



## MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **March 17, 2022**. The meeting will be held at the **Wakulla County Community Center, 318 Shadeville Road, Crawfordville, Florida**, beginning at **10:00 a.m.**



*The Original Florida*

*Visit Natural*  
**NORTH FLORIDA**

**TOURISM TASK FORCE  
Meeting Agenda**

**Wakulla County Community Center  
318 Shadeville Road, Crawfordville, FL  
Wakulla County**

**March 17, 2022  
Thursday, 10:00 a.m.**

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F. Announcements

V. NEW BUSINESS

VI. Leadership Forum: TBD

VII. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled to be held at 10:00 a.m. on April 21, 2022 in Jefferson County at a location to be determined.

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

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

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

MEMBERS PRESENT

Will Sexton, Bradford County, Vice-Chair  
Paula Vann, Columbia County  
Russ McCallister, Dixie County  
Patricia Watson, Gilchrist County  
Katrina Richardson, Jefferson County  
Craig Colton, Lafayette County, Chair  
Jackie Blount, Madison County  
Marlene Squires-Swanson, Madison County  
Teena Peavey, Suwannee County, Treasurer  
Charissa Setzer, Suwannee County  
Thomas Herndon, Wakulla County

OTHERS PRESENT

Councilman Don Allen, City of Live Oak  
Donna Creamer, Travel Show Coordinator  
Brenna Dacks, VISIT FLORIDA  
Frank Davis, Mayor, City of Live Oak  
Mia Mauldin, Hamilton County  
Edwin McCook, Suwannee River  
Water Management District  
Jimmy Norris, Suwannee County  
Liz Reyes, Visit Gainesville  
Greg Scott, Suwannee County  
Noah Walker, All Things Visual

MEMBERS ABSENT

Brian Avery, Alachua County  
Ron Gromoll, Alachua County  
Daniel Riddick, Bradford County  
Rod Butler, Columbia County  
Alden Rosner, Columbia County  
Ryan Fulford, Dixie County  
Lee Deen, Gilchrist County  
David Ward, Jefferson County  
Carol McQueen, Levy County  
Tisha Whitehurst, Levy County  
Sandy Beach, Taylor County  
Dawn Perez, Taylor County  
Dale Walker, Union County  
Natalie Knowles, Wakulla County

STAFF PRESENT

Hilda Ng  
Lauren Yeatter

I. CALL TO ORDER, INTRODUCTIONS

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

II. APPROVAL OF THE AGENDA

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

**ACTION:** Katrina Richardson moved and Teena Peavey seconded to approve the meeting agenda as presented. The motion passed unanimously.

### III. APPROVAL OF THE NOVEMBER 18, 2021 MINUTES

Chair Colton asked for approval of the November 18, 2021 meeting minutes.

**ACTION: Patricia Watson moved and Marlene Squires-Swanson seconded to approve the November 18, 2021 minutes as presented. The motion passed unanimously.**

### IV. OLD BUSINESS

#### A. Committee Reports

##### 1. Finance Committee Report

##### a. Monthly Financial Reports Review and Approval -

October 31, 2021, November 30, 2021 and December 31, 2021

**ACTION: Katrina Richardson moved and Charissa Setzer seconded to accept the October 31, 2021, November 30, 2021 and December 31, 2021 monthly financial reports 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

**ACTION: Will Sexton moved and Katrina Richardson seconded to award Craig Colton, Mia Mauldin, Marlene Squires-Swanson, and a new Dixie County Tourist Development Council staff person scholarships for 2022 Southeast Tourism Society Marketing College. The motion passed unanimously.**

9. Professional Organization Memberships
10. Approval of Fourth Quarter Report and Reimbursement Submittal Package

**ACTION: Will Sexton moved and Paula Vann seconded to approve the Fourth Quarter Report and Reimbursement Submittal Package as presented. The motion passed unanimously.**

#### 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

**ACTION:** Patricia Watson moved and Russ McCallister seconded to reimburse Katrina Richardson for travel expenses to represent Visit Natural North Florida at Florida Huddle 2022. The motion passed unanimously.

3. Adventure Travel / Ecotourism Marketing Program Report

**ACTION:** Russ McCallister moved and Katrina Richardson seconded to direct staff to trademark the Visit Natural North Florida slogan, "Nature is Our Theme Park." The motion passed unanimously.

