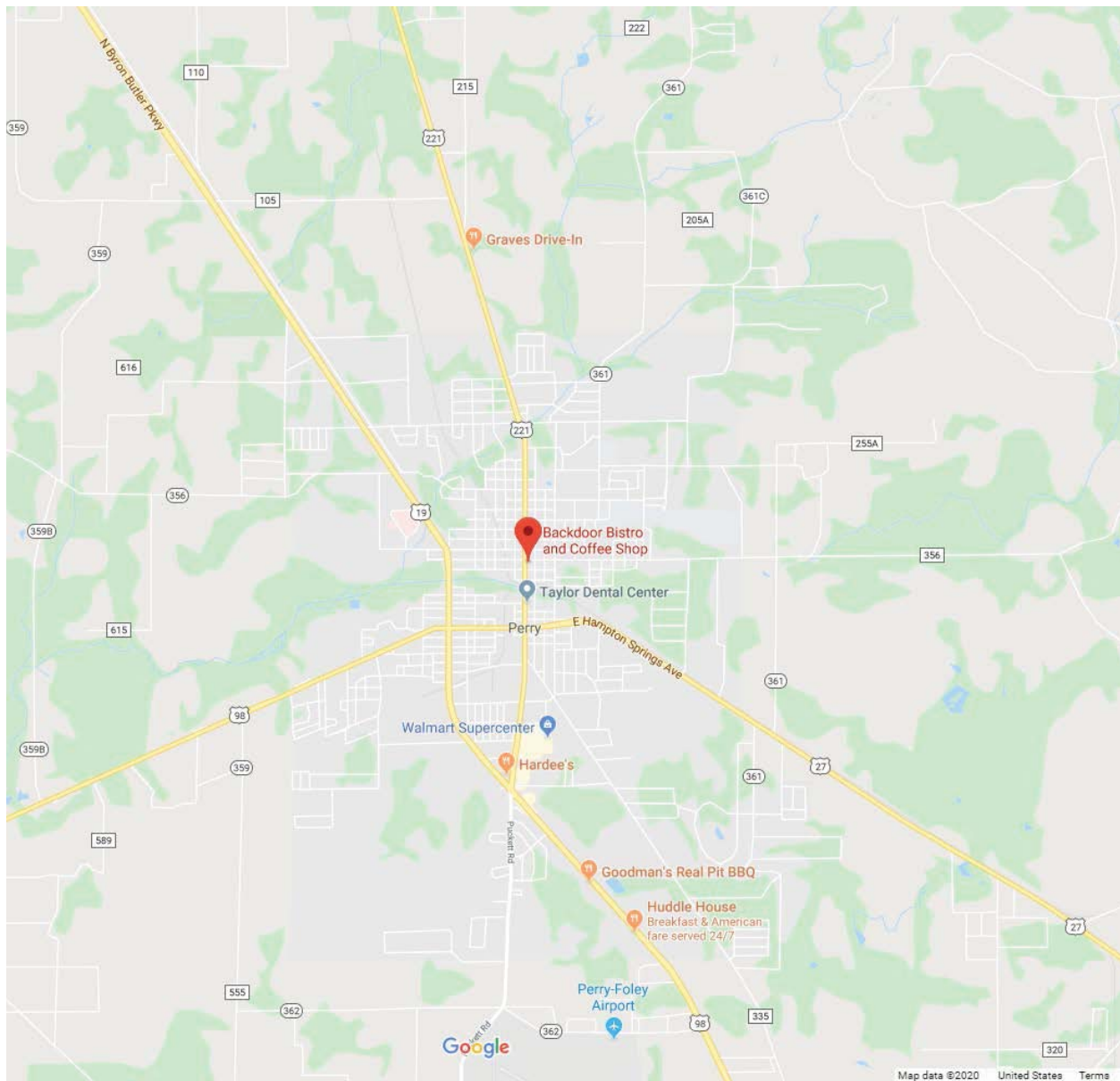




## MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **June 16, 2022**. The meeting will be held at the **Backdoor Bistro Meeting Hall, 124 South Jefferson Street, Perry, Florida**, beginning at **10:00 a.m.**



**Backdoor Bistro Meeting Hall**  
**124 South Jefferson Street**  
**Perry, FL 32347**

*The Original Florida*

*Visit Natural*  
**NORTH FLORIDA**

**TOURISM TASK FORCE  
Meeting Agenda**

**Backdoor Bistro Meeting Hall  
124 South Jefferson Street  
Perry, FL 32347**

**June 16, 2022  
Thursday, 10:00 a.m.**

	<b>PAGE NO.</b>
I. Call to Order, Introductions	
II. Approval of Agenda	3
III. Approval of May 19, 2022 Meeting	
IV. Minutes	5
V. Old Business	
A. Committee Reports	
1. Finance Committee	
a. Monthly Financial Report Review and Approval	
(1) April 30, 2022	9
B. Fiscal Year 2021-22 Regional Rural Development Grant	29
1. Website	
2. e-newsletter	37
3. Website Blogs	
4. Marketing Materials	
5. Domestic Travel Shows	
6. Advertising Campaign	
7. Brochure Distribution	
8. Scholarships	
9. Professional Organization Memberships	
10. Approval of First Quarter Report and Reimbursement Submittal Package	45
C. VISIT FLORIDA -	
1. Monthly Report	
2. VISIT FLORIDA Domestic Press Trip	
D. Staff Items -	
1. Itinerary Workshop	
E. Other Old Business	
1. Update Task Force Member Contact Information	61
2. 2022 Meeting Dates and Locations	65

