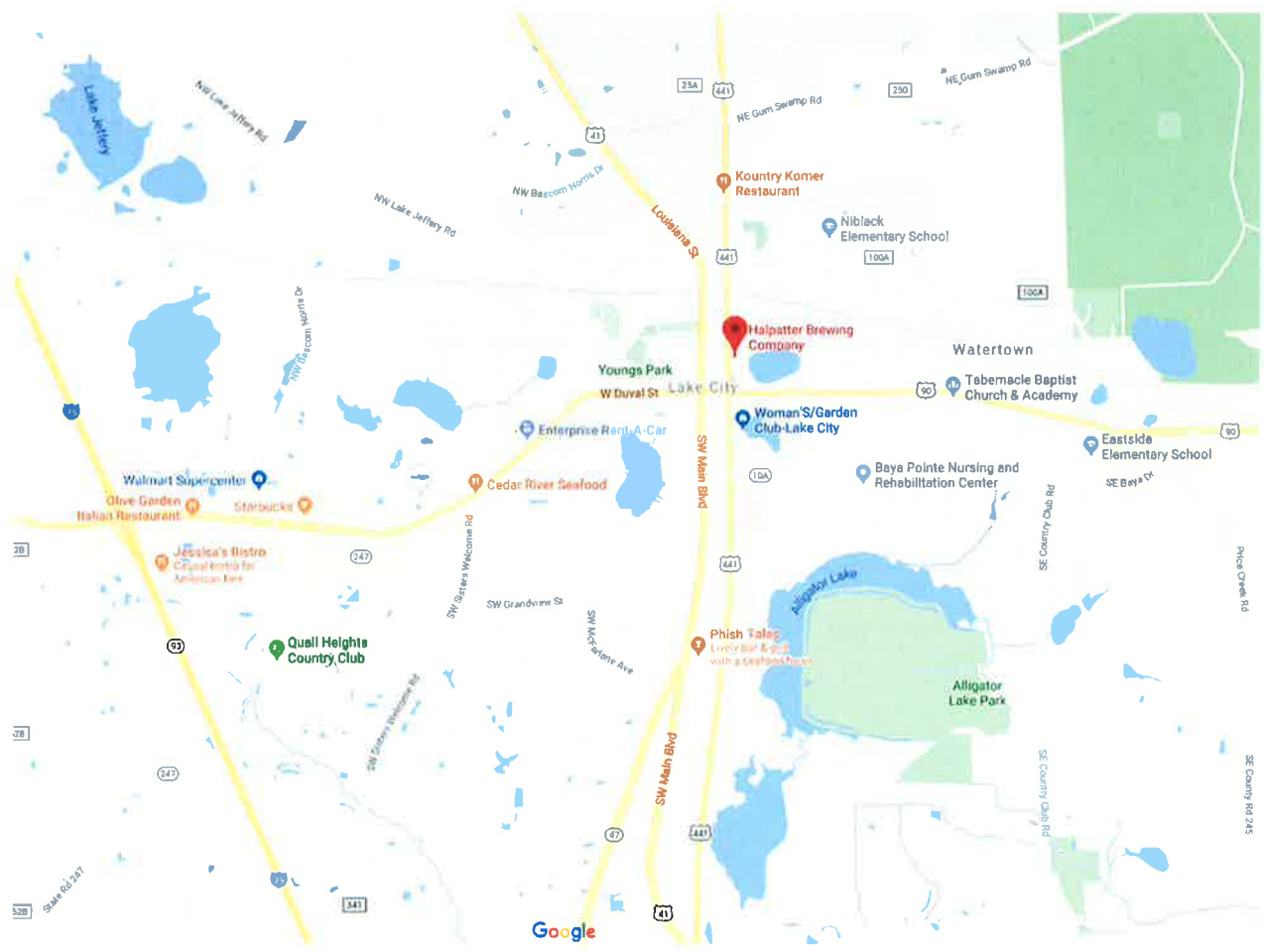


MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **November 21, 2019**. The meeting will be held at **Halpatter Brewing Company Event Space, 264 NE Hernando Avenue, Lake City, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)



Halpatter Brewing Company Event Space
264 NE Hernando Avenue
Lake City, FL 32055

The Original Florida

**TOURISM TASK FORCE
Meeting Agenda**

Visit Natural
NORTH FLORIDA

**Halpatter Brewing Company Event Space
264 NE Hernando Avenue, Lake City, FL
Columbia County**

**November 21, 2019
Thursday, 10:00 a.m.**

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I. Call to Order, Introductions	
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IV. Old Business	
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10. Approval of Third Quarter Report and Reimbursement Submittal Package	
C. Fiscal Year 2019-20 Regional Rural Development Grant	
1. Deliverables and Costs	
2. Scheduled and Travel Show Assignments	
3. Authorization to Issue a Request for Proposals for the 2020 Marketing Project and Authorize Marketing Committee to Rank Proposers, and Authorization to Enter into a Contract with Highest-Ranking Proposer	
4. Authorization to Enter into a Contract with Two Tree, Inc. for 2020 Blog Posting on Task Force Website	
5. Authorization to Enter into a Contract with ConveyMore Communications, Inc. for Six Town Blogs	

- D. VISIT FLORIDA Grants
 - 1. VISIT FLORIDA - North Central Florida Fiscal Year 2018-19 Rural Area of Opportunity Partnership Program
 - a. Final Reimbursement Request
 - 2. VISIT FLORIDA - North Central Florida Fiscal Year 2019-20 57
 - a. VISIT FLORIDA FY 2019-20 Rural Area of Opportunity Grant Contract
 - b. Adventure Travel Marketing Program
 - c. Schedule and Travel Show Assignments
- E. VISIT FLORIDA Schedule and Report
 - 1. Monthly Report - Brenna Dacks
- F. Staff Items
 - 1. Task Force 2020 Meeting Schedule and County Assignments
 - 2. Fiscal Year 2019-20 County Regional Marketing Fees
 - 3. Regional Rural Development Grant Proposed Legislation - Senate Bill 426
- G. Other Old Business
 - 1. Updated Task Force Member Contact Information 61
 - 2. 2019 Meeting Dates and Locations
- H. Announcements
- V. NEW BUSINESS
- VI. Leadership Forum: To Be Determined
- VII. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., January 16, 2020 in Alachua County at a location to be determined.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Hart Springs
4240 SW 86th Avenue, Bell, FL
Gilchrist County

October 17, 2019
10:00 a.m.

