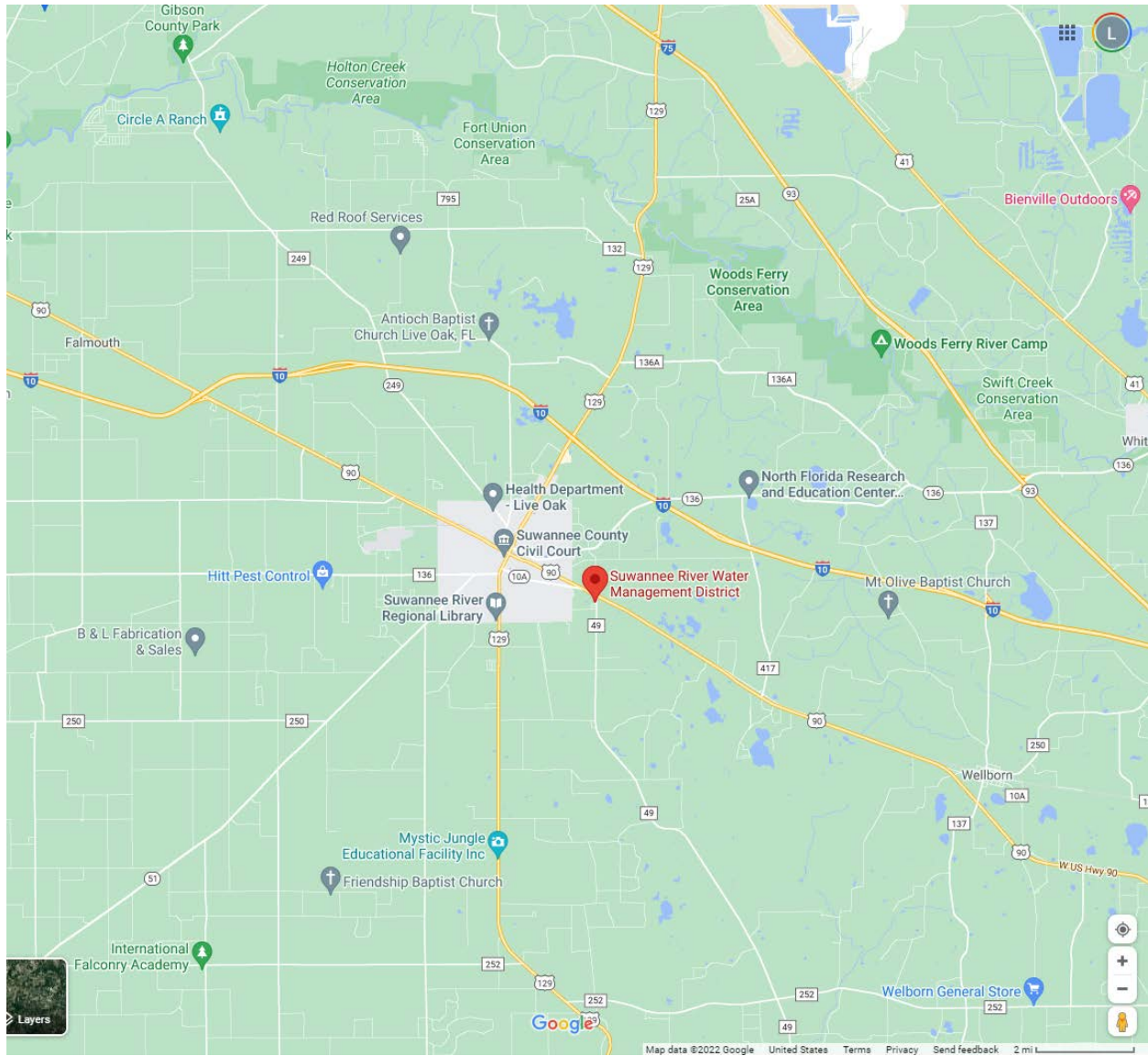




## MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **February 24, 2022**. The meeting will be held at the **Suwannee River Water Management District Office, 9225 County Road 49, Live Oak, Florida**, beginning at **10:00 a.m.**



**Suwannee River Water Management District Office**  
**9225 County Road 49**  
**Live Oak, FL 32060**

*The Original Florida*

*Visit Natural*  
**NORTH FLORIDA**

**TOURISM TASK FORCE  
Meeting Agenda**

**Suwannee River Water Management District Office  
9225 County Road 49, Live Oak, FL  
Suwannee County**

**February 24, 2022  
Thursday, 10:00 a.m.**

	<b>PAGE NO.</b>
I. Call to Order, Introductions	
II. Approval of Agenda	3
III. Approval of November 18, 2021 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee	
a. Monthly Financial Reports Review and Approval	
(1) October 31, 2021	9
(2) November 30, 2021	27
(3) December 31, 2021	43
B. Fiscal Year 2020-21 Regional Rural Development Grant	
1. Website	
2. e-newsletter	67
3. Website Blogs	
4. Marketing Materials	
5. Domestic Travel Shows	
6. Advertising Campaign	
7. Brochure Distribution	
8. Scholarships	
9. Professional Organization Memberships	
10. Approval of Fourth Quarter Report and Reimbursement Submittal Package	71
C. Fiscal Year 2021-22 Regional Rural Development Grant	81
1. Website	
2. e-newsletter	
3. Website Blogs	
4. Marketing Materials	
5. Domestic Travel Shows	
6. Advertising Campaign	
7. Brochure Distribution	
8. Scholarships	
9. Professional Organization Memberships	

- D. VISIT FLORIDA -
  - 1. Monthly Report
  - 2. Florida Huddle 2022 Report
  - 3. Adventure Travel / Ecotourism Marketing Program Report
  - 4. VISIT FLORIDA Influencer Report
- E. Staff Items -
  - 1. Travel Show Coordinator Agreement Fiscal Year 2021-22
  - 2. Cooperative Regional Marketing Fee Fiscal Year 2021-22
  - 3. LIVE! In Tallahassee
  - 4. Senate Bill 1898 / House Bill 6075 - Tourist Development Tax (Marketing) 83
  - 5. Senate Bill 434 / House Bill 489 - VISIT FLORIDA 93
  - 6. Senate Bill 1542 / House Bill 673- Tourist Development Tax (Law Enforcement) 97
- F. Other Old Business
  - 1. Updated Task Force Member Contact Information 105
  - 2. 2022 Meeting Dates and Locations 111
- G. 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 17, 2022 in Wakulla County at a location to be determined.

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

Alachua County Agriculture and Equestrian Center  
23100 West Newberry Road, Newberry, FL  
Alachua County

November 18, 2021  
Thursday, 10:00 a.m.

MEMBERS PRESENT

Alden Rosner, Columbia County  
Paula Vann, Columbia County  
Russ McCallister, Dixie County  
Patricia Watson, Gilchrist County  
Craig Colton, Lafayette County, Chair  
Carol McQueen, Levy County  
Tisha Whitehurst, Levy County  
Jackie Blount, Madison County  
Marlene Squires-Swanson, Madison County  
Charissa Setzer, Suwannee County

OTHERS PRESENT

Alan Adams, Facility Manager  
Commissioner Russ Ambrose, High Springs  
Donna Creamer, Travel Show Coordinator  
Jessica Hurov, Visit Gainesville  
Lois Nevins, By All Means Travel  
Sean Plemons, Visit Gainesville  
Liz Reyes, Visit Gainesville  
Joel Silver, LIVE! In Tallahassee

MEMBERS ABSENT

Brian Avery, Alachua County  
Ron Gromoll, Alachua County  
Daniel Riddick, Bradford County  
Will Sexton, Bradford County, Vice-Chair  
Rod Butler, Columbia County  
Ryan Fulford, Dixie County  
Lee Deen, Gilchrist County  
Katrina Richardson, Jefferson County  
David Ward, Jefferson County  
Teena Peavey, Suwannee County, Treasurer  
Sandy Beach, Taylor County  
Dawn Perez, Taylor County  
Dale Walker, Union County  
Thomas Herndon, Wakulla County  
Natalie Knowles, Wakulla County

STAFF PRESENT

Lauren Yeatter

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Craig Colton called the meeting to order at 10:06 a.m.

II. APPROVAL OF THE AGENDA

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

**ACTION:** Patricia Watson moved and Russ McCallister seconded to approve the meeting agenda as presented. The motion passed unanimously.

### III. APPROVAL OF THE OCTOBER 21, 2021 MINUTES

Chair Colton asked for approval of the October 21, 2021 meeting minutes.

**ACTION: Patricia Watson moved and Tisha Whitehurst seconded to approve the October 21, 2021 minutes as presented. The motion passed unanimously.**

### IV. OLD BUSINESS

#### A. Committee Reports

##### 1. Finance Committee Report

##### a. Monthly Financial Report Review and Approval - September 30, 2021

**ACTION: Tisha Whitehurst moved and Charissa Setzer seconded to approve the September 30, 2021 monthly financial report as presented. The motion passed unanimously.**

##### b. Amended Fiscal Year 2020-21 Budget Review and Approval

**ACTION: Patricia Watson moved and Tisha Whitehurst seconded to approve the Amended Fiscal Year 2020-21 Budget as presented. The motion passed unanimously.**

#### B. Fiscal Year 2020-21 Regional Rural Development Grant

##### 1. Website

##### 2. e-Newsletter

##### 3. Website Blogs

##### 4. Marketing Materials

##### 5. Domestic Travel Shows

##### 6. Advertising Campaign

##### 7. Brochure Distribution

##### 8. Scholarships

##### 9. Professional Organization Memberships

##### 10. Approval of Third Quarter Report and Reimbursement Submittal Package

**ACTION: Tisha Whitehurst moved and Patricia Watson seconded to approve the Third Quarter Report and Reimbursement Submittal Package as presented. The motion passed unanimously.**

#### C. VISIT FLORIDA -

##### 1. Monthly Report - None

#### D. Staff Items - None

#### E. Other Old Business

##### 1. LIVE! In Tallahassee

##### 2. Fiscal Year 2021-22 Cooperative Regional Marketing Fee

##### 3. House Bill 6075 - Tourist Development Tax

##### 4. Senate Bill 434 - VISIT FLORIDA

F. Announcements

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

V. New Business

VI. Leadership Forum: None

VII. Adjournment

Date and Location of next meeting

The next regular meeting is scheduled for 10:00 a.m., January 13, 2022 to be held in a location to be determined.