4. VISIT FLORIDA Influencer Report

E. Staff Items -

1. Travel Show Coordinator Agreement Fiscal Year 2021-22

**ACTION:** Russ McCallister moved and Katrina Richardson seconded to approve the Travel Show Coordinator Agreement for Fiscal Year 2021-22 between the Task Force and Donna Creamer, Travel Show Coordinator. The motion passed unanimously.

2. Cooperative Regional Marketing Fee Fiscal Year 2021-22
3. LIVE! In Tallahassee
4. Senate Bill 1898 / House Bill 6075 - Tourist Development Tax (Marketing)
5. Senate Bill 434 / House Bill 489 - VISIT FLORIDA
6. Senate Bill 1542 / House Bill 673- Tourist Development Tax (Law Enforcement)

F. Other Old Business

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

G. Announcements

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

V. New Business

VI. Leadership Forum: Edwin McCook, Senior Land Management Specialist,  
Suwannee River Water Management District

VII. Adjournment

Date and Location of next meeting

The next regular meeting is scheduled for 10:00 a.m., March 17, 2022 to be held in Wakulla County at a location to be determined.

**The meeting adjourned at 12:25 p.m.**

\_\_\_\_\_  
Craig Colton, Chair

3/17/22  
Date

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

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## The Original Florida Tourism Task Force

03/09/22

## Balance Sheet

Accrual Basis

As of January 31, 2022

	Jan 31, 22
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	150,330.10
Total Checking/Savings	150,330.10
Accounts Receivable	
Accounts Receivable	51,196.16
Total Accounts Receivable	51,196.16
Other Current Assets	
Prepaid Expense	439.00
Prepaid Registration Fees	3,195.00
Total Other Current Assets	3,634.00
Total Current Assets	205,160.26
<b>TOTAL ASSETS</b>	<b>205,160.26</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	1,260.41
Total Accounts Payable	1,260.41
Total Current Liabilities	1,260.41
Total Liabilities	1,260.41
Equity	
Unrestricted Earnings	156,108.50
Net Income	47,791.35
Total Equity	203,899.85
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>205,160.26</b>



## The Original Florida Tourism Task Force

## Profit &amp; Loss

January 2022

	Jan 22
<b>Income</b>	
FDEO-Regional Dev. Grant 20/21	33,907.31
<b>Total Income</b>	33,907.31
<b>Gross Profit</b>	33,907.31
<b>Expense</b>	
<b>Marketing</b>	
Collateral Materials	
e-newsletter	315.96
<b>Total Collateral Materials</b>	315.96
Public Relations	
Advertising	
Transportation Map	9,000.00
<b>Total Advertising</b>	9,000.00
<b>Total Public Relations</b>	9,000.00
Trade Shows	
FL Huddle 2022	1,260.41
<b>Total Trade Shows</b>	1,260.41
Website	
Bloggers Fees	3,400.00
Web Hosting Services	6,000.00
<b>Total Website</b>	9,400.00
<b>Total Marketing</b>	19,976.37
NCFRPC Contractual Services	2,000.00
<b>Total Expense</b>	21,976.37
<b>Net Income</b>	11,930.94



12:22 PM

02/14/22

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 01/31/2022**

---

	<u>Jan 31, 22</u>	
Beginning Balance		177,309.71
Cleared Transactions		
Checks and Payments - 4 items	<u>-9,590.96</u>	
Total Cleared Transactions	<u>-9,590.96</u>	
Cleared Balance		<u><b>167,718.75</b></u>
Uncleared Transactions		
Checks and Payments - 4 items	<u>-17,388.65</u>	
Total Uncleared Transactions	<u>-17,388.65</u>	
Register Balance as of 01/31/2022		<u><b>150,330.10</b></u>
Ending Balance		150,330.10

12:22 PM

02/14/22

**The Original Florida Tourism Task Force**  
**Reconciliation Detail**  
**Cash in Bank - Capital City, Period Ending 01/31/2022**

