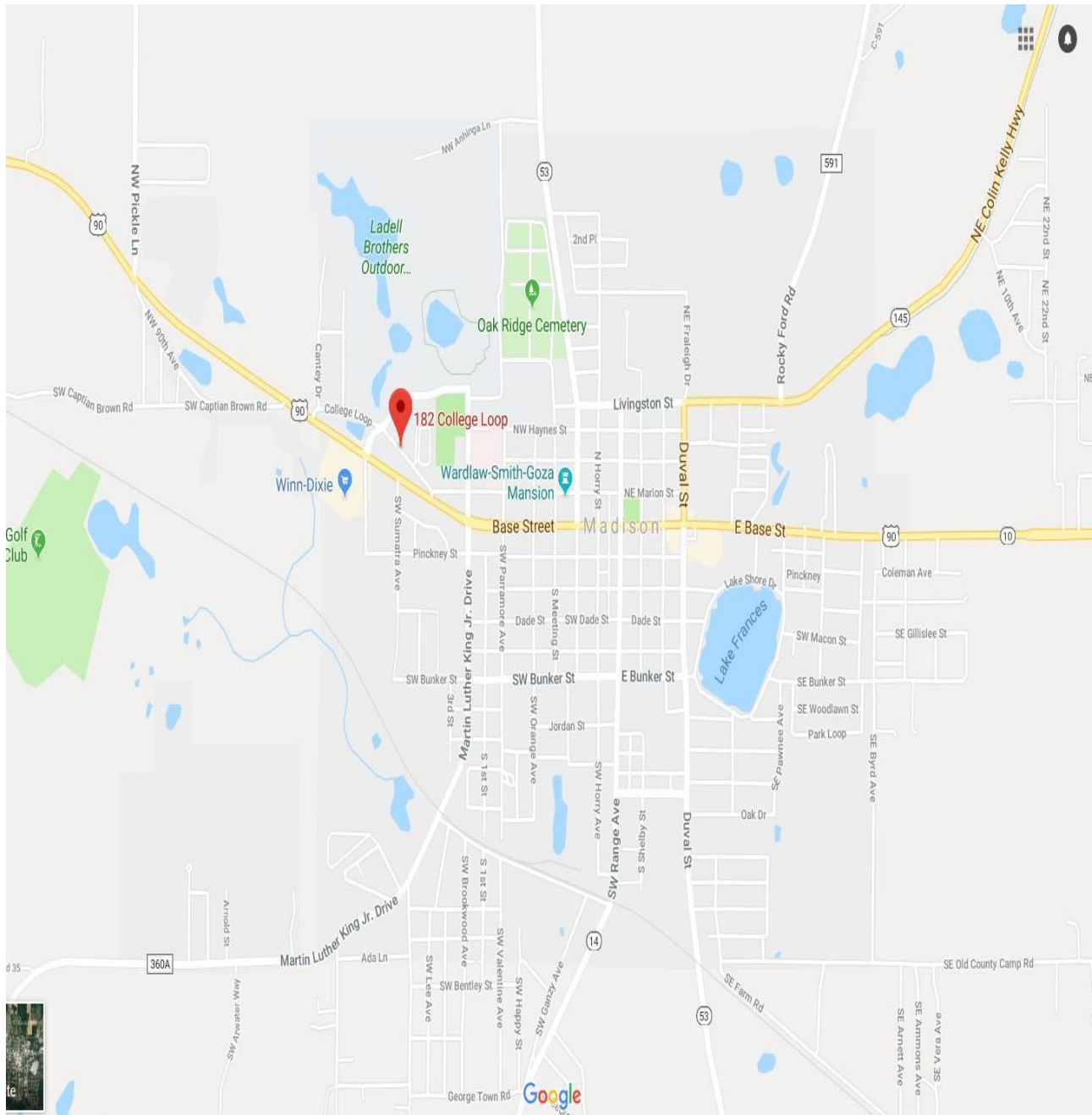




MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **February 16, 2023**. The meeting will be held at the **Madison County Chamber of Commerce and Tourism Office, 182 College Loop, Madison, Florida**, beginning at **10:00 a.m.**



**Madison County Chamber of Commerce and Tourism Office,
182 College Loop (behind O'Neal's Country Restaurant), Madison, FL
Madison, Florida 32340**

The Original Florida

Visit Natural
NORTH FLORIDA

**TOURISM TASK FORCE
Meeting Agenda**

**Madison County Chamber of Commerce
182 College Loop, Madison, FL
Madison County**

**February 16, 2023
Thursday, 10:00 a.m.**

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II. Approval of Agenda	3
III. Approval of January 19, 2023 Meeting Minutes	5
IV. Old Business	
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1. Finance Committee	
a. Monthly Financial Report Review and Approval - December 31, 2022	9
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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	
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1. Monthly Report	
D. Staff Items	
1. Travel Show Coordinator Agreement Fiscal Year 2022-23	55
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E. Other Old Business	
1. Update Task Force Member Contact Information	61

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 March 16, 2023 in Dixie County at a location to be determined.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

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

January 19, 2023
Thursday, 10:00 a.m.

