



## MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **May 19, 2022**. The meeting will be held at the **Madison County Chamber of Commerce and Tourism Office, 182 College Loop, Madison, Florida**, beginning at **10:00 a.m.**



**Madison County Chamber of Commerce and Tourism Office,  
182 College Loop (behind O'Neals Country Restaurant), Madison, FL  
Madison County**

*The Original Florida*

*Visit Natural*  
**NORTH FLORIDA**

**TOURISM TASK FORCE  
Meeting Agenda**

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

**May 19, 2022  
Thursday, 10:00 a.m.**

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F. Announcements

V. NEW BUSINESS

VI. Leadership Forum: TBD

VII. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled to be held at 10:00 a.m. on June 16, 2022 in Taylor County at a location to be determined.

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

Monticello Opera House  
185 West Washington Street, Monticello, Florida  
Jefferson County

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

MEMBERS PRESENT

Elizabeth Reyes, Alachua County  
Alden Rosner, Columbia County  
Paula Vann, Columbia County  
Patricia Watson, Gilchrist County  
Chadd Mathis, Hamilton County  
Katrina Richardson, Jefferson County  
David Ward, Jefferson County  
Craig Colton, Lafayette County, Chair  
Jackie Blount, Madison County  
Marlene Squires-Swanson, Madison County  
Teena Peavey, Suwannee County, Treasurer  
Charissa Setzer, Suwannee County

OTHERS PRESENT

Betsy Barfield, Jefferson County Commissioner  
Donna Creamer, Travel Show Coordinator  
Anne Glick, Florida Fish and Wildlife  
Conservation Commission  
Michael Herrin, Monticello Opera House  
Laura Young, ECB Publishing, Inc.

MEMBERS ABSENT

Brian Avery, Alachua County  
Ron Gromoll, Alachua County  
Daniel Riddick, Bradford County  
Will Sexton, Bradford County, Vice-Chair  
Rod Butler, Columbia County  
Ryan Fulford, Dixie County  
Russ McCallister, Dixie County  
Lee Deen, Gilchrist County  
Mia Mauldin, Hamilton County  
Carol McQueen, Levy County  
Tisha Whitehurst, Levy County  
Sandy Beach, Taylor County  
Dawn Perez, Taylor County  
Dale Walker, Union County  
Thomas Herndon, Wakulla County  
Natalie Knowles, Wakulla County

STAFF PRESENT

Lauren Yeatter

I. CALL TO ORDER, INTRODUCTIONS

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

II. APPROVAL OF THE AGENDA

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

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

III. APPROVAL OF THE MARCH 17, 2022 MINUTES

Chair Colton asked for approval of the March 17, 2022 meeting minutes.

**ACTION: Patricia Watson moved and Teena Peavey seconded to approve the March 17, 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 -

February 28, 2022

**ACTION: Katrina Richardson moved and Charissa Setzer seconded to accept the February 28, 2022 monthly financial report as presented. 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

##### C. VISIT FLORIDA -

##### 1. Monthly Report

##### D. Staff Items -

##### 1. Rural Tourism Stakeholders Meeting with VISIT FLORIDA

##### 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

#### VI. LEADERSHIP FORUM:

Jefferson County Commissioner Betsy Barfield discussed the County's Broadband Expansion Project.

#### VII. ADJOURNMENT

Date and Location of next meeting

The next regular meeting is scheduled for 10:00 a.m., May 19, 2022 to be held in Madison County at a location to be determined.

