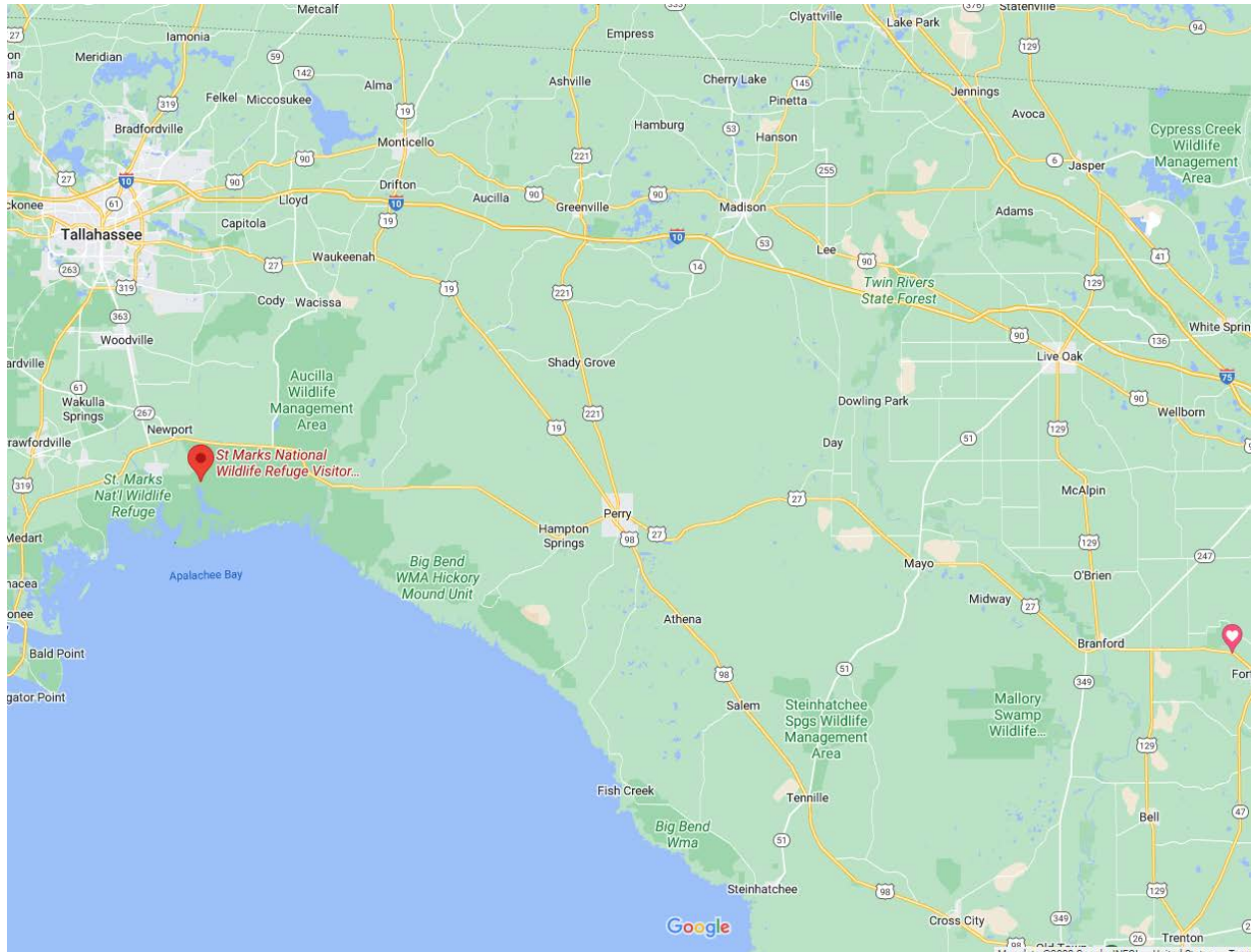




MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **May 18, 2023**. The meeting will be held at the **St. Marks National Wildlife Refuge and Visitor Center, 1255 Lighthouse Road, St. Marks, Florida**, beginning at **11:00 a.m.**



St. Marks National Wildlife Refuge and Visitor Center
1255 Lighthouse Road
St. Marks, FL 32355

The Original Florida

Visit Natural
NORTH FLORIDA

**TOURISM TASK FORCE
Meeting Agenda**

**St. Marks National Wildlife Refuge and Visitor Center
1255 Lighthouse Road, St. Marks, FL
Wakulla County**

**May 18, 2023
Thursday, 11:00 a.m.**

PAGE NO.