MEMBERS PRESENT

Elizabeth Reyes, Alachua County
Alden Rosner, Columbia County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County
Jennifer Poore, Madison County
Charissa Setzer, Suwannee County
Dawn Perez, Taylor County
Dale Walker, Union County

OTHERS PRESENT

Bobbi Breo, Madison County
Donna Creamer, Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Kimberly Goldsmith, Columbia County
Tourism Development Council
Kay McCallister, VisitDixie
Michelle Moore, Columbia County
Tourist Development Council
Lucille Spann, Blaze Digital Services

MEMBERS ABSENT

Carolyn Spooner, Bradford County
Rod Butler, Columbia County
Ryan Fulford, Dixie County
Bryan Freeman, Gilchrist County
Chadd Mathis, Hamilton County
Mia Mauldin, Hamilton County
David Ward, Jefferson County
Craig Colton, Lafayette County, Chair
Tisha Whitehurst, Levy County
Ina Thompson, Madison County
Teena Peavey, Suwannee County, Treasurer
Sandy Beach, Taylor County
Elizabeth Hughes, Wakulla County
Kinsey Miller, Wakulla County

STAFF PRESENT

Lauren Yeatter

I. CALL TO ORDER, INTRODUCTIONS

Noting the absence of the Chair and Vice-Chair, Lauren Yeatter called the meeting to order at 10:06 a.m.

ACTION: Paula Vann moved and Dawn Perez seconded to designate Russ McCallister to serve as Acting Chair for meeting. The motion passed unanimously.

II. APPROVAL OF THE AGENDA

Acting Chair McCallister requested approval of the meeting agenda, as presented.

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

III. APPROVAL OF THE NOVEMBER 22, 2022 MINUTES

Acting Chair McCallister asked for approval of the November 22, 2022 meeting minutes.

ACTION: Patricia Watson moved and Charissa Setzer seconded to approve the November 22, 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 -

October 31, 2022 and November 30, 2022

ACTION: Dale Walker moved and Jennifer Poore seconded to accept the October 31, 2022 and November 30, 2022 monthly financial reports as presented. The motion passed unanimously.

Dawn Perez, Elizabeth Reyes, Katrina Richardson, and Donna Creamer volunteered to serve on the Marketing Committee.

B. Fiscal Year 2021-22 Regional Rural Development Grant

1. Website
2. e-newsletter
3. Website Blogs
4. Marketing Materials
5. Domestic Travel Shows
6. Advertising Campaign

ACTION: Paula Vann moved and Katrina Richardson seconded to purchase data from Visa Destinations Insights with Fiscal Year 2021-22 Regional Rural Development Grant funds. The motion passed unanimously.

ACTION: Elizabeth Reyes moved and Paula Vann seconded to earmark \$10,000 from reserve funds for digital marketing this year. The motion passed unanimously.

7. Brochure Distribution
8. Scholarships
9. Professional Organization Memberships

C. VISIT FLORIDA -

1. Monthly Report

Brenna Dacks reported on VISIT FLORIDA activities and programs.

D. Staff Items -

1. Travel Show Coordinator Agreement Fiscal Year 2022-23

ACTION: Dawn Perez moved and Katrina Richardson seconded to renew the Travel Show Coordinator Agreement Fiscal Year 2022-23 with Donna Creamer. The motion passed unanimously.

A Task Force member asked staff to provide a copy of the agreement in next meeting packet.

2. Task Force 2023 Meeting Schedule and County Assignments
3. Cooperative Regional Marketing Fee Fiscal Year 2022-23

E. Other Old Business

1. Updated Task Force Member Contact Information

F. Announcements

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

V. NEW BUSINESS

VI. LEADERSHIP FORUM:

Donna Creamer presented a model travel show booth and several scenarios of potential visitors approaching the booth.

VII. ADJOURNMENT

Date and Location of next meeting

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

The meeting adjourned at 11:32 a.m.

Craig Colton, Chair

2/16/23
Date

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

The Original Florida Tourism Task Force

Balance Sheet

As of December 31, 2022

	Dec 31, 22
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	209,066.93
Total Checking/Savings	209,066.93
Accounts Receivable	
Accounts Receivable	20,497.39
Total Accounts Receivable	20,497.39
Other Current Assets	
Prepaid Expense	447.06
Prepaid Registration Fees	2,400.00
Total Other Current Assets	2,847.06
Total Current Assets	232,411.38
TOTAL ASSETS	232,411.38
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	16,746.85
Total Accounts Payable	16,746.85
Total Current Liabilities	16,746.85
Total Liabilities	16,746.85
Equity	
Unrestricted Earnings	180,312.35
Net Income	35,352.18
Total Equity	215,664.53
TOTAL LIABILITIES & EQUITY	232,411.38

1:42 PM

02/07/23

Accrual Basis

The Original Florida Tourism Task Force

Profit & Loss

December 2022

	Dec 22
Expense	
Marketing	
Public Relations	
Advertising	
Official Vistiors Guide	8,303.25
Total Advertising	8,303.25
Total Public Relations	8,303.25
Total Marketing	8,303.25
NCFRPC Contractual Services	8,673.54
Total Expense	16,976.79
Net Income	-16,976.79

