.53)
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	4,512.23	4,600.87	(399.13)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of January 31, 2019

(These financial statements are unaudited)

	Budget	January 2019	Year to Date	Over/(Under) Budget
VF Georgia RV & Camper Show	4,200.00	0.00	0.00	(4,200.00)
VF Boot Dusseldorf	6,300.00	0.00	0.00	(6,300.00)
VF Atlanta Camping & RV Show	3,800.00	0.00	0.00	(3,800.00)
VF Nashville RV Super Show	5,100.00	2,321.25	2,321.25	(2,778.75)
VF New York Times Travel Show	3,000.00	0.00	667.58	(2,332.42)
VF London Times Destinations Show	15,200.00	1,513.79	1,513.79	(13,686.21)
VF Houston RV Show	7,300.00	188.98	188.98	(7,111.02)
VF Chicago RV & Camping Show	7,100.00	1,144.71	1,144.71	(5,955.29)
VF Boston Travel & Adventure Show	7,700.00	566.01	566.01	(7,133.99)
VF F.re.e. Messe Munich	12,600.00	1,107.72	1,107.72	(11,492.28)
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	439.20	439.20	(6,860.80)
VF Ottawa Outdoor & Travel Adventure Show	7,900.00	0.00	0.00	(7,900.00)
VF Washington DC Travel & Adventure Show	7,000.00	0.00	0.00	(7,000.00)
VF Midwest Mountaineering Spring Expo	6,700.00	0.00	0.00	(6,700.00)
Bike Expo New York	7,700.00	0.00	0.00	(7,700.00)
Total Trade Shows	141,300.00	13,401.61	17,287.58	(124,012.42)
Advertising				
Brochure Distribution	12,000.00	500.00	3,732.00	(8,268.00)
Digital Advertising Campaign	23,500.00	13,250.00	13,250.00	(10,250.00)
Florida Vacation Planner Print Advertisement	8,300.00	0.00	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)
Total Advertising	61,300.00	13,750.00	25,485.25	(35,814.75)
Total Marketing Expenses	255,700.00	29,746.61	58,976.93	(196,723.07)
Administration				
NCFRPC - Admin VF & DEO 2017-18	5,625.00	0.00	0.00	(5,625.00)
NCFRPC - Admin VF & DEO FY 2018-19	18,975.00	0.00	0.00	(18,975.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	0.00	(12,500.00)
Bank Charges	200.00	0.00	0.00	(200.00)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	0.00	(300.00)
Other Admin Expenses Miscellaneous	2,000.00	45.00	638.07	(1,361.93)
Postage	300.00	25.19	25.19	(274.81)
VF Travel Show Service Program Fee	15,400.00	4,400.00	4,400.00	(11,000.00)
Telephone	300.00	0.00	0.00	(300.00)

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

As of January 31, 2019

(These financial statements are unaudited)

	Budget	January 2019	Year to Date	Over/(Under) Budget
Total Administration	<u>55,900.00</u>	<u>4,470.19</u>	<u>5,063.26</u>	<u>(50,836.74)</u>
Memberships				
Visit Florida	400.00	0.00	0.00	(400.00)
Southeast Tourism Society	300.00	0.00	0.00	(300.00)
Florida Outdoor Writers Association	200.00	0.00	0.00	(200.00)
Total Memberships	<u>900.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(900.00)</u>
Professional Enhancement				
SE Tourism Society Marketing College	11,600.00	0.00	0.00	(11,600.00)
Governor's Tourism Conference	1,700.00	0.00	0.00	(1,700.00)
Total Professional Enhancement	<u>13,300.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(13,300.00)</u>
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
Total Internships	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,500.00)</u>
Retained Reserves				
Retained Reserves	22,800.00	0.00	0.00	(22,800.00)
Total Retained Reserves	<u>22,800.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(22,800.00)</u>
Total NonMarketing Expenses	<u>105,400.00</u>	<u>4,470.19</u>	<u>5,063.26</u>	<u>(100,336.74)</u>
Total Expenses	<u>361,100.00</u>	<u>34,216.80</u>	<u>64,040.19</u>	<u>(297,059.81)</u>
Net Income	<u>0.00</u>	<u>(29.56)</u>	<u>73,147.05</u>	<u>73,147.05</u>

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

Adopted 8/16/2018

<i>Revenues</i>	Total
<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
Subtotal	\$53,000

<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
Subtotal - Cash	\$295,300
TOTAL REVENUES - CASH	\$348,300
VISIT FLORIDA FY 2018-19 Rural Area of Opportunity Grant - In-Kind	\$12,800
TOTAL REVENUES - CASH AND IN-KIND	\$361,100

<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
TOTAL EXPENDITURES - CASH	\$348,300
(1) Marketing Program for FY 2018-19 - In-Kind	\$12,800
TOTAL EXPENDITURES - CASH AND IN-KIND	\$361,100