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 Reports Review and Approval - February 28, 2023 and March 31, 2023	7
	2. Marketing Committee	
B.	Fiscal Year 2022-23 Regional Rural Development Grant	45
	1. Website	
	2. e-newsletter	
	3. Domestic Travel Shows	
	4. Advertising Campaign	
	5. Scholarships	
	a. Southeast Tourism Society Marketing College, June 4-9, 2023	
	6. Professional Organization Memberships	
	7. Approval of First Quarter Report and Reimbursement Submittal Package	47
C.	VISIT FLORIDA	
	1. Monthly Report	
D.	Staff Items	
E.	Other Old Business	
	1. Update Task Force Member Contact Information	55
	2. Task Force 2023 Meeting Schedule and County Assignments	59

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 June 15, 2023 in Gilchrist 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

r:\original florida\task force meetings\minutes\2023\of_minutes_03-16-23.docx

The Original Florida Tourism Task Force

Balance Sheet

As of February 28, 2023

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

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

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

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
Beginning Balance						193,686.32
Cleared Transactions						
Checks and Payments - 8 items						
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
Deposits and Credits - 2 items						
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
Uncleared Transactions						
Checks and Payments - 2 items						
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
New Transactions						
Checks and Payments - 1 item						
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
Ending Balance					-34,459.24	159,227.08

P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

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
xxxxxxx2204

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

CHECKING ACCOUNT

EVERYDAY CHECKING FOR BUSINESS

Account Number	XXXXXXXX2204
Previous Balance	193,686.32
1 Deposits/Credits	243.94
8 Checks/Debits	25,850.84
Service Charges	.00
Interest Paid	.00
Ending Balance	168,079.42

Images	8
Statement Dates	2/01/23 thru 2/28/23
Days in this Statement Period	28
Avg Ledger Balance	179,911.55
Avg Collected Balance	179,911.55

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
 \$15,578.00
 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 Cremer
 Two Thousand and 00/100
 Donna Cremer
 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:

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 - Hologram, machine read, used to check store Capital One products
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 - 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
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 - Microprinting, used to check store Capital One products
 - Microprinting, used to check store Capital One products
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 - High Resolution Watermark, 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

352.226-1832

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Amount: \$-6,000.00

Statement Description: Check

Check Number: 1612

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Type: Debit

Status: Posted



*****2204

MEMO

Pay to the Order of:
WELLS FARGO BANK, N.A.
For Deposit Only
FLORIDA TOURISM INDUSTRY MKTG
VISIT FLORIDA - PRIVATE ACCT
CHECK HERE AT-T-H DBA VISIT FLORIDA
MOBILE OR REMOTE DEPOSIT
260003635644




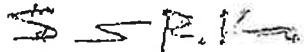
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NEVER SIGN OR WRITE IN THESE SPACES

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Tourism Task Force

*****2204

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOLIO HOLOGRAM			
	THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200	 63-68/631	1616
PAY TO THE ORDER OF Scott R. Koons		2/9/2023	
Three Hundred Eighteen and 94/100*****		\$**318.94	
Scott R. Koons 5210 NW 50th Terrace Gainesville, FL 32606-4309		DOLLARS	
MEMO			
TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW		HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT	

1100161611 10631006881

0224792204



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

Security Features:

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- Visible Fibers
- Invariable Fibers
- Optically Sensitive Paper and Chemical Wash Detection Area
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- High Resolution Warning Band
- Toner Adhesion Properties
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- Hold red image when scanned or
- The image will disappear when scanned
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- Fibers in paper will not reflect ultraviolet light
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Amount: \$-318.94

Statement Description: Check

Check Number: 1616

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Type: Debit

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 PAPER CONTAINS TONER ADHESION PROPERTIES	THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1803 352.955.2200	Capital City Bank	16171			
		63-68/631	2/9/2023			
	PAY TO THE ORDER OF United Parcel Service		\$**79.56			
	Seventy-Nine and 56/100*****		DOLLARS			
	United Parcel Service P.O. Box 650116 Dallas, TX 75265-0116		S.S.R.K.			
MEMO		Shield				
TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW						
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MP

[illegible]

