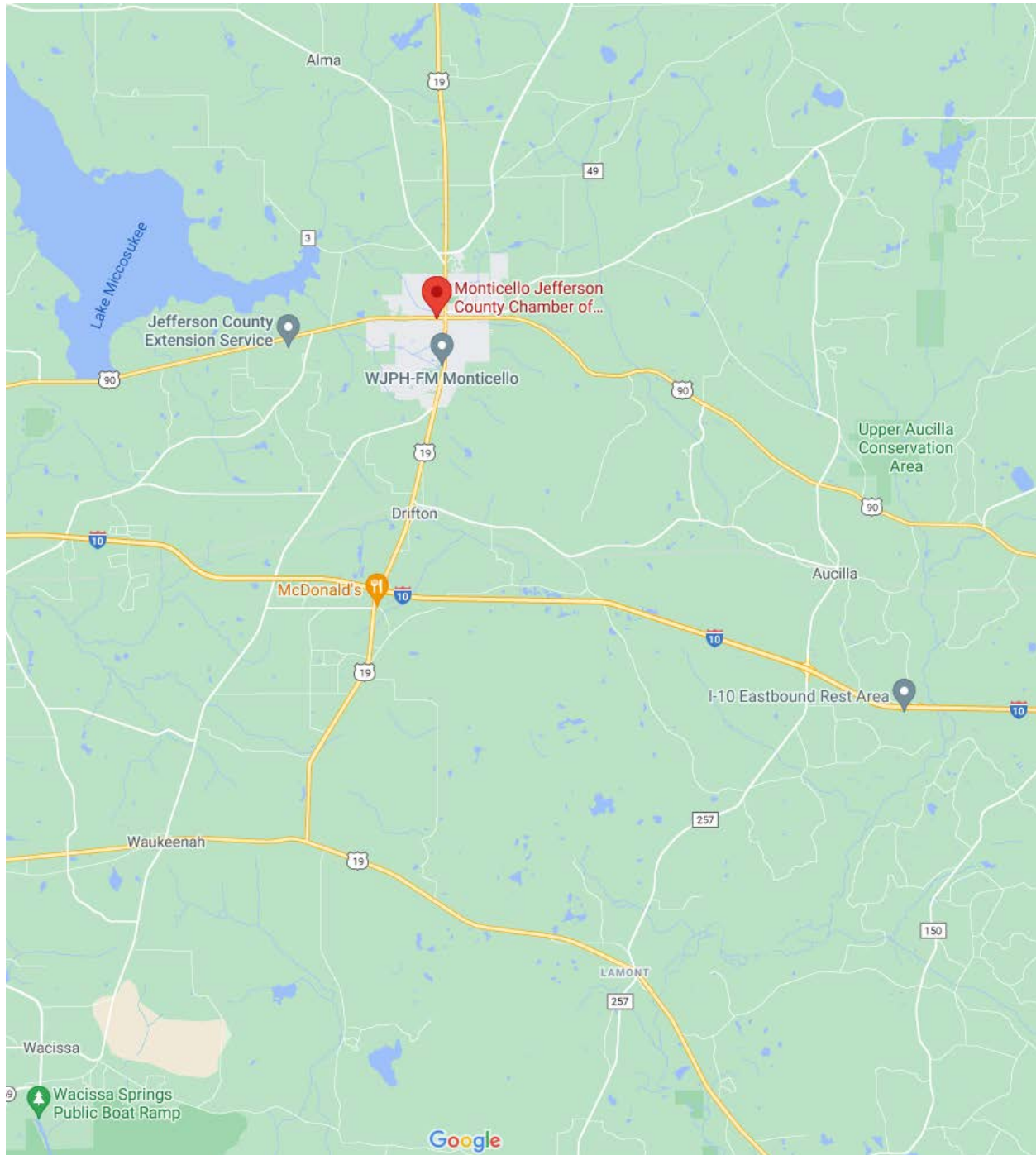




## MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **April 20, 2023**. The meeting will be held at the **Monticello Jefferson County Chamber of Commerce, 420 West Washington Street Monticello, Florida**, beginning at **10:00 a.m.**



**Monticello Jefferson County Chamber of Commerce**  
**420 West Washington Street**  
**Monticello, FL 32344**

*The Original Florida*

*Visit Natural*  
**NORTH FLORIDA**

**TOURISM TASK FORCE  
Meeting Agenda**

**Monticello Jefferson County Chamber of Commerce  
420 West Washington Street, Monticello, FL  
Jefferson County**

**April 20, 2023  
Thursday, 10:00 a.m.**

	<b>PAGE NO.</b>
I. Call to Order, Introductions	
II. Approval of Agenda	3
III. Approval of March 16, 2023 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee	
a. Monthly Financial Report Review and Approval - February 28, 2023	7
B. Fiscal Year 2022-23 Regional Rural Development Grant	33
1. Website	
2. e-newsletter	
3. Website Blogs	
4. Marketing Materials	
5. Domestic Travel Shows	
6. Advertising Campaign	
7. Brochure Distribution	
8. Scholarships	
a. Southeast Tourism Society Marketing College, June 4-9, 2023	
9. Professional Organization Memberships	
C. VISIT FLORIDA	
1. Monthly Report	
D. Staff Items	
1. Senate Bill 640 / House Bill 309 - Tourist Development Tax	41
2. Senate Bill 1482 - Rural Development	47
3. House Bill 7053 - Tourism Development	55
E. Other Old Business	
1. Update Task Force Member Contact Information	81
2. Task Force 2023 Meeting Schedule and County Assignments	85

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 May 18, 2023 in Wakulla County at a location to be determined.

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

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

March 16, 2023  
Thursday, 10:00 a.m.

MEMBERS PRESENT

Elizabeth Reyes, Alachua County  
Ryan Fulford, Dixie County  
Russ McCallister, Dixie County  
Patricia Watson, Gilchrist County  
Craig Colton, Lafayette County, Chair  
Jennifer Poore, Madison County  
Charissa Setzer, Suwannee County  
Dawn Perez, Taylor County  
Elizabeth Hughes, Wakulla County  
Kinsey Miller, Wakulla County

OTHERS PRESENT

Bobbi Breo, Madison County  
Donna Creamer, Travel Show Coordinator  
Adrienne Glass, Advance Travel & Tourism  
Anne Glick, Florida Fish & Wildlife  
Conservation Commission  
Kay McCallister, Visit Dixie  
Jesse Sampley, Meridian Pursuit

MEMBERS ABSENT

Carolyn Spooner, Bradford County  
Rod Butler, Columbia County  
Alden Rosner, Columbia County  
Paula Vann, Columbia County  
Bryan Freeman, Gilchrist County  
Chadd Mathis, Hamilton County  
Mia Mauldin, Hamilton County  
Katrina Richardson, Jefferson County  
David Ward, Jefferson County  
Tisha Whitehurst, Levy County  
Ina Thompson, Madison County  
Teena Peavey, Suwannee County, Treasurer  
Sandy Beach, Taylor 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 10:15 a.m.

II. APPROVAL OF THE AGENDA

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

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

III. APPROVAL OF THE FEBRUARY 16, 2023 MINUTES

Chair Colton asked for approval of the February 16, 2023 meeting minutes.

**ACTION: Patricia Watson moved and Charissa Setzer seconded to approve the February 16, 2023 minutes as presented. The motion passed unanimously.**

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report
  - a. Monthly Financial Report Review and Approval -  
January 31, 2023

**ACTION: Patricia Watson moved and Charissa Setzer seconded to accept the January 31, 2023 monthly financial report as presented. The motion passed unanimously.**

- B. Fiscal Year 2022-23 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
    - a. Southeast Tourism Society Marketing College, June 4-9, 2023

**ACTION: Patricia Watson moved and Elizabeth Hughes seconded to authorize staff to register Craig Colton, Kinsey Miller and Jennifer Poore for Marketing College, to be held June 4-9, 2023. The motion passed unanimously.**

**ACTION: Dawn Perez moved and Charissa Setzer seconded to authorize staff to attend the Governor's Tourism Conference to be held September 6-8, 2023. The motion passed unanimously.**

- 9. Professional Organization Memberships

- C. VISIT FLORIDA -
  - 1. Monthly Report

- D. Staff Items -
  - 1. Senate Bill 640 / House Bill 309 - Tourist Development Tax
  - 2. Senate Bill 1482 - Rural Development

- E. Other Old Business
  - 1. Updated Task Force Member Contact Information
  - 2. Task Force 2023 Meeting Schedule and County Assignments

- F. Announcements
  - Task Force members made announcements of interest to the Task Force.

V. NEW BUSINESS - None

VI. LEADERSHIP FORUM - None

VII. ADJOURNMENT

Date and Location of next meeting

The next regular meeting is scheduled for 10:00 a.m., April 20, 2023 to be held in Jefferson County at a location to be determined.

**The meeting adjourned at 11:16 a.m.**

---

Craig Colton, Chair

4/20/23  
Date

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

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## The Original Florida Tourism Task Force

**Balance Sheet**

As of February 28, 2023

	Feb 28, 23
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Cash in Bank - Capital City	161,254.40
<b>Total Checking/Savings</b>	161,254.40
Accounts Receivable	
Accounts Receivable	52,000.00
<b>Total Accounts Receivable</b>	52,000.00
<b>Other Current Assets</b>	
Prepaid Expense	447.06
Prepaid Registration Fees	4,895.00
<b>Total Other Current Assets</b>	5,342.06
<b>Total Current Assets</b>	218,596.46
<b>TOTAL ASSETS</b>	<b>218,596.46</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
Accounts Payable	2,362.32
<b>Total Accounts Payable</b>	2,362.32
<b>Total Current Liabilities</b>	2,362.32
<b>Total Liabilities</b>	2,362.32
<b>Equity</b>	
Unrestricted Earnings	182,632.15
Net Income	33,601.99
<b>Total Equity</b>	216,234.14
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>218,596.46</b>





6:02 PM

04/11/23

Accrual Basis

## The Original Florida Tourism Task Force

### Profit & Loss

February 2023

	Feb 23
Expense	
Marketing	
Trade Shows	
Atlanta Camping and RV	2,000.00
FL Huddle 2023	2,027.32
Washington DC Travel Adventure	3,479.09
Total Trade Shows	7,506.41
Total Marketing	7,506.41
Total Expense	7,506.41
Net Income	-7,506.41



11:20 AM

03/14/23

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 02/28/2023**

---

	<b>Feb 28, 23</b>	
<b>Beginning Balance</b>		193,686.32
<b>Cleared Transactions</b>		
Checks and Payments - 8 items	-25,850.84	
Deposits and Credits - 2 items	243.94	
<b>Total Cleared Transactions</b>	-25,606.90	
<b>Cleared Balance</b>		<b>168,079.42</b>
		<hr/>
<b>Uncleared Transactions</b>		
Checks and Payments - 2 items	-6,825.02	
<b>Total Uncleared Transactions</b>	-6,825.02	
<b>Register Balance as of 02/28/2023</b>		<b>161,254.40</b>
		<hr/>
<b>New Transactions</b>		
Checks and Payments - 1 item	-2,027.32	
<b>Total New Transactions</b>	-2,027.32	
<b>Ending Balance</b>		<b>159,227.08</b>
		<hr/>

11:20 AM

03/14/23

**The Original Florida Tourism Task Force**  
**Reconciliation Detail**  
**Cash in Bank - Capital City, Period Ending 02/28/2023**