MEMBERS PRESENT

Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County
Craig Colton, Lafayette County
Carol McQueen, Levy County
Tisha Whitehurst, Levy County
Charissa Setzer, Suwannee County
Dawn Taylor-Perez, Taylor County, Chair
Thomas Herndon, Wakulla County

MEMBERS ABSENT

Sean Plemons, Alachua County
Daniel Riddick, Bradford County
Will Sexton, Bradford County, Vice-Chair
Paula Vann, Columbia County
Rod Butler, Columbia County
Russ McCallister, Dixie County
Lee Deen, Gilchrist County
David Ward, Jefferson County
Jackie Blount, Madison County
Phyllis Williams, Madison County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County
Dale Walker, Union County
Natalie Knowles, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Roland Loog, Volunteer
Lois Nevins, By All Means Travel
Tommy Thompson, Two Tree, Inc.

STAFF PRESENT

Lauren Yeatter

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor-Perez, called the meeting to order at 10:14 a.m.

II. APPROVAL OF THE AGENDA

Chair Taylor-Perez requested approval of the meeting agenda, as presented.

ACTION: Patricia Watson moved and Tisha Whitehurst seconded to approve the meeting agenda. The motion passed unanimously.

III. APPROVAL OF THE SEPTEMBER 19, 2019 MINUTES

Chair Taylor-Perez asked for approval of the September 19, 2019 meeting minutes.

ACTION: Thomas Herndon moved and Katrina Richardson seconded to approve the September 19, 2019 minutes as presented. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Monthly Financial Reports Review and Approval - August 31, 2019

Katrina Richardson presented the Finance Committee report.

ACTION: Tisha Whitehurst moved and Patricia Watson seconded to approve the August 31, 2019 monthly financial report as presented. The motion passed unanimously.

2. Marketing Committee Report

Katrina Richardson presented the Marketing Committee report.

3. Bicycle Guide Committee Report

Lauren Yeatter, Senior Planner, reported on reprinting the bicycle guide.

ACTION: Katrina Richardson moved and Patricia Watson seconded to authorize staff to advertise bids and award the bid to the lowest responsive, responsible bidder to reprint the bicycle guide. The motion passed unanimously.

B. Fiscal Year 2018-19 Regional Rural Development Grant

1. Website

a. Attractions Maintenance and Updating

b. New Places to Go Town Pages

2. E-Newsletter

Lauren Yeatter reported that the Fall Newsletter was emailed on September 30, 2019.

3. Website Blogs

Tommy Thompson asked for recommendations of events and places for the remaining six blogs to be completed by January 2020.

4. Ultimate Bicycle Guide Reprint

5. Domestic Travel Shows

a. Georgia RV and Camper Show

Donna Creamer reported on the show and discussed the need for promotional items.

6. Advertising Campaign

a. Digital Marketing

b. Print Advertising (UnDiscovered Florida, Florida Travel Planner, Florida Transportation Map)

Lauren Yeatter reported that the advertisement for the 2020 Transportation Map had been submitted to VISIT FLORIDA.

c. VISIT FLORIDA Retargeting Campaign

Lauren Yeatter reported that the Retargeting Campaign will begin after the graphics selected by the Task Force are approved by VISIT FLORIDA.

7. Brochure Distribution

8. Scholarships

a. Florida Governor's Tourism Conference

9. Professional Organization Memberships

C. Fiscal Year 2019-20 Regional Rural Development Grant

1. Authorization to Submit Fiscal Year 2019-20 Regional Rural Development Grant Application

ACTION: Katrina Richardson moved and Tisha Whitehurst seconded to authorize staff to submit the Fiscal Year 2019-20 Regional Rural Development Grant application in the amount of \$150,000 to the Florida Department of Economic Opportunity. The motion passed unanimously.

D. VISIT FLORIDA Grants

1. VISIT FLORIDA - North Central Florida Fiscal Year 2018-19 Rural Area of Opportunity Partnership Program

a. Final Reimbursement Request

Ms. Yeatter reported that the Task Force has not yet received payment for the final reimbursement request.

2. VISIT FLORIDA - North Central Florida Fiscal Year 2019-20

a. VISIT FLORIDA - North Central Florida Fiscal Year 2019-20

Ms. Yeatter reported that the Task Force had received the VISIT FLORIDA contract for the Fiscal Year 2019-20 North Central Florida Rural Area of Opportunity Travel Promotion Program.

E. VISIT FLORIDA Report

1. There was no VISIT FLORIDA monthly report.

F. Staff Items

G. Other Old Business

1. Updated Task Force Member Contact Information

H. Announcements

Task Force members made announcements of interest to the Task Force.

V. New Business

- VI. Leadership Forum: Donna Creamer, Gilchrist County
Outdoor Recreation Opportunities in Gilchrist County

VII. Adjournment

Date and Location of next meeting

The next meeting is scheduled for 10:00 a.m., November 21, 2019 in Columbia County at a location to be determined.

The meeting adjourned at 11:36 a.m.

Dawn Taylor-Perez, Chair

11/21/19
Date

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

The Original Florida Tourism Task Force

11/12/19

Balance Sheet

Accrual Basis

As of September 30, 2019

	Sep 30, 19
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	19,875.27
Total Checking/Savings	19,875.27
Accounts Receivable	
Accounts Receivable	100,356.45
Total Accounts Receivable	100,356.45
Other Current Assets	
Prepaid Expense	1,431.00
Prepaid Registration Fees	30.00
Prepaid Travel	359.00
Total Other Current Assets	1,820.00
Total Current Assets	122,051.72
TOTAL ASSETS	122,051.72
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	10,341.81
Total Accounts Payable	10,341.81
Total Current Liabilities	10,341.81
Total Liabilities	10,341.81
Equity	
Unrestricted Earnings	94,376.51
Net Income	17,333.40
Total Equity	111,709.91
TOTAL LIABILITIES & EQUITY	122,051.72

The Original Florida Tourism Task Force

11/12/19

Profit & Loss

Accrual Basis

September 2019

	Sep 19
Income	
FDEO-Regional Dev. Grant 17/18	0.00
FDEO-Regional Dev. Grant 18/19	12,725.82
Total Income	12,725.82
Gross Profit	12,725.82
Expense	
Bank Charges	5.76
Marketing	
Collateral Materials	
Distribution	933.00
Total Collateral Materials	933.00
Trade Shows	
Georgia RV & Camper	1,878.82
Total Trade Shows	1,878.82
Website	
Bloggers Fees	850.00
Total Website	850.00
Total Marketing	3,661.82
NCFRPC Contractual Services	12,373.25
Professional Enhancements	
Governor's Conference	0.00
Total Professional Enhancements	0.00
Total Expense	16,040.83
Net Income	-3,315.01

11:05 AM

10/17/19

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 09/30/2019

	Sep 30, 19
Beginning Balance	43,445.93
Cleared Transactions	
Checks and Payments - 4 items	-50,935.46
Deposits and Credits - 2 items	29,026.00
Total Cleared Transactions	-21,909.46
Cleared Balance	21,536.47
Uncleared Transactions	
Checks and Payments - 2 items	-1,661.20
Total Uncleared Transactions	-1,661.20
Register Balance as of 09/30/2019	19,875.27
New Transactions	
Checks and Payments - 2 items	-455.00
Total New Transactions	-455.00
Ending Balance	19,420.27

