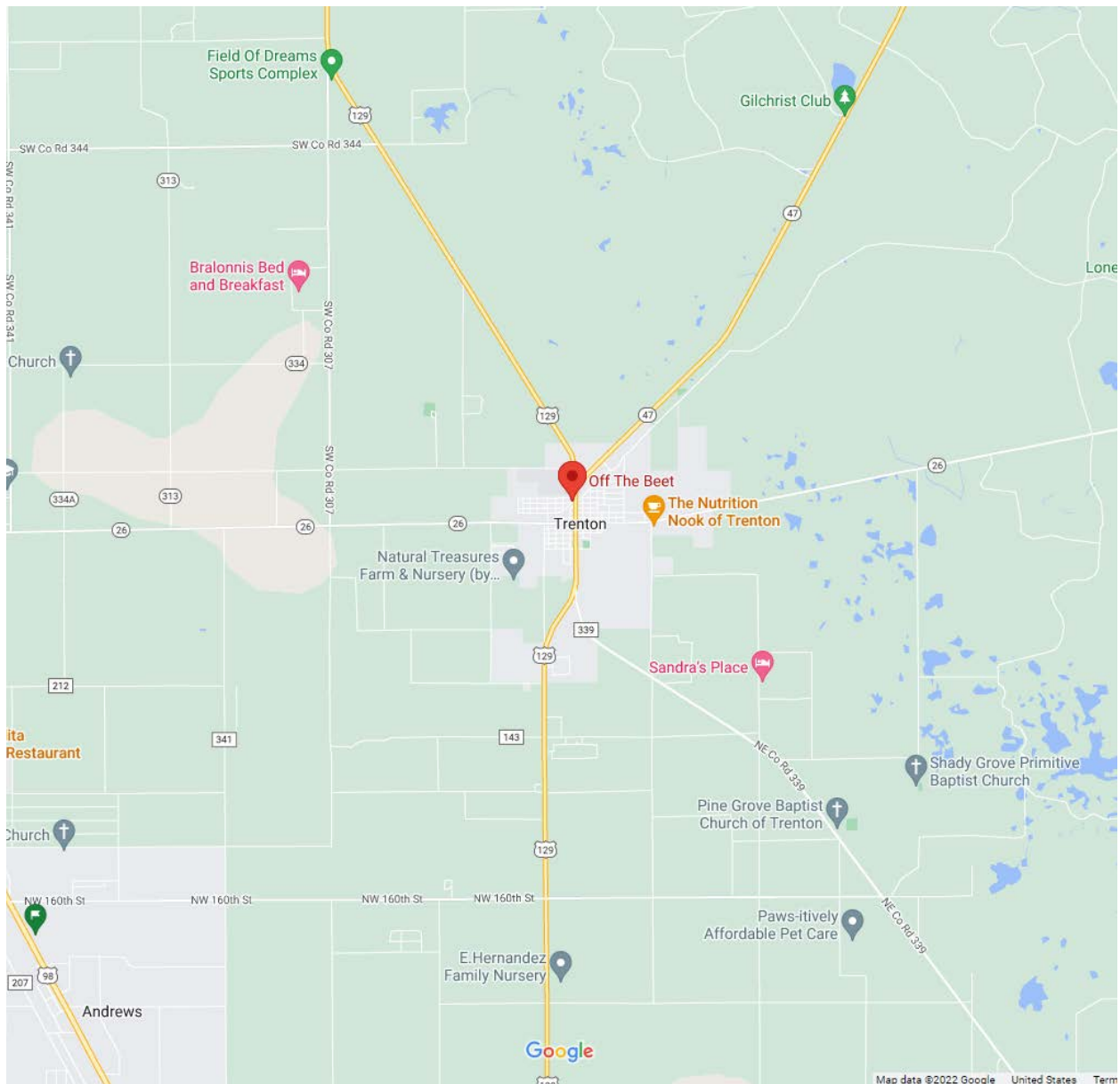




MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **September 15, 2022**. The meeting will be held at the **Off The Beet (Old Quilt Shop), 517 North Main Street, Trenton, Florida**, beginning at **10:00 a.m.**



Off The Beet (Old Quilt Shop)
517 North Main Street
Trenton, FL 32693

The Original Florida

Visit Natural
NORTH FLORIDA

**TOURISM TASK FORCE
Meeting Agenda**

**Off The Beet (Old Quilt Shop)
517 North Main Street, Trenton, FL
Gilchrist County**

**September 15, 2022
Thursday, 10:00 a.m.**

PAGE NO.

I.	Call to Order, Introductions	
II.	Guest Speaker - Leslie Noel, Big Bend Shellfish Trail Map	
III.	Approval of Agenda	3
IV.	Approval of August 18, 2022 Meeting Minutes	5
V.	Old Business	
	A. Committee Reports	
	1. Finance Committee	
	a. Monthly Financial Report Review and Approval	
	(1) July 31, 2022	9
	b. Adoption of Fiscal Year 2022-23 Budget	31
	B. Fiscal Year 2021-22 Regional Rural Development Grant	33
	1. Website	
	2. e-newsletter	
	3. Website Blogs	
	Advance Travel Presentation	41
	4. Marketing Materials	
	5. Domestic Travel Shows	
	6. Advertising Campaign	
	7. Brochure Distribution	
	8. Scholarships	
	9. Professional Organization Memberships	
	C. Fiscal Year 2022-23 Regional Rural Development Grant	
	1. Application, Budget, and Deliverables for Fiscal Year 2022-23	57
	C. VISIT FLORIDA -	
	1. Monthly Report	
	2. VISIT FLORIDA Domestic Press Trip	

- D. Staff Items -
 - 1. Task Force Retreat
- E. Other Old Business
 - 1. Update Task Force Member Contact Information 61
 - 2. 2022 Meeting Dates and Locations 65
- 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 October 20, 2022 in Levy County at a location to be determined.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Suwannee River Rendezvous Resort and Campground
828 NE Primrose Road, Mayo, FL
Lafayette County

August 18, 2022
Thursday, 10:00 a.m.