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						193,686.32
<b>Cleared Transactions</b>						
<b>Checks and Payments - 8 items</b>						
Bill Pmt -Check	01/26/2023	1615	VisitFlorida	X	-6,578.00	-6,578.00
Bill Pmt -Check	01/26/2023	1612	JUMPEM, LLC	X	-6,000.00	-12,578.00
Bill Pmt -Check	02/09/2023	1618	VisitFlorida	X	-9,000.00	-21,578.00
Bill Pmt -Check	02/09/2023	1616	Koons, Scott	X	-318.94	-21,896.94
Bill Pmt -Check	02/09/2023	1617	United Parcel Service	X	-79.56	-21,976.50
Bill Pmt -Check	02/23/2023	1620	Creamer Donna	X	-2,000.00	-23,976.50
Bill Pmt -Check	02/23/2023	1619	McCallister, Russ	X	-1,765.25	-25,741.75
Bill Pmt -Check	02/23/2023	1621	N Central FL Region...	X	-109.09	-25,850.84
Total Checks and Payments					-25,850.84	-25,850.84
<b>Deposits and Credits - 2 items</b>						
Deposit	02/02/2022		Original Florida Tour...	X	243.94	243.94
Bill Pmt -Check	08/11/2022	1597	Perdue, Danielle	X	0.00	243.94
Total Deposits and Credits					243.94	243.94
Total Cleared Transactions					-25,606.90	-25,606.90
Cleared Balance					-25,606.90	168,079.42
<b>Uncleared Transactions</b>						
<b>Checks and Payments - 2 items</b>						
Bill Pmt -Check	08/11/2022	1596	Colton, Craig		-235.02	-235.02
Bill Pmt -Check	02/23/2023	1622	Unicomm, LLC		-6,590.00	-6,825.02
Total Checks and Payments					-6,825.02	-6,825.02
Total Uncleared Transactions					-6,825.02	-6,825.02
Register Balance as of 02/28/2023					-32,431.92	161,254.40
<b>New Transactions</b>						
<b>Checks and Payments - 1 item</b>						
Bill Pmt -Check	03/09/2023	1623	Richardson, Katrina		-2,027.32	-2,027.32
Total Checks and Payments					-2,027.32	-2,027.32
Total New Transactions					-2,027.32	-2,027.32
<b>Ending Balance</b>					<b>-34,459.24</b>	<b>159,227.08</b>



P.O. Box 900  
Tallahassee, FL 32302

00002421 FCC31545030123080614 01 000000000  
THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PL  
GAINESVILLE FL 32653-1603

Date 2/28/23  
Primary Account

Page 1  
XXXXXXXX2204

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

## CHECKING ACCOUNT

EVERYDAY CHECKING FOR BUSINESS		Images	8
Account Number	XXXXXXXX2204	Statement Dates	2/01/23 thru 2/28/23
Previous Balance	193,686.32	Days in this Statement Period	28
1 Deposits/Credits	243.94	Avg Ledger Balance	179,911.55
8 Checks/Debits	25,850.84	Avg Collected Balance	179,911.55
Service Charges	.00		
Interest Paid	.00		
Ending Balance	168,079.42		

## DEPOSITS AND OTHER CREDITS

Date	Description	Amount
2/02	Credit Back Item	243.94

## CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
2/07	1612	6,000.00	2/16	1618	9,000.00
2/10	1615*	6,578.00	2/24	1619	1,765.25
2/10	1616	318.94	2/28	1620	2,000.00
2/14	1617	79.56	2/27	1621	109.09

\* Denotes missing check numbers

RECEIVED

MAR 06 2023

NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL





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

Date 2/28/23  
Primary Account

Page 2  
XXXXXXX2204

EVERYDAY CHECKING FOR BUSINESS

XXXXXXX2204 (Continued)

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
2/01	193,686.32	2/10	181,033.32	2/24	170,188.51
2/02	193,930.26	2/14	180,953.76	2/27	170,079.42
2/07	187,930.26	2/16	171,953.76	2/28	168,079.42

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

**Natural North Florida** THE ORIGINAL FLORIDA TRAVELER'S CHECK  
 1612  
 12/09/2022  
 \$18,000.00  
 DOLLARS  
 PAY TO THE ORDER OF JUMPEM LLC  
 Jay The Island and CONDO  
 JUMPEM LLC  
 877 Broadway Dr.  
 Longwood FL 32779-3519  
 MICHAEL  
 0001612 0063100688 0224792204

1612 02/07/2023 \$6,000.00

**Natural North Florida** THE ORIGINAL FLORIDA TRAVELER'S CHECK  
 1615  
 1/26/2023  
 \$75,578.00  
 DOLLARS  
 PAY TO THE ORDER OF Via Florida  
 Jay The Island Two Hundred Seventy Eight and 00/100  
 Via Florida  
 Jay The Island Condo  
 1211 N. Monroe St. Box 903  
 Tallahassee, FL 32301-1548  
 MICHAEL  
 0001615 0063100688 0224792204

1615 02/10/2023 \$6,578.00

**Natural North Florida** THE ORIGINAL FLORIDA TRAVELER'S CHECK  
 1616  
 2/9/2023  
 \$318.94  
 DOLLARS  
 PAY TO THE ORDER OF Beall R Koons  
 Three Hundred Eighteen and 94/100  
 Beall R Koons  
 5210 NW 50th Terrace  
 Gainesville, FL 32608-4300  
 MICHAEL  
 0001616 0063100688 0224792204

1616 02/10/2023 \$318.94

**Natural North Florida** THE ORIGINAL FLORIDA TRAVELER'S CHECK  
 1617  
 2/9/2023  
 \$79.56  
 DOLLARS  
 PAY TO THE ORDER OF United Parcel Service  
 Seventy Nine and 56/100  
 United Parcel Service  
 P.O. Box 880116  
 Dallas, TX 75285-8116  
 MICHAEL  
 0001617 0063100688 0224792204

1617 02/14/2023 \$79.56

**Natural North Florida** THE ORIGINAL FLORIDA TRAVELER'S CHECK  
 1618  
 2/6/2023  
 \$9,000.00  
 DOLLARS  
 PAY TO THE ORDER OF Via Florida  
 Nine Thousand and 00/100  
 Via Florida  
 Accounting Department  
 101 N. Monroe St. Box 900  
 Tallahassee, FL 32301-1548  
 MICHAEL  
 0001618 0063100688 0224792204

1618 02/16/2023 \$9,000.00

**Natural North Florida** THE ORIGINAL FLORIDA TRAVELER'S CHECK  
 1619  
 2/23/2023  
 \$1,765.25  
 DOLLARS  
 PAY TO THE ORDER OF McCallister Russ  
 One Thousand Seven Hundred Sixty Five and 25/100  
 Russ McCallister  
 P.O. 1340  
 Old Town, FL 32880  
 MICHAEL  
 0001619 0063100688 0224792204

1619 02/24/2023 \$1,765.25

**Natural North Florida** THE ORIGINAL FLORIDA TRAVELER'S CHECK  
 1620  
 2/23/2023  
 \$2,000.00  
 DOLLARS  
 PAY TO THE ORDER OF Donna Creamer  
 Two Thousand and 00/100  
 Donna Creamer  
 4809 NW 50th Ave  
 Del, FL 33618  
 MICHAEL  
 0001620 0063100688 0224792204

1620 02/28/2023 \$2,000.00

**Natural North Florida** THE ORIGINAL FLORIDA TRAVELER'S CHECK  
 1621  
 2/27/2023  
 \$109.09  
 DOLLARS  
 PAY TO THE ORDER OF N Central FL Regional Planning Council  
 One Hundred Nine and 09/100  
 N Central FL Regional Planning Council  
 2003 NW 87th Place  
 Gainesville, FL 32603-1903  
 MICHAEL  
 0001621 0063100688 0224792204

1621 02/27/2023 \$109.09





**Capital City Bank**

3/8/2023 2:41 PM

Tourism Task Force

\*\*\*\*\*2204

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

**Visit Natural North Florida**

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

**Capital City Bank**

1612

63-68/631

1/26/2023

PAY TO THE ORDER OF **JUMPEM, LLC**

\$\*6,000.00

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

**JUMPEM, LLC**  
877 Brantley Dr.  
Longwood, FL 32779-3519

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

00016121 0631006888 0224792204

**Security Features:**

- Hologram**
  - Hologram, machine read, used to check store Capital One products
  - Hologram, machine read, used to check store Capital One products
- Heat Sensitive Ink**
  - Heat Sensitive Ink, used to check store Capital One products
  - Heat Sensitive Ink, used to check store Capital One products
- True Watermark**
  - True Watermark, used to check store Capital One products
  - True Watermark, used to check store Capital One products
- Visible Fibers**
  - Visible Fibers, used to check store Capital One products
  - Visible Fibers, used to check store Capital One products
- Chemical Sensitive Paper**
  - Chemical Sensitive Paper, used to check store Capital One products
  - Chemical Sensitive Paper, used to check store Capital One products
- Chemical Sensitive Paper**
  - Chemical Sensitive Paper, used to check store Capital One products
  - Chemical Sensitive Paper, used to check store Capital One products
- Microprinting**
  - Microprinting, used to check store Capital One products
  - Microprinting, used to check store Capital One products
- High Resolution Marking Band**
  - High Resolution Marking Band, used to check store Capital One products
  - High Resolution Marking Band, used to check store Capital One products
- Anti-Counterfeit Properties**
  - Anti-Counterfeit Properties, used to check store Capital One products
  - Anti-Counterfeit Properties, used to check store Capital One products
- Anti-Counterfeit Properties**
  - Anti-Counterfeit Properties, used to check store Capital One products
  - Anti-Counterfeit Properties, used to check store Capital One products

Seq: 20  
Dep: 000519  
Date: 02/07/23

**Deposit Only to**  
**BESTON NEW WEST.COM INC**  
**JUMPEM, LLC**  
**43rd St, STE 3**  
**Deposited in**  
**Deposited in**

☐ CHECK OR REMOTE DEPOSIT DATE

☐ MOBILE OR REMOTE DEPOSIT DATE

FOR DEPOSIT ONLY - DO NOT SIGN BELOW THIS LINE  
RESERVED FOR FINANCIAL INSTITUTION USE

**Amount:** \$-6,000.00  
**Statement Description:** Check  
**Check Number:** 1612  
**Posted Date:** 2/7/2023  
**Type:** Debit  
**Status:** Posted



**Capital City Bank**

3/8/2023 2:41 PM

Tourism Task Force

\*\*\*\*\*2204

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES & 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**

1615

63-68/631

1/26/2023

PAY TO THE ORDER OF Visit Florida

\$6,578.00

Six Thousand Five Hundred Seventy-Eight and 00/100 \*\*\*\*\* DOLLARS

Visit Florida  
Accounting Department  
101 N. Monroe St, Ste 900  
Tallahassee, FL 32301-1546

MEMO 86452

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001615 1063100688 0224792204

**Security Features:**

- Hologram**
  - Hologram is perforated
  - Hologram is visible from both sides
  - Hologram is made of gold and silver
  - Hologram is made of gold and silver
  - Hologram is made of gold and silver
- Visible Fibers**
  - Visible fibers are embedded in the paper
  - Visible fibers are embedded in the paper
  - Visible fibers are embedded in the paper
- Chemical Reactions**
  - Chemical reactions are visible when the paper is heated
  - Chemical reactions are visible when the paper is heated
  - Chemical reactions are visible when the paper is heated
- Microprint**
  - Microprint is visible when the paper is held to the light
  - Microprint is visible when the paper is held to the light
  - Microprint is visible when the paper is held to the light
- High Resolution**
  - High resolution is visible when the paper is held to the light
  - High resolution is visible when the paper is held to the light
  - High resolution is visible when the paper is held to the light