11:05 AM

10/17/19

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 09/30/2019

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						43,445.93
Cleared Transactions						
Checks and Payments - 4 items						
Bill Pmt -Check	08/19/2019	1469	Florida Suncoast To...	X	-1,500.00	-1,500.00
Bill Pmt -Check	09/16/2019	1471	Two Tree, Inc.	X	-425.00	-1,925.00
Check	09/25/2019		Capital City Bank	X	-5.76	-1,930.76
Bill Pmt -Check	09/26/2019	1473	NCFRPC	X	-49,004.70	-50,935.46
Total Checks and Payments					-50,935.46	-50,935.46
Deposits and Credits - 2 items						
Deposit	09/16/2019			X	28,627.00	28,627.00
Deposit	09/27/2019		Original Florida Tour...	X	399.00	29,026.00
Total Deposits and Credits					29,026.00	29,026.00
Total Cleared Transactions					-21,909.46	-21,909.46
Cleared Balance					-21,909.46	21,536.47
Uncleared Transactions						
Checks and Payments - 2 items						
Bill Pmt -Check	09/26/2019	1472	Loog, Roland		-1,302.20	-1,302.20
Bill Pmt -Check	09/26/2019	1474	VisitFlorida		-359.00	-1,661.20
Total Checks and Payments					-1,661.20	-1,661.20
Total Uncleared Transactions					-1,661.20	-1,661.20
Register Balance as of 09/30/2019					-23,570.66	19,875.27
New Transactions						
Checks and Payments - 2 items						
Bill Pmt -Check	10/10/2019	1475	Two Tree, Inc.		-425.00	-425.00
Bill Pmt -Check	10/10/2019	1476	University of Florida ...		-30.00	-455.00
Total Checks and Payments					-455.00	-455.00
Total New Transactions					-455.00	-455.00
Ending Balance					-24,025.66	19,420.27



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

00003056 FCC31545100119092949 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 9/30/19
Primary Account

Page 1
XXXXXXXX2204

Need a personal loan or line of credit? visit ccbg.com/loans for information about our consumer credit products and then simply apply online. We make it easy to apply for the funds you need. All loans subject to credit approval; Equal Housing Lender.

CHECKING ACCOUNT

ANALYZED BUS CHECKING
Account Number
Previous Balance
2 Deposits/Credits
4 Checks/Debits
Service Charges
Interest Paid
Ending Balance

XXXXXXXX2204
43,445.93
29,026.00
50,935.46
.00
.00
21,536.47

Images
Statement Dates 9/03/19 thru 9/30/19
Days in this Statement Period 28
Avg Ledger Balance 50,284.23
Avg Collected Balance 49,219.09

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
9/16	Deposit	28,627.00
9/27	Deposit	399.00

OTHER DEBITS

Date	Description	Amount
9/25	Account Analysis Charge	5.76-

RECEIVED

OCT 09 2019

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



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

Date 9/30/19
Primary Account

Page 2
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

		CHECKS IN NUMBER ORDER				
Date	Check No	Amount	Date	Check No		Amount
9/04	1469	1,500.00	9/27	1473*		49,004.70
9/24	1471*	425.00				

* Denotes missing check numbers

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
9/03	43,445.93	9/16	70,572.93	9/25	70,142.17
9/04	41,945.93	9/24	70,147.93	9/27	21,536.47

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

00003056-0004387-0002-0003-FCC31545100119092949-01-L



0	09/16/2019	\$28,627.00
---	------------	-------------

0	09/27/2019	\$399.00
---	------------	----------

1469	09/04/2019	\$1,500.00
------	------------	------------

1471	09/24/2019	\$425.00
------	------------	----------

1473	09/27/2019	\$49,004.70
------	------------	-------------



10/3/2019 4:09 PM

ANALYZED BUS CHK

*****2204

		THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200	Capital City Bank 63-68/631	1469 8/19/2019
PAY TO THE ORDER OF Florida Suncoast Tourism Promotions, Inc.		\$ **1,500.00		
One Thousand Five Hundred and 00/100		DOLLARS		
MEMO Florida Suncoast Tourism Promotions, Inc. 10750 75th Street Seminole, FL 33777-1422				
⑈001469⑈ ⑆063100688⑆ 0224792204⑈				

ENDORSE HERE PAY TO THE ORDER OF SYNOVUS BANK 063114166 FOR DEPOSIT ONLY CHECK HERE AFTER 05/01/2021 MOBILE OR REMOTE DEPOSIT DATE DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE RESERVED FOR FINANCIAL INSTITUTION USE	FLORIDA SUNCOAST TOURISM CP388051 > 061100606 <
--	--

Amount: -1500.00

Description: Check

Check Number: 1469

Posted Date: 9/4/2019

Transaction Type: History



10/3/2019 4:10 PM

ANALYZED BUS CHK

*****2204

		THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200		1471
PAY TO THE ORDER OF Two Tree, Inc.		Capital City Bank 63-68-631		9/16/2019
Four Hundred Twenty-Five and 00/100		\$ **425.00		DOLLARS
Two Tree, Inc. Tommy Thompson 24-A NW 33rd Court Gainesville, FL 32607				S S R. K.
MEMO				
001471 :063100688: 0224792204*				

Security Features

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

Watermark

When viewed through a transparent surface, the watermark of the bank's logo is visible.

Color Shifting Ink

The ink on the front of the check shifts from blue to green when viewed from different angles.

Microprint

The words "Capital City Bank" are printed in a very small font around the perimeter of the check.

Security Thread

A security thread is woven into the paper of the check.

Optical Variable Ink

The ink on the front of the check changes color when viewed from different angles.

Security Hologram

A security hologram is located on the back of the check.

