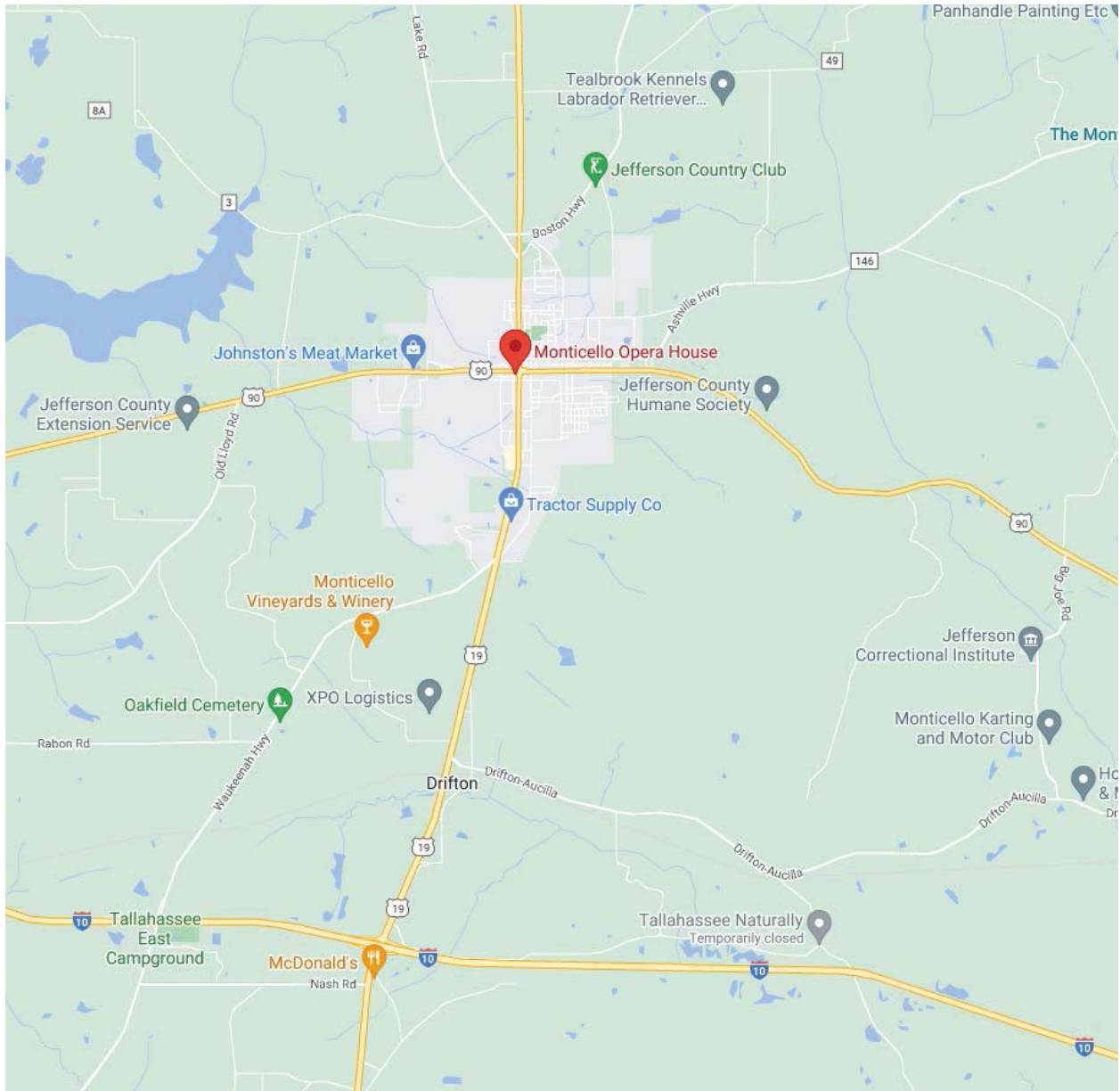




MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **April 21, 2022**. The meeting will be held at the **Monticello Opera House, 185 West Washington Street, Monticello, Florida**, beginning at **10:00 a.m.**



Monticello Opera House
185 West Washington Street
Monticello, Florida 32344

The Original Florida

Visit Natural
NORTH FLORIDA

**TOURISM TASK FORCE
Meeting Agenda**

**Monticello Opera House
185 West Washington Street, Monticello, FL
Jefferson County**

**April 21, 2022
Thursday, 10:00 a.m.**

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I. Call to Order, Introductions	
II. Approval of Agenda	3
III. Approval of March 17, 2022 Meeting Minutes	5
IV. Old Business	
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1. Finance Committee	
a. Monthly Financial Report Review and Approval	
(1) February 28, 2022	9
B. Fiscal Year 2021-22 Regional Rural Development Grant	27
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2. e-newsletter	35
3. Website Blogs	
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5. Domestic Travel Shows	
6. Advertising Campaign	
7. Brochure Distribution	
8. Scholarships	
9. Professional Organization Memberships	
C. VISIT FLORIDA -	
1. Monthly Report	
2. VISIT FLORIDA Domestic Press Trip	
D. Staff Items -	
1. Rural Tourism Stakeholders Meeting with VISIT FLORIDA	47
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2. 2022 Meeting Dates and Locations	55

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 19, 2022 in Madison County at a location to be determined.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Wakulla County Community Center
318 Shadeville Road, Crawfordville, Florida
Wakulla County

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

MEMBERS PRESENT

Paula Vann, Columbia County
Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County
Craig Colton, Lafayette County, Chair
Jackie Blount, Madison County
Dawn Perez, Taylor County
Charissa Setzer, Suwannee County
Thomas Herndon, Wakulla County
Natalie Knowles, Wakulla County

OTHERS PRESENT

Donna Creamer, Travel Show Coordinator
Commissioner Ralph Thomas, Wakulla County
Jerry Walls, Wakulla County

MEMBERS ABSENT

Brian Avery, Alachua County
Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Will Sexton, Bradford County, Vice-Chair
Rod Butler, Columbia County
Alden Rosner, Columbia County
Ryan Fulford, Dixie County
Russ McCallister, Dixie County
Lee Deen, Gilchrist County
David Ward, Jefferson County
Carol McQueen, Levy County
Tisha Whitehurst, Levy County
Marlene Squires-Swanson, Madison County
Teena Peavey, Suwannee County, Treasurer
Sandy Beach, Taylor County
Dale Walker, Union County

STAFF PRESENT

Hilda Ng
Lauren Yeatter

I. CALL TO ORDER, INTRODUCTIONS

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

II. APPROVAL OF THE AGENDA

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

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

III. APPROVAL OF THE FEBRUARY 24, 2022 MINUTES

Chair Colton asked for approval of the February 24, 2022 meeting minutes.