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

<i>Reserve Funds</i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$117,000
TOTAL RESERVE FUNDS	\$117,000

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

Adopted 8/16/2018

Marketing Budget Detail

Total

Collateral Material:

2018-19 Revise and Print Ultimate Bicycle Guide	\$3,000
---	---------

Website:

2017-18 Fishing, Paddling, Bike & Springs Microsites - Updates and New	\$7,000
2017-18 New Website Regional Video	\$5,000
2017-18 Website Blogs - 15 Blogs	\$1,275
2018-19 Website Hosting & Maintenance	\$6,000
2018-19 New County/Town Website Videos - (6 Videos)	\$12,000
2018-19 New Topic-Centered Landing Pages (3 Landing Pages)	\$10,000
2018-19 New Town Landing Pages (5 Town Pages)	\$2,500
2018-19 Website Blogs - 35 Blogs	\$3,825
2018-19 Ultimate Bicycle Guide Landing Page Maintenance & Updates	\$100
2018-19 Ultimate Springs Guide Landing Maintenance & Updates	\$100
2018-19 Paddling Landing Page Maintenance and Updates	\$100
2018-19 Fl. State Parks Page Maintenance & Updates	\$100
2018-19 Fishing Page Maintenance & Updates	\$100
2018-19 Places to Stay, Eat & Things to Do Maintenance & Updates	\$2,000

Trade Shows:

Whistles and Other Promotional Items	\$5,000
Pop-up and/or Cloth Displays (in-kind)	\$5,000
VISIT FLORIDA Welcome Center Rack Space (in-kind)	\$800
State Parks Guides and State Road Maps (in-kind)	\$2,000
VISIT FLORIDA Dusseldorf & New York Times Travel Show Registrations (in-kind)	\$5,000
2017-18 Georgia RV & Camper Show	\$4,200
VISIT FLORIDA - Boot Dusseldorf	\$6,300
VISIT FLORIDA - Atlanta Camping & RV Show	\$3,800
VISIT FLORIDA - Nashville RV Super Show	\$5,100
VISIT FLORIDA - New York Times Travel Show	\$3,000
VISIT FLORIDA - London Times Destinations Show	\$15,200
VISIT FLORIDA - Houston RV Show	\$7,300
VISIT FLORIDA - Chicago RV & Camping Show	\$7,100
VISIT FLORIDA - Boston Travel & Adventure Show	\$7,700
VISIT FLORIDA - F 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
---------------------------	----------

Total Non-Marketing Expenditure \$105,400

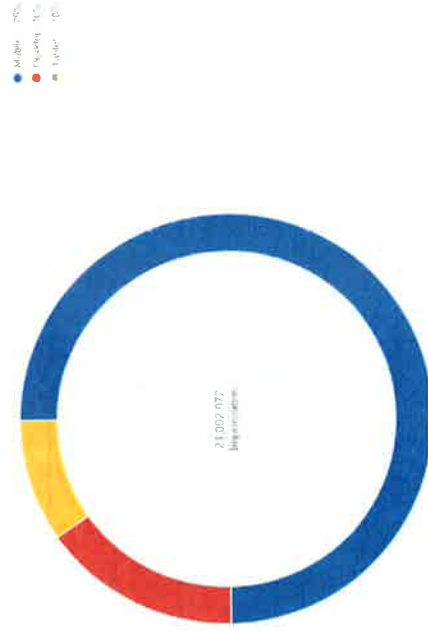
Total Expenditure \$361,100

ADWORDS DISPLAY CAMPAIGN | 2018 to Date Report

Campaign Notes

- We've surpassed 2018's campaign impression goal of 5,000,000 by over 16,000,000 Impressions for a Grand Total of **21,079,159** and counting!
- Overall CTR for Adwords is ~ 3 times better than industry benchmark of .08%.
- By Utilizing ANIMATED banners across all audiences we were able to capture multiple interests within similar audience categories.
- The campaigns successfully attracted attention from multiple different geographical groups from large population centers around the county.
- All campaigns achieved efficient CPC rates, averaging roughly \$0.36 per click (competitively comparative to the industry standard for Travel & Hospitality).
- All campaigns achieved exposure at maximum financial efficiency with an average CPM (\$0.82) of nearly one quarter of the industry standard (~\$2.80).
- 75% of Impressions came from Mobile; 15% Desktop; & 10% Tablet

11/13/2018 10:17 AM



ADWORDS DISPLAY CAMPAIGN | 2018 to Date Report

IMPRESSIONS & SPEND BY MARKET

Location	Impressions	CTR	Spend
New York	3,006,328	0.22%	\$2,283.19
Philadelphia	2,716,299	0.21%	\$1,971.96
Chicago	2,533,633	0.20%	\$1,783.69
Boston	2,409,138	0.19%	\$1,627.85
Canoecopia	2,087,494	0.28%	\$2,486.46
Washington D.C.	1,531,360	0.20%	\$1,092.37
Orlando / Daytona DMA	2,376,356	0.24%	\$2,089.49
Miami / Ft. Lauderdale DMA	2,287,288	0.23%	\$2,269.33
Tampa / St. Pete DMA	1,870,847	0.21%	\$1,598.60
Minneapolis	260,416	0.20%	\$192.80
Atlanta	10,701	0.20%	\$7.00
TOTAL	21,079,159	0.23%	\$17,402.74