Security Features

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

ENDORSE HERE

For Deposit Only

Well Fairs Mobile

CHECK HERE AFTER

MOBILE OR REMOTE DEPOSIT DATE

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE

RESERVED FOR FINANCIAL INSTITUTION USE

Amount: -425.00

Description: Check

Check Number: 1471

Posted Date: 9/24/2019

Transaction Type: History



10/3/2019 4:10 PM

ANALYZED BUS CHK

*****2204

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

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

Capital City Bank 1473

63-68/631 9/26/2019

PAY TO THE ORDER OF N. Central Fl. Regional Planning Council \$ **49,004.70

Forty-Nine Thousand Four and 70/100***** 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

0001473 063100688 0224792204

ENDORSE HERE

PAY TO THE ORDER OF
CAPITAL CITY BANK
FOR DEPOSIT ONLY

CHECK NUMBER 1473
MOBILE OR REMO 0224792201 DATE

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

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

Security Features:

1. Hologram

2. Microprint

3. Color Shifting Ink

4. Watermark

5. UV Features

6. Tactile Features

7. Security Thread

8. Magnetic Ink

9. Laser Features

10. Other Features

00272819 094881000 063100688

Amount: -49004.70

Description: Check

Check Number: 1473

Posted Date: 9/27/2019

Transaction Type: History

The Original Florida Tourism Task Force
Transactions by Account
As of September 30, 2019

Pre	Type	Date	Num	Name	Memo	Class	Clr	Split	Amount
Bill		08/01/2019	8T029132	Florida Suncoast Tourism Promotions, Inc.	Brochure Distribution - August 2019	8202 - FDEO 18/19		Accounts Payable	500.00
Bill		08/01/2019	01S-183151	CTM Media Group Inc	Brochure Distribution October 2019	8202 - FDEO 18/19		Accounts Payable	433.00
Bill		08/01/2019	011031176	Auto-Owners Insurance	General Liability Policy #0922322-78139716-1	83011 - General		Accounts Payable	438.00
Bill		08/19/2019	6JNZFWV5JHN	VisitFlorida	I-75 Welcome Center 2019 Fall Festival - Mar	83011 - General		Accounts Payable	60.00
Total Prepaid Expense									1,431.00
TOTAL									1,431.00

The Original Florida Tourism Task Force
Transactions by Account
As of September 30, 2019

Prepaid Registration Fees	Type	Date	Num	Name	Memo	Class	Split	Amount
	Bill	08/19/2019	20190819-00003	University of Florida Career Connection	Registration for HHP Internship and Job Fai	83011 - General	Accounts Payable	30.00
Total Prepaid Registration Fees								30.00
TOTAL								30.00

The Original Florida Tourism Task Force
Transactions by Account
As of September 30, 2019

Prepaid Travel	Type	Date	Num	Name	Memo	Class	Split	Amount
	Bill	09/24/2019	00070769	VisitFlorida	Registration for 2019 Florida Tourism Forum - Nover 8202 - FDEO 18/19 Accounts Payable			359.00
Total Prepaid Travel								359.00
TOTAL								<u>359.00</u>

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

As of September 30, 2019

(These financial statements are unaudited)

	Budget	September 2019	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	53,000.00	0.00	53,000.00	0.00
DEO Rural Development Grant 17/18	48,700.00	0.00	47,871.34	(828.66)
DEO Rural Development Grant 18/19	120,600.00	12,725.82	64,082.78	(56,517.22)
VisitFlorida Rural Area Opportunity Grant 18/19	126,000.00	0.00	113,704.51	(12,295.49)
VisitFlorida Rural Area Opportunity 18/19 In-Kind	12,800.00	0.00	7,811.00	(4,989.00)
Other	0.00	0.00	0.00	0.00
Total Income	361,100.00	12,725.82	286,469.63	(74,630.37)
Expenses				
Marketing				
Collateral Materials				
Print Ultimate Bicycle Guide	3,000.00	0.00	0.00	(3,000.00)
Print RV Parks & Campgrounds Brochure	0.00	0.00	347.10	347.10
Print Experience North Florida Bike Flyer	0.00	0.00	72.00	72.00
Total Collateral Materials	3,000.00	0.00	419.10	(2,580.90)
Website				
Fishing, Paddling, Bike & Springs Microsites	7,000.00	0.00	0.00	(7,000.00)
Regional Video	5,000.00	0.00	5,000.00	0.00
Website Blogs	5,100.00	850.00	6,859.00	1,759.00
Web Hosting Services	6,000.00	0.00	7,000.00	1,000.00
County/Town Videos	12,000.00	0.00	0.00	(12,000.00)
Topic-Centered Landing Pages	10,000.00	0.00	0.00	(10,000.00)
Town Landing Pages	2,500.00	0.00	0.00	(2,500.00)
Ultimate Bicycle Guide Landing Page	100.00	0.00	0.00	(100.00)
Ultimate Springs Guide Landing Page	100.00	0.00	0.00	(100.00)
Paddling Landing Page	100.00	0.00	0.00	(100.00)
Florida State Parks Page	100.00	0.00	0.00	(100.00)
Fishing Page	100.00	0.00	0.00	(100.00)
Places to Stay, Eat & Things to Do	2,000.00	0.00	0.00	(2,000.00)
Website Header Enhancements	0.00	0.00	2,000.00	2,000.00
Total Website	50,100.00	850.00	20,859.00	(29,241.00)
Trade Shows				
Whistles & Other Promotional Items	5,000.00	0.00	4,905.18	(94.82)
Popup and/or Cloth Displays - VF In-Kind	5,000.00	0.00	0.00	(5,000.00)
Welcome Center Rack Space - VF In-Kind	800.00	0.00	811.00	11.00
State Park Guides & State Maps-VF In-Kind	2,000.00	0.00	0.00	(2,000.00)
Dusseldorf & NY Times Register-VF In-Kind	5,000.00	0.00	5,000.00	0.00

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of September 30, 2019

(These financial statements are unaudited)

	Budget	September 2019	Year to Date	Over/(Under) Budget
State Transportation Maps-VF In-Kind	0.00	0.00	2,000.00	2,000.00
VF Georgia RV & Camper Show	4,200.00	1,878.82	1,878.82	(2,321.18)
VF Boot Dusseldorf	6,300.00	0.00	4,600.87	(1,699.13)
VF Atlanta Camping & RV Show	3,800.00	0.00	3,921.03	121.03
VF Nashville RV Super Show	5,100.00	0.00	5,083.77	(16.23)
VF New York Times Travel Show	3,000.00	0.00	3,143.90	143.90
VF London Times Destinations Show	15,200.00	0.00	13,312.02	(1,887.98)
VF Houston RV Show	7,300.00	0.00	7,678.23	378.23
VF Chicago RV & Camping Show	7,100.00	0.00	6,104.70	(995.30)
VF Boston Travel & Adventure Show	7,700.00	0.00	6,763.71	(936.29)
VF F.re.e. Messe Munich	12,600.00	0.00	10,025.43	(2,574.57)
VF Toronto Outdoor Adventure Show	8,300.00	0.00	8,110.39	(189.61)
VF Canoecopia Madison, WI	6,300.00	0.00	5,046.00	(1,254.00)
VF Philadelphia Travel & Adventure Show	7,300.00	0.00	7,303.28	3.28
VF Ottawa Outdoor & Travel Adventure Show	7,900.00	0.00	2,269.15	(5,630.85)
VF Washington DC Travel & Adventure Show	7,000.00	0.00	7,159.89	159.89
Midwest Mountaineering Spring Expo	6,700.00	0.00	4,152.20	(2,547.80)
Bike Expo New York	7,700.00	0.00	6,692.16	(1,007.84)
VF Ottawa Travel and Vacation Show	0.00	0.00	5,510.74	5,510.74
Total Trade Shows	141,300.00	1,878.82	121,472.47	(19,827.53)
Advertising				
Brochure Distribution	12,000.00	933.00	11,196.00	(804.00)
Digital Advertising Campaign	23,500.00	0.00	13,250.00	(10,250.00)
Florida Vacation Planner Print Advertisement	8,300.00	0.00	8,303.25	3.25
Florida Transportation Map Print Advertisement	5,000.00	0.00	5,000.00	0.00
Undiscovered Florida Print Advertisement	8,200.00	0.00	6,878.00	(1,322.00)
Quarterly eNewsletters	4,300.00	1,000.00	5,200.00	900.00
Total Advertising	61,300.00	1,933.00	49,827.25	(11,472.75)
Total Marketing Expenses	255,700.00	4,661.82	192,577.82	(63,122.18)
Administration				
NCFRPC - Admin VF & DEO 2017-18	5,625.00	0.00	5,625.00	0.00
NCFRPC - Admin VF & DEO FY 2018-19	18,975.00	5,625.00	18,975.00	0.00
NCFRPC - Admin Program Fees	12,500.00	3,125.00	12,500.00	0.00
Bank Charges	200.00	5.76	5.76	(194.24)
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	818.88	(1,181.12)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of September 30, 2019