ACTION: Paula Vann moved and Charissa Setzer seconded to approve the February 24, 2022 minutes as presented. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

- a. Monthly Financial Reports Review and Approval -
January 31, 2022

ACTION: Paula Vann moved and Patricia Watson seconded to accept the January 31, 2022 monthly financial report as presented. The motion passed unanimously.

2. Marketing Committee

Marketing Committee Chair Paul Vann presented the Marketing Committee recommendations.

ACTION: Patricia Watson moved and Katrina Richardson seconded to purchase the 2021-2022 Madden Media Targeted Digital Marketing Campaign for \$5,800 to be paid with Task Force dues. The motion passed unanimously.

ACTION: Dawn Perez moved and Patricia Watson seconded to renew the Florida Travel and Lifestyles Magazine advertisement for three issues, for a total cost of \$2,700 to be paid with Task Force dues. The motion passed unanimously.

B. Fiscal Year 2021-22 Regional Rural Development Grant

1. Website
2. e-newsletter
3. Website Blogs
4. Marketing Materials
5. Domestic Travel Shows
6. Advertising Campaign
7. Brochure Distribution
8. Scholarships
9. Professional Organization Memberships

ACTION: Paula Vann moved and Dawn Perez seconded to spend up to \$10,000 of Task Force dues to purchase promotional items. The motion passed unanimously.

C. VISIT FLORIDA -

1. Monthly Report

D. Staff Items -

1. Senate Bill 1898 / House Bill 6075 - Tourist Development Tax (Marketing)
2. Senate Bill 434 / House Bill 489 - VISIT FLORIDA
3. Senate Bill 1542 / House Bill 673- Tourist Development Tax (Law Enforcement)
4. VISIT FLORIDA Rural Tourism Letter

E. Other Old Business

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

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 21, 2022 to be held in Jefferson County at a location to be determined.

The meeting adjourned at 11:15 p.m.

Craig Colton, Chair

4/21/22
Date

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

The Original Florida Tourism Task Force

Balance Sheet

As of February 28, 2022

	Feb 28, 22
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	150,090.85
Total Checking/Savings	150,090.85
Accounts Receivable	
Accounts Receivable	50,000.00
Total Accounts Receivable	50,000.00
Other Current Assets	
Prepaid Expense	439.00
Prepaid Registration Fees	3,195.00
Total Other Current Assets	3,634.00
Total Current Assets	203,724.85
TOTAL ASSETS	203,724.85
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	69.15
Total Accounts Payable	69.15
Total Current Liabilities	69.15
Total Liabilities	69.15
Equity	
Unrestricted Earnings	156,108.50
Net Income	47,547.20
Total Equity	203,655.70
TOTAL LIABILITIES & EQUITY	203,724.85

4:52 PM

04/08/22

Accrual Basis

The Original Florida Tourism Task Force

Profit & Loss

February 2022

	Feb 22
Expense	
Memberships	
Florida Outdoor Writers Assoc	175.00
Total Memberships	175.00
Postage	69.15
Total Expense	244.15
Net Income	-244.15

9:07 AM
03/09/22

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 02/28/2022

	Feb 28, 22	
Beginning Balance		167,718.75
Cleared Transactions		
Checks and Payments - 3 items	-11,388.65	
Deposits and Credits - 1 item	1,196.16	
Total Cleared Transactions	-10,192.49	
Cleared Balance		<u>157,526.26</u>
Uncleared Transactions		
Checks and Payments - 3 items	-7,435.41	
Total Uncleared Transactions	-7,435.41	
Register Balance as of 02/28/2022		<u>150,090.85</u>
Ending Balance		<u>150,090.85</u>

9:07 AM

03/09/22

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 02/28/2022

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						167,718.75
Cleared Transactions						
Checks and Payments - 3 items						
Bill Pmt -Check	01/27/2022	1582	VisitFlorida	X	-9,000.00	-9,000.00
Bill Pmt -Check	01/27/2022	1581	Peggy James Clark	X	-2,125.00	-11,125.00
Bill Pmt -Check	01/27/2022	1578	Herndon, Thomas	X	-263.65	-11,388.65
Total Checks and Payments					-11,388.65	-11,388.65
Deposits and Credits - 1 item						
Deposit	02/28/2022			X	1,196.16	1,196.16
Total Deposits and Credits					1,196.16	1,196.16
Total Cleared Transactions					-10,192.49	-10,192.49
Cleared Balance					-10,192.49	157,526.26
Uncleared Transactions						
Checks and Payments - 3 items						
Bill Pmt -Check	01/27/2022	1579	JUMPEM, LLC		-6,000.00	-6,000.00
Bill Pmt -Check	02/24/2022	1584	Richardson, Katrina		-1,260.41	-7,260.41
Bill Pmt -Check	02/24/2022	1583	Florida Outdoor Writ...		-175.00	-7,435.41
Total Checks and Payments					-7,435.41	-7,435.41
Total Uncleared Transactions					-7,435.41	-7,435.41
Register Balance as of 02/28/2022					-17,627.90	150,090.85
Ending Balance					-17,627.90	150,090.85



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

00002478 FCC31545030122092010 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 2/28/22
Primary Account

Page 1
XXXXXXX2204

A Capital City Bank Visa Debit Card with chip technology is the perfect way to pay for every "little" thing. From the donut shop to the dime store, a debit card is a safe, easy way to purchase anything-no matter how small. Request your card today!

