



MEETING NOTICE

There will be a meeting of The Original Florida Tourism Task Force on **November 22, 2022**. The meeting will be held virtually via communications media technology at **10:00 a.m.**

LINK: <https://meet.goto.com/990613485>

DIAL IN NUMBER: **Toll Free 1.866.899.4679**

CONFERENCE CODE: **990-613-485**

The Original Florida

Visit Natural
NORTH FLORIDA

**TOURISM TASK FORCE
Meeting Agenda**

**Virtual Public Meeting
Via Communications Media Technology**

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

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| I. Call to Order, Introductions | |
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| III. Approval of September 15, 2022 Meeting Minutes | 5 |
| IV. Old Business | |
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| a. Monthly Financial Reports Review and Approval - August 31, 2022 and September 30, 2022 | 9 |
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| 10. Approval of Third Quarter Report and Reimbursement Submittal Package | 57 |
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| F. Announcements | |

V. NEW BUSINESS

VI. Leadership Forum - TBD

VII. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled to be held at 10:00 a.m. on January 19, 2022 in Columbia County at a location to be determined.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Off The Beet (Old Quilt Shop)
517 North Main Street
Trenton, Florida

September 15, 2022
Thursday, 10:00 a.m.

MEMBERS PRESENT

Ron Gromoll, Alachua County
Will Sexton, Bradford County, Vice-Chair
Ryan Fulford, Dixie County
Russ McCallister, Dixie County
Bryan Freeman, Gilchrist County
Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County
Craig Colton, Lafayette County, Chair
Tisha Whitehurst, Levy County
Jennifer Poore, Madison County
Charissa Setzer, Suwannee County
Teena Peavey, Suwannee County, Treasurer
Dawn Perez, Taylor County
Dale Walker, Union County

OTHERS PRESENT

Natalie Anderson, University of Florida
Institute of Food and Agricultural Sciences
Jeffrey Cary, Dixie County
Donna Creamer, Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Kay McCallister, Dixie County
Hailey Milligan, University of Florida Student
Tourism, Events and Recreation Management
Jesse Sampley, Dixie County
Natalie Sturmer, University of Florida
Institute of Food and Agricultural Sciences

CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Craig Colton called the meeting to order at 10:05 a.m.

II. GUEST SPEAKER - Leslie Sturmer, University of Florida, Institute of Food and Agricultural Sciences

Leslie Sturmer, University of Florida, Institute of Food and Agricultural Sciences, made a presentation concerning the Big Bend Shellfish Trail Map.

III. 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.

MEMBERS ABSENT

Brian Avery, Alachua County
Elizabeth Reyes, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Alden Rosner, Columbia County
Paula Vann, Columbia County
Chadd Mathis, Hamilton County
Mia Mauldin, Hamilton County
David Ward, Jefferson County
Carol McQueen, Levy County
Sandy Beach, Taylor County
Thomas Herndon, Wakulla County
Natalie Knowles, Wakulla County

STAFF PRESENT

Lauren Yeatter

IV. APPROVAL OF THE AUGUST 18, 2022 MINUTES

Chair Colton asked for approval of the August 18, 2022 meeting minutes.

ACTION: Ron Gromoll moved and Teena Peavey seconded to approve the August 18, 2022 minutes as presented. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

- a. Monthly Financial Report Review and Approval -
July 31, 2022

ACTION: Dale Walker moved and Tisha Whitehurst seconded to accept the July 31, 2022 monthly financial report as presented. The motion passed unanimously.

- b. Adoption of Fiscal Year 2022-23 Budget

ACTION: Tisha Whitehurst moved and Dale Walker seconded to adopt the Fiscal Year 2022-23 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

ACTION: Dawn Perez moved and Katrina Richardson seconded to approve to have the Task Force pay the registration fees and travel expenses for two Task Force representatives to attend the Atlanta Travel and Adventure Show, Washington DC Travel and Adventure Show and the Georgia RV Show. The motion passed unanimously.

- 6. Advertising Campaign
- 7. Brochure Distribution
- 8. Scholarships
- 9. Professional Organization Memberships

C. Fiscal Year 2022-23 Regional Rural Development Grant

- 1. Application, Budget, and Deliverables for Fiscal Year 2022-23

ACTION: Tisha Whitehurst moved and Ron Gromoll seconded to submit the application, budget and deliverables for the Fiscal Year 2022-23 Regional Rural Development Grant to the Florida Department of Economic Opportunity. The motion passed unanimously.

D. VISIT FLORIDA -

1. Monthly Report
2. VISIT FLORIDA Domestic Press Trip

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., October 20, 2022 to be held in Levy County at a location to be determined.

The meeting adjourned at 1:09 p.m.

Craig Colton, Chair

11/22/22
Date

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

4:25 PM

10/10/22

Accrual Basis

The Original Florida Tourism Task Force

Balance Sheet

As of August 31, 2022

| | Aug 31, 22 |
|---------------------------------------|-------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| Cash in Bank - Capital City | 175,120.16 |
| Total Checking/Savings | 175,120.16 |
| Accounts Receivable | |
| Accounts Receivable | 4,449.77 |
| Total Accounts Receivable | 4,449.77 |
| Other Current Assets | |
| Prepaid Expense | 447.06 |
| Prepaid Registration Fees | 1,999.00 |
| Total Other Current Assets | 2,446.06 |
| Total Current Assets | 182,015.99 |
| TOTAL ASSETS | 182,015.99 |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Accounts Payable | |
| Accounts Payable | 1,120.06 |
| Total Accounts Payable | 1,120.06 |
| Total Current Liabilities | 1,120.06 |
| Total Liabilities | 1,120.06 |
| Equity | |
| Unrestricted Earnings | 156,108.50 |
| Net Income | 24,787.43 |
| Total Equity | 180,895.93 |
| TOTAL LIABILITIES & EQUITY | 182,015.99 |

4:25 PM

10/10/22

Accrual Basis

The Original Florida Tourism Task Force

Profit & Loss

October 2021 through August 2022

| | Oct '21 - Aug 22 |
|--|------------------|
| Income | |
| Co-op Reg. Market. Prog. Fee | 54,000.00 |
| FDEO-Regional Dev. Grant 20/21 | 33,907.31 |
| FDEO-Regional Dev. Grant 21/22 | 4,449.77 |
| Total Income | 92,357.08 |
| Gross Profit | 92,357.08 |
| Expense | |
| Legal Expenses | 61.25 |
| Marketing | |
| Collateral Materials | |
| e-newsletter | 315.96 |
| Total Collateral Materials | 315.96 |
| Public Relations | |
| Advertising | |
| Florida Travel & Lifestyles | 2,700.00 |
| Official Visitors Guide | 8,303.25 |
| Transportation Map | 9,000.00 |
| Total Advertising | 20,003.25 |
| Total Public Relations | 20,003.25 |
| Trade Shows | |
| Atlanta Travel & Adventure Show | 6,181.34 |
| FL Huddle 2022 | 1,260.41 |
| Total Trade Shows | 7,441.75 |
| Website | |
| Bloggers Fees | 4,250.00 |
| Web Hosting Services | 6,000.00 |
| Total Website | 10,250.00 |
| Total Marketing | 38,010.96 |
| Memberships | |
| Florida Outdoor Writers Assoc | 175.00 |
| Southeast Tourism Society | 325.00 |
| Visit Florida | 750.00 |
| Memberships - Other | 250.00 |
| Total Memberships | 1,500.00 |
| Miscellaneous | 789.00 |
| NCFRPC Contractual Services | 24,954.50 |
| Postage | 118.92 |
| Professional Enhancements | |
| Marketing College | 2,135.02 |
| Total Professional Enhancements | 2,135.02 |
| Total Expense | 67,569.65 |
| Net Income | 24,787.43 |