(These financial statements are unaudited)

	Budget	September 2019	Year to Date	Over/(Under) Budget
Postage	300.00	0.00	96.09	(203.91)
VF Travel Show Service Program Fee	15,400.00	0.00	15,400.00	0.00
Telephone	300.00	0.00	0.00	(300.00)
Total Administration	55,900.00	8,755.76	53,481.98	(2,418.02)
Memberships				
Visit Florida	400.00	0.00	395.00	(5.00)
Southeast Tourism Society	300.00	0.00	0.00	(300.00)
Florida Outdoor Writers Association	200.00	0.00	175.00	(25.00)
Total Memberships	900.00	0.00	570.00	(330.00)
Professional Enhancement				
SE Tourism Society Marketing College	11,600.00	0.00	10,982.92	(617.08)
Governor's Tourism Conference	1,700.00	0.00	0.00	(1,700.00)
Total Professional Enhancement	13,300.00	0.00	10,982.92	(2,317.08)
Internships				
Harvey Campbell Memorial Internship	6,250.00	1,311.63	5,761.76	(488.24)
Dean Fowler Internship	6,250.00	1,311.62	5,761.75	(488.25)
Total Internships	12,500.00	2,623.25	11,523.51	(976.49)
Retained Reserves				
Retained Reserves	22,800.00	0.00	0.00	(22,800.00)
Total Retained Reserves	22,800.00	0.00	0.00	(22,800.00)
Total NonMarketing Expenses	105,400.00	11,379.01	76,558.41	(28,841.59)
Total Expenses	361,100.00	16,040.83	269,136.23	(91,963.77)
Net Income	0.00	(3,315.01)	17,333.40	17,333.40

Original Florida Tourism Task Force
Budget FY 2018-19 (10/1/18 to 9/30/19)

Adopted 8/16/2018

<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	\$2,000
Gilchrist County	\$2,000
Hamilton County	\$1,000
Jefferson County	\$2,000
Lafayette County	\$1,000
Levy County	\$4,000
Madison County	\$3,000
Suwannee County	\$4,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$3,000
Subtotal	\$53,000
<i>Additional Revenue:</i>	
Department of Economic Opportunity Rural Development Grant, FY 2017-18	\$48,700
Department of Economic Opportunity Rural Development Grant, FY 2018-19	\$120,600
VISIT FLORIDA FY 2018-19 Rural Area of Opportunity Grant - Cash	\$126,000
Subtotal - Cash	\$295,300
TOTAL REVENUES - CASH	\$348,300
VISIT FLORIDA FY 2018-19 Rural Area of Opportunity Grant - In-Kind	\$12,800
TOTAL REVENUES - CASH AND IN-KIND	\$361,100
<i>Expenditures</i>	
Bank Charges	\$200
Governor's Conference on Tourism	\$1,700
Legal Advertising	\$300
Legal Expenses	\$300
(1) Marketing Program for FY 2018-19 (less in-kind)	\$242,900
(2) Memberships	\$900
Miscellaneous	\$2,000
North Central Florida Regional Planning Council - Admin/Internships	\$49,600
Postage Expenses	\$300
Service Fee - VISIT FLORIDA Travel Show Program	\$15,400
Southeast Tourism Society Marketing College	\$11,600
Telephone	\$300
Unrestricted Reserve Fund - Contribution	\$22,800
TOTAL EXPENDITURES - CASH	\$348,300
(1) Marketing Program for FY 2018-19 - In-Kind	\$12,800
TOTAL EXPENDITURES - CASH AND IN-KIND	\$361,100
<i>Reserve Funds</i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$117,000
TOTAL RESERVE FUNDS	\$117,000