MEMBERS PRESENT

Elizabeth Reyes, Alachua County
Will Sexton, Bradford County, Vice-Chair
Russ McCallister, Dixie County
Bryan Freeman, Gilchrist County
Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County
Craig Colton, Lafayette County, Chair
Charissa Setzer, Suwannee County

OTHERS PRESENT

Donna Creamer, Travel Show Coordinator
Breana Dacks, VISIT FLORIDA
Anne Glick, Florida Fish and Wildlife
Conservation Commission
Jennifer Poore, Madison County

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

Brian Avery, Alachua County
Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Alden Rosner, Columbia County
Paula Vann, Columbia County
Ryan Fulford, Dixie County
Chadd Mathis, Hamilton County
Mia Mauldin, Hamilton County
David Ward, Jefferson County
Carol McQueen, Levy County
Tisha Whitehurst, Levy County
Jackie Blount, Madison County
Marlene Squires-Swanson, Madison County
Teena Peavey, Suwannee County, Treasurer
Sandy Beach, 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 10:12 a.m.

II. APPROVAL OF THE AGENDA

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

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

III. APPROVAL OF THE JULY 21, 2022 MINUTES

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

ACTION: Patricia Watson moved and Charissa Setzer seconded to approve the July 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 -
June 30, 2022

ACTION: Will Sexton moved and Katrina Richardson seconded to accept the June 30, 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
- 10. Approval of Second Quarter Report and Reimbursement Submittal Package

ACTION: Patricia Watson moved and Katrina Richardson seconded to approve the Second Quarter Report and Reimbursement Submittal Package as presented. The motion passed unanimously.

C. VISIT FLORIDA -

- 1. Monthly Report
- 2. VISIT FLORIDA Domestic Press Trip
- 3. VISIT FLORIDA AAA Thread Event

D. Staff Items -

- 1. Task Force Retreat

E. Other Old Business

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

F. Announcements - None

V. NEW BUSINESS - None

VI. LEADERSHIP FORUM - None

VII. ADJOURNMENT

Date and Location of next meeting

The next regular meeting is scheduled for 10:00 a.m., September 15, 2022 to be held in Gilchrist County at a location to be determined.

The meeting adjourned at 11:45 a.m.

Craig Colton, Chair

9/15/22
Date

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

10:24 AM

09/02/22

Accrual Basis

The Original Florida Tourism Task Force

Balance Sheet

As of July 31, 2022

	Jul 31, 22
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	125,585.12
Total Checking/Savings	125,585.12
Accounts Receivable	
Accounts Receivable	50,000.00
Total Accounts Receivable	50,000.00
Other Current Assets	
Prepaid Expense	886.06
Prepaid Registration Fees	1,999.00
Total Other Current Assets	2,885.06
Total Current Assets	178,470.18
TOTAL ASSETS	178,470.18
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	464.96
Total Accounts Payable	464.96
Total Current Liabilities	464.96
Total Liabilities	464.96
Equity	
Unrestricted Earnings	156,108.50
Net Income	21,896.72
Total Equity	178,005.22
TOTAL LIABILITIES & EQUITY	178,470.18

10:24 AM

The Original Florida Tourism Task Force

09/02/22

Profit & Loss

Accrual Basis

July 2022

	Jul 22
Expense	
Memberships	
Visit Florida	750.00
Memberships - Other	250.00
Total Memberships	1,000.00
Total Expense	1,000.00
Net Income	-1,000.00

10:31 AM

08/10/22

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 07/29/2022

	Jul 29, 22
Beginning Balance	137,855.52
Cleared Transactions	
Checks and Payments - 4 items	-9,921.40
Total Cleared Transactions	-9,921.40
Cleared Balance	127,934.12
Uncleared Transactions	
Checks and Payments - 3 items	-2,349.00
Total Uncleared Transactions	-2,349.00
Register Balance as of 07/29/2022	125,585.12
Ending Balance	125,585.12

10:31 AM

08/10/22

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 07/29/2022

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						137,855.52
Cleared Transactions						
Checks and Payments - 4 items						
Bill Pmt -Check	07/14/2022	1591	VisitFlorida	X	-750.00	-750.00
Bill Pmt -Check	07/14/2022	1589	Auto-Owners Insura...	X	-447.06	-1,197.06
Bill Pmt -Check	07/14/2022	1590	United Parcel Service	X	-49.77	-1,246.83
Bill Pmt -Check	07/28/2022	1593	N Central FL Region...	X	-8,674.57	-9,921.40
Total Checks and Payments					-9,921.40	-9,921.40
Total Cleared Transactions					-9,921.40	-9,921.40
Cleared Balance					-9,921.40	127,934.12
Uncleared Transactions						
Checks and Payments - 3 items						
Bill Pmt -Check	07/28/2022	1594	South Shore Media		-1,350.00	-1,350.00
Bill Pmt -Check	07/28/2022	1592	Koons, Scott		-600.00	-1,950.00
Bill Pmt -Check	07/28/2022	1595	VisitFlorida		-399.00	-2,349.00
Total Checks and Payments					-2,349.00	-2,349.00
Total Uncleared Transactions					-2,349.00	-2,349.00
Register Balance as of 07/29/2022					-12,270.40	125,585.12
Ending Balance					-12,270.40	125,585.12



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

00002472 FCC31545073022065408 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 7/29/22
Primary Account

Page 1
XXXXXXXX2204

SEND Person-to-Person Payments is now Zelle! We have transitioned to Zelle for a fast, safe and easy way to send money to people you know. Enroll now in online banking or the CCBMobile App. Learn more: ccbg.com/zelle. Terms & conditions apply

CHECKING ACCOUNT

EVERYDAY CHECKING FOR BUSINESS

Account Number XXXXXX2204
Previous Balance 137,855.52
Deposits/Credits .00
4 Checks/Debits 9,921.40
Service Charges .00
Interest Paid .00
Ending Balance 127,934.12

Images
Statement Dates 7/01/22 thru 7/31/22
Days in this Statement Period 31
Avg Ledger Balance 136,607.42
Avg Collected Balance 136,607.42

CHECKS IN NUMBER/ORDER

Date	Check No	Amount	Date	Check No	Amount
7/22	1589	447.06	7/22	1591	750.00
7/18	1590	49.77	7/29	1593*	8,674.57