8:40 PM

01/14/23

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 12/31/2022

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						211,915.36
Cleared Transactions						
Checks and Payments - 6 items						
Bill Pmt -Check	12/01/2022	1604	Chandlerthinks, LLC	X	-1,000.00	-1,000.00
Bill Pmt -Check	12/01/2022	1605	Hardman Production...	X	-800.00	-1,800.00
Bill Pmt -Check	12/01/2022	1608	Yeatter, Lauren	X	-607.01	-2,407.01
Bill Pmt -Check	12/01/2022	1606	ktcreative, LLC	X	-76.54	-2,483.55
Bill Pmt -Check	12/01/2022	1607	Watson, Patricia	X	-44.06	-2,527.61
Bill Pmt -Check	12/15/2022	1609	Creamer Donna	X	-85.80	-2,613.41
Total Checks and Payments					-2,613.41	-2,613.41
Total Cleared Transactions					-2,613.41	-2,613.41
Cleared Balance					-2,613.41	209,301.95
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 12/31/2022					-3,078.37	208,836.99
New Transactions						
Checks and Payments - 2 items						
Bill Pmt -Check	01/12/2023	1611	Miles Partnership		-8,303.25	-8,303.25
Bill Pmt -Check	01/12/2023	1610	Koons, Scott		-2,394.90	-10,698.15
Total Checks and Payments					-10,698.15	-10,698.15
Total New Transactions					-10,698.15	-10,698.15
Ending Balance					-13,776.52	198,138.84

8:40 PM

01/14/23

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 12/31/2022

Type	Date	Num	Name	Clr	Amount	Balance
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Bill Pmt -Check	12/01/2022	1606	ktcreative, LLC	X	-76.54	-2,483.55
Bill Pmt -Check	12/01/2022	1607	Watson, Patricia	X	-44.06	-2,527.61
Bill Pmt -Check	12/15/2022	1609	Creamer Donna	X	-85.80	-2,613.41
Total Checks and Payments					-2,613.41	-2,613.41
Total Cleared Transactions					-2,613.41	-2,613.41
Cleared Balance					-2,613.41	209,301.95
Uncleared Transactions						
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Ending Balance					-13,776.52	198,138.84

8:40 PM

01/14/23

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 12/31/2022

	Dec 31, 22	
Beginning Balance		211,915.36
Cleared Transactions		
Checks and Payments - 6 items	-2,613.41	
Total Cleared Transactions	-2,613.41	
Cleared Balance		209,301.95
		<hr/>
Uncleared Transactions		
Checks and Payments - 2 items	-464.96	
Total Uncleared Transactions	-464.96	
Register Balance as of 12/31/2022		208,836.99
		<hr/>
New Transactions		
Checks and Payments - 2 items	-10,698.15	
Total New Transactions	-10,698.15	
Ending Balance		198,138.84
		<hr/>



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

00002764 FCC31545123122052705 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 12/30/22
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	6
Account Number	XXXXXXXX2204	Statement Dates	12/01/22 thru 12/31/22
Previous Balance	211,915.36	Days in this Statement Period	31
Deposits/Credits	.00	Avg Ledger Balance	210,435.22
6 Checks/Debits	2,613.41	Avg Collected Balance	210,435.22
Service Charges	.00		
Interest Paid	.00		
Ending Balance	209,301.95		

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
12/07	1604	1,000.00	12/12	1607	44.06
12/23	1605	800.00	12/15	1608	607.01
12/13	1606	76.54	12/20	1609	85.80

* Denotes missing check numbers

DAILY BALANCE INFORMATION

Date	Balance	Date	Balance	Date	Balance
12/01	211,915.36	12/13	210,794.76	12/23	209,301.95
12/07	210,915.36	12/15	210,187.75		
12/12	210,871.30	12/20	210,101.95		

RECEIVED

JAN 06 2023

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



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

Date 12/30/22
Primary Account

Page 2
xxxxxxx2204

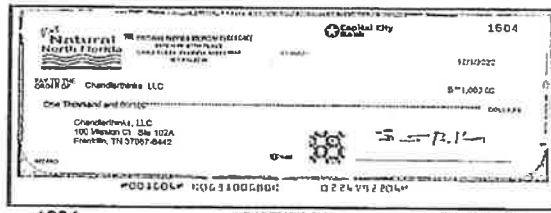
EVERYDAY CHECKING FOR BUSINESS

xxxxxxx2204 (Continued)

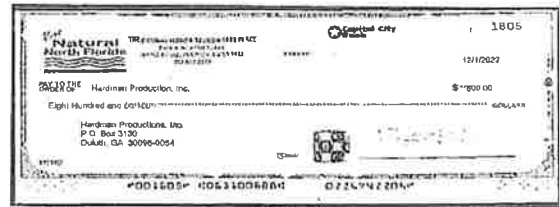
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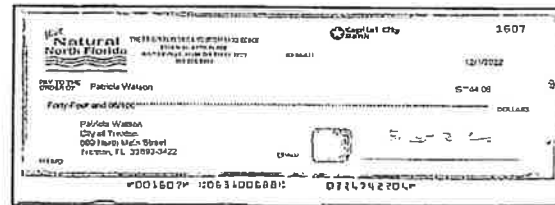
1604 12/07/2022 \$1,000.00



1605 12/23/2022 \$800.00



1606 12/13/2022 \$76.54



1607 12/12/2022 \$44.06



1608 12/15/2022 \$607.01



1609 12/20/2022 \$85.80



Capital City Bank

2/8/2023 5:24 PM

Tourism Task Force

*****2204

		THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 87TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200		63-68/631	12/1/2022
PAY TO THE ORDER OF Chandlerthinks, LLC		\$**1,000.00		1604	
One Thousand and 00/100..... DOLLARS					
Chandlerthinks, LLC 106 Mission Ct Ste 102A Franklin, TN 37067-6442					
MEMO					

⑈001604⑈ ⑆063100688⑆ 0224792204⑈

Security Features:

- Hologram**
 - The security features listed are not listed, exceed in size, or are as those listed on the back of the check.
- Heat Sensitive Ink**
 - Not used to check stock.
 - Cannot be photocopied.
 - Hold red image with fingers or breathe on it.
 - The image will fade and reload.
- True Watermark**
 - Hold check to a light source to view.
- Visible Fibers**
 - Visible fibers embedded in the paper.
- Invisible Fibers**
 - Fibers in paper visible under ultraviolet light.
- Chemically Sensitive Paper and Stains**
 - Stains or spots may appear if chemical alteration attempts are made.
- Chemical Wash Detection Area**
 - Small type in check border appears as dotted line when copied.
- High Resolution Warning Band**
 - Text alerts reader to security features. Final image in border and owners are advised to verify or copy.
- Toner Adhesion Properties**
 - Crystalline paper bonds layer lower in paper layers with heat. Damage is visible with a scratch attempt.
- Anti-Copy Technology**
 - Document made with technology to prevent most copies from creating a usable copy.
- Leading Back Pattern**
 - Disturbances on the back of the check.

Seq: 121
Batch: 724621
Date: 12/06/22

ENDORSE HERE

Deposit only
44017565518

☐ CHECK HERE AFTER
MOBILE OR REMOTE DEPOSIT DATE

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

Amount: \$-1,000.00

Statement Description: Check

Check Number: 1604

Posted Date: 12/7/2022

Type: Debit

Status: Posted



Capital City Bank

2/8/2023 5:17 PM

Tourism Task Force

*****2204

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

Visit Natural North Florida

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

Capital City Bank

1605

12/1/2022

63-68/631

PAY TO THE ORDER OF **Hardman Production, Inc.**

\$800.00**

Eight Hundred and 00/100 ***** DOLLARS

Hardman Productions, Inc.
P.O. Box 3130
Duluth, GA 30096-0054

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001605 063100688 0224792204

☐ ENDORSE HERE

PAY TO THE ORDER OF
UNITED COMMUNITY BANK
FOR DEPOSIT ONLY
HARDMAN PRODUCTIONS INC DBA
ATLANTA CALLING & RV SHOW
2026104451

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MOBILE OR REMOTE DEPOSIT DATE

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Br=26-StartTm=10:36:52 AM
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-BusDt=12/22/22-ItemNum=000087808023

000087808023

Security Features:
Hologram
Heat Sensitive Ink
True Watermark
Visible Fibers
Invisible Fibers
Chemical / Sensing Paper
Optical / Sensing Paper
Microprinting
High Resolution Warning Band
Toner Adhesion Properties
Anti-Clay Technology
Anti-Fake Pattern

Br=26-StartTm=10:36:52 AM
-TrnID=6-TransDt=12/22/22
-BusDt=12/22/22-ItemNum=000087808023

HC-5

Amount: \$-800.00

Statement Description: Check

Check Number: 1605


Posted Date: 12/23/2022

Type: Debit

Status: Posted



*****2204

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

Security Features:

- Hologram**
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- True Watermark**
- Visible Fibers**
- Invisible Fibers**
- Chemically Sensitive Paper and Stamps**
- Chemical Wash Detection Area**
- Microprinting**
- High Resolution Warning Band**
- Toner Adhesion Properties**
- Anti-Copy Technology**
- Lead Line Back Pattern**

- Multi-dimensional for seal used to check stock.
- Cannot be photocopied
- Heat red image with fingers or breathing on it.
- The image will fade and disappear.
- Head check to a light source to view.
- Cannot be photocopied
- Visible fibers embedded in the paper.
- Fibers in paper visible under ultraviolet light.
- Prints in paper with stains or spots may appear if chemical alteration attempts are made.
- **MP** Small type in check border appears at folded time when opened.
- Each sheet includes a security feature: Free from paper and toners are difficult to replicate or copy.
- Chemically in paper for its design to react to paper, then heat. Damage a visible with alteration attempt.
- Document made with technology to prevent most copies from creating a usable copy.
- Discourages cut and paste alterations.

4. Products designed to meet the requirements of the Check Payment Systems Association.

* FEDERAL RESERVE BOARD OF GOVERNORS REG. C.

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Kreative

FOR DEPOSIT ONLY

☒ Mobile Deposit

☐ CHECK HERE AFTER # 23218

☐ MOBILE OR REMOTE DEPOSIT DATE

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RESERVED FOR FINANCIAL INSTITUTION USE

SECURITY SIGNATURE AND PIN REQUIRED TO SAFEGUARD SECURE

ATTENTION! COLOR INSIDE THIS LOCK AREA SHOULD BE WHITE.

Status: Posted



*****2204

"001607" :063100688: 0224792204"

[illegible]

☐ CHECK HERE AFTER
MOBILE OR REMOTE DEPOSIT DATE _____

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ENDORSE ME!

Patricia Weston

Status: Posted



Capital City Bank 2/8/2023 5:18 PM

Tourism Task Force

*****2204

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

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

63-68/631

12/1/2022

1608

PAY TO THE ORDER OF **Lauren Yeatter**

\$607.01**

Six Hundred Seven and 01/100***** DOLLARS

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

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001608 063100688 0224792204

ENDORSE HERE

Lauren Yeatter

CHECK HERE AFTER MOBILE OR REMOTE DEPOSIT DATE

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RESERVED FOR FINANCIAL INSTITUTION USE

Florida Credit Union
12/14/2022
SEQ# 4959
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 Back Pattern

Multi-dimensional foil seal fused 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.
Taxi 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 dissolution attempts.
Document made with technology to prevent most copies from creating a usable copy.
Discourages cut-and-paste alterations.