4:25 PM

10/10/22

Accrual Basis

The Original Florida Tourism Task Force
Profit & Loss
August 2022

| | Aug 22 |
|---------------|---------|
| Expense | |
| Miscellaneous | 439.00 |
| Total Expense | 439.00 |
| Net Income | -439.00 |

10:30 AM

09/12/22

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 08/31/2022

| | Aug 31, 22 |
|-----------------------------------|------------|
| Beginning Balance | 127,934.12 |
| Cleared Transactions | |
| Checks and Payments - 3 items | -2,349.00 |
| Deposits and Credits - 1 item | 50,000.00 |
| Total Cleared Transactions | 47,651.00 |
| Cleared Balance | 175,585.12 |
| Uncleared Transactions | |
| Checks and Payments - 2 items | -464.96 |
| Total Uncleared Transactions | -464.96 |
| Register Balance as of 08/31/2022 | 175,120.16 |
| New Transactions | |
| Checks and Payments - 1 item | -1,092.60 |
| Total New Transactions | -1,092.60 |
| Ending Balance | 174,027.56 |

10:30 AM

09/12/22

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 08/31/2022

| Type | Date | Num | Name | Clr | Amount | Balance |
|--------------------------------------|------------|------|-------------------|-----|------------------|-------------------|
| Beginning Balance | | | | | | 127,934.12 |
| Cleared Transactions | | | | | | |
| Checks and Payments - 3 items | | | | | | |
| Bill Pmt -Check | 07/28/2022 | 1594 | South Shore Media | X | -1,350.00 | -1,350.00 |
| Bill Pmt -Check | 07/28/2022 | 1592 | Koons, Scott | X | -600.00 | -1,950.00 |
| Bill Pmt -Check | 07/28/2022 | 1595 | VisitFlorida | X | -399.00 | -2,349.00 |
| Total Checks and Payments | | | | | -2,349.00 | -2,349.00 |
| Deposits and Credits - 1 item | | | | | | |
| Deposit | 08/29/2022 | | | X | 50,000.00 | 50,000.00 |
| Total Deposits and Credits | | | | | 50,000.00 | 50,000.00 |
| Total Cleared Transactions | | | | | 47,651.00 | 47,651.00 |
| Cleared Balance | | | | | 47,651.00 | 175,585.12 |
| 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 08/31/2022 | | | | | 47,186.04 | 175,120.16 |
| New Transactions | | | | | | |
| Checks and Payments - 1 item | | | | | | |
| Bill Pmt -Check | 09/08/2022 | 1598 | Yeatter, Lauren | | -1,092.60 | -1,092.60 |
| Total Checks and Payments | | | | | -1,092.60 | -1,092.60 |
| Total New Transactions | | | | | -1,092.60 | -1,092.60 |
| Ending Balance | | | | | 46,093.44 | 174,027.56 |



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

00002345 FCC31545090122102118 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 8/31/22
Primary Account

Page 1
XXXXXXXX2204

zelle lets you skip the ATM. Send money directly to enrolled family and friends from your online banking or CCBMobile App. Enroll today and find out more at ccbg.com/zelle. Terms and conditions apply.

CHECKING ACCOUNT

| | | |
|--------------------------------|-------------------------------|----------------------|
| EVERYDAY CHECKING FOR BUSINESS | Images | 4 |
| Account Number XXXXXX2204 | Statement Dates | 8/01/22 thru 8/31/22 |
| Previous Balance 127,934.12 | Days in this Statement Period | 31 |
| 1 Deposits/Credits 50,000.00 | Avg Ledger Balance | 131,218.63 |
| 3 Checks/Debits 2,349.00 | Avg Collected Balance | 129,605.73 |
| Service Charges .00 | | |
| Interest Paid .00 | | |
| Ending Balance 175,585.12 | | |

DEPOSITS AND OTHER CREDITS

| Date | Description | Amount |
|------|-------------|-----------|
| 8/29 | Deposit | 50,000.00 |

CHECKS IN NUMBER ORDER

| Date | Check No | Amount | Date | Check No | Amount |
|------|----------|----------|------|----------|--------|
| 8/01 | 1592 | 600.00 | 8/12 | 1595 | 399.00 |
| 8/16 | 1594* | 1,350.00 | | | |

* Denotes missing check numbers

RECEIVED

SEP 06 2022

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



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

Date 8/31/22
Primary Account

Page 2
XXXXXXXX2204

EVERYDAY CHECKING FOR BUSINESS

XXXXXXXX2204 (Continued)

| DAILY BALANCE INFORMATION | | | |
|---------------------------|------------|------|------------|
| Date | Balance | Date | Balance |
| 8/01 | 127,334.12 | 8/16 | 125,585.12 |
| 8/12 | 126,935.12 | 8/29 | 175,585.12 |

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

00002345-0003822-0002-0003-FCC31545090122102118-01-L



DEPOSIT TICKET

THE ORIGINAL FLORIDA TOURISM TAX FORM
-NON-REFUNDABLE-
ISSUED BY THE
FLORIDA DEPARTMENT OF REVENUE

Capital City Bank

DATE 8/29/2022

AMOUNT \$ 50,000.00

150651006684 0224792204 131

0 08/29/2022 \$50,000.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FORM
-NON-REFUNDABLE-
ISSUED BY THE
FLORIDA DEPARTMENT OF REVENUE

Capital City Bank

DATE 7/28/2022

AMOUNT \$ 600.00

1592

Scott R. Koops
3210 NW 80th Terrace
Gainesville, FL 32606-1309

1592 08/01/2022 \$600.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FORM
-NON-REFUNDABLE-
ISSUED BY THE
FLORIDA DEPARTMENT OF REVENUE

Capital City Bank

DATE 7/28/2022

AMOUNT \$ 1,350.00

1594

South Shore Media
301 Cherry Grove Road
Franklin, TN 37069-1023

1594 08/16/2022 \$1,350.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FORM
-NON-REFUNDABLE-
ISSUED BY THE
FLORIDA DEPARTMENT OF REVENUE

Capital City Bank

DATE 7/28/2022

AMOUNT \$ 399.00

1595

Visit Florida
Accounting Department
3540 W. Shiloh Road
Tallahassee, FL 32301

1595 08/12/2022 \$399.00

Capital City Bank 8/10/2022 12:55 PM

DOCUMENT INCLUDES: VIBRILE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A COIL MOLOCOGRAM

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 1592

63-68/631 7/28/2022

PAY TO THE ORDER OF **Scott R. Koons** \$**600.00

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

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

MEMO

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

0001592 00631006881 0224792204

ENDORSE HERE

15005092287

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Security Features:

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- Heat Sensitive Ink
- True Watermark
- Visible Fibers
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- High Resolution Warning Band
- Toner Adhesion Properties
- Anti-Copy Technology
- Latent Black Pattern