* Denotes missing check numbers

DAILY BALANCE INFORMATION

Date	Balance	Date	Balance
7/01	137,855.52	7/22	136,608.69
7/18	137,805.75	7/29	127,934.12

RECEIVED

AUG 05 2022

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



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

Date 7/29/22
Primary Account

Page 2
XXXXXXXX2204

EVERYDAY CHECKING FOR BUSINESS XXXXXXXX2204 (Continued)

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

00002472-0004011-0002-0003-FCC31545073022065408-01-L



Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL CHECK
1000 N.W. 17TH PLACE
SARASOTA, FLORIDA 34236-1100
888-888-8888

Capital City Bank 1589

7/14/2022

PAY TO THE ORDER OF Auto-Owners Insurance

Four Hundred Forty Seven and 00/100 DOLLARS

Auto-Owners Insurance
P.O. Box 740312
Orlando, FL 32774-0312

00015891 1053100688 0224792201

1589 07/22/2022 \$447.06

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL CHECK
1000 N.W. 17TH PLACE
SARASOTA, FLORIDA 34236-1100
888-888-8888

Capital City Bank 1590

7/14/2022

PAY TO THE ORDER OF United Parcel Service

Forty Nine and 77/100 DOLLARS

United Parcel Service
P.O. Box 556110
Dallas, TX 75256-0110

00015901 1053100688 0224792201

1590 07/18/2022 \$49.77

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL CHECK
1000 N.W. 17TH PLACE
SARASOTA, FLORIDA 34236-1100
888-888-8888

Capital City Bank 1591

7/14/2022

PAY TO THE ORDER OF Visit Florida

Seven Hundred Fifty and 00/100 DOLLARS

Visit Florida
Accounting Department
3540 W. Executive Center Circle Ste 200
Tallahassee, FL 32301

00015911 1053100688 0224792201

1591 07/22/2022 \$750.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL CHECK
1000 N.W. 17TH PLACE
SARASOTA, FLORIDA 34236-1100
888-888-8888

Capital City Bank 1593

7/29/2022

PAY TO THE ORDER OF N Central FL Regional Planning Council

Eight Thousand Six Hundred Seventy Four and 57/100 DOLLARS

N Central FL Regional Planning Council
2000 NW 67th Place
Culverville, FL 32063-1503

00015931 1053100688 0224792201

1593 07/29/2022 \$8,674.57



THE ORIGINAL FLORIDA TOURISM TASK FORCE
2000 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32653-1803
352.956.2200



1589

63 68/831

7/14/2022

PAY TO THE
ORDER OF Auto-Owners Insurance

\$**447.06

Four Hundred Forty-Seven and 08/100***** DOLLARS

Auto-Owners Insurance
P.O. Box 740312
Cincinnati OH 45274-0312






MEMO

⑈001589⑈ ⑆063100688⑆

0224792204⑈

00072122001411 028 371481 Deposit Only
0000000011031178 71669870 Credit to Account
00447.06 of within named payee without
014 Dyn Prejudice FifthThirdBankNA>042000314<

Amount: \$-447.06
Statement Description: Check
Check Number: 1589
Posted Date: 7/22/2022
Type: Debit
Status: Posted

 Capital City Bank 8/10/2022 12:54 PM		DOCUMENT INCLUDES VISUAL EFFECTS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOR HOLOGRAM	
Visit Natural North Florida		THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.959.2200	
Capital City Bank		1590	02-68/631
PAY TO THE ORDER OF United Parcel Service		7/14/2022	\$**49.77
Forty-Nine and 77/100***** DOLLARS		\$ 5 R.K.	
United Parcel Service P.O. Box 650116 Dallas, TX 75265-0116			
MEMO			
YOUR WATERMARK PAPER - HOLD TO LIGHT TO VIEW		HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT	
001590 063100688		0224792204 0000004977	
Security Features: Hologram Heat Sensitive Ink True Watermark Visible Fibers Irresistible Fibers Chemically Sensitive Paper and Chemical Wash Detection Area Microprinting High Resolution Warning Band Toner Adhesion Properties Anti-Copy Technology Latent Back Pattern		ENDORSE HERE CHECK HERE AFTER MOBILE OR REMOTE DEPOSIT DATE DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE RESERVED FOR FINANCIAL INSTITUTION USE JPMORGANCHASE BANK 071822 007490099 49379140 850116 00724095 278 000000889597639	

Amount: \$49.77
 Statement Description: Check
 Check Number: 1590
 Posted Date: 7/18/2022
 Type: Debit
 Status: Posted

Capital City Bank
8/10/2022 12:55 PM

Visit Natural North Florida
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2008 N.W. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1803
352.955.2200

Capital City Bank

1591

7/14/2022

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

PAY TO THE ORDER OF **Visit Florida**

\$750.00

Seven Hundred Fifty and 00/100 ***** DOLLARS

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

MEMO *82241*

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

00015910 0063100688 0224792204

Amount: \$750.00
Statement Description: Check
Check Number: 1591
Posted Date: 7/22/2022
Type: Debit
Status: Posted

Pay to the Order of
WELLS FARGO BANK, N.A.
For Deposit Only
FLORIDA TOURISM INDUSTRY MKTG
CHECK HARSAN-FLORIDA - PRIVATE ACCT
MOBILE OR MEMO/DEBIT FLORIDA
2000353384
FALLS CML

Capital City Bank 8/10/2022 12:55 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
352.955.2200

Capital City Bank 1593

63-68/631 7/28/2022

PAY TO THE ORDER OF N Central FL Regional Planning Council

\$8,674.57**

Eight Thousand Six Hundred Seventy-Four and 57/100*** DOLLARS**

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

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001593 0631006881 0224792204

Security Features:

Hologram

Heat Sensitive Ink

True Watermark

Visible Fibers

Chemically Sensitive Paper

Chemical Wash Detection Area

Microprint

High Resolution Warning Band

Top or Bottom Properties

Anti-Copy Technology

Latent Line Bar

Photo Copy

FEDERAL RESERVE BOARD OF GOVERNORS REG. CC

Security Features:

Hologram

Heat Sensitive Ink

True Watermark

Visible Fibers

Chemically Sensitive Paper

Chemical Wash Detection Area

Microprint

High Resolution Warning Band

Top or Bottom Properties

Anti-Copy Technology

Latent Line Bar

Photo Copy

FEDERAL RESERVE BOARD OF GOVERNORS REG. CC

ENDORSE HERE

PAY TO THE ORDER OF

CAPITAL CITY BANK

FOR DEPOSIT ONLY

NORTH CENTRAL FLORIDA

REGIONAL PLANNING COUNCIL

CHECK HERE AFTER 0224792204

MOBILE OR REMOTE DEPOSIT DATE

DO NOT WRITE, SIGN OR STAMP BELOW THIS LINE

RESERVED FOR FINANCIAL INSTITUTION USE

Amount: \$-8,674.57
Statement Description: Check
Check Number: 1593
Posted Date: 7/29/2022
Type: Debit
Status: Posted

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

As of July 31, 2022

(These financial statements are unaudited)

	Budget	July 2022	Year to Date	Over/(Under) Budget
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	2,477.25	(3,772.75)
Dean Fowler Internship	6,250.00	0.00	2,477.25	(3,772.75)
Total Internships	<u>12,500.00</u>	<u>0.00</u>	<u>4,954.50</u>	<u>(7,545.50)</u>
Retained Reserves				
Retained Reserves	24,500.00	0.00	0.00	(24,500.00)
Total Retained Reserves	<u>24,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(24,500.00)</u>
Total NonMarketing Expenses				
	<u>75,500.00</u>	<u>1,000.00</u>	<u>25,449.63</u>	<u>(50,050.37)</u>
Total Expenses				
	<u>117,900.00</u>	<u>1,000.00</u>	<u>66,010.59</u>	<u>(51,889.41)</u>
Net Income	<u>0.00</u>	<u>(1,000.00)</u>	<u>21,896.72</u>	<u>21,896.72</u>

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

As of July 31, 2022

(These financial statements are unaudited)

	Budget	July 2022	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	54,000.00	0.00	54,000.00	0.00
DEO Rural Development Grant 20/21	40,600.00	0.00	33,907.31	(6,692.69)
DEO Rural Development Grant 21/22	23,300.00	0.00	0.00	(23,300.00)
VisitFlorida Rural Area Opportunity Grant 21/22	0.00	0.00	0.00	0.00
VisitFlorida Rural Area Opportunity 21/22 In-Kind	0.00	0.00	0.00	0.00
Total Income	117,900.00	0.00	87,907.31	(29,992.69)
Expenses				
Marketing				
Planning				
VisaVues Domestic & International Editions	0.00	0.00	0.00	0.00
Total Planning	0.00	0.00	0.00	0.00
Collateral Materials				
Print Ultimate Bicycle Guide	0.00	0.00	0.00	0.00
Print Exhilarating Natural North FI Brochure	0.00	0.00	0.00	0.00
Total Collateral Materials	0.00	0.00	0.00	0.00
Website				
Website Blogs	8,900.00	0.00	4,250.00	(4,650.00)
Web Hosting & Maintenance Services	6,000.00	0.00	6,000.00	0.00
Total Website	14,900.00	0.00	10,250.00	(4,650.00)
Trade Shows				
Whistles & Other Promotional Items	0.00	0.00	0.00	0.00
Popup and/or Cloth Displays - VF In-Kind	0.00	0.00	0.00	0.00
Welcome Center Rack Space - VF In-Kind	0.00	0.00	0.00	0.00
Adventure Travel Training 4 Day-VF In-Kind	0.00	0.00	0.00	0.00
Consumer Influencer-VF In-Kind	0.00	0.00	0.00	0.00
VF Atlanta Camping & RV Show	0.00	0.00	0.00	0.00
VF New York Times Travel Show	0.00	0.00	0.00	0.00
VF Chicago RV & Camping Show	0.00	0.00	0.00	0.00
VF Toronto Outdoor Adventure Show	0.00	0.00	0.00	0.00
VF Washington DC Travel & Adventure Show	0.00	0.00	0.00	0.00
VF Florida Huddle 2022	0.00	0.00	1,260.41	1,260.41
DEO Georgia RV & Camper Show	7,500.00	0.00	0.00	(7,500.00)
DEO Atlanta Travel & Adventure Show	0.00	0.00	5,081.34	5,081.34
Total Trade Shows	7,500.00	0.00	6,341.75	(1,158.25)

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

As of July 31, 2022

(These financial statements are unaudited)

	Budget	July 2022	Year to Date	Over/(Under) Budget
Advertising				
Digital Advertising Campaign 2021-22	0.00	0.00	0.00	0.00
FI Vacation Planner Print Ad 2021-22	0.00	0.00	8,303.25	8,303.25
Digital Retargeting Campaign 2021-22	0.00	0.00	0.00	0.00
Facebook Ad Campaign 2021-22 - In-Kind	0.00	0.00	0.00	0.00
FI Trans Map Print Advertisement 2021-22	9,000.00	0.00	9,000.00	0.00
Quarterly eNewsletters	11,000.00	0.00	5,315.96	(5,684.04)
Go! Adventure Planning Guide Virtual	0.00	0.00	0.00	0.00
Florida Travel & Lifestyles	0.00	0.00	1,350.00	1,350.00
Total Advertising	20,000.00	0.00	23,969.21	3,969.21
Total Marketing Expenses	42,400.00	0.00	40,560.96	(1,839.04)
Administration				
NCFRPC - Admin VF & DEO 2020-21	7,500.00	0.00	1,875.00	(5,625.00)
NCFRPC - Admin VF & DEO FY 2021-22	5,600.00	0.00	3,750.00	(1,850.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	9,375.00	(3,125.00)
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	61.25	(238.75)
Other Admin Expenses Miscellaneous	2,000.00	0.00	350.00	(1,650.00)
Postage	300.00	0.00	118.92	(181.08)
VF/DEO Travel Show Service Program Fee	1,100.00	0.00	1,100.00	0.00
Telephone	300.00	0.00	0.00	(300.00)
Total Administration	30,100.00	0.00	16,630.17	(13,469.83)
Memberships				
Visit Florida	400.00	750.00	750.00	350.00
Southeast Tourism Society	600.00	0.00	325.00	(275.00)
Florida Outdoor Writers Association	200.00	0.00	175.00	(25.00)
Ride with GPS	300.00	250.00	250.00	(50.00)
Total Memberships	1,500.00	1,000.00	1,500.00	0.00
Professional Enhancement				
SE Tourism Society Marketing College	5,175.00	0.00	2,364.96	(2,810.04)
Governor's Tourism Conference	1,725.00	0.00	0.00	(1,725.00)
Adventure Elevate Networking Conference	0.00	0.00	0.00	0.00
Adventure Elevate Networking Conference In-Kind	0.00	0.00	0.00	0.00
Total Professional Enhancement	6,900.00	0.00	2,364.96	(4,535.04)