**The meeting adjourned at 11:30 a.m.**

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Craig Colton, Chair

5/19/22  
Date

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

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## The Original Florida Tourism Task Force

**Balance Sheet**

As of March 31, 2022

	Mar 31, 22
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Cash in Bank - Capital City	150,021.70
<b>Total Checking/Savings</b>	150,021.70
<b>Accounts Receivable</b>	
Accounts Receivable	50,000.00
<b>Total Accounts Receivable</b>	50,000.00
<b>Other Current Assets</b>	
Prepaid Expense	439.00
Prepaid Registration Fees	3,195.00
<b>Total Other Current Assets</b>	3,634.00
<b>Total Current Assets</b>	203,655.70
<b>TOTAL ASSETS</b>	<b>203,655.70</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
Accounts Payable	8,279.93
<b>Total Accounts Payable</b>	8,279.93
<b>Total Current Liabilities</b>	8,279.93
<b>Total Liabilities</b>	8,279.93
<b>Equity</b>	
Unrestricted Earnings	156,108.50
Net Income	39,267.27
<b>Total Equity</b>	195,375.77
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>203,655.70</b>





5:21 PM

05/09/22

Accrual Basis

# The Original Florida Tourism Task Force

## Profit & Loss

March 2022

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	Mar 22
Expense	
NCFRPC Contractual Services	8,279.93
Total Expense	8,279.93
Net Income	-8,279.93

(X

9:10 AM

04/18/22

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 03/31/2022**

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	<u>Mar 31, 22</u>
<b>Beginning Balance</b>	157,526.26
<b>Cleared Transactions</b>	
Checks and Payments - 2 items	<u>-1,329.56</u>
<b>Total Cleared Transactions</b>	<u>-1,329.56</u>
<b>Cleared Balance</b>	<u><u>156,196.70</u></u>
<b>Uncleared Transactions</b>	
Checks and Payments - 2 items	<u>-6,175.00</u>
<b>Total Uncleared Transactions</b>	<u>-6,175.00</u>
<b>Register Balance as of 03/31/2022</b>	<u><u>150,021.70</u></u>
<b>New Transactions</b>	
Checks and Payments - 1 item	<u>-61.25</u>
<b>Total New Transactions</b>	<u>-61.25</u>
<b>Ending Balance</b>	<u><u>149,960.45</u></u>

9:10 AM

04/18/22

**The Original Florida Tourism Task Force**  
**Reconciliation Detail**  
**Cash in Bank - Capital City, Period Ending 03/31/2022**

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						157,526.26
<b>Cleared Transactions</b>						
<b>Checks and Payments - 2 items</b>						
Bill Pmt -Check	02/24/2022	1584	Richardson, Katrina	X	-1,260.41	-1,260.41
Bill Pmt -Check	03/10/2022	1585	United Parcel Service	X	-69.15	-1,329.56
Total Checks and Payments					-1,329.56	-1,329.56
Total Cleared Transactions					-1,329.56	-1,329.56
Cleared Balance					-1,329.56	156,196.70
<b>Uncleared Transactions</b>						
<b>Checks and Payments - 2 items</b>						
Bill Pmt -Check	01/27/2022	1579	JUMPEM, LLC		-6,000.00	-6,000.00
Bill Pmt -Check	02/24/2022	1583	Florida Outdoor Writ...		-175.00	-6,175.00
Total Checks and Payments					-6,175.00	-6,175.00
Total Uncleared Transactions					-6,175.00	-6,175.00
Register Balance as of 03/31/2022					-7,504.56	150,021.70
<b>New Transactions</b>						
<b>Checks and Payments - 1 item</b>						
Bill Pmt -Check	04/07/2022	1586	Florida Department ...		-61.25	-61.25
Total Checks and Payments					-61.25	-61.25
Total New Transactions					-61.25	-61.25
<b>Ending Balance</b>					<b>-7,565.81</b>	<b>149,960.45</b>



P.O. Box 900  
Tallahassee, FL 32302

ACCOUNT STATEMENT



00003180 FCC31545040122083933 01 000000000  
THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PL  
GAINESVILLE FL 32653-1603

Date 3/31/22  
Primary Account

Page 1  
XXXXXXXX2204

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

Account Number XXXXXXX2204  
Previous Balance 157,526.26  
Deposits/Credits .00  
2 Checks/Debits 1,329.56  
Service Charges .00  
Interest Paid .00  
Ending Balance 156,196.70

