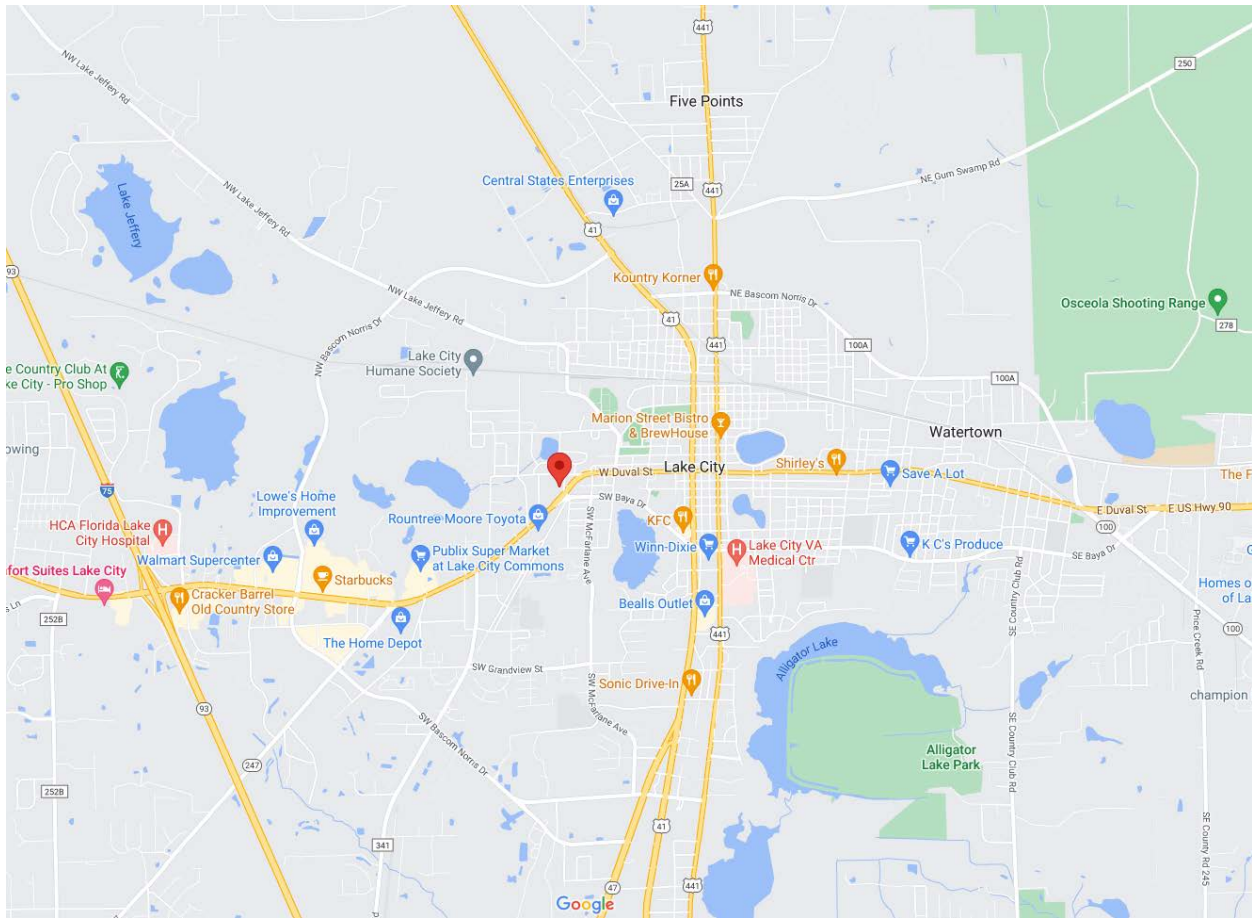




MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **January 19, 2023**. The meeting will be held at the **Columbia County Tourist Development Council Office, 971 West Duval Street (U.S. Highway 90), Suite 145, Lake City, Florida**, beginning at **10:00 a.m.**



**Columbia County Tourist Development Council Office
971 West Duval Street (U.S. Highway 90), Suite 145
Lake City, FL 32025**

The Original Florida

Visit Natural
NORTH FLORIDA

**TOURISM TASK FORCE
Meeting Agenda**

**Columbia County Tourist Development Council Office
971 West Duval Street (U.S. Highway 90), Suite 145
Lake City, FL 32025**

**January 19, 2023
Tuesday, 10:00 a.m.**

PAGE NO.

I.	Call to Order, Introductions	
II.	Approval of Agenda	3
III.	Approval of November 22, 2022 Meeting Minutes	5
IV.	Old Business	
	A. Committee Reports	
	1. Finance Committee	
	a. Monthly Financial Reports Review and Approval - October 31, 2022 and November 30, 2022	7
	B. Fiscal Year 2021-22 Regional Rural Development Grant	37
	1. Website	
	2. e-newsletter	
	3. Website Blogs	
	4. Marketing Materials	
	5. Domestic Travel Shows	
	6. Advertising Campaign	
	7. Brochure Distribution	
	8. Scholarships	
	9. Professional Organization Memberships	
	C. VISIT FLORIDA	
	1. Monthly Report	
	D. Staff Items	
	1. Travel Show Coordinator Agreement Fiscal Year 2022-23	
	2. Task Force 2023 Meeting Schedule and County Assignments	
	3. Cooperative Regional Marketing Fee Fiscal Year 2022-23	
	E. Other Old Business	
	1. Update Task Force Member Contact Information	45
	F. Announcements	

V. NEW BUSINESS

VI. Leadership Forum - Model Travel Show Booth

VII. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled to be held at 10:00 a.m. on February 16, 2023 at a location to be determined.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Virtual Public Meeting
Via Communications Media Technology

November 22, 2022
Tuesday, 10:00 a.m.

MEMBERS PRESENT

Elizabeth Reyes, Alachua County
Ryan Fulford, Dixie County
Bryan Freeman, Gilchrist County
Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County
Craig Colton, Lafayette County, Chair
Charissa Setzer, Suwannee County
Elizabeth Hughes, Wakulla County
Kinsey Miller, Wakulla County

OTHERS PRESENT

Brenna Dacks, VISIT FLORIDA

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

Brian Avery, Alachua County
Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Alden Rosner, Columbia County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Chadd Mathis, Hamilton County
Mia Mauldin, Hamilton County
David Ward, Jefferson County
Tisha Whitehurst, Levy County
Jennifer Poore, Madison County
Teena Peavey, Suwannee County, Treasurer
Sandy Beach, Taylor County
Dawn Perez, Taylor County
Dale Walker, Union County

CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Craig Colton called the meeting to order at 10:10 a.m.

II. APPROVAL OF THE AGENDA

Chair Colton requested approval of the meeting agenda, as presented.

ACTION: Katrina Richardson moved and Bryan Freeman seconded to approve the meeting agenda as presented. The motion passed unanimously.

III. APPROVAL OF THE SEPTEMBER 15, 2022 MINUTES

Chair Colton asked for approval of the September 15, 2022 meeting minutes.

ACTION: Kinsey Miller moved and Katrina Richardson seconded to approve the September 15, 2022 minutes as presented. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Monthly Financial Reports Review and Approval -

August 31, 2022 and September 30, 2022

ACTION: Charissa Setzer moved and Patricia Watson seconded to accept the August 31, 2022 and September 30, 2022 monthly financial reports as presented. The motion passed unanimously.

b. Adoption of Amended Fiscal Year 2021-22 Budget

ACTION: Elizabeth Reyes moved and Katrina Richardson seconded to adopt the Amended Fiscal Year 2021-22 Budget as presented. The motion passed unanimously.