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

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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

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001618 06631006881 0224792204

Security Features:

- Hologram - 3D effect, changes color when tilted
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- Security Markings - Small, repeating patterns of text
- Chemical Washability - Resists damage from cleaning
- Microprint - Tiny, repeating patterns of text
- Security Markings - Small, repeating patterns of text

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 DEPOSIT DATE

☐ MOBILE OR REMOTE DEPOSIT DATE

Amount: \$-9,000.00

Statement Description: Check

Check Number: 1618

Posted Date: 2/16/2023

Type: Debit

Status: Posted



*****2204

[illegible]

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5721304306
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Status: Posted



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[illegible]

02282124 056001000103720 7033100223

DOCUMENT Drawn: 5600
Trans#: 30
0224792204

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MOBILE OR REMOTE DEPOSIT DATE 09/23
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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

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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

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 RUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

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00016211 0631006881 0224792204

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 - 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.
 - Cannot be photocopied.
- Visible Fibers**
 - Visible fibers embedded in the paper.
- Irresistible Fibers**
 - Fibers in paper visible under ultraviolet light.
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 - 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**
 - Deteriorates with technology to prevent most copies from creating a usable copy.

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 ONLY
MOBILE OR REMOTE DEPOSIT ONLY

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

2/27/2023 04:49:10 657227230 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>	
TOTAL	\$ 243.94

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>	
TOTAL	\$ 75.00

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)
Total Income	125,300.00	0.00	90,196.81	(35,103.19)
Expenses				
Marketing				
Planning				
VisaVues Domestic & International Editions	0.00	0.00	6,578.00	6,578.00
Total Planning	0.00	0.00	6,578.00	6,578.00
Website				
Website Blogs	0.00	0.00	0.00	0.00
Web Hosting & Maintenance Services	6,000.00	0.00	6,000.00	0.00
Total Website	6,000.00	0.00	6,000.00	0.00
Trade Shows				
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
Total Trade Shows	14,000.00	5,506.41	11,417.16	(2,582.84)
Advertising				
Digital Advertising Campaign 2021-22	10,000.00	0.00	0.00	(10,000.00)
FI Vacation Planner Print Ad 2022-23	8,300.00	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)
Total Advertising	32,400.00	0.00	18,664.25	(13,735.75)
Total Marketing Expenses	52,400.00	5,506.41	42,659.41	(9,740.59)
Administration				
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)

	Budget	February 2023	Year to Date	Over/(Under) Budget
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)
Total Administration	25,400.00	2,000.00	10,926.87	(14,473.13)
Memberships				
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)
Total Memberships	1,500.00	0.00	335.00	(1,165.00)
Professional Enhancement				
SE Tourism Society Marketing College	5,175.00	0.00	0.00	(5,175.00)
Governor's Tourism Conference	1,725.00	0.00	0.00	(1,725.00)
Total Professional Enhancement	6,900.00	0.00	0.00	(6,900.00)
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	1,336.77	(4,913.23)
Dean Fowler Internship	6,250.00	0.00	1,336.77	(4,913.23)
Total Internships	12,500.00	0.00	2,673.54	(9,826.46)
Retained Reserves				
Retained Reserves	26,600.00	0.00	0.00	(26,600.00)
Total Retained Reserves	26,600.00	0.00	0.00	(26,600.00)
Total NonMarketing Expenses	72,900.00	2,000.00	13,935.41	(58,964.59)
Total Expenses	125,300.00	7,506.41	56,594.82	(68,705.18)
Net Income	0.00	(7,506.41)	33,601.99	33,601.99

The Original Florida Tourism Task Force
Balance Sheet
As of March 31, 2023

	Mar 31, 23
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	158,830.83
Total Checking/Savings	158,830.83
Accounts Receivable	
Accounts Receivable	52,000.00
Total Accounts Receivable	52,000.00
Other Current Assets	
Prepaid Expense	447.06
Prepaid Registration Fees	1,600.00
Total Other Current Assets	2,047.06
Total Current Assets	212,877.89
TOTAL ASSETS	212,877.89
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	12,171.53
Total Accounts Payable	12,171.53
Other Current Liabilities	
Due to NCFRPC	-95.42
Total Other Current Liabilities	-95.42
Total Current Liabilities	12,076.11
Total Liabilities	12,076.11
Equity	
Unrestricted Earnings	182,632.15
Net Income	18,169.63
Total Equity	200,801.78
TOTAL LIABILITIES & EQUITY	212,877.89