• Multi-dimensional foil seal fused to check stock
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• The image will fade and disappear
• Hot check to a light source to view
• Cannot be photocopied
• Visible fibers embedded in the paper
• Fibers in paper visible under ultraviolet light
• Stains or spots may appear if chemical alteration attempts are made
• MP Small Logo in check border appears as dotted line when copied
• Text on the band is difficult to replicate or copy
• Chemistry in paper bonds toner to paper fibers with heat. Damage is visible with attention to detail
• Document made with fibers to prevent copying
• Document made with fibers to prevent copying

FEDERAL RESERVE BOARD OF GOVERNORS REG. CC

Amount: \$-600.00
Statement Description: Check
Check Number: 1592
Posted Date: 8/1/2022
Type: Debit
Status: Posted

Capital City Bank 8/29/2022 12:47 PM

Visit Natural North Florida THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 N.W. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1803
352.955.2200

Capital City Bank 1594

63-68/631 7/28/2022

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

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001594 0631006881 0224792204

Security Features:

Hologram

Heat Sensitive Ink

True Watermark

Visible Fibers

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Microprinting

High Resonance Warning Band

Color Adhesion Properties

Anti-Copy Technology

Latent Ink Pattern

Security Features:

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HC-5

Seq: 147
Batch: 925017
Date: 08/15/22

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DO NOT WRITE - SEE BANK OF AMERICA
RESERVED FOR DEPOSIT ONLY - THIS LINE
FOR DEPOSIT ONLY - THIS LINE
FLORIDA TRAVEL VACATIONS CORP -
DBA SOUTH SHORE MEDIA
4401755567

Amount: \$-1,350.00
Statement Description: Check
Check Number: 1594
Posted Date: 8/16/2022
Type: Debit
Status: Posted

0224 792 2041[®]

1

PAY TO THE ORDER OF
WELLS FARGO BANK, N.A.
 For Deposit Only
FLORIDA TOURISM INDUSTRY MKTG
VISIT FLORIDA - PRIVATE ACCT
 DBA VISIT FLORIDA
 200003563664

Scott R. Koons

SK II

INVOICE

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

DATE: June 10, 2022
INVOICE # 44
FOR: U.S. Patent Trademark

Bill To:

The Original Florida Tourism Task Force

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

83011

| DESCRIPTION | AMOUNT |
|---|------------------|
| Nature Is Our Theme Park Trademark Registration Fee | \$ 350.00 |
| <div>RECEIVED</div> <div>JUL 26 2022</div> <div>NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL</div> <div>Approved for Payment</div> <div>SK</div> | |
| TOTAL | \$ 350.00 |

THANK YOU!

Scott R. Koons

SKT

INVOICE

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

DATE: July 1, 2022
INVOICE # 45
FOR: Ride With GPS
Membership 22-23

Bill To:
The Original Florida Tourism Task Force

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

8208

| DESCRIPTION | AMOUNT |
|--|------------------|
| Ride With GPS Club Membership 7/1/22- 6/30/23 | \$ 250.00 |
| <div>RECEIVED</div> <div>JUL 26 2022</div> <div>NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL</div> <div>Approved for Payment</div> <div>SKL</div> | |
| TOTAL | \$ 250.00 |

THANK YOU!

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

As of August 31, 2022

(These financial statements are unaudited)

| | Budget | August 2022 | Year to Date | Over/(Under) Budget |
|---|-------------------|-------------|------------------|------------------------|
| Co-op Regional Marketing Program Fee | 54,000.00 | 0.00 | 54,000.00 | 0.00 |
| DEO Rural Development Grant 20/21 | 40,600.00 | 0.00 | 33,907.31 | (6,692.69) |
| DEO Rural Development Grant 21/22 | 23,300.00 | 0.00 | 4,449.77 | (18,850.23) |
| VisitFlorida Rural Area Opportunity Grant 21/22 | 0.00 | 0.00 | 0.00 | 0.00 |
| VisitFlorida Rural Area Opportunity 21/22 In-Kind | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Income | 117,900.00 | 0.00 | 92,357.08 | (25,542.92) |
| 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 |
| Collateral Materials | | | | |
| Print Ultimate Bicycle Guide | 0.00 | 0.00 | 0.00 | 0.00 |
| Print Exhilarating Natural North Fl Brochure | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Collateral Materials | 0.00 | 0.00 | 0.00 | 0.00 |
| Website | | | | |
| Website Blogs | 8,900.00 | 0.00 | 4,250.00 | (4,650.00) |
| Web Hosting & Maintenance Services | 6,000.00 | 0.00 | 6,000.00 | 0.00 |
| Total Website | 14,900.00 | 0.00 | 10,250.00 | (4,650.00) |
| Trade Shows | | | | |
| Whistles & Other Promotional Items | 0.00 | 0.00 | 0.00 | 0.00 |
| Popup and/or Cloth Displays - VF In-Kind | 0.00 | 0.00 | 0.00 | 0.00 |
| Welcome Center Rack Space - VF In-Kind | 0.00 | 0.00 | 0.00 | 0.00 |
| Adventure Travel Training 4 Day-VF In-Kind | 0.00 | 0.00 | 0.00 | 0.00 |
| Consumer Influencer-VF In-Kind | 0.00 | 0.00 | 0.00 | 0.00 |
| VF Atlanta Camping & RV Show | 0.00 | 0.00 | 0.00 | 0.00 |
| VF New York Times Travel Show | 0.00 | 0.00 | 0.00 | 0.00 |
| VF Chicago RV & Camping Show | 0.00 | 0.00 | 0.00 | 0.00 |
| VF Toronto Outdoor Adventure Show | 0.00 | 0.00 | 0.00 | 0.00 |
| VF Washington DC Travel & Adventure Show | 0.00 | 0.00 | 0.00 | 0.00 |
| VF Florida Huddle 2022 | 0.00 | 0.00 | 1,260.41 | 1,260.41 |
| DEO Georgia RV & Camper Show | 7,500.00 | 0.00 | 0.00 | (7,500.00) |
| DEO Atlanta Travel & Adventure Show | 0.00 | 0.00 | 5,081.34 | 5,081.34 |
| Total Trade Shows | 7,500.00 | 0.00 | 6,341.75 | (1,158.25) |

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of August 31, 2022

(These financial statements are unaudited)