- B. Fiscal Year 2021-22 Regional Rural Development Grant
 - 1. Website
 - 2. e-newsletter
 - 3. Website Blogs
 - Advance Travel Presentation
 - 4. Marketing Materials
 - 5. Domestic Travel Shows
 - 6. Advertising Campaign
 - 7. Brochure Distribution
 - 8. Scholarships
 - 9. Professional Organization Memberships
 - 10. Approval of Third Quarter Report and Reimbursement Submittal Package

ACTION: Bryan Freeman moved and Elizabeth Reyes seconded to submit the Third Quarter Report and Reimbursement Submittal Package to the Florida Department of Economic Opportunity. The motion passed unanimously.

D. VISIT FLORIDA -

- 1. Monthly Report

E. Staff Items

- 1. Task Force Retreat

F. Other Old Business

- 1. Updated Task Force Member Contact Information
- 2. 2022 Meeting Dates and Locations

G. Announcements - None

V. NEW BUSINESS - None

VI. LEADERSHIP FORUM - None

VII. ADJOURNMENT

Date and Location of next meeting

The next regular meeting is scheduled for 10:00 a.m., January 19, 2023 to be held in Columbia County at a location to be determined.

The meeting adjourned at 10:45 a.m.

Craig Colton, Chair

1/19/23
Date

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

r:\original florida\task force meetings\minutes\2022\of_minutes_11-22-22.docx

The Original Florida Tourism Task Force

Balance Sheet

As of October 31, 2022

	Oct 31, 22
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	180,308.02
Total Checking/Savings	180,308.02
Accounts Receivable	
Accounts Receivable	54,497.39
Total Accounts Receivable	54,497.39
Other Current Assets	
Prepaid Expense	447.06
Prepaid Registration Fees	1,600.00
Total Other Current Assets	2,047.06
Total Current Assets	236,852.47
TOTAL ASSETS	236,852.47
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	-229.94
Total Accounts Payable	-229.94
Total Current Liabilities	-229.94
Total Liabilities	-229.94
Equity	
Unrestricted Earnings	180,082.41
Net Income	57,000.00
Total Equity	237,082.41
TOTAL LIABILITIES & EQUITY	236,852.47

11:11 AM

01/11/23

Accrual Basis

The Original Florida Tourism Task Force

Profit & Loss

October 2022

	Oct 22
Income	
Co-op Reg. Market. Prog. Fee	57,000.00
Total Income	57,000.00
Gross Profit	57,000.00
Expense	0.00
Net Income	57,000.00

10:47 AM

12/05/22

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 10/31/2022

	Oct 31, 22
Beginning Balance	174,492.52
Cleared Transactions	
Checks and Payments - 3 items	-10,719.54
Deposits and Credits - 1 item	17,000.00
Total Cleared Transactions	6,280.46
Cleared Balance	180,772.98
Uncleared Transactions	
Checks and Payments - 2 items	-464.96
Total Uncleared Transactions	-464.96
Register Balance as of 10/31/2022	180,308.02
New Transactions	
Checks and Payments - 7 items	-5,385.23
Deposits and Credits - 1 item	34,000.00
Total New Transactions	28,614.77
Ending Balance	208,922.79

10:48 AM

12/05/22

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 10/31/2022

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						174,492.52
Cleared Transactions						
Checks and Payments - 3 items						
Bill Pmt -Check	10/06/2022	1600	South Shore Media	X	-1,350.00	-1,350.00
Bill Pmt -Check	10/06/2022	1599	Koons, Scott	X	-696.00	-2,046.00
Bill Pmt -Check	10/20/2022	1601	N Central FL Region...	X	-8,673.54	-10,719.54
Total Checks and Payments					-10,719.54	-10,719.54
Deposits and Credits - 1 item						
Deposit	10/31/2022			X	17,000.00	17,000.00
Total Deposits and Credits					17,000.00	17,000.00
Total Cleared Transactions					6,280.46	6,280.46
Cleared Balance					6,280.46	180,772.98
Uncleared Transactions						
Checks and Payments - 2 items						
Bill Pmt -Check	08/11/2022	1596	Colton, Craig		-235.02	-235.02
Bill Pmt -Check	08/11/2022	1597	Perdue, Danielle		-229.94	-464.96
Total Checks and Payments					-464.96	-464.96
Total Uncleared Transactions					-464.96	-464.96
Register Balance as of 10/31/2022					5,815.50	180,308.02
New Transactions						
Checks and Payments - 7 items						
Bill Pmt -Check	11/17/2022	1602	4imprint, Inc.		-1,613.62	-1,613.62
Bill Pmt -Check	11/17/2022	1603	Business Promotion...		-1,244.00	-2,857.62
Bill Pmt -Check	12/01/2022	1604	Chandlerthinks, LLC		-1,000.00	-3,857.62
Bill Pmt -Check	12/01/2022	1605	Hardman Production...		-800.00	-4,657.62
Bill Pmt -Check	12/01/2022	1608	Yeatter, Lauren		-607.01	-5,264.63
Bill Pmt -Check	12/01/2022	1606	ktcreative, LLC		-76.54	-5,341.17
Bill Pmt -Check	12/01/2022	1607	Watson, Patricia		-44.06	-5,385.23
Total Checks and Payments					-5,385.23	-5,385.23
Deposits and Credits - 1 item						
Deposit	11/17/2022				34,000.00	34,000.00
Total Deposits and Credits					34,000.00	34,000.00
Total New Transactions					28,614.77	28,614.77
Ending Balance					34,430.27	208,922.79



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

00002413 FCC31545111422125859 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 10/31/22
Primary Account

Page 1
XXXXXXXX2204

say hello to a better way to fund your education expenses, home improvements, dream vacations and more with a Home Equity Line of Credit from Capital City Bank. Apply today or learn more at ccbg.com/equity. *Equal Housing Lender

CHECKING ACCOUNT

EVERYDAY CHECKING FOR BUSINESS

Account Number XXXXXXX2204
Previous Balance 174,492.52
1 Deposits/Credits 17,000.00
3 Checks/Debits 10,719.54
Service Charges .00
Interest Paid .00
Ending Balance 180,772.98

Images

Statement Dates 10/03/22 thru 10/31/22
Days in this Statement Period 29
Avg Ledger Balance 173,577.36
Avg Collected Balance 173,301.50

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
10/31	Deposit	17,000.00

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
10/11	1599	696.00	10/31	1601	8,673.54
10/17	1600	1,350.00			

* Denotes missing check numbers

RECEIVED

NOV 18 2022

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



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

Date 10/31/22
Primary Account

Page 2
XXXXXXX2204

EVERYDAY CHECKING FOR BUSINESS

XXXXXXX2204 (Continued)

DAILY BALANCE INFORMATION			
Date	Balance	Date	Balance
10/03	174,492.52	10/17	172,446.52
10/11	173,796.52	10/31	180,772.98