JUMP

ADWORDS DISPLAY CAMPAIGN | 2018 to Date Report

FLORIDA RESULTS BY MARKET AUDIENCE




TARGET AUDIENCE	IMPRESSIONS	AVG CPM	CLICKS	CTR
BIKING	4,123,323	\$.86	9,796	.24%
HIKING & CAMPING	98,678	\$1.02	281	.28%
KAYAKING & PADDLING	2,317,772	\$.98	6,148	.27%
TOTAL	6,539,773	\$.90	16,225	.25%

AD IMPRESSION SHARE BY AD

<div> <div>  <p>START PLANNING YOUR NEXT ADVENTURE</p> </div> <div>  <p>GET STARTED NOW</p> </div> </div>	<div> <div>300 x 250</div> <div>10,069,055 Impressions</div> </div>
--	---

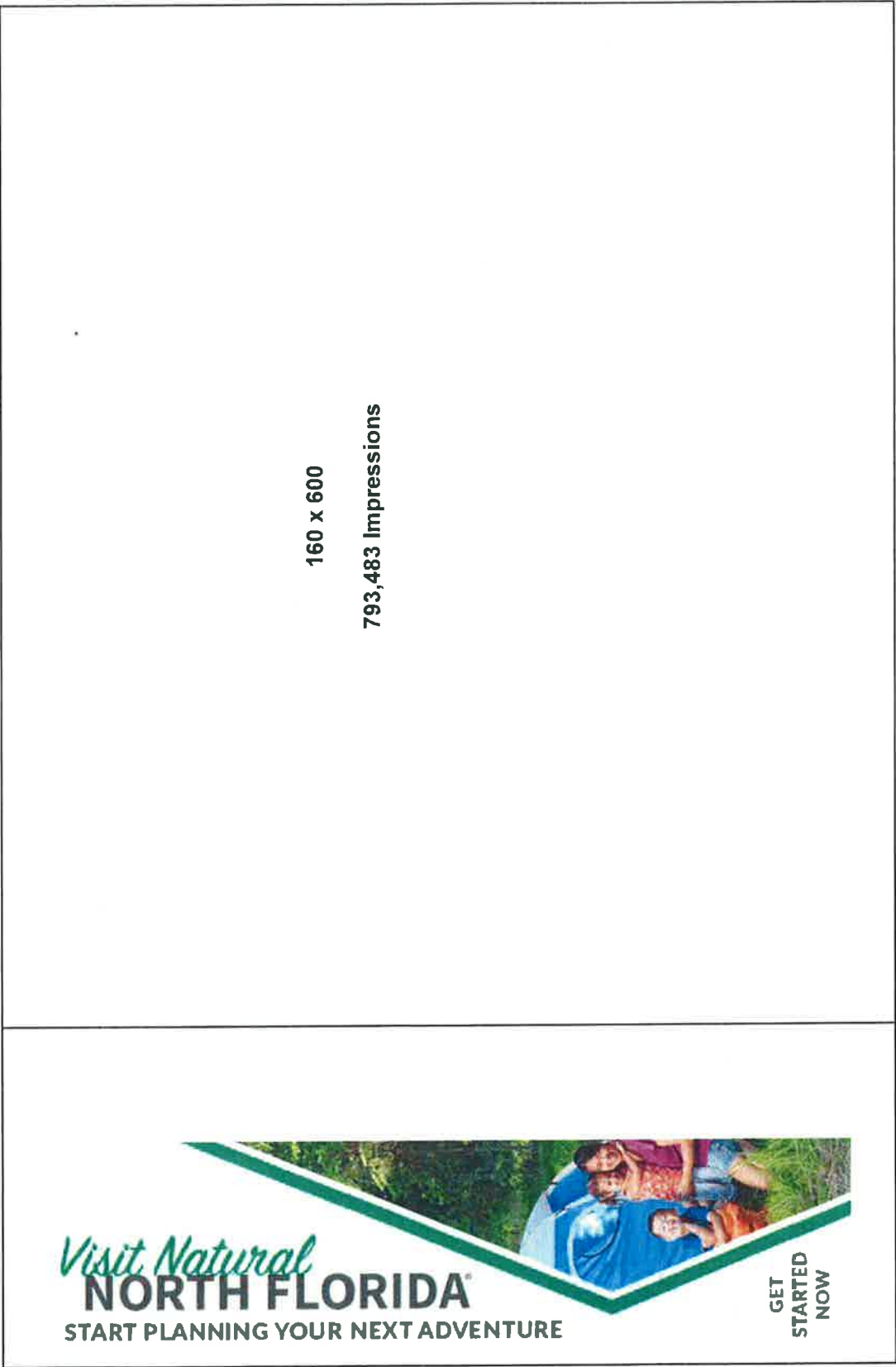
JUMP

ADWORDS DISPLAY CAMPAIGN | 2018 to Date Report

	<p>728 x 90</p> <p>2,739,536 Impressions</p>
	<p>320 x 50</p> <p>6,282,673 Impressions</p>
	<p>468 x 60</p> <p>1,206,479 Impressions</p>