F. Announcements

VI. NEW BUSINESS

VII. Leadership Forum: TBD

VIII. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled to be held at 10:00 a.m. on July 21, 2022 in Dixie 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

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

MEMBERS PRESENT

Elizabeth Reyes, Alachua County  
Alden Rosner, Columbia County  
Paula Vann, Columbia County  
Bryan Freeman, Gilchrist County  
Katrina Richardson, Jefferson County  
Craig Colton, Lafayette County, Chair  
Jackie Blount, Madison County  
Charissa Setzer, Suwannee County  
Dale Walker, Union County

OTHERS PRESENT

Bobbi Breo, Madison County  
Chamber of Commerce & Tourism  
Kate Chunka, VISIT FLORIDA  
Donna Creamer, Travel Show Coordinator  
Dany Perdue, Visit Dixie  
Ina Thompson, City of Madison Commissioner

STAFF PRESENT

Lauren Yeatter

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  
Patricia Watson, Gilchrist County  
Chadd Mathis, Hamilton County  
Mia Mauldin, Hamilton County  
David Ward, Jefferson County  
Carol McQueen, Levy County  
Tisha Whitehurst, Levy County  
Marlene Squires-Swanson, Madison County  
Teena Peavey, Suwannee County, Treasurer  
Sandy Beach, Taylor County  
Dawn Perez, Taylor County  
Thomas Herndon, Wakulla County  
Natalie Knowles, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Craig Colton called the meeting to order at 10:04 a.m.

II. APPROVAL OF THE AGENDA

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

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

III. APPROVAL OF THE APRIL 21, 2022 MINUTES

Chair Colton asked for approval of the April 21, 2022 meeting minutes.

**ACTION: Dale Walker moved and Jackie Blount seconded to approve the April 21, 2022 minutes as presented. The motion passed unanimously.**

#### IV. OLD BUSINESS

##### A. Committee Reports

##### 1. Finance Committee Report

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

March 31, 2022

**ACTION: Dale Walker moved and Charissa Setzer seconded to accept the March 31, 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

**ACTION: Paula Vann moved and Katrina Richardson seconded to approve staff attendance at the 2022 Florida Governor's Tourism Conference. The motion passed unanimously.**

##### 9. Professional Organization Memberships

##### C. VISIT FLORIDA -

##### 1. Monthly Report

Kate Chunka shared news about future cooperative marketing opportunities.

##### D. Staff Items -

1. Fish Florida Marketing Opportunity
2. Itinerary Workshop

##### 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:

City Commissioner Ina Thompson welcomed the Task Force and spoke about economic development in the City of Madison.

#### VII. ADJOURNMENT

Date and Location of next meeting

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

**The meeting adjourned at 11:50 a.m.**

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

6/16/22  
Date

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





## The Original Florida Tourism Task Force

06/03/22

## Balance Sheet

Accrual Basis

As of April 30, 2022

	Apr 30, 22
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	141,680.52
Total Checking/Savings	141,680.52
Accounts Receivable	
Accounts Receivable	50,000.00
Total Accounts Receivable	50,000.00
Other Current Assets	
Prepaid Expense	439.00
Prepaid Registration Fees	3,195.00
Total Other Current Assets	3,634.00
Total Current Assets	195,314.52
<b>TOTAL ASSETS</b>	<b>195,314.52</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	325.00
Total Accounts Payable	325.00
Total Current Liabilities	325.00
Total Liabilities	325.00
Equity	
Unrestricted Earnings	156,108.50
Net Income	38,881.02
Total Equity	194,989.52
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>195,314.52</b>



2:43 PM

The Original Florida Tourism Task Force

06/03/22

Profit & Loss

Accrual Basis

April 2022

	Apr 22
Expense	
Legal Expenses	61.25
Total Expense	61.25
Net Income	-61.25



11:21 AM

05/10/22

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 04/29/2022**

---

	<b>Apr 29, 22</b>
Beginning Balance	156,196.70
Cleared Transactions	
Checks and Payments - 4 items	-14,516.18
Total Cleared Transactions	-14,516.18
Cleared Balance	<b>141,680.52</b>
Register Balance as of 04/29/2022	141,680.52
Ending Balance	141,680.52

11:21 AM

05/10/22

**The Original Florida Tourism Task Force**  
**Reconciliation Detail**  
**Cash in Bank - Capital City, Period Ending 04/29/2022**

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						156,196.70
<b>Cleared Transactions</b>						
<b>Checks and Payments - 4 items</b>						
Bill Pmt -Check	01/27/2022	1579	JUMPEM, LLC	X	-6,000.00	-6,000.00
Bill Pmt -Check	02/24/2022	1583	Florida Outdoor Writ...	X	-175.00	-6,175.00
Bill Pmt -Check	04/07/2022	1586	Florida Department ...	X	-61.25	-6,236.25
Bill Pmt -Check	04/21/2022	1587	N Central FL Region...	X	-8,279.93	-14,516.18
Total Checks and Payments					-14,516.18	-14,516.18
Total Cleared Transactions					-14,516.18	-14,516.18
Cleared Balance					-14,516.18	141,680.52
Register Balance as of 04/29/2022					-14,516.18	141,680.52
<b>Ending Balance</b>					<b>-14,516.18</b>	<b>141,680.52</b>