**ENDORSE HERE**

Pay to the Order of  
**WELLS FARGO BANK, N.A.**  
For Deposit Only  
**FLORIDA TOURISM INDUSTRY MKTG**  
**VISIT FLORIDA - PRIVATE ACCT**

☐ CHECK HERE WITH DEBIT CARD  
☐ MOBILE OR REMOTE DEBIT CARD USE

STAMP OR SIGN BEHIND THIS LINE

**Amount:** \$-6,578.00

**Statement Description:** Check

**Check Number:** 1615

**Posted Date:** 2/10/2023

**Type:** Debit

**Status:** Posted



**Capital City Bank** 3/8/2023 2:41 PM

Tourism Task Force

\*\*\*\*\*2204

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOR 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

1616

2/9/2023

PAY TO THE ORDER OF **Scott R. Koons**

\$\*\*318.94

Three Hundred Eighteen and 94/100 \*\*\*\*\* DOLLARS

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

MEMO

Shield

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

"001616" "063100688" 0224792204"

**Security Features:**

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

**Heat Sensitive Ink**  
Heat Sensitive Ink

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

**Security Features:**

- Multi-dimensional security features
- Cannot be photocopied
- Hold red image with UV light
- The image will disappear
- Hold check to a light source
- Cannot be photocopied
- Visible fibers embedded in paper
- Fibers in paper will glow under ultraviolet light
- Stains or spots may appear if chemical alteration attempts are made
- MP Security type in check border appears as dotted line when copied
- Toner and adhesive are difficult to copy or copy
- Chemically sensitive paper bonds to paper
- Paper is made with technology to prevent copying
- Paper is made with technology to prevent copying
- Paper is made with technology to prevent copying

ENDORSE HERE

5-72.1-2

081500509287

☐ CHECK HERE AFTER MOBILE OR REMOTE DEPOSIT DATE

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

Amount: \$-318.94

Statement Description: Check

Check Number: 1616

Posted Date: 2/10/2023

Type: Debit

Status: Posted



\*\*\*\*\*2204

**Amount: \$-79.56**

**Statement Description:** Check

**Check Number: 1617**

**Posted Date:** 2/14/2023

**Type:** Debit

**Status:** Posted



**Capital City Bank**

3/8/2023 2:43 PM

Tourism Task Force

\*\*\*\*\*2204

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

**Visit Natural North Florida**

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

**Capital City Bank**

1618

2/9/2023

63-68/631

PAY TO THE ORDER OF Visit Florida

\$\*\*9,000.00

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

Visit Florida  
Accounting Department  
101 N. Monroe St, Ste 900  
Tallahassee, FL 32301-1546

MEMO 86494

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001618 0631006881 0224792204

**Security Features:**

- Hologram
- Heat Sensitive Ink
- True Watermark
- Visible Fibers
- Invisible Hologram
- Chemically Sensitive Ink
- Chemical Wash Resistant Ink
- Microprinting
- High Resolution Ink
- Ink Lines
- Ink Color
- Ink Texture
- Ink Smell
- Ink Taste
- Ink Sound
- Ink Weight
- Ink Density
- Ink Viscosity
- Ink pH
- Ink Solubility
- Ink Stability
- Ink Compatibility
- Ink Adhesiveness
- Ink Cohesiveness
- Ink Wettability
- Ink Spreading
- Ink Drying
- Ink Curing
- Ink Aging
- Ink Degradation
- Ink Recycling
- Ink Disposal
- Ink Storage
- Ink Transportation
- Ink Distribution
- Ink Sales
- Ink Marketing
- Ink Promotion
- Ink Research
- Ink Development
- Ink Innovation
- Ink Leadership
- Ink Expertise
- Ink Knowledge
- Ink Experience
- Ink Reputation
- Ink Credibility
- Ink Reliability
- Ink Integrity
- Ink Honesty
- Ink Transparency
- Ink Accountability
- Ink Responsibility
- Ink Commitment
- Ink Dedication
- Ink Passion
- Ink Enthusiasm
- Ink Energy
- Ink Motivation
- Ink Inspiration
- Ink Creativity
- Ink Innovation
- Ink Entrepreneurship
- Ink Risk Taking
- Ink Perseverance
- Ink Resilience
- Ink Flexibility
- Ink Adaptability
- Ink Openness
- Ink Tolerance
- Ink Understanding
- Ink Empathy
- Ink Compassion
- Ink Kindness
- Ink Generosity
- Ink Gratitude
- Ink Positivity
- Ink Optimism
- Ink Hope
- Ink Faith
- Ink Love
- Ink Peace
- Ink Joy
- Ink Happiness
- Ink Well-being
- Ink Health
- Ink Wealth
- Ink Success
- Ink Achievement
- Ink Recognition
- Ink Respect
- Ink Honor
- Ink Dignity
- Ink Pride
- Ink Self-respect
- Ink Self-worth
- Ink Self-esteem
- Ink Self-confidence
- Ink Self-belief
- Ink Self-love
- Ink Self-respect
- Ink Self-worth
- Ink Self-esteem
- Ink Self-confidence
- Ink Self-belief
- Ink Self-love

**ENDORSE HERE**

Pay to the Order Of

WELLS FARGO BANK, N.A.

For Deposit Only

FLORIDA TOURISM INDUSTRY MKTG

VISIT FLORIDA - PRIVATE ACCT

DBA VISIT FLORIDA

CHECK HERE AFTER 000363844

MOBILE OR REMOTE DEPOSIT DATE

NO POSTING

DATE

**Amount:** \$-9,000.00

**Statement Description:** Check

**Check Number:** 1618

**Posted Date:** 2/16/2023

**Type:** Debit


**Status:** Posted

## Tourism Task Force

\*\*\*\*\*2204

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**

1619

PAY TO THE  
ORDER OF


McCallister, Russ

\$\*\*1,765.25

One Thousand Seven Hundred Sixty-Five and 25/100

DOLLARS

Russ McCallister  
P.O. 1345  
Old Town, FL 32680



MEMO

0224792204

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED INKED DISAPPEARS WITH HEAT

0001619

0063100688

[illegible]

ENDORSE HERE  
5721304306  
CHECK HERE AFTER  
MOBILE OR REMOTE DEL  
DATE  
DO NOT WRITE, STAMP  
RESERVED FOR F.N.  
SIGN BELOW THIS LINE  
LOCAL INST. IN DON ISL

**Amount: \$-1,765.25**

**Statement Description:** Check

**Check Number: 1619**

**Posted Date:** 2/24/2023

**Type:** Debit

**Status:** Posted



**Capital City Bank** 3/8/2023 2:44 PM

Tourism Task Force

\*\*\*\*\*2204

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

**Visit Natural North Florida**

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

63-68/631

2/23/2023

**Capital City Bank**

1620

PAY TO THE ORDER OF Donna Creamer

\$\*\*2,000.00

Two Thousand 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 DISAPPEARS WITH HEAT

001620 0631006881 0224792204

**Security Features:**

**Hologram**

• Multiple, translucent foil spots fused to check stock. Cannot be photocopied.

**Heat Sensitive Ink**

• Hot red image with fingers or breathe on it. The image will fade and reappear.

**True Watermark**

• Held to light to a light source to view. Cannot be photocopied.

**Visible Fibers**

• Visible fibers embedded in the paper.

**Invisible Fibers**

• Fibers in paper visible under ultraviolet light.

**Chemically Sensitive Paper and Chemical Wash Detection Area**

• Stains or marks may appear if chemical alters on attempts are made.

**Microprinting**

• Small type in check border appears as dots and no white space.

**High Resolution Warning Band**

• Text and numbers to security features. Fine lines in border and numbers are difficult to photocopy.

**Toner Adhesion Properties**

• Check copy in paper binds differently to paper fibers.

**Anti-Copy Technology**

• Paper and made with technology to prevent toner copying from creating a readable copy.

**Level 1 (Front Back Pattern)**

• Designing out-and-paste the surface.

**Level 2 (Security Features)**

• Paper and made with technology to prevent toner copying from creating a readable copy.

**Level 3 (Security Features)**

• Paper and made with technology to prevent toner copying from creating a readable copy.

**Level 4 (Security Features)**

• Paper and made with technology to prevent toner copying from creating a readable copy.

**Level 5 (Security Features)**

• Paper and made with technology to prevent toner copying from creating a readable copy.

**Level 6 (Security Features)**

• Paper and made with technology to prevent toner copying from creating a readable copy.

**Level 7 (Security Features)**

• Paper and made with technology to prevent toner copying from creating a readable copy.

**Level 8 (Security Features)**

• Paper and made with technology to prevent toner copying from creating a readable copy.

**Level 9 (Security Features)**

• Paper and made with technology to prevent toner copying from creating a readable copy.

**Level 10 (Security Features)**

• Paper and made with technology to prevent toner copying from creating a readable copy.

22287023 056001000103720 053100623

DOCUMENT Drawer: 5603  
Trans#: 30  
0224792204

**ENDORSE HERE**

*Donna Creamer*

☐ CHECK HERE AFTER MOBILE OR REMOTE DEPOSIT DATE: 2/23/2023

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

**Amount:** \$-2,000.00

**Statement Description:** Check-Cashed/Withdrawal

**Check Number:** 1620

**Posted Date:** 2/28/2023

**Type:** Debit

**Status:** Posted



**Capital City Bank** 3/8/2023 2:43 PM

Tourism Task Force

\*\*\*\*\*2204

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

**Visit Natural North Florida**

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

63-68/631

1621

2/23/2023

PAY TO THE ORDER OF N Central FL Regional Planning Council

\$\*\*109.09

One Hundred Nine and 09/100 \*\*\*\*\* DOLLARS

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

MEMO

2 RUC WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

00016211 0631006881 0224792204

**Security Features:**

- Hologram**
  - Multi-dimensional foil seal used to check stock. Cannot be photocopied.
- Heat Sensitive Ink**
  - Hold red image with fingers or breathe on it. The image will fade and reappear.
- True Watermark**
  - Hold paper to a light source to view.
- Visible Fibers**
  - Visible fibers embedded in the paper.
- Irresistible Fibers**
  - Fibers in paper visible under ultraviolet light.
- Chemically Sensitive Paper and Chemical Wash Detection Area**
  - Stains or spots may appear if chemical alteration attempts are made.
- Watermarking**
  - Small type in check border appears as dotted line when copied.
- High Resolution Warning Band**
  - Text alert's border in security features. For check in border and across are critical to replicate or copy.
- Toner Adhesion Properties**
  - Chemistry in paper bonds toner to paper fibers with heat. Duplicates voids with resolution attempts.
- Anti-Copy Technology**
  - Deteriorates with technology to prevent most copies from creating a usable copy.
- Anti-Lift Back Pellet**
  - Disrupts current paper alterations.

**THE SECURITY FEATURES LISTED BELOW, AS WELL AS THOSE NOT LISTED, EXCEED INDUSTRY GUIDELINES.**

HC-5

ENDORSE HERE

PAY TO THE ORDER OF  
CAPITAL CITY BANK  
FOR DEPOSIT ONLY  
NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL  
2/23/2023

☐ CHECK HERE FOR REMOTE DEPOSIT  
MOBILE OR REMOTE DEPOSIT  
RESERVED FOR FINANCIAL INSTITUTION USE

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE

2/27/2023 044951057227230 0031006881

Amount: \$-109.09

Statement Description: Check

Check Number: 1621

Posted Date: 2/27/2023

Type: Debit

Status: Posted




# Scott R. Koons

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

**DATE:** January 26, 2023  
**INVOICE #** 49  
**FOR:** Atlanta Camping & RV  
Show - Table Rental

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

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

DESCRIPTION	AMOUNT
Atlanta Camping and RV Show 1/26-29/23 - Table Rental	\$ 243.94
<div>RECEIVED</div> <div>JAN 26 2023</div> <div>NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL</div> <div>Approved for Payment</div> <div></div>	
<b>TOTAL</b>	<b>\$ 243.94</b>

THANK YOU!