Type	Date	Num	Name	Clr	Amount	Balance
						177,309.71
<b>Beginning Balance</b>						
<b>Cleared Transactions</b>						
<b>Checks and Payments - 4 items</b>						
Bill Pmt -Check	01/13/2022	1576	N Central FL Region...	X	-6,000.00	-6,000.00
Bill Pmt -Check	01/13/2022	1577	Peggy James Clark	X	-1,275.00	-7,275.00
Bill Pmt -Check	01/13/2022	1575	Koons, Scott	X	-315.96	-7,590.96
Bill Pmt -Check	01/27/2022	1580	N Central FL Region...	X	-2,000.00	-9,590.96
<b>Total Checks and Payments</b>					-9,590.96	-9,590.96
<b>Total Cleared Transactions</b>					-9,590.96	-9,590.96
<b>Cleared Balance</b>					-9,590.96	167,718.75
<b>Uncleared Transactions</b>						
<b>Checks and Payments - 4 items</b>						
Bill Pmt -Check	01/27/2022	1582	VisitFlorida		-9,000.00	-9,000.00
Bill Pmt -Check	01/27/2022	1579	JUMPEM, LLC		-6,000.00	-15,000.00
Bill Pmt -Check	01/27/2022	1581	Peggy James Clark		-2,125.00	-17,125.00
Bill Pmt -Check	01/27/2022	1578	Herndon, Thomas		-263.65	-17,388.65
<b>Total Checks and Payments</b>					-17,388.65	-17,388.65
<b>Total Uncleared Transactions</b>					-17,388.65	-17,388.65
<b>Register Balance as of 01/31/2022</b>					-26,979.61	150,330.10
<b>Ending Balance</b>					<b>-26,979.61</b>	<b>150,330.10</b>



P.O. Box 900  
Tallahassee, FL 32302

ACCOUNT STATEMENT

00002486 FCC31545020122063141 01 000000000  
THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PL  
GAINESVILLE FL 32653-1603

Date 1/31/22  
Primary Account

Page 1  
XXXXXXXX2204

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	4
Account Number XXXXXXXX2204	Statement Dates	1/01/22 thru 1/31/22
Previous Balance 177,309.71	Days in this Statement Period	31
Deposits/Credits .00	Avg Ledger Balance	172,890.40
4 Checks/Debits 9,590.96	Avg Collected Balance	172,890.40
Service Charges .00		
Interest Paid .00		
Ending Balance 167,718.75		

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
1/18	1575	315.96	1/19	1577	1,275.00
1/14	1576	6,000.00	1/28	1580*	2,000.00

\* Denotes missing check numbers

DAILY BALANCE INFORMATION

Date	Balance	Date	Balance	Date	Balance
1/01	177,309.71	1/18	170,993.75	1/28	167,718.75
1/14	171,309.71	1/19	169,718.75		

RECEIVED

FEB 07 2022

NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL



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

Date 1/31/22  
Primary Account

Page 2  
XXXXXXX2204

EVERYDAY CHECKING FOR BUSINESS

XXXXXXX2204 (Continued)

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

00002486-0004021-0002-0003-FCC31545020122063141-01-L





**Natural North Florida** THE ORIGINAL FLORIDA TOURISM DEVELOPMENT  
2009 NW 67TH PLACE  
GAINESVILLE, FLORIDA 32609-1803  
1575  
1/18/2022  
\$315.96  
PAID TO  
ORDER OF Scott R. Koome  
Three Hundred Fifteen and 99/100  
Scott R. Koome  
6210 NW 50th Terrace  
Ocala, FL 32065-4509  
MEMO  
⑈001575⑈ 10631006881 0224792204⑈

1575

01/18/2022

\$315.96

**Natural North Florida** THE ORIGINAL FLORIDA TOURISM DEVELOPMENT  
2009 NW 67TH PLACE  
GAINESVILLE, FLORIDA 32609-1803  
1576  
1/13/2022  
\$70,000.00  
PAID TO  
ORDER OF N Central FL Regional Planning Council  
Six Thousand and 00/100  
N Central FL Regional Planning Council  
2009 NW 67th Place  
Ocala, FL 32603-1803  
MEMO  
⑈001576⑈ 10631006881 0224792204⑈

1576

01/14/2022

\$6,000.00

**Natural North Florida** THE ORIGINAL FLORIDA TOURISM DEVELOPMENT  
2009 NW 67TH PLACE  
GAINESVILLE, FLORIDA 32609-1803  
1577  
1/13/2022  
\$1,275.00  
PAID TO  
ORDER OF Peggy Jarvis Clark  
One Thousand Two Hundred Seventy Five and 00/100  
Peggy Jarvis Clark  
319 14th Avenue South  
Surfside Beach, SC 29576-3108  
MEMO  
⑈001577⑈ 10631006881 0224792204⑈