**The meeting adjourned at 11:42 a.m.**

---

Craig Colton, Chair

2/24/22  
Date

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





7:06 PM

02/17/22

Accrual Basis

## The Original Florida Tourism Task Force

## Balance Sheet

As of October 31, 2021

	Oct 31, 21
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	172,185.65
Total Checking/Savings	172,185.65
Accounts Receivable	
Accounts Receivable	38,938.85
Total Accounts Receivable	38,938.85
Other Current Assets	
Prepaid Expense	439.00
Prepaid Registration Fees	3,195.00
Total Other Current Assets	3,634.00
Total Current Assets	214,758.50
<b>TOTAL ASSETS</b>	<b>214,758.50</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	7,886.34
Total Accounts Payable	7,886.34
Total Current Liabilities	7,886.34
Total Liabilities	7,886.34
Equity	
Unrestricted Earnings	154,758.50
Net Income	52,113.66
Total Equity	206,872.16
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>214,758.50</b>



7:06 PM

02/17/22

Accrual Basis

# The Original Florida Tourism Task Force

## Profit & Loss

October 2021

	Oct 21
Income	
Co-op Reg. Market. Prog. Fee	54,000.00
Total Income	54,000.00
Gross Profit	54,000.00
Expense	
Marketing	
Trade Shows	
Atlanta Travel & Adventure Show	1,886.34
Total Trade Shows	1,886.34
Total Marketing	1,886.34
Total Expense	1,886.34
Net Income	52,113.66



10:54 AM

11/09/21

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 10/29/2021**

---

	<u>Oct 29, 21</u>	
Beginning Balance		142,831.72
Cleared Transactions		
Checks and Payments - 2 items	-1,646.07	
Deposits and Credits - 1 item	<u>31,000.00</u>	
Total Cleared Transactions	<u>29,353.93</u>	
Cleared Balance		<u><u>172,185.65</u></u>
Register Balance as of 10/29/2021		172,185.65
Ending Balance		172,185.65

10:54 AM

11/09/21

**The Original Florida Tourism Task Force**  
**Reconciliation Detail**  
**Cash in Bank - Capital City, Period Ending 10/29/2021**

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						142,831.72
<b>Cleared Transactions</b>						
<b>Checks and Payments - 2 items</b>						
Bill Pmt -Check	08/17/2021	1566	Colton, Craig	X	-796.07	-796.07
Bill Pmt -Check	10/07/2021	1569	Peggy James Clark	X	-850.00	-1,646.07
Total Checks and Payments					-1,646.07	-1,646.07
<b>Deposits and Credits - 1 item</b>						
Deposit	10/29/2021			X	31,000.00	31,000.00
Total Deposits and Credits					31,000.00	31,000.00
Total Cleared Transactions					29,353.93	29,353.93
Cleared Balance					29,353.93	172,185.65
Register Balance as of 10/29/2021					29,353.93	172,185.65
Ending Balance					<u>29,353.93</u>	<u>172,185.65</u>



## ACCOUNT STATEMENT

P.O. Box 900  
Tallahassee, FL 32302

00002407 FCC31545103021063543 01 000000000  
THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PL  
GAINESVILLE FL 32653-1603

Date 10/29/21  
Primary Account

Page 1  
XXXXXXX2204

Now hiring, and offering sign-on & retention bonuses for qualifying positions.  
Excellent benefits, paid time off, stock purchase plan & tuition assistance plan.  
Apply today! [www.ccbg.com/careers](http://www.ccbg.com/careers) EEO: Disabled Veterans & Drug Free workplace

## CHECKING ACCOUNT

EVERYDAY CHECKING FOR BUSINESS	Images	3
Account Number XXXXXX2204	Statement Dates	10/01/21 thru 10/31/21
Previous Balance 142,831.72	Days in this Statement Period	31
1 Deposits/Credits 31,000.00	Avg Ledger Balance	144,951.23
2 Checks/Debits 1,646.07	Avg Collected Balance	142,822.20
Service Charges .00		
Interest Paid .00		
Ending Balance 172,185.65		

## DEPOSITS AND OTHER CREDITS

Date	Description	Amount
10/29	Deposit	31,000.00

## CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
10/18	1566	796.07	10/13	1569*	850.00

\* Denotes missing check numbers

RECEIVED

NOV 04 2021

NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL



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

Date 10/29/21  
Primary Account

Page 2  
XXXXXXX2204

EVERYDAY CHECKING FOR BUSINESS

XXXXXXX2204 (Continued)

DAILY BALANCE INFORMATION	
Date	Balance
10/01	142,831.72
10/13	141,981.72
10/18	141,185.65
10/29	172,185.65

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

00002407-0003936-0002-0003-FCC31545103021063543-01-L





DEPOSIT SLIP

**Capital City Bank**

10/29/21

DATE	AMOUNT	CHECK NO.	MEMO
10/29/21	31,000.00		

\$ 31,000.00

10531006881 02247922041

0 10/29/2021 \$31,000.00

**Natural North Florida** NEOTOMAS FLORIDA TOURIST TASK FORCE  
3000 N. US HWY 90  
GAINESVILLE, FLORIDA 32609-1805  
352.369.2204

**Capital City Bank**

1566

10/18/21

\$ 796.07

Seven Hundred Ninety-Six and 07/100

Only Cash  
Dorcasia River Renaissance  
123 Northeast Poinsettia Road  
Daytona, FL 32099-5328

1566 10/18/2021 \$796.07

**Natural North Florida** THE FLORIDA TOURIST TASK FORCE  
3000 N. US HWY 90  
GAINESVILLE, FLORIDA 32609-1805  
352.369.2204

**Capital City Bank**

1569

10/13/21

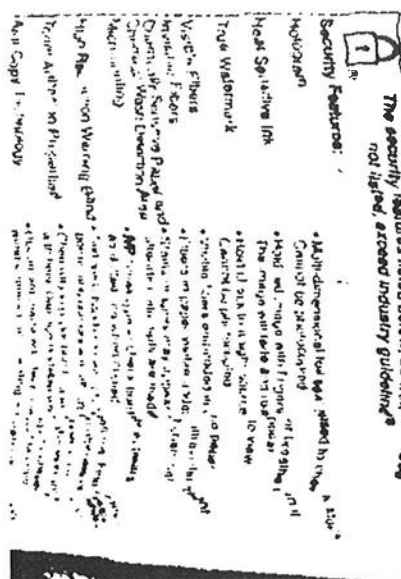
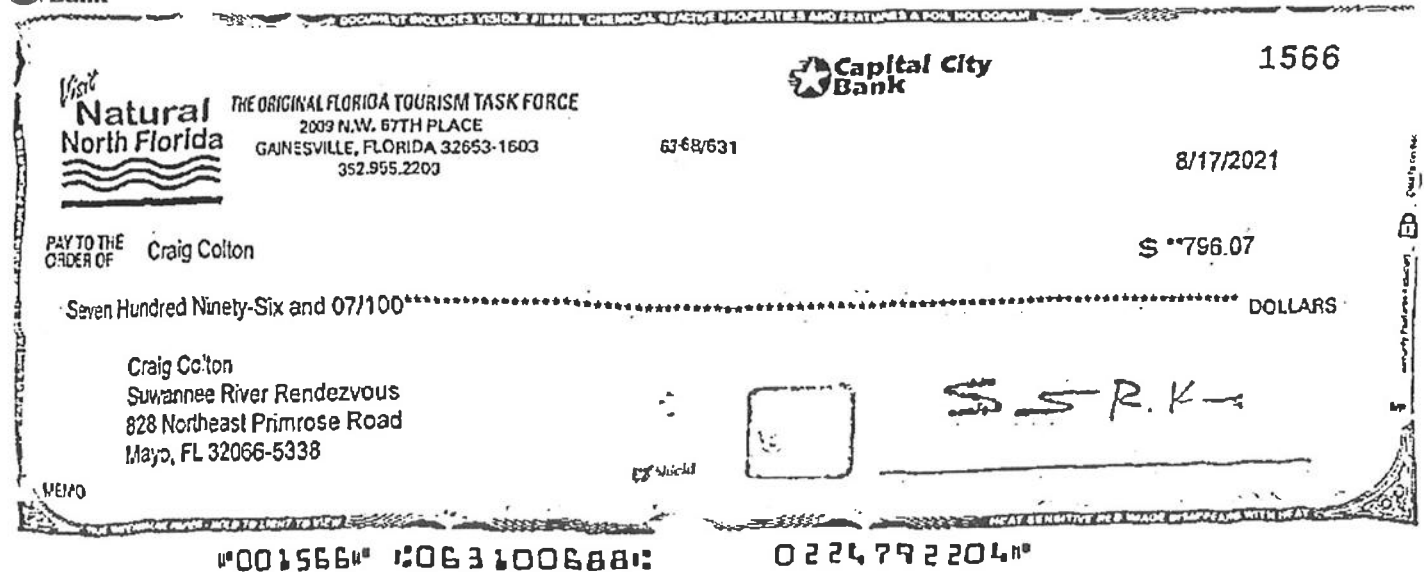
\$ 850.00

Eight Hundred Fifty and 00/100

Peggy James Clark  
313 14th Avenue South  
Fort Lauderdale, FL 33309-3109

1569 10/13/2021 \$850.00





Amount: \$-796.07  
Statement Description: Check  
Check Number: 1566  
Posted Date: 10/18/2021  
Type: Debit  
Status: Posted

☐ CHECK HERE AFTER  
MOBILE OR REMOTE DEPOSIT DATE \_\_\_\_\_

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

ATTENTION:  
SIDE THIS LOCK AREA SHOULD BE WHITE.  
COLORED

A-Numbers listed below are null as those NC's

*[Handwritten signature]*



[illegible]

Amount: \$-850.00  
Statement Description: Check  
Check Number: 1569  
Posted Date: 10/13/2021  
Type: Debit  
Status: Posted



**The Original Florida Tourism Task Force**  
**Income and Expenses - Budget vs. Actual**  
**As of October 31, 2021**

(These financial statements are unaudited)

	Budget	October 2021	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	54,000.00	54,000.00	54,000.00	0.00
DEO Rural Development Grant 20/21	40,600.00	0.00	0.00	(40,600.00)
DEO Rural Development Grant 21/22	23,300.00	0.00	0.00	(23,300.00)
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
<b>Total Income</b>	<b>117,900.00</b>	<b>54,000.00</b>	<b>54,000.00</b>	<b>(63,900.00)</b>
<b>Expenses</b>				
<b>Marketing</b>				
<b>Planning</b>				
VisaVues Domestic & International Editions	0.00	0.00	0.00	0.00
<b>Total Planning</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Collateral Materials</b>				
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
<b>Total Collateral Materials</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Website</b>				
Website Blogs	8,900.00	0.00	0.00	(8,900.00)
Web Hosting & Maintenance Services	6,000.00	0.00	0.00	(6,000.00)
<b>Total Website</b>	<b>14,900.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(14,900.00)</b>
<b>Trade Shows</b>				
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
DEO Georgia RV & Camper Show	7,500.00	0.00	0.00	(7,500.00)
DEO Atlanta Travel & Adventure Show	0.00	1,622.69	1,622.69	1,622.69
<b>Total Trade Shows</b>	<b>7,500.00</b>	<b>1,622.69</b>	<b>1,622.69</b>	<b>(5,877.31)</b>

**The Original Florida Tourism Task Force**  
**Income and Expenses - Budget vs. Actual**  
**As of October 31, 2021**

(These financial statements are unaudited)