P.O. Box 900  
Tallahassee, FL 32302

# ACCOUNT STATEMENT

00002371 FCC31545043022064940 01 0000000000  
THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PL  
GAINESVILLE FL 32653-1603

Date 4/29/22  
Primary Account

Page 1  
XXXXXXX2204

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

## CHECKING ACCOUNT

### EVERYDAY CHECKING FOR BUSINESS

Account Number	XXXXXXXX2204
Previous Balance	156,196.70
Deposits/Credits	.00
4 Checks/Debits	14,516.18
Service Charges	.00
Interest Paid	.00
Ending Balance	141,680.52

Images	4
Statement Dates	4/01/22 thru 5/01/22
Days in this Statement Period	31
Avg Ledger Balance	149,909.20
Avg Collected Balance	149,909.20

## CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
4/06	1579	6,000.00	4/26	1586*	61.25
4/01	1583*	175.00	4/28	1587	8,279.93

\* Denotes missing check numbers

## DAILY BALANCE INFORMATION

Date	Balance	Date	Balance
4/01	156,021.70	4/26	149,960.45
4/06	150,021.70	4/28	141,680.52

RECEIVED

MAY 06 2022

NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL

00002371-0003863-0001-0003-FCC31545043022064940-01-1







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

Date 4/29/22  
Primary Account

Page 2  
XXXXXXX2204

EVERYDAY CHECKING FOR BUSINESS

XXXXXXX2204 (Continued)

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

00002371-0003864-0002-0003-FCC31545043022064940-01-L





**Natural North Florida** THE ORIGINAL FLORIDA TOURISM TAXI FINDER  
3008 110th Street, Suite 100  
Gainesville, FL 32607-1100  
888-792-2044

Capital City Bank 1579

1/27/2022

PAY TO THE ORDER OF JUNPEM, LLC \$6,000.00

Six Thousand and 00/100

JUNPEM, LLC  
500 Northwest 43rd St Suite 3  
Gainesville, FL 32607

⑈001579⑈ ⑈0653100688⑈ 0224792204⑈

1579 04/06/2022 \$6,000.00

**Natural North Florida** THE ORIGINAL FLORIDA TOURISM TAXI FINDER  
3008 110th Street, Suite 100  
Gainesville, FL 32607-1100  
888-792-2044

Capital City Bank 1583

2/24/2022

PAY TO THE ORDER OF Florida Outdoor Writers Association \$175.00

One Hundred Seventy-Five and 00/100

Florida Outdoor Writers Association  
24 NW 32nd Court, Suite A  
Gainesville, FL 32607-2506

⑈001583⑈ ⑈0653100688⑈ 0224792204⑈

1583 04/01/2022 \$175.00

**Natural North Florida** THE ORIGINAL FLORIDA TOURISM TAXI FINDER  
3008 110th Street, Suite 100  
Gainesville, FL 32607-1100  
888-792-2044

Capital City Bank 1586

4/7/2022

PAY TO THE ORDER OF Florida Department of State \$61.25

Sixty-One and 25/100

Florida Department of State  
Division of Corporations  
P.O. Box 9196  
Tallahassee, FL 32314-9196

⑈001586⑈ ⑈0653100688⑈ 0224792204⑈

1586 04/26/2022 \$61.25

**Natural North Florida** THE ORIGINAL FLORIDA TOURISM TAXI FINDER  
3008 110th Street, Suite 100  
Gainesville, FL 32607-1100  
888-792-2044

Capital City Bank 1587

4/21/2022

PAY TO THE ORDER OF N Central FL Regional Planning Council \$8,279.93

Eight Thousand Two Hundred Seventy-Nine and 93/100

N Central FL Regional Planning Council  
2009 NW 87th Place  
Gainesville, FL 32603-1803

⑈001587⑈ ⑈0653100688⑈ 0224792204⑈

1587 04/28/2022 \$8,279.93



Capital City Bank 4/13/2022 12:18 PM

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

Visit **Natural North Florida** THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 N.W. 67TH PLACE  
GAINESVILLE, FLORIDA 32653-1603  
352.956.2200

Capital City Bank 1579  
63-68/631  
1/27/2022

PAY TO THE ORDER OF **JUMPEM, LLC** \$\*\*6,000.00

Six Thousand and 00/100 DOLLARS

**JUMPEM, LLC**  
500 Northwest 43rd St Suite 3  
Gainesville, FL 32607

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

0001579 0631006881 0224792204

To security features, this check is well as those not listed, printed in security guidelines.

**Security Features:**

- Hologram
- Ultra Sensitive Ink
- True Watermark
- Visible Fibers
- Chemical Reactions Paper and Chemical Vapor Detection Area Microprinting
- High Resolution Warning Flood
- True Adhesion Properties
- Anti-Copy Technology
- Security

• The dimensional foil seal must be checked along the top edge of the check to ensure it is not tampered with. If the seal is broken, the check is void.