JUMP

ADWORDS DISPLAY CAMPAIGN | 2018 to Date Report



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, 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, 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:

Deliverable No. 1 – Website Maintenance and Enhancements		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Maintain, host, operate and enhance website in accordance with Scope of Work 2.1	<p>Grantee must provide ongoing website maintenance, hosting, operation and enhancements.</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Copy of agreement with vendor • Links to additional topic centered landing pages • Invoice from provider detailing work completed including additional topic centered landing pages • Proof of payment 	<p>Failure to maintain, host, operate and enhance website as specified in Scope of Work 2.1 will result in non-payment.</p>
Deliverable No. 2 – Electronic Newsletters		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Distribute Electronic Newsletters in accordance with Scope of Work 2.2	<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>Required Documentation:</p> <ul style="list-style-type: none"> • Include DEO Agreement Manager on electronic newsletter distribution list 	<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"> • Documentation of staff time associated with this deliverable. 	
Deliverable No. 3 – Website Blogs		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Post blogs on Grantee's website in accordance with Scope of Work 2.3	Post one (1) blog on Grantee's website. Required Documentation: <ul style="list-style-type: none"> • Copy of agreement with blogger • Link to each blog • Photographer release form if necessary • Model release for if necessary • Invoice from blogger • Proof of payment 	Failure to post one (1) blog on Grantee's website as specified in Scope of Work 2.3 will result in non-payment.
Deliverable No. 4 – Update and print Marketing Materials		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Update and print hard copy marketing materials in accordance with Scope of Work 2.4	Grantee must update a minimum of one (1) hard copy marketing material and print a minimum of 1,000 copies. Required Documentation <ul style="list-style-type: none"> • Copy of agreement with vendor • Copy of previous material • Copy of updated marketing material • Proof of payment • Documentation of staff time associated with this deliverable if applicable. 	DEO will withhold payment for failure to update and print hard copy marketing materials.
Deliverable No. 5 Exhibit at domestic travel shows		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Exhibit at domestic travel shows in accordance with Scope of Work 2.5	Grantee must exhibit at a minimum of one (1) domestic travel show. Required Documentation: <ul style="list-style-type: none"> • Schedule for each show exhibited at • Copies of competed registrations for each travel show attended • Copies of rental agreements if applicable • Competed travel documentation for a maximum of two (2) travelers 	Failure to exhibit at a minimum of one (1) domestic travel show will result in non-payment.
Deliverable No. 6 – Advertising		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Conduct advertising campaign in accordance with Scope of Work 2.6	Grantee must place a minimum of one (1) digital or print media advertisement. Required Documentation: <ul style="list-style-type: none"> • Copy of print or digital advertisement • Invoice from provider 	Failure to place one (1) digital or print media advertisement as specified in Scope of Work 2.8 will result in non-payment
Deliverable No. 7 – Literature Distribution		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Distribute literature in accordance with Scope of Work 2.7	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. Required Documentation: <ul style="list-style-type: none"> • 1 sample of each brochure distributed • Copy of distribution list and number distributed • Invoice from provider • Proof of payment 	Scope of Work 2.9 will result in non-payment.
Deliverable No. 8 – Professional enhancement scholarships		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Professional enhancement scholarships in accordance with Scope of Work 2.8	Grantee must provide one (1) professional enhancement scholarship. Required documentation: <ul style="list-style-type: none"> • Completed event registration forms • Invoice for registration fee • Agenda for each event • Summary of how attendance at the event built professional capacity • Completed travel documentation 	Failure to provide a minimum of one (1) professional enhancement scholarship as specified in Scope of Work 2.10 will result in non-payment.
Deliverable No. 9 – Maintain memberships in professional organizations		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Maintain memberships in or join professional organizations in accordance with Scope of Work 2.9	Grantee must maintain membership in one (1) professional organization. Required Documentation: <ul style="list-style-type: none"> • Copy of registration for each professional organization membership joined or maintained 	Failure to maintain membership in one (1) professional organization as specified in Scope of Work 2.11 will result in non-payment.
Total Costs Not to Exceed \$150,000.00		