	<b>Budget</b>	<b>October 2021</b>	<b>Year to Date</b>	<b>Over/(Under) Budget</b>
<b>Advertising</b>				
Digital Advertising Campaign 2021-22	0.00	0.00	0.00	0.00
FI Vacation Planner Print Ad 2021-22	0.00	0.00	0.00	0.00
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	0.00	(9,000.00)
Quarterly eNewsletters	11,000.00	0.00	0.00	(11,000.00)
Go! Adventure Planning Guide Virtual	0.00	0.00	0.00	0.00
<b>Total Advertising</b>	<b>20,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(20,000.00)</b>
<b>Total Marketing Expenses</b>	<b>42,400.00</b>	<b>1,622.69</b>	<b>1,622.69</b>	<b>(40,777.31)</b>
<b>Administration</b>				
NCFRPC - Admin VF & DEO 2020-21	7,500.00	0.00	0.00	(7,500.00)
NCFRPC - Admin VF & DEO FY 2021-22	5,600.00	0.00	0.00	(5,600.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	0.00	(12,500.00)
Bank Charges	200.00	0.00	0.00	(200.00)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	0.00	(300.00)
Other Admin Expenses Miscellaneous	2,000.00	0.00	0.00	(2,000.00)
Postage	300.00	0.00	0.00	(300.00)
VF/DEO Travel Show Service Program Fee	1,100.00	0.00	0.00	(1,100.00)
Telephone	300.00	0.00	0.00	(300.00)
<b>Total Administration</b>	<b>30,100.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(30,100.00)</b>
<b>Memberships</b>				
Visit Florida	400.00	0.00	0.00	(400.00)
Southeast Tourism Society	600.00	0.00	0.00	(600.00)
Florida Outdoor Writers Association	200.00	0.00	0.00	(200.00)
Ride with GPS	300.00	0.00	0.00	(300.00)
<b>Total Memberships</b>	<b>1,500.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(1,500.00)</b>
<b>Professional Enhancement</b>				
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)
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
<b>Total Professional Enhancement</b>	<b>6,900.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(6,900.00)</b>



**The Original Florida Tourism Task Force**  
**Income and Expenses - Budget vs. Actual**  
**As of October 31, 2021**

(These financial statements are unaudited)

	<b>Budget</b>	<b>October 2021</b>	<b>Year to Date</b>	<b>Over/(Under) Budget</b>
<b>Internships</b>				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
<b>Total Internships</b>	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,500.00)</u>
<b>Retained Reserves</b>				
Retained Reserves	24,500.00	0.00	0.00	(24,500.00)
<b>Total Retained Reserves</b>	<u>24,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(24,500.00)</u>
<b>Total NonMarketing Expenses</b>	<u>75,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(75,500.00)</u>
<b>Total Expenses</b>	<u>117,900.00</u>	<u>1,622.69</u>	<u>1,622.69</u>	<u>(116,277.31)</u>
<b>Net Income</b>	<u><b>0.00</b></u>	<u><b>52,377.31</b></u>	<u><b>52,377.31</b></u>	<u><b>52,377.31</b></u>



## The Original Florida Tourism Task Force

02/17/22

## Balance Sheet

Accrual Basis

As of November 30, 2021

	Nov 30, 21
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Cash in Bank - Capital City	184,085.65
<b>Total Checking/Savings</b>	184,085.65
Accounts Receivable	
Accounts Receivable	19,938.85
<b>Total Accounts Receivable</b>	19,938.85
<b>Other Current Assets</b>	
Prepaid Expense	439.00
Prepaid Registration Fees	3,195.00
<b>Total Other Current Assets</b>	3,634.00
<b>Total Current Assets</b>	207,658.50
<b>TOTAL ASSETS</b>	<b>207,658.50</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
Accounts Payable	2,886.34
<b>Total Accounts Payable</b>	2,886.34
<b>Total Current Liabilities</b>	2,886.34
<b>Total Liabilities</b>	2,886.34
<b>Equity</b>	
Unrestricted Earnings	154,758.50
Net Income	50,013.66
<b>Total Equity</b>	204,772.16
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>207,658.50</b>



7:07 PM

02/17/22

Accrual Basis

**The Original Florida Tourism Task Force**  
**Profit & Loss**  
**November 2021**

---

	<u>Nov 21</u>
Expense	
Marketing	
Trade Shows	
Atlanta Travel & Adventure Show	<u>1,100.00</u>
Total Trade Shows	<u>1,100.00</u>
Total Marketing	1,100.00
NCFRPC Contractual Services	<u>1,000.00</u>
Total Expense	<u>2,100.00</u>
Net Income	<u><u>-2,100.00</u></u>



9:40 AM

12/13/21

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 11/30/2021**

---

	Nov 30, 21
Beginning Balance	172,185.65
Cleared Transactions	
Checks and Payments - 1 item	-6,000.00
Deposits and Credits - 1 item	19,000.00
Total Cleared Transactions	13,000.00
Cleared Balance	185,185.65
Uncleared Transactions	
Checks and Payments - 1 item	-1,100.00
Total Uncleared Transactions	-1,100.00
Register Balance as of 11/30/2021	184,085.65
New Transactions	
Checks and Payments - 1 item	-1,622.69
Total New Transactions	-1,622.69
Ending Balance	182,462.96

9:40 AM

12/13/21

**The Original Florida Tourism Task Force**  
**Reconciliation Detail**  
**Cash in Bank - Capital City, Period Ending 11/30/2021**

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						172,185.65
<b>Cleared Transactions</b>						
<b>Checks and Payments - 1 item</b>						
Bill Pmt -Check	11/18/2021	1571	N Central FL Region...	X	-6,000.00	-6,000.00
Total Checks and Payments					-6,000.00	-6,000.00
<b>Deposits and Credits - 1 item</b>						
Deposit	11/15/2021			X	19,000.00	19,000.00
Total Deposits and Credits					19,000.00	19,000.00
Total Cleared Transactions					13,000.00	13,000.00
Cleared Balance					13,000.00	185,185.65
<b>Uncleared Transactions</b>						
<b>Checks and Payments - 1 item</b>						
Bill Pmt -Check	11/18/2021	1570	Creamer Donna		-1,100.00	-1,100.00
Total Checks and Payments					-1,100.00	-1,100.00
Total Uncleared Transactions					-1,100.00	-1,100.00
Register Balance as of 11/30/2021					11,900.00	184,085.65
<b>New Transactions</b>						
<b>Checks and Payments - 1 item</b>						
Bill Pmt -Check	12/02/2021	1572	Colton, Craig		-1,622.69	-1,622.69
Total Checks and Payments					-1,622.69	-1,622.69
Total New Transactions					-1,622.69	-1,622.69
<b>Ending Balance</b>					<b>10,277.31</b>	<b>182,462.96</b>





P.O. Box 900  
Tallahassee, FL 32302

ACCOUNT STATEMENT

00002448 FCC31545120121070149 01 000000000  
THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PL  
GAINESVILLE FL 32653-1603

Date 11/30/21  
Primary Account

Page 1  
XXXXXXXX2204

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CHECKING ACCOUNT

EVERYDAY CHECKING FOR BUSINESS

Account Number XXXXXXXX2204  
Previous Balance 172,185.65  
1 Deposits/Credits 19,000.00  
1 Checks/Debits 6,000.00  
Service Charges .00  
Interest Paid .00  
Ending Balance 185,185.65

Images

Statement Dates 11/01/21 thru 11/30/21  
Days in this Statement Period 30  
Avg Ledger Balance 181,918.98  
Avg Collected Balance 181,285.65

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
11/15	Deposit	19,000.00

CHECKS IN NUMBER ORDER

Date	Check No	Amount
11/29	1571	6,000.00

\* Denotes missing check numbers

RECEIVED

DEC 08 2021

NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL



Date 11/30/21  
Primary Account

Page 2  
xxxxxxx2204

xxxxxxx2204 (Continued)

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

UUUUZ448-UUU3998-UUUZ-UUU3-FUU1Z1U/U143-U1-L



[illegible]

1571

**Natural Florida**  
THE ORIGINAL FLORIDA TOURISM STATE FORCE  
2008 NW 8TH PLACE  
GALVESTON, TX 77550-1503  
TEL: 978-2250

Central City  
Bank

11/19/2021

11-19-2021

PAID TO THE ORDER OF N Central FL Regional Planning Council

ONE THOUSAND AND 00/100 DOLLARS

N Central FL Regional Planning Council  
2008 NW 8TH PLACE  
Galveston, TX 77550-1503

MEMO

001571# 4063140588# 0224792204#

1571 11/29/2021 \$6,000.00





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



1571

63-68/631

11/18/2021

PAY TO THE  
ORDER OF

N. Central Fl. Regional Planning Council

\$ \*\*6,000.00

Six Thousand and 00/100\*\*\*\*\* DOLLARS

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



MEMO

TRUE WATERMARK PAPER (HOLD TO LIGHT TO VIEW)

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈001571⑈

⑈063100688⑈

0224792204⑈

ENDORSE HERE

PAY TO THE ORDER OF

CAPITAL CITY BANK

FOR DEPOSIT ONLY

NORTH CENTRAL FLORIDA

REGIONAL PLANNING COUNCIL

CHECK HERE AFTER 11/22/2021

MOBILE OR REMOTE DEPOSIT DATE

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE  
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The security features listed below, as well as those not listed, are used in industry guidelines.

## Security Features:

## Hologram

## Heat Sensitive Ink

## True Watermark

## Visible Fibers

## Invisible Fibers

## Color Change

## Microprint

## Anti-Fraud

## Anti-Copy

## Anti-Back

## Anti-Fake

## Anti-Counterfeit

## Anti-Cloning

## Anti-Replication

## Anti-Scanning

Amount: \$-6,000.00  
Statement Description: Check  
Check Number: 1571  
Posted Date: 11/29/2021  
Type: Debit  
Status: Posted



# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

As of November 30, 2021

(These financial statements are unaudited)

	Budget	November 2021	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	0.00	(40,600.00)
DEO Rural Development Grant 21/22	23,300.00	0.00	0.00	(23,300.00)
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
<b>Total Income</b>	<b>117,900.00</b>	<b>0.00</b>	<b>54,000.00</b>	<b>(63,900.00)</b>
<b>Expenses</b>				
<b>Marketing</b>				
<b>Planning</b>				
VisaVues Domestic & International Editions	0.00	0.00	0.00	0.00
<b>Total Planning</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Collateral Materials</b>				
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
<b>Total Collateral Materials</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Website</b>				
Website Blogs	8,900.00	0.00	0.00	(8,900.00)
Web Hosting & Maintenance Services	6,000.00	0.00	0.00	(6,000.00)
<b>Total Website</b>	<b>14,900.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(14,900.00)</b>
<b>Trade Shows</b>				
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
DEO Georgia RV & Camper Show	7,500.00	0.00	0.00	(7,500.00)
DEO Atlanta Travel & Adventure Show	0.00	0.00	1,622.69	1,622.69
<b>Total Trade Shows</b>	<b>7,500.00</b>	<b>0.00</b>	<b>1,622.69</b>	<b>(5,877.31)</b>

# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

### As of November 30, 2021

(These financial statements are unaudited)