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

DEPOSIT TICKET

THE ORIGINAL IS ONLY VALID FOR DEPOSIT
AND CANNOT BE USED FOR ANY OTHER PURPOSE

Capital City Bank

10/31/22

DATE	AMOUNT	CHECK NO.	DEPOSIT TO
10/31/22	17,000.00	1599	DEPOSIT TO

\$ 17,000.00

10631006884 0224792204 133

0 10/31/2022 \$17,000.00

Natural North Florida

THE ORIGINAL IS ONLY VALID FOR DEPOSIT
AND CANNOT BE USED FOR ANY OTHER PURPOSE

Capital City Bank

1599

10/11/2022

Scott R. Koons

\$ 696.00

Six Hundred Ninety-Six and 00/100

Scott R. Koons
8210 NW 60th Turnover
Gainesville, FL 32606-4309

10631006884 0224792204 133

1599 10/11/2022 \$696.00

Natural North Florida

THE ORIGINAL IS ONLY VALID FOR DEPOSIT
AND CANNOT BE USED FOR ANY OTHER PURPOSE

Capital City Bank

1600

10/17/2022

South Shore Media

\$ 1,350.00

One Thousand Three Hundred Fifty and 00/100

South Shore Media
931 Cherry Grove Road
Franklin, TN 37069-7023

10631006884 0224792204 133

1600 10/17/2022 \$1,350.00

Natural North Florida

THE ORIGINAL IS ONLY VALID FOR DEPOSIT
AND CANNOT BE USED FOR ANY OTHER PURPOSE

Capital City Bank

1601

10/31/2022

N Central FL Regional Planning Council

\$ 8,673.54

Eight Thousand Six Hundred Seventy-Three and 54/100

N Central FL Regional Planning Council
2009 NW 58th Place
Gainesville, FL 32602-1803

10631006884 0224792204 133

1601 10/31/2022 \$8,673.54

Security Features:

- Hologram
- Heat Sensitive Ink
- True Watermark
- Visible Fibers
- Chemically Sensitive Paper and Chemical Wash Detection Area
- Microprinting
- High Resolution Warning Band
- Toner Adhesion Properties
- Anti-Copy Technology
- Liquid Ink Color Printing


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

- Multiple means of seal used to check seal
- Cannot be photocopied
- Hold and immerse with lights of flashlight : The image will disappear and reappear
- Hold close to a light or hold over candle to photocopy ad
- Visible fibers of paper
- Fibers of paper are visible under microscope
- Stains of spots with chemical treatment and detection attempts to make
- AN-SI Seal type in check below appears as defined in the above copy
- The seal is made of a special material that is not soluble in water and will not be affected by water
- Only use a clean towel to dry the seal
- The seal is made of a special material that is not soluble in water and will not be affected by water
- The seal is made of a special material that is not soluble in water and will not be affected by water

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SECURITY SOLUTIONS, INC. 10000 W. 10TH AVENUE, SUITE 100, DENVER, CO 80202

Amount: \$-696.00
Statement Description: Check
Check Number: 1599
Posted Date: 10/11/2022
Type: Debit
Status: Posted

 ENDORSE HERE

S-572.1

001500509287

CHECK HERE AFTER
MOBILE OR REMOTE DEPOSIT DATE _____

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5/11

-16-



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



1600

63-68/631

10/6/2022

PAY TO THE ORDER OF

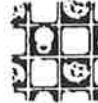
South Shore Media

\$**1,350.00

One Thousand Three Hundred Fifty and 00/100

DOLLARS

South Shore Media
931 Cherry Grove Road
Franklin, TN 37069-7023



5-1-1

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE INK IMAGE DISAPPEARS WITH HEAT

0001600

0063100688

0224792204

ENDORSE HERE

Seq: 26
Batch: 889113
Date: 10/14/22

CHECK HERE AFTER
MOBILE OR REMOTE DEPOSIT ONLY
DO NOT WRITE, STAMP OR SIGN OVER THIS LINE
RESERVED FOR SOUTH SHORE MEDIA, NON USE
4401756567

Security Features:

- Hologram**
 - Multi-colored seal fused to check stock
 - Cannot be photocopied
 - Hot red image w/ 7 fingers or breathe on it
 - The image will fade and reappear
 - Hold check to a light source to view
 - Cannot be photocopied
- Heat Sensitive Ink**
 - Visible fibers
 - Invisible fibers
 - Chemical Wash Detection Area
 - Microprinting
 - High Resolution Warning Band
 - Toner Adhesion Properties
 - Anti-Copy Technology
 - Latent Line Bar Pattern

Additional Features:

- Fibers in paper visible under ultraviolet light
- Stains or spots may appear if chemical alteration attempts are made
- MP-Safe type in check border appears as dotted line when copied
- Toner and borders are difficult to replicate or copy
- Chemical Wash Detection Area
- Document may be used with attention attempts
- Most cutters from creating a secure copy
- Document may be used with attention attempts

Security Features list well as those not listed, exceed in lines.

Seq: 00026 10/14/22
BAT: 889113 CC: 4067010105
WT: 01 LTPS: Atlanta CT
BC: Bellevue BC TN: 903



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



1601

10/20/2022

PAY TO THE ORDER OF N Central FL Regional Planning Council

\$**8,673.54

Eight Thousand Six Hundred Seventy-Three and 54/100***** DOLLARS

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



MEMO

58 TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE R60 IMAGE DISAPPEARS WITH HEAT

001601 10631006881 0224792204

ENDORSE HERE

PAY TO THE ORDER OF
CAPITAL CITY BANK

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL
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The security features listed below, as well as not listed, are not in the industry guidelines.

H1C-5

Security Features:

ආචාර්යවරයා

Heat Sensitive Ink

True Watermark

Visiting Fibers

Cinematically Significant

Information

High Resolution Margin 3:

Toner Adhesion Properties

Axi-Cortex Technologies

Line Back Patter

Fe³⁺ and Fe²⁺ concentrations

THE OFFICIAL PENS OF DO

[illegible]

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of October 31, 2022

(These financial statements are unaudited)

	Budget	October 2022	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	57,000.00	57,000.00	57,000.00	0.00
DEO Rural Development Grant 21/22	36,500.00	0.00	0.00	(36,500.00)
DEO Rural Development Grant 21/22	31,800.00	0.00	0.00	(31,800.00)
Total Income	125,300.00	57,000.00	57,000.00	(68,300.00)
Expenses				
Marketing				
Planning				
VisaVues Domestic & International Editions	0.00	0.00	0.00	0.00
Total Planning	0.00	0.00	0.00	0.00
Website				
Website Blogs	0.00	0.00	0.00	0.00
Web Hosting & Maintenance Services	6,000.00	0.00	0.00	(6,000.00)
Total Website	6,000.00	0.00	0.00	(6,000.00)
Trade Shows				
Promotional Items	0.00	0.00	0.00	0.00
Atlanta Camping & RV Show	0.00	0.00	0.00	0.00
VF Washington DC Travel & Adventure Show	7,000.00	0.00	0.00	(7,000.00)
DEO Atlanta Travel & Adventure Show	7,000.00	0.00	0.00	(7,000.00)
Total Trade Shows	14,000.00	0.00	0.00	(14,000.00)
Advertising				
Digital Advertising Campaign 2021-22	10,000.00	0.00	0.00	(10,000.00)
FI Vacation Planner Print Ad 2022-23	8,300.00	0.00	0.00	(8,300.00)
FI Trans Map Print Advertisement 2022-23	9,000.00	0.00	0.00	(9,000.00)
Quarterly eNewsletters	5,100.00	0.00	0.00	(5,100.00)
Total Advertising	32,400.00	0.00	0.00	(32,400.00)
Total Marketing Expenses	52,400.00	0.00	0.00	(52,400.00)
Administration				
NCFRPC - Admin DEO 2021-22	1,900.00	0.00	0.00	(1,900.00)
NCFRPC - Admin DEO FY 2022-23	5,600.00	0.00	0.00	(5,600.00)
NCFRPC - Admin Program Fees FY 2022-23	12,500.00	0.00	0.00	(12,500.00)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	0.00	(300.00)
Other Admin Expenses Miscellaneous	2,000.00	0.00	0.00	(2,000.00)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of October 31, 2022

(These financial statements are unaudited)