Original Florida Tourism Task Force
Budget FY 2021-22 (10/1/21 to 9/30/22)

Proposed 9/15/2022

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

(1) See Marketing Budget Detail

(2) See Memberships Detail

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

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

ATTACHMENT 1 SCOPE OF WORK

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

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

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

2.1 Website Maintenance and Operation:

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

2.2 Electronic Newsletters:

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

2.3 Website Blogs:

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

2.4 Exhibit at Domestic Travel Shows:

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

2.5 Advertising:

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

2.6 Literature Distribution:

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

2.7 Professional Enhancement Scholarships:

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

2.8 Memberships in Professional Organizations:

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

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

3. DEO'S RESPONSIBILITIES:

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

3.2 Perform Agreement management responsibilities as stated herein;

3.3 Reply to reasonable inquiries pursuant to the Agreement and,

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

4. DELIVERABLES:

Grantee agrees to provide the following services as specified:

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

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

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

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

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

5. REPORTING

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

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

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

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

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

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

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

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

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

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

6.2.4 A copy of all supporting documentation for vendor payments;

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

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

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

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

7. FINANCIAL CONSEQUENCES FOR FAILURE TO TIMELY AND SATISFACTORILY PERFORM: Failure to complete all deliverables in accordance with the requirements of this Agreement, and most particularly the deliverables specified above in Section 4, Deliverables, will result in DEO's assessment of the specified financial consequences. If appropriate, should the Parties agree to a corrective action plan, the plan shall specify additional financial consequences to be applied after the effective date of the corrective action plan. This provision for financial consequences shall in no manner affect DEO's right to terminate the Agreement as provided elsewhere in the Agreement.

- End of Attachment 1 (Scope of Work) -

Visit. Natural.
NORTH FLORIDA



Jacque Blackwell, TMP – Regional Manager
Adrienne Hennis – Florida Representative

ADVANCE
TRAVEL & TOURISM

About Us.

Powerful publishers

- We own our local data sources
- Most accurate targeting technology available

Deep resources – Advance Local

- Top 10 publisher in the U.S.
- Nationally ranked news & entertainment brands
- Best-in-class technology

Travel & Tourism Expertise

- Our team focuses exclusively on tourism
- 50+ years combined digital travel experience



Why Us. We Know Tourism.

Introduction

We focus exclusively on the tourism industry to help promote destinations, museums, attractions and other tourism organizations throughout the Southeast.

We are members of **Destinations Florida**, **Florida Society of Association Executives**, **Southeast Tourism Society**, and other tourism focused organizations. We have also sponsored the Visit Florida conference for several years. Our team is continually engaged in industry and traveler trends.

Several members of our team have earned the Southeast Tourism Society Tourism Marketing certification of TMP – Travel Marketing Professional.



PARTNER



SOUTHEAST
TOURISM SOCIETY

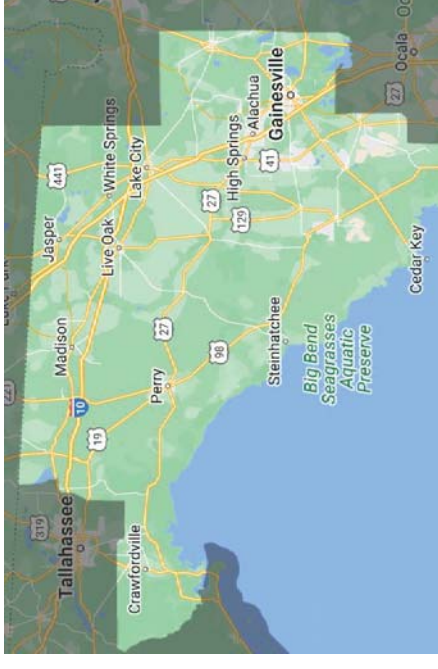


What We Learned.

Based on our conversations we have identified a few things that you are looking in a marketing partner as well as some key information regarding your destination.

- Your main priority in a marketing campaign is to increase awareness of Natural North Florida as a destination.
- There is focus on being small communities, the Dive Capital of the World, The Natural Springs, Annual Festivals & Paddling Trails.
- You want to increase site traffic to www.naturalnorthflorida.com

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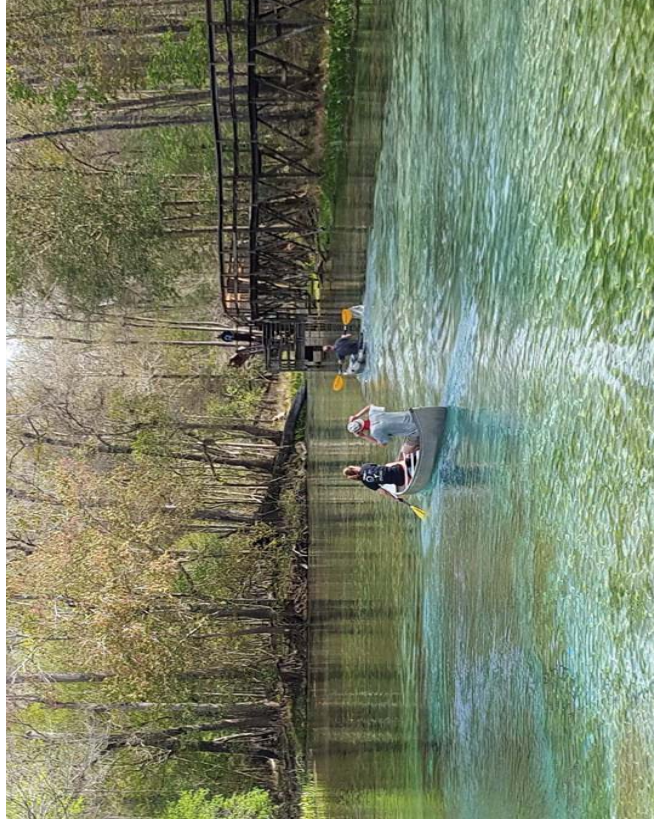


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TRAVEL & TOURISM

Campaign Objectives.