CHECKING ACCOUNT

EVERYDAY CHECKING FOR BUSINESS	Images	4
Account Number XXXXXX2204	Statement Dates	2/01/22 thru 2/28/22
Previous Balance 167,718.75	Days in this Statement Period	28
1 Deposits/Credits 1,196.16	Avg Ledger Balance	157,309.26
3 Checks/Debits 11,388.65	Avg Collected Balance	157,266.54
Service Charges .00		
Interest Paid .00		
Ending Balance 157,526.26		

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
2/28	Deposit	1,196.16

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
2/08	1578	263.65	2/03	1582	9,000.00
2/04	1581*	2,125.00			

* Denotes missing check numbers

RECEIVED

MAR 07 2022

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



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

Date 2/28/22
Primary Account

Page 2
XXXXXXX2204

EVERYDAY CHECKING FOR BUSINESS

XXXXXXX2204 (Continued)

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
2/01	167,718.75	2/04	156,593.75	2/28	157,526.26
2/03	158,718.75	2/08	156,330.10		

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

00002478-0004010-0002-0003-FCC31545030122092010-01-L



DEPOSIT TICKET

THE ORIGINAL FLORIDA TOURISM TAXES FORCE
3300 W. W. BETH PLACE
DADE COUNTY, FLORIDA 33109
JULY 1997

Capital City Bank

DATE: 02/28/22
CITY: CORAL GABLES
AMOUNT: \$1,196.16
MEMO: Thomas Hamilton

1578

02/28/2022 \$1,196.16

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAXES FORCE
3300 W. W. BETH PLACE
DADE COUNTY, FLORIDA 33109
JULY 1997

Capital City Bank

DATE: 02/08/22
CITY: CORAL GABLES
AMOUNT: \$263.65
MEMO: Thomas Hamilton

1578

02/08/2022 \$263.65

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAXES FORCE
3300 W. W. BETH PLACE
DADE COUNTY, FLORIDA 33109
JULY 1997

Capital City Bank

DATE: 02/04/22
CITY: CORAL GABLES
AMOUNT: \$2,125.00
MEMO: Peggy James Clark

1581

02/04/2022 \$2,125.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAXES FORCE
3300 W. W. BETH PLACE
DADE COUNTY, FLORIDA 33109
JULY 1997

Capital City Bank

DATE: 02/03/22
CITY: CORAL GABLES
AMOUNT: \$9,000.00
MEMO: Visit Florida

1582

02/03/2022 \$9,000.00

12

13

Capital City Bank 4/13/2022 10:59 AM

DOCUMENT INCLUDES VIBRIL 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 32653-1803
352.955.2200

63-68/631

1578

1/27/2022

PAY TO THE ORDER OF **Thomas Herndon**

\$**263.65

Two Hundred Sixty-Three and 65/100 DOLLARS

Thomas Herndon
Wakulla County Tourist Development Council
P.O. Box 1263
Crawfordville, FL 32327

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE CHANGES WITH HEAT

001578 0631006881 0224792204

Security Features:

Hologram
• Not a functional foil seal (used to detect stock).

Heat Sensitive Ink
• Color and image with fingers or breathe on it.

True Watermark
• Hold to light to see a faint image of the bank.

Visible Fibers
• Fibers in paper visible under ultraviolet light.

Chemical Wash Detection
• Stains or spots may appear if chemical.

Microprinting
• Small type in check border appears.

High Resolution Watermark
• Small type in check border appears.

Toner Adhesion Properties
• Ink will not come off when rubbed.

Anti-Copy Technology
• Ink will not come off when rubbed.

Light Line Black Pen
• Ink will not come off when rubbed.

PERMANENT RESERVE

HC-5

ENDORSE HERE

Thomas Herndon

CHECK HERE AFTER MOBILE OR REMOTE DEPOSIT DATE

STAMP IN SIGN BELOW THIS LINE

POSTED FOR FINANCIAL INSTITUTION USE

2082022 044001001580710 0631006881

Amount: \$263.65
Statement Description: Check-Cashed/Withdrawal
Check Number: 1578
Posted Date: 2/8/2022
Type: Debit
Status: Posted

Capital City Bank 4/13/2022 10:59 AM

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

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

Capital City Bank 1581

63-68/631 1/27/2022

PAY TO THE ORDER OF **Peggy James Clark** \$**2,125.00

Two Thousand One Hundred Twenty-Five and 00/100***** DOLLARS

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

MEMO

TRUE WATERMARK PAPER • HOLD TO LIGHT TO VIEW

0001581 0631006881 0224792204

ENDORSE HERE
Peggy James Clark
2005027940

☐ CHECK HERE AFTER
MOBILE OR REMOTE DEPOSIT DATE

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

Security Features:
Hologram
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
Latent Ink
Faint Line Back Pattern

This security features area is not listed, except in the following guidelines:
• All the security features listed on the back of the check are visible to the naked eye.
• Hologram: A circular foil seal used to check stock.
• Heat Sensitive Ink: A color change that occurs when the ink is heated.
• True Watermark: A watermark that is visible in the paper.
• Visible Fibers: Fibers that are visible under ultraviolet light.
• Invisible Fibers: Fibers that are visible under ultraviolet light.
• Chemically Sensitive Paper and Chemical Wash Detection Area: A paper that changes color when it is washed with a chemical solution.
• Microprinting: A series of small, repeating characters that are difficult to reproduce.
• High Resolution Warning Band: A band that is visible when the check is held up to the light.
• Toner Adhesion Properties: A property that allows the toner to adhere to the paper.
• Anti-Copy Technology: A technology that prevents the check from being copied.
• Latent Ink: Ink that is only visible when the check is held up to the light.
• Faint Line Back Pattern: A pattern of faint lines that are visible on the back of the check.