	Budget	November 2021	Year to Date	Over/(Under) Budget
<b>Advertising</b>				
Digital Advertising Campaign 2021-22	0.00	0.00	0.00	0.00
FI Vacation Planner Print Ad 2021-22	0.00	0.00	0.00	0.00
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	0.00	(9,000.00)
Quarterly eNewsletters	11,000.00	0.00	0.00	(11,000.00)
Go! Adventure Planning Guide Virtual	0.00	0.00	0.00	0.00
<b>Total Advertising</b>	<b>20,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(20,000.00)</b>
<b>Total Marketing Expenses</b>	<b>42,400.00</b>	<b>0.00</b>	<b>1,622.69</b>	<b>(40,777.31)</b>
<b>Administration</b>				
NCFRPC - Admin VF & DEO 2020-21	7,500.00	0.00	0.00	(7,500.00)
NCFRPC - Admin VF & DEO FY 2021-22	5,600.00	0.00	0.00	(5,600.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	0.00	(12,500.00)
Bank Charges	200.00	0.00	0.00	(200.00)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	0.00	(300.00)
Other Admin Expenses Miscellaneous	2,000.00	0.00	0.00	(2,000.00)
Postage	300.00	0.00	0.00	(300.00)
VF/DEO Travel Show Service Program Fee	1,100.00	1,100.00	1,100.00	0.00
Telephone	300.00	0.00	0.00	(300.00)
<b>Total Administration</b>	<b>30,100.00</b>	<b>1,100.00</b>	<b>1,100.00</b>	<b>(29,000.00)</b>
<b>Memberships</b>				
Visit Florida	400.00	0.00	0.00	(400.00)
Southeast Tourism Society	600.00	0.00	0.00	(600.00)
Florida Outdoor Writers Association	200.00	0.00	0.00	(200.00)
Ride with GPS	300.00	0.00	0.00	(300.00)
<b>Total Memberships</b>	<b>1,500.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(1,500.00)</b>
<b>Professional Enhancement</b>				
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)
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
<b>Total Professional Enhancement</b>	<b>6,900.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(6,900.00)</b>



**The Original Florida Tourism Task Force**  
**Income and Expenses - Budget vs. Actual**  
**As of November 30, 2021**

(These financial statements are unaudited)

	<b>Budget</b>	<b>November 2021</b>	<b>Year to Date</b>	<b>Over/(Under) Budget</b>
<b>Internships</b>				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
<b>Total Internships</b>	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,500.00)</u>
<b>Retained Reserves</b>				
Retained Reserves	24,500.00	0.00	0.00	(24,500.00)
<b>Total Retained Reserves</b>	<u>24,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(24,500.00)</u>
<b>Total NonMarketing Expenses</b>	<u>75,500.00</u>	<u>1,100.00</u>	<u>1,100.00</u>	<u>(74,400.00)</u>
<b>Total Expenses</b>	<u>117,900.00</u>	<u>1,100.00</u>	<u>2,722.69</u>	<u>(115,177.31)</u>
<b>Net Income</b>	<u>0.00</u>	<u>(1,100.00)</u>	<u>51,277.31</u>	<u>51,277.31</u>



## The Original Florida Tourism Task Force

02/15/22

## Balance Sheet

Accrual Basis

As of December 31, 2021

	Dec 31, 21
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	177,309.71
Total Checking/Savings	177,309.71
Accounts Receivable	
Accounts Receivable	15,938.85
Total Accounts Receivable	15,938.85
Other Current Assets	
Prepaid Expense	439.00
Prepaid Registration Fees	3,195.00
Total Other Current Assets	3,634.00
Total Current Assets	196,882.56
<b>TOTAL ASSETS</b>	<b>196,882.56</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	6,263.65
Total Accounts Payable	6,263.65
Total Current Liabilities	6,263.65
Total Liabilities	6,263.65
Equity	
Unrestricted Earnings	154,758.50
Net Income	35,860.41
Total Equity	190,618.91
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>196,882.56</b>



11:36 AM

# The Original Florida Tourism Task Force

02/15/22

## Profit & Loss

Accrual Basis

December 2021

	Dec 21
Expense	
Marketing	
Public Relations	
Advertising	8,303.25
Total Public Relations	8,303.25
Website	
Bloggers Fees	850.00
Total Website	850.00
Total Marketing	9,153.25
NCFRPC Contractual Services	5,000.00
Total Expense	14,153.25
Net Income	-14,153.25



10:43 AM

01/24/22

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 12/31/2021**

---

	Dec 31, 21
Beginning Balance	185,185.65
Cleared Transactions	
Checks and Payments - 4 items	-11,875.94
Deposits and Credits - 1 item	4,000.00
	<u>-7,875.94</u>
Total Cleared Transactions	
Cleared Balance	<u>177,309.71</u>
Register Balance as of 12/31/2021	177,309.71
New Transactions	
Checks and Payments - 3 items	-7,590.96
	<u>-7,590.96</u>
Total New Transactions	
Ending Balance	<u>169,718.75</u>

**The Original Florida Tourism Task Force**  
**Reconciliation Detail**  
**Cash in Bank - Capital City, Period Ending 12/31/2021**

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						185,185.65
<b>Cleared Transactions</b>						
<b>Checks and Payments - 4 items</b>						
Bill Pmt -Check	11/18/2021	1570	Creamer Donna	X	-1,100.00	-1,100.00
Bill Pmt -Check	12/02/2021	1572	Colton, Craig	X	-1,622.69	-2,722.69
Bill Pmt -Check	12/16/2021	1573	Miles Partnership	X	-8,303.25	-11,025.94
Bill Pmt -Check	12/16/2021	1574	Peggy James Clark	X	-850.00	-11,875.94
Total Checks and Payments					-11,875.94	-11,875.94
<b>Deposits and Credits - 1 item</b>						
Deposit	12/28/2021			X	4,000.00	4,000.00
Total Deposits and Credits					4,000.00	4,000.00
Total Cleared Transactions					-7,875.94	-7,875.94
Cleared Balance					-7,875.94	177,309.71
Register Balance as of 12/31/2021					-7,875.94	177,309.71
<b>New Transactions</b>						
<b>Checks and Payments - 3 items</b>						
Bill Pmt -Check	01/13/2022	1576	N Central FL Region...		-6,000.00	-6,000.00
Bill Pmt -Check	01/13/2022	1577	Peggy James Clark		-1,275.00	-7,275.00
Bill Pmt -Check	01/13/2022	1575	Koons, Scott		-315.96	-7,590.96
Total Checks and Payments					-7,590.96	-7,590.96
Total New Transactions					-7,590.96	-7,590.96
<b>Ending Balance</b>					<b>-15,466.90</b>	<b>169,718.75</b>





P.O. Box 900  
Tallahassee, FL 32302

00003080 FCC31545010122071913 01 000000000  
THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PL  
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Date 12/31/21  
Primary Account

Page 1  
XXXXXXX2204

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## CHECKING ACCOUNT

EVERYDAY CHECKING FOR BUSINESS		Images	5
Account Number	XXXXXXX2204	Statement Dates	12/01/21 thru 12/31/21
Previous Balance	185,185.65	Days in this Statement Period	31
1 Deposits/Credits	4,000.00	Avg Ledger Balance	181,125.48
4 Checks/Debits	11,875.94	Avg Collected Balance	181,125.48
Service Charges	.00		
Interest Paid	.00		
Ending Balance	177,309.71		

## DEPOSITS AND OTHER CREDITS

Date	Description	Amount
12/28	Deposit	4,000.00

## CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
12/03	1570	1,100.00	12/23	1573	8,303.25
12/15	1572*	1,622.63	12/23	1574	850.00

\* Denotes missing check numbers

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NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL



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

Date 12/31/21  
Primary Account

Page 2  
XXXXXXX2204

EVERYDAY CHECKING FOR BUSINESS

XXXXXXX2204 (Continued)

DAILY BALANCE INFORMATION			
Date	Balance	Date	Balance
12/01	185,185.65	12/15	182,462.96
12/03	184,085.65	12/23	173,309.71

Balance  
177,309.71

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

00003080-0004636-0002-0003-FCC31545010122071913-01-L



DEPOSIT SLIP

THE ORIGINAL FLORIDA TOURISM TRAIL FUND

Capital City Bank

12/28/21

11955

4,000.00

4,000.00

02631006884 0224792204

0 12/28/2021 \$4,000.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TRAIL FUND

Capital City Bank

1570

12/03/2021

Donna Creamer

\$1,100.00

One Thousand One Hundred and 00/100

Donna Creamer  
4269 NW 50th Ave  
Brd, FL 32818

02631006884 0224792204

1570 12/03/2021 \$1,100.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TRAIL FUND

Capital City Bank

1572

12/2/2021

Craig Cotton

\$1,622.69

One Thousand Six Hundred Twenty-Two and 69/100

Craig Cotton  
Suncoast River Ranch/Retiree  
225 Northland Promenade Road  
Mesa, FL 32055-5338

02631006884 0224792204

1572 12/15/2021 \$1,622.69

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TRAIL FUND

Capital City Bank

1573

12/18/2021

Miss Partnership

\$8,303.25

Eight Thousand Three Hundred Three and 25/100

Miss Partnership  
PO Box 54133  
New Orleans, LA 70154

02631006884 0224792204

1573 12/23/2021 \$8,303.25

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TRAIL FUND

Capital City Bank

1574

12/16/2021

Peggy James Clark

\$850.00

Eight Hundred Fifty and 00/100

Peggy James Clark  
310 14th Avenue South  
Surfside Beach, SD 59575-3125

02631006884 0224792204

1574 12/23/2021 \$850.00





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



1570

11/18/2021

PAY TO THE ORDER OF Donna Creamer

\$ \*\*1,100.00

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

Donna Creamer  
4869 NW 50th Ave  
Bell, FL 32619



MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE ON APPEARS WITH HEAT

11001570 10631006881

022479220411

**ENDORSE HERE**

Donna Chernus

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5-5

### Security Features:

### Flucloxacillin

Heat Sensitive Ink

**True Watermark**

Y's: e F de's

Get it early! \$29.95

ה'תשנ"א

### Conclusions

Conservative

### Self-Concept Teaching

1. Will no longer

### References

## FEDERAL

## 1

Amount: \$-1,100.00  
Statement Description: Check  
Check Number: 1570  
Posted Date: 12/3/2021  
Type: Debit  
Status: Posted


**Capital City**  
**Bank**

1572

12/2/2021

**PAY TO THE ORDER OF** Craig Colton

\$ \*\*1,622.69

One Thousand Six Hundred Twenty-Two and 69/100..... DOLLARS

**Craig Colton**  
**Suwannee River Rendezvous**  
**828 Northeast Primrose Road**  
**Mayo, FL 32066-5338**

MEMO

00015720 10631006881 0224792204

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

பாடகர் :

www.Scribbr.com

## 2.2. White matter

John F. Burns

ST. LOUIS POST-Dispatch Staff Writer

1. **Introduction**  
 2. **Methodology**  
 3. **Results and Discussion**  
 4. **Conclusion**  
 5. **References**

of 3.5% in 1965.

1892-1893

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and a quarter of a century ago.