4:24 PM

05/09/23

Accrual Basis

The Original Florida Tourism Task Force

Profit & Loss

March 2023

	Mar 23
Expense	
Legal Expenses	61.25
Marketing	
Trade Shows	
Atlanta Travel & Adventure Show	6,882.28
Total Trade Shows	6,882.28
Marketing - Other	0.00
Total Marketing	6,882.28
NCFRPC Contractual Services	8,584.25
Total Expense	15,527.78
Net Income	-15,527.78

9:31 AM

04/10/23

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 03/31/2023

	Mar 31, 23
Beginning Balance	168,079.42
Cleared Transactions	
Checks and Payments - 2 items	-8,617.32
Total Cleared Transactions	-8,617.32
Cleared Balance	159,462.10
Uncleared Transactions	
Checks and Payments - 3 items	-631.27
Total Uncleared Transactions	-631.27
Register Balance as of 03/31/2023	158,830.83
New Transactions	
Checks and Payments - 1 item	-3,587.28
Total New Transactions	-3,587.28
Ending Balance	155,243.55

9:31 AM

04/10/23

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 03/31/2023

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						168,079.42
Cleared Transactions						
Checks and Payments - 2 items						
Bill Pmt -Check	02/23/2023	1622	Unicomm, LLC	X	-6,590.00	-6,590.00
Bill Pmt -Check	03/09/2023	1623	Richardson, Katrina	X	-2,027.32	-8,617.32
Total Checks and Payments					-8,617.32	-8,617.32
Total Cleared Transactions					-8,617.32	-8,617.32
Cleared Balance					-8,617.32	159,462.10
Uncleared Transactions						
Checks and Payments - 3 items						
Bill Pmt -Check	08/11/2022	1596	Colton, Craig		-235.02	-235.02
Bill Pmt -Check	03/23/2023	1625	Southeast Tourism ...		-335.00	-570.02
Bill Pmt -Check	03/23/2023	1624	Florida Department ...		-61.25	-631.27
Total Checks and Payments					-631.27	-631.27
Total Uncleared Transactions					-631.27	-631.27
Register Balance as of 03/31/2023					-9,248.59	158,830.83
New Transactions						
Checks and Payments - 1 item						
Bill Pmt -Check	04/06/2023	1626	Creamer Donna		-3,587.28	-3,587.28
Total Checks and Payments					-3,587.28	-3,587.28
Total New Transactions					-3,587.28	-3,587.28
Ending Balance					-12,835.87	155,243.55



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

00002932 FCC31545040123053314 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 3/31/23
Primary Account

Page 1
XXXXXXXX2204

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CHECKING ACCOUNT

EVERYDAY CHECKING FOR BUSINESS

Account Number XXXXXXXX2204
Previous Balance 168,079.42
Deposits/Credits .00
2 Checks/Debits 8,617.32
Service Charges .00
Interest Paid .00
Ending Balance 159,462.10

Images 2
Statement Dates 3/01/23 thru 4/02/23
Days in this Statement Period 33
Avg Ledger Balance 160,399.00
Avg Collected Balance 160,399.00

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
3/02	1622	6,590.00	3/13	1623	2,027.32

* Denotes missing check numbers

DAILY BALANCE INFORMATION

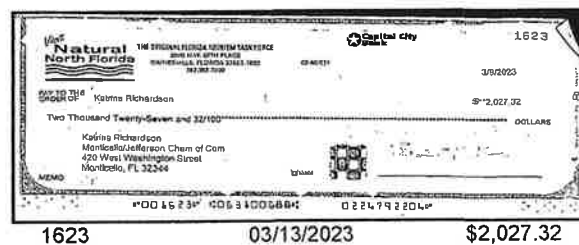
Date	Balance	Date	Balance	Date	Balance
3/01	168,079.42	3/02	161,489.42	3/13	159,462.10

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

RECEIVED

APR 06 2023

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL





Capital City Bank

5/9/2023 11:51 AM

Tourism Task Force

*****2204



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



1622

63-68/631

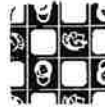
2/23/2023

PAY TO THE ORDER OF Unicomm, LLC

\$**6,590.00

Six Thousand Five Hundred Ninety and 00/100 ***** DOLLARS

Unicomm, LLC
P.O. Box 5010
Milford, CT 06460



5-2-1

MEMO



001622

0063100688

0224792204

POSTED
OF Deposit Only

1054584021113251
CHECK HERE AFTER DEPOSIT DATE
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REMOVED FOR FINANCIAL INSTITUTION USE