	Budget	October 2022	Year to Date	Over/(Under) Budget
Postage	300.00	0.00	0.00	(300.00)
DEO Travel Show Service Program Fee	2,200.00	0.00	0.00	(2,200.00)
Telephone	300.00	0.00	0.00	(300.00)
Total Administration	25,400.00	0.00	0.00	(25,400.00)
Memberships				
Visit Florida	750.00	0.00	0.00	(750.00)
Southeast Tourism Society	325.00	0.00	0.00	(325.00)
Florida Outdoor Writers Association	175.00	0.00	0.00	(175.00)
Ride with GPS	250.00	0.00	0.00	(250.00)
Total Memberships	1,500.00	0.00	0.00	(1,500.00)
Professional Enhancement				
SE Tourism Society Marketing College	5,175.00	0.00	0.00	(5,175.00)
Governor's Tourism Conference	1,725.00	0.00	0.00	(1,725.00)
Total Professional Enhancement	6,900.00	0.00	0.00	(6,900.00)
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
Total Internships	12,500.00	0.00	0.00	(12,500.00)
Retained Reserves				
Retained Reserves	26,600.00	0.00	0.00	(26,600.00)
Total Retained Reserves	26,600.00	0.00	0.00	(26,600.00)
Total NonMarketing Expenses	72,900.00	0.00	0.00	(72,900.00)
Total Expenses	125,300.00	0.00	0.00	(125,300.00)
Net Income	0.00	57,000.00	57,000.00	57,000.00

The Original Florida Tourism Task Force

Balance Sheet

As of November 30, 2022

	Nov 30, 22
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	211,450.40
Total Checking/Savings	211,450.40
Accounts Receivable	
Accounts Receivable	20,497.39
Total Accounts Receivable	20,497.39
Other Current Assets	
Prepaid Expense	447.06
Prepaid Registration Fees	1,600.00
Total Other Current Assets	2,047.06
Total Current Assets	233,994.85
TOTAL ASSETS	233,994.85
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	1,583.47
Total Accounts Payable	1,583.47
Total Current Liabilities	1,583.47
Total Liabilities	1,583.47
Equity	
Unrestricted Earnings	180,082.41
Net Income	52,328.97
Total Equity	232,411.38
TOTAL LIABILITIES & EQUITY	233,994.85

3:35 PM

01/11/23

Accrual Basis

The Original Florida Tourism Task Force

Profit & Loss

November 2022

	Nov 22
Expense	
Marketing	
Trade Shows	
Promotional Materials	2,857.62
Total Trade Shows	2,857.62
Total Marketing	2,857.62
Miscellaneous	
Task Force Retreat 2022	1,813.41
Total Miscellaneous	1,813.41
Total Expense	4,671.03
Net Income	-4,671.03

4:42 PM

01/11/23

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 11/30/2022

	Nov 30, 22
Beginning Balance	180,772.98
Cleared Transactions	
Checks and Payments - 2 items	-2,857.62
Deposits and Credits - 1 item	34,000.00
	<hr/>
Total Cleared Transactions	31,142.38
	<hr/>
Cleared Balance	211,915.36
	<hr/>
Uncleared Transactions	
Checks and Payments - 2 items	-464.96
	<hr/>
Total Uncleared Transactions	-464.96
	<hr/>
Register Balance as of 11/30/2022	211,450.40
	<hr/>
New Transactions	
Checks and Payments - 6 items	-2,613.41
	<hr/>
Total New Transactions	-2,613.41
	<hr/>
Ending Balance	208,836.99
	<hr/>

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 11/30/2022

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						180,772.98
Cleared Transactions						
Checks and Payments - 2 items						
Bill Pmt -Check	11/17/2022	1602	4imprint, Inc.	X	-1,613.62	-1,613.62
Bill Pmt -Check	11/17/2022	1603	Business Promotion...	X	-1,244.00	-2,857.62
Total Checks and Payments					-2,857.62	-2,857.62
Deposits and Credits - 1 item						
Deposit	11/17/2022			X	34,000.00	34,000.00
Total Deposits and Credits					34,000.00	34,000.00
Total Cleared Transactions					31,142.38	31,142.38
Cleared Balance					31,142.38	211,915.36
Uncleared Transactions						
Checks and Payments - 2 items						
Bill Pmt -Check	08/11/2022	1596	Colton, Craig		-235.02	-235.02
Bill Pmt -Check	08/11/2022	1597	Perdue, Danielle		-229.94	-464.96
Total Checks and Payments					-464.96	-464.96
Total Uncleared Transactions					-464.96	-464.96
Register Balance as of 11/30/2022					30,677.42	211,450.40
New Transactions						
Checks and Payments - 6 items						
Bill Pmt -Check	12/01/2022	1604	Chandlerthinks, LLC		-1,000.00	-1,000.00
Bill Pmt -Check	12/01/2022	1605	Hardman Production...		-800.00	-1,800.00
Bill Pmt -Check	12/01/2022	1608	Yeatter, Lauren		-607.01	-2,407.01
Bill Pmt -Check	12/01/2022	1606	ktcreative, LLC		-76.54	-2,483.55
Bill Pmt -Check	12/01/2022	1607	Watson, Patricia		-44.06	-2,527.61
Bill Pmt -Check	12/15/2022	1609	Creamer Donna		-85.80	-2,613.41
Total Checks and Payments					-2,613.41	-2,613.41
Total New Transactions					-2,613.41	-2,613.41
Ending Balance					28,064.01	208,836.99



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

00002397 FCC31545120122062645 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 11/30/22
Primary Account

Page 1
XXXXXXX2204

Say hello to a better way to fund your education expenses, home improvements, dream vacations and more with a Home Equity Line of Credit from Capital City Bank. Apply today or learn more at ccbg.com/equity. *Equal Housing Lender

CHECKING ACCOUNT

EVERYDAY CHECKING FOR BUSINESS		Images	3
Account Number	XXXXXXX2204	Statement Dates	11/01/22 thru 11/30/22
Previous Balance	180,772.98	Days in this Statement Period	30
1 Deposits/Credits	34,000.00	Avg Ledger Balance	195,977.37
2 Checks/Debits	2,857.62	Avg Collected Balance	194,844.04
Service Charges	.00		
Interest Paid	.00		
Ending Balance	211,915.36		

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
11/17	Deposit	34,000.00

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
11/21	1602	1,613.62	11/28	1603	1,244.00

* Denotes missing check numbers

RECEIVED

DEC 08 2022

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



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

Date 11/30/22
Primary Account

Page 2
XXXXXXX2204

EVERYDAY CHECKING FOR BUSINESS

XXXXXXX2204 (Continued)

DAILY BALANCE INFORMATION	
Date	Balance
11/01	180,772.98
11/17	214,772.98
11/21	213,159.36
11/28	211,915.36

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



CAPITAL CITY BANK
THE NATIONAL AUTOMATED CLEARING HOUSE
NACHA
DALLAS, TEXAS 75202-4000

Capital City Bank

DATE	AMOUNT	MEMO
11/17/22	34,000.00	

⑆063100688⑆ 0224792204⑆131

0 11/17/2022 \$34,000.00

Natural North Florida
THE NATIONAL AUTOMATED CLEARING HOUSE
NACHA
DALLAS, TEXAS 75202-4000

Capital City Bank

1602

11/17/2022

PAY TO THE ORDER OF: **Alperding, Inc.**

One Thousand Six Hundred Thirteen and 62/100

\$11,613.62 DOLLARS

Alperding, Inc.
25303 N. Highway 101
Chicago, IL 60673-1263

⑆001602⑆ ⑆063100688⑆ 0224792204⑆ ⑆0000464562⑆

1602 11/21/2022 \$1,613.62

Natural North Florida
THE NATIONAL AUTOMATED CLEARING HOUSE
NACHA
DALLAS, TEXAS 75202-4000

Capital City Bank

1603

11/17/2022

PAY TO THE ORDER OF: **Business Promotions Unlimited**

One Thousand Two Hundred Forty-Four and 00/100

\$1,244.00 DOLLARS

Business Promotions Unlimited
3723 NW 25th St
Miami, FL 33160-0429

⑆001603⑆ ⑆063100688⑆ 0224792204⑆

1603 11/28/2022 \$1,244.00



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



1602

63-68/631

11/17/2022

PAY TO THE ORDER OF 4impring, Inc.