| | Budget | August 2022 | Year to Date | Over/(Under) Budget |
|---|------------------|---------------|------------------|------------------------|
| Advertising | | | | |
| Digital Advertising Campaign 2021-22 | 0.00 | 0.00 | 0.00 | 0.00 |
| FI Vacation Planner Print Ad 2021-22 | 0.00 | 0.00 | 8,303.25 | 8,303.25 |
| Digital Retargeting Campaign 2021-22 | 0.00 | 0.00 | 0.00 | 0.00 |
| Facebook Ad Campaign 2021-22 - In-Kind | 0.00 | 0.00 | 0.00 | 0.00 |
| FI Trans Map Print Advertisement 2021-22 | 9,000.00 | 0.00 | 9,000.00 | 0.00 |
| Quarterly eNewsletters | 11,000.00 | 0.00 | 5,315.96 | (5,684.04) |
| Go! Adventure Planning Guide Virtual | 0.00 | 0.00 | 0.00 | 0.00 |
| Florida Travel & Lifestyles | 0.00 | 0.00 | 2,700.00 | 2,700.00 |
| Total Advertising | 20,000.00 | 0.00 | 25,319.21 | 5,319.21 |
| Total Marketing Expenses | 42,400.00 | 0.00 | 41,910.96 | (489.04) |
| Administration | | | | |
| NCFRPC - Admin VF & DEO 2020-21 | 7,500.00 | 0.00 | 1,875.00 | (5,625.00) |
| NCFRPC - Admin VF & DEO FY 2021-22 | 5,600.00 | 0.00 | 3,750.00 | (1,850.00) |
| NCFRPC - Admin Program Fees | 12,500.00 | 0.00 | 9,375.00 | (3,125.00) |
| 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 | 61.25 | (238.75) |
| Other Admin Expenses Miscellaneous | 2,000.00 | 439.00 | 789.00 | (1,211.00) |
| Postage | 300.00 | 0.00 | 118.92 | (181.08) |
| VF/DEO Travel Show Service Program Fee | 1,100.00 | 0.00 | 1,100.00 | 0.00 |
| Telephone | 300.00 | 0.00 | 0.00 | (300.00) |
| Total Administration | 30,100.00 | 439.00 | 17,069.17 | (13,030.83) |
| Memberships | | | | |
| Visit Florida | 400.00 | 0.00 | 750.00 | 350.00 |
| Southeast Tourism Society | 600.00 | 0.00 | 325.00 | (275.00) |
| Florida Outdoor Writers Association | 200.00 | 0.00 | 175.00 | (25.00) |
| Ride with GPS | 300.00 | 0.00 | 250.00 | (50.00) |
| Total Memberships | 1,500.00 | 0.00 | 1,500.00 | 0.00 |
| Professional Enhancement | | | | |
| SE Tourism Society Marketing College | 5,175.00 | 0.00 | 2,135.02 | (3,039.98) |
| Governor's Tourism Conference | 1,725.00 | 0.00 | 0.00 | (1,725.00) |
| Adventure Elevate Networking Conference | 0.00 | 0.00 | 0.00 | 0.00 |
| Adventure Elevate Networking Conference In-Kind | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Professional Enhancement | 6,900.00 | 0.00 | 2,135.02 | (4,764.98) |

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

(These financial statements are unaudited)

| | Budget | August 2022 | Year to Date | Over/(Under) Budget |
|-------------------------------------|-------------------|--------------------|---------------------|--------------------------------|
| Internships | | | | |
| Harvey Campbell Memorial Internship | 6,250.00 | 0.00 | 2,477.25 | (3,772.75) |
| Dean Fowler Internship | 6,250.00 | 0.00 | 2,477.25 | (3,772.75) |
| Total Internships | <u>12,500.00</u> | <u>0.00</u> | <u>4,954.50</u> | <u>(7,545.50)</u> |
| Retained Reserves | | | | |
| Retained Reserves | 24,500.00 | 0.00 | 0.00 | (24,500.00) |
| Total Retained Reserves | <u>24,500.00</u> | <u>0.00</u> | <u>0.00</u> | <u>(24,500.00)</u> |
| Total NonMarketing Expenses | | | | |
| | <u>75,500.00</u> | <u>439.00</u> | <u>25,658.69</u> | <u>(49,841.31)</u> |
| Total Expenses | | | | |
| | <u>117,900.00</u> | <u>439.00</u> | <u>67,569.65</u> | <u>(50,330.35)</u> |
| Net Income | <u>0.00</u> | <u>(439.00)</u> | <u>24,787.43</u> | <u>24,787.43</u> |

The Original Florida Tourism Task Force

11/15/22

Balance Sheet

Accrual Basis

As of September 30, 2022

| | Sep 30, 22 |
|---------------------------------------|-------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| Cash in Bank - Capital City | 174,027.56 |
| Total Checking/Savings | 174,027.56 |
| Accounts Receivable | |
| Accounts Receivable | 14,497.39 |
| Total Accounts Receivable | 14,497.39 |
| Other Current Assets | |
| Prepaid Expense | 447.06 |
| Prepaid Registration Fees | 1,600.00 |
| Total Other Current Assets | 2,047.06 |
| Total Current Assets | 190,572.01 |
| TOTAL ASSETS | 190,572.01 |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Accounts Payable | |
| Accounts Payable | 10,489.60 |
| Total Accounts Payable | 10,489.60 |
| Total Current Liabilities | 10,489.60 |
| Total Liabilities | 10,489.60 |
| Equity | |
| Unrestricted Earnings | 156,108.50 |
| Net Income | 23,973.91 |
| Total Equity | 180,082.41 |
| TOTAL LIABILITIES & EQUITY | 190,572.01 |

4:06 PM

11/15/22

Accrual Basis

The Original Florida Tourism Task Force
Profit & Loss
September 2022

| | Sep 22 |
|---------------------------------|-----------|
| Income | |
| FDEO-Regional Dev. Grant 21/22 | 10,047.62 |
| Total Income | 10,047.62 |
| Gross Profit | 10,047.62 |
| Expense | |
| Marketing | |
| Collateral Materials | |
| e-newsletter | 696.00 |
| Total Collateral Materials | 696.00 |
| Total Marketing | 696.00 |
| NCFRPC Contractual Services | 8,673.54 |
| Professional Enhancements | |
| Governor's Conference | 1,491.60 |
| Total Professional Enhancements | 1,491.60 |
| Total Expense | 10,861.14 |
| Net Income | -813.52 |

©

10:35 AM

11/07/22

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 09/30/2022

| | | |
|-----------------------------------|-------------------|-------------------|
| | <u>Sep 30, 22</u> | |
| Beginning Balance | | 175,585.12 |
| Cleared Transactions | | |
| Checks and Payments - 1 item | -1,092.60 | |
| Total Cleared Transactions | -1,092.60 | |
| Cleared Balance | | <u>174,492.52</u> |
| Uncleared Transactions | | |
| Checks and Payments - 2 items | -464.96 | |
| Total Uncleared Transactions | -464.96 | |
| Register Balance as of 09/30/2022 | | <u>174,027.56</u> |
| New Transactions | | |
| Checks and Payments - 3 items | -10,719.54 | |
| Deposits and Credits - 1 item | 17,000.00 | |
| Total New Transactions | 6,280.46 | |
| Ending Balance | | <u>180,308.02</u> |

10:35 AM

11/07/22

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 09/30/2022

| Type | Date | Num | Name | Clr | Amount | Balance |
|--------------------------------------|------------|------|------------------------|-----|-----------------|-------------------|
| Beginning Balance | | | | | | 175,585.12 |
| Cleared Transactions | | | | | | |
| Checks and Payments - 1 item | | | | | | |
| Bill Pmt -Check | 09/08/2022 | 1598 | Yeatter, Lauren | X | -1,092.60 | -1,092.60 |
| Total Checks and Payments | | | | | -1,092.60 | -1,092.60 |
| Total Cleared Transactions | | | | | -1,092.60 | -1,092.60 |
| Cleared Balance | | | | | -1,092.60 | 174,492.52 |
| 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 09/30/2022 | | | | | -1,557.56 | 174,027.56 |
| New Transactions | | | | | | |
| Checks and Payments - 3 items | | | | | | |
| Bill Pmt -Check | 10/06/2022 | 1600 | South Shore Media | | -1,350.00 | -1,350.00 |
| Bill Pmt -Check | 10/06/2022 | 1599 | Koons, Scott | | -696.00 | -2,046.00 |
| Bill Pmt -Check | 10/20/2022 | 1601 | N Central FL Region... | | -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 | | | | 17,000.00 | 17,000.00 |
| Total Deposits and Credits | | | | | 17,000.00 | 17,000.00 |
| Total New Transactions | | | | | 6,280.46 | 6,280.46 |
| Ending Balance | | | | | 4,722.90 | 180,308.02 |



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

00002955 FCC31545100122073422 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 9/30/22
Primary Account

Page 1
XXXXXXXX2204

zelle lets you skip the ATM. Send money directly to enrolled family and friends from your online banking or CCBmobile App. Enroll today and find out more at ccbg.com/zelle. Terms and conditions apply.