Trans=02/03/22-StartTm=3:22:23 PM
Br=225-TID=5195
Inst=SOUTH STATE BANK, N.A.-RINum=>053200983<
ItemNum=983328689400

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Br=225-TID=5195
Inst=SOUTH STATE BANK, N.A.-RINum=>053200983<
ItemNum=983328689400

FEDERAL RESERVE NOTE

Amount: \$-2,125.00
Statement Description: Check
Check Number: 1581
Posted Date: 2/4/2022
Type: Debit
Status: Posted

Capital City Bank 4/13/2022 11:00 AM

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

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

Capital City Bank 1582

63-68/631 1/27/2022

PAY TO THE ORDER OF Visit Florida \$**9,000.00

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

Visit Florida
Accounting Department
2540 W. Executive Center Circle Ste 200
Tallahassee, FL 32301

MEMO 81277

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

00015820 00631006888 0224792204

ENDORSE HERE

CLICK HERE AFTER DEPOSIT TO VIEW MOBILE OR REMOTE DEPOSIT STATUS

WELLS FARGO BANK, N.A. - NY, NY
FLORIDA TOURISM TASK FORCE
VISIT FLORIDA
DBA VISIT FLORIDA
200003303064

Amount: \$-9,000.00
Statement Description: Check
Check Number: 1582
Posted Date: 2/3/2022
Type: Debit
Status: Posted

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of February 28, 2022

(These financial statements are unaudited)

	Budget	February 2022	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	54,000.00	0.00	54,000.00	0.00
DEO Rural Development Grant 20/21	40,600.00	0.00	33,907.31	(6,692.69)
DEO Rural Development Grant 21/22	23,300.00	0.00	0.00	(23,300.00)
VisitFlorida Rural Area Opportunity Grant 21/22	0.00	0.00	0.00	0.00
VisitFlorida Rural Area Opportunity 21/22 In-Kind	0.00	0.00	0.00	0.00
Total Income	117,900.00	0.00	87,907.31	(29,992.69)
Expenses				
Marketing				
Planning				
VisaVues Domestic & International Editions	0.00	0.00	0.00	0.00
Total Planning	0.00	0.00	0.00	0.00
Collateral Materials				
Print Ultimate Bicycle Guide	0.00	0.00	0.00	0.00
Print Exhilarating Natural North FI Brochure	0.00	0.00	0.00	0.00
Total Collateral Materials	0.00	0.00	0.00	0.00
Website				
Website Blogs	8,900.00	0.00	4,250.00	(4,650.00)
Web Hosting & Maintenance Services	6,000.00	0.00	6,000.00	0.00
Total Website	14,900.00	0.00	10,250.00	(4,650.00)
Trade Shows				
Whistles & Other Promotional Items	0.00	0.00	0.00	0.00
Popup and/or Cloth Displays - VF In-Kind	0.00	0.00	0.00	0.00
Welcome Center Rack Space - VF In-Kind	0.00	0.00	0.00	0.00
Adventure Travel Training 4 Day-VF In-Kind	0.00	0.00	0.00	0.00
Consumer Influencer-VF In-Kind	0.00	0.00	0.00	0.00
VF Atlanta Camping & RV Show	0.00	0.00	0.00	0.00
VF New York Times Travel Show	0.00	0.00	0.00	0.00
VF Chicago RV & Camping Show	0.00	0.00	0.00	0.00
VF Toronto Outdoor Adventure Show	0.00	0.00	0.00	0.00
VF Washington DC Travel & Adventure Show	0.00	0.00	0.00	0.00
VF Florida Huddle 2022	0.00	0.00	1,260.41	1,260.41
DEO Georgia RV & Camper Show	7,500.00	0.00	0.00	(7,500.00)
DEO Atlanta Travel & Adventure Show	0.00	0.00	1,886.34	1,886.34
Total Trade Shows	7,500.00	0.00	3,146.75	(4,353.25)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of February 28, 2022

(These financial statements are unaudited)

	Budget	February 2022	Year to Date	Over/(Under) Budget
Advertising				
Digital Advertising Campaign 2021-22	0.00	0.00	0.00	0.00
FI Vacation Planner Print Ad 2021-22	0.00	0.00	8,303.25	8,303.25
Digital Retargeting Campaign 2021-22	0.00	0.00	0.00	0.00
Facebook Ad Campaign 2021-22 - In-Kind	0.00	0.00	0.00	0.00
FI Trans Map Print Advertisement 2021-22	9,000.00	0.00	9,000.00	0.00
Quarterly eNewsletters	11,000.00	0.00	3,315.96	(7,684.04)
Go! Adventure Planning Guide Virtual	0.00	0.00	0.00	0.00
Total Advertising	20,000.00	0.00	20,619.21	619.21
Total Marketing Expenses	42,400.00	0.00	34,015.96	(8,384.04)
Administration				
NCFRPC - Admin VF & DEO 2020-21	7,500.00	0.00	1,875.00	(5,625.00)
NCFRPC - Admin VF & DEO FY 2021-22	5,600.00	0.00	0.00	(5,600.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	3,125.00	(9,375.00)
Bank Charges	200.00	0.00	0.00	(200.00)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	0.00	(300.00)
Other Admin Expenses Miscellaneous	2,000.00	0.00	0.00	(2,000.00)
Postage	300.00	69.15	69.15	(230.85)
VF/DEO Travel Show Service Program Fee	1,100.00	0.00	1,100.00	0.00
Telephone	300.00	0.00	0.00	(300.00)
Total Administration	30,100.00	69.15	6,169.15	(23,930.85)
Memberships				
Visit Florida	400.00	0.00	0.00	(400.00)
Southeast Tourism Society	600.00	0.00	0.00	(600.00)
Florida Outdoor Writers Association	200.00	175.00	175.00	(25.00)
Ride with GPS	300.00	0.00	0.00	(300.00)
Total Memberships	1,500.00	175.00	175.00	(1,325.00)
Professional Enhancement				
SE Tourism Society Marketing College	5,175.00	0.00	0.00	(5,175.00)
Governor's Tourism Conference	1,725.00	0.00	0.00	(1,725.00)
Adventure Elevate Networking Conference	0.00	0.00	0.00	0.00
Adventure Elevate Networking Conference In-Kind	0.00	0.00	0.00	0.00
Total Professional Enhancement	6,900.00	0.00	0.00	(6,900.00)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of February 28, 2022

(These financial statements are unaudited)

	Budget	February 2022	Year to Date	Over/(Under) Budget
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
Total Internships	12,500.00	0.00	0.00	(12,500.00)
Retained Reserves				
Retained Reserves	24,500.00	0.00	0.00	(24,500.00)
Total Retained Reserves	24,500.00	0.00	0.00	(24,500.00)
Total NonMarketing Expenses	75,500.00	244.15	6,344.15	(69,155.85)
Total Expenses	117,900.00	244.15	40,360.11	(77,539.89)
Net Income	0.00	(244.15)	47,547.20	47,547.20

ATTACHMENT 1 SCOPE OF WORK

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

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

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

2.1 Website Maintenance and Operation:

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

2.2 Electronic Newsletters:

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

2.3 Website Blogs:

Post blogs on its website, www.naturalnorthflorida.com. Blogs must be informative to visitors of tourist-oriented attractions and facilities within the RAOs.