• The watermark is visible in the center of the check and will disappear when the check is held up to a light source to view.

• The fibers are embedded in the paper.

• The chemical reactions paper and chemical vapor detection area are made of a special type of paper that reacts to certain vapors.

• The high resolution warning flood is a small area of the check that appears as a warning when the check is copied.

• The true adhesion properties are a result of the special ink used in the check.

• The anti-copy technology is a result of the special ink used in the check.

• The security features are a result of the special ink used in the check.

Seq: 25  
Dep: 000419  
Date: 04/05/22

Endorsement Only to  
BESTONKEMESTL.COM INC  
JUMPEM, LLC  
500 NW 43rd St, STE 3  
Gainesville, FL 32607  
Deposited by: CCB

CHE# 352126-1832  
MOBILE CHECK REMOTE DEPOSIT DATE

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

Amount: \$-6,000.00  
Statement Description: Check  
Check Number: 1579  
Posted Date: 4/6/2022  
Type: Debit  
Status: Posted



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



1583

63-63,631

2/24/2022

**PAY TO THE ORDER OF** **Florida Outdoor Writers Association**

**\$ 175.00**

One Hundred Seventy-Five and 00/100 \*\*\*\*\* DOLLARS

**Florida Outdoor Writers Association**  
24 NW 33rd Court, Suite A  
Gainesville, FL 32607-2556

U.S.R. 1

**P.E.N.O.**

001583 10631006881

0224792204<sup>®</sup>

☐ CHECK HERE AFTER  
MOBILE OR REMOTE DEPOSIT DATE

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

FOUR

A circular stamp with a thick black border. Inside the border, the text "COLOR INSIDE THIS LOCK AREA SHOULD BE WHITE." is written in a circular path. To the right of this text, the word "ATTENTION!" is written vertically. The stamp is partially obscured by other markings on the document.

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

### Security Features:

## Hologram

### Heat Sensitive Ink

1946 Warszawa

### 4.5 Die Fibers

...the good and noble...

Microcounting

John P. B. Williams

**! new Addressing**

10. **Confidentiality**

and Jack

—

Amount: \$-175.00  
Statement Description: Check  
Check Number: 1583  
Posted Date: 4/1/2022  
Type: Debit  
Status: Posted

Capital City Bank		5/16/2022 3:19 PM	
DOCUMENT INCLUDES VOIDABLE FILES, CHEMICAL PROPERTIES AND FEATURES A MICROLEAD			
Visit Natural North Florida		1-586	
THE ORIGINAL FLORIDA TOURISM TASK FORCE		Capital City Bank	
2009 N.W. 67TH PLACE		63-68/631	
GAINESVILLE, FLORIDA 32653-1603		4/7/2022	
352.955.2200			
PAY TO THE ORDER OF Florida Department of State		\$**61.25	
Sixty-One and 25/100*****		DOLLARS	
Florida Department of State			
Division of Corporations			
P.O. Box 6198			
Tallahassee, FL 32314-6198			
MEMO			
TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW		THEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT	
000158600631006881		0224792204	

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☐ CHECK HERE AFTER  
 MOBILE OR REMOTE DEPOSIT DATE \_\_\_\_\_  
 DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE  
 RECEIVED FOR FILLED CREDIT INSTITUTION USE

Amount: \$-61.25  
Statement Description: Check  
Check Number: 1586  
Posted Date: 4/26/2022  
Type: Debit  
Status: Posted



Capital City Bank 5/16/2022 3:19 PM

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

Visit **Natural North Florida**

THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 N.W. 67TH PLACE  
GAINESVILLE, FLORIDA 32653-1603  
352.956.2200

Capital City Bank 1587

63-68/631

4/21/2022

PAY TO THE ORDER OF N Central FL Regional Planning Council

\$\*\*8,279.93

Eight Thousand Two Hundred Seventy-Nine and 93/100 \*\*\*\*\* DOLLARS

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

MEMO

TRUE WATERMARK PAPER \*HOLD TO LIGHT TO VIEW

THEAT-SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001587 063100688 0224792204

**Security Features:**

**Hologram**

- Multiple color and foil used fused to check stock.
- Cannot be photocopied.
- Heat and image with fingers or breath on it.
- The image will fade and reappear.

**Heat Sensitive Ink**

- Heat the ink to a light source to view.
- Color will disappear.

**True Watermark**

- Visible fibers.
- Invisible fibers.
- Overcoat of selective paper and fibers.
- Chemical wash detection area.
- Micropointing.

**Flight Resolution Warning Band**

- The band is located on the back of the check.
- The band is used to warn the customer of a counterfeit check.
- The band is used to warn the customer of a counterfeit check.

**Other Security Features**

- The check is made with technology to prevent counterfeiting.
- The check is made with technology to prevent counterfeiting.
- The check is made with technology to prevent counterfeiting.

**Other Security Features**

- The check is made with technology to prevent counterfeiting.
- The check is made with technology to prevent counterfeiting.
- The check is made with technology to prevent counterfeiting.