CHECKING ACCOUNT

EVERYDAY CHECKING FOR BUSINESS

Account Number XXXXXX2204
Previous Balance 175,585.12
Deposits/Credits .00
1 Checks/Debits 1,092.60
Service Charges .00
Interest Paid .00
Ending Balance 174,492.52

Images 1
Statement Dates 9/01/22 thru 10/02/22
Days in this Statement Period 32
Avg Ledger Balance 175,380.25
Avg Collected Balance 175,380.25

CHECKS IN NUMBER ORDER

Date Check No Amount
9/27 1598 1,092.60

* Denotes missing check numbers

DAILY BALANCE INFORMATION


Date Balance Date Balance
9/01 175,585.12 9/27 174,492.52

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

RECEIVED

OCT-07 2022

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



1598

Natural North Florida
THE BROWARD SCHOOL DISTRICT
2000 N.W. 10TH PLACE
CAMDENVILLE, FLORIDA 32608-4001
BROWARD COUNTY

9/27/2022

PAY TO THE ORDER OF Lauren Yessier

One Thousand Ninety-Two and 60/100

Lauren Yessier
8110 NE Highway 41
Willemstad, FL 32608-4001

1598 09/27/2022 \$1,092.60

1598 09/27/2022 \$1,092.60

00002955-0004419-0002-0002-FCC31545100122073422-01-L





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



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



1598

63-88/631

9/8/2022

PAY TO THE
ORDER OF Lauren Yeatter

\$**1,092.60

One Thousand Ninety-Two and 60/100

DOLLARS

Lauren Yeatter
8110 NE Highway 41
Williston, FL 32696-4001

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE REG IMAGE DISAPPEARS WITH HEAT

⑈001598⑈ ⑆063100688⑆

0224792204⑈

ENDORSE HERE

Lauren Yeatter

CHECK HERE AFTER
MOBILE OR REMOTE DEPOSIT DATE

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

Florida Credit Union
9/26/2022
SEQ# 4304
N/A
263178410

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



Security Features:

- Hologram
 - Heat Sensitive Ink
 - True Watermark
 - Visible Fibers
 - Invisible Fibers
 - Chemically Sensitive Paper and Chemical Wash Deletion Area
 - Microprinting
 - High Resolution Warning Band
 - Toner Adhesion Properties
 - Anti-Copy Technology
 - Latent Line Back Pattern
- Multi-dimensional foil seal used to check stock. Cannot be photocopied.
 - Hold red image with fingers or breathe on it. The image will fade and reappear.
 - Hold check to a light source to view. Cannot be photocopied.
 - Visible fibers embedded in the paper.
 - Fibers in paper visible under ultraviolet light.
 - Stains or spots may appear if chemical alteration attempts are made.
 - Small type in check border appears as dotted line when copied.
 - Text alerts handler to security features. Fine lines in border and corners are difficult to replicate or copy.
 - Chemistry in paper bonds laser toner to paper fibers with heat. Damage is visible with alteration attempts.
 - Document made with technology to prevent most copiers from creating a usable copy.
 - Discourages out-and-paste alterations.

HC-5

Amount: \$-1,092.60
Statement Description: Check
Check Number: 1598
Posted Date: 9/27/2022
Type: Debit
Status: Posted

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of September 30, 2022

(These financial statements are unaudited)

| | Budget | September 2022 | Year to Date | Over/(Under) Budget |
|---|-------------------|------------------|-------------------|------------------------|
| Co-op Regional Marketing Program Fee | 54,000.00 | 0.00 | 54,000.00 | 0.00 |
| DEO Rural Development Grant 20/21 | 40,600.00 | 0.00 | 33,907.31 | (6,692.69) |
| DEO Rural Development Grant 21/22 | 23,300.00 | 10,047.62 | 14,497.39 | (8,802.61) |
| VisitFlorida Rural Area Opportunity Grant 21/22 | 0.00 | 0.00 | 0.00 | 0.00 |
| VisitFlorida Rural Area Opportunity 21/22 In-Kind | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Income | 117,900.00 | 10,047.62 | 102,404.70 | (15,495.30) |
| 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 |
| Collateral Materials | | | | |
| Print Ultimate Bicycle Guide | 0.00 | 0.00 | 0.00 | 0.00 |
| Print Exhilarating Natural North FI Brochure | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Collateral Materials | 0.00 | 0.00 | 0.00 | 0.00 |
| Website | | | | |
| Website Blogs | 8,900.00 | 0.00 | 4,250.00 | (4,650.00) |
| Web Hosting & Maintenance Services | 6,000.00 | 0.00 | 6,000.00 | 0.00 |
| Total Website | 14,900.00 | 0.00 | 10,250.00 | (4,650.00) |
| Trade Shows | | | | |
| Whistles & Other Promotional Items | 0.00 | 0.00 | 0.00 | 0.00 |
| Popup and/or Cloth Displays - VF In-Kind | 0.00 | 0.00 | 0.00 | 0.00 |
| Welcome Center Rack Space - VF In-Kind | 0.00 | 0.00 | 0.00 | 0.00 |
| Adventure Travel Training 4 Day-VF In-Kind | 0.00 | 0.00 | 0.00 | 0.00 |
| Consumer Influencer-VF In-Kind | 0.00 | 0.00 | 0.00 | 0.00 |
| VF Atlanta Camping & RV Show | 0.00 | 0.00 | 0.00 | 0.00 |
| VF New York Times Travel Show | 0.00 | 0.00 | 0.00 | 0.00 |
| VF Chicago RV & Camping Show | 0.00 | 0.00 | 0.00 | 0.00 |
| VF Toronto Outdoor Adventure Show | 0.00 | 0.00 | 0.00 | 0.00 |
| VF Washington DC Travel & Adventure Show | 0.00 | 0.00 | 0.00 | 0.00 |
| VF Florida Huddle 2022 | 0.00 | 0.00 | 1,260.41 | 1,260.41 |
| DEO Georgia RV & Camper Show | 7,500.00 | 0.00 | 0.00 | (7,500.00) |
| DEO Atlanta Travel & Adventure Show | 0.00 | 0.00 | 5,081.34 | 5,081.34 |
| Total Trade Shows | 7,500.00 | 0.00 | 6,341.75 | (1,158.25) |