Florida Credit Union is an Equal Housing Lender. Equal Housing Lender. AS-00101
FLORIDA CREDIT UNION BOARD OF GOVERNORS REG. CO

Amount: \$-607.01

Statement Description: Check

Check Number: 1608




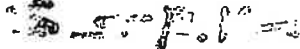

Posted Date: 12/15/2022

Type: Debit

Status: Posted

Tourism Task Force

*****2204

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOLIO NOLOGRAM			
	THE ORIGINAL FLORIDA TOURISM TASK FORCE		1609
	2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32663-1603 352.955.2200	63-68/631	12/15/2022
PAY TO THE ORDER OF	Donna Creamer	\$**85.80	
Eighty-Five and 80/100*****			DOLLARS
Donna Creamer 4869 NW 50th Ave Bell, FL 32619			
MEMO			
TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW			
00 1609		063 100688	0224 792204
HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT			

[illegible]

Amount: \$-85.80

Statement Description: Check-Cashed/Withdrawal

Check Number: 1609

Posted Date: 12/20/2022

Type: Debit

Status: Posted

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of December 31, 2022

(These financial statements are unaudited)

	Budget	December 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	0.00	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	0.00	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	8,303.25	8,303.25	3.25
FI Trans Map Print Advertisement 2022-23	9,000.00	0.00	0.00	(9,000.00)
Quarterly eNewsletters	5,100.00	1,000.00	1,000.00	(4,100.00)
Total Advertising	32,400.00	9,303.25	9,303.25	(23,096.75)
Total Marketing Expenses	52,400.00	9,303.25	12,160.87	(40,239.13)
Administration				
NCFRPC - Admin DEO 2021-22	1,900.00	1,875.00	1,875.00	(25.00)
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	3,125.00	3,125.00	(9,375.00)
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	1,813.41	(186.59)

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

(These financial statements are unaudited)

	Budget	December 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	5,000.00	6,813.41	(18,586.59)
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	1,336.77	1,336.77	(4,913.23)
Dean Fowler Internship	6,250.00	1,336.77	1,336.77	(4,913.23)
Total Internships	12,500.00	2,673.54	2,673.54	(9,826.46)
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	7,673.54	9,486.95	(63,413.05)
Total Expenses	125,300.00	16,976.79	21,647.82	(103,652.18)
Net Income	0.00	(16,976.79)	35,352.18	35,352.18

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

Visit Natural NORTH FLORIDA

February 16, 2023

Ms. Julia Chester, Community Program Manager
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
4th Quarter Deliverables Report

Dear Ms. Chester:

At its February 16, 2023 meeting, The Original Florida Tourism Task Force reviewed and approved the fourth quarter report and reimbursement request for its Fiscal Year 2021-22 Regional Rural Development Grant.

Please find enclosed the fourth quarter Deliverables Report and an invoice in the amount of \$41,127.61 for the period November 1, 2022 through January 24, 2023 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
Fourth Quarter Report
November 1, 2022 through January 24, 2023

Submitted February 16, 2023 by

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

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**NARRATIVE
REGIONAL RURAL DEVELOPMENT GRANT
FISCAL YEAR 2021-22
FOURTH QUARTER REPORT
November 1, 2022 through January 24, 2023**

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 expended \$6,000.00 during the fourth quarter for website maintenance and hosting. Copies of the invoice and canceled check are included in Part C.

TOPIC-CENTERED MICROSITES

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

MARKETING AND PROMOTION

ELECTRONIC NEWSLETTERS

The Task Force created and distributed one electronic newsletter during the fourth quarter to over 3,000 email addresses. The Task Force spent \$1,361.00 on this item during the fourth 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 \$361.00 are included in Part D.

WEBSITE BLOGS

The Task Force did not expend any funds during the fourth quarter for blogs. The Task Force posted a travel blog to its website during the fourth quarter.

UPDATE AND PRINT MARKETING MATERIALS

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

DOMESTIC TRAVEL SHOWS

The Task Force expended \$721.92 for Task Force representative to attend the VisitFlorida Florida Huddle Travel Show during the first quarter. Copies of the invoice and canceled check are included in Part E.

ADVERTISING CAMPAIGN

The Task Force spent \$41,127.61 during the fourth quarter for advertising. Copies of the advertisements, invoices and canceled checks are included in Part F.

BROCHURE DISTRIBUTION

The Task Force expended \$79.56 during the fourth quarter for brochure distribution. Copies of the invoice and canceled check are included in Part G.

PROFESSIONAL ENHANCEMENT

PROFESSIONAL ENHANCEMENT SCHOLARSHIPS

The Task Force did not expend any funds during the fourth quarter for professional enhancement scholarships.

PROFESSIONAL ASSOCIATION ANNUAL MEMBERSHIPS

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

ADMINISTRATION

The North Central Florida Regional Planning Council provided \$1,875.00.00 during the first quarter, \$1,875.00 during the second quarter, \$1,875.00 during the third quarter and \$1,875.00 during the fourth quarter in staff services to the Task Force in the administration of its Regional Rural Development grant. Copies of North Central Florida Regional Planning Council employee time sheets, pay stubs and Certificate of Indirect Costs are included in Part H.