ENDORSE HERE

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

CHECK HERE AFTER DEPOSIT DATE

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

Amount: \$-8,279.93  
Statement Description: Check  
Check Number: 1587  
Posted Date: 4/28/2022  
Type: Debit  
Status: Posted



# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

As of April 30, 2022

(These financial statements are unaudited)

	Budget	April 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 April 30, 2022**

(These financial statements are unaudited)

	<b>Budget</b>	<b>April 2022</b>	<b>Year to Date</b>	<b>Over/(Under) Budget</b>
<b>Advertising</b>				
Digital Advertising Campaign 2021-22	0.00	0.00	0.00	0.00
FI Vacation Planner Print Ad 2021-22	0.00	0.00	8,303.25	8,303.25
Digital Retargeting Campaign 2021-22	0.00	0.00	0.00	0.00
Facebook Ad Campaign 2021-22 - In-Kind	0.00	0.00	0.00	0.00
FI Trans Map Print Advertisement 2021-22	9,000.00	0.00	9,000.00	0.00
Quarterly eNewsletters	11,000.00	0.00	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>0.00</b>	<b>21,619.21</b>	<b>1,619.21</b>
<b>Total Marketing Expenses</b>	<b>42,400.00</b>	<b>0.00</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	0.00	1,875.00	(3,725.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	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	61.25	61.25	(238.75)
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>61.25</b>	<b>11,230.40</b>	<b>(18,869.60)</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 April 30, 2022

(These financial statements are unaudited)

	Budget	April 2022	Year to Date	Over/(Under) Budget
<b>Internships</b>				
Harvey Campbell Memorial Internship	6,250.00	0.00	1,139.97	(5,110.03)
Dean Fowler Internship	6,250.00	0.00	1,139.96	(5,110.04)
<b>Total Internships</b>	<b>12,500.00</b>	<b>0.00</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>61.25</b>	<b>13,685.33</b>	<b>(61,814.67)</b>
<b>Total Expenses</b>	<b>117,900.00</b>	<b>61.25</b>	<b>48,701.29</b>	<b>(69,198.71)</b>
<b>Net Income</b>	<b>0.00</b>	<b>(61.25)</b>	<b>39,206.02</b>	<b>39,206.02</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](#)

# Visit Natural NORTH FLORIDA

Nature is Our Theme Park



## TOUR DE MELON



CHIEFLAND, FL  
**04 JUNE 2022**  
A CAAM TOUR SERIES EVENT

Tour De Melon

June 4, 2022 | Chiefland, FL

Hosted by the Suwannee Rotary Club, this ride will take you around 100 miles of Florida.

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



### Wellborn Blueberry Festival

June 4, 2022 | Wellborn, FL

The Wellborn Blueberry Festival will be held on the first Saturday in June at Andrews Square in Wellborn from 7:00 am-4:00 pm. This one-day event features a locally grown blueberry pancake breakfast, live local entertainment, arts and crafts, children's games, plants for sale, a car show, and more. In addition to the many vendor booths, the Country Store will also be open offering homemade blueberry pies, cobblers, jams, jellies, and syrups for sale from the Wellborn Community Association. The blueberry pancake breakfast is served from 7:00 am to 10:00 am and the cost for breakfast is \$5 for adults and \$3 for kids. Admission to the festival is free. Bring your lawn chair. Well-behaved leashed pets are welcome. To learn more information, visit their [website!](#)



### Chiefland Watermelon Festival



3:00 pm at 23 SE 2nd Avenue, Chiefland, FL. Vendor Check in will be between 6:00 am-8:00 am. Space assignment will be provided at check-in. The parade will begin promptly at 11:00 am. For more information, visit their [website!](#)



## Growers & Makers Market

June 4, 2022 & July 2, 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! There will be a very special curation intent for this year's Art Gallery. For more information, visit their [website!](#)



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

June 10, 2022 | Lake City, FL

The City of Lake City is hosting monthly movies and food trucks at Darby Pavillion 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](#)!



# Historical Suwannee River Duck Race

Location: Suwannee River Bridge at  
41 in Whitesprings to The  
Springhouse

Duck Launch Time: 9am

Price: \$4 per Duck

Prize: 1st - \$300, 2nd \$200, 3rd \$100

Presales Available!



Presented By: Jasper Lions Club.  
All proceeds will go to future  
plannings of community clean up  
events.



## Historical Suwannee River Duck Race

June 11, 2022 | White Springs, FL

There will be a duck race at the Suwannee River Bridge at U.S. Highway 41 in White Springs to the Springhouse. Launch time is 9:00 am and it is \$4 per duck. For more information, visit their [website!](#)



**WATER  
MELON  
FESTIVAL**  
*A Slice of the Good Life*

## 71st Annual Watermelon Festival

June 17-18, 2022 | Monticello, FL

On behalf of the Monticello-Jefferson County Chamber of Commerce, Board of Directors, and Watermelon Festival Committee we invite you to be a part of the 71st Annual Watermelon Festival. A summertime tradition in Monticello since 1949, the Watermelon

to parades, sea races, and barbeque, and even offers swim tournaments for the entire family. For those who rather not exert themselves in the summer heat, we're offering delicious food, street dancing, and of course sweet slices of watermelon. Our theme for this year is "Sweetest Smiles of Summer," and we plan to provide plenty! To learn more information, visit their [website](#)!