• Disruptive Call for Attention

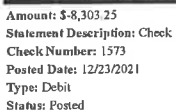
FEDERAL RESERVE BOARD OF GOVERNORS AND C

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MOBILE OR REMOTE DEPOSIT DATE \_\_\_\_\_

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE  
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Amount: \$-1,622.69  
Statement Description: Check  
Check Number: 1572  
Posted Date: 12/15/2021  
Type: Debit  
Status: Posted



**Capital City Bank** 1/3/2022 3:48 PM

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

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

**Capital City Bank** 1574

63-68/631 12/16/2021

PAY TO THE ORDER OF **Peggy James Clark** \$ \*\*850.00

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

**Peggy James Clark**  
319 14th Avenue South  
Surfside Beach, SC 29575-3105

MEMO

TRUE WATERMARK PAPER # HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE CHANGES WITH HEAT

001574 0063100688 0224792204

**ENFORCE HERE**

**CHECK HERE AFTER**  
MOBILE OR REMOTE DEPOSIT DATE

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

TranDt=12/22/21-StartTm=12:40:15 PM  
Br=225-TID=8334  
Inst=SOUTH STATE BANK, N.A.-RtNum=>053200983<  
ItemNum=983308213958

**Security Features:**  
Hologram  
Heat Sensitive Ink  
True Watermark  
Visible Fibers  
Chemical Reactive Properties  
Foil Hologram  
Anti-Copy Technology  
Lead Line Back Pattern

**Security Features:**  
Hologram  
Heat Sensitive Ink  
True Watermark  
Visible Fibers  
Chemical Reactive Properties  
Foil Hologram  
Anti-Copy Technology  
Lead Line Back Pattern

Amount: \$-850.00  
Statement Description: Check  
Check Number: 1574  
Posted Date: 12/23/2021  
Type: Debit  
Status: Posted



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

As of December 31, 2021

(These financial statements are unaudited)

	Budget	December 2021	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	0.00	(40,600.00)
DEO Rural Development Grant 21/22	23,300.00	0.00	0.00	(23,300.00)
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
<b>Total Income</b>	<b>117,900.00</b>	<b>0.00</b>	<b>54,000.00</b>	<b>(63,900.00)</b>
<b>Expenses</b>				
<b>Marketing</b>				
<b>Planning</b>				
VisaVues Domestic & International Editions	0.00	0.00	0.00	0.00
<b>Total Planning</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Collateral Materials</b>				
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
<b>Total Collateral Materials</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Website</b>				
Website Blogs	8,900.00	850.00	850.00	(8,050.00)
Web Hosting & Maintenance Services	6,000.00	0.00	0.00	(6,000.00)
<b>Total Website</b>	<b>14,900.00</b>	<b>850.00</b>	<b>850.00</b>	<b>(14,050.00)</b>
<b>Trade Shows</b>				
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
DEO Georgia RV & Camper Show	7,500.00	0.00	0.00	(7,500.00)
DEO Atlanta Travel & Adventure Show	0.00	0.00	1,622.69	1,622.69
<b>Total Trade Shows</b>	<b>7,500.00</b>	<b>0.00</b>	<b>1,622.69</b>	<b>(5,877.31)</b>

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

As of December 31, 2021

(These financial statements are unaudited)

	Budget	December 2021	Year to Date	Over/(Under) Budget
<b>Advertising</b>				
Digital Advertising Campaign 2021-22	0.00	0.00	0.00	0.00
FI Vacation Planner Print Ad 2021-22	0.00	8,303.25	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	0.00	(9,000.00)
Quarterly eNewsletters	11,000.00	0.00	0.00	(11,000.00)
Go! Adventure Planning Guide Virtual	0.00	0.00	0.00	0.00
<b>Total Advertising</b>	<b>20,000.00</b>	<b>8,303.25</b>	<b>8,303.25</b>	<b>(11,696.75)</b>
<b>Total Marketing Expenses</b>	<b>42,400.00</b>	<b>9,153.25</b>	<b>10,775.94</b>	<b>(31,624.06)</b>
<b>Administration</b>				
NCFRPC - Admin VF & DEO 2020-21	7,500.00	1,875.00	1,875.00	(5,625.00)
NCFRPC - Admin VF & DEO FY 2021-22	5,600.00	0.00	0.00	(5,600.00)
NCFRPC - Admin Program Fees	12,500.00	3,125.00	3,125.00	(9,375.00)
Bank Charges	200.00	0.00	0.00	(200.00)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	0.00	(300.00)
Other Admin Expenses Miscellaneous	2,000.00	0.00	0.00	(2,000.00)
Postage	300.00	0.00	0.00	(300.00)
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)
<b>Total Administration</b>	<b>30,100.00</b>	<b>5,000.00</b>	<b>6,100.00</b>	<b>(24,000.00)</b>
<b>Memberships</b>				
Visit Florida	400.00	0.00	0.00	(400.00)
Southeast Tourism Society	600.00	0.00	0.00	(600.00)
Florida Outdoor Writers Association	200.00	0.00	0.00	(200.00)
Ride with GPS	300.00	0.00	0.00	(300.00)
<b>Total Memberships</b>	<b>1,500.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(1,500.00)</b>
<b>Professional Enhancement</b>				
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)
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
<b>Total Professional Enhancement</b>	<b>6,900.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(6,900.00)</b>

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

As of December 31, 2021

(These financial statements are unaudited)

	Budget	December 2021	Year to Date	Over/(Under) Budget
<b>Internships</b>				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
<b>Total Internships</b>	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,500.00)</u>
<b>Retained Reserves</b>				
Retained Reserves	24,500.00	0.00	0.00	(24,500.00)
<b>Total Retained Reserves</b>	<u>24,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(24,500.00)</u>
<b>Total NonMarketing Expenses</b>	<u>75,500.00</u>	<u>5,000.00</u>	<u>6,100.00</u>	<u>(69,400.00)</u>
<b>Total Expenses</b>	<u>117,900.00</u>	<u>14,153.25</u>	<u>16,875.94</u>	<u>(101,024.06)</u>
<b>Net Income</b>	<u>0.00</u>	<u>(14,153.25)</u>	<u>37,124.06</u>	<u>37,124.06</u>



## **ATTACHMENT 1 SCOPE OF WORK**

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

The Original Florida Tourism Task Force d/b/a Visit Natural North Florida (Tax Identification Number 59-3534835) (“Grantee”) is an entity created and authorized pursuant to the Florida Interlocal Cooperation Act of 1969, section 163.01, Florida Statutes. Grantee promotes the natural historic and cultural attractions of the following counties: Alachua, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, Taylor, Union and Wakulla. (the “Region”). The Grantee’s goal is to enhance the economy, image, and quality of life through expanded tourism in the Region. Grantee has been awarded grant funds under the Program to provide marketing and promotional services, market research and professional enhancement training for the Region.

**2. GRANTEE RESPONSIBILITIES:** Throughout the term of this Agreement, Grantee shall perform the following deliverables identified in this paragraph 2 and in paragraph 3 below.

**2.1 Website Maintenance and Operation:**

Continue to maintain, host and operate its website, [www.naturalnorthflorida.com](http://www.naturalnorthflorida.com), in order to better inform potential visitors 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 regarding tourist-oriented attractions, facilities and events within the Region. Grantee may request reimbursement for a maximum of four (4) electronic distributions.

**2.3 Website Blogs:**

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

**2.4 Exhibit at Domestic Travel Shows:**

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

**2.5 Advertising:**

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

**2.6 Literature Distribution:**

Distribute literature at VISIT FLORIDA welcome centers state-wide. Grantee may request reimbursement for this task 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. Grantee may request reimbursement for in-person, on-line, or virtual training sessions.

**2.8 Memberships in Professional Organizations:**

Maintain memberships in or join professional organizations including but not limited to the Southeast Tourism Society, VISIT FLORIDA, the Florida Outdoor Writers Association and other tourism related organizations.

**3. DEO'S RESPONSIBILITIES:**

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

**3.2** Perform Agreement management responsibilities as stated herein;

**3.3** Reply to reasonable inquires pursuant to the Agreement and,

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

**4. DELIVERABLES:**

Grantee agrees to provide the following services as specified:

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

<b>Deliverable No. 3 – Website Blogs</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Post blogs on Grantee's website in accordance with Scope of Work 2.3</b>	Post a minimum of one (1) blog on Grantee's website. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of agreement with blogger</li> <li>• Link to each blog</li> <li>• Photographer release form if necessary</li> <li>• Model release for if necessary</li> <li>• Invoice from blogger</li> <li>• Proof of payment</li> </ul>	Failure to post a minimum of one (1) blog on Grantee's website as specified in Scope of Work 2.3 will result in non-payment.
<b>Deliverable No. 4 Exhibit at domestic travel shows</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Exhibit at domestic travel shows in accordance with Scope of Work 2.4</b>	Grantee must exhibit at a minimum of one (1) domestic travel show. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Schedule for each show exhibited</li> <li>• Copies of completed registrations for each travel show attended</li> <li>• Copies of rental agreements if applicable</li> <li>• Completed travel documentation for a maximum of two (2) travelers</li> </ul>	Failure to exhibit at a minimum of one (1) domestic travel show as specified in Scope of Work 2.4 will result in non-payment.
<b>Deliverable No. 5 – Advertising</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Conduct advertising campaign in accordance with Scope of Work 2.5</b>	Grantee must place a minimum of one (1) digital or print media advertisement. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of print or digital advertisement</li> <li>• Invoice from provider</li> </ul>	Failure to place one (1) digital or print media advertisement as specified in Scope of Work 2.5 will result in non-payment
<b>Deliverable No. 6 – Literature Distribution</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Distribute literature in accordance with Scope of Work 2.6</b>	Grantee must distribute a minimum of two thousand (2,000) pieces of literature. Grantee may request reimbursement a maximum of four (4) times during the agreement period. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• 1 sample of each brochure distributed</li> <li>• Copy of distribution list and number distributed</li> <li>• Invoice from provider</li> <li>• Proof of payment</li> </ul>	Failure to distribute a minimum of two thousand (2,000) pieces of literature as specified in Scope of Work 2.6 will result in non-payment.
<b>Deliverable No. 7 – Professional enhancement scholarships</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>

<b>Professional enhancement scholarships in accordance with Scope of Work 2.7</b>	<p>Grantee must provide one (1) professional enhancement scholarship.</p> <p><b>Required documentation:</b></p> <ul style="list-style-type: none"> <li>• Completed event registration forms</li> <li>• Invoice for registration fee</li> <li>• Agenda for each event</li> <li>• Summary of how attendance at the event built professional capacity</li> <li>• Completed travel documentation</li> </ul>	Failure to provide a minimum of one (1) professional enhancement scholarship as specified in Scope of Work 2.7 will result in non-payment.
<b>Deliverable No. 8 – Maintain memberships in professional organizations</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Maintain memberships in or join professional organizations in accordance with Scope of Work 2.8</b>	<p>Grantee must maintain membership in one (1) professional organization.</p> <p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>• Copy of registration for each professional organization membership joined or maintained</li> </ul>	Failure to maintain membership in one (1) professional organization as specified in Scope of Work 2.8 will result in non-payment.
<b>Total Costs Not to Exceed \$50,000.00</b>		