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. 4
 Date: January 24, 2023

TO:

Florida Dept. of Economic Opportunity
 Division of Community Development
 Attn: Julia Chester
 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: November 1, 2022 to January 24, 2023	
Deliverable 1 Website Hosting Maintenance Completed hosting and maintaining website	
Deliverable 2 Electronic Newsletter Created and distributed 1 electronic newsletter (Staff Time) Purchased 40,000 e-credits for enewsletter distribution	
Deliverable 4 Domestic Travel Show Attended 1 domestic travel show	
Deliverable 5 Advertising Purchased 4 print advertisements	
Deliverable 6 Literature Distribution Distributed 1,800 brochures	
Expenditures	
Staff time	\$8,500.00
Contractual Services	31,826.13
Memberships	0.00
Travel	721.92
Registrations	0.00
Shipping	79.56
Scholarships	0.00
TOTAL	\$ 41,127.61

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

2/16/23
 Date

The Original Florida Tourism Task Force

Fiscal Year 2021-22 Regional Rural Development Grant

Fourth Payment Request

Listing of Invoices, Payments and Associated Checks

January 24, 2023

Name	Invoice Date	Invoice Number	Invoice Amount	Check Date	Check Number	Check Amount	Amount Charged to Grant
Katrina Richardson - Florida Huddle	1/26/2022	n/a	\$1,260.41	2/24/2022	1584	\$1,260.41	\$721.92
North Central Florida Regional Planning Council - Admin	3/31/2022	n/a	\$1,875.00	4/21/2022	1587	\$8,279.93	\$1,875.00
North Central Florida Regional Planning Council - Admin	6/30/2022	n/a	\$1,875.00	7/28/2022	1593	\$8,674.57	\$1,875.00
South Shore Media - Florida Travel and Lifestyles July/Aug	4/3/2022	162317	\$1,350.00	7/28/2022	1594	\$1,350.00	\$1,350.00
South Shore Media - Florida Travel and Lifestyles Sept/Oct	4/3/2022	162317	\$1,350.00	10/6/2022	1600	\$1,350.00	\$233.88
VisitFlorida - Visa Vue	1/26/2023	86452	\$6,578.00	1/26/2023	1615	\$6,578.00	\$6,578.00
North Central Florida Regional Planning Council - Admin	9/30/2022	n/a	\$1,875.00	10/20/2022	1601	\$8,673.54	\$1,875.00
Mail Chimp e-credits - Scott Koons	1/11/2023	48	\$361.00	1/12/2023	1610	\$2,394.90	\$361.00
Miles Partnership - VisitFlorida Official Visitors Guide	12/15/2022	74033	\$8,303.25	1/12/2023	1611	\$8,303.25	\$8,303.25
Jumpen - Website	1/17/2023	14078	\$6,000.00	1/26/2023	1612	\$6,000.00	\$6,000.00
North Central Florida Regional Planning Council - Admin	12/31/2022	n/a	\$1,875.00	1/26/2023	1614	\$8,673.54	\$1,875.00
North Central Florida Regional Planning Council - eNewsletter	12/31/2022	n/a	\$1,000.00	1/26/2023	1614	\$8,673.54	\$1,000.00
United Parcel Service - Welcome Center Brochures	1/28/2023	951V4A043	\$79.56	2/9/2023	1617	\$79.56	\$79.56
VisitFlorida - Transportation Map	1/24/2023	86494	\$9,000.00	2/9/2023	1618	\$9,000.00	\$9,000.00
Total			\$42,782.22			\$79,291.24	\$41,127.61

n/a = not applicable

COMPLIANCE CERTIFICATION FORM

Grantee: The Original Florida Tourism Task Force		
Street Address: 2009 NW 67th Place		
City: Gainesville	ST: FL	Zip: 32653-1603
Phone: 352.955.2200		Email: yeatter@ncfrpc.org

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

DESCRIPTION: Deliverables Including Minimum Performance Standards	Invoice Period: (dates)
Invoice # 4 (attached)	Nov 1, 2022 to Jan 24, 2023
1 Website Hosting and Maintenance	\$6,000.00
1 Electronic Newsletter	\$1,361.00
1 Domestic Travel Show	\$721.92
4 Print Advertisements	\$25,465.13
1,800 Brochures Distributed	\$79,56
Administration	\$7,500.00
INVOICE AMOUNT	\$41,127.61

Recipient Certification:

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

Name Printed: Craig Colton Title: Chair

Signature:  Date: 2/16/23

DEO Agreement Manager Certification:

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

DEO Agreement Manager Signature: _____

Title: _____ Date: _____

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

Company Name: The Original Florida Tourism Task Force **Invoice #:** 4 **Date:** 2/16/23

Contract Amount: \$50,000

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

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

MINORITY BUSINESS ENTERPRISE (MBE)

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

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

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

SERVICE-DISABLED VETERAN (DV) BUSINESS ENTERPRISE

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

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

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

FISCAL YEAR 2022-23

TRAVEL SHOW COORDINATOR AGREEMENT

BETWEEN

THE ORIGINAL FLORIDA TOURISM TASK FORCE

AND

DONNA CREAMER

This Agreement is entered into this _____ day of _____ 2023 by and between Donna Creamer, hereinafter referred to as "Coordinator," located at 4859 Northwest 50th Avenue, Bell, Florida, and The Original Florida Tourism Task Force, located at 2009 NW 67th Place, Gainesville, Florida, hereinafter referred to as "The Original Florida."

THIS AGREEMENT/CONTRACT IS ENTERED BASED ON THE FOLLOWING FACTS:

WHEREAS, The Original Florida in furtherance of its duties, desires to engage Coordinator to render certain technical or professional services regarding the attendance, management and organization of The Original Florida travel shows; and

WHEREAS, Coordinator possesses the qualifications and expertise to perform the services required by The Original Florida,

NOW THEREFORE, the parties hereto do mutually agree, as follows:

ARTICLE I - Scope of Work

Coordinator agrees to provide services to The Original Florida in accordance with the terms and conditions set forth in Appendix A that are attached hereto and made a part hereof by reference.