Images 2  
Statement Dates 3/01/22 thru 3/31/22  
Days in this Statement Period 31  
Avg Ledger Balance 156,593.85  
Avg Collected Balance 156,593.85

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
3/10	1584	1,260.41	3/15	1585	69.15

\* Denotes missing check numbers

DAILY BALANCE INFORMATION

Date	Balance	Date	Balance	Date	Balance
3/01	157,526.26	3/10	156,265.85	3/15	156,196.70

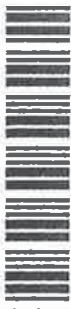
-----END OF STATEMENT-----


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APR 07 2022

NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL

00003180-0004689-0001-0002-FCC31545040122083933-01-L



 THE ORIGINAL KARAOKE TELEPHONE TALK PRICE  
900-888-8888  
NORTH FLORIDA  
P.O. Box 1000  
Dunedin, FL 34620

Central City  
Phone

1585

3/10/2022

UNITED PARCEL SERVICE

City-Pine and 15100 DOLLARS

United Parcel Service  
P.O. Box 600140  
Dallas, TX 75260-0110

S.S.R.K.

W0015B5# K063100688# 022L79Z22L# #0000006415#

1585 03/15/2022 \$69.15

[illegible]

[illegible]

Amount: S-1,260.41  
Statement Description: Check  
Check Number: 1584  
Posted Date: 3/10/2022  
Type: Debit  
Status: Posted

Capital City Bank 4/13/2022 10:57 AM

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

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

Capital City Bank 1585

63-68/631 3/10/2022

PAY TO THE ORDER OF United Parcel Service \$\*\*69.15

Sixty-Nine and 15/100 \*\*\*\*\* DOLLARS

United Parcel Service  
P.O. Box 650116  
Dallas, TX 75265-0116

MEMO

TRUE WATERMARK PAPER • HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

0001585 0063100688 0224792204 0000006915

ENDORSE HERE

CHECK HERE AFTER  
MOBILE OR REMOTE DEPOSIT DATE

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

CR TO NMD  
PAYEE ALL  
RTS RSVD  
000000589597639

JPMORGANCHASE BANK  
031822 46379624 00853908 048

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

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  
Laid Line Back Pattern

• Multi-dimensional foil seal fused to check stock. Cannot be photocopied.  
• Heat red image with fingers or breathe on it. The image will fade and reappear.  
• Hold check to a light source to view. Cannot be photocopied.  
• Visible fibers embedded in the paper.  
• Fibers in paper visible under ultraviolet light.  
• Stains or spots may appear if chemical alteration attempts are made.  
• Small type in check border appears as dotted line when copied.  
• Toner adheres to security features. Fine lines in border and corners are difficult to replicate or copy.  
• Chemistry in paper bonds laser toner to paper fibers with heat. Damage is visible with alteration attempts.  
• Document made with technology to prevent most copiers from creating a usable copy.  
• Discourages cut-and-paste alterations.

69 Padlock design is a certification mark of the Check Payment Systems Association  
\* FEDERAL RESERVE BOARD OF GOVERNORS REG. CC

Amount: \$-69.15

Statement Description: Check

Check Number: 1585

Posted Date: 3/15/2022

Type: Debit

Status: Posted



# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

### As of March 31, 2022

(These financial statements are unaudited)