Amount: \$-6,590.00

Statement Description: Check

Check Number: 1622

Posted Date: 3/2/2023

Type: Debit

Status: Posted



*****2204

Status: Posted

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

As of March 2023

(These financial statements are unaudited)

	Budget	March 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)
Total Income	125,300.00	0.00	90,196.81	(35,103.19)
Expenses				
Marketing				
Planning				
VisaVues Domestic & International Editions	0.00	0.00	6,578.00	6,578.00
Total Planning	0.00	0.00	6,578.00	6,578.00
Website				
Website Blogs	0.00	0.00	0.00	0.00
Web Hosting & Maintenance Services	6,000.00	0.00	6,000.00	0.00
Total Website	6,000.00	0.00	6,000.00	0.00
Trade Shows				
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	0.00	3,479.09	(3,520.91)
Atlanta Travel & Adventure Show	7,000.00	4,882.28	4,882.28	(2,117.72)
VF Florida Huddle	0.00	0.00	2,027.32	2,027.32
Total Trade Shows	14,000.00	4,882.28	16,299.44	2,299.44
Advertising				
Digital Advertising Campaign 2021-22	10,000.00	0.00	0.00	(10,000.00)
FI Vacation Planner Print Ad 2022-23	8,300.00	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	1,000.00	2,361.00	(2,739.00)
Total Advertising	32,400.00	1,000.00	19,664.25	(12,735.75)
Total Marketing Expenses	52,400.00	5,882.28	48,541.69	(3,858.31)
Administration				
NCFRPC - Admin DEO 2021-22	1,900.00	0.00	1,875.00	(25.00)
NCFRPC - Admin DEO FY 2022-23	5,600.00	1,875.00	1,875.00	(3,725.00)
NCFRPC - Admin Program Fees FY 2022-23	12,500.00	3,125.00	6,250.00	(6,250.00)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	61.25	61.25	(238.75)

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

As of March 2023

(These financial statements are unaudited)

	Budget	March 2023	Year to Date	Over/(Under) Budget
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	4,000.00	1,800.00
Telephone	300.00	0.00	0.00	(300.00)
Total Administration	25,400.00	7,061.25	17,988.12	(7,411.88)
Memberships				
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)
Total Memberships	1,500.00	0.00	335.00	(1,165.00)
Professional Enhancement				
SE Tourism Society Marketing College	5,175.00	0.00	0.00	(5,175.00)
Governor's Tourism Conference	1,725.00	0.00	0.00	(1,725.00)
Total Professional Enhancement	6,900.00	0.00	0.00	(6,900.00)
Internships				
Harvey Campbell Memorial Internship	6,250.00	1,292.13	2,581.19	(3,668.81)
Dean Fowler Internship	6,250.00	1,292.12	2,581.18	(3,668.82)
Total Internships	12,500.00	2,584.25	5,162.37	(7,337.63)
Retained Reserves				
Retained Reserves	26,600.00	0.00	0.00	(26,600.00)
Total Retained Reserves	26,600.00	0.00	0.00	(26,600.00)
Total NonMarketing Expenses	72,900.00	9,645.50	23,485.49	(49,414.51)
Total Expenses	125,300.00	15,527.78	72,027.18	(53,272.82)
Net Income	0.00	(15,527.78)	18,169.63	18,169.63

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

Adopted 9/15/2022

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

(1) See Marketing Budget Detail

(2) See Memberships Detail

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

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

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

Visit Natural **NORTH FLORIDA**

May 18, 2023

Ms. Pamela Portwood, Bureau Chief
Florida Department of Economic Opportunity
Division of Community Development
107 East Madison Street, MSC 160
Tallahassee, FL 32399-4120

RE: Fiscal Year 2022-23
Regional Rural Development Grant
1st Quarter Deliverables Report

Dear Ms. Portwood:

At its May 18, 2023 meeting, The Original Florida Tourism Task Force reviewed and approved the first quarter report and reimbursement request for its Fiscal Year 2022-23 Regional Rural Development Grant.