# Scott R. Koons

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

**DATE:** February 2, 2023  
**INVOICE #** 50  
**FOR:** Washington DC Travel &  
Adventure Show -  
Handling

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

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

DESCRIPTION	AMOUNT
Washington DC Travel and Adventure Show 2/4-5/23 - Handling	\$ 75.00
<div>RECEIVED</div> <div>FEB 02 2023</div> <div>NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL</div> <div>Approved for Payment</div> <div><u>SRK</u></div>	
<b>TOTAL</b>	<b>\$ 75.00</b>

THANK YOU!



# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

### As of February 2023

(These financial statements are unaudited)

	Budget	February 2023	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	57,000.00	0.00	57,000.00	0.00
DEO Rural Development Grant 21/22	36,500.00	0.00	33,196.81	(3,303.19)
DEO Rural Development Grant 22/23	31,800.00	0.00	0.00	(31,800.00)
<b>Total Income</b>	<b>125,300.00</b>	<b>0.00</b>	<b>90,196.81</b>	<b>(35,103.19)</b>
<b>Expenses</b>				
<b>Marketing</b>				
<b>Planning</b>				
VisaVues Domestic & International Editions	0.00	0.00	6,578.00	6,578.00
<b>Total Planning</b>	<b>0.00</b>	<b>0.00</b>	<b>6,578.00</b>	<b>6,578.00</b>
<b>Website</b>				
Website Blogs	0.00	0.00	0.00	0.00
Web Hosting & Maintenance Services	6,000.00	0.00	6,000.00	0.00
<b>Total Website</b>	<b>6,000.00</b>	<b>0.00</b>	<b>6,000.00</b>	<b>0.00</b>
<b>Trade Shows</b>				
Promotional Items	0.00	0.00	2,857.62	2,857.62
Atlanta Camping & RV Show	0.00	0.00	3,053.13	3,053.13
Washington DC Travel & Adventure Show	7,000.00	3,479.09	3,479.09	(3,520.91)
Atlanta Travel & Adventure Show	7,000.00	0.00	0.00	(7,000.00)
VF Florida Huddle	0.00	2,027.32	2,027.32	2,027.32
<b>Total Trade Shows</b>	<b>14,000.00</b>	<b>5,506.41</b>	<b>11,417.16</b>	<b>(2,582.84)</b>
<b>Advertising</b>				
Digital Advertising Campaign 2021-22	10,000.00	0.00	0.00	(10,000.00)
FI Vacation Planner Print Ad 2022-23	8,300.00	0.00	8,303.25	3.25
FI Trans Map Print Advertisement 2022-23	9,000.00	0.00	9,000.00	0.00
Quarterly eNewsletters	5,100.00	0.00	1,361.00	(3,739.00)
<b>Total Advertising</b>	<b>32,400.00</b>	<b>0.00</b>	<b>18,664.25</b>	<b>(13,735.75)</b>
<b>Total Marketing Expenses</b>	<b>52,400.00</b>	<b>5,506.41</b>	<b>42,659.41</b>	<b>(9,740.59)</b>
<b>Administration</b>				
NCFRPC - Admin DEO 2021-22	1,900.00	0.00	1,875.00	(25.00)
NCFRPC - Admin DEO FY 2022-23	5,600.00	0.00	0.00	(5,600.00)
NCFRPC - Admin Program Fees FY 2022-23	12,500.00	0.00	3,125.00	(9,375.00)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	0.00	(300.00)

**The Original Florida Tourism Task Force**  
**Income and Expenses - Budget vs. Actual**  
**As of February 2023**

(These financial statements are unaudited)

	<b>Budget</b>	<b>February 2023</b>	<b>Year to Date</b>	<b>Over/(Under) Budget</b>
Other Admin Expenses Miscellaneous	2,000.00	0.00	3,847.31	1,847.31
Postage	300.00	0.00	79.56	(220.44)
Travel Show Service Program Fee	2,200.00	2,000.00	2,000.00	(200.00)
Telephone	300.00	0.00	0.00	(300.00)
<b>Total Administration</b>	<b>25,400.00</b>	<b>2,000.00</b>	<b>10,926.87</b>	<b>(14,473.13)</b>
<b>Memberships</b>				
Visit Florida	750.00	0.00	0.00	(750.00)
Southeast Tourism Society	325.00	0.00	335.00	10.00
Florida Outdoor Writers Association	175.00	0.00	0.00	(175.00)
Ride with GPS	250.00	0.00	0.00	(250.00)
<b>Total Memberships</b>	<b>1,500.00</b>	<b>0.00</b>	<b>335.00</b>	<b>(1,165.00)</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)
<b>Total Professional Enhancement</b>	<b>6,900.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(6,900.00)</b>
<b>Internships</b>				
Harvey Campbell Memorial Internship	6,250.00	0.00	1,336.77	(4,913.23)
Dean Fowler Internship	6,250.00	0.00	1,336.77	(4,913.23)
<b>Total Internships</b>	<b>12,500.00</b>	<b>0.00</b>	<b>2,673.54</b>	<b>(9,826.46)</b>
<b>Retained Reserves</b>				
Retained Reserves	26,600.00	0.00	0.00	(26,600.00)
<b>Total Retained Reserves</b>	<b>26,600.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(26,600.00)</b>
<b>Total NonMarketing Expenses</b>	<b>72,900.00</b>	<b>2,000.00</b>	<b>13,935.41</b>	<b>(58,964.59)</b>
<b>Total Expenses</b>	<b>125,300.00</b>	<b>7,506.41</b>	<b>56,594.82</b>	<b>(68,705.18)</b>
<b>Net Income</b>	<b>0.00</b>	<b>(7,506.41)</b>	<b>33,601.99</b>	<b>33,601.99</b>

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

Adopted 9/15/2022

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

(1) See Marketing Budget Detail

(2) See Memberships Detail

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

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



## 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 for 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 purpose of the Original Florida Tourism Task Force is to promote sustainable economic development by enhancing the capacity of the tourism and hospitality industry throughout the region. The North Central Florida Region will promote the natural, historic, and cultural attractions of the area to increase the number of visitors and extend their stay. The goal is to enhance the area’s economy, image, and quality of life through expanded revenues and employment opportunities. At the same time, the region will encourage the preservation of the resources which bring focus to the area.

### **2. GRANTEE RESPONSIBILITIES:**

- 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 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.
- 2.4 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.
- 2.5 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.
- 2.6 Memberships in Professional Organizations:** Maintain current memberships or join professional organizations related to economic and tourism development.
- 2.7 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 nonstate match funding 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:

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; perform Agreement management responsibilities as stated herein; reply to reasonable inquiries pursuant to the Agreement; and, 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 Operation</b>		
<b>Tasks</b>	<b>Minimum Level of Service</b>	<b>Financial Consequences</b>
Grantee shall complete tasks in accordance with Section 2.1 of this Scope of Work.	<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;</li> <li>- Website analytics showing percentage of up time;</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 2.1 of this Scope of Work shall result in non-payment.
<b>Deliverable No. 2 – Electronic Newsletters</b>		
<b>Tasks</b>	<b>Minimum Level of Service</b>	<b>Financial Consequences</b>
Grantee shall complete tasks in accordance with Section 2.2 of this Scope of Work.	<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>	Failure to complete the Minimum Level of Service and the submission of required documentation in accordance with Section 2.2 of this Scope of Work shall result in non-payment.

	<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>	
<b>Deliverable No. 3 – Exhibit at Domestic Travel Shows</b>		
<b>Tasks</b>	<b>Minimum Level of Service</b>	<b>Financial Consequences</b>
Grantee shall complete tasks in accordance with Section 2.3 of this Scope of Work.	<p>Grantee shall exhibit at a minimum of one (1) domestic travel show, 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>- 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> <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>	Failure to complete the Minimum Level of Service and the submission of required documentation in accordance with Section 2.3 of this Scope of Work shall result in non-payment.
<b>Deliverable No. 4 – Advertising</b>		
<b>Tasks</b>	<b>Minimum Level of Service</b>	<b>Financial Consequences</b>

Grantee shall complete tasks in accordance with Section 2.4 of this Scope of Work.	<p>Grantee shall submit a minimum of one (1) digital or print media advertisement, 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>- 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 2.4 of this Scope of Work shall result in non-payment.
<b>Deliverable No. 5 – Professional Enhancement Scholarships</b>		
<b>Tasks</b>	<b>Minimum Level of Service</b>	<b>Financial Consequences</b>
Grantee shall complete tasks in accordance with Section 2.5 of this Scope of Work.	<p>Grantee shall provide a minimum of one (1) Professional Enhancement Scholarship 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>- Copy of completed event registration forms;</li> <li>- Copy of invoice for registration fee;</li> <li>- Copy of agenda for each event;</li> <li>- Summary on how attendance at the event built professional capacity;</li> <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>	Failure to complete the Minimum Level of Service and the submission of required documentation in accordance with Section 2.5 of this Scope of Work shall result in non-payment.
<b>Deliverable No. 6 – Memberships in Professional Organizations</b>		
<b>Tasks</b>	<b>Minimum Level of Service</b>	<b>Financial Consequences</b>
Grantee shall complete tasks in accordance with Section 2.6 of this Scope of Work.	<p>Grantee shall maintain membership in a minimum of at least one (1) professional organization in accordance with Section 2.6, as evidenced by submission of the following:</p> <p><b>Required Documentation:</b></p>	Failure to complete the Minimum Level of Service and the submission of required documentation in accordance with Section 2.6 of this Scope of Work shall result in non-payment.

	<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>	
<b>TOTAL AWARD 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 September 30, December 31, March 31, and June 30. The quarterly report shall include a summary of project progress, indicating percentage of completion of each Deliverable, and all additional reports which are required pursuant to this Agreement, including but not limited to, reports documenting the positive return on investment to the State that results from Grantee's project and its use of Award Funds. The summary shall also include any issues or events occurring which affect the ability of the Grantee to meet the terms of this Agreement. **If all required reports and copies are not sent to DEO or are not completed in a manner acceptable to DEO, payments may be withheld until the reports are properly completed or otherwise allowable by law.**

**5.2 Minority and Service-Disabled Veteran Business Enterprise Report:** Grantee shall provide a Minority and Service-Disabled Veteran Business Enterprise Report with each invoice summarizing the participation of certified and non-certified minority and service-disabled veteran subcontractors and material suppliers for that period and the project to date. Grantee shall include the names, addresses, and dollar amount of each certified and non-certified Minority Business Enterprise and Service-Disabled Veteran Enterprise participant. DEO's Minority Coordinator can be reached at (850) 245-7462 to answer concerns and questions.