ARTICLE II - Compensation

In consideration for services received, The Original Florida agrees to pay Coordinator a service fee of One Thousand One Hundred Dollars and No Cents (\$1,100.00) per travel show in accordance with the list of travel shows set forth in Appendix A. Coordinator shall bill The Original Florida service fees for completed travel shows.

The Original Florida agrees to reimburse the expenses of Coordinator for travel shows attended by Coordinator. The amount of reimbursement shall be consistent with the ordinary and customary travel reimbursement policies and procedures of The Original Florida.

The Original Florida agrees to pay Coordinator in full within thirty (30) days following receipt of an appropriate invoice and satisfactory work products. Invoices shall reflect the sum of charges for the total number of travel show services completed, refer to each travel show by its name, and be billed to The Original Florida.

ARTICLE III - Time of Completion

This Agreement shall begin on October 1, 2022 and shall end on September 30, 2023. Any allowable Coordinator fees submitted by the Coordinator during the period covered by this Agreement in providing services in performing the work described in Appendix A, Scope of Services, of this Agreement, which is incorporated by reference herein and considered as an integral part of this Agreement are eligible charges to The Original Florida. However, if this Agreement is not executed by all parties, The Original Florida shall not be liable for any such fees submitted by the Coordinator.

Coordinator agrees to perform the required services in accordance with the terms and conditions set forth in the Appendix A which is attached hereto and made a part hereof by reference.

ARTICLE IV - Termination Without Cause

Either party may terminate this Agreement without cause by providing ten (10) business days written notice to the other. In such event, all finished or unfinished documents and other materials prepared by Coordinator pursuant to this Agreement shall become the property of The Original Florida.

ARTICLE V - Default and Termination

The failure of either party to comply with any provision of this Agreement shall place that party in default. Prior to terminating this Agreement, the non-defaulting party shall notify the defaulting party in writing. The notification shall make specific reference to the provision that gave rise to the default. The defaulting party shall then be entitled to a period of ten (10) days in which to cure the default. In the event said default is not cured within the ten (10) day period, the Agreement may be terminated. The failure of either party to exercise this right shall not be considered a waiver of such right in the event of any further default or noncompliance. Upon default and termination as provided in this Article, unfinished documents and other materials prepared by Coordinator pursuant to this Agreement shall become the property of The Original Florida.

ARTICLE VI - General Terms and Conditions

a. Term of Agreement. This Agreement shall begin on October 1, 2021 and shall end on September 30, 2022.

b. Non-Discrimination. In carrying out the work of this Agreement, the Coordinator shall not discriminate against any employee or applicant for employment because of race, creed, color, sex, national origin or handicapped status. The Coordinator shall take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, creed, color, sex, national origin or handicapped status. Such action shall include, but not be limited to the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising, layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The Coordinator agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.

The Coordinator shall incorporate the foregoing requirement of this paragraph in all subcontracts for services covered by this Agreement.

c. Assignability. Coordinator shall not assign any interest in this Agreement and shall not transfer any interest in the same (whether by assignment or novation), without the prior written consent of The Original Florida.

d. Image Requirements. Rights granted by the Coordinator for photographs shall be universal, allowing The Original Florida to distribute the images freely to member organizations, public and private institutions or individuals wishing to use them. The Coordinator will retain copyright of images, but will transfer "All Use Rights" to The Original Florida and their assigns.

e. Representative for the Parties. In all matters relating to the performance of this Agreement, Coordinator shall represent and act for Coordinator and the Executive Director of the North Central Florida Regional Planning Council shall represent and act for The Original Florida.

f. Coordinator is bound by all applicable state and federal laws and regulations.

g. Coordinator agrees to hold the North Central Florida Regional Planning Council and The Original Florida harmless against all claims of whatever nature arising out of Coordinator's performance of work under this Agreement, to the extent allowed and required by law.

h. Venue and Jurisdiction for Litigation Between the Parties. This Agreement shall be construed according to the laws of the State of Florida. Venue shall be exclusively in Alachua County, Florida for all litigation between the parties and all issues litigated between the parties shall be litigated exclusively in a court of competent jurisdiction in Alachua County, Florida. If any provision of this Agreement is in conflict with any applicable statute or rule or is otherwise unenforceable, then such provision shall be deemed null and void to the extent of such conflict and shall be deemed severable, but shall not invalidate any other provision of this Agreement.

i. Amendment. The Coordinator and The Original Florida by mutual agreement may amend, extend, or modify this Agreement. Any such modification shall be mutually agreed upon by and between the Coordinator and The Original Florida and shall be incorporated in a written amendment to this Agreement, duly signed by both parties.

j. Complete Contract. This Agreement, including Appendix A, of this Agreement, which is incorporated by reference herein and considered as an integral part of this Agreement, constitutes the entire contract between the parties, and any changes, amendments or modifications hereof shall be void unless the same are reduced to writing and signed by the parties hereto.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the date as first above written.