### Juneteenth Celebration

June 18, 2022 | White Springs, FL

Come celebrate the Juneteenth National Independence Day with us at Stephen Foster! Enjoy music, stories, and exhibits that educate and celebrate the signing of the Emancipation Proclamation. For more information, visit their [website](#)!



## Seahorse Key Open House

July 2, 2022 | Cedar Key, FL

Seahorse Key is an island located three miles from Cedar Key by boat and is managed by the Lower Suwannee National Wildlife Refuge. It is open to the public about four times per year. Open houses are great opportunities for the public to experience the peacefulness, history, and natural environment that Cedar Key has to offer. For more information, visit their [website!](#)

**Branford River Reunion**  
**4th of July**  
**Evening**  
**Celebration!**

• Food • Craft Booths • Entertainment  
 • Family Games at Hatch Park

2:00 p.m. .... Rotary Club Duck Race (Ivey Park)  
 5:00 p.m. .... Line Up for Parade (Branford Football Field)

**Hatch Park Schedule of Events: 6:00 p.m. 'till dark.**

6:00 p.m. .... Parade - Suwannee Avenue  
 6:30 p.m. till Dark .... Craft, Food, Information Booths, Games  
 & Live Entertainment (Hatch Park)  
 7:00 p.m. .... Sign up Bedrock Derby (Hatch Park)  
 7:30 p.m. .... Bedrock Derby Race (Hatch Park)  
 9:30 p.m. .... Fireworks (Hatch Park)

**~ ENTERTAINMENT ~**  
**~ KIDS GAMES ~ PRIZE WINNERS ~**  
*Sponsored by:*

**Live Entertainment by:**  
 Branford Highway,  
 Boobie Beach,  
 and other local talent

**Food Booths Offering:**  
 Pulled pork, Philly steaks, quesadillas,  
 cubans, squisher pies, cheese fries,  
 tots, mac and cheese, ribs, fish,  
 beans, slaw, ice cream, snow cones,  
 boiled peanuts, cotton candy, etc.

**TRIPLE W LOGISTICS, SUWANNEE RIVER ACE HARDWARE,  
 CAPITAL CITY BANK, J & J GAS, DANIELS FUNERAL HOME,  
 NORTH FLORIDA PHARMACY,  
 LAFAYETTE STATE BANK, SUWANNEE VALLEY ELECTRIC,  
 RAY LAND, BRANFORD ROTARY CLUB**

## Branford River Reunion

July 4, 2022 | Branford, FL

We would like to invite you to participate in this year's 4th of July Branford River Reunion Festival at Hatch Memorial Park on July 4th with fireworks of course. Admission is free! The

the evening which include a parade down Suwannee Avenue. The festival will culminate with a fireworks show at dark. For more information, visit their [website!](#)

For further information, visit our member websites!

Alachua: [www.visitgainesville.com](http://www.visitgainesville.com)

Lafayette: [www.townofmayo.org](http://www.townofmayo.org)

Bradford: [www.bradfordcountyfl.gov](http://www.bradfordcountyfl.gov)

Levy: [www.visitnaturecoast.com](http://www.visitnaturecoast.com)

Columbia: [www.springrus.com](http://www.springrus.com)

Madison: [www.visitmadisonfl.com](http://www.visitmadisonfl.com)

Dixie: [www.dixiecounty.us](http://www.dixiecounty.us)

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

Gilchrist: [www.visitgilchristcounty.com](http://www.visitgilchristcounty.com)

Taylor: [www.taylorflorida.com](http://www.taylorflorida.com)

Hamilton: [www.floridasfrontporch.com](http://www.floridasfrontporch.com)

Union: [www.unioncounty-fl.gov](http://www.unioncounty-fl.gov)

Jefferson: [www.visitjeffersoncountyflorida.com](http://www.visitjeffersoncountyflorida.com)

Wakulla: [www.visitwakulla.com](http://www.visitwakulla.com)

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# *Visit Natural* **NORTH FLORIDA**

June 16, 2022

Mr. Robert Gitzen, Development Representative III  
Florida Department of Economic Opportunity  
Division of Community Development  
107 East Madison Street, MSC 160  
Tallahassee, FL 32399-4120

RE: Fiscal Year 2021-22  
Regional Rural Development Grant  
1st Quarter Deliverables Report

Dear Mr. Gitzen:

At its June 16, 2022 virtual meeting, The Original Florida Tourism Task Force reviewed and approved the first quarter report and reimbursement request for its Fiscal Year 2021-22 Regional Rural Development Grant.

Please find enclosed the first quarter Deliverables Report and an invoice in the amount of \$1,175.00 for the period January 24, 2022 through April 30, 2022 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 2021-22  
Regional Rural Development Grant  
First Quarter Report  
January 24, 2022 through April 30, 2022

Submitted June 16, 2022 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 2021-22  
FIRST QUARTER REPORT  
January 24, 2022 through April 30, 2022**

**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.

**WEBSITE BLOGS**

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

**UPDATE AND PRINT MARKETING MATERIALS**

The Task Force did not expend any funds during the first quarter for updating and printing marketing materials.