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

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

**6.1** Grantee shall provide one invoice per quarter for all services rendered during the applicable period. Grantee shall submit invoices as set forth below to be eligible to receive and retain payment for the performance

of duties and completion of deliverables set forth above. Grantee shall submit all documentation necessary to support Grantee's expenditures. DEO may request any information from Grantee that DEO deems necessary to verify that Grantee has performed the services for which payment is requested. Grantee's submission of each invoice package is Grantee's certification that it has performed the services and incurred the costs in compliance with all applicable laws and the terms of this Agreement. Grantee will provide invoices in accordance with the requirements of the Reference Guide for State Expenditures available at: [https://myfloridacfo.com/docs-sf/accounting-and-auditing-libraries/state-agencies/referenceguideforstateexpenditures4a8dd8e7f6fd4eacb3eb12363d341f74.pdf?sfvrsn=ae70963d\\_2](https://myfloridacfo.com/docs-sf/accounting-and-auditing-libraries/state-agencies/referenceguideforstateexpenditures4a8dd8e7f6fd4eacb3eb12363d341f74.pdf?sfvrsn=ae70963d_2).

Invoices must be legible and must clearly reflect the performance for which payment is sought. Payment does not become due under this Agreement until DEO accepts and approves the invoiced deliverable(s) and any required report(s). At DEO's option, Grantee may submit invoices electronically. Grantee shall submit its final invoice for payment to DEO no later than 60 days after this Agreement ends and DEO may, at DEO's sole and absolute discretion, refuse to honor any requests for payment submitted after this deadline.

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

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

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

**6.2.3** A certification by a licensed engineer using AIA forms G702 and G703, or their substantive equivalents, certifying that the project, or a quantifiable portion of the project, is complete;

**6.2.4** Before and after photographs of the completed work;

**6.2.5** Travel documentation with a completed State of Florida Travel Reimbursement Form;

**6.2.6** A copy of all supporting documentation for vendor payments;

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

**6.2.8** A copy of the bank statement that includes the cancelled check.

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

**6.4** All documentation necessary to support payment requests must be submitted with Grantee's invoice for DEO's review.

**6.5** Grantee's invoice and all documentation necessary to support payment requests must be submitted into DEO's Subrecipient Enterprise Resource Application (SERA). Further instruction on SERA invoicing and reporting, along with a copy of the invoice template, will be provided upon execution of the Agreement.

**8. FINANCIAL CONSEQUENCES FOR FAILURE TO TIMELY AND SATISFACTORILY PERFORM:** Failure to complete all deliverables in accordance with the requirements of this Agreement, and most particularly the deliverables specified above in Section 4, Deliverables, will result in DEO's assessment of the specified financial consequences. If appropriate, should the Parties agree to a corrective action plan, the plan shall specify additional financial consequences to be applied after the effective date of the corrective action

Florida Department of Economic Opportunity  
Fiscal Year 2022-23 Regional Rural Development Grant  
(January 25, 2023 - January 25, 2024)  
Proposed Deliverables and Cost Estimates  
September 15, 2022

Cost Estimates	Deliverable
9/15/2022	
\$6,000.00	Website Hosting & Maintenance
\$0.00	VISIT FLORIDA Retargeting Campaign
\$0.00	Website Blogs
\$0.00	Town Blogs
\$0.00	Design and Print Collateral Material
\$14,000.00	Domestic Travel Shows (2 shows)
\$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
\$5,100.00	Quarterly eNewsletters
\$7,500.00	Administration
\$50,000.00	Total





By Senator Simon

3-01092-23

2023640\_\_

A bill to be entitled  
An act relating to tourist development taxes; amending  
s. 125.0104, F.S.; authorizing certain fiscally  
constrained counties to use a designated percentage of  
tourist development tax revenues received to reimburse  
expenses incurred for certain purposes; providing  
specifications for the use of such tax revenues;  
conforming provisions to changes made by the act;  
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 present paragraph (e) of that  
subsection is amended, to read:

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

(5) AUTHORIZED USES OF REVENUE.—

(d) A fiscally constrained county, as described in s.  
218.67(1), which is located adjacent to the Gulf of Mexico or  
the Atlantic Ocean may use up to 10 percent of the tourist  
development tax revenues received under this section to  
reimburse expenses incurred in providing public safety services  
required to address impacts related to increased tourism and  
visitors in that county. However, if taxes received under this  
section are used to reimburse emergency medical services or  
public safety services related to tourism or special events, the

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2023640\_\_

governing board of the county or municipality may not use the revenue to supplant the normal operating expenses of an emergency medical services department, a fire department, a sheriff's office, or a police department.

(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, 2023.

HB 309

2023

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.

HB 309

2023

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, 2023.



By Senator Simon

3-01320A-23

20231482\_\_

A bill to be entitled  
An act relating to rural development; amending s.  
215.971, F.S.; prohibiting certain agency agreements  
from requiring the expenditure of funds before  
reimbursement; authorizing agencies to undertake  
certain actions; providing construction; amending s.  
288.018, F.S.; specifying that funding provided under  
the Regional Rural Development Grants Program are not  
matching grants; revising the required criteria the  
Department of Economic Opportunity must consider to  
approve a participant in the program; amending s.  
288.065, F.S.; revising the conditions under which an  
applicant to the Rural Community Development Revolving  
Loan Fund may retain repayments of principal and  
interest; amending s. 288.0655, F.S.; revising the  
purpose of the Rural Infrastructure Fund; revising the  
percentages of total infrastructure project cost that  
the Department of Economic Opportunity may award  
through the fund; deleting a provision requiring  
eligible projects to be related to specified  
opportunities; providing authorized uses of eligible  
funds; authorizing the department to award grants up  
to a specified amount for specified planning and  
preparation activities; deleting a provision requiring  
authorized grants to be up to a specified amount for  
certain projects, under specified conditions; deleting  
a restriction on dual grant awards being used which  
would exceed a specified percentage threshold;  
deleting a provision that requires awarded funds be

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matched with a specified amount of local funds;  
revising the evaluation process of applications;  
providing an effective date.

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

Section 1. Present subsections (2) and (3) of section 215.971, Florida Statutes, are redesignated as subsections (3) and (4), respectively, and a new subsection (2) is added to that section, to read:

215.971 Agreements funded with federal or state assistance.—

(2) (a) Notwithstanding any other law to the contrary, an agency agreement that provides state or federal financial assistance to a county or municipal entity within a rural area of opportunity, as defined in s. 288.0656(2), may not require the county or municipal entity to expend funds in order to be reimbursed. For such counties or municipal entities, an agency may advance funding based on an analysis of estimated costs, pay service providers and vendors directly, or undertake other options to meet the requirements of this section.

(b) This subsection may not be construed to alter or limit any other provision of this section.

Section 2. Subsections (1) and (2) of section 288.018, Florida Statutes, are amended to read:

288.018 Regional Rural Development Grants Program.—

(1) (a) For the purposes of this section, the term "regional economic development organization" means an economic development organization located in or contracted to serve a rural area of



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59 opportunity, as defined in s. 288.0656(2)(d).

60 (b) The department shall establish a ~~matching~~ grant program  
61 to provide funding to regional economic development  
62 organizations for the purpose of building the professional  
63 capacity of those organizations. Building the professional  
64 capacity of a regional economic development organization  
65 includes hiring professional staff to develop, deliver, and  
66 provide needed economic development professional services,  
67 including technical assistance, education and leadership  
68 development, marketing, and project recruitment. ~~Matching~~ Grants  
69 may also be used by a regional economic development organization  
70 to provide technical assistance to local governments, local  
71 economic development organizations, and existing and prospective  
72 businesses.

73 (c) A regional economic development organization may apply  
74 annually to the department for a ~~matching~~ grant. The department  
75 is authorized to approve, on an annual basis, grants to such  
76 regional economic development organizations. The maximum amount  
77 an organization may receive in any year will be \$50,000, or  
78 \$250,000 for any three regional economic development  
79 organizations that serve an entire region of a rural area of  
80 opportunity designated pursuant to s. 288.0656(7) if they are  
81 recognized by the department as serving such a region.

82 ~~(d) Grant funds received by a regional economic development~~  
83 ~~organization must be matched each year by nonstate resources in~~  
84 ~~an amount equal to 25 percent of the state contribution.~~

85 (2) In approving the participants, the department shall  
86 consider the demonstrated need of the applicant for assistance  
87 and require the following:

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(a) Documentation of official commitments of support from each of the units of local government represented by the regional organization.

~~(b) Demonstration that each unit of local government has made a financial or in-kind commitment to the regional organization.~~

~~(c) Demonstration that the private sector has made financial or in-kind commitments to the regional organization.~~

~~(d)~~ Demonstration that the organization is in existence and actively involved in economic development activities serving the region.

(c)~~(e)~~ Demonstration of the manner in which the organization is or will coordinate its efforts with those of other local and state organizations.

Section 3. Paragraph (c) of subsection (2) of section 288.065, Florida Statutes, is amended to read:

288.065 Rural Community Development Revolving Loan Fund.—

(2)

(c) All repayments of principal and interest shall be returned to the loan fund and made available for loans to other applicants. However, in a rural area of opportunity designated by the Governor, and upon approval by the department, repayments of principal and interest may be retained by the applicant if such repayments are dedicated ~~and matched~~ to fund regionally based economic development organizations representing the rural area of opportunity.

Section 4. Subsection (1), paragraphs (b), (c), and (e) of subsection (2), and subsection (3) of section 288.0655, Florida Statutes, are amended to read:

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288.0655 Rural Infrastructure Fund.—

(1) There is created within the department the Rural Infrastructure Fund to facilitate the planning, preparing, and financing of infrastructure ~~projects~~ in rural communities which will encourage job creation, capital investment, and the strengthening and diversification of rural economies by promoting tourism, trade, and economic development.

(2)

(b) To facilitate access of rural communities and rural areas of opportunity as defined by the Rural Economic Development Initiative to infrastructure funding programs of the Federal Government, such as those offered by the United States Department of Agriculture and the United States Department of Commerce, and state programs, including those offered by Rural Economic Development Initiative agencies, and to facilitate local government or private infrastructure funding efforts, the department may award grants for up to 75 ~~50~~ percent of the total infrastructure project cost, or up to 100 percent of the total infrastructure project cost for a project located in a rural community as defined in s. 288.0656(2)(e) or a rural area of opportunity as defined in s. 288.0656(2)(d), either of which is also located in a fiscally constrained county as defined in s. 218.67(1). ~~Eligible projects must be related to specific job-creation or job-retention opportunities.~~ Eligible uses of funds ~~projects~~ may also include improving any inadequate infrastructure that has resulted in regulatory action that prohibits economic or community growth, reducing the costs to community users of proposed infrastructure improvements that exceed such costs in comparable communities, and improving

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access to and the availability of broadband Internet service. Eligible uses of funds shall include improvements to public infrastructure for industrial or commercial sites, upgrades to or development of public tourism infrastructure, and improvements to broadband Internet service and access in unserved or underserved rural communities. Improvements to broadband Internet service and access must be conducted through a partnership or partnerships with one or more dealers, as defined in s. 202.11(2), and the partnership or partnerships must be established through a competitive selection process that is publicly noticed. Authorized infrastructure may include the following public or public-private partnership facilities: storm water systems; telecommunications facilities; broadband facilities; roads or other remedies to transportation impediments; nature-based tourism facilities; or other physical requirements necessary to facilitate tourism, trade, and economic development activities in the community. Authorized infrastructure may also include publicly or privately owned self-powered nature-based tourism facilities, publicly owned telecommunications facilities, and broadband facilities, and additions to the distribution facilities of the existing natural gas utility as defined in s. 366.04(3)(c), the existing electric utility as defined in s. 366.02, or the existing water or wastewater utility as defined in s. 367.021(12), or any other existing water or wastewater facility, which owns a gas or electric distribution system or a water or wastewater system in this state where:

1. A contribution-in-aid of construction is required to serve public or public-private partnership facilities under the

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tariffs of any natural gas, electric, water, or wastewater utility as defined herein; and

2. Such utilities as defined herein are willing and able to provide such service.

(c) ~~To facilitate timely response and induce the location or expansion of specific job creating opportunities,~~ The department may award grants of up to \$300,000 for infrastructure feasibility studies, design and engineering activities, or other infrastructure planning and preparation activities. ~~Authorized grants shall be up to \$50,000 for an employment project with a business committed to create at least 100 jobs; up to \$150,000 for an employment project with a business committed to create at least 300 jobs; and up to \$300,000 for a project in a rural area of opportunity.~~ Grants awarded under this paragraph may be used in conjunction with grants awarded under paragraph (b), ~~provided that the total amount of both grants does not exceed 30 percent of the total project cost.~~ In evaluating applications under this paragraph, the department shall consider the extent to which the application seeks to minimize administrative and consultant expenses.