\$**1,613.62

One Thousand Six Hundred Thirteen and 62/100 ***** DOLLARS

4imprint Inc.
25303 Network Pl
Chicago, IL 60673-1253



S S R K

MEMO



TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001602 063100688 0224792204 0000161362

ENDORSE HERE

CHECK HERE AFTER
MOBILE OR REMOTE DEPOSIT DATE

CR TO NMD
PAYER ALL
RTS RSVD
0000000886849967

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

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

Security Features:

Hologram

Heat Sensitive Ink

True Watermark

Visible Fibers

Chemically Sensitive Paper and

Chemical Wash Detection Area

Microprinting

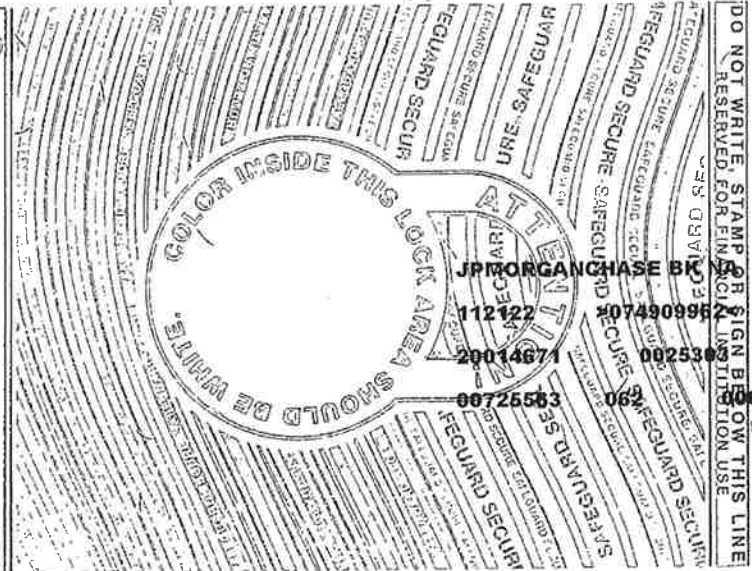
High Resolution Warning Band

Toner Adhesion Properties

Anti-Copy Technology

Laid Line Back Pattern

FEDERAL RESERVE BOARD OF GOVERNORS REG. CC





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



1603

63-68/631

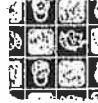
11/17/2022

PAY TO THE ORDER OF Business Promotions Unlimited

\$**1,244.00

One Thousand Two Hundred Forty-Four and 00/100 ***** DOLLARS

Business Promotions Unlimited
 3723 SW 282nd St
 Newberry, FL 32669-6429



MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001603 0063100688 0224792204

ENDORSE HERE

PAY TO THE ORDER OF

Capital City Bank

For Deposit Only

Business Promotions Unlimited

CHECK HERE 006310068801 DATE

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

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

Security Features:

Hologram

- Multi-dimensional foil seal fused to check stock.
- Cannot be photocopied.
- Held in place with fingers or breathe on it.
- The image will fade and disappear.

Heat Sensitive Ink

- The image will fade and disappear.
- Held in place with fingers or breathe on it.
- The image will fade and disappear.

True Watermark

- Held in place with fingers or breathe on it.
- The image will fade and disappear.
- The image will fade and disappear.

Visible Fibers

- Filaments in paper visible under ultraviolet light.
- Chemicals in paper visible under ultraviolet light.
- Chemicals in paper visible under ultraviolet light.

Chemical Wash Delay on Area

- Filaments in paper visible under ultraviolet light.
- Chemicals in paper visible under ultraviolet light.
- Chemicals in paper visible under ultraviolet light.

Microprinting

- Filaments in paper visible under ultraviolet light.
- Chemicals in paper visible under ultraviolet light.
- Chemicals in paper visible under ultraviolet light.

High Resolution Warning Brand

- Text at the bottom of security features. Fine lines in border and corners are difficult to replicate or copy.
- Chemicals in paper visible under ultraviolet light.
- Chemicals in paper visible under ultraviolet light.

Toner Adhesion Properties

- Chemicals in paper visible under ultraviolet light.
- Chemicals in paper visible under ultraviolet light.
- Chemicals in paper visible under ultraviolet light.

Anti-Copy Technology

- Chemicals in paper visible under ultraviolet light.
- Chemicals in paper visible under ultraviolet light.
- Chemicals in paper visible under ultraviolet light.

Laid Line Dark Pattern

- Chemicals in paper visible under ultraviolet light.
- Chemicals in paper visible under ultraviolet light.
- Chemicals in paper visible under ultraviolet light.

FEDERAL RESERVE BOARD OF GOVERNORS REG. CC

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of November 30, 2022

(These financial statements are unaudited)

	Budget	November 2022	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	57,000.00	0.00	57,000.00	0.00
DEO Rural Development Grant 21/22	36,500.00	0.00	0.00	(36,500.00)
DEO Rural Development Grant 21/22	31,800.00	0.00	0.00	(31,800.00)
Total Income	125,300.00	0.00	57,000.00	(68,300.00)
Expenses				
Marketing				
Planning				
VisaVues Domestic & International Editions	0.00	0.00	0.00	0.00
Total Planning	0.00	0.00	0.00	0.00
Website				
Website Blogs	0.00	0.00	0.00	0.00
Web Hosting & Maintenance Services	6,000.00	0.00	0.00	(6,000.00)
Total Website	6,000.00	0.00	0.00	(6,000.00)
Trade Shows				
Promotional Items	0.00	2,857.62	2,857.62	2,857.62
Atlanta Camping & RV Show	0.00	0.00	0.00	0.00
VF Washington DC Travel & Adventure Show	7,000.00	0.00	0.00	(7,000.00)
DEO Atlanta Travel & Adventure Show	7,000.00	0.00	0.00	(7,000.00)
Total Trade Shows	14,000.00	2,857.62	2,857.62	(11,142.38)
Advertising				
Digital Advertising Campaign 2021-22	10,000.00	0.00	0.00	(10,000.00)
FI Vacation Planner Print Ad 2022-23	8,300.00	0.00	0.00	(8,300.00)
FI Trans Map Print Advertisement 2022-23	9,000.00	0.00	0.00	(9,000.00)
Quarterly eNewsletters	5,100.00	0.00	0.00	(5,100.00)
Total Advertising	32,400.00	0.00	0.00	(32,400.00)
Total Marketing Expenses	52,400.00	2,857.62	2,857.62	(49,542.38)
Administration				
NCFRPC - Admin DEO 2021-22	1,900.00	0.00	0.00	(1,900.00)
NCFRPC - Admin DEO FY 2022-23	5,600.00	0.00	0.00	(5,600.00)
NCFRPC - Admin Program Fees FY 2022-23	12,500.00	0.00	0.00	(12,500.00)
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	1,813.41	1,813.41	(186.59)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of November 30, 2022

(These financial statements are unaudited)