1577

01/19/2022

\$1,275.00

**Natural North Florida** THE ORIGINAL FLORIDA TOURISM DEVELOPMENT  
2009 NW 67TH PLACE  
GAINESVILLE, FLORIDA 32609-1803  
1580  
1/27/2022  
\$2,000.00  
PAID TO  
ORDER OF N Central FL Regional Planning Council  
Two Thousand and 00/100  
N Central FL Regional Planning Council  
2009 NW 67th Place  
Ocala, FL 32603-1803  
MEMO  
⑈001580⑈ 10631006881 0224792204⑈

1580

01/28/2022

\$2,000.00



Capital City Bank 2/7/2022 4:13 PM

DOCUMENT INCLUDES VISIBILE FIBERS, CHEMICAL RESISTIVE PROPERTIES AND FEATURES AT JOIL 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 1575

63-88/631 1/13/2022

PAY TO THE ORDER OF **Scott R. Koons** \$\*\*315.96

Three Hundred Fifteen and 96/100 \*\*\*\*\* DOLLARS

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

MEMO

TRUB WATERMARK PAPER - HOLD TO LIGHT TO VIEW HEAT SENSITIVE (NO IMAGE CHANGES WITH HEAT)

0001575 1063100688 0224792204

ENDORSE HERE

*S. R. Koons*

1500509287

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Security Features:

- **Microprint**
  - Multi-dimensional foil seal used to check check.
  - Cannot be photocopied.
- **Heat Sensitive Ink**
  - Hold red image with fingers or breathe on it.
  - The image will fade and disappear.
- **True Watermark**
  - Hold check to light source to view.
  - Cannot be photocopied.
- **Visible Fibers**
  - Visible fibers are embedded in the paper.
- **Chemically Sensitive Paper**
  - Sensitive to heat, moisture, and chemicals.
- **Chemical Wash Detection Area**
  - No staining or color change after washing.
- **Microprinting**
  - Microprint is used to check the paper.
- **High Resolution Warning Band**
  - The band is used to check the paper.
- **Toner Adhesion Properties**
  - The paper is designed to resist toner.
- **Anti-Copy Technology**
  - Document made with technology to prevent photocopying.
- **Latent Mark Pattern**
  - The pattern is used to check the paper.

Amount: \$-315.96  
Statement Description: Check  
Check Number: 1575  
Posted Date: 1/18/2022  
Type: Debit  
Status: Posted

**Scott R. Koons**

SK  
TT

# INVOICE

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

**DATE:** January 11, 2022  
**INVOICE #** 43  
**FOR:** Mailchimp 2021.2

**Bill To:**  
The Original Florida Tourism Task Force

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

8206

DESCRIPTION	AMOUNT
10/11/2021 - 10,000 Contacts	\$ 78.99
11/11/2021 - 10,000 Contacts	78.99
12/11/2021 - 10,000 Contacts	78.99
1/11/2022 - 10,000 Contacts	78.99
<div>RECEIVED</div> <div>JAN 11 2022</div> <div>NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL</div> <div>Approved for Payment</div> <div>SK</div>	
<b>TOTAL</b>	\$ 315.96

**THANK YOU!**

Capital City Bank 2/7/2022 4:13 PM

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

Visit **Natural North Florida**

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

63-68/631

1576

1/13/2022

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

0001576 063100688 0224792204

ENDORSE HERE

PAY TO THE ORDER OF  
CAPITAL CITY BANK  
FOR DEPOSIT ONLY  
NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL

CHECK REMOTE 0224792204  
MOBILE OR REMOTE 0224792204

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142022 004001001369230 25641 000000

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Security Features:

- Hologram
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- True Watermark
- Visible Fibers
- Invisible Fibers
- Chemically Sensitive Paper and Chemical Wash Detection Area
- Photophosphor
- High Resolution Warning Band
- Tamper Adhesion Properties
- Anti-Copy Technology
- Latent Track Pattern

Amount: \$6,000.00  
Statement Description: Check  
Check Number: 1576  
Posted Date: 1/14/2022  
Type: Debit  
Status: Posted

Capital City Bank 2/7/2022 4:13 PM

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

Visit **Natural North Florida**

THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 N.W. 87TH PLACE  
GAINESVILLE, FLORIDA 32653-1803  
352.955.2200