(1) See Marketing Budget Detail

(2) See Memberships Detail

**Original Florida Tourism Task Force
Budget FY 2018-19 (10/1/18 to 9/30/19)**

Adopted 8/16/2018

Marketing Budget Detail	Total
Collateral Material:	
2018-19 Revise and Print Ultimate Bicycle Guide	\$3,000
Website:	
2017-18 Fishing, Paddling, Bike & Springs Microsites - Updates and New	\$7,000
2017-18 New Website Regional Video	\$5,000
2017-18 Website Blogs - 15 Blogs	\$1,275
2018-19 Website Hosting & Maintenance	\$6,000
2018-19 New County/Town Website Videos - (6 Videos)	\$12,000
2018-19 New Topic-Centered Landing Pages (3 Landing Pages)	\$10,000
2018-19 New Town Landing Pages (5 Town Pages)	\$2,500
2018-19 Website Blogs - 35 Blogs	\$3,825
2018-19 Ultimate Bicycle Guide Landing Page Maintenance & Updates	\$100
2018-19 Ultimate Springs Guide Landing Maintenance & Updates	\$100
2018-19 Paddling Landing Page Maintenance and Updates	\$100
2018-19 Fl. State Parks Page Maintenance & Updates	\$100
2018-19 Fishing Page Maintenance & Updates	\$100
2018-19 Places to Stay, Eat & Things to Do Maintenance & Updates	\$2,000
Trade Shows:	
Whistles and Other Promotional Items	\$5,000
Pop-up and/or Cloth Displays (in-kind)	\$5,000
VISIT FLORIDA Welcome Center Rack Space (in-kind)	\$800
State Parks Guides and State Road Maps (in-kind)	\$2,000
VISIT FLORIDA Dusseldorf & New York Times Travel Show Registrations (in-kind)	\$5,000
2017-18 Georgia RV & Camper Show	\$4,200
VISIT FLORIDA - Boot Dusseldorf	\$6,300
VISIT FLORIDA - Atlanta Camping & RV Show	\$3,800
VISIT FLORIDA - Nashville RV Super Show	\$5,100
VISIT FLORIDA - New York Times Travel Show	\$3,000
VISIT FLORIDA - London Times Destinations Show	\$15,200
VISIT FLORIDA - Houston RV Show	\$7,300
VISIT FLORIDA - Chicago RV & Camping Show	\$7,100
VISIT FLORIDA - Boston Travel & Adventure Show	\$7,700
VISIT FLORIDA - F r e e Messe Munich	\$12,600
VISIT FLORIDA - Toronto Outdoor Adventure Show	\$8,300
VISIT FLORIDA - Canoeecopia	\$6,300
VISIT FLORIDA - Philadelphia Travel & Adventure Show	\$7,300
VISIT FLORIDA - Ottawa Outdoor and Travel Adventure Show	\$7,900
VISIT FLORIDA - Washington DC Travel & Adventure Show	\$7,000
2018-19 Midwest Mountaineering Spring Expo	\$6,700
2018-19 Bike Expo New York	\$7,700
Advertising:	
2017-18 Brochure Distribution	\$3,000
2017-18 Digital Advertising Campaign	\$13,500
2017-18 Florida Vacation Planner Print Advertisement	\$8,300
2018-19 Brochure Distribution	\$9,000
2018-19 Digital Advertising Campaign	\$10,000
2018-19 Florida Transportation Map Print Advertisement	\$5,000
2018-19 UnDiscovered Florida Print Advertisement	\$8,200
Quarterly eNewsletters	\$4,300
Total Marketing Expenditure	\$255,700
Administration	
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2017-18	\$5,625
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2018-19	\$18,975
North Central Florida Regional Planning Council - Regional Marketing Program Fees FY 2018-19	\$12,500
Bank Charges	\$200
Legal Advertising	\$300
Legal Expenses	\$300
Other Administrative Expenses/Miscellaneous	\$2,000
Postage	\$300
Service Fee - VISIT FLORIDA Travel Show Program	\$15,400
Telephone	\$300
Membership Organizations - Annual Dues	
VISIT FLORIDA Annual Dues	\$400
Southeastern Tourism Society Annual Dues	\$300
Florida Outdoor Writers Association Annual Dues	\$200
Professional Enhancement	
Southeastern Tourism Society Marketing College	\$11,600
Governor's Tourism Conference	\$1,700
Internships	
Harvey Campbell Memorial Internship	\$6,250
Dean Fowler Internship	\$6,250
Retained Reserves	
Unrestricted Reserve Fund	\$22,800
Total Non-Marketing Expenditure	\$105,400
Total Expenditure	\$361,100

Original Florida Tourism Task Force
Budget FY 2018-19 (10/1/18 to 9/30/19)

Proposed Amendment 11/21/19

<i>Revenues</i>	Total
<i><u>Cooperative Regional Marketing Program Fees:</u></i>	
Alachua County	\$15,000
Bradford County	\$3,000
Columbia County	\$8,000
Dixie County	\$2,000
Gilchrist County	\$2,000
Hamilton County	\$1,000
Jefferson County	\$2,000
Lafayette County	\$1,000
Levy County	\$4,000
Madison County	\$3,000
Suwannee County	\$4,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$3,000
Subtotal	\$53,000
<i><u>Additional Revenue:</u></i>	
Department of Economic Opportunity Rural Development Grant, FY 2017-18	\$47,900
Department of Economic Opportunity Rural Development Grant, FY 2018-19	\$64,000
VISIT FLORIDA FY 2018-19 Rural Area of Opportunity Grant - Cash	\$113,700
Subtotal - Cash	\$225,600
TOTAL REVENUES - CASH	\$278,600
VISIT FLORIDA FY 2018-19 Rural Area of Opportunity Grant - In-Kind	\$7,800
TOTAL REVENUES - CASH AND IN-KIND	\$286,400
<i><u>Expenditures</u></i>	
Bank Charges	\$100
Governor's Conference on Tourism	\$0
Legal Advertising	\$0
Legal Expenses	\$100
(1) Marketing Program for FY 2018-19 (less in-kind)	\$185,600
(2) Memberships	\$600
Miscellaneous	\$600
North Central Florida Regional Planning Council - Admin/Internships	\$48,500
Postage Expenses	\$100
Service Fee - VISIT FLORIDA Travel Show Program	\$15,400
Southeast Tourism Society Marketing College	\$10,400
Telephone	\$0
Unrestricted Reserve Fund - Contribution	\$17,200
TOTAL EXPENDITURES - CASH	\$278,600
(1) Marketing Program for FY 2018-19 - In-Kind	\$7,800
TOTAL EXPENDITURES - CASH AND IN-KIND	\$286,400
 (1) See Marketing Budget Detail	
(2) See Memberships Detail	
<i><u>Reserve Funds</u></i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$111,000
TOTAL RESERVE FUNDS	\$111,000