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

5. REPORTING:

5.1 Quarterly: Grantee shall provide a quarterly report listing all progress relating to the Deliverables in Section 4. Quarterly reports are due to DEO within 30 calendar days after the end of each quarter, until submission of the final invoice package. The ending dates for each quarter of the program year are April 30, 2019, July 31, 2019, October 31, 2019 and February 1, 2020. 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

The Original Florida Tourism Task Force
Travel Shows and Show Dates, 2018-19 Travel Show Season
March 21, 2019

Number	Show Name	Lead	Assistant	Alternate	Tentative Dates		
					Leader Departure Date	Assistant Departure Date	Show Dates / Return Travel Date
1	<i>Georgia RV and Camping Show</i>	<i>Roland Loog</i>	<i>Dave Mecusker</i>	<i>Sandy Beach</i>	September 12, 2018	September 13, 2018	September 14-16, 2018 / September 17, 2018
2	<i>Boot Dusseldorf*</i>	<i>Roland Loog</i>	<i>Pat Watson</i>	<i>Dave Mecusker</i>	January 15, 2019	n/a	January 19 - 27, 2019 / January 29, 2019
3	<i>Atlanta Camping & RV Show</i>	<i>Steve Dopp</i>	<i>Pat Watson</i>	<i>Dave Mecusker</i>	January 23, 2019	January 24, 2019	January 25 - 27, 2019 / January 28, 2019
4	<i>Nashville RV Supershow</i>	<i>Katrina Richardson</i>	<i>Phyllis Williams</i>	<i>Roland Loog</i>	January 23, 2019	January 24, 2019	January 25 - 27, 2019 / January 28, 2019
5	<i>New York Times Travel Show*</i>	<i>Dawn Taylor</i>	<i>Phyllis Williams</i>	<i>Carol McQueen</i>	January 23, 2019	n/a	January 25 - 27, 2019 / February 4, 2019
6	<i>London Times Destinations Show</i>	<i>Donna Creamer</i>	<i>Sandy Beach</i>	<i>Ron Gromoll</i>	January 27, 2019	January 27, 2019	January 31 - Feb 3, 2019 / February 4, 2019
7	<i>Houston RV Show</i>	<i>Phyllis Williams</i>	<i>Mariela Garcia-Rendon</i>	<i>Dawn Taylor</i>	February 4, 2019	February 5, 2019	February 6 - 10, 2019 / February 11, 2019
8	<i>Chicago RV and Camping Show</i>	<i>Sean Plemons</i>	<i>Pat Watson</i>	<i>Roland Loog</i>	February 7, 2019	February 8, 2019	February 9 - 10, 2019 / February 11, 2019
9	<i>Boston Travel and Adventure Show</i>	<i>Steve Dopp</i>	<i>Katrina Richardson</i>	<i>Russ McCallister</i>	February 7, 2019	February 8, 2019	February 9 - 10, 2019 / February 11, 2019
10	<i>F.r.e.e Messe Munich</i>	<i>Tommy Thompson</i>	<i>Steve Dopp</i>	<i>Katrina Richardson</i>	February 16, 2019	February 16, 2019	February 20 - 24, 2019 / February 25, 2019
11	<i>Toronto Outdoor Adventure Show</i>	<i>Teena Peavey</i>	<i>Cody Gray</i>	<i>Donna Creamer</i>	February 20, 2019	February 21, 2019	February 22 - 24, 2019 / March 11, 2019
12	<i>Canoeconia</i>	<i>Tommy Thompson</i>	<i>Russ McCallister</i>	<i>Nancy Bednarek</i>	March 6, 2019	March 7, 2019	March 8 - 10, 2019 / March 11, 2019
13	<i>Philadelphia Travel and Adventure Show</i>	<i>Dawn Taylor</i>	<i>Ron Gromoll</i>	<i>Phyllis Williams</i>	March 7, 2019	March 8, 2019	March 9 - 10, 2019 / March 11, 2019
14	<i>Washington DC Travel and Adventure Show</i>	<i>Katrina Richardson</i>	<i>Mariela Garcia-Rendon</i>	<i>Phyllis Williams</i>	March 14, 2019	March 15, 2019	March 16 - 17, 2019 / March 18, 2019
15	<i>Ottawa Travel and Vacation Show*</i>	<i>Donna Creamer</i>	<i>Mariela Garcia-Rendon</i>	<i>Carol McQueen</i>	March 28, 2019	n/a	March 30-31, 2019 / April 1, 2019
16	<i>Midwest Mountaineering Spring Expo</i>	<i>Tommy Thompson</i>	<i>Ron Gromoll</i>	<i>Katrina Richardson</i>	April 24, 2019	April 25, 2019	April 26 - 28, 2019 / May 5, 2019
17	<i>Bike Expo New York</i>	<i>Donna Creamer</i>	<i>Alden Rosner</i>	<i>Katrina Richardson</i>	May 1, 2019	May 2, 2019	May 3 - 4, 2019

Italicized shows are shows funded by the Task Force Regional Rural Development Grant.
Underlined shows are combined shows with Explore Northwest Florida (Riverway South).