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of September 30, 2022

(These financial statements are unaudited)

| | Budget | September 2022 | Year to Date | Over/(Under) Budget |
|---|------------------|-----------------|------------------|------------------------|
| Advertising | | | | |
| Digital Advertising Campaign 2021-22 | 0.00 | 0.00 | 0.00 | 0.00 |
| FI Vacation Planner Print Ad 2021-22 | 0.00 | 0.00 | 8,303.25 | 8,303.25 |
| Digital Retargeting Campaign 2021-22 | 0.00 | 0.00 | 0.00 | 0.00 |
| Facebook Ad Campaign 2021-22 - In-Kind | 0.00 | 0.00 | 0.00 | 0.00 |
| FI Trans Map Print Advertisement 2021-22 | 9,000.00 | 0.00 | 9,000.00 | 0.00 |
| Quarterly eNewsletters | 11,000.00 | 1,696.00 | 7,011.96 | (3,988.04) |
| Go! Adventure Planning Guide Virtual | 0.00 | 0.00 | 0.00 | 0.00 |
| Florida Travel & Lifestyles | 0.00 | 0.00 | 2,700.00 | 2,700.00 |
| Total Advertising | 20,000.00 | 1,696.00 | 27,015.21 | 7,015.21 |
| Total Marketing Expenses | 42,400.00 | 1,696.00 | 43,606.96 | 1,206.96 |
| Administration | | | | |
| NCFRPC - Admin VF & DEO 2020-21 | 7,500.00 | 0.00 | 1,875.00 | (5,625.00) |
| NCFRPC - Admin VF & DEO FY 2021-22 | 5,600.00 | 1,875.00 | 5,625.00 | 25.00 |
| NCFRPC - Admin Program Fees | 12,500.00 | 3,125.00 | 12,500.00 | 0.00 |
| 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 | 61.25 | (238.75) |
| Other Admin Expenses Miscellaneous | 2,000.00 | 0.00 | 789.00 | (1,211.00) |
| Postage | 300.00 | 0.00 | 118.92 | (181.08) |
| VF/DEO Travel Show Service Program Fee | 1,100.00 | 0.00 | 1,100.00 | 0.00 |
| Telephone | 300.00 | 0.00 | 0.00 | (300.00) |
| Total Administration | 30,100.00 | 5,000.00 | 22,069.17 | (8,030.83) |
| Memberships | | | | |
| Visit Florida | 400.00 | 0.00 | 750.00 | 350.00 |
| Southeast Tourism Society | 600.00 | 0.00 | 325.00 | (275.00) |
| Florida Outdoor Writers Association | 200.00 | 0.00 | 175.00 | (25.00) |
| Ride with GPS | 300.00 | 0.00 | 250.00 | (50.00) |
| Total Memberships | 1,500.00 | 0.00 | 1,500.00 | 0.00 |
| Professional Enhancement | | | | |
| SE Tourism Society Marketing College | 5,175.00 | 0.00 | 2,135.02 | (3,039.98) |
| Governor's Tourism Conference | 1,725.00 | 1,491.60 | 1,491.60 | (233.40) |
| Adventure Elevate Networking Conference | 0.00 | 0.00 | 0.00 | 0.00 |
| Adventure Elevate Networking Conference In-Kind | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Professional Enhancement | 6,900.00 | 1,491.60 | 3,626.62 | (3,273.38) |

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

(These financial statements are unaudited)

| | Budget | September 2022 | Year to Date | Over/(Under) Budget |
|-------------------------------------|-------------------|-----------------------|---------------------|--------------------------------|
| Internships | | | | |
| Harvey Campbell Memorial Internship | 6,250.00 | 1,336.77 | 3,814.02 | (2,435.98) |
| Dean Fowler Internship | 6,250.00 | 1,336.77 | 3,814.02 | (2,435.98) |
| Total Internships | <u>12,500.00</u> | <u>2,673.54</u> | <u>7,628.04</u> | <u>(4,871.96)</u> |
| Retained Reserves | | | | |
| Retained Reserves | 24,500.00 | 0.00 | 0.00 | (24,500.00) |
| Total Retained Reserves | <u>24,500.00</u> | <u>0.00</u> | <u>0.00</u> | <u>(24,500.00)</u> |
| Total NonMarketing Expenses | | | | |
| | <u>75,500.00</u> | <u>9,165.14</u> | <u>34,823.83</u> | <u>(40,676.17)</u> |
| Total Expenses | | | | |
| | <u>117,900.00</u> | <u>10,861.14</u> | <u>78,430.79</u> | <u>(39,469.21)</u> |
| Net Income | <u>0.00</u> | <u>(813.52)</u> | <u>23,973.91</u> | <u>23,973.91</u> |

Original Florida Tourism Task Force
Budget FY 2021-22 (10/1/21 to 9/30/22)

Amended 11/22/2022

| <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 | \$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 | \$54,000 |
| <i><u>Additional Revenue:</u></i> | |
| Department of Economic Opportunity Rural Development Grant, FY 2020-21 | \$33,900 |
| Department of Economic Opportunity Rural Development Grant, FY 2021-22 | \$14,500 |
| VISIT FLORIDA FY 2021-22 Rural Area of Opportunity Grant - Cash | \$0 |
| Subtotal - Cash | \$48,400 |
| TOTAL REVENUES - CASH | \$102,400 |
| VISIT FLORIDA FY 2021-22 Rural Area of Opportunity Grant - In-Kind | \$0 |
| TOTAL REVENUES - CASH AND IN-KIND | \$102,400 |
| <i><u>Expenditures</u></i> | |
| Adventure Elevate Networking Conference | \$0 |
| Bank Charges | \$0 |
| Governor's Conference on Tourism | \$1,500 |
| Legal Advertising | \$0 |
| Legal Expenses | \$100 |
| (1) Marketing Program for FY 2021-22 (less in-kind) | \$43,050 |
| (2) Memberships | \$1,500 |
| Miscellaneous | \$1,300 |
| North Central Florida Regional Planning Council - Admin/Internships | \$27,650 |
| Postage Expenses | \$200 |
| Service Fee - Travel Show Program | \$1,100 |
| Southeast Tourism Society Marketing College | \$2,100 |
| Telephone | \$0 |
| Unrestricted Reserve Fund - Contribution | \$23,900 |
| TOTAL EXPENDITURES - CASH | \$102,400 |
| (1) Marketing Program for FY 2021-22 - In-Kind | \$0 |
| TOTAL EXPENDITURES - CASH AND IN-KIND | \$102,400 |
| <i><u>Reserve Funds</u></i> | |
| Restricted Funds Balance | \$0 |
| Unrestricted Funds Balance, Estimate | \$180,000 |
| TOTAL RESERVE FUNDS | \$180,000 |