2.4 Exhibit at Domestic Travel Shows:

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

2.5 Advertising:

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

2.6 Literature Distribution:

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

2.7 Professional Enhancement Scholarships:

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

2.8 Memberships in Professional Organizations:

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

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

3. DEO'S RESPONSIBILITIES:

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

3.2 Perform Agreement management responsibilities as stated herein;

3.3 Reply to reasonable inquiries pursuant to the Agreement and,

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

4. DELIVERABLES:

Grantee agrees to provide the following services as specified:

Deliverable No. 1 – Website Maintenance and Enhancements		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Grantee shall maintain, host and operate website in accordance with the Scope of Work, Section 2.1.	<p>Grantee shall provide ongoing website hosting and operation, in accordance with Section 2.1, as evidenced by submission of the following:</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Copy of vendor agreement; • Invoice(s) from provider detailing work completed; • Proof of payment; and • Website analytics showing percentage of up time. 	<p>Failure to complete the Minimum Level of Service and the submission of required documentation in accordance with Section 2.1 shall result in non-payment.</p>

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

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

	<ul style="list-style-type: none"> Completed travel documentation for each traveler if attending in-person training sessions; and Invoice package in accordance with Section 6. of this Scope of Work. 	
Deliverable No. 8 – Maintain memberships in professional organizations		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Grantee shall maintain current memberships or join professional organizations in accordance with Scope of Work, Section 2.8.	<p>Grantee shall maintain membership in a minimum of at least one (1) professional organization in accordance with Section 2.8, as evidenced by submission of the following:</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> Copy of registration for each professional organization membership joined or maintained; and Invoice package in accordance with Section 6. of this Scope of Work. 	Failure to maintain the Minimum Level of Service and the submission of the required documentation in accordance with Section 2.8 shall result in non-payment.
Total Costs Not to Exceed: \$50,000.00		

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

5. REPORTING

5.1 Quarterly: Grantee shall provide a quarterly report listing all progress relating to the Deliverables in Section 4. Quarterly reports are due to DEO within 30 calendar days after the end of each quarter, until submission of the final invoice package. The ending dates for each quarter of the program year are April 30, 2022, July 31, 2022, October 31, 2022 and January 24, 2023. The quarterly report shall include a summary of project progress, indicating percentage of completion of each Deliverable, and all additional reports which are required pursuant to this Agreement, including but not limited to, reports documenting the positive return on investment to the State that results from Grantee's project and its use of Award Funds. The summary shall also include any issues or events occurring which affect the ability of the Grantee to meet the terms of this Agreement. **If all required reports and copies are not sent to DEO or are not completed in a manner acceptable to DEO, payments may be withheld until the reports are properly completed or otherwise allowable by law.**

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

and non-certified Minority Business Enterprise and Service-Disabled Veteran Enterprise participant. DEO's Minority Coordinator can be reached at (850) 245-7471 to answer concerns and questions.

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

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

6.1 Grantee shall provide one invoice per quarter for all services rendered during the applicable period. Grantee shall submit invoices as set forth below to be eligible to receive and retain payment for the performance of duties and completion of deliverables set forth above. Grantee shall submit all documentation necessary to support Grantee's expenditures. DEO may request any information from Grantee that DEO deems necessary to verify that Grantee has performed the services for which payment is requested. Grantee's submission of each invoice package is Grantee's certification that it has performed the services and incurred the costs in compliance with all applicable laws and the terms of this Agreement. Grantee will provide invoices in accordance with the requirements of the Reference Guide for State Expenditures available at: <https://www.myfloridacfo.com/Division/AA/Manuals/documents/ReferenceGuideforStateExpenditures.pdf>. Invoices must be legible and must clearly reflect the performance for which payment is sought. Payment does not become due under this Agreement until DEO accepts and approves the invoiced deliverable(s) and any required report(s). At DEO's option, Grantee may submit invoices electronically. Grantee shall submit its final invoice for payment to DEO no later than 60 days after this Agreement ends and DEO may, at DEO's sole and absolute discretion, refuse to honor any requests for payment submitted after this deadline.

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

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

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

6.2.3 Travel documentation with a completed State of Florida Travel Reimbursement Form, <https://www.myfloridacfo.com/Division/AA/Forms/DFS-AA-15VoucherforReimbursement.xlsx>;

6.2.4 A copy of all supporting documentation for vendor payments;

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

6.2.6 A copy of the bank statement that includes the cancelled check.

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

Florida Department of Economic Opportunity
Fiscal Year 2021-22 Regional Rural Development Grant
(January 20, 2022 - January 19, 2023)
Proposed Deliverables and Cost Estimates
September 23, 2021

Cost Estimates	Deliverable
9/23/2021	
\$6,000.00	Website Hosting & Maintenance
\$0.00	VISIT FLORIDA Retargeting Campaign
\$5,100.00	Website Blogs
\$0.00	Town Blogs
\$0.00	Design and Print Collateral Material
\$7,500.00	Domestic Travel Shows (1 show)
\$9,000.00	Print Advertising (Florida Transportation Map)
\$0.00	Digital Advertising Campaign (Facebook, Google Adword search)
\$6,900.00	Scholarships (4 Scholarships)
\$0.00	VisaVues
\$1,500.00	Professional Organization Memberships
\$6,500.00	Quarterly eNewsletters
\$7,500.00	Administration
\$50,000.00	Total

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Nature is Our Theme Park

APRIL EVENTS



Florida State Bluegrass Festival

April 1-2, 2022 | Perry, FL

One of the best events in the Southeast...The Florida State Bluegrass Festival. Features two days of awesome bluegrass music by some of the most renowned artists in the country...a great Chili Cook-off event with thousands of dollars in prizes, arts & crafts, and great food!

Check out their [website](#) to learn more information!