*One staff person only at this show.

HB 671

2019

1 A bill to be entitled
2 An act relating to regional rural development grants;
3 amending s. 288.018, F.S.; defining the term "regional
4 economic development organization"; specifying that
5 the concept of building the professional capacity of a
6 regional economic development organization includes
7 the hiring of professional staff to perform specified
8 services; providing that matching grants may be used
9 to provide technical assistance to local governments
10 and economic development organizations and to existing
11 and prospective businesses; specifying that a regional
12 economic development organization that provides
13 taxpayer-funded incentives is not eligible to
14 participate in the matching grant program; increasing
15 the maximum amount of annual grant funding that
16 specified economic development organizations may
17 receive; revising the required amount of nonstate
18 matching funds; requiring that certain information be
19 included in a contract or agreement involving the
20 expenditure of grant funds; requiring that contracts
21 or agreements involving the expenditure of grant
22 funds, and a plain-language version of certain
23 contracts or agreements, be placed on the contracting
24 regional economic development organization's website
25 for a specified period before execution; deleting an

Page 1 of 10

CODING: Words ~~stricken~~ are deletions; words underlined are additions.

hb0671-00

HB 671

2019

26 | obsolete provision; increasing the amount of funds the
27 | Department of Economic Opportunity may expend each
28 | fiscal year for certain purposes; amending s.
29 | 288.0655, F.S.; increasing the maximum percentage of
30 | total infrastructure project costs for which the
31 | department may award a grant; deleting a provision
32 | authorizing a higher maximum percentage of total
33 | infrastructure project costs for a catalyst site;
34 | providing that improving access to and availability of
35 | broadband Internet service may be included in a
36 | project that is eligible for rural infrastructure
37 | grant funds; requiring that improvements to broadband
38 | Internet service and access be made through certain
39 | partnerships, which must be established through a
40 | competitive selection process; extending the date by
41 | which the department is required to reevaluate certain
42 | guidelines and criteria; requiring that certain
43 | information be included in a contract or agreement
44 | involving the expenditure of grant funds; requiring
45 | that contracts or agreements involving the expenditure
46 | of grant funds, and a plain-language version of
47 | certain contracts or agreements, be placed on the
48 | contracting regional economic development
49 | organization's website for a specified period before
50 | execution; providing an effective date.

Page 2 of 10

CODING: Words ~~stricken~~ are deletions; words underlined are additions.

hb0671-00

HB 671

2019

51
52 Be It Enacted by the Legislature of the State of Florida:

53
54 Section 1. Subsections (1), (3), and (4) of section
55 288.018, Florida Statutes, are amended to read:

56 288.018 Regional Rural Development Grants Program.—

57 (1)(a) For the purposes of this section, a "regional
58 economic development organization" means an economic development
59 organization located in a rural area of opportunity, as defined
60 in s. 288.0656.

61 (b) The department shall establish a matching grant
62 program to provide funding to regional ~~regionally based~~ economic
63 development organizations representing rural counties and
64 communities to build ~~for the purpose of building~~ the
65 professional capacity of those ~~their~~ organizations. Efforts to
66 build the professional capacity of regional economic development
67 organizations include the hiring of professional staff to
68 develop, facilitate the delivery of, and directly provide needed
69 economic development professional services, including technical
70 assistance, education and leadership development, marketing, and
71 project recruitment. ~~Such~~ Matching grants may also be used by a
72 regional ~~an~~ economic development organization to provide
73 technical assistance to local governments, local economic
74 development organizations, and existing and prospective
75 businesses within the rural counties and communities that it

76 serves. A regional economic development organization that
77 provides taxpayer-funded incentives to existing or prospective
78 businesses is not eligible to participate in the matching grant
79 program.

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

84 1. Up to \$150,000 to an organization located ~~to such~~
85 ~~regionally based economic development organizations. The maximum~~
86 ~~amount an organization may receive in any year will be \$50,000,~~
87 ~~or \$150,000~~ in a rural area of opportunity designated pursuant
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
94 development organization ~~recommended by the Rural Economic~~
95 ~~Development Initiative and designated by the Governor, and must~~
96 be matched each year by ~~an equivalent amount of~~ nonstate
97 resources in an amount equal to 25 percent of the state
98 contribution.