(e) To enable local governments to access the resources available pursuant to s. 403.973(18), the department may award grants for surveys, feasibility studies, and other activities related to the identification and preclearance review of land which is suitable for preclearance review. Authorized grants under this paragraph do not require a local match and may not exceed \$75,000 each, except in the case of a project in a rural area of opportunity, in which case the grant may not exceed \$300,000. ~~Any funds awarded under this paragraph must be matched~~

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204 ~~at a level of 50 percent with local funds, except that any funds~~  
205 ~~awarded for a project in a rural area of opportunity must be~~  
206 ~~matched at a level of 33 percent with local funds. If an~~  
207 ~~application for funding is for a catalyst site, as defined in s.~~  
208 ~~288.0656, the requirement for local match may be waived pursuant~~  
209 ~~to the process in s. 288.06561.~~ In evaluating applications under  
210 this paragraph, the department shall consider the extent to  
211 which the application seeks to minimize administrative and  
212 consultant expenses.

213 (3) The department, in consultation with Enterprise  
214 Florida, Inc., the Florida Tourism Industry Marketing  
215 Corporation, the Department of Environmental Protection, and the  
216 Florida Fish and Wildlife Conservation Commission, as  
217 appropriate, shall review and certify applications pursuant to  
218 s. 288.061. The review shall include an evaluation of the  
219 economic benefit ~~of the projects and their~~ long-term viability.  
220 The department shall have final approval for any grant under  
221 this section.

222 Section 5. This act shall take effect July 1, 2023.

HB 7053

2023

1                                   A bill to be entitled  
2       An act relating to tourism development; amending s.  
3       125.0104, F.S.; providing a definition; revising the  
4       method of approval of the levy and imposition of  
5       certain county taxes; requiring the Department of  
6       Revenue and certain counties to remit a specified  
7       percentage of certain tax revenues to the Florida  
8       Tourism Industry Marketing Corporation during a  
9       certain period; authorizing a county to remit or  
10      direct the Department of Revenue to remit such tax  
11      revenues after a certain date; providing for the  
12      expiration of an ordinance that levies and imposes  
13      certain taxes; authorizing the renewal of such an  
14      ordinance; providing that certain taxes must be  
15      renewed by an ordinance in a referendum by a certain  
16      date to remain in effect; providing applicability;  
17      amending ss. 212.0606 and 288.0001, F.S.; conforming  
18      provisions to changes made by the act; repealing s.  
19      288.122, F.S., relating to the Tourism Promotional  
20      Trust Fund; amending s. 288.1226, F.S.; revising the  
21      purpose of the Florida Tourism Industry Marketing  
22      Corporation; revising the authority of Enterprise  
23      Florida, Inc., to permit the corporation to use  
24      certain property and facilities; prohibiting  
25      Enterprise Florida, Inc., from conferring certain

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CODING: Words ~~stricken~~ are deletions; words underlined are additions.

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benefits upon the corporation; prohibiting the corporation from receiving state funds except for certain county tax revenues; requiring the corporation to ensure that a certain percentage of funds are expended for certain purposes; revising matching funds requirements applicable to the corporation; requiring the corporation to take certain actions and be dissolved upon accepting certain state funds or receiving less than a certain amount of public contributions in a fiscal year; terminating the Tourism Promotional Trust Fund; providing for the transfer of current balances in and revenues of the trust fund to the General Revenue Fund; requiring the Department of Economic Opportunity to pay certain debts and obligations; requiring the Chief Financial Officer to take certain actions; providing a declaration of important state interest; providing an effective date.

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

Section 1. Paragraph (b) of subsection (2), paragraphs (d), (l), (m), and (n) of subsection (3), subsection (4), paragraphs (d) and (e) of subsection (5), and subsection (6) of section 125.0104, Florida Statutes, are amended, and paragraphs



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(f) through (i) are added to subsection (4), to read:

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

(2) APPLICATION; DEFINITIONS.—

(b) Definitions.—For purposes of this section:

1. "Promotion" means marketing or advertising designed to  
increase tourist-related business activities.

2. "Tourist" means a person who participates in trade or  
recreation activities outside the county of his or her permanent  
residence or who rents or leases transient accommodations as  
described in paragraph (3)(a).

3. "Retained spring training franchise" means a spring  
training franchise that had a location in this state on or  
before December 31, 1998, and that has continuously remained at  
that location for at least the 10 years preceding that date.

4. "Rural county" means:

a. A county with a population of 75,000 or fewer.

b. A county with a population of 125,000 or fewer which is  
contiguous to a county with a population of 75,000 or fewer.

For purposes of this subparagraph, population shall be  
determined in accordance with the most recent official estimate  
pursuant to s. 186.901.

(3) TAXABLE PRIVILEGES; EXEMPTIONS; LEVY; RATE.—

(d) In addition to any 1-percent or 2-percent tax imposed

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76 under paragraph (c), the governing board of the county may levy,  
77 impose, and set an additional 1 percent of each dollar above the  
78 tax rate set under paragraph (c) ~~by the extraordinary vote of~~  
79 ~~the governing board~~ for the purposes set forth in subsection (5)  
80 ~~or by ordinance approved in a referendum of approval by the~~  
81 registered electors within the county or subcounty special  
82 district pursuant to subsection (6). A county may not. No county  
83 shall levy, impose, and set the tax authorized under this  
84 paragraph unless the county has imposed the 1-percent or 2-  
85 percent tax authorized under paragraph (c) for a minimum of 3  
86 years before ~~prior to~~ the effective date of the levy and  
87 imposition of the tax authorized by this paragraph. Revenues  
88 raised by the additional tax authorized under this paragraph may  
89 ~~shall~~ not be used for debt service on or refinancing of existing  
90 facilities as specified in subparagraph (5)(a)1. unless approved  
91 by referendum pursuant to subsection (6) ~~by a resolution adopted~~  
92 ~~by an extraordinary majority of the total membership of the~~  
93 ~~governing board of the county~~. If the 1-percent or 2-percent tax  
94 authorized in paragraph (c) is levied within a subcounty special  
95 taxing district, the additional tax authorized in this paragraph  
96 shall only be levied therein. ~~The provisions of paragraphs~~  
97 ~~(4)(a)-(d) shall not apply to the adoption of the additional tax~~  
98 ~~authorized in this paragraph~~. The effective date of the levy and  
99 imposition of the tax authorized under this paragraph is ~~shall~~  
100 ~~be~~ the first day of the second month following approval of the

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101 ordinance by referendum ~~the governing board~~ or the first day of  
102 any subsequent month ~~as may be~~ specified in the ordinance. A  
103 certified copy of such ordinance shall be furnished by the  
104 county to the Department of Revenue within 10 days after  
105 approval of such ordinance.

106 (1) In addition to any other tax which is imposed pursuant  
107 to this section, a county may impose up to an additional 1-  
108 percent tax on the exercise of the privilege described in  
109 paragraph (a) by ordinance approved by referendum pursuant to  
110 subsection (6) ~~majority vote of the governing board of the~~  
111 ~~county in order~~ to:

112 1. Pay the debt service on bonds issued to finance the  
113 construction, reconstruction, or renovation of a professional  
114 sports franchise facility, or the acquisition, construction,  
115 reconstruction, or renovation of a retained spring training  
116 franchise facility, either publicly owned and operated, or  
117 publicly owned and operated by the owner of a professional  
118 sports franchise or other lessee with sufficient expertise or  
119 financial capability to operate such facility, and to pay the  
120 planning and design costs incurred prior to the issuance of such  
121 bonds.

122 2. Pay the debt service on bonds issued to finance the  
123 construction, reconstruction, or renovation of a convention  
124 center, and to pay the planning and design costs incurred prior  
125 to the issuance of such bonds.

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126           3. Pay the operation and maintenance costs of a convention  
127 center for a period of up to 10 years. Only counties that have  
128 elected to levy the tax for the purposes authorized in  
129 subparagraph 2. may use the tax for the purposes enumerated in  
130 this subparagraph. Any county that elects to levy the tax for  
131 the purposes authorized in subparagraph 2. after July 1, 2000,  
132 may use the proceeds of the tax to pay the operation and  
133 maintenance costs of a convention center for the life of the  
134 bonds.

135           4. Promote and advertise tourism in the State of Florida  
136 and nationally and internationally; however, if tax revenues are  
137 expended for an activity, service, venue, or event, the  
138 activity, service, venue, or event shall have as one of its main  
139 purposes the attraction of tourists as evidenced by the  
140 promotion of the activity, service, venue, or event to tourists.

141  
142 The provision of paragraph (b) which prohibits any county  
143 authorized to levy a convention development tax pursuant to s.  
144 212.0305 from levying more than the 2-percent tax authorized by  
145 this section, ~~and the provisions of paragraphs (4) (a) - (d),~~ shall  
146 not apply to the additional tax authorized in this paragraph.  
147 The effective date of the levy and imposition of the tax  
148 authorized under this paragraph is ~~shall be~~ the first day of the  
149 second month following approval of the ordinance by referendum  
150 ~~the governing board~~ or the first day of any subsequent month ~~as~~

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151 ~~may be~~ specified in the ordinance. A certified copy of such  
152 ordinance shall be furnished by the county to the Department of  
153 Revenue within 10 days after approval of such ordinance.

154 (m)1. In addition to any other tax which is imposed  
155 pursuant to this section, a high tourism impact county may  
156 impose an additional 1-percent tax on the exercise of the  
157 privilege described in paragraph (a) by ordinance approved by  
158 referendum pursuant to subsection (6) ~~extraordinary vote of the~~  
159 ~~governing board of the county~~. The tax revenues received  
160 pursuant to this paragraph shall be used for one or more of the  
161 authorized uses pursuant to subsection (5).

162 2. A county is considered to be a high tourism impact  
163 county after the Department of Revenue has certified to such  
164 county that the sales subject to the tax levied pursuant to this  
165 section exceeded \$600 million during the previous calendar year,  
166 or were at least 18 percent of the county's total taxable sales  
167 under chapter 212 where the sales subject to the tax levied  
168 pursuant to this section were a minimum of \$200 million, except  
169 that no county authorized to levy a convention development tax  
170 pursuant to s. 212.0305 shall be considered a high tourism  
171 impact county. Once a county qualifies as a high tourism impact  
172 county, it shall retain this designation for the period the tax  
173 is levied pursuant to this paragraph.

174 3. ~~The provisions of paragraphs (4)(a)-(d) shall not apply~~  
175 ~~to the adoption of the additional tax authorized in this~~

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176 ~~paragraph.~~ The effective date of the levy and imposition of the  
177 tax authorized under this paragraph is ~~shall be~~ the first day of  
178 the second month following approval of the ordinance by  
179 referendum ~~the governing board~~ or the first day of any  
180 subsequent month ~~as may be~~ specified in the ordinance. A  
181 certified copy of such ordinance shall be furnished by the  
182 county to the Department of Revenue within 10 days after  
183 approval of such ordinance.