63-68/631

1577

1/13/2022

PAY TO THE ORDER OF **Peggy James Clark**

\$\*\*1,275.00

One Thousand Two Hundred Seventy-Five and 00/100 DOLLARS

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

MEMO

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

0001577 00631006888 0224792204

ENDORSE HERE

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TranDt=01/18/22-StartTm= 1:01:32 PM  
Br=225-TirID=6334  
Inst=SOUTH STATE BANK, N.A.-RNum=>053200983<  
ItemNum=983308219416

Security Features:

- Hologram
- Heat Sensitive Ink
- True Watermark
- Visible Fibers
- Chemical Sensitive Paper and Ink
- Chemical Wash Detection Area
- Microprinting
- High Resolution Warning Band
- Total Adhesion Properties
- Anti-Copy Technology
- Latent Line Back Pattern

This security features listed above, as well as those not listed, exceed industry guidelines.

HC-S

Amount: \$-1,275.00  
Statement Description: Check  
Check Number: 1577  
Posted Date: 1/19/2022  
Type: Debit  
Status: Posted

Capital City Bank 2/7/2022 4:13 PM

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

Visit **Natural North Florida**

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

63-68/631

1580

1/27/2022

PAY TO THE ORDER OF **N Central FL Regional Planning Council**

\$\*\*2,000.00

Two 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

001580 0631006888 0224792204

**Security Features:**

**Hologram**

Heat Sensitive Ink

True Watermark

Visible Fibers

Intaglio Printing

High Resolution Warning Band

Transferable Properties

Anti-Copy Technology

Latent Line Back Pattern

Patented Security Features

FEDERAL RESERVE BOARD OF GOVERNORS REG. CC

The security features listed below, as well as those not listed, ensure authenticity of this check.

HC-5

- Microprint: A fine line of dots that form a continuous pattern.
- Heat Sensitive Ink: Ink that changes color when heated.
- True Watermark: A watermark that is visible when held to light.
- Visible Fibers: Fibers that are visible in the paper.
- Intaglio Printing: Printing that is raised and recessed.
- High Resolution Warning Band: A band that contains a high resolution image.
- Transferable Properties: Properties that can be transferred to another surface.
- Anti-Copy Technology: Technology that prevents copying.
- Latent Line Back Pattern: A pattern that is latent on the back of the check.
- Patented Security Features: Features that are patented by the Federal Reserve Board of Governors.

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CAPITAL CITY BANK

FOR DEPOSIT ONLY

NORTH CENTRAL FLORIDA

REGIONAL PLANNING COUNCIL

CHECK HERE AFTER 02/24/2021

MOBILE OR REMOTE DEPOSIT DATE

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Amount: \$2,000.00  
Statement Description: Check  
Check Number: 1580  
Posted Date: 1/28/2022  
Type: Debit  
Status: Posted





# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

### As of January 31, 2022

(These financial statements are unaudited)

	Budget	January 2022	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	54,000.00	0.00	54,000.00	0.00
DEO Rural Development Grant 20/21	40,600.00	33,907.31	33,907.31	(6,692.69)
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>33,907.31</b>	<b>87,907.31</b>	<b>(29,992.69)</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	3,400.00	4,250.00	(4,650.00)
Web Hosting & Maintenance Services	6,000.00	6,000.00	6,000.00	0.00
<b>Total Website</b>	<b>14,900.00</b>	<b>9,400.00</b>	<b>10,250.00</b>	<b>(4,650.00)</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
VF Florida Huddle 2022	0.00	1,260.41	1,260.41	1,260.41
DEO Georgia RV & Camper Show	7,500.00	0.00	0.00	(7,500.00)
DEO Atlanta Travel & Adventure Show	0.00	0.00	1,886.34	1,886.34
<b>Total Trade Shows</b>	<b>7,500.00</b>	<b>1,260.41</b>	<b>3,146.75</b>	<b>(4,353.25)</b>

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

(These financial statements are unaudited)