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

## 5. REPORTING

**5.1 Quarterly:** Grantee shall provide a quarterly report listing all progress relating to the Deliverables in Section 4. Quarterly reports are due to DEO within 30 calendar days after the end of each quarter, until submission of the final invoice package. The ending dates for each quarter of the program year are April 30, 2021, July 31, 2021, October 31, 2021 and January 20, 2022. The quarterly report shall include a summary of project progress, indicating percentage of completion of each Deliverable, the Minority and Service-Disabled Veteran Business Enterprise Report, and all additional reports which are required pursuant to this Agreement, including but not limited to, reports documenting the positive return on investment to the State that results 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:** Quarterly, Grantee shall provide a Minority and Service-Disabled Veteran Business Enterprise Report for each invoice period summarizing the participation of certified and non-certified minority and service-disabled veteran subcontractors and material



Florida Department of Economic Opportunity  
Fiscal Year 2020-21 Regional Rural Development Grant  
(January 20, 2021 - January 19, 2022)  
Proposed Deliverables and Cost Estimates  
September 10, 2020

Cost Estimates	Deliverable	Projected				Total		Delta
9/10/2020		1st Qtr	2nd Qtr	3rd Qtr	4th Qtr			
\$6,000.00	Website Hosting & Maintenance	\$0.00	\$0.00	\$0.00	\$6,000.00	\$6,000.00	\$0.00	\$0.00
\$5,100.00	Website Blogs	\$0.00	\$0.00	\$2,550.00	\$2,550.00	\$5,100.00	\$0.00	\$0.00
\$7,500.00	Domestic Travel Shows (1 show)	\$0.00	\$0.00	\$5,404.92	\$0.00	\$5,404.92	\$2,095.08	\$2,095.08
\$9,000.00	Print Advertising (Florida Transportation Map)	\$0.00	\$0.00	\$0.00	\$9,000.00	\$9,000.00	\$0.00	\$0.00
\$6,900.00	Scholarships (4 Scholarships)	\$0.00	\$5,255.77	\$0.00	\$0.00	\$5,255.77	\$1,644.23	\$1,644.23
\$1,500.00	Professional Organization Memberships	\$0.00	\$1,130.00	\$250.00	\$0.00	\$1,380.00	\$120.00	\$120.00
\$6,500.00	Quarterly eNewsletters	\$1,000.00	\$0.00	\$2,750.00	\$2,750.00	\$6,500.00	\$0.00	\$0.00
\$7,500.00	Administration	\$0.00	\$0.00	\$3,750.00	\$3,750.00	\$7,500.00	\$0.00	\$0.00
\$50,000.00	Total	\$1,000.00	\$6,385.77	\$14,704.92	\$24,050.00	\$46,140.69	\$3,859.31	\$3,859.31



[View this email in your browser](#)

# *Visit Natural* **NORTH FLORIDA**

**Nature is Our Theme Park**

ADVENTURE AROUND DIXIE,  
JEFFERSON, LAFAYETTE, AND  
MADISON COUNTIES WITH JO CLARK



**Continue following Jo Clark on her  
journey around Dixie, Jefferson, Lafayette,  
and Madison Counties!**

**20 OF THE BEST WAYS TO PLAY OUTSIDE  
IN DIXIE COUNTY!**



There is no shortage of things to do outside in Dixie County. Located in the Big Bend region of Florida, it is the perfect spot for all types of eco-tourism activities that let you “play outside.” Natural North Florida is frequently called “Forgotten Florida.” I like to think of it as Florida like it used to be, laid-back and surrounded by nature. Stroll the lanes of these quaint coastal towns, and you will see stacked crab traps, clam bags laid out to dry, and other indications that the Big Bend is a haven for fresh seafood. For more information on these delicious Gulf treats, visit the [Florida Fish and Wildlife](#) website.

The Big Bend is Florida's Hidden Coast, a rural area of undeveloped rivers and coastlines that spill into the Gulf of Mexico. The islands have a long history of dependence on shellfish for survival, attested to by the large Indian mounds scattered among the islands. Hunting is accessible on federal and state lands during the year. Visit their websites for more information if hunting is your hobby.

To read more about Dixie County, visit: <https://www.naturalnorthflorida.com/blog/20-of-the-best-ways-to-play-outside-in-dixie-county/>

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## HISTORIC JEFFERSON COUNTY'S 25 MUST-DO IDEAS



There is one county in Florida that doesn't have a single stoplight—Jefferson—my kind of place! By Florida standards, this historic county is quite old. When it was chartered in 1827,

quick to tell you it is not pronounced that way!) The people are friendly, and the pace is easy with small-town values. Monticello is a lovely town with restored historic homes, set between giant live oaks; many pre-date the Civil War.

One of Jefferson County's tag lines is "Where History Welcomes Tomorrow." I can tell you this is true! Everywhere I went, there was excitement about new businesses coming to town, not complaints about competition. Many new companies are making themselves at home repurposing old buildings (even the Chamber of Commerce is in a renovated church.) Kelly & Kelly Properties found a home in a service station (and hosted an "After Hours" Chamber event that I managed to crash!) And instead of lamenting the change that comes with technology, the community has embraced it and put up a "selfie frame" to showcase their historic Courthouse.

To learn more about Jefferson County, visit: <https://www.naturalnorthflorida.com/blog/historic-jefferson-countys-25-must-do-ideas/>

## THE 16 BEST THINGS TO DO IN LAFAYETTE COUNTY AND ALONG THE SUWANNEE RIVER



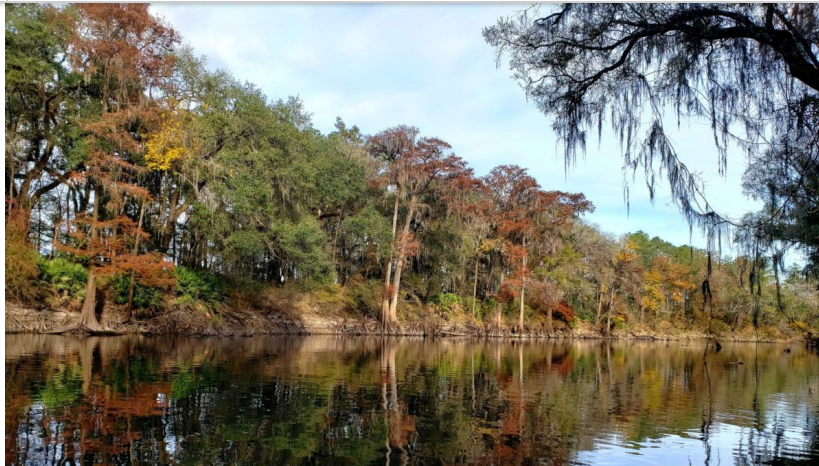
The Suwannee River runs through South Georgia into Florida and down to the Gulf of Mexico. The Suwannee is a 235-mile black-water river that hides artifacts and fossils. Although the river became well-known because of Stephen Foster's "Old Folks at Home," it remains well-known because of the wildness it discloses. You can travel for miles along the Suwannee and not see signs of civilization. The river borders the longest side of Lafayette County, and the Steinhatchee River has its beginnings in the county, so it should come as no surprise that many of the activities in the county are water-related. A beautiful photo is a morning fog laying over the Suwannee as the sun begins to burn through. Still, it pales compared to the picture in my memory on those early-morning walks.

Lafayette County is rural, quiet, and a great place to relax. They claim it will even lower your stress level (we all need *that*, right?) Named in honor of the Revolutionary War hero, the Marquise de Lafayette. Locals pronounce it La-FAY-it (like the girl's name, Faye.) Say it correctly or be marked as a tourist! Don't say I didn't warn you!

To read more about Lafayette County, visit: <https://www.naturalnorthflorida.com/blog/the-16-best-things-to-do-along-the-suwannee-river-in-lafayette-county/>

## OUTDOORS IN MADISON COUNTY – 25





Madison County is 716 square miles crammed full of small towns, forests, rivers, lakes, and rolling hills. All of these give you countless opportunities to get outdoors and, as they say here, “move at the speed of nature.”

Madison County, like Jefferson County, was named to honor a president—the fourth United States President, James Madison, another Virginian. Madison County was chartered in 1827,

18 years before Florida became a state. Madison was the largest county in Florida but contributed land to form three new counties: Taylor, Lafayette, and Dixie. The county seat, the City of Madison, was actually named for Madison C. Livingston, a resident who donated the first plot of land in 1838 to form the city.

To learn more about Madison County, visit: <https://www.naturalnorthflorida.com/blog/outdoors-in-madison-county-25-best-things-to-do/>

### For further information, visit our member websites!

Alachua: <a href="http://www.visitgainesville.com">www.visitgainesville.com</a>	Lafayette: <a href="http://www.townofmayo.org">www.townofmayo.org</a>
Bradford: <a href="http://www.bradfordcountyfl.gov">www.bradfordcountyfl.gov</a>	Levy: <a href="http://www.visitnaturecoast.com">www.visitnaturecoast.com</a>
Columbia: <a href="http://www.springsrus.com">www.springsrus.com</a>	Madison: <a href="http://www.visitmadisonfl.com">www.visitmadisonfl.com</a>
Dixie: <a href="http://www.dixiecounty.us">www.dixiecounty.us</a>	Suwannee: <a href="http://www.visitsuwannee.com">www.visitsuwannee.com</a>
Gilchrist: <a href="http://www.visitgilchristcounty.com">www.visitgilchristcounty.com</a>	Taylor: <a href="http://www.taylorflorida.com">www.taylorflorida.com</a>
Hamilton: <a href="http://www.floridasfrontporch.com">www.floridasfrontporch.com</a>	Union: <a href="http://www.unioncounty-fl.gov">www.unioncounty-fl.gov</a>
Jefferson: <a href="http://www.visitjeffersoncountyflorida.com">www.visitjeffersoncountyflorida.com</a>	Wakulla: <a href="http://www.visitwakulla.com">www.visitwakulla.com</a>

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# *Visit Natural* **NORTH FLORIDA**

February 24, 2022

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

RE: Fiscal Year 2020-21  
Regional Rural Development Grant  
4th Quarter Deliverables Report

Dear Mr. Gitzen:

At its February 24, 2022 meeting, The Original Florida Tourism Task Force reviewed and approved the fourth quarter report and reimbursement request for its Fiscal Year 2020-21 Regional Rural Development Grant.

Please find enclosed the fourth quarter Deliverables Report and an invoice in the amount of \$41,132.31 for the period November 1, 2021 through January 20, 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





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

**INVOICE**

Agreement #: D0179

Invoice No. 4  
Date: January 20, 2022

**TO:**

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

**FOR:**

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

DESCRIPTION		AMOUNT
Dates of Service: November 1, 2021 to January 20, 2022		
Deliverable 1 Website Hosting and Maintenance Completed hosting and maintaining website		
Deliverable 2 Electronic Newsletter Purchased electronic contacts to distribute e-newsletter and distributed 3 electronic newsletters		
Deliverable 3 Website Blogs Posted 10 blogs on website		
Deliverable 4 Travel Shows Attended 1 domestic travel show		
Deliverable 5 Advertising Purchased 3 print advertisements		
Deliverable 8 Professional Organization Memberships Purchased 1 membership		
Expenditures		
e-newsletter		315.96
Staff time		10,500.00
Contractual Services		28,286.01
Memberships		250.00
Travel		1,780.34
Registrations		0.00
Shipping		0.00
Scholarships		0.00
<b>TOTAL</b>		<b>\$41,132.31</b>

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

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

Craig Colton  
Chair

Date

2/24/22



Florida Department of Economic Opportunity  
Fiscal Year 2020-21  
Regional Rural Development Grant  
Fourth Quarter Report  
November 1, 2021 through January 20, 2022

Submitted February 24, 2022 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 2020-21**  
**FOURTH QUARTER REPORT**  
**November 1, 2021 through January 20, 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 spent \$6,000.00 during the fourth quarter for website maintenance and hosting. A copy of the invoice and canceled check is 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 three electronic newsletters during the fourth quarter to over 6,000 email addresses. The Task Force spent \$3,000 on this item during the fourth quarter. A copy of the newsletters, timesheets documenting \$3,000 of staff time spent on the newsletters, as well as a Certificate of Indirect Costs are included in Part D.