Please find enclosed the first quarter Deliverables Report and an invoice in the amount of \$12,639.27 for the period January 24, 2023 through April 30, 2023 relative to the contract between **The Original Florida Tourism Task Force** and the Florida Department of Economic Opportunity. Also enclosed are a completed Minority and Service-Disabled Veteran Business Enterprise Report and a Compliance Certification form.

Thank you for your continuing support of The Original Florida Tourism Task Force and their mission of providing economic development opportunities through rural tourism development.

If you have any questions concerning this matter, please contact Lauren Yeatter, Senior Planner, at 352.955.2200, ext. 113.

Sincerely,



Craig Colton
Chair

Enclosures

The Original Florida Tourism Task Force
2009 NW 67th Place
Gainesville, FL 32653-1603
352.955.2200 · 877.955.2199

Florida Department of Economic Opportunity
Fiscal Year 2022-23
Regional Rural Development Grant
First Quarter Report
January 24, 2023 through April 30, 2023

Submitted May 18, 2023 by

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

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NARRATIVE
REGIONAL RURAL DEVELOPMENT GRANT
FISCAL YEAR 2022-23
FIRST QUARTER REPORT
January 24, 2023 through April 30, 2023

COMPLIANCE CERTIFICATION FORM, QUARTERLY MINORITY VENDOR AND SERVICE-DISABLED VETERAN BUSINESS REPORT

Please find attached the Compliance Certification from and Minority Vendor and disabled veterans business report in Part B.

WEBSITE MAINTENANCE AND ENHANCEMENTS

WEBSITE MAINTENANCE AND HOSTING

The Task Force did not expend any funds during the first quarter for website maintenance and hosting.

TOPIC-CENTERED MICROSITES

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

MARKETING AND PROMOTION

ELECTRONIC NEWSLETTERS

The Task Force created and distributed one electronic newsletter during the first quarter to over 6,000 email addresses. The Task Force spent \$1,000 on this item during the first quarter. A copy of the newsletter, timesheets documenting \$1,000 of staff time spent on the newsletter, as well as a Certificate of Indirect Costs are included in Part C.

DOMESTIC TRAVEL SHOWS

The Task Force attended three domestic travel shows and expended \$11,304.27 during the first quarter for domestic travel shows. Travel reimbursement forms, invoices and cancelled checks are included in Part D.

ADVERTISING CAMPAIGN

The Task Force did not expend any funds during the first quarter for advertising.

PROFESSIONAL ENHANCEMENT

PROFESSIONAL ENHANCEMENT SCHOLARSHIPS

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

PROFESSIONAL ASSOCIATION ANNUAL MEMBERSHIPS

The Task Force expended \$335.00 during the first quarter for professional association annual memberships. Copies of the invoice and canceled check are included in Part E.

ADMINISTRATION

The Task Force did not expend any funds during the first quarter for administration.

PROOF OF FINANCIAL MATCH

See Part F, Proof of Financial Match.

The Original Florida Tourism Task Force
FEID # 59-3534835

INVOICE

Agreement #:

Invoice No. 1
Date: April 30, 2023

TO:

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

FOR:

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

DESCRIPTION		AMOUNT
Dates of Service: January 24, 2023 to April 30, 2023		
Deliverable 2 Electronic Newsletter Created and distributed one electronic newsletter (Staff Time)		
Deliverable 3 Domestic Travel Shows Attended three domestic travel shows		
Deliverable 6 Maintain memberships in professional organizations Purchased one membership		
Expenditures		
Staff time		\$1,000.00
Contractual Services		0.00
Memberships		335.00
Travel		4,530.18
Registrations		6,590.00
Shipping		184.09
Scholarships		0.00
TOTAL		\$ 12,639.27

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

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



Craig Colton
Chair

5/18/23

Date

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

ALACHUA COUNTY

(\$15,000 - 3 votes)

Elizabeth Reyes, APR, CPRC

Sales and Marketing Manager
Visit Gainesville, Alachua County
352.260.5786
ereyes@alachuacounty.us

Vacant

Vacant

BRADFORD COUNTY

(\$3,000 - 2 votes)

The Honorable Carolyn Spooner

Bradford County
Board of County Commissioners
945 North Temple Avenue
Starke, FL 32091
(w) 352.473.7033
(o) 904.966.6327
(f) 352.473.5907
carolyn_spooner@bradfordcountyfl.gov