184 (n) In addition to any other tax that is imposed under  
185 this section, a county that has imposed the tax under paragraph  
186 (1) may impose an additional tax that is no greater than 1  
187 percent on the exercise of the privilege described in paragraph  
188 (a) by ordinance approved by referendum pursuant to subsection  
189 (6) ~~a majority plus one vote of the membership of the board of~~  
190 ~~county commissioners in order to:~~

191 1. Pay the debt service on bonds issued to finance:

192 a. The construction, reconstruction, or renovation of a  
193 facility either publicly owned and operated, or publicly owned  
194 and operated by the owner of a professional sports franchise or  
195 other lessee with sufficient expertise or financial capability  
196 to operate such facility, and to pay the planning and design  
197 costs incurred prior to the issuance of such bonds for a new  
198 professional sports franchise as defined in s. 288.1162.

199 b. The acquisition, construction, reconstruction, or  
200 renovation of a facility either publicly owned and operated, or

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publicly owned and operated by the owner of a professional sports franchise or other lessee with sufficient expertise or financial capability to operate such facility, and to pay the planning and design costs incurred prior to the issuance of such bonds for a retained spring training franchise.

2. Promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall 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.

A county that imposes the tax authorized in this paragraph may not expend any ad valorem tax revenues for the acquisition, construction, reconstruction, or renovation of a facility for which tax revenues are used pursuant to subparagraph 1. The provision of paragraph (b) which prohibits any county authorized to levy a convention development tax pursuant to s. 212.0305 from levying more than the 2-percent tax authorized by this section shall not apply to the additional tax authorized by this paragraph in counties which levy convention development taxes pursuant to s. 212.0305(4)(a). ~~Subsection (4) does not apply to the adoption of the additional tax authorized in this paragraph.~~ The effective date of the levy and imposition of the tax authorized under this paragraph is the first day of the second

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month following approval of the ordinance by referendum ~~the board of county commissioners~~ or the first day of any subsequent month specified in the ordinance. A certified copy of such ordinance shall be furnished by the county to the Department of Revenue within 10 days after approval of the ordinance.

(4) ORDINANCE LEVY TAX; PROCEDURE.—

(a) The tourist development tax shall be levied and imposed pursuant to an ordinance containing the county tourist development plan prescribed under paragraph (c), enacted by the governing board of the county. The ordinance levying and imposing the tourist development tax shall not be effective unless the electors of the county or the electors in the subcounty special district in which the tax is to be levied approve the ordinance authorizing the levy and imposition of the tax, in accordance with subsection (6). The effective date of the levy and imposition of the tax is ~~shall be~~ the first day of the second month following approval of the ordinance by referendum, ~~as prescribed in subsection (6),~~ or the first day of any subsequent month ~~as may be~~ specified in the ordinance. A certified copy of the ordinance shall be furnished by the county to the Department of Revenue within 10 days after approval of such ordinance. The governing authority of any county levying such tax shall notify the department, within 10 days after approval of the ordinance by referendum, of the time period during which the tax will be levied.



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251 (b) At least 60 days before ~~prior to~~ the enactment or  
252 renewal of the ordinance levying the tax, the governing board of  
253 the county shall adopt a resolution establishing and appointing  
254 the members of the county tourist development council, as  
255 prescribed in paragraph (e), and indicating the intention of the  
256 county to consider the enactment or renewal of an ordinance  
257 levying and imposing the tourist development tax.

258 (c) Before a referendum to enact or renew ~~Prior to~~  
259 ~~enactment of~~ the ordinance levying and imposing the tax, the  
260 county tourist development council shall prepare and submit to  
261 the governing board of the county for its approval a plan for  
262 tourist development. The plan shall set forth the anticipated  
263 net tourist development tax revenue to be derived by the county  
264 for the 6 years after ~~24 months following~~ the levy of the tax;  
265 the tax district in which the enactment or renewal of the  
266 ordinance levying and imposing the tourist development tax is  
267 proposed; the anticipated tourist development revenue to be  
268 remitted to the Florida Tourism Industry Marketing Corporation;  
269 and a list, in the order of priority, of the proposed uses of  
270 the tax revenue by specific project or special use as the same  
271 are authorized under subsection (5). The plan shall include the  
272 approximate cost or expense allocation for each specific project  
273 or special use.

274 (d) The governing board of the county shall adopt the  
275 county plan for tourist development as part of the ordinance

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276 levying the tax. After enactment or renewal of the ordinance  
277 levying and imposing the tax, the plan of tourist development  
278 may not be substantially amended except by ordinance enacted by  
279 an affirmative vote of a majority plus one additional member of  
280 the governing board.

281 (e) The governing board of each county which levies and  
282 imposes a tourist development tax under this section shall  
283 appoint an advisory council to be known as the "... (name of  
284 county) ... Tourist Development Council." The council shall be  
285 established by ordinance and composed of nine members who shall  
286 be appointed by the governing board. The chair of the governing  
287 board of the county or any other member of the governing board  
288 as designated by the chair shall serve on the council. Two  
289 members of the council shall be elected municipal officials, at  
290 least one of whom shall be from the most populous municipality  
291 in the county or subcounty special taxing district in which the  
292 tax is levied. Six members of the council shall be persons who  
293 are involved in the tourist industry and who have demonstrated  
294 an interest in tourist development, of which members, not less  
295 than three nor more than four shall be owners or operators of  
296 motels, hotels, recreational vehicle parks, or other tourist  
297 accommodations in the county and subject to the tax. All members  
298 of the council shall be electors of the county. The governing  
299 board of the county shall have the option of designating the  
300 chair of the council or allowing the council to elect a chair.

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301 The chair shall be appointed or elected annually and may be  
302 reelected or reappointed. The members of the council shall serve  
303 for staggered terms of 4 years. The terms of office of the  
304 original members shall be prescribed in the resolution required  
305 under paragraph (b). The council shall meet at least once each  
306 quarter and, from time to time, shall make recommendations to  
307 the county governing board for the effective operation of the  
308 special projects or for uses of the tourist development tax  
309 revenue and perform such other duties as may be prescribed by  
310 county ordinance or resolution. The council shall continuously  
311 review expenditures of revenues from the tourist development  
312 trust fund and shall receive, at least quarterly, expenditure  
313 reports from the county governing board or its designee.

314 Expenditures which the council believes to be unauthorized shall  
315 be reported to the county governing board and the Department of  
316 Revenue. The governing board and the department shall review the  
317 findings of the council and take appropriate administrative or  
318 judicial action to ensure compliance with this section. The  
319 changes in the composition of the membership of the tourist  
320 development council mandated by chapter 86-4, Laws of Florida,  
321 and this act shall not cause the interruption of the current  
322 term of any person who is a member of a council on October 1,  
323 1996.

324 (f) To the extent not prohibited by contracts or bond  
325 covenants in effect on July 1, 2023:

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326        1. Beginning July 1, 2023, for each county that levies a  
327 tax under this section, except as provided in subparagraph 2.,  
328 the Department of Revenue shall quarterly remit 5 percent of all  
329 revenues received between July 1, 2023, and July 1, 2026, from  
330 such tax to the Florida Tourism Industry Marketing Corporation,  
331 unless the county is a rural county. For rural counties, the  
332 Department of Revenue shall quarterly remit 2 percent of all  
333 revenues received between July 1, 2023, and July 1, 2026, from  
334 such tax to the Florida Tourism Industry Marketing Corporation.

335        2. Beginning July 1, 2023, a county that has elected to  
336 self-administer a tax under subsection (10) shall quarterly  
337 remit 5 percent of all revenues received between July 1, 2023,  
338 and July 1, 2026, from such tax to the Florida Tourism Industry  
339 Marketing Corporation, unless the county is a rural county. A  
340 rural county that has elected to self-administer a tax under  
341 subsection (10) shall quarterly remit 2 percent of all revenues  
342 received between July 1, 2023, and July 1, 2026, from such tax  
343 to the Florida Tourism Industry Marketing Corporation.

344        3. Beginning July 1, 2026, a county that levies a tax  
345 under this section may elect, by majority vote of the board of  
346 county commissioners, to quarterly remit, or to direct the  
347 Department of Revenue to remit if the department collects and  
348 administers the tax on behalf of the county, a portion of  
349 revenues received from such tax to the Florida Tourism Industry  
350 Marketing Corporation.

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351  
352 A county that levies a tax under this section may not place any  
353 terms or conditions on revenues received under this section and  
354 remitted to the Florida Tourism Industry Marketing Corporation  
355 under this paragraph.

356 (g) An ordinance that levies and imposes a tax pursuant to  
357 this section expires 6 years after the date the ordinance is  
358 approved in a referendum, but may be renewed for subsequent 6-  
359 year periods if each 6-year period is approved in a referendum  
360 held pursuant to subsection (6).

361 (h) Any tax imposed pursuant to this section and in effect  
362 on June 30, 2023, must be renewed by an ordinance approved in a  
363 referendum held pursuant to subsection (6) on or before July 1,  
364 2028, in order to remain in effect after July 1, 2028.

365 (i) The state covenants with holders of bonds or other  
366 instruments of indebtedness issued by counties before July 1,  
367 2023, that it is not the intent of this subsection to impair or  
368 materially alter the rights of those holders or relieve counties  
369 of the duty to meet their obligations as a result of previous  
370 pledges or assignments entered into under this section as it  
371 applied before July 1, 2023. Therefore, paragraph (h) does not  
372 apply in any case in which the proceeds of a tax levied pursuant  
373 to this section on or before June 30, 2023, have been pledged to  
374 secure and liquidate revenue bonds or revenue refunding bonds as  
375 authorized by this section, unless such bonds are retired before

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July 1, 2028. If the bonds are not yet retired on July 1, 2028,  
paragraph (h) shall apply as though July 1, 2028, was instead  
replaced with July 1 of the year following the retirement of  
such bonds.

(5) AUTHORIZED USES OF REVENUE.—

(d) The revenues to be derived from the tourist development tax may be pledged to secure and liquidate revenue bonds issued by the county for the purposes set forth in subparagraphs (a)1., 2., ~~and 5.,~~ and 6. or for the purpose of refunding bonds previously issued for such purposes, or both; however, no more than 50 percent of the revenues from the tourist development tax may be pledged to secure and liquidate revenue bonds or revenue refunding bonds issued for the purposes set forth in subparagraph (a)5. Such revenue bonds and revenue refunding bonds may be authorized and issued in such principal amounts, with such interest rates and maturity dates, and subject to such other terms, conditions, and covenants as the governing board of the county shall provide. The Legislature intends that this paragraph be full and complete authority for accomplishing such purposes, but such authority is supplemental and additional to, and not in derogation of, any powers now existing or later conferred under law.

(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)(1) , or ~~or~~ paragraph (3)(n) ,

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paragraph (4)(f), or paragraphs (a)-(d) ~~of this subsection~~ is expressly prohibited.

(6) REFERENDUM.—

(a) An ~~No~~ ordinance enacted or renewed by a ~~any~~ county levying the tax authorized by this section may not ~~paragraphs (3)(b) and (c) shall~~ take effect until the ordinance levying and imposing the tax has been approved in a referendum held at a general election, as defined in s. 97.021, by at least 60 percent ~~a majority~~ of the electors voting in such election in the county or by at least 60 percent ~~a majority~~ of the electors voting in the subcounty special tax district affected by the tax.

(b) The governing board of the county levying the tax shall arrange to place a question on the ballot at a general election, as defined in s. 97.021, to be held within the county, which question shall be in substantially the following form:

....FOR the Tourist Development Tax

....AGAINST the Tourist Development Tax.