	Budget	November 2022	Year to Date	Over/(Under) Budget
Postage	300.00	0.00	0.00	(300.00)
DEO Travel Show Service Program Fee	2,200.00	0.00	0.00	(2,200.00)
Telephone	300.00	0.00	0.00	(300.00)
Total Administration	25,400.00	1,813.41	1,813.41	(23,586.59)
Memberships				
Visit Florida	750.00	0.00	0.00	(750.00)
Southeast Tourism Society	325.00	0.00	0.00	(325.00)
Florida Outdoor Writers Association	175.00	0.00	0.00	(175.00)
Ride with GPS	250.00	0.00	0.00	(250.00)
Total Memberships	1,500.00	0.00	0.00	(1,500.00)
Professional Enhancement				
SE Tourism Society Marketing College	5,175.00	0.00	0.00	(5,175.00)
Governor's Tourism Conference	1,725.00	0.00	0.00	(1,725.00)
Total Professional Enhancement	6,900.00	0.00	0.00	(6,900.00)
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
Total Internships	12,500.00	0.00	0.00	(12,500.00)
Retained Reserves				
Retained Reserves	26,600.00	0.00	0.00	(26,600.00)
Total Retained Reserves	26,600.00	0.00	0.00	(26,600.00)
Total NonMarketing Expenses	72,900.00	1,813.41	1,813.41	(71,086.59)
Total Expenses	125,300.00	4,671.03	4,671.03	(120,628.97)
Net Income	0.00	(4,671.03)	52,328.97	52,328.97

Original Florida Tourism Task Force
Budget FY 2022-23 (10/1/22 to 9/30/23)

Adopted 9/15/2022

<i>Revenues</i>	Total
<i><u>Cooperative Regional Marketing Program Fees:</u></i>	
Alachua County	\$15,000
Bradford County	\$3,000
Columbia County	\$8,000
Dixie County	\$3,000
Gilchrist County	\$3,000
Hamilton County	\$2,000
Jefferson County	\$1,000
Lafayette County	\$1,000
Levy County	\$6,000
Madison County	\$3,000
Suwannee County	\$4,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$3,000
Subtotal	\$57,000
<i><u>Additional Revenue:</u></i>	
Department of Economic Opportunity Rural Development Grant, FY 2021-22	\$36,500
Department of Economic Opportunity Rural Development Grant, FY 2022-23	\$31,800
VISIT FLORIDA FY 2022-23 Rural Area of Opportunity Grant - Cash	\$0
Subtotal - Cash	\$68,300
TOTAL REVENUES - CASH	\$125,300
VISIT FLORIDA FY 2022-23 Rural Area of Opportunity Grant - In-Kind	\$0
TOTAL REVENUES - CASH AND IN-KIND	\$125,300
<i><u>Expenditures</u></i>	
Adventure Elevate Networking Conference	\$0
Bank Charges	\$0
Governor's Conference on Tourism	\$1,725
Legal Advertising	\$300
Legal Expenses	\$300
(1) Marketing Program for FY 2022-23 (less in-kind)	\$52,400
(2) Memberships	\$1,500
Miscellaneous	\$2,000
North Central Florida Regional Planning Council - Admin/Internships	\$32,500
Postage Expenses	\$300
Service Fee - VISIT FLORIDA Travel Show Program	\$2,200
Southeast Tourism Society Marketing College	\$5,175
Telephone	\$300
Unrestricted Reserve Fund - Contribution	\$26,600
TOTAL EXPENDITURES - CASH	\$125,300
(1) Marketing Program for FY 2022-23 - In-Kind	\$0
TOTAL EXPENDITURES - CASH AND IN-KIND	\$125,300
<i><u>Reserve Funds</u></i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$178,000
TOTAL RESERVE FUNDS	\$178,000

(1) See Marketing Budget Detail

(2) See Memberships Detail

Original Florida Tourism Task Force
Budget FY 2022-23 (10/1/22 to 9/30/23)
Adopted 9/15/2022

	Total
Collateral Material:	
	0
	\$0
	0
	\$0
Website:	
2021-22 Website Blogs - 12 Blogs	\$0
2021-22 Website Hosting & Maintenance	\$6,000
2021-22 New Topic-Centered Pages (3 Pages)	\$0
2022-23 Website Blogs - 9 Blogs	\$0
2022-23 Website Town Blogs - 3 Blogs	\$0
Trade Shows:	
Whistles and Other Promotional Items	\$0
Pop-up and/or Cloth Displays (In-kind)	\$0
VISIT FLORIDA Welcome Center Rack Space (In-kind)	\$0
DEO 2022-23 - Atlanta Camping & RV Show	\$0
DEO 2022-23 - New York Times Travel Show	\$0
DEO 2022-23 - Chicago RV & Camping Show	\$0
DEO 2022-23 - Toronto Outdoor Adventure Show	\$0
DEO 2022-23 - Washington DC Travel & Adventure Show	\$7,000
DEO 2022-23 - Houston RV Show	\$0
DEO 2022-23 - Philadelphia Travel & Adventure Show	\$0
DEO 2022-23 - Atlanta Travel & Adventure Show	\$7,000
DEO 2022-23 - Bike Expo New York	\$0
DEO 2022-23 - Georgia RV & Camper Show	\$0
Adventure Travel Training - 4 Days (In-kind)	\$0
Consumer Public Relations/Influencer Trips (In-kind)	\$0
Advertising:	
2021-22 Brochure Distribution	\$0
2021-22 Digital Advertising Campaign	\$0
2021-22 Florida Vacation Planner Co-op Print Advertisement	\$0
2021-22 Digital Retargeting Campaign	\$0
2022-23 Digital Advertising Campaign	\$10,000
2022-23 Digital Facebook Advertising Campaign (In-kind)	\$0
2022-23 Florida Transportation Map Print Advertisement	\$9,000
2022-23 Florida Vacation Planner Co-op Print Advertisement	\$8,300
Quarterly eNewsletters	\$5,100
Total Marketing Expenditure	\$52,400
Administration	
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2021-22	\$1,900
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2022-23	\$5,600
North Central Florida Regional Planning Council - Regional Marketing Program Fees FY 2022-23	\$12,500
Bank Charges	\$0
Legal Advertising	\$300
Legal Expenses	\$300
Other Administrative Expenses/Miscellaneous	\$2,000
Postage	\$300
Service Fee - DEO	\$2,200
Telephone	\$300
Membership Organizations - Annual Dues	
VISIT FLORIDA Annual Dues	\$750
Southeastern Tourism Society Annual Dues	\$325
Florida Outdoor Writers Association Annual Dues	\$175
Ride With GPS Annual Dues	\$250
Professional Enhancement	
Southeastern Tourism Society Marketing College - 3	\$5,175
Governor's Tourism Conference - 1	\$1,725
Adventure Elevate Networking Conference	\$0
Adventure Elevate Networking Conference (In-kind)	\$0
Internships	
Harvey Campbell Memorial Internship	\$6,250
Dean Fowler Internship	\$6,250
Retained Reserves	
Unrestricted Reserve Fund	\$26,600
Total Non-Marketing Expenditure	\$72,900
Total Expenditure	\$125,300

ATTACHMENT 1 SCOPE OF WORK

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

The Original Florida Tourism Task Force d/b/a Visit Natural North Florida (“Grantee”) is an entity created and authorized pursuant to the Florida Interlocal Cooperation Act of 1969, section 163.01, F.S. Grantee promotes the natural historic and cultural attractions of the following counties: Alachua, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, Taylor, Union, and Wakulla. The Grantee’s goal is to enhance the economy, image, and quality of life through expanded tourism in the counties under its jurisdiction. Grantee has been awarded grant funds under the Program to provide marketing and promotional services, market research, and professional enhancement training for the following counties that are designated as a Rural Area of Opportunity under Section 288.0656(2)(d), F.S.: Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, Taylor, Union, and Wakulla (“RAOs”).