	Budget	March 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
<b>Total Income</b>	<b>117,900.00</b>	<b>0.00</b>	<b>87,907.31</b>	<b>(29,992.69)</b>
<b>Expenses</b>				
<b>Marketing</b>				
<b>Planning</b>				
VisaVues Domestic & International Editions	0.00	0.00	0.00	0.00
<b>Total Planning</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Collateral Materials</b>				
Print Ultimate Bicycle Guide	0.00	0.00	0.00	0.00
Print Exhilarating Natural North FI Brochure	0.00	0.00	0.00	0.00
<b>Total Collateral Materials</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Website</b>				
Website Blogs	8,900.00	0.00	4,250.00	(4,650.00)
Web Hosting & Maintenance Services	6,000.00	0.00	6,000.00	0.00
<b>Total Website</b>	<b>14,900.00</b>	<b>0.00</b>	<b>10,250.00</b>	<b>(4,650.00)</b>
<b>Trade Shows</b>				
Whistles & Other Promotional Items	0.00	0.00	0.00	0.00
Popup and/or Cloth Displays - VF In-Kind	0.00	0.00	0.00	0.00
Welcome Center Rack Space - VF In-Kind	0.00	0.00	0.00	0.00
Adventure Travel Training 4 Day-VF In-Kind	0.00	0.00	0.00	0.00
Consumer Influencer-VF In-Kind	0.00	0.00	0.00	0.00
VF Atlanta Camping & RV Show	0.00	0.00	0.00	0.00
VF New York Times Travel Show	0.00	0.00	0.00	0.00
VF Chicago RV & Camping Show	0.00	0.00	0.00	0.00
VF Toronto Outdoor Adventure Show	0.00	0.00	0.00	0.00
VF Washington DC Travel & Adventure Show	0.00	0.00	0.00	0.00
VF Florida Huddle 2022	0.00	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
<b>Total Trade Shows</b>	<b>7,500.00</b>	<b>0.00</b>	<b>3,146.75</b>	<b>(4,353.25)</b>

# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

### As of March 31, 2022

(These financial statements are unaudited)

	Budget	March 2022	Year to Date	Over/(Under) Budget
<b>Advertising</b>				
Digital Advertising Campaign 2021-22	0.00	0.00	0.00	0.00
FI Vacation Planner Print Ad 2021-22	0.00	0.00	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	1,000.00	4,315.96	(6,684.04)
Go! Adventure Planning Guide Virtual	0.00	0.00	0.00	0.00
<b>Total Advertising</b>	<b>20,000.00</b>	<b>1,000.00</b>	<b>21,619.21</b>	<b>1,619.21</b>
<b>Total Marketing Expenses</b>	<b>42,400.00</b>	<b>1,000.00</b>	<b>35,015.96</b>	<b>(7,384.04)</b>
<b>Administration</b>				
NCFRPC - Admin VF & DEO 2020-21	7,500.00	0.00	1,875.00	(5,625.00)
NCFRPC - Admin VF & DEO FY 2021-22	5,600.00	1,875.00	1,875.00	(3,725.00)
NCFRPC - Admin Program Fees	12,500.00	3,125.00	6,250.00	(6,250.00)
Bank Charges	200.00	0.00	0.00	(200.00)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	0.00	(300.00)
Other Admin Expenses Miscellaneous	2,000.00	0.00	0.00	(2,000.00)
Postage	300.00	0.00	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)
<b>Total Administration</b>	<b>30,100.00</b>	<b>5,000.00</b>	<b>11,169.15</b>	<b>(18,930.85)</b>
<b>Memberships</b>				
Visit Florida	400.00	0.00	0.00	(400.00)
Southeast Tourism Society	600.00	0.00	0.00	(600.00)
Florida Outdoor Writers Association	200.00	0.00	175.00	(25.00)
Ride with GPS	300.00	0.00	0.00	(300.00)
<b>Total Memberships</b>	<b>1,500.00</b>	<b>0.00</b>	<b>175.00</b>	<b>(1,325.00)</b>
<b>Professional Enhancement</b>				
SE Tourism Society Marketing College	5,175.00	0.00	0.00	(5,175.00)
Governor's Tourism Conference	1,725.00	0.00	0.00	(1,725.00)
Adventure Elevate Networking Conference	0.00	0.00	0.00	0.00
Adventure Elevate Networking Conference In-Kind	0.00	0.00	0.00	0.00
<b>Total Professional Enhancement</b>	<b>6,900.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(6,900.00)</b>

# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

### As of March 31, 2022

(These financial statements are unaudited)

	Budget	March 2022	Year to Date	Over/(Under) Budget
<b>Internships</b>				
Harvey Campbell Memorial Internship	6,250.00	1,139.97	1,139.97	(5,110.03)
Dean Fowler Internship	6,250.00	1,139.96	1,139.96	(5,110.04)
<b>Total Internships</b>	<b>12,500.00</b>	<b>2,279.93</b>	<b>2,279.93</b>	<b>(10,220.07)</b>
<b>Retained Reserves</b>				
Retained Reserves	24,500.00	0.00	0.00	(24,500.00)
<b>Total Retained Reserves</b>	<b>24,500.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(24,500.00)</b>
<b>Total NonMarketing Expenses</b>	<b>75,500.00</b>	<b>7,279.93</b>	<b>13,624.08</b>	<b>(61,875.92)</b>
<b>Total Expenses</b>	<b>117,900.00</b>	<b>8,279.93</b>	<b>48,640.04</b>	<b>(69,259.96)</b>
<b>Net Income</b>	<b>0.00</b>	<b>(8,279.93)</b>	<b>39,267.27</b>	<b>39,267.27</b>



## **ATTACHMENT 1 SCOPE OF WORK**

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

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

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

**2.1 Website Maintenance and Operation:**

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

**2.2 Electronic Newsletters:**

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

**2.3 Website Blogs:**

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

**2.4 Exhibit at Domestic Travel Shows:**

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

**2.5 Advertising:**

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

**2.6 Literature Distribution:**

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

## **2.7 Professional Enhancement Scholarships:**

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

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

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

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

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

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

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

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

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

## **4. DELIVERABLES:**

Grantee agrees to provide the following services as specified:

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

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

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



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

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

## 5. REPORTING

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

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

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



[View this email in your browser](#)

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# *Visit Natural* **NORTH FLORIDA**

Nature is Our Theme Park

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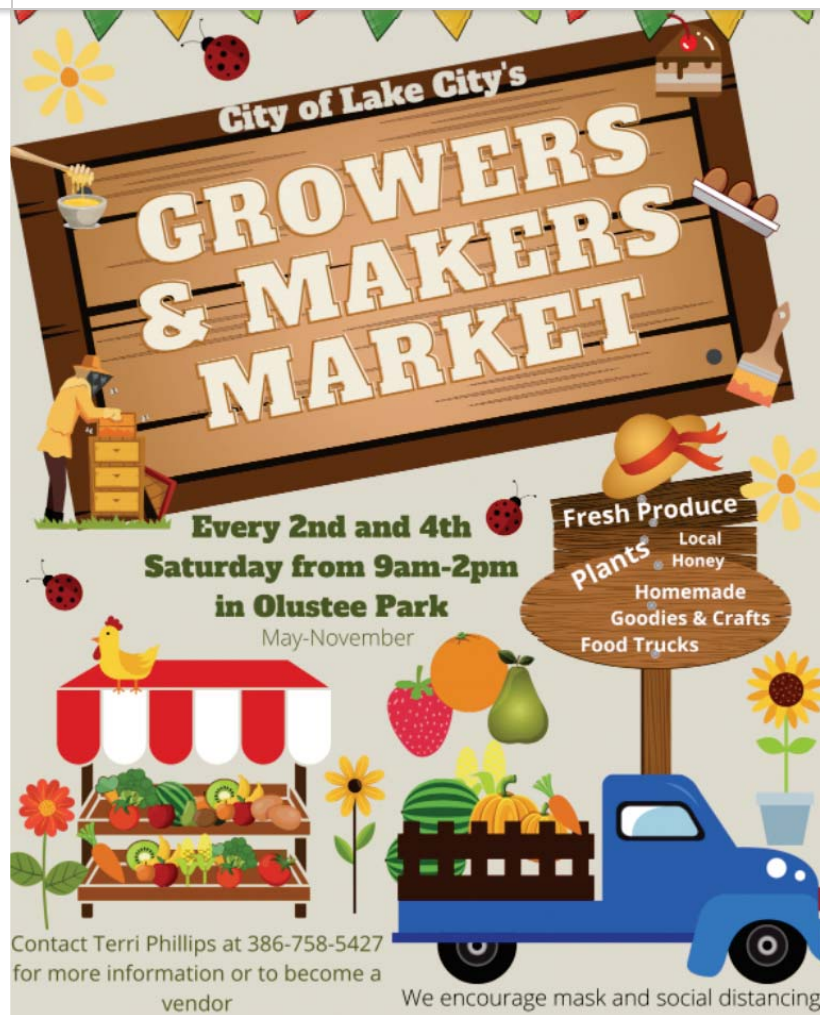