- Drive awareness of Natural North Florida as a destination in priority markets
 - Engage & Educate audiences of the experiences offered and found in Natural North Florida
 - Showcase Natural Springs, cave diving and festivals/events.
 - Audiences: Outdoor Enthusiasts, Nature Lovers, Families, Road Trippers
 - Increase quality site traffic, (users, new users, sessions, engagements etc.) to <https://www.naturalnorthflorida.com>
 - Track success of campaign through campaign delivery reporting and google analytics

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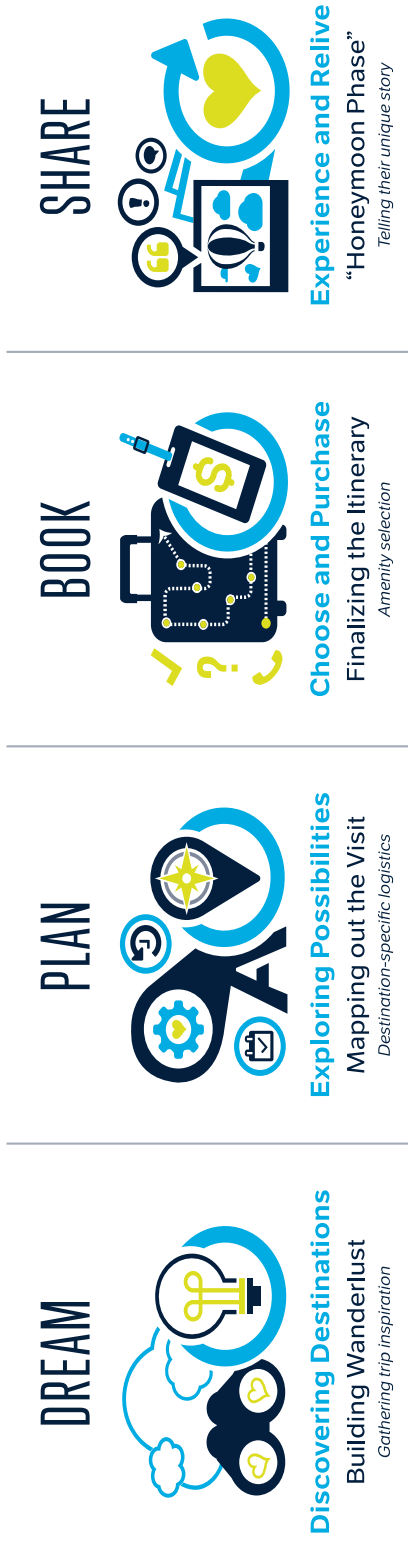
ADVANCE
TRAVEL & TOURISM

From Dreaming to Sharing.



At Advance Travel & Tourism, we develop audience personas by using a blend of our proprietary first-party data (collected, organized, and segmented) merged with data from over 50 third-party partners. We then refine the personas to align with top attractions and experiences. Lastly, as we deploy, we further refine and prioritize the personas based on engagement and conversion metrics.

Our plan includes multi-channel approach to ensure we are reaching travelers from the DREAM phase to the BOOK and SHARE phase.



Drive Awareness & Engagement with Custom Content

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NORTH FLORIDA

Content.

- Custom Blog Program
 - Written by Advance Travel & Tourism
 - Published by Natural North Florida on website
- Two (2) Blogs:
 - TBD
- Supported by Paid Social ads to drive readership
- Shareable through Natural North Florida channels and newsletters
- Helps improve SEO



Blog Ideas:

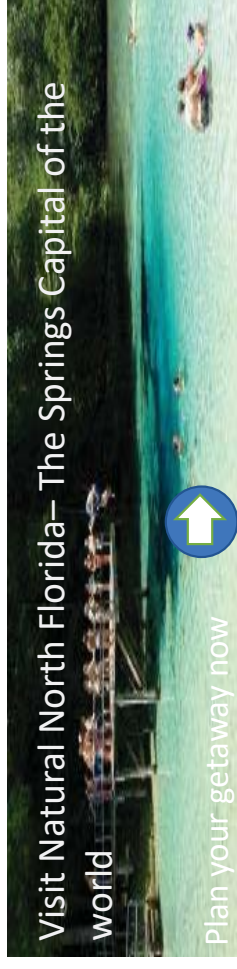
- **Insta-worthy Spots at the Natural Springs** (where you'll want to explore and capture for your top 9 on Instagram)
- **Adventures By Land and Spring** -For this blog, we would focus on the unique offerings the area has like diving excursions, trails, paddling, biking, etc.
- **Seafood Spotlight** -A list of 5 or 6 of the region's best seafood spots, what to order, price point, etc.
- **Creating the Ultimate Gilchrist Getaway -This would be broken up into 4 kinds of "trip/getaway"**: Family-friendly, couples' escape, solo trip, and friend vacay (or something along the lines of "categorized" trips with a short itinerary/list of fun things to do for each)

ADVANCE

Extend Reach & Awareness with Digital Display.