2. GRANTEE RESPONSIBILITIES: Grantee shall perform the tasks as defined in the Agreement and this Scope of Work prior to the end of the Agreement period:

2.1 Website Maintenance and Operation:

Continue to maintain, host, and operate its website, www.naturalnorthflorida.com. The website will keep potential visitors informed of attractions and events within the region. Website maintenance may include, but is not limited to verifying and updating existing content.

2.2 Electronic Newsletters:

Create and distribute electronic newsletters to potential visitors. Newsletters must include tourist-oriented attractions, facilities, and events within the RAOs. Grantee may request reimbursement for a maximum of four (4) electronic distributions. Grantee must include DEO Agreement Manager on electronic newsletter distribution list.

2.3 Website Blogs:

Post blogs on its website, www.naturalnorthflorida.com. Blogs must be informative to visitors of tourist-oriented attractions and facilities within the RAOs.

2.4 Exhibit at Domestic Travel Shows:

The task force must exhibit at a minimum of one (1) domestic travel show. At the shows, the Task Force must staff a booth, distribute brochures, guidebooks, and other materials pertaining to the region and answer questions raised by show attendees. A maximum of two (2) Task Force representatives must staff travel show booths.

2.5 Advertising:

The Task Force must engage in advertising campaigns consisting of online digital and/or print media advertising. At a minimum, the Task Force must place one (1) digital or one (1) print advertisement.

2.6 Literature Distribution:

Distribute a minimum of two thousand (2,000) pieces of literature at VISIT FLORIDA welcome centers or other locations during the term of this agreement. Grantee may request reimbursement for this task, up to a maximum of four (4) times during the agreement period.

2.7 Professional Enhancement Scholarships:

Provide professional enhancement scholarships to Grantee staff, board members, and representatives of member organizations to attend training opportunities related to economic and tourism development. Grantee may request reimbursement for in-person, on-line, or virtual training sessions.

2.8 Memberships in Professional Organizations:

Maintain current memberships or join professional organizations related to economic and tourism development.

- 2.9 Project Match:** Pursuant to section 288.018(1)(d), F.S., Grantee shall provide a minimum of **Twelve Thousand Five Hundred Dollars and Zero Cents (\$12,500.00)** in **non-state resources** as match for the Project, by the end of the Agreement Period. Grantee shall provide a letter and supporting documentation to DEO's Agreement Manager which demonstrates that the Grantee met its match requirements, including, but not necessarily limited to: the source of the contribution; the amount of each contribution, and a summary of all match contributions. DEO reserves the right to request any additional documentation DEO deems necessary to support the Grantee's claim that it has met the match requirements. **DEO shall retain five percent (5%) of the total grant award as a financial consequence if Grantee fails to provide proof of match funds.**

3. DEO'S RESPONSIBILITIES:

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

3.2 Perform Agreement management responsibilities as stated herein;

3.3 Reply to reasonable inquiries pursuant to the Agreement and,

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

4. DELIVERABLES:

Grantee agrees to provide the following services as specified:

Deliverable No. 1 – Website Maintenance and Enhancements		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Grantee shall maintain, host and operate website in accordance with the Scope of Work, Section 2.1.	<p>Grantee shall provide ongoing website hosting and operation, in accordance with Section 2.1, as evidenced by submission of the following:</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Copy of vendor agreement; • Invoice(s) from provider detailing work completed; • Proof of payment; and • Website analytics showing percentage of up time. 	<p>Failure to complete the Minimum Level of Service and the submission of required documentation in accordance with Section 2.1 shall result in non-payment.</p>

	<ul style="list-style-type: none"> • Invoice package in accordance with Section 6. of this Scope of Work. 	
Deliverable No. 2 – Electronic Newsletters		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Grantee shall distribute Electronic Newsletters in accordance with the Scope of Work, Section 2.2.	<p>Grantee shall prepare and submit at least one (1) electronic newsletter, in accordance with Section 2.2, as evidence by submission of the required documentation below. 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"> • Copies of electronic newsletter; • Copy of distribution list including DEO agreement manager; • Documentation of staff time associated with this deliverable; and • Invoice package in accordance with Section 6. of this Scope of Work. 	Failure to complete the Minimum Level of Service and the submission of required documentation in accordance with Section 2.2 will result in non-payment.
Deliverable No. 3 – Website Blogs		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Grantee shall post blogs on Grantee's website in accordance with the Scope of Work, Section 2.3.	<p>Grantee shall post a minimum of one (1) blog on Grantee's website, in accordance with Section 2.3, as evidenced by submission of the following:</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Copy of blogger agreement; • Link to each blog; • Photographer release form if necessary; • Model release for if necessary; • Invoice(s) from blogger; and • Invoice package in accordance with Section 6. of this Scope of Work. 	Failure to complete the Minimum Level of Service and the submission of required documentation in accordance with Section 2.3 shall result in non-payment.
Deliverable No. 4 Exhibit at domestic travel shows		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Grantee shall exhibit at domestic travel shows in accordance with the Scope of Work, Section 2.4.	<p>Grantee shall exhibit at a minimum of one (1) domestic travel show, in accordance with Section 2.4, as evidenced by submission of the following:</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • A list of all exhibit shows, including the date and location of each show; • Copies of completed registrations for each travel show attended; • Copies of rental agreements, if applicable; 	Failure to complete the Minimum Level of Service and the submission of required documentation in accordance with Section 2.4 shall result in non-payment.

	<ul style="list-style-type: none"> Completed travel documentation for a maximum of two (2) travelers; and Invoice package in accordance with Section 6. of this Scope of Work. 	
Deliverable No. 5 – Advertising		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Grantee shall conduct advertising campaign in accordance with the Scope of Work, Section 2.5.	<p>Grantee shall submit a minimum of one (1) digital or print media advertisement, in accordance with Section 2.5, as evidenced by submission of the following:</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> Copies of all print or digital advertisement; Copies of detailed invoice from provider; and Invoice package in accordance with Section 6. of this Scope of Work. 	Failure to complete the Minimum Level of Service and the submission of required documentation in accordance with Section 2.5 shall result in non-payment
Deliverable No. 6 – Literature Distribution		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Grantee shall distribute literature in accordance with the Scope of Work, Section 2.6.	<p>Grantee shall submit a minimum of one (1) piece of literature. Grantee may request reimbursement a maximum of four (4) times during the agreement period.</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> One (1) sample of each brochure distributed; Copy of distribution list, distribution locations, and number of pieces of literature distributed; Copies of detailed invoice(s) from provider; and Invoice package in accordance with Section 6. of this Scope of Work. 	Failure to complete the Minimum Level of Service and the submission of required documentation in accordance with Section 2.6 will result in non-payment.
Deliverable No. 7 – Professional enhancement scholarships		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Grantee shall provide Professional Enhancement Scholarships in accordance with the Scope of Work, Section 2.7.	<p>Grantee shall provide a minimum of one (1) Professional Enhancement Scholarship in accordance with Section 2.7, as evidenced by submission of the following:</p> <p>Required documentation:</p> <ul style="list-style-type: none"> Completed event registration forms; Invoice for registration fee; Agenda for each event; Summary on how attendance at the event built professional capacity; 	Failure to complete the Minimum Level of Service and the submission of the required documentation in accordance with Section 2.7 will result in non-payment.