	<b>Budget</b>	<b>January 2022</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	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	9,000.00	9,000.00	0.00
Quarterly eNewsletters	11,000.00	2,315.96	3,315.96	(7,684.04)
Go! Adventure Planning Guide Virtual	0.00	0.00	0.00	0.00
<b>Total Advertising</b>	<b>20,000.00</b>	<b>11,315.96</b>	<b>20,619.21</b>	<b>619.21</b>
<b>Total Marketing Expenses</b>	<b>42,400.00</b>	<b>21,976.37</b>	<b>34,015.96</b>	<b>(8,384.04)</b>
<b>Administration</b>				
NCFRPC - Admin VF & DEO 2020-21	7,500.00	0.00	1,875.00	(5,625.00)
NCFRPC - Admin VF & DEO FY 2021-22	5,600.00	0.00	0.00	(5,600.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	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>0.00</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 January 31, 2022

(These financial statements are unaudited)

	Budget	January 2022	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>0.00</u>	<u>6,100.00</u>	<u>(69,400.00)</u>
<b>Total Expenses</b>	<u>117,900.00</u>	<u>21,976.37</u>	<u>40,115.96</u>	<u>(77,784.04)</u>
<b>Net Income</b>	<u>0.00</u>	<u>11,930.94</u>	<u>47,791.35</u>	<u>47,791.35</u>



## **ATTACHMENT 1 SCOPE OF WORK**

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

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

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

**2.1 Website Maintenance and Operation:**

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

**2.2 Electronic Newsletters:**

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

**2.3 Website Blogs:**

Post blogs on its website, [www.naturalnorthflorida.com](http://www.naturalnorthflorida.com). Blogs must be informative to visitors of tourist-oriented attractions and facilities within the RAOs.

**2.4 Exhibit at Domestic Travel Shows:**

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

**2.5 Advertising:**

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

**2.6 Literature Distribution:**

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

## **2.7 Professional Enhancement Scholarships:**

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

## **2.8 Memberships in Professional Organizations:**

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

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

## **3. DEO'S RESPONSIBILITIES:**

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

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

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

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

## **4. DELIVERABLES:**

Grantee agrees to provide the following services as specified:

<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>Grantee shall maintain, host and operate website in accordance with the Scope of Work, Section 2.1.</b>	<p>Grantee shall provide ongoing website hosting and operation, in accordance with Section 2.1, as evidenced by submission of the following:</p> <p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>• Copy of vendor agreement;</li> <li>• Invoice(s) from provider detailing work completed;</li> <li>• Proof of payment; and</li> <li>• Website analytics showing percentage of up time.</li> </ul>	<p>Failure to complete the Minimum Level of Service and the submission of required documentation in accordance with Section 2.1 shall result in non-payment.</p>

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

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



	<ul style="list-style-type: none"> <li>Completed travel documentation for each traveler if attending in-person training sessions; and</li> <li>Invoice package in accordance with Section 6. of this Scope of Work.</li> </ul>	
<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>Grantee shall maintain current memberships or join professional organizations in accordance with Scope of Work, Section 2.8.</b>	<p>Grantee shall maintain membership in a minimum of at least one (1) professional organization in accordance with Section 2.8, as evidenced by submission of the following:</p> <p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>Copy of registration for each professional organization membership joined or maintained; and</li> <li>Invoice package in accordance with Section 6. of this Scope of Work.</li> </ul>	Failure to maintain the Minimum Level of Service and the submission of the required documentation in accordance with Section 2.8 shall result in non-payment.
<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, 2022, July 31, 2022, October 31, 2022 and January 24, 2023. The quarterly report shall include a summary of project progress, indicating percentage of completion of each Deliverable, and all additional reports which are required pursuant to this Agreement, including but not limited to, reports documenting the positive return on investment to the State that results from Grantee's project and its use of Award Funds. The summary shall also include any issues or events occurring which affect the ability of the Grantee to meet the terms of this Agreement. **If all required reports and copies are not sent to DEO or are not completed in a manner acceptable to DEO, payments may be withheld until the reports are properly completed or otherwise allowable by law.**

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

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\_\_

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 a  
16 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, repair,  
19 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  
26 26 U.S.C. s. 501(c)(3) and open to the public, within the  
27 boundaries of the county or subcounty special taxing district in  
28 which the tax is levied; or

29 c. Aquariums or museums that are publicly owned and

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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;

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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



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.