**Original Florida Tourism Task Force
Budget FY 2018-19 (10/1/18 to 9/30/19)**

Proposed Amendment 11/21/19

Marketing Budget Detail	Total
Collateral Material:	
2018-19 Revise and Print Ultimate Bicycle Guide	\$0
2018-19 Design and Print Collateral Material	\$500
Website:	
2017-18 Fishing, Paddling, Bike & Springs Microsites - Updates and New	\$0
2017-18 New Website Regional Video	\$5,000
2017-18 Website Blogs - 15 Blogs	\$1,200
2018-19 Website Hosting & Maintenance	\$7,000
2018-19 New County/Town Website Videos - (6 Videos)	\$0
2018-19 New Topic-Centered Landing Pages (3 Landing Pages)	\$0
2018-19 New Town Landing Pages (5 Town Pages)	\$0
2018-19 Website Blogs - 60 Blogs	\$4,400
2018-19 Website Town Blogs - 3 Blogs	\$1,200
2018-19 Ultimate Bicycle Guide Landing Page Maintenance & Updates	\$0
2018-19 Ultimate Springs Guide Landing Maintenance & Updates	\$0
2018-19 Paddling Landing Page Maintenance and Updates	\$0
2018-19 Fl. State Parks Page Maintenance & Updates	\$0
2018-19 Fishing Page Maintenance & Updates	\$0
2018-19 Places to Stay, Eat & Things to Do Maintenance & Updates	\$2,000
Trade Shows:	
Whistles and Other Promotional Items	\$5,000
Pop-up and/or Cloth Displays (in-kind)	\$0
VISIT FLORIDA Welcome Center Rack Space (in-kind)	\$800
State Parks Guides and State Road Maps (in-kind)	\$0
State Transportation Maps (in-kind)	\$2,000
VISIT FLORIDA Dusseldorf & New York Times Travel Show Registrations (in-kind)	\$5,000
2017-18 Georgia RV & Camper Show	\$1,900
VISIT FLORIDA - Boot Dusseldorf	\$4,700
VISIT FLORIDA - Atlanta Camping & RV Show	\$4,000
VISIT FLORIDA - Nashville RV Super Show	\$5,100
VISIT FLORIDA - New York Times Travel Show	\$3,200
VISIT FLORIDA - London Times Destinations Show	\$13,400
VISIT FLORIDA - Houston RV Show	\$7,700
VISIT FLORIDA - Chicago RV & Camping Show	\$6,200
VISIT FLORIDA - Boston Travel & Adventure Show	\$6,800
VISIT FLORIDA - F.r.e.e Messe Munich	\$10,100
VISIT FLORIDA - Toronto Outdoor Adventure Show	\$8,200
VISIT FLORIDA - Canoeconia	\$5,100
VISIT FLORIDA - Philadelphia Travel & Adventure Show	\$7,400
VISIT FLORIDA - Ottawa Outdoor and Travel Adventure Show	\$2,300
VISIT FLORIDA - Ottawa Travel & Vacation Show	\$5,600
VISIT FLORIDA - Washington DC Travel & Adventure Show	\$7,200
2018-19 Midwest Mountaineering Spring Expo	\$4,100
2018-19 Bike Expo New York	\$6,600
Advertising:	
2017-18 Brochure Distribution	\$3,000
2017-18 Digital Advertising Campaign	\$13,200
2017-18 Florida Vacation Planner Print Advertisement	\$8,300
2018-19 Brochure Distribution	\$8,100
2018-19 Digital Advertising Campaign	\$0
2018-19 Florida Transportation Map Print Advertisement	\$5,000
2018-19 UnDiscovered Florida Print Advertisement	\$6,900
Quarterly eNewsletters	\$5,200
Total Marketing Expenditure	\$193,400
Administration	
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2017-18	\$5,625
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2018-19	\$18,975
North Central Florida Regional Planning Council - Regional Marketing Program Fees FY 2018-19	\$12,500
Bank Charges	\$100
Legal Advertising	\$0
Legal Expenses	\$100
Other Administrative Expenses/Miscellaneous	\$600
Postage	\$100
Service Fee - VISIT FLORIDA Travel Show Program	\$15,400
Telephone	\$0
Membership Organizations - Annual Dues	
VISIT FLORIDA Annual Dues	\$400
Southeastern Tourism Society Annual Dues	\$0
Florida Outdoor Writers Association Annual Dues	\$200
Professional Enhancement	
Southeastern Tourism Society Marketing College	\$10,400
Governor's Tourism Conference	\$0
Internships	
Harvey Campbell Memorial Internship	\$5,700
Dean Fowler Internship	\$5,700
Retained Reserves	
Unrestricted Reserve Fund	\$17,200
Total Non-Marketing Expenditure	\$93,000
Total Expenditure	\$286,400

ATTACHMENT 1 SCOPE OF WORK

1. PROJECT DESCRIPTION: Section 288.018(1), 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 (Tax Identification Number 59-3534835) (“Grantee”) is an entity created and authorized pursuant to the Florida Interlocal Cooperation Act of 1969, section 163.01, Florida Statutes. Grantee promotes the natural historic and cultural attractions of the following counties: Alachua, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, Suwannee, Taylor, Union and Wakulla. (the “Region”). The Grantee’s goal is to enhance the economy, image, and quality of life through expanded tourism in the Region. Grantee has been awarded grant funds under the Program to provide marketing and promotional services, market research and professional enhancement training for the Region.

2. GRANTEE RESPONSIBILITIES: Throughout the term of this Agreement, Grantee shall perform the following deliverables identified in this paragraph 2 and in paragraph 3 below.

2.1 Website Maintenance and Operation:

Continue to maintain, host and operate its website, www.vnnf.org, in order to better inform potential visitors of attractions and events within the region. Website maintenance may include, but is not limited to, adding additional topic-centered landing pages in order to better inform potential tourists of communities, activities, attractions and facilities within the Region and verifying and updating existing content.

2.2 Electronic Newsletters:

Create and distribute electronic newsletters to potential visitors regarding tourist-oriented attractions, facilities and events within the Region. Grantee may request reimbursement for a maximum of four (4) distributions.

2.3 Website Blogs:

Post blogs on its website, www.vnnf.org, in to inform visitors of tourist-oriented attractions and facilities within the Region.

2.4 Update and print hard copy marketing materials:

Update and print various Task Force produced marketing materials, booklets and brochures, including but not limited to, the Visit Natural North Florida Biking Guide, the Visit Natural Florida Springs Guide and the Natural North Florida State-Designated Paddling Trails Guide. These publications will be distributed primarily at travel shows which the Task Force participates in.

2.5 Exhibit at Domestic Travel Shows:

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

2.6 Advertising:

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

2.7 Literature Distribution:

Distribute literature at VISIT FLORIDA welcome centers state-wide, and business locations along major highways. Grantee may request reimbursement for this task a maximum of four (4) times during the agreement period.

2.8 Professional Enhancement Scholarships:

Provide professional enhancement scholarships to Grantee staff, board members and representatives of member organizations to attend training opportunities.

2.9 Memberships in Professional Organizations:

Maintain memberships in or join professional organizations.

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
Maintain, host, operate and enhance website in accordance with Scope of Work 2.1	<p>Grantee must provide ongoing website maintenance, hosting, operation and enhancements.</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Copy of agreement with vendor • Links to additional topic centered landing pages • Invoice from provider detailing work completed including additional topic centered landing pages • Proof of payment 	Failure to maintain, host, operate and enhance website as specified in Scope of Work 2.1 will result in non-payment.
Deliverable No. 2 – Electronic Newsletters		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Distribute Electronic Newsletters in accordance with Scope of Work 2.2	<p>Grantee must prepare and distribute at least one (1) electronic newsletter. 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"> • Include DEO Agreement Manager on electronic newsletter distribution list 	Failure to prepare and distribute one (1) electronic newsletter as specified in Scope of Work 2.2 will result in non-payment.