**DOMESTIC TRAVEL SHOWS**

The Task Force did not expend any funds during the first quarter for domestic travel shows.

**ADVERTISING CAMPAIGN**

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

## **BROCHURE DISTRIBUTION**

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

## **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 \$175.00 during the first quarter for professional association annual memberships. Copies of the invoice and canceled check are included in Part D.

## **ADMINISTRATION**

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

## **PROOF OF FINANCIAL MATCH**

See Part E, Proof of Financial Match.

The Original Florida Tourism Task Force

Fiscal Year 2021-22 Regional Rural Development Grant

First Payment Request

Listing of Invoices, Payments and Associated Checks

April 30, 2022

Name	Invoice Date	Invoice Number	Invoice Amount	Check Date	Check Number	Check Amount	Amount Charged to Grant
Florida Outdoor Writers Association	2/22/2022	2021-884	\$175.00	2/24/2022	1583	\$175.00	\$175.00
North Central Florida Regional Planning Council - eNewsletter	3/31/2022	n/a	\$1,000.00	n/a	n/a	\$1,000.00	\$1,000.00
Total			\$1,175.00			\$1,175.00	\$1,175.00

n/a = not applicable



**The Original Florida Tourism Task Force**  
**FEID # 59-3534835**

**INVOICE**

Agreement #: D0206

Invoice No. 1  
Date: April 30, 2022

**TO:**

Florida Dept. of Economic Opportunity  
Division of Community Development  
Attn: Robert Gitzen  
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, 2022 to April 30, 2022		
Deliverable 2 Electronic Newsletter Created and Distributed One Electronic Newsletter (Staff Time)		
Deliverable 8 Maintain memberships in professional organizations Purchased 1 membership		
Expenditures		\$1,000.00
Staff time		175.00
Contractual Services		0.00
Memberships		0.00
Travel		0.00
Registrations		0.00
Shipping		0.00
Scholarships		0.00
<b>TOTAL</b>		<b>\$ 1,175.00</b>

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

6/16/22  
Date





<b>Grantee:</b> The Original Florida Tourism Task Force		
<b>Street Address:</b> 2009 NW 67th Place		
<b>City:</b> Gainesville	<b>ST:</b> FL	<b>Zip:</b> 32653-1603
<b>Phone:</b> 352.955.2200	<b>Email:</b> yeatter@ncfrpc.org	

# COMPLIANCE CERTIFICATION FORM

TO:  
Department of Economic Opportunity  
Bureau of Economic Development  
The Caldwell Bldg.  
107 East Madison Street, MSC 160  
Tallahassee, FL 32399

DESCRIPTION: Deliverables Including Minimum Performance Standards	Invoice Period: (dates)
Invoice #1 (attached)	Jan 24, 2022 to Apr 30, 2022
1 Electronic Newsletter	\$1,000.00
1 Membership	\$175.00
INVOICE AMOUNT	\$1,175.00

## Recipient Certification:

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 personnel have authority to require additional documentation and/or conduct audits or inspections of grant records.

Name Printed: Craig Colton Title: Chair

Signature:  Date: 6/16/22

## DEO Agreement Manager Certification:

I certify, by evidence of my signature below, the above information is true and correct to the best of my knowledge; the goods and services have been satisfactorily received and payment is now due.

DEO Agreement Manager Signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_



**DEPARTMENT OF ECONOMIC OPPORTUNITY**  
**MINORITY SERVICE-DISABLED VETERAN BUSINESS ENTERPRISE REPORT**

Company Name: The Original Florida Tourism Task Force Invoice #: 1 Date: 6/16/22

Contract Amount: \$50,000  
 MBE Participation Amount: \$ MBE Percentage: 0%  
 DV Participation Amount: \$ DV Percentage: 0%

**MINORITY BUSINESS ENTERPRISE (MBE)**  
 \*\*Include consultants, sub-contractors, travel agents, etc. who provided services on this project

**Minority Business Enterprise	Description	** MBE Status	State Certified MBE (Yes or No)	MBE Contract \$ Amount	\$ Amount this Invoice	Total Paid	Balance Due	Project Type (Commodities or Contractual Services)
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
<b>TOTALS</b>				\$ -	\$ -	\$ -	\$ -	
							\$ -	

\*\*Certified MBE: **H** - African American **I** - Hispanic **J** - Asian/Hawaiian **K** - Native American **M** - American Women  
 Non-Certified MBE: **N** - African American **O** - Hispanic **P** - Asian/Hawaiian **Q** - Native American **R** - American Women

**SERVICE-DISABLED VETERAN (DV) BUSINESS ENTERPRISE**  
 \*\*Include consultants, sub-contractors, travel agents, etc. who provided services on this project

**Service-Disabled Veteran Business Enterprise	Description	** DV Status	State Certified DV (Yes or No)	DV Contract \$ Amount	\$ Amount this Invoice	Total Paid	Balance Due	Project Type (Commodities or Contractual Services)
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
<b>TOTALS</b>				\$ -	\$ -	\$ -	\$ -	
							\$ -	

\*Certified DV: **W** - Service-Disabled Veteran Business  
 \*\*Non-Certified DV: **Y** - Service-Disabled Veteran Business