99 (3)(a) A contract or agreement that involves the
100 expenditure of grant funds provided under this section,

HB 671

2019

101 including a contract or agreement entered into between another
102 entity and a regional economic development organization, a unit
103 of local government, or an economic development organization
104 substantially underwritten by a unit of local government, must
105 include:

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

113 (b) At least 14 days before a contract or agreement is
114 executed, the contracting regional economic development
115 organization shall post on its website:

- 116 1. Any contract or agreement that involves the expenditure
117 of grant funds provided under this section.
- 118 2. A plain-language version of the contract or agreement
119 with a private entity, a municipality, or a vendor of services,
120 supplies, or programs, including marketing, or for the purchase
121 or lease or use of lands, facilities, or properties which
122 involves the expenditure of grant funds provided under this
123 section and which is estimated to exceed \$35,000 ~~The department~~
124 ~~may also contract for the development of an enterprise zone web~~
125 ~~portal or websites for each enterprise zone which will be used~~

HB 671

2019

~~to market the program for job creation in disadvantaged urban and rural enterprise zones. Each enterprise zone web page should include downloadable links to state forms and information, as well as local message boards that help businesses and residents receive information concerning zone boundaries, job openings, zone programs, and neighborhood improvement activities.~~

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

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

288.0655 Rural Infrastructure Fund.—

(2)(b) To facilitate access of rural communities and rural areas of opportunity as defined by the Rural Economic Development Initiative to infrastructure funding programs of the Federal Government, such as those offered by the United States Department of Agriculture and the United States Department of

HB 671

2019

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

Page 7 of 10

CODING: Words ~~stricken~~ are deletions; words underlined are additions.

hb0671-00

HB 671

2019

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

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

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

198 (4) By September 1, 2020 ~~2012~~, the department shall, in
199 consultation with the organizations listed in subsection (3),
200 and other organizations, reevaluate existing guidelines and

HB 671

2019

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 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.

HB 671

2019

226 (b) At least 14 days before the contract or agreement is
227 executed, the contracting regional economic development
228 organization shall post on its website:

229 1. Any contract or agreement that involves the expenditure
230 of grant funds provided under this section

231 2. A plain language version of a contract or agreement
232 with a private entity, a municipality, or a vendor of services,
233 supplies, or programs, including marketing, or for the purchase
234 or lease or use of lands, facilities, or properties which
235 involves the expenditure of grant funds provided under this
236 section and which is estimated to exceed \$35,000.

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

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

26-00730B-19

2019596

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

26-00730B-19

2019596

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

26-00730B-19

2019596

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.

26-00730B-19

2019596

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

26-00730B-19

2019596

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

26-00730B-19

2019596

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

26-00730B-19

2019596

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

26-00730B-19

2019596

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.

The Original Florida Tourism Task Force MEMBERS as of 2/21/2019

ALACHUA COUNTY

(\$15,000 - 3 votes)

Vacant

Ron Gromoll

Marketing and Events Coordinator
Alachua County Fair
12 SE 1st Street, 2nd Floor
Gainesville, FL 32601
(w) 352.264.6907
rgromoll@alachuacounty.us

Sean Plemons

Content Manager
Visit Gainesville/Alachua County
33 North Main Street
Gainesville, FL 32601
(w) 352.374.5260
splemons@alachuacounty.us

BRADFORD COUNTY

(\$3,000 - 2 votes)

William Sexton

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

The Honorable Daniel Riddick

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

COLUMBIA COUNTY

(\$8,000 3 votes)

Vacant

Rod Butler

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

Paula R. Vann

Executive Director
Columbia County
Tourism Development Council
P.O. Box 1847
Lake City, FL 32056
(w) 386.758.1312
pvann@columbiacountyfla.com
www.springsrus.com

DIXIE COUNTY

(\$2,000 - 2 votes)

Vacant

Russ McCallister

Suwannee Guides and Outfitters
PO Box 1345
Old Town, FL 32680
(w) 352.542.8331
(h) 352.325.1520
(c) 352.258.0189
russ776@bellsouth.net
www.visitdixie.com
www.suwanneeguides.com

GILCHRIST COUNTY

(\$2,000 - 2 votes)

The Honorable Lee Deen

Mayor, City of Trenton
114 North Main Street
Trenton, FL 32693-3440
(o) 352.463.4007
WLDeen6757@gmail.com

Pat Watson

Executive Administrative Assistant
City of Trenton
114 North Main Street
Trenton, FL 32693
(w) 352.463.4000
pwatson@trentonflorida.org

HAMILTON COUNTY

(\$1,000 - 2 votes)

Mariela Garcia-Rendon

Executive Director
Hamilton County Tourist Development Council
1153 U.S. Hwy 41 NW, Suite 5
Jasper, FL 32052
(w) 386.792.6829
(f) 386.792.6808
(c) 386.855.0524
hamiltontdc@windsteam.net

Susan Ramsey

Executive Director
Hamilton County Development Authority
1153 U.S. Hwy 41 NW, Suite 4
Jasper, FL 32052
(w) 386.792.6828
sramsey@hamiltoncda.org

JEFFERSON COUNTY

(\$2,000 - 2 votes)

Katrina Richardson

Executive Director
Monticello-Jefferson County
Chamber of Commerce
420 West Washington Street
Monticello, FL 32344
(w) 850.997.5552
info@monticellojeffersonfl.com