Bradford County Strawberry Festival

April 2-3, 2022 | Starke, FL

This Strawberry Festival will be on April 2 & 3, 2022! It will be held at the Fair Grounds in Starke, FL. There will be a lot of returning vendors and a bunch of new ones. Look forward to

Monster Truck Rides, Saturday Car Show, and ALL things Strawberry. The hours are:

Saturday 9 am- 6 pm and Sunday 10 am- 5 pm. To learn more information, visit their

[website!](#)



11th Annual Low Country Boil

Presented by:



**Capital City
Bank**



FOR SPONSORSHIP INFORMATION CALL 926.1848

5:30 - 10pm, Saturday, April 2

@ 3Y Ranch, 195 Harvey Young Farm Road, Crawfordville

live music by **Locomotive**

11th Annual Low Country Boil

April 2, 2022 | Crawfordville, FL

The Wakulla County Chamber of Commerce Special Events Committee is busy planning our 11th Annual Low Country Boil Fundraiser, back to the original date of the First Saturday in April. This community event will be held 5:30-10 pm, Saturday, April 2nd at 3Y Ranch in Crawfordville. We are excited to host this annual event and once again bring a taste of the Southern Low Country to Wakulla County. To learn more information, visit their [website!](#)



Tipper and Friends

April 1-3, 2022 | Live Oak, FL

Welcome back, Tipper and Friends!

Join us for a weekend-long experience of amazing art, cutting-edge music, and delicious food as we celebrate being back together under the magical Spanish moss at the Spirit of the

Suwannee Music Park. Music starts at 4:20 pm on Friday and ends Sunday at 8 pm.

Here are some things to look forward to this year. There will be a brand new daytime stage in a part of the park that's never hosted a stage until now. Also, they will be bringing back the late-night tree projections by Datagrama. The Psychedelic Movie Nights will be back and there will be another DJ Mix Contest. There will be a very special curation intent for this

year's Art Gallery.

For more information, visit their [website](#)!



Suwannee Rising is a family-oriented music festival bringing funk, jazz, jam bands, and bluegrass music to Live Oak, FL. Festival-goers will enjoy the outdoor activities, arts & crafts, and camping at Spirit of the Suwannee Music Park.

The Suwannee Rising lineup includes St. Paul and The Broken Bones, Durand Jones & The Indications, George Porter Jr. & Dumpstaphunk playing the music of The Meters, and much more! For more information, visit their [website](#)!



Movie Night & Food Truck Rally at the Darby Pavillion

April 8, 2022 | Lake City, FL

The City of Lake City is hosting monthly movies and food trucks at Darby Pavilion at Wilson Park, every 2nd Friday starting at 7:30 pm. Come early to purchase your dinner from local food trucks. Bring a blanket or chair to enjoy the movie; popcorn will be served. For more information, visit their [website](#)!



Old Florida Celebration of the Arts

April 9-10, 2022 | Cedar Key, FL

Established in 1964 and formerly known as the Cedar Key Sidewalk Arts Festival, the Old

Town Art Fairs in the nation. Welcoming only 100 high-quality artists and about 15-18,000 visitors annually, the event radiates a relaxed and friendly atmosphere often missing in larger venues. The island community of Cedar Key is surrounded by the Lower Suwannee and Cedar Keys National Wildlife Refuge on Florida's Gulf Coast. This free event benefits the Cedar Key Arts Center, the coordinating sponsor, in addition to local non-profit and Cedar Key School groups who serve delicious food, beverages, and goodies during the festival. For more information, visit their [website](#)!



Easter Train at Kirby Family Farm

April 9-10, 2022 | Williston, FL

Join us for the 7th Rock-N-Roll Easter Train! Climb aboard our full-size historical locomotive on Florida's largest private railroad, play games, and activities, enjoy the Kirby Family Farm rides, enjoy music and shows, visit the spring farm animals petting area, and visit our friends around the farm to collect Easter eggs. Of course, the Easter Bunny will be on the farm as well ready for pictures. Grab your tickets early to guarantee your attendance.

It's a BIG Easter party and a day of family fun! For more information, visit their [website](#)!



Fanning Springs Easter

April 9, 2022 | Fanning Springs, FL

Fanning Springs will be hosting an Easter Egg Hunt, water ski show, and duck reach on April 9th, 2022 from 11 am to 5 pm! For more information, visit their [website](#)!



Suwannee River Catfish Festival

April 9, 2022 | Branford, FL

This festival offers games, wild animal exhibits, arts & craft booths, food vendors, and more.

Live music from local and well-known area bands provides a variety of entertainment throughout the day. Catfish dinners will be available for purchase and will include hushpuppies, baked beans, coleslaw, and a bottle of water.

Proceeds from the festival are shared by the Gainesville Fish House and two Suwannee High School seniors who win the essay competition. For more information, visit their [website](#)!



Capitol to Coast Relay

April 9, 2022 | Tallahassee, FL

The charm, culture, and nationally award-winning beauty of North Florida's Forgotten Coast region have continued to make it one of the Southeast United States' most popular vacation destinations and outdoor activity hotspots over the last 20 years. The area's natural diversity and mild climate set the perfect stage for this flat and fast 79-mile run course and 23-mile walk course that will transport racers 120 years back in time traversing historic attractions, native forests, expansive bridges, coastal plains, and timeless



Lake Butler Spring Showdown 2022

April 9, 2022 | Lake Butler, FL

Mark your calendars for Saturday, April 9, 2022. The Southern Outlaw Dragboat Racing Association returns to Lake Butler for our annual Lake Butler Spring Showdown Dragboat Racing Event! Follow the [Official Event Page](#) to stay current on news regarding the Dragboat race. For more information, visit their [website](#)!



Worm Gruntin' Festival

April 9, 2022 | Sopchoppy, FL

We are excited about our upcoming festival on April 9, 2022. Sopchoppy's annual Worm Gruntin' Festival is a way to focus on and pay tribute to local folks who made their living by grunting worms. In times past, it was the only job some people could get. Some folks have called the festival a free public party featuring live bait. It is a fun event! We're celebrating our 20th anniversary on April 9, and this year's schedule begins with an 8 a.m.