(1) See Marketing Budget Detail

(2) See Memberships Detail

Original Florida Tourism Task Force
Budget FY 2021-22 (10/1/21 to 9/30/22)
Amended 11/22/2022

| | Total |
|---|-----------|
| Collateral Material: | |
| 2020-21 Revise and Print Ultimate Bicycle Guide | \$0 |
| 2020-21 Design and Print Collateral Material | \$0 |
| Website: | |
| 2020-21 Website Blogs - 12 Blogs | \$4,250 |
| 2020-21 Website Hosting & Maintenance | \$6,000 |
| 2020-21 New Topic-Centered Pages (3 Pages) | \$0 |
| 2021-22 Website Blogs - 9 Blogs | \$0 |
| 2021-22 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 |
| VISIT FLORIDA - Atlanta Camping & RV Show | \$0 |
| VISIT FLORIDA - New York Times Travel Show | \$0 |
| VISIT FLORIDA - Chicago RV & Camping Show | \$0 |
| VISIT FLORIDA - Toronto Outdoor Adventure Show | \$0 |
| VISIT FLORIDA - Washington DC Travel & Adventure Show | \$0 |
| DEO 2021-22 - Houston RV Show | \$0 |
| DEO 2021-22 - Philadelphia Travel & Adventure Show | \$0 |
| DEO 2021-22 - Atlanta Travel & Adventure Show | \$5,100 |
| DEO 2021-22 - Bike Expo New York | \$0 |
| DEO 2020-21 - Georgia RV & Camper Show | \$0 |
| Adventure Travel Training - 4 Days (In-kind) | \$0 |
| Consumer Public Relations/Influencer Trips (In-kind) | \$0 |
| Florida Huddle | \$1,300 |
| Advertising: | |
| 2020-21 Brochure Distribution | \$0 |
| 2020-21 Digital Advertising Campaign | \$0 |
| 2020-21 Florida Vacation Planner Print Advertisement | \$0 |
| 2020-21 Digital Retargeting Campaign | \$0 |
| 2021-22 Digital Advertising Campaign | \$0 |
| 2021-22 Digital Facebook Advertising Campaign (In-kind) | \$0 |
| 2021-22 Florida Transportation Map Print Advertisement | \$9,000 |
| 2021-22 Florida Vacation Planner Co-op Print Advertisement | \$7,700 |
| Quarterly eNewsletters | \$7,000 |
| Florida Travel & Lifestyles | \$2,700 |
| Total Marketing Expenditure | \$43,050 |
| Administration | |
| North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2020-21 | \$1,850 |
| North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2021-22 | \$5,600 |
| North Central Florida Regional Planning Council - Regional Marketing Program Fees FY 2021-22 | \$12,500 |
| Bank Charges | \$0 |
| Legal Advertising | \$0 |
| Legal Expenses | \$100 |
| Other Administrative Expenses/Miscellaneous | \$1,300 |
| Postage | \$200 |
| Service Fee - VISIT FLORIDA Travel Show Program & DEO | \$1,100 |
| Telephone | \$0 |
| 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 | \$2,100 |
| Governor's Tourism Conference - 1 | \$1,500 |
| Adventure Elevate Networking Conference | \$0 |
| Adventure Elevate Networking Conference (In-kind) | \$0 |
| Internships | |
| Harvey Campbell Memorial Internship | \$3,850 |
| Dean Fowler Internship | \$3,850 |
| Retained Reserves | |
| Unrestricted Reserve Fund | \$23,900 |
| Total Non-Marketing Expenditure | \$59,350 |
| Total Expenditure | \$102,400 |

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 |

Visit Natural **NORTH FLORIDA**

November 22, 2022

Ms. Pamela Portwood, Chief
Florida Department of Economic Opportunity
Division of Community Development
Bureau of Small Cities and Rural Communities
107 East Madison Street, MSC 160
Tallahassee, FL 32399-4120

RE: Fiscal Year 2021-22
Regional Rural Development Grant
3rd Quarter Deliverables Report

Dear Ms. Portwood:

At its November 22, 2022 meeting, The Original Florida Tourism Task Force reviewed and approved the third quarter report and reimbursement request for its Fiscal Year 2021-22 Regional Rural Development Grant.

Please find enclosed the third quarter Deliverables Report and an invoice in the amount of \$4,422.62 for the period August 1, 2022 through October 31, 2022 relative to the contract between **The Original Florida Tourism Task Force** and the Florida Department of Economic Opportunity. Also enclosed are a completed Minority and Service-Disabled Veteran Business Enterprise Report and a Compliance Certification form.

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

If you have any questions concerning this matter, please contact Lauren Yeatter, Senior Planner, at 352.955.2200, ext. 113.

Sincerely,



Craig Colton
Chair

Enclosures

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

Florida Department of Economic Opportunity
Fiscal Year 2021-22
Regional Rural Development Grant
Third Quarter Report
August 1, 2022 through October 31, 2022

Submitted November 22, 2022 by

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

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| Electronic Newsletter | C-1 |
| Professional Enhancement Scholarships | D-1 |
| Professional Association Annual Memberships | E-1 |

**NARRATIVE
REGIONAL RURAL DEVELOPMENT GRANT
FISCAL YEAR 2021-22
THIRD QUARTER REPORT
August 1, 2022 through October 31, 2022**

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

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

WEBSITE MAINTENANCE AND ENHANCEMENTS

WEBSITE MAINTENANCE AND HOSTING

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

TOPIC-CENTERED MICROSITES

The Task Force did not expend any funds during the third quarter for topic-centered microsites.

MARKETING AND PROMOTION

ELECTRONIC NEWSLETTERS

The Task Force created and distributed one electronic newsletter during the third quarter to over 3,000 email addresses. The Task Force spent \$1,696.00 on this item during the third quarter. A copy of the newsletter, timesheets documenting \$1,000.00 of staff time spent on the newsletter, as well as a Certificate of Indirect Costs, and a copy of the invoice and cancelled check for \$696.00 are included in Part C.

WEBSITE BLOGS

The Task Force did not expend any funds during the third quarter for blogs.

UPDATE AND PRINT MARKETING MATERIALS

The Task Force did not expend any funds during the third quarter for updating and printing marketing materials.

DOMESTIC TRAVEL SHOWS

The Task Force did not expend any funds during the third quarter for domestic travel shows.

ADVERTISING CAMPAIGN

The Task Force did not expend any funds during the third quarter for advertising.

BROCHURE DISTRIBUTION

The Task Force did not expend any funds during the third quarter for brochure distribution.

PROFESSIONAL ENHANCEMENT

PROFESSIONAL ENHANCEMENT SCHOLARSHIPS

The Task Force awarded two scholarships for Task Force representatives to attend the Southeast Tourism Society Marketing College and one scholarship for a Task Force representative to attend the Governor's Visit Florida Tourism Conference during the third quarter. The Task Force expended \$1,726.62 during the third quarter for professional enhancement. Copies of the invoices and canceled checks are included in Part D.

PROFESSIONAL ASSOCIATION ANNUAL MEMBERSHIPS

The Task Force expended \$1,000.00 during the third quarter for professional association annual memberships. Copies of the invoice and canceled check are included in Part E.

ADMINISTRATION

The Task Force did not expend any funds during the third quarter for administration.

PROOF OF FINANCIAL MATCH

Proof of Financial Match was provided as part of the first quarter report.