Nancy Wideman

1100 Pearl Street
Monticello, FL 32344
(h) 850.997.0517
(c) 850.528.7362
nancywideman48@gmail.com

LAFAYETTE COUNTY

(\$1,000 - 1 vote)

Craig Colton

Suwannee River Rendezvous
828 NE Primrose Road
Mayo, FL 32066
(w) 386.295.2510
srrrstaff@gmail.com

LEVY COUNTY

(\$4,000 - 2 votes)

Carol McQueen

9207 Florida Street
Fanning Springs, FL 32693
(h) 352.221.2946
carolmcqueen44@gmail.com

Tisha Whitehurst

Director
Levy County Visitors Bureau
620 North Hathaway Avenue
Bronson, FL 32696
(w) 352.486.3396
tourism@visitnaturecoast.com

MADISON COUNTY

(\$3,000 - 2 votes)

Jackie Blount

Madison County
Tourism Development Council
184 NW College Loop
Madison, FL 32340
(c) 850.673.1046
jacquelynblount@yahoo.com

Phyllis Williams

Executive Director
Madison County
Chamber of Commerce and Tourism
184 NW College Loop
Madison, FL 32340
(w) 850.973.2788
phyllis@madisonfl.org

SUWANNEE COUNTY

(\$4,000 - 2 votes)

Charissa Setzer

Marketing Coordinator
Suwannee County Economic Development
100 Court Street SE, Suite 214
Live Oak, FL 32064
(w) 386.330.2220
(c) 386.688.5366
charissas@suwgov.org
www.visitsuwannee.com

Teena Peavy

Marketing Director
Spirit of the Suwannee Music Park
3076 95th Drive
Live Oak, Florida 32060
(w) 386.364.1683
teena@musicliveshere.com
www.musicliveshere.com

TAYLOR COUNTY

(\$4,000 - 2 votes)

Dawn Taylor, Chair

Executive Director
Taylor County Chamber of Commerce
428 North Jefferson Street
Perry, FL 32347
(w) 850.584.5366
(c) 850.843.0992
taylorchamber@fairpoint.net
www.taylorcountychamber.com

Sandy Beach

20845 Keaton Beach Drive
Perry, FL 32348
850.578.2898
(c) 850.843.1546
sandybeach8431546@gmail.com

UNION COUNTY

(\$1,000 - 1 vote)

Dale Walker

City Manager
City of Lake Butler
200 SW 1st Street
Lake Butler, FL 32054-2016
(w) 386.496.3401
dwalker@cityoflakebutler.com

WAKULLA COUNTY

(\$3,000 - 2 votes)

Vacant***Thomas Herndon***

Outreach Coordinator
Wakulla County Tourist Development Council
P.O. Box 1263
Crawfordville, FL 32327
(w) 850.926.7713
therndon@mywakulla.com
www.visitwakulla.com

STAFF***Lauren Yeatter***

Senior Planner
Visit Natural North Florida
2009 NW 67th Place
Gainesville, FL 32653
(w) 352.955.2200 ext. 113
yeatter@ncfrpc.org
www.visitnaturalnorthflorida.com

Scott R. Koons

Executive Director
Visit Natural North Florida
2009 NW 67th Place
Gainesville, FL 32653
(w) 352.955.2200 ext. 101
koons@ncfrpc.org

r:\original florida\task force meetings\meeting
packages\2019\march\of member list 2-21-2019.docx

**THE ORIGINAL FLORIDA TOURISM TASK FORCE
VOLUNTEERS, CONSULTANTS AND OTHERS**

as of 2/21/2019

VOLUNTEERS, CONSULTANTS AND OTHERS

Donna Creamer - Travel Show Coordinator

Staff Assistant
Gilchrist County Tourist Development Council
209 SE 1st Street
Trenton, FL 32693
(w) 352.463.3198
(c) 352.210.1827
dcreamer@gilchrist.fl.us
www.VisitGilchristCounty.com

Steven Dopp - Volunteer

564 NW Shelby Terrace
Lake City, FL 32055
(h) 386.752.6740
(c) 386.344.1398
dopphome@comcast.net

Roland Loog - Volunteer

1907 NW 10th Avenue
Gainesville, FL 32605
(h) 352.375.2060
(c) 352.231.2077
rolandgerri@aol.net

Nancy Moreland- Travel Writer

1513 Branch Street
Tallahassee, FL 32303
(c) 904.797.9484
nmoreland@conveymore.com

Lois Nevins

By All Means Travel
7513 NW County Road 235
Alachua, FL 32615
(w) 386.418.0242
byallmeanstravel@hotmail.com

Tommy Thompson - Blogger

Two Tree, Inc.
24 NW 33rd Court, Suite A
Gainesville, FL 32607
(c) 352.284.1763
captommy@me.com

2019
Visit Natural North Florida
Meeting Dates and Counties



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

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

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