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

### **ALACHUA COUNTY**

(\$15,000 - 3 votes)

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

Lecturer

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

FLG 302 P.O. Box 118208

Gainesville, FL 32611

(w) 352.294.6922

[brian@briandavery.com](mailto:brian@briandavery.com)

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

Visiting Lecturer

University of Florida Department of Tourism,  
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FLG 190A, P.O. Box 118205

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

Sales and Marketing Manager

Visit Gainesville, Alachua County

352.260.5786

[ereyes@alachuacounty.us](mailto:ereyes@alachuacounty.us)

### **BRADFORD COUNTY**

(\$3,000 - 2 votes)

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

Bradford County Attorney

945 North Temple Avenue

Starke, FL 32091-2210

(w) 904.368.3902

[will\\_sexton@bradfordcountyfl.gov](mailto:will_sexton@bradfordcountyfl.gov)

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

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

[bccriddick@yahoo.com](mailto:bccriddick@yahoo.com)

### **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](mailto: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](mailto:arosner@columbiacountyfla.com)

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

#### ***Paula R. Vann***

Executive Director

Columbia County

Tourist Development Council

P.O. Box 1847

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[pvann@columbiacountyfla.com](mailto:pvann@columbiacountyfla.com)

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

[councilseat3@townofcrosscity.com](mailto:councilseat3@townofcrosscity.com)

#### ***Russ McCallister***

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PO Box 1345

Old Town, FL 32680

(w) 352.542.8331

(h) 352.325.1520

(c) 352.258.0189

[russ776@bellsouth.net](mailto:russ776@bellsouth.net)

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

[www.suwanneeguides.com](http://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](mailto: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](mailto: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](mailto:cmathis@hamiltoncda.org)

***Mia Mauldin***

Hamilton County Tourism Development/  
Planning, Land Use, and Zoning  
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[hamiltontdc@windstream.net](mailto: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](mailto:info@monticellojeffersonfl.com)

***David Ward***

Monticello-Jefferson County  
Tourism Development Council  
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**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](mailto:craigcolton@suwanneeriverrendezvous.com)

**LEVY COUNTY**

(\$4,000 - 2 votes)

***Carol McQueen***

9207 Florida Street  
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[carolmcqueen44@gmail.com](mailto:carolmcqueen44@gmail.com)

***Tisha Whitehurst***

Director  
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(w) 352.528.4030  
[tourism@visitnaturecoast.com](mailto:tourism@visitnaturecoast.com)

**MADISON COUNTY**

(\$3,000 - 2 votes)

***Jackie Blount***

Madison County  
Chamber of Commerce & Tourism  
182 NW College Loop  
Madison, FL 32340  
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[jacquelyneblount@yahoo.com](mailto:jacquelyneblount@yahoo.com)

***Marlene Squires-Swanson***

Executive Director  
Madison County  
Chamber of Commerce & Tourism  
182 NW College Loop  
Madison, FL 32340  
(w) 850.973.2788  
[marlene@madisonfl.org](mailto:marlene@madisonfl.org)

## **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](mailto:charissas@suwcountyfl.gov)  
[www.visitsuwannee.com](http://www.visitsuwannee.com)

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

Marketing Director  
Spirit of the Suwannee Music Park  
3076 95th Drive  
Live Oak, Florida 32060  
(w) 386.364.1683  
[teena@musicliveshere.com](mailto:teena@musicliveshere.com)  
[www.musicliveshere.com](http://www.musicliveshere.com)

## **TAYLOR COUNTY**

(\$4,000 - 2 votes)

### ***Dawn Perez***

Executive Director  
Taylor County Chamber of Commerce  
428 North Jefferson Street  
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(w) 850.584.5366  
(c) 850.843.0992  
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[www.taylorcountychamber.com](http://www.taylorcountychamber.com)

### ***Sandy Beach***

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850.578.2898  
(c) 850.843.1546  
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## **UNION COUNTY**

(\$1,000 - 1 vote)

### ***Dale Walker***

City Manager  
City of Lake Butler  
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Lake Butler, FL 32054-2016  
(w) 386.496.3401  
[dwalker@cityoflakebutler.com](mailto:dwalker@cityoflakebutler.com)

## **WAKULLA COUNTY**

(\$3,000 - 2 votes)

### ***Natalie Knowles***

Procurement and Contract Coordinator  
Wakulla County Board of County  
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### ***Thomas Herndon***

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## **STAFF**

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### ***Scott R. Koons***

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Visit Natural North Florida  
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[koons@ncfrpc.org](mailto:koons@ncfrpc.org)

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

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

**as of 9/23/2021**

**VOLUNTEERS, CONSULTANTS AND OTHERS**

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

Staff Assistant

Gilchrist County Tourist Development Council

209 SE 1st Street

Trenton, FL 32693

(w) 352.463.3198

(c) 352.210.1827

[dcreamer@gilchrist.fl.us](mailto:dcreamer@gilchrist.fl.us)

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

***Jo Clark - Blogger***

319 14th Avenue South

Surfside Beach, SC29575

(c) 843.446.4441

[jo@southernexposure.us](mailto:jo@southernexposure.us)

r:\original florida\members & volunteers\of volunteers list 9-23-2021.docx



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	✓