2022434er

1  
2 An act relating to Florida tourism marketing; amending  
3 ss. 288.1226 and 288.923, F.S.; delaying the scheduled  
4 repeal of provisions governing the Florida Tourism  
5 Industry Marketing Corporation and the Division of  
6 Tourism Marketing of Enterprise Florida, Inc.,  
7 respectively; providing an effective date.  
8

9 Be It Enacted by the Legislature of the State of Florida:  
10

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

13 288.1226 Florida Tourism Industry Marketing Corporation;  
14 use of property; board of directors; duties; audit.—

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

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

19 288.923 Division of Tourism Marketing; definitions;  
20 responsibilities.—

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

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



HB 489

2022

1                   A bill to be entitled  
2       An act relating to tourism marketing; amending s.  
3       288.1226, F.S.; revising the scheduled repeal date of  
4       the Florida Tourism Industry Marketing Corporation;  
5       amending s. 288.923, F.S.; revising the scheduled  
6       repeal date of the Division of Tourism Marketing  
7       within Enterprise Florida, Inc.; providing an  
8       effective date.

9  
10   Be It Enacted by the Legislature of the State of Florida:

11  
12       Section 1. Subsection (14) of section 288.1226, Florida  
13       Statutes, is amended to read:

14       288.1226 Florida Tourism Industry Marketing Corporation;  
15       use of property; board of directors; duties; audit.—

16       (14) REPEAL.—This section is repealed October 1, 2028  
17       ~~2023~~, unless reviewed and saved from repeal by the Legislature.

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

20       288.923 Division of Tourism Marketing; definitions;  
21       responsibilities.—

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

24       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.







March 9, 2022

Ms. Dana Young, President and Chief Executive Officer  
VISIT FLORIDA  
2540 West Executive Center Circle, Suite 200  
Tallahassee, FL 32301

RE: Rural County Interests and Representation in VISIT FLORIDA

Dear Ms. Young:

On behalf of the Board of Directors of the Original Florida Tourism Task Force (Visit Natural North Florida), congratulations on the recent reauthorization and sunset extension of VISIT FLORIDA. Visit Natural North Florida has been a loyal partner member and proponent of VISIT FLORIDA for many years and looks forward to our partnership continuing to thrive. Our organization promotes eco-based tourism, heritage-based tourism and culture-based tourism for our predominately rural north central Florida region.

Visit Natural North Florida would like to bring to your attention the following concerns of our member counties. First, there is a strong perception among our member counties that due to the staff reorganization and staff reductions that occurred at VISIT FLORIDA in recent years, rural tourism promotion has experienced adverse impacts. In particular, rural counties have lost important VISIT FLORIDA representation opportunities and critical VISIT FLORIDA staff that not only understood rural tourism, but were devoted exclusively to promoting rural tourism. Visit Natural North Florida respectfully requests clarification concerning the role that VISIT FLORIDA plans to play in rural tourism development and promotion in the future.

Second, our member counties are concerned that cooperative partner programs are primarily focused on promoting the state's traditional tourism destinations of beaches and theme parks. In addition, there is a concern that the local cost share for these programs is too high for rural county participation. Also, our rural county members are concerned that they may not be able to afford VISIT FLORIDA partnership if membership fees increase.

Visit Natural North Florida appreciates all of the assistance that VISIT FLORIDA has provided to our organization in promoting rural tourism. We hope that the significant gains made in rural tourism promotion over the past several years will be able to continue in coming years.

Thank you for your consideration of these concerns.

Sincerely,

Craig Colton  
Chair

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*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 MEMBERS as of 9/23/2021**

### **ALACHUA COUNTY**

(\$15,000 - 3 votes)

#### ***Vacant***

#### ***Brian Avery***

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

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### **BRADFORD COUNTY**

(\$3,000 - 2 votes)

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

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

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Board of County Commissioners

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### **COLUMBIA COUNTY**

(\$8,000 3 votes)

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

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

### **DIXIE COUNTY**

(\$3,000 - 2 votes)

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

Cross City Councilmember

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**GILCHRIST COUNTY**

(\$2,000 - 2 votes)

***The Honorable Lee Deen***

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**HAMILTON COUNTY**

(\$1,000 - 2 votes)

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

(\$2,000 - 2 votes)

***Katrina Richardson***

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**LAFAYETTE COUNTY**

(\$1,000 - 1 vote)

***Craig Colton, Chair***

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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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**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)

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**Sandy Beach**  
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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***

Staff Assistant

Gilchrist County Tourist Development Council

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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>Dixie County</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	✓