5K road-race (or walk if you want to join in and aren't a runner), also featured is a "Revell Family demonstration with Gary Revell a long-time Sopchoppy grunter. Following the demo

children's area near the Depot Museum. There will be lots of food and arts & crafts vendors, a beer garden, and live music throughout the day culminating in the Worm Grunter's Ball from 7:45 p.m. to 10 p.m. (bring your dancing shoes). For more information, visit their [website!](#)



Suwannee County Fair

April 15-23, 2022 | Live Oak, FL

Welcome to the Suwannee County Fair and Youth Livestock Show and Sale. The Suwannee County Fair is one of the oldest county fairs in the state of Florida. The fair began over 100 years ago and even with the changing times, it continues to encourage and celebrate the best in our community.

At the fair you can find food, rides, animals, games, entertainment, music, agriculture, and art. It is everything that is our community in one place for all to see. Bring your family for nine days of fun! For more information, visit their [website!](#)



Gator Classic Balloon Festival

April 15-17, 2022 | Williston, FL

This outdoor event features tethered hot air balloon rides, local food and retail vendors, bounce houses, and optional ticket upgrades for an elevated experience. Don't miss the main event: a balloon glow after dark. This is an experience you won't want to miss! This event is weather-permitting. Tethered balloon rides can be purchased at an additional cost. Tickets are priced per vehicle and include parking and entry to the event for everyone in your vehicle. Guests must pre-register to attend and tickets are not available at the gate. For more information, visit their [website!](#)



Down Home Days

April 20-24, 2022 | Madison, FL

Down Home Days will be a time from April 20-24th that Madison County joins together in a lot of fun activities! For more information, visit their [website!](#)



Wild Hog Canoe Race

April 23, 2022 | Otter Creek, FL

The 2022 Wild Hog Canoe Race is taking place on April 23rd 2022, and registration (including pre-registered check-ins) begins at 7:30am on race day on SR 24 at the Waccasassa Bridge and ends promptly at 9:15am. The race will start at 9:30am after a review of the rules. For more information, visit their [website!](#)



Rock the Dock

April 23-24, 2022 | Panacea, FL

There will be a fishing tournament in Woolley Park on April 23rd & 24th. For more information, visit their [website](#)!



Suwannee River Jam

April 27-30, 2022 | Live Oak, FL

The Suwannee River Jam tradition includes two stages of performances over four days to some of America's best country music artists! While here, enjoy camping, barbecues, golf cart parades, hiking, jam sessions, campfires, canoe trips on the famous Suwannee River, bicycling, festival food, and much more! For more information, visit their [website](#)!



Stephen C. Smith Memorial Regatta

April 29- May 1, 2022 | Shell Point, FL

The Regatta has drawn as many as 200 registered participants and hundreds more spectators from all over the Southeast. The event includes: races for yachts rated under the PHRF handicapping system, catamarans such as Hobie Cats, smaller day sailors including Sunfish, and windsurfers, the most numerous and arguably the most colorful participants in the Regatta. For more information, visit their [website](#)!



Nature Coast Challenge Fishing Tournament

April 30, 2022 | Yankeetown, FL

The date is set for the 11th Annual Nature Coast Challenge- a Kayak Catch, Photo, and Release Fishing Tournament in Yankeetown, Florida. The Captain's Meeting will be Friday evening April 29th, 2022. You may fish the Withlacoochee River or the Gulf of Mexico. Fishing will begin on Saturday, April 30th, 2022 at first light. For more information, visit their [website!](#)



Cedar Lakes Woods and Gardens Spring Festival

April 30 - May 1, 2022 | Williston, FL

Join us for our 7th Annual Garden Show and Spring Festival!

This year will be the biggest and best festival we've ever had, you definitely won't want to miss it! Enjoy live music throughout the day, and visit vendors from all over Florida selling plants, arts and crafts, food, and more! Plus, you'll get to experience our beautiful botanical paradise at a discounted admission price!

Cedar Lakes Woods and Gardens is North Central Florida's newest botanical garden.

beautiful cascading waterfalls, and countless breathtaking views, you can bring your family and friends to our Garden Show and Spring Festival, and gain an experience you'll never forget! For more information, visit their [website](#)!

For further information, visit our member websites!