Vacant

COLUMBIA COUNTY

(\$8,000 3 votes)

Rod Butler

General Manager
Holiday Inn Hotel and Suites
213 SW Commerce Boulevard
Lake City, FL 32025-1501
(w) 386.487.1080
gm@hilakecityfl.com

Alden Rosner

Sports Marketing Director
Columbia County
Tourist Development Council
P.O. Box 1847
Lake City, FL 32056
(w) 386.719.1453
arosner@columbiacountyfla.com
www.southsidesportscomplex.com

Paula R. Vann

Executive Director
Columbia County
Tourist Development Council
P.O. Box 1847
Lake City, FL 32056
(w) 386.758.1312
pvann@columbiacountyfla.com
www.springsrus.com

DIXIE COUNTY

(\$3,000 - 2 votes)

The Honorable Ryan Fulford

Cross City Councilmember
Town of Cross City
P.O. Box 417
Cross City, FL 32628
(w) 352.498.3306
(c) 352.356.1605
councilseat3@townofcrosscity.com

Russ McCallister

Suwannee Guides and Outfitters
PO Box 1345
Old Town, FL 32680
(w) 352.542.8331
(h) 352.325.1520
(c) 352.258.0189
russ776@bellsouth.net
www.visitdixie.com
www.suwanneeguides.com

GILCHRIST COUNTY

(\$2,000 - 2 votes)

Bryan M. Freeman Jr.

Hart Springs Park Manager
4240 SW 86th Ave.
Bell, FL 32619
(w) 352.463.3444
(c) 352.318.3120
bfreeman@gilchrist.fl.us

Patricia Watson

Executive Administrative Assistant
City of Trenton
500 North Main Street
Trenton, FL 32693
(w) 352.463.4000
pwatson@trentonflorida.org

HAMILTON COUNTY

(\$1,000 - 2 votes)

Chadd Mathis

Economic Development Director
Hamilton County Development Authority
1153 US Hwy 41 NW Suite 4
Jasper, Florida 32052
(w) 386.855.1426
cmathis@hamiltoncda.org

Mia Mauldin

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

JEFFERSON COUNTY

(\$2,000 - 2 votes)

Katrina Richardson

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

David Ward

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

LAFAYETTE COUNTY

(\$1,000 - 1 vote)

Craig Colton, Chair

Suwannee River Rendezvous
828 NE Primrose Road
Mayo, FL 32066
(w) 386.294.2510
craigcolton@suwanneeriverrendezvous.com

LEVY COUNTY

(\$4,000 - 2 votes)

Tisha Whitehurst

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

Vacant**MADISON COUNTY**

(\$3,000 - 2 votes)

Jennifer Poore

Executive Director
Madison County
Chamber of Commerce & Tourism
182 NW College Loop
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(w) 850.973.2788
jennifer@madisonfl.org

Ina Thompson

Madison County Tourist Development
Council Chair
182 NW College Loop
Madison, FL 32340
(w) 850.973.2788

SUWANNEE COUNTY

(\$4,000 - 2 votes)

Charissa Setzer

Marketing Coordinator
Suwannee County
Tourism Development Council
220 Pine Avenue SW
Live Oak, FL 32064
(w) 386.330.2220
(c) 386.688.3871
charissas@suwcountyfl.gov
www.visitsuwannee.com

Teena Peavy, Secretary/Treasurer

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

TAYLOR COUNTY

(\$4,000 - 2 votes)

Dawn Perez

Executive Director
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Sandy Beach

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(c) 850.843.1546
sandybeach8431546@gmail.com

UNION COUNTY

(\$1,000 - 1 vote)

Vacant

WAKULLA COUNTY

(\$3,000 - 2 votes)

Elizabeth Hughes

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

Kinsey Miller

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

STAFF***Lauren Yeatter***

Senior Planner
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www.visitnaturalnorthflorida.com

Scott R. Koons

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

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

as of 3/9/2023

VOLUNTEERS, CONSULTANTS AND OTHERS

Donna Creamer - Travel Show Coordinator

Gilchrist County Tourist Development Council

209 SE 1st Street

Trenton, FL 32693

(w) 352.463.3198

(c) 352.210.1827

dcreamer@gilchrist.fl.us

www.VisitGilchristCounty.com

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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	✓