## 36th Annual Cedar Key Small Boat Meet

May 6-8, 2022 | Cedar Key, FL

The Cedar Key Small Boat Meet is the premier event on the West Coast of Florida celebrating small crafts. The 36th Cedar Key Small Boat Meet is Friday, May 6th to Sunday, May 8th, 2022. The meet is informal with no signups, no fees, and no planned events. The tides and weather remain the controlling organization. For more information, visit their [website!](#)

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## Growers & Makers Market

May 7, 2022 | Lake City, FL

This Growers & Makers Market provides a place for local farmers and community members to buy and sell their produce, plants, treats, and homemade crafts! Come out to see what you can get! To learn more information, visit their [website](#)!





### Blues Fest at Red, White & Blues Farm

May 7-8, 2022 | Williston, FL

The first day of our Blues Fest is coming up and tickets are limited. Hurry up and get yours while you can! Enjoy a beautiful spring day on the farm with acres of juicy blueberries, local art & craft vendors, fresh from the farm blueberry baked goods, live music and so much more! For more information, visit their [website](#)!



### Resonate

May 12-14, 2022 | Live Oak, FL

Join us for three days of camping, music, art, and community inside the beautiful grounds of Spirit of Suwannee Music Park in Live Oak, Florida. This festival features the sounds of funk, blues, bluegrass, electronic, and jam bands. The lineup includes Aqueous, Desert Dwellers, Doom Flamingo, Emancipator, Keller Squabi, Proxima Parada, Spafford, Tripp St, and Yam Yam! Every set will be first come, first served, each day and each night! Check out their [website](#) to learn more information!



## Movie Night & Food Truck Rally at the Darby Pavillion

May 13, 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!](#)



## Florida Folk Festival

May 27-29, 2022 | Lake City, FL

The Florida Folk Festival is a three-day celebration of the music, dance, stories, crafts, and food that make Florida unique. From Irish fiddle tunes, techno contra dancing and chocolate-covered Key Lime pie to the wide varieties of music brought by immigrants, the state's cultural heritage reflects the lives of generations of Florida families and communities. For more information, visit their [website!](#)



Alachua: [www.visitgainesville.com](http://www.visitgainesville.com)  
Bradford: [www.bradfordcountyfl.gov](http://www.bradfordcountyfl.gov)  
Columbia: [www.springrus.com](http://www.springrus.com)  
Dixie: [www.dixiecounty.us](http://www.dixiecounty.us)  
Gilchrist: [www.visitgilchristcounty.com](http://www.visitgilchristcounty.com)  
Hamilton: [www.floridasfrontporch.com](http://www.floridasfrontporch.com)  
Jefferson: [www.visitjeffersoncountyflorida.com](http://www.visitjeffersoncountyflorida.com)  
Lafayette: [www.townofmayo.org](http://www.townofmayo.org)  
Levy: [www.visitnaturecoast.com](http://www.visitnaturecoast.com)  
Madison: [www.visitmadisonfl.com](http://www.visitmadisonfl.com)  
Suwannee: [www.visitsuwannee.com](http://www.visitsuwannee.com)  
Taylor: [www.taylorflorida.com](http://www.taylorflorida.com)  
Union: [www.unioncounty-fl.gov](http://www.unioncounty-fl.gov)  
Wakulla: [www.visitwakulla.com](http://www.visitwakulla.com)