Alachua: www.visitgainesville.com

Lafayette: www.townofmayo.org

Bradford: www.bradfordcountyfl.gov

Levy: www.visitnaturecoast.com

Columbia: www.springrus.com

Madison: www.visitmadisonfl.com

Dixie: www.dixiecounty.us

Suwannee: www.visitsuwannee.com

Gilchrist: www.visitgilchristcounty.com

Taylor: www.taylorflorida.com

Hamilton: www.floridasfrontporch.com

Union: www.unioncounty-fl.gov

Jefferson: www.visitjeffersoncountyflorida.com

Wakulla: www.visitwakulla.com

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Lauren Yeatter

From: Dana Young [dyoung@visitflorida.org]
Sent: Monday, April 04, 2022 3:04 PM
To: brian@briandavery.com; rgromoll@ufl.edu; Jessica Hurov; mwheeler@alachuacounty.us; will_sexton@bradfordcountyfl.gov; bccriddick@yahoo.com; pam@northfloridachamber.com; gm@hilakecityfl.com; arosner@columbiacountyfla.com; pvann@columbiacountyfla.com; rford@columbiacountyfla.com; councilseat3@townofcrosscity.com; russ776@bellsouth.net; visitdixie@dixie.fl.gov; kayjsa@aol.com; WLDeen6757@gmail.com; pwatson@trentonflorida.org; dcreamer@gilchrist.fl.us; townmanager@townofbellflorida.com; hamiltontdc@windstream.net; info@monticellojeffersonfl.com; dwardpa@embarqmail.com; craigcolton@suwanneeriverrendezvous.com; carolmcqueen44@gmail.com; tourism@visitnaturecoast.com; district5@levycounty.org; jacquelyneblount@yahoo.com; marlene@madisonfl.org; charissas@suwcountyfl.gov; teena@musicliveshere.com; jimmyn@suwcountyfl.gov; taylorchamber@fairpoint.net; sandybeach8431546@gmail.com; dwalker@cityoflakebutler.com; nknowles@mywakulla.com; therndon@mywakulla.com; Lauren Yeatter; Scott Koons
Cc: bradley.jennifer.web@flsenate.gov; Chuck.Clemons@myfloridahouse.gov; ausley.loranne.web@flsenate.gov; perry.keith.web@flsenate.gov; chuck.brannan@myfloridahouse.gov; Joe.Harding@myfloridahouse.gov; Yvonne.Hinson@myfloridahouse.gov; bobby.payne@myfloridahouse.gov; jason.shoaf@myfloridahouse.gov; Heffley.Katelyn@flsenate.gov; Lee.Mary@flsenate.gov; shays.tonya@flsenate.gov; Ellen.Boukari@myfloridahouse.gov; Robin.Steele@myfloridahouse.gov; Belet.Austin@flsenate.gov; McCrary.Bailey@flsenate.gov; Wiseman.Leisa@flsenate.gov; DURHAM.MELISSA@flsenate.gov; Williamson.Tracy@flsenate.gov; Hernandez.Gigi@flsenate.gov; Vernon.Keenen@flsenate.gov; Massey.Sarah@flsenate.gov; McGuire.Suzanne@flsenate.gov; Alisa.Bergmann@myfloridahouse.gov; Dan.Hartley@myfloridahouse.gov; Staz.Guntek@myfloridahouse.gov; Haylee.Austin@myfloridahouse.gov; Francine.Edwards@myfloridahouse.gov; Victoria.Lancet@myfloridahouse.gov; Leota.Wilkinson@myfloridahouse.gov; Saralynn.Geiger@myfloridahouse.gov; Tammy.Still@myfloridahouse.gov; Elizabeth.Hughes@myfloridahouse.gov; jessica.holley@myfloridahouse.gov; Preston.Wilson@myfloridahouse.gov; Brenna Dacks
Subject: Invitation - Rural Tourism Stakeholders Meeting with VISIT FLORIDA
Follow Up Flag: Follow up
Flag Status: Flagged

Dear Industry Partners,

Some of you have reached out to discuss the rural marketing initiatives and efforts of VISIT FLORIDA. We are delighted to share this information with you and invite you to meet with us in person so we can discuss further. Paula Vann, Executive Director of the Columbia County Tourist Development Council, has graciously helped us make the following arrangements:

Rural Tourism Stakeholders Meeting with VISIT FLORIDA

Monday, May 2, 2022

10:00 AM - 12:00 PM

The Blanche Lake City

212 N. Marion Ave., Lake City, FL 32055

To confirm your attendance, please RSVP to [Brenna Dacks](#), VISIT FLORIDA Regional Partnership Manager - Northeast Florida.

We hope you are able to join us and are looking forward to meeting with you. If you have any questions in the

meantime, please do not hesitate to reach out.

Sincerely,
Dana

Dana Young | President & CEO | VISIT FLORIDA
2540 W. Executive Center Circle, Suite 200, Tallahassee, FL 32301
850-205-3803 | email: dyoung@visitflorida.org



VISIT FLORIDA adheres to Florida's broad open records laws. Materials sent or received by VISIT FLORIDA personnel, including e-mails and attachments, will be provided to the public upon request.

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

ALACHUA COUNTY

(\$15,000 - 3 votes)

Brian Avery

Lecturer

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

FLG 302 P.O. Box 118208

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Ron Gromoll

Visiting Lecturer

University of Florida Department of Tourism,
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Elizabeth Reyes, APR, CPRC

Sales and Marketing Manager

Visit Gainesville, Alachua County

352.260.5786

ereyes@alachuacounty.us

BRADFORD COUNTY

(\$3,000 - 2 votes)

William Sexton, Vice-Chair

Bradford County Attorney

945 North Temple Avenue

Starke, FL 32091-2210

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will_sexton@bradfordcountyfl.gov

The Honorable Daniel Riddick

Bradford County

Board of County Commissioners

945 North Temple Avenue

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bccriddick@yahoo.com

COLUMBIA COUNTY

(\$8,000 3 votes)

Rod Butler

General Manager

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Alden Rosner

Sports Marketing Director

Columbia County

Tourist Development Council

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Paula R. Vann

Executive Director

Columbia County

Tourist Development Council

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DIXIE COUNTY

(\$3,000 - 2 votes)

The Honorable Ryan Fulford

Cross City Councilmember

Town of Cross City

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Russ McCallister

Suwannee Guides and Outfitters

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www.suwanneeguides.com

GILCHRIST COUNTY

(\$2,000 - 2 votes)

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Patricia Watson

Executive Administrative Assistant
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HAMILTON COUNTY

(\$1,000 - 2 votes)

Chadd Mathis

Economic Development Director
Hamilton County Development Authority
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Mia Mauldin

Hamilton County Tourism Development/
Planning, Land Use, and Zoning
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JEFFERSON COUNTY

(\$2,000 - 2 votes)

Katrina Richardson

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David Ward

Monticello-Jefferson County
Tourism Development Council
420 West Washington Street
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LAFAYETTE COUNTY

(\$1,000 - 1 vote)

Craig Colton, Chair

Suwannee River Rendezvous
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craigcolton@suwanneeriverrendezvous.com

LEVY COUNTY

(\$4,000 - 2 votes)

Carol McQueen

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Tisha Whitehurst

Director
Levy County Visitors Bureau
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MADISON COUNTY

(\$3,000 - 2 votes)

Jackie Blount

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Marlene Squires-Swanson

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SUWANNEE COUNTY

(\$4,000 - 2 votes)

Charissa Setzer

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Tourism Development Council
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Teena Peavy, Secretary/Treasurer

Marketing Director
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TAYLOR COUNTY

(\$4,000 - 2 votes)

Dawn Perez

Executive Director
Taylor County Chamber of Commerce
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Sandy Beach

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UNION COUNTY

(\$1,000 - 1 vote)

Dale Walker

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WAKULLA COUNTY

(\$3,000 - 2 votes)

Natalie Knowles

Procurement and Contract Coordinator
Wakulla County Board of County
Commissioners
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Thomas Herndon

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STAFF

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:\original florida\members & volunteers\of member list 4-21-2022.docx

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

as of 9/23/2021

VOLUNTEERS, CONSULTANTS AND OTHERS

Donna Creamer - Travel Show Coordinator

Staff Assistant

Gilchrist County Tourist Development Council

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Jo Clark - Blogger

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2022
Visit Natural North Florida
Meeting Dates and Counties



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

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

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