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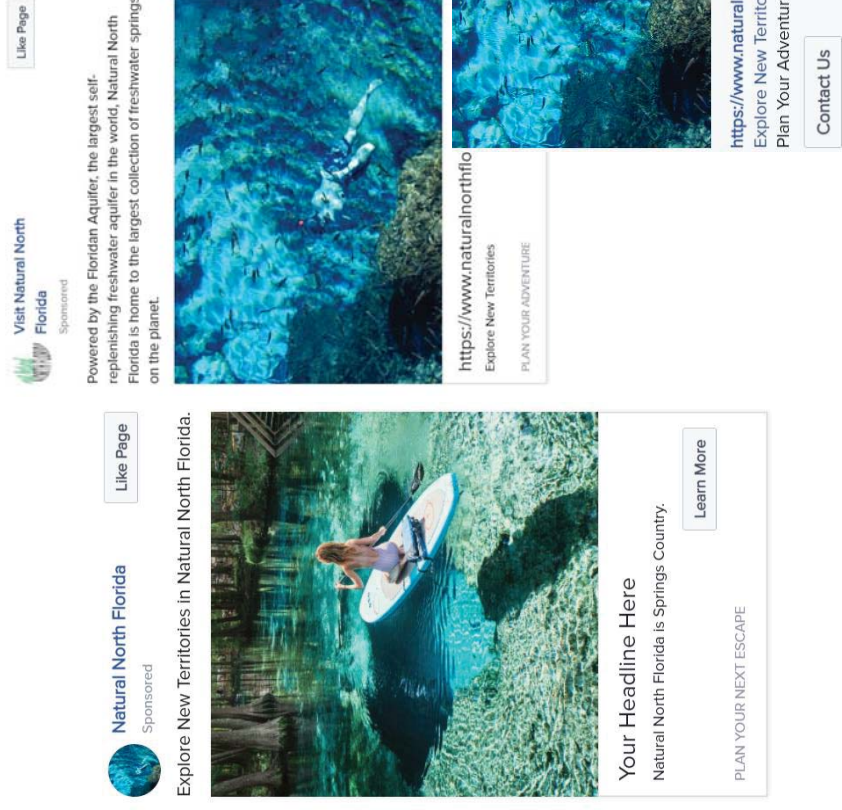
- Audience Targeted and Geographically Targeted
 - Outdoor Enthusiast, Nature Lovers, Families, Road Trippers
- Estimated 233,000 ad impressions
- Distributed across mobile and desktop websites and apps.
- Advance will create from your assets and brand guidelines.



Drive Reach & Engagement with Social.

- Drive engaged audiences to website.
- Multiple images/video
- Site Traffic/Landing page views
- Advance will create from your assets and brand guidelines.
 - Advance will request agency access to your FB page.
- Distributed on FB & IG
 - Outdoor Enthusiasts, Families, Road Trippers, Others
 - Target Markets: 2-3 hour drive communities

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NORTH FLORIDA



ADVANCE
TRAVEL & TOURISM

Success Measures.

- Increase in awareness numbers, like impressions
- Site Traffic growth in target markets
- Increase in new users in target markets
- Increase in goal conversions
 - Time spent on site (1:30+)
 - Pages per visit (3+)
 - Lodging Page Views



Digital Campaign Recap.



- Enhance website content with (2) two custom Blog written by Advance Travel and tourism, approved by you
 - Content can be used for print pieces
- Approx. 233k Audience and Geo Targeted Display Ads
- Paid Social
 - FB and Insta Promotion
 - Audience Targeted and Geo Targeted
- Campaign Investment: \$5,000

Next Steps.

- Client feedback/discussion
- Contracting
- Content Kickoff call
- Creative Development
 - Build display ads
 - Build paid social ads
 - Approvals

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Jacquelyn Blackwell
E: jblackwell@al.com
C: 334.201.0531

Adrienne Hennis
E: ahennis@al.com
C: 251.243.8042

Any Questions?

Thank You.

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

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

Cost Estimates	Deliverable
9/15/2022	
\$6,000.00	Website Hosting & Maintenance
\$0.00	VISIT FLORIDA Retargeting Campaign
\$0.00	Website Blogs
\$0.00	Town Blogs
\$0.00	Design and Print Collateral Material
\$14,000.00	Domestic Travel Shows (2 shows)
\$9,000.00	Print Advertising (Florida Transportation Map)
\$0.00	Digital Advertising Campaign (Facebook, Google Adword search)
\$6,900.00	Scholarships (4 Scholarships)
\$0.00	VisaVues
\$1,500.00	Professional Organization Memberships
\$5,100.00	Quarterly eNewsletters
\$7,500.00	Administration
\$50,000.00	Total

STEP 1: EXHIBITOR CONTACT INFORMATION

Visit Natural North Florida

Company Name - (For Billing)

Visit Natural North Florida

Exhibiting As: (Name as it Should Appear in Show Guide, ID Sign, ETC if Different than Company Name Above)

2009 NW 67th Place

Address

Gainesville, FL

City/State

(352) 955-2200

Phone

naturalnorthflorida.com

Website

Payment by Oct 31 2022

Show Operations Contact/Title: (Contact To Receive Exhibitor Kit, Show Setup Info & Important Show Updates)

☒ Check if same as billing contact

Lauren Yeatter

Company Contact/Title - (For Contract/Billing Purposes Only)

USA

Country

32653-1603

Zip

yeatter@ncfrpc.org

Email

STEP 2: EXHIBIT SPACE SELECTION

RATE: \$4,295 per 10x10, \$42.95 sq/ft • Exhibit Space: All booths are 10' deep x 10' wide. Rental fee per 10' x 10' includes the following: Carpet, Six Foot Skirted Table, Two Chairs, Wastebasket, Booth I.D. Sign, 5 Exhibitor Badges. **DOES NOT include electric, drayage, etc.** Assigned By Show MGMT.

CHICAGO 2023 January 14-15	# of 10x10's [] x [] = \$ [] USD	BOOTH []
BOSTON 2023 January 21-22	# of 10x10's [] x [] = \$ [] USD	BOOTH []
NEW YORK 2023 January 28-29	# of 10x10's [] x [] = \$ [] USD	BOOTH []
WASHINGTON D.C. 2023 February 4-5	# of 10x10's ¹ [] x ^{3,295} [] = \$ ^{3,295} [] USD	BOOTH []
LOS ANGELES 2023 February 18-19	# of 10x10's [] x [] = \$ [] USD	BOOTH []
DENVER 2023 February 25-26	# of 10x10's [] x [] = \$ [] USD	BOOTH []
SF/BAY AREA 2023 March 4-5	# of 10x10's [] x [] = \$ [] USD	BOOTH []
ATLANTA 2023 March 25-26	# of 10x10's ¹ [] x ^{3,295} [] = \$ ^{3,295} [] USD	BOOTH []
DALLAS 2023 April 1-2	# of 10x10's [] x [] = \$ [] USD	BOOTH []