**WEBSITE BLOGS**

The Task Force expended \$4,250.00 during the fourth quarter for blogs. Copies of the blogs, invoices and canceled checks are included in Part E.

**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 \$1,780.34 for travel reimbursement for Task Force members to travel to the Atlanta Travel and Adventure Show during the fourth quarter for travel shows. A copy of the travel reimbursements and canceled checks are included in Part F.

## **ADVERTISING CAMPAIGN**

The Task Force spent \$18,036.01 during the fourth quarter for advertising. Copies of the advertisements, invoices and canceled checks are included in Part G.

## **BROCHURE DISTRIBUTION**

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

## **EMAIL DISTRIBUTION SERVICES**

The Task Force expended \$315.96 during the fourth quarter on email distribution services. Copies of the invoice and canceled check are included in Part H.

## **PROFESSIONAL ENHANCEMENT**

### **PROFESSIONAL ENHANCEMENT SCHOLARSHIPS**

The Task Force did not spend any funds during the fourth quarter on professional enhancement scholarships.

### **PROFESSIONAL ASSOCIATION ANNUAL MEMBERSHIPS**

The Task Force expended \$250.00 during the fourth quarter on professional association annual memberships. Copies of the invoice and canceled check are included in Part I.

## **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 J.

## **PROOF OF FINANCIAL MATCH**

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





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



By Senator Farmer

34-01726-22

20221898\_\_

A bill to be entitled  
An act relating to tourist development taxes; amending  
s. 125.0104, F.S.; removing a provision requiring a  
specified percentage of all tourist development tax  
revenues to be used to promote and advertise tourism;  
providing an effective date.

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

Section 1. Paragraph (a) of subsection (5) of section  
125.0104, Florida Statutes, is amended to read:

125.0104 Tourist development tax; procedure for levying;  
authorized uses; referendum; enforcement.—

(5) AUTHORIZED USES OF REVENUE.—

(a) All tax revenues received pursuant to this section by a  
county imposing the tourist development tax shall be used by  
that county for the following purposes only:

1. To acquire, construct, extend, enlarge, remodel, repair,  
improve, maintain, operate, or promote one or more:

a. Publicly owned and operated convention centers, sports  
stadiums, sports arenas, coliseums, or auditoriums within the  
boundaries of the county or subcounty special taxing district in  
which the tax is levied;

b. Auditoriums that are publicly owned but are operated by  
organizations that are exempt from federal taxation pursuant to  
26 U.S.C. s. 501(c)(3) and open to the public, within the  
boundaries of the county or subcounty special taxing district in  
which the tax is levied; or

c. Aquariums or museums that are publicly owned and

34-01726-22

20221898\_\_

operated or owned and operated by not-for-profit organizations and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied;

2. To promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public;

3. To promote and advertise tourism in this state and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event must have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists;

4. To fund convention bureaus, tourist bureaus, tourist information centers, and news bureaus as county agencies or by contract with the chambers of commerce or similar associations in the county, which may include any indirect administrative costs for services performed by the county on behalf of the promotion agency;

5. To finance beach park facilities, or beach, channel, estuary, or lagoon improvement, maintenance, renourishment, restoration, and erosion control, including construction of beach groins and shoreline protection, enhancement, cleanup, or restoration of inland lakes and rivers to which there is public access as those uses relate to the physical preservation of the beach, shoreline, channel, estuary, lagoon, or inland lake or river. However, any funds identified by a county as the local matching source for beach renourishment, restoration, or erosion control projects included in the long-range budget plan of the state's Beach Management Plan, pursuant to s. 161.091, or funds

34-01726-22

20221898\_\_

contractually obligated by a county in the financial plan for a federally authorized shore protection project may not be used or loaned for any other purpose. In counties of fewer than 100,000 population, up to 10 percent of the revenues from the tourist development tax may be used for beach park facilities; or

6. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities within the boundaries of the county or subcounty special taxing district in which the tax is levied, if the public facilities are needed to increase tourist-related business activities in the county or subcounty special district and are recommended by the county tourist development council created pursuant to paragraph (4)(e). Tax revenues may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. Tax revenues may be used for these purposes only if the following conditions are satisfied:

a. In the county fiscal year immediately preceding the fiscal year in which the tax revenues were initially used for such purposes, at least \$10 million in tourist development tax revenue was received;

b. The county governing board approves the use for the proposed public facilities by a vote of at least two-thirds of its membership;

34-01726-22

20221898\_\_

88 c. No more than 70 percent of the cost of the proposed  
89 public facilities will be paid for with tourist development tax  
90 revenues, and sources of funding for the remaining cost are  
91 identified and confirmed by the county governing board; and

92 ~~d. At least 40 percent of all tourist development tax~~  
93 ~~revenues collected in the county are spent to promote and~~  
94 ~~advertise tourism as provided by this subsection; and~~

95 ~~e.~~ An independent professional analysis, performed at the  
96 expense of the county tourist development council, demonstrates  
97 the positive impact of the infrastructure project on tourist-  
98 related businesses in the county.

99  
100 Subparagraphs 1. and 2. may be implemented through service  
101 contracts and leases with lessees that have sufficient expertise  
102 or financial capability to operate such facilities.

103 Section 2. This act shall take effect July 1, 2022.

HB 6075

2022

1                   A bill to be entitled  
2       An act relating to tourist development taxes; amending  
3       s. 125.0104, F.S.; removing a provision requiring a  
4       specified percentage of all tourist development tax  
5       revenues to be used to promote and advertise tourism;  
6       providing an effective date.

7  
8   Be It Enacted by the Legislature of the State of Florida:

9  
10       Section 1. Paragraph (a) of subsection (5) of section  
11       125.0104, Florida Statutes, is amended to read:

12       125.0104 Tourist development tax; procedure for levying;  
13       authorized uses; referendum; enforcement.—

14       (5) AUTHORIZED USES OF REVENUE.—

15       (a) All tax revenues received pursuant to this section by  
16       a county imposing the tourist development tax shall be used by  
17       that county for the following purposes only:

18       1. To acquire, construct, extend, enlarge, remodel,  
19       repair, improve, maintain, operate, or promote one or more:

20       a. Publicly owned and operated convention centers, sports  
21       stadiums, sports arenas, coliseums, or auditoriums within the  
22       boundaries of the county or subcounty special taxing district in  
23       which the tax is levied;

24       b. Auditoriums that are publicly owned but are operated by  
25       organizations that are exempt from federal taxation pursuant to

HB 6075

2022

26 U.S.C. s. 501(c)(3) and open to the public, within the  
boundaries of the county or subcounty special taxing district in  
which the tax is levied; or

c. Aquariums or museums that are publicly owned and  
operated or owned and operated by not-for-profit organizations  
and open to the public, within the boundaries of the county or  
subcounty special taxing district in which the tax is levied;

2. To promote zoological parks that are publicly owned and  
operated or owned and operated by not-for-profit organizations  
and open to the public;

3. To promote and advertise tourism in this state and  
nationally and internationally; however, if tax revenues are  
expended for an activity, service, venue, or event, the  
activity, service, venue, or event must have as one of its main  
purposes the attraction of tourists as evidenced by the  
promotion of the activity, service, venue, or event to tourists;

4. To fund convention bureaus, tourist bureaus, tourist  
information centers, and news bureaus as county agencies or by  
contract with the chambers of commerce or similar associations  
in the county, which may include any indirect administrative  
costs for services performed by the county on behalf of the  
promotion agency;

5. To finance beach park facilities, or beach, channel,  
estuary, or lagoon improvement, maintenance, renourishment,  
restoration, and erosion control, including construction of



HB 6075

2022

51 beach groins and shoreline protection, enhancement, cleanup, or  
52 restoration of inland lakes and rivers to which there is public  
53 access as those uses relate to the physical preservation of the  
54 beach, shoreline, channel, estuary, lagoon, or inland lake or  
55 river. However, any funds identified by a county as the local  
56 matching source for beach renourishment, restoration, or erosion  
57 control projects included in the long-range budget plan of the  
58 state's Beach Management Plan, pursuant to s. 161.091, or funds  
59 contractually obligated by a county in the financial plan for a  
60 federally authorized shore protection project may not be used or  
61 loaned for any other purpose. In counties of fewer than 100,000  
62 population, up to 10 percent of the revenues from the tourist  
63 development tax may be used for beach park facilities; or

64 6. To acquire, construct, extend, enlarge, remodel,  
65 repair, improve, maintain, operate, or finance public facilities  
66 within the boundaries of the county or subcounty special taxing  
67 district in which the tax is levied, if the public facilities  
68 are needed to increase tourist-related business activities in  
69 the county or subcounty special district and are recommended by  
70 the county tourist development council created pursuant to  
71 paragraph (4)(e). Tax revenues may be used for any related land  
72 acquisition, land improvement, design and engineering costs, and  
73 all other professional and related costs required to bring the  
74 public facilities into service. As used in this subparagraph,  
75 the term "public facilities" means major capital improvements

HB 6075

2022

76 that have a life expectancy of 5 or more years, including, but  
77 not limited to, transportation, sanitary sewer, solid waste,  
78 drainage, potable water, and pedestrian facilities. Tax revenues  
79 may be used for these purposes only if the following conditions  
80 are satisfied:

81 a. In the county fiscal year immediately preceding the  
82 fiscal year in which the tax revenues were initially used for  
83 such purposes, at least \$10 million in tourist development tax  
84 revenue was received;

85 b. The county governing board approves the use for the  
86 proposed public facilities by a vote of at least two-thirds of  
87 its membership;

88 c. No more than 70 percent of the cost of the proposed  
89 public facilities will be paid for with tourist development tax  
90 revenues, and sources of funding for the remaining cost are  
91 identified and confirmed by the county governing board; and

92 ~~d. At least 40 percent of all tourist development tax~~  
93 ~~revenues collected in the county are spent to promote and~~  
94 ~~advertise tourism as provided by this subsection; and~~

95 d.e. An independent professional analysis, performed at  
96 the expense of the county tourist development council,  
97 demonstrates the positive impact of the infrastructure project  
98 on tourist-related businesses in the county.

99  
100 Subparagraphs 1. and 2. may be implemented through service

HB 6075

2022

101 | contracts and leases with lessees that have sufficient expertise  
102 | or financial capability to operate such facilities.

103 |       Section 2. This act shall take effect July 1, 2022.