Donna Creamer
NAME OF COORDINATOR

By: _____
Signature of Coordinator

ATTEST

By: _____

Type or Print Name

THE ORIGINAL FLORIDA TOURISM TASK FORCE

By: _____
Scott R. Koons, Executive Director

ATTEST

By: _____
Lauren Yeatter, Senior Planner

APPENDIX A

SCOPE OF WORK

Donna Creamer, hereinafter referred to as “Coordinator” in accordance with the duly executed Agreement of which this Appendix is a part, will conduct the following services.

Coordinator shall organize, coordinate, manage and report on The Original Florida Fiscal Year 2022-23 travel show program. More specifically, Coordinator shall:

1. Complete speaker forms for travel shows that offer speaker/presentation opportunities;
2. Select and assign, in consultation with The Original Florida, travel show booth staff for travel shows at which The Original Florida exhibits;
3. Coordinate with other travel show booth staff representing The Original Florida at travel shows to ensure that The Original Florida representatives attend assigned travel shows;
4. Organize, coordinate and promote the collection of email addresses at travel shows of attendees through the use of raffle contests, solicit contest prizes from The Original Florida members, and assist selecting, notifying as well as delivering prizes to contest winners;
4. Determine types and amounts of collateral material for each show;
5. Pack collateral, address shipping boxes, estimate shipping costs using The Original Florida commercial delivery service account, subject to approval by The Original Florida, and determine shipping locations for each show;
6. Arrange for the transportation of pop-up displays, cloth banners and similar items for each travel show;
7. Coordinate transportation and lodging choices of travel show attendees;
8. Train other travel show attendees as necessary regarding the operation of a travel show exhibit to maximize contacts with travel show attendees, both the general public, travel professionals and media;
9. The Coordinator shall only staff booths at those travel shows where no other Task Force member or other person designated as travel show eligible by the Task Force is available to attend;
10. Ensure speakers are identified and provided for travel shows which offer speaker/presentation opportunities;
11. Ensure speaker presentations are of high quality and relevant to The Original Florida and applicable travel show at which a presentation is made;
12. Ensure travel show costs stay within the allowable itemized budget categories for each travel show;
13. Prepare a report on each travel show which includes the total number of pieces of collateral, by type, distributed, number of show attendees, number of conversations/engagements with show attendees, number of emails collected, number of meetings with media and trade professionals, number of Task Force presentations, number of show attendees at Task Force presentations, the value of the show to the Task Force, whether the Task Force should return next year, what promotional value did the show bring as well as a description of any social media components (i.e., Twitter and Facebook) associated with the show. The report shall also summarize visitor reaction and interest in The Original Florida product as well as other observations regarding the travel show;
14. Assist The Original Florida in the preparation of a final report; and
15. Assist The Original Florida in the preparation and presentation of an end-of-season presentation, as requested.

Payment will be made in accordance with Article II of this Agreement. Within fifteen (15) days following a travel show, the Coordinator shall submit an invoice to The Original Florida.

List of Travel Shows

Atlanta Camping and RV Show	January 26-29, 2023
Washington, D.C. Travel and Adventure Show	February 4-5, 2023
Atlanta Travel and Adventure Show	March 25-26, 2023

Note: Shows and show dates are subject to change.

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
Visit Gainesville, Alachua County
352.260.5786
ereyes@alachuacounty.us

Vacant

Vacant

BRADFORD COUNTY

(\$3,000 - 2 votes)

The Honorable Carolyn Spooner

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
carolyn_spooner@bradfordcountyfl.gov

Vacant

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
1153 US Hwy 41 NW Suite 4
Jasper, Florida 32052
(w) 386.855.1426
cmathis@hamiltoncda.org

Mia Mauldin

Hamilton County Tourism Development/
Planning, Land Use, and Zoning
1153 US Hwy 41 NW
Jasper, Florida 32052
(w) 386.792.6639
hamiltontdc@windstream.net

JEFFERSON COUNTY

(\$2,000 - 2 votes)

Katrina Richardson

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

David Ward

Monticello-Jefferson County
Tourism Development Council
420 West Washington Street
Monticello, FL 32344
(w) 850.519.5543
dwardpa@embarqmail.com

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)

Tisha Whitehurst

Director
Levy County Visitors Bureau
607 South West 1st Avenue
Williston, FL 32696
(w) 352.528.4030
tourism@visitnaturecoast.com

Vacant**MADISON COUNTY**

(\$3,000 - 2 votes)

Jennifer Poore

Executive Director
Madison County
Chamber of Commerce & Tourism
182 NW College Loop
Madison, FL 32340
(w) 850.973.2788
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
charissas@suwcountyfl.gov
www.visitsuwannee.com

Teena Peavy, Secretary/Treasurer

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

TAYLOR COUNTY

(\$4,000 - 2 votes)

Dawn Perez

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

Sandy Beach

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

UNION COUNTY

(\$1,000 - 1 vote)

Dale Walker

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

WAKULLA COUNTY

(\$3,000 - 2 votes)

Elizabeth Hughes

Public Relations Specialist
Wakulla County
(w) 850.926.0919, X712
ehughes@mywakulla.com

Kinsey Miller

Public Information Officer &
Tourist Development Coordinator
Wakulla County
(w) 850.926.0919, X712
kmiller@mywakulla.com

STAFF

Lauren Yeatter

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

Scott R. Koons

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

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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

(w) 352.463.3198

(c) 352.210.1827

dcreamer@gilchrist.fl.us

www.VisitGilchristCounty.com

Jo Clark - Blogger

319 14th Avenue South

Surfside Beach, SC29575

(c) 843.446.4441

jo@southernexposure.us

r:\original florida\members & volunteers\of volunteers list 9-23-2021.docx

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

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