The Original Florida Tourism Task Force
FEID # 59-3534835

INVOICE

Agreement #: D0206

Invoice No. 3
Date: October 31, 2022

TO:

Florida Dept. of Economic Opportunity
Division of Community Development
Attn: Pamela Portwood
Chief, Bureau Small Cities & Rural Communities
107 E. Madison Street,
Caldwell Bldg. MSC 160
Tallahassee, FL 32399-1160

FOR:

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

| DESCRIPTION | | AMOUNT |
|---|--|--------------------|
| Dates of Service: August 1, 2022 to October 31, 2022 | | |
| Deliverable 2 Electronic Newsletter Created and Distributed One Electronic Newsletter (Staff Time) Purchased 80,000 e-credits for enewsletter distribution | | |
| Deliverable 7 Professional Enhancement Scholarships Awarded two scholarships for Southeast Tourism Society Marketing College Awarded one scholarship for Governor's VisitFlorida Tourism Conference | | |
| Deliverable 8 Maintain memberships in professional organizations Purchased two memberships | | |
| Expenditures | | |
| Staff time | | \$1,000.00 |
| Contractual Services | | 696.00 |
| Memberships | | 1,000.00 |
| Travel | | 0.00 |
| Registrations | | 0.00 |
| Shipping | | 0.00 |
| Scholarships | | 1,726.62 |
| TOTAL | | \$ 4,422.62 |

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

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



Craig Colton
Chair

11/22/22
Date

The Original Florida Tourism Task Force

Fiscal Year 2021-22 Regional Rural Development Grant

Third Payment Request

Listing of Invoices, Payments and Associated Checks

October 31, 2022

| Name | Invoice Date | Invoice Number | Invoice Amount | Check Date | Check Number | Check Amount | Amount Charged to Grant |
|---|-----------------|-------------------|-------------------|---------------|-----------------|-----------------|----------------------------|
| VisitFlorida Membership | 7/1/2022 | 82241 | \$750.00 | 7/14/2022 | 1591 | \$750.00 | \$750.00 |
| Ride with GPS - Scott Koons | 7/1/2022 | 45 | \$250.00 | 7/28/2022 | 1592 | \$600.00 | \$250.00 |
| VisitFlorida Governor's Tourism Conference Registration | 7/26/2022 | 84006 | \$399.00 | 7/28/2022 | 1595 | \$399.00 | \$399.00 |
| Southeast Tourism Society Marketing College - Craig Colton | 6/10/2022 | CC06102022 | \$235.02 | 8/11/2022 | 1596 | \$235.02 | \$235.02 |
| Governor's Tourism Conference - Lauren Yeatter | 9/1/2022 | LY090122 | \$1,092.60 | 9/8/2022 | 1598 | \$1,092.60 | \$1,092.60 |
| Mail Chimp e-credits - Scott Koons | 9/11/2022 | 46 | \$696.00 | 10/6/2022 | 1599 | \$696.00 | \$696.00 |
| North Central Florida Regional Planning Council - eNewsletter | 9/30/2022 | n/a | \$1,000.00 | 10/20/2022 | 1601 | \$8,673.54 | \$1,000.00 |
| Total | | | \$4,422.62 | | | \$12,446.16 | \$4,422.62 |

n/a = not applicable

DEPARTMENT OF ECONOMIC OPPORTUNITY

Company Name:

Invoice #:

1

11/22/22

Contract Amount:

MBE Participation Amount:

DV Participation Amount:

MINORITY BUSINESS ENTERPRISE (MBE)

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

[illegible]

****Certified MBE: H - African American I - Hispanic J - Asian/Hawaiian K - Native American M - American Women**

Non-Certified MBE: **N** - African American **O** - Hispanic **P** - Asian/Hawaiian **Q** - Native American **R** - American Women

SERVICE-DISABLED VETERAN (DV) BUSINESS ENTERPRISE

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

[illegible]

***Certified DV: W - Service-Disabled Veteran Business**

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

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

ALACHUA COUNTY

(\$15,000 - 3 votes)

Brian Avery

Lecturer

University of Florida Department of Sport
Management and Director of Engaged Learning
and Outreach

FLG 302 P.O. Box 118208

Gainesville, FL 32611

(w) 352.294.6922

brian@briandavery.com

Ron Gromoll

Lecturer and Internship Coordinator

University of Florida Department of Tourism,
Hospitality & Event Management

FLG 190A, P.O. Box 118205

Gainesville, FL 32611

(w) 352.294.3064

rgromoll@ufl.edu

Elizabeth Reyes, APR, CPRC

Sales and Marketing Manager

Visit Gainesville, Alachua County

352.260.5786

ereyes@alachuacounty.us

BRADFORD COUNTY

(\$3,000 - 2 votes)

William Sexton, Vice-Chair

Bradford County Attorney

945 North Temple Avenue

Starke, FL 32091-2210

(w) 904.368.3902

will_sexton@bradfordcountyfl.gov

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)

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

Alden Rosner

Sports Marketing Director

Columbia County

Tourist Development Council

P.O. Box 1847

Lake City, FL 32056

(w) 386.719.1453

arosner@columbiacountyfla.com

www.southsidesportscomplex.com

Paula R. Vann

Executive Director

Columbia County

Tourist Development Council

P.O. Box 1847

Lake City, FL 32056

(w) 386.758.1312

pvann@columbiacountyfla.com

www.springsrus.com

DIXIE COUNTY

(\$3,000 - 2 votes)

The Honorable Ryan Fulford

Cross City Councilmember

Town of Cross City

P.O. Box 417

Cross City, FL 32628

(w) 352.498.3306

(c) 352.356.1605

councilseat3@townofcrosscity.com

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)

Bryan M. Freeman Jr.

Hart Springs Park Manager
4240 SW 86th Ave.
Bell, FL 32619
(w) 352.463.3444
(c) 352.318.3120
bfreeman@gilchrist.fl.us

Patricia Watson

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

HAMILTON COUNTY

(\$1,000 - 2 votes)

Chadd Mathis

Economic Development Director
Hamilton County Development Authority
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Mia Mauldin

Hamilton County Tourism Development/
Planning, Land Use, and Zoning
1153 US Hwy 41 NW
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(w) 386.792.6639
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JEFFERSON COUNTY

(\$2,000 - 2 votes)

Katrina Richardson

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Chamber of Commerce
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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

Suwannee River Rendezvous
828 NE Primrose Road
Mayo, FL 32066
(w) 386.294.2510
craigcolton@suwanneeriverrendezvous.com

LEVY COUNTY

(\$4,000 - 2 votes)

Vacant***Tisha Whitehurst***

Director
Levy County Visitors Bureau
607 South West 1st Avenue
Williston, FL 32696
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tourism@visitnaturecoast.com

MADISON COUNTY

(\$3,000 - 2 votes)

Jennifer Poore

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jennifer@madisonfl.org

Ina Thompson

Madison County Tourist Development
Council Chair
182 NW College Loop
Madison, FL 32340
(w) 850.973.2788

SUWANNEE COUNTY

(\$4,000 - 2 votes)

Charissa Setzer

Marketing Coordinator
Suwannee County
Tourism Development Council
220 Pine Avenue SW
Live Oak, FL 32064
(w) 386.330.2220
(c) 386.688.3871
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Teena Peavy, Secretary/Treasurer

Marketing Director
Spirit of the Suwannee Music Park
3076 95th Drive
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www.musicliveshere.com

TAYLOR COUNTY

(\$4,000 - 2 votes)

Dawn Perez

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Taylor County Chamber of Commerce
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Perry, FL 32347
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(c) 850.843.0992
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Sandy Beach

20845 Keaton Beach Drive
Perry, FL 32348
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(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
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dwalker@cityoflakebutler.com

WAKULLA COUNTY

(\$3,000 - 2 votes)

Elizabeth Hughes

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Kinsey Miller

Public Information Officer &
Tourist Development Coordinator
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STAFF***Lauren Yeatter***

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koons@ncfrpc.org

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2022.docx

**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

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www.VisitGilchristCounty.com

Jo Clark - Blogger

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Surfside Beach, SC29575

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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></u> |
| May 18: | <u></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 | |