Standard Corner Charge: \$245/per show. Mandatory (all shows except New York) [] # of Shows x [\$245] = \$ []

New York Corner Charge: \$395/per show. Mandatory (New York only) [] # of Shows x [\$395] = \$ []

Preferred Area/Booth Placement: [i.e. Caribbean, Adventure, Asia, etc] []

Location: Please name your top three competitors you DO NOT wish to be near: []

*2023 Virtual Travel & Adventure Show Dates:

*Take \$1,000 off any Virtual Travel Show when you contract in any 2 Live Travel Shows in 2023!	BASIC BOOTH \$2,095	PREMIUM EXHIBITOR \$2,395	SPONSOR \$2,895	PAVILION SPONSOR \$6,495
Wednesday, September 14, 2022 VTAS FALL PREVIEW	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday, December 7, 2022 VTAS 2023 PREVIEW	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TOTAL EXHIBIT SPACE COSTS: 6,590

Ask About Our Multi-Show, Multi-Booth Discounts
(Note: Discount applicable to standard rate booths only and cannot be applied to re-sign rates or any other offers).

Ask About Our Referral Program

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

Ron Gromoll

Lecturer and Internship Coordinator

University of Florida Department of Tourism,
Hospitality & Event Management

FLG 190A, P.O. Box 118205

Gainesville, FL 32611

(w) 352.294.3064

rgromoll@ufl.edu

Elizabeth Reyes, APR, CPRC

Sales and Marketing Manager

Visit Gainesville, Alachua County

352.260.5786

ereyes@alachuacounty.us

BRADFORD COUNTY

(\$3,000 - 2 votes)

William Sexton, Vice-Chair

Bradford County Attorney

945 North Temple Avenue

Starke, FL 32091-2210

(w) 904.368.3902

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

COLUMBIA COUNTY

(\$8,000 3 votes)

Rod Butler

General Manager

Holiday Inn Hotel and Suites

213 SW Commerce Boulevard

Lake City, FL 32025-1501

(w) 386.487.1080

gm@hilakecityfl.com

Alden Rosner

Sports Marketing Director

Columbia County

Tourist Development Council

P.O. Box 1847

Lake City, FL 32056

(w) 386.719.1453

arosner@columbiacountyfla.com

www.southsidesportscomplex.com

Paula R. Vann

Executive Director

Columbia County

Tourist Development Council

P.O. Box 1847

Lake City, FL 32056

(w) 386.758.1312

pvann@columbiacountyfla.com

www.springsrus.com

DIXIE COUNTY

(\$3,000 - 2 votes)

The Honorable Ryan Fulford

Cross City Councilmember

Town of Cross City

P.O. Box 417

Cross City, FL 32628

(w) 352.498.3306

councilseat3@townofcrosscity.com

Russ McCallister

Suwannee Guides and Outfitters

PO Box 1345

Old Town, FL 32680

(w) 352.542.8331

(h) 352.325.1520

(c) 352.258.0189

russ776@bellsouth.net

www.visitdixie.com

www.suwanneeguides.com

GILCHRIST COUNTY

(\$2,000 - 2 votes)

Bryan M. Freeman Jr.

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

Patricia Watson

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

HAMILTON COUNTY

(\$1,000 - 2 votes)

Chadd Mathis

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

Mia Mauldin

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

JEFFERSON COUNTY

(\$2,000 - 2 votes)

Katrina Richardson

Executive Director
Monticello-Jefferson County
Chamber of Commerce
420 West Washington Street
Monticello, FL 32344
(w) 850.997.5552
info@monticellojeffersonfl.com

David Ward

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

LAFAYETTE COUNTY

(\$1,000 - 1 vote)

Craig Colton, Chair

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

LEVY COUNTY

(\$4,000 - 2 votes)

Carol McQueen

9207 Florida Street
Fanning Springs, FL 32693
(h) 352.221.2946
carolmcqueen44@gmail.com

Tisha Whitehurst

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

MADISON COUNTY

(\$3,000 - 2 votes)

Jackie Blount

Madison County
Chamber of Commerce & Tourism
182 NW College Loop
Madison, FL 32340
(c) 850.673.1046
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

SUWANNEE COUNTY

(\$4,000 - 2 votes)

Charissa Setzer

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

Teena Peavy, Secretary/Treasurer

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

TAYLOR COUNTY

(\$4,000 - 2 votes)

Dawn Perez

Executive Director
Taylor County Chamber of Commerce
428 North Jefferson Street
Perry, FL 32347
(w) 850.584.5366
(c) 850.843.0992
taylorchamber@fairpoint.net
www.taylorcountychamber.com

Sandy Beach

20845 Keaton Beach Drive
Perry, FL 32348
850.578.2898
(c) 850.843.1546
sandybeach8431546@gmail.com

UNION COUNTY

(\$1,000 - 1 vote)

Dale Walker

City Manager
City of Lake Butler
200 SW 1st Street
Lake Butler, FL 32054-2016
(w) 386.496.3401
dwalker@cityoflakebutler.com

WAKULLA COUNTY

(\$3,000 - 2 votes)

Natalie Knowles

Procurement and Contract Coordinator
Wakulla County Board of County
Commissioners
3093 Crawfordville Hwy.
Crawfordville, FL 32327
(w) 850.926.0919
nknowles@mywakulla.com
www.visitwakulla.com

Thomas Herndon

Outreach Coordinator
Wakulla County Tourist Development Council
P.O. Box 1263
Crawfordville, FL 32327
(w) 850.745.7713
therndon@mywakulla.com
www.visitwakulla.com

STAFF

Lauren Yeatter

Senior Planner
Visit Natural North Florida
2009 NW 67th Place
Gainesville, FL 32653
(w) 352.955.2200 ext. 113
yeatter@ncfrpc.org
www.visitnaturalnorthflorida.com

Scott R. Koons

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

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

as of 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

www.VisitGilchristCounty.com

Jo Clark - Blogger

319 14th Avenue South

Surfside Beach, SC29575

(c) 843.446.4441

jo@southernexposure.us

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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>Levy County</u>
November 17:	<u>RETREAT</u>
December 16:	<u>Alachua County (Council Office)</u>

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