	<ul style="list-style-type: none"> Completed travel documentation for each traveler if attending in-person training sessions; and Invoice package in accordance with Section 6. of this Scope of Work. 	
Deliverable No. 8 – Maintain memberships in professional organizations		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Grantee shall maintain current memberships or join professional organizations in accordance with Scope of Work, Section 2.8.	<p>Grantee shall maintain membership in a minimum of at least one (1) professional organization in accordance with Section 2.8, as evidenced by submission of the following:</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> Copy of registration for each professional organization membership joined or maintained; and Invoice package in accordance with Section 6. of this Scope of Work. 	Failure to maintain the Minimum Level of Service and the submission of the required documentation in accordance with Section 2.8 shall result in non-payment.
Total Costs Not to Exceed: \$50,000.00		

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, 2022, July 31, 2022, October 31, 2022 and January 24, 2023. The quarterly report shall include a summary of project progress, indicating percentage of completion of each Deliverable, and all additional reports which are required pursuant to this Agreement, including but not limited to, reports documenting the positive return on investment to the State that results from Grantee's project and its use of Award Funds. The summary shall also include any issues or events occurring which affect the ability of the Grantee to meet the terms of this Agreement. **If all required reports and copies are not sent to DEO or are not completed in a manner acceptable to DEO, payments may be withheld until the reports are properly completed or otherwise allowable by law.**

5.2 Minority and Service-Disabled Veteran Business Enterprise Report: Grantee shall provide a Minority and Service-Disabled Veteran Business Enterprise Report with each invoice summarizing the participation of certified and non-certified minority and service-disabled veteran subcontractors and material suppliers for that period and the project to date. Grantee shall include the names, addresses, and dollar amount of each certified

and non-certified Minority Business Enterprise and Service-Disabled Veteran Enterprise participant. DEO's Minority Coordinator can be reached at (850) 245-7471 to answer concerns and questions.

5.3 Close-out Report: No later than 60 calendar days after the Agreement ends or is terminated, Grantee shall provide copies of all paid invoices to document completed work.

6. INVOICE SUBMITTAL AND PAYMENT SCHEDULE: DEO shall pay Grantee in accordance with the following schedule in the amount identified per deliverable in Section 4 above. The deliverable amount specified does not establish the value of the deliverable. In accordance with the requirements of s. 215.971(1), F.S., and the **Audit Requirements and Compliance** section of this Agreement, Grantee and its subcontractors may only expend funding under this Agreement for allowable costs resulting from obligations incurred during the Agreement period.

6.1 Grantee shall provide one invoice per quarter for all services rendered during the applicable period. Grantee shall submit invoices as set forth below to be eligible to receive and retain payment for the performance of duties and completion of deliverables set forth above. Grantee shall submit all documentation necessary to support Grantee's expenditures. DEO may request any information from Grantee that DEO deems necessary to verify that Grantee has performed the services for which payment is requested. Grantee's submission of each invoice package is Grantee's certification that it has performed the services and incurred the costs in compliance with all applicable laws and the terms of this Agreement. Grantee will provide invoices in accordance with the requirements of the Reference Guide for State Expenditures available at: <https://www.myfloridacfo.com/Division/AA/Manuals/documents/ReferenceGuideforStateExpenditures.pdf>. Invoices must be legible and must clearly reflect the performance for which payment is sought. Payment does not become due under this Agreement until DEO accepts and approves the invoiced deliverable(s) and any required report(s). At DEO's option, Grantee may submit invoices electronically. Grantee shall submit its final invoice for payment to DEO no later than 60 days after this Agreement ends and DEO may, at DEO's sole and absolute discretion, refuse to honor any requests for payment submitted after this deadline.

6.2 Invoices must contain Grantee's name, address, federal employer identification number or other applicable Grantee identification number, the Agreement number, the invoice number, and the invoice period. Grantee shall submit the following documents with the itemized invoice:

6.2.1 A cover letter signed by Grantee's Agreement Manager certifying that the costs being claimed in the invoice package: (1) are specifically for the project represented to the State in the budget appropriation; (2) are for one or more of the components as stated in Section 4, Deliverables, of this Scope of Work; (3) have been paid; and (4) were incurred during the Agreement period;

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

6.2.3 Travel documentation with a completed State of Florida Travel Reimbursement Form, <https://www.myfloridacfo.com/Division/AA/Forms/DFS-AA-15VoucherforReimbursement.xlsx>;

6.2.4 A copy of all supporting documentation for vendor payments;

6.2.5 A copy of the cancelled check(s) specific to the project; and

6.2.6 A copy of the bank statement that includes the cancelled check.

6.3 The State may require any other information from Grantee that the State deems necessary to verify that the services have been rendered under the Agreement.

Florida Department of Economic Opportunity
Fiscal Year 2021-22 Regional Rural Development Grant
(January 20, 2022 - January 19, 2023)
Proposed Deliverables and Cost Estimates
September 23, 2021

Cost Estimates	Deliverable
9/23/2021	
\$6,000.00	Website Hosting & Maintenance
\$0.00	VISIT FLORIDA Retargeting Campaign
\$5,100.00	Website Blogs
\$0.00	Town Blogs
\$0.00	Design and Print Collateral Material
\$7,500.00	Domestic Travel Shows (1 show)
\$9,000.00	Print Advertising (Florida Transportation Map)
\$0.00	Digital Advertising Campaign (Facebook, Google Adword search)
\$6,900.00	Scholarships (4 Scholarships)
\$0.00	VisaVues
\$1,500.00	Professional Organization Memberships
\$6,500.00	Quarterly eNewsletters
\$7,500.00	Administration
\$50,000.00	Total

The Original Florida Tourism Task Force MEMBERS as of 9/15/2022

ALACHUA COUNTY

(\$15,000 - 3 votes)

Elizabeth Reyes, APR, CPRC

Sales and Marketing Manager
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Vacant

Vacant

BRADFORD COUNTY

(\$3,000 - 2 votes)

The Honorable Carolyn Spooner

Bradford County
Board of County Commissioners
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Vacant

COLUMBIA COUNTY

(\$8,000 3 votes)

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DIXIE COUNTY

(\$3,000 - 2 votes)

The Honorable Ryan Fulford

Cross City Councilmember
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Russ McCallister

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GILCHRIST COUNTY

(\$2,000 - 2 votes)

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Patricia Watson

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HAMILTON COUNTY

(\$1,000 - 2 votes)

Chadd Mathis

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Mia Mauldin

Hamilton County Tourism Development/
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JEFFERSON COUNTY

(\$2,000 - 2 votes)

Katrina Richardson

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David Ward

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Tourism Development Council
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LAFAYETTE COUNTY

(\$1,000 - 1 vote)

Craig Colton, Chair

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LEVY COUNTY

(\$4,000 - 2 votes)

Tisha Whitehurst

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Vacant**MADISON COUNTY**

(\$3,000 - 2 votes)

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Ina Thompson

Madison County Tourist Development
Council Chair
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SUWANNEE COUNTY

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Charissa Setzer

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Teena Peavy, Secretary/Treasurer

Marketing Director
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TAYLOR COUNTY

(\$4,000 - 2 votes)

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Sandy Beach

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UNION COUNTY

(\$1,000 - 1 vote)

Dale Walker

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WAKULLA COUNTY

(\$3,000 - 2 votes)

Elizabeth Hughes

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Kinsey Miller

Public Information Officer &
Tourist Development Coordinator
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Senior Planner
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**THE ORIGINAL FLORIDA TOURISM TASK FORCE
VOLUNTEERS, CONSULTANTS AND OTHERS**

as of 9/23/2021

VOLUNTEERS, CONSULTANTS AND OTHERS

Donna Creamer - Travel Show Coordinator

Staff Assistant

Gilchrist County Tourist Development Council

209 SE 1st Street

Trenton, FL 32693

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(c) 352.210.1827

dcreamer@gilchrist.fl.us

www.VisitGilchristCounty.com

Jo Clark - Blogger

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Surfside Beach, SC29575

(c) 843.446.4441

jo@southernexposure.us

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2023
Visit Natural North Florida
Meeting Dates and Counties



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

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

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