By Senator Hooper

16-00588-22

2022434\_\_

A bill to be entitled

An act relating to Florida tourism marketing; amending ss. 288.1226 and 288.923, F.S.; delaying the scheduled repeal of provisions governing the Florida Tourism Industry Marketing Corporation and the Division of Tourism Marketing of Enterprise Florida, Inc., respectively; providing an effective date.

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

Section 1. Subsection (14) of section 288.1226, Florida Statutes, is amended to read:

288.1226 Florida Tourism Industry Marketing Corporation; use of property; board of directors; duties; audit.—

(14) REPEAL.—This section is repealed October 1, 2031 ~~2023~~, unless reviewed and saved from repeal by the Legislature.

Section 2. Subsection (6) of section 288.923, Florida Statutes, is amended to read:

288.923 Division of Tourism Marketing; definitions; responsibilities.—

(6) This section is repealed October 1, 2031 ~~2023~~, unless reviewed and saved from repeal by the Legislature.

Section 3. This act shall take effect upon becoming a law.



HB 489

2022

A bill to be entitled  
An act relating to tourism marketing; amending s.  
288.1226, F.S.; revising the scheduled repeal date of  
the Florida Tourism Industry Marketing Corporation;  
amending s. 288.923, F.S.; revising the scheduled  
repeal date of the Division of Tourism Marketing  
within Enterprise Florida, Inc.; providing an  
effective date.

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

Section 1. Subsection (14) of section 288.1226, Florida  
Statutes, is amended to read:

288.1226 Florida Tourism Industry Marketing Corporation;  
use of property; board of directors; duties; audit.—

(14) REPEAL.—This section is repealed October 1, 2028  
~~2023~~, unless reviewed and saved from repeal by the Legislature.

Section 2. Subsection (6) of section 288.923, Florida  
Statutes, is amended to read:

288.923 Division of Tourism Marketing; definitions;  
responsibilities.—

(6) This section is repealed October 1, 2028 ~~2023~~, unless  
reviewed and saved from repeal by the Legislature.

Section 3. This act shall take effect upon becoming a law.





By Senator Gainer

2-01636-22

20221542\_\_

A bill to be entitled  
An act relating to tourist development taxes; amending  
s. 125.0104, F.S.; authorizing certain coastal  
counties to use up to a specified percentage of  
tourist development tax revenue to reimburse tourism  
training program expenses; revising the percentage of  
tourist development tax revenue which such counties  
may use to reimburse public safety services expenses;  
authorizing certain fiscally constrained counties to  
use tourist development tax revenue for such purposes  
without meeting certain criteria; providing an  
effective date.

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

Section 1. Present paragraphs (d) and (e) of subsection (5)  
of section 125.0104, Florida Statutes, are redesignated as  
paragraphs (e) and (f), respectively, a new paragraph (d) is  
added to that subsection, and paragraph (c) and present  
paragraph (e) of that subsection are amended, to read:

125.0104 Tourist development tax; procedure for levying;  
authorized uses; referendum; enforcement.—

(5) AUTHORIZED USES OF REVENUE.—

(c) A county located adjacent to the Gulf of Mexico or the  
Atlantic Ocean, except a county that receives revenue from taxes  
levied pursuant to s. 125.0108, which meets the following  
criteria may use up to 20 percent of the tax revenue received  
pursuant to this section to reimburse expenses incurred in  
providing tourism training programs and 20 ~~10~~ percent of the tax

2-01636-22

20221542\_\_

revenue received pursuant to this section to reimburse expenses incurred in providing public safety services, including emergency medical services as defined in s. 401.107(3), and law enforcement services, which are needed to address impacts related to increased tourism and visitors to an area. However, if taxes collected pursuant to this section are used to reimburse emergency medical services or public safety services for tourism or special events, the governing board of a county or municipality may not use such taxes to supplant the normal operating expenses of an emergency medical services department, a fire department, a sheriff's office, or a police department. To receive reimbursement, the county must:

1. Generate a minimum of \$10 million in annual proceeds from any tax, or any combination of taxes, authorized to be levied pursuant to this section;
2. Have at least three municipalities; and
3. Have an estimated population of less than 225,000, according to the most recent population estimate prepared pursuant to s. 186.901, excluding the inmate population.

The board of county commissioners must by majority vote approve reimbursement made pursuant to this paragraph upon receipt of a recommendation from the tourist development council.

(d) A fiscally constrained county as defined in s. 218.67(1) which is located adjacent to the Gulf of Mexico or the Atlantic Ocean may use up to 20 percent of the tourist development tax revenues received to reimburse expenses incurred in providing tourism training programs and up to 20 percent of the tax revenues in providing public safety services, even if

2-01636-22

20221542\_\_

the county designated as a fiscally constrained county does not  
meet the requirements under paragraph (c).

(f)~~(e)~~ Any use of the local option tourist development tax  
revenues collected pursuant to this section for a purpose not  
expressly authorized by paragraph (3)(l) or paragraph (3)(n) or  
paragraphs (a)-(e) ~~(a)-(d)~~ of this subsection is expressly  
prohibited.

Section 2. This act shall take effect July 1, 2022.



CS/CS/HB 673

2022

1                   A bill to be entitled  
2       An act relating to tourist development taxes; amending  
3       s. 125.0104, F.S.; authorizing certain fiscally  
4       constrained counties to use a designated percentage of  
5       tourist development tax revenues received to reimburse  
6       for expenses incurred for certain purposes regardless  
7       of whether certain other requirements are met;  
8       providing specifications for the use of those tax  
9       revenues; correcting a cross-reference; providing an  
10      effective date.

11  
12   Be It Enacted by the Legislature of the State of Florida:

13  
14       Section 1. Paragraphs (d) and (e) of subsection (5) of  
15      section 125.0104, Florida Statutes, are redesignated as  
16      paragraphs (e) and (f), respectively, present paragraph (e) of  
17      that subsection is amended, and new paragraph (d) is added to  
18      that subsection, to read:

19       125.0104   Tourist development tax; procedure for levying;  
20      authorized uses; referendum; enforcement.—

21       (5)   AUTHORIZED USES OF REVENUE.—

22       (d)   A fiscally constrained county, as defined in s.  
23      218.67(1) that is located adjacent to the Gulf of Mexico or the  
24      Atlantic Ocean, may use up to 10 percent of the tourist  
25      development tax revenues received to reimburse for expenses

26 incurred in providing public safety services that are needed to  
27 address impacts related to increased tourism and visitors to an  
28 area. However, if taxes collected under this section are used to  
29 reimburse emergency medical services or public safety services  
30 for tourism or special events, the governing board of the county  
31 or municipality may not use the taxes to supplant the normal  
32 operating expenses of an emergency medical services department,  
33 a fire department, a sheriff's office, or a police department.

34 (e)~~(d)~~ The revenues to be derived from the tourist  
35 development tax may be pledged to secure and liquidate revenue  
36 bonds issued by the county for the purposes set forth in  
37 subparagraphs (a)1., 2., and 5. or for the purpose of refunding  
38 bonds previously issued for such purposes, or both; however, no  
39 more than 50 percent of the revenues from the tourist  
40 development tax may be pledged to secure and liquidate revenue  
41 bonds or revenue refunding bonds issued for the purposes set  
42 forth in subparagraph (a)5. Such revenue bonds and revenue  
43 refunding bonds may be authorized and issued in such principal  
44 amounts, with such interest rates and maturity dates, and  
45 subject to such other terms, conditions, and covenants as the  
46 governing board of the county shall provide. The Legislature  
47 intends that this paragraph be full and complete authority for  
48 accomplishing such purposes, but such authority is supplemental  
49 and additional to, and not in derogation of, any powers now  
50 existing or later conferred under law.

CS/CS/HB 673

2022

51        (f)~~(e)~~ Any use of the local option tourist development tax  
52 revenues collected pursuant to this section for a purpose not  
53 expressly authorized by paragraph (3)(l) or paragraph (3)(n) or  
54 paragraphs (a)-(e) ~~(a)-(d)~~ of this subsection is expressly  
55 prohibited.

56        Section 2. This act shall take effect July 1, 2022.





## **The Original Florida Tourism Task Force MEMBERS as of 9/23/2021**

### **ALACHUA COUNTY**

(\$15,000 - 3 votes)

#### ***Vacant***

#### ***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](mailto:brian@briandavery.com)

#### ***Ron Gromoll***

Visiting Lecturer

University of Florida Department of Tourism,  
Hospitality & Event Management

FLG 190A, P.O. Box 118205

Gainesville, FL 32611

(w) 352.294.3064

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### **BRADFORD COUNTY**

(\$3,000 - 2 votes)

#### ***William Sexton, Vice-Chair***

Bradford County Attorney

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#### ***The Honorable Daniel Riddick***

Bradford County

Board of County Commissioners

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### **COLUMBIA COUNTY**

(\$8,000 3 votes)

#### ***Rod Butler***

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#### ***Alden Rosner***

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#### ***Paula R. Vann***

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### **DIXIE COUNTY**

(\$3,000 - 2 votes)

#### ***The Honorable Ryan Fulford***

Cross City Councilmember

Town of Cross City

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#### ***Russ McCallister***

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

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

**GILCHRIST COUNTY**

(\$2,000 - 2 votes)

***The Honorable Lee Deen***

Mayor, City of Trenton  
114 North Main Street  
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**HAMILTON COUNTY**

(\$1,000 - 2 votes)

***Vacant******Vacant*****JEFFERSON COUNTY**

(\$2,000 - 2 votes)

***Katrina Richardson***

Executive Director  
Monticello-Jefferson County  
Chamber of Commerce  
420 West Washington Street  
Monticello, FL 32344  
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***David Ward***

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**LAFAYETTE COUNTY**

(\$1,000 - 1 vote)

***Craig Colton, Chair***

Suwannee River Rendezvous  
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**LEVY COUNTY**

(\$4,000 - 2 votes)

***Carol McQueen***

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***Tisha Whitehurst***

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**MADISON COUNTY**

(\$3,000 - 2 votes)

***Jackie Blount***

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Chamber of Commerce & Tourism  
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**SUWANNEE COUNTY**

(\$4,000 - 2 votes)

***Charissa Setzer***

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**Teena Peavy, Secretary/Treasurer**  
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#### **TAYLOR COUNTY**

(\$4,000 - 2 votes)

**Dawn Perez**  
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#### **UNION COUNTY**

(\$1,000 - 1 vote)

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#### **WAKULLA COUNTY**

(\$3,000 - 2 votes)

**Natalie Knowles**  
Procurement and Contract Coordinator  
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Commissioners  
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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***

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2022  
Visit Natural North Florida  
Meeting Dates and Counties



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

January 13:	<u>CANCELLED</u>
February 24:	<u>Suwannee County</u>
March 17:	<u>Wakulla County</u>
April 21:	<u>Jefferson County</u>
May 19:	<u>Madison County</u>
June 16:	<u>Taylor County</u>
July 21:	<u>tbd</u>
August 18:	<u>Lafayette County</u>
September 15:	<u>Gilchrist County</u>
October 20:	<u>Columbia County</u>
November 17:	<u>Levy County</u>
December 16:	<u>Alachua County (Council Office)</u>

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