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## **VISIT NATURAL NORTH FLORIDA**

**2022 – 2023 MARKETING PROGRAM**

June 1, 2022 – May 31, 2023

**Fish Florida™** is the **Chief Marketing Organization for Florida Fishing Tourism™** and operates with cooperation of the Florida Fish and Wildlife Conservation Commission (FWC) and support from the Florida Sports Foundation.

**Fish Florida™** is a multi-channel and virtual community supporting fresh and saltwater fishing in Florida. Our mission is simple: connect bona-fide fishing enthusiasts with timely and valuable information to satisfy their fresh and saltwater pursuits and enhance the adventure and enjoyment in the **REEL Florida Experience™**. All elements will focus on safe, outdoor fun destinations to fish, places to stay, and unique things to see and do.

The strength of **Fish Florida™** lies in our unique ability to reach nearly 1.5 million Florida fishing enthusiasts through exclusive e-newsletters to Florida freshwater and saltwater fishing licensees registration database, our website subscribers and dedicated social channels.

**FishFlorida™** was specifically created and designed to help Florida's rural TDC's by providing a cost-effective and affordable program to reach this highly targeted and valuable niche market. As destinations attracting both freshwater AND Saltwater anglers, Partners of **Natural North Florida** can benefit by combining resources to maximize budgets.

### **BENEFITS INCLUDE:**

- Three-page Natural North Florida Feature in **FISH FLORIDA™** Print/Electronic Editions
- Embedded video in feature on electronic edition
- Link to [VisitNaturalNorthFlorida.com](http://VisitNaturalNorthFlorida.com) AND Partner websites on electronic edition
- **FishFlorida.com** – Destination Feature with links to all Partners
- Monthly Social Media Posts

**TOTAL ANNUAL INVESTMENT**

**\$8,250**

**BONUS** – Any Destination Partner of Natural North Florida will receive 20% off individual Program Package.

**DEADLINES** – To maximize exposure to summer visitors, the first print edition needs to be available in the Visit Florida Welcome Centers in June. We need a commitment for space by May 23 and materials by June 8.

**NOTE:** After discussions with Florida Sports Foundation, FWC and Visit Florida, the decision was made to publish one print edition annually with 1.5 times the circulation. This will avoid duplicate readership and wasted exposure.



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

### **ALACHUA COUNTY**

(\$15,000 - 3 votes)

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

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### **BRADFORD COUNTY**

(\$3,000 - 2 votes)

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Bradford County

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### **COLUMBIA COUNTY**

(\$8,000 3 votes)

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### **DIXIE COUNTY**

(\$3,000 - 2 votes)

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

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**GILCHRIST COUNTY**

(\$2,000 - 2 votes)

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**HAMILTON COUNTY**

(\$1,000 - 2 votes)

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**JEFFERSON COUNTY**

(\$2,000 - 2 votes)

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**LAFAYETTE COUNTY**

(\$1,000 - 1 vote)

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**LEVY COUNTY**

(\$4,000 - 2 votes)

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**MADISON COUNTY**

(\$3,000 - 2 votes)

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**SUWANNEE COUNTY**

(\$4,000 - 2 votes)

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

***Teena Peavy, Secretary/Treasurer***

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

**TAYLOR COUNTY**

(\$4,000 - 2 votes)

***Dawn Perez***

Executive Director  
Taylor County Chamber of Commerce  
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(c) 850.843.0992  
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[www.taylorcountychamber.com](http://www.taylorcountychamber.com)

***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***

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Commissioners  
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***Thomas Herndon***

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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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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	✓