(c) If at least 60 percent ~~a majority~~ of the electors voting on the question approve the levy, the ordinance shall be deemed to be in effect.

(d) In any case where an ordinance ~~a referendum~~ levying and imposing the tax has been approved by referendum pursuant to this section and 15 percent of the electors in the county or 15 percent of the electors in the subcounty special district in

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426 | which the tax is levied file a petition with the board of county  
427 | commissioners for a referendum to repeal the tax, the board of  
428 | county commissioners shall cause an election to be held for the  
429 | repeal of the tax which election shall be subject only to the  
430 | outstanding bonds for which the tax has been pledged. However,  
431 | the repeal of the tax shall not be effective with respect to any  
432 | portion of taxes initially levied in November 1989, which has  
433 | been pledged or is being used to support bonds under paragraph  
434 | (3)(d) or paragraph (3)(l) until the retirement of those bonds.

435 |       Section 2. Paragraph (a) of subsection (5) of section  
436 | 212.0606, Florida Statutes, is amended to read:

437 |       212.0606 Rental car surcharge.—

438 |       (5)(a) Notwithstanding s. 212.20, and less the costs of  
439 | administration, 80 percent of the proceeds of this surcharge  
440 | shall be deposited in the State Transportation Trust Fund, ~~15.75~~  
441 | ~~percent of the proceeds of this surcharge shall be deposited in~~  
442 | ~~the Tourism Promotional Trust Fund created in s. 288.122, and~~ 20  
443 | ~~4.25~~ percent of the proceeds of this surcharge shall be  
444 | deposited in the Florida International Trade and Promotion Trust  
445 | Fund. For the purposes of this subsection, the term "proceeds of  
446 | this surcharge" means all funds collected and received by the  
447 | department under this section, including interest and penalties  
448 | on delinquent surcharges. The department shall provide the  
449 | Department of Transportation rental car surcharge revenue  
450 | information for the previous state fiscal year by September 1 of



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each year.

Section 3. Paragraph (b) of subsection (2) of section 288.0001, Florida Statutes, is amended to read:

288.0001 Economic Development Programs Evaluation.—The Office of Economic and Demographic Research and the Office of Program Policy Analysis and Government Accountability (OPPAGA) shall develop and present to the Governor, the President of the Senate, the Speaker of the House of Representatives, and the chairs of the legislative appropriations committees the Economic Development Programs Evaluation.

(2) The Office of Economic and Demographic Research and OPPAGA shall provide a detailed analysis of economic development programs as provided in the following schedule:

(b) By January 1, 2015, and every 3 years thereafter, an analysis of the following:

1. The entertainment industry financial incentive program established under s. 288.1254.

2. The entertainment industry sales tax exemption program established under s. 288.1258.

3. VISIT Florida and its programs established or funded under ss. ~~288.122~~, 288.1226, 288.12265, and 288.124.

4. The Florida Sports Foundation and related programs established under ss. 288.1162, 288.11621, 288.1166, 288.1167, 288.1168, 288.1169, and 288.1171.

Section 4. Section 288.122, Florida Statutes, is repealed.

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476 Section 5. Subsection (13) of section 288.1226, Florida  
477 Statutes, is renumbered as subsection (14), paragraph (b) of  
478 subsection (2), subsection (3), paragraph (k) of subsection (5),  
479 and subsection (6) are amended, paragraphs (q) and (r) are added  
480 to subsection (5), and a new subsection (13) is added to that  
481 section, to read:

482 288.1226 Florida Tourism Industry Marketing Corporation;  
483 use of property; board of directors; duties; audit.—

484 (2) ESTABLISHMENT.—The Florida Tourism Industry Marketing  
485 Corporation is a direct-support organization of Enterprise  
486 Florida, Inc.

487 (b) The corporation is organized and operated exclusively  
488 to request, receive, hold, invest, and administer property and  
489 to manage and make expenditures for the operation of the  
490 activities, services, functions, and programs of this state  
491 which relate to the statewide, national, and international  
492 promotion and marketing of tourism, without any financial  
493 support or specific appropriations from the state.

494 (3) USE OF PROPERTY.—Enterprise Florida, Inc.:

495 (a) Is authorized to permit the use of property and  
496 facilities of Enterprise Florida, Inc., by the corporation,  
497 subject to the provisions of this section, so long as the  
498 corporation reimburses Enterprise Florida, Inc., for any  
499 applicable costs to keep, operate, and maintain the property.

500 (b) Shall prescribe conditions with which the corporation

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501 must comply in order to use property and facilities of  
502 Enterprise Florida, Inc. Such conditions shall provide for  
503 budget and audit review and for oversight by Enterprise Florida,  
504 Inc.

505 (c) May not permit the use of property and facilities of  
506 Enterprise Florida, Inc., if the corporation does not provide  
507 equal employment opportunities to all persons, regardless of  
508 race, color, national origin, sex, age, or religion.

509 (d) May not confer a monetary or nonmonetary benefit upon  
510 the corporation unless the corporation pays fair market value  
511 for the benefit.

512 (5) POWERS AND DUTIES.—The corporation, in the performance  
513 of its duties:

514 (k) May request or accept any grant, payment, or gift, of  
515 funds or property made by this state or by the United States or  
516 any department or agency thereof or by any individual, firm,  
517 corporation, municipality, county, or organization for any or  
518 all of the purposes of the 4-year marketing plan and the  
519 corporation's contract with Enterprise Florida, Inc., that are  
520 not inconsistent with this or any other provision of law. Such  
521 funds shall be deposited in a bank account established by the  
522 corporation's board of directors. The corporation may expend  
523 such funds in accordance with the terms and conditions of any  
524 such grant, payment, or gift, in the pursuit of its  
525 administration or in support of the programs it administers. The

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corporation shall separately account for ~~the~~ public funds received from counties pursuant to s. 125.0104, all other public funds, and ~~the~~ private funds deposited into the corporation's bank account.

(q) May not receive any financial support or specific appropriation from the state other than funds received from counties pursuant to s. 125.0104.

(r) Shall ensure that 75 percent of all expenditures go toward activities, services, functions, and programs that directly assist state parks, state forests, and rural counties as defined in s. 125.0104 (2) (b).

(6) MATCHING REQUIREMENTS.—

(a) A one-to-one match is required of private to public contributions to the corporation. Public contributions include all funds remitted from counties ~~state appropriations~~ to the corporation ~~and exclude taxes derived~~ pursuant to s. 125.0104.

(b) For purposes of calculating the required one-to-one match, the corporation shall receive matching private contributions in one of four private match categories. The corporation shall maintain documentation of such categorized contributions on file and make such documentation available for inspection upon reasonable notice during its regular business hours. Contribution details shall be included in the quarterly reports required under subsection (8). The private match categories are:

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1. Direct cash contributions from private sources, which include, but are not limited to, cash derived from strategic alliances, contributions of stocks and bonds, and partnership contributions.

2. Fees for services, which include, but are not limited to, event participation, research, and brochure placement and transparencies.

3. Cooperative advertising, which is limited to partner expenditures for paid media placement, partner expenditures for collateral material distribution, and the actual market value of contributed productions, air time, and print space.

4. In-kind contributions, which is limited to the actual market value of promotional contributions of partner-supplied benefits to target audiences and the actual market value of nonpartner-supplied air time or print space contributed for the broadcasting or printing of such promotions, which would otherwise require tourist promotion expenditures by the corporation for advertising, air travel, rental car fees, hotel rooms, RV or campsite space rental, onsite guest services, and admission tickets. The net value of air time or print space, if any, shall be deemed to be the actual market value of the air time or print space, based on an average of actual unit prices paid contemporaneously for comparable times or spaces, less the value of increased ratings or other benefits realized by the media outlet as a result of the promotion.

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Contributions from a government entity or from an entity that received more than 50 percent of its revenue in the previous fiscal year from public sources, including revenue derived from taxes, ~~other than taxes collected pursuant to s. 125.0104,~~ from fees, or from other government revenues, are not considered private contributions for purposes of calculating the required one-to-one match.

(c) If the corporation fails to meet the one-to-one match requirements of this subsection, the corporation shall revert all unmatched public contributions received from counties pursuant to s. 125.0104 to the counties that remitted funds to the corporation ~~state treasury~~ by June 30 of each fiscal year. The corporation shall do so on a pro rata basis, which shall be based on the amount of such funds received from each county.

(13) MANDATORY TRANSFER OF FUNDS.—If the corporation accepts any financial support or specific appropriation from the state after July 1, 2023, or if the corporation receives less than \$1 million in public contributions within a fiscal year:

(a) The corporation shall immediately notify the Department of Economic Opportunity.

(b) All funds held by the corporation which were received pursuant to s. 125.0104 shall proportionally be returned to the counties that remitted such funds.

(c) The corporation shall immediately transfer all other

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601 funds held by the corporation to the General Revenue Fund.

602 (d) The corporation shall immediately liquidate all assets  
603 held by the corporation and all proceeds of the sales of such  
604 assets shall revert to the General Revenue Fund.

605 (e) The corporation shall be dissolved.

606 Section 6. (1) The Tourism Promotional Trust Fund, FLAIR  
607 number 40-2-722, within the Department of Economic Opportunity  
608 is terminated.

609 (2) All current balances remaining in, and all revenues  
610 of, the trust fund shall be transferred to the General Revenue  
611 Fund.

612 (3) The Department of Economic Opportunity shall pay any  
613 outstanding debts and obligations of the terminated fund as soon  
614 as practicable, and the Chief Financial Officer shall close out  
615 and remove the terminated fund from various state accounting  
616 systems using generally accepted accounting principles  
617 concerning warrants outstanding, assets, and liabilities.

618 Section 7. The Legislature finds and declares that this  
619 act fulfills an important state interest.

620 Section 8. This act shall take effect July 1, 2023.





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

### **ALACHUA COUNTY**

(\$15,000 - 3 votes)

#### ***Elizabeth Reyes, APR, CPRC***

Sales and Marketing Manager  
Visit Gainesville, Alachua County  
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***Vacant***

***Vacant***

### **BRADFORD COUNTY**

(\$3,000 - 2 votes)

#### ***The Honorable Carolyn Spooner***

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***Vacant***

### **COLUMBIA COUNTY**

(\$8,000 3 votes)

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

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### **DIXIE COUNTY**

(\$3,000 - 2 votes)

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

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### **GILCHRIST COUNTY**

(\$2,000 - 2 votes)

#### ***Bryan M. Freeman Jr.***

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**HAMILTON COUNTY**

(\$1,000 - 2 votes)

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**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)

***Tisha Whitehurst***

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***Vacant*****MADISON COUNTY**

(\$3,000 - 2 votes)

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**SUWANNEE COUNTY**

(\$4,000 - 2 votes)

***Charissa Setzer***

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

**TAYLOR COUNTY**

(\$4,000 - 2 votes)

***Dawn Perez***

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**UNION COUNTY**

(\$1,000 - 1 vote)

*Vacant*

**WAKULLA COUNTY**

(\$3,000 - 2 votes)

***Elizabeth Hughes***

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**THE ORIGINAL FLORIDA TOURISM TASK FORCE  
VOLUNTEERS, CONSULTANTS AND OTHERS**

**as of 3/9/2023**

**VOLUNTEERS, CONSULTANTS AND OTHERS**

***Donna Creamer - Travel Show Coordinator***

Gilchrist County Tourist Development Council

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2023  
Visit Natural North Florida  
Meeting Dates and Counties



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

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

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