	<ul style="list-style-type: none"> • Documentation of staff time associated with this deliverable. 	
Deliverable No. 3 – Website Blogs		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Post blogs on Grantee's website in accordance with Scope of Work 2.3	Post one (1) blog on Grantee's website. Required Documentation: <ul style="list-style-type: none"> • Copy of agreement with blogger • Link to each blog • Photographer release form if necessary • Model release for if necessary • Invoice from blogger • Proof of payment 	Failure to post one (1) blog on Grantee's website as specified in Scope of Work 2.3 will result in non-payment.
Deliverable No. 4 – Update and print Marketing Materials		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Update and print hard copy marketing materials in accordance with Scope of Work 2.4	Grantee must update a minimum of one (1) hard copy marketing material and print a minimum of 1,000 copies. Required Documentation <ul style="list-style-type: none"> • Copy of agreement with vendor • Copy of previous material • Copy of updated marketing material • Proof of payment • Documentation of staff time associated with this deliverable if applicable. 	DEO will withhold payment for failure to update and print hard copy marketing materials.
Deliverable No. 5 Exhibit at domestic travel shows		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Exhibit at domestic travel shows in accordance with Scope of Work 2.5	Grantee must exhibit at a minimum of one (1) domestic travel show. Required Documentation: <ul style="list-style-type: none"> • Schedule for each show exhibited at • Copies of competed registrations for each travel show attended • Copies of rental agreements if applicable • Competed travel documentation for a maximum of two (2) travelers 	Failure to exhibit at a minimum of one (1) domestic travel show will result in non-payment.
Deliverable No. 6 – Advertising		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Conduct advertising campaign in accordance with Scope of Work 2.6	Grantee must place a minimum of one (1) digital or print media advertisement. Required Documentation: <ul style="list-style-type: none"> • Copy of print or digital advertisement • Invoice from provider 	Failure to place one (1) digital or print media advertisement as specified in Scope of Work 2.8 will result in non-payment
Deliverable No. 7 – Literature Distribution		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Distribute literature in accordance with Scope of Work 2.7	Grantee must distribute a minimum of ten thousand (10,000) pieces of literature. Grantee	Failure to distribute a minimum of ten thousand (10,000) pieces of literature as specified in

	may request reimbursement a maximum of four (4) times during the agreement period. Required Documentation: <ul style="list-style-type: none"> • 1 sample of each brochure distributed • Copy of distribution list and number distributed • Invoice from provider • Proof of payment 	Scope of Work 2.9 will result in non-payment.
Deliverable No. 8 – Professional enhancement scholarships		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Professional enhancement scholarships in accordance with Scope of Work 2.8	Grantee must provide one (1) professional enhancement scholarship. Required documentation: <ul style="list-style-type: none"> • Completed event registration forms • Invoice for registration fee • Agenda for each event • Summary of how attendance at the event built professional capacity • Completed travel documentation 	Failure to provide a minimum of one (1) professional enhancement scholarship as specified in Scope of Work 2.10 will result in non-payment.
Deliverable No. 9 – Maintain memberships in professional organizations		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Maintain memberships in or join professional organizations in accordance with Scope of Work 2.9	Grantee must maintain membership in one (1) professional organization. Required Documentation: <ul style="list-style-type: none"> • Copy of registration for each professional organization membership joined or maintained 	Failure to maintain membership in one (1) professional organization as specified in Scope of Work 2.11 will result in non-payment.
Total Costs Not to Exceed \$150,000.00		

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, 2019, July 31, 2019, October 31, 2019 and February 1, 2020. The quarterly report shall include a summary of project progress, indicating percentage of completion of each Deliverable, the Minority and Service-Disabled Veteran Business Enterprise Report, 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

Florida Department of Economic Opportunity
Fiscal Year 2018-19 Regional Rural Development Grant
(January 17, 2019 - January 16, 2020)
Deliverables and Cost Estimates
July 16, 2019

Cost Estimates	Deliverable
7/16/2019	
\$6,000.00	Website Hosting & Maintenance
\$10,000.00	Add Three Topic-Centered Landing Pages (1 Things to Do, 1 Places to Stay, 1 Places to Eat)
\$2,500.00	Add Six Town Landing Pages - Nancy Moreland
\$8,000.00	VISIT FLORIDA Retargeting Campaign
\$2,000.00	Places to Stay, Places to Eat, and Things to Do Database Development
\$100.00	Ultimate Bicycle Guide & Landing Page Maintenance and Updates
\$100.00	Ultimate Springs Guide & Landing Page Maintenance and Updates
\$100.00	Paddling Landing Page Maintenance & Updates
\$100.00	Ultimate Fishing Page Maintenance & Updates
\$100.00	Florida State Parks Landing Page Maintenance & Updates
\$5,100.00	Website Blogs (60 blogs per at \$85 per blog)
\$1,300.00	Design and Print Collateral Material
\$3,000.00	Revise and Print Ultimate Bicycle Guide
\$13,000.00	Domestic Travel Shows (2_shows -Bike Expo NY, Midwest Mountaineering Spring)
\$21,500.00	Print Advertising (UnDiscovered Florida, Florida Travel Planner, & Florida Transportation Map)
\$21,500.00	Digital Advertising Campaign - Facebook, Google Adword search, Retargeting
\$14,250.00	Scholarships (8 Scholarships @ \$1,781.25)
\$12,000.00	Brochure Distribution
\$1,200.00	Professional Organization Memberships
\$5,650.00	Quarterly eNewsletters
\$22,500.00	Administration
\$150,000.00	Total

Visit Natural
NORTH FLORIDA

**EXPLORE
UNCHARTED
TERRITORY**



**PLAN YOUR
TRIP NOW!**

IN PARTNERSHIP WITH
VISITFLORIDA

Visit Natural
NORTH FLORIDA

**EXPLORE
UNCHARTED
TERRITORY**



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TRIP NOW!**

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November 21, 2019

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 2018-19
Regional Rural Development Grant
3rd Quarter Deliverables Report

Dear Mr. Gitzen:

At its August 15, 2019 meeting, The Original Florida Tourism Task Force reviewed and approved the second quarter report and reimbursement request for its Fiscal Year 2018-19 Regional Rural Development Grant.

Please find enclosed the third quarter Deliverables Report and an invoice in the amount of \$17,667.82 for the period August 1, 2019 through October 31, 2019 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,

Dawn Taylor
Chair

Enclosures

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

The Original Florida Tourism Task Force

Fiscal Year 2018-19 Regional Rural Development Grant

Second Payment Request

Listing of Invoices, Payments and Associated Checks

October 31, 2019

Name	Invoice Date	Invoice Number	Invoice Amount	Check Date	Check Number	Check Amount	Amount Charged to Grant
NATC	7/22/2019	n/a	\$495.00	7/22/2019	1463	\$495.00	\$495.00
NATC	8/5/2019	n/a	\$81.62	8/5/2019	1465	\$81.62	\$81.62
CTM Media Group, Inc.	8/1/2019	015-183151	\$1,299.00	8/19/2019	1468	\$1,299.00	\$1,299.00
Florida Suncoast Tourism Promotions, Inc.	8/1/2019	8T029132	\$1,500.00	8/19/2019	1469	\$1,500.00	\$1,500.00
Two Tree, Inc.	9/3/2019	2019150	\$425.00	9/16/2019	1471	\$425.00	\$425.00
Roland Loog	9/20/2019	n/a	\$1,302.20	9/26/2019	1472	\$1,302.20	\$1,228.20
Two Tree, Inc.	9/30/2019	2019152	\$425.00	10/10/2019	1475	\$425.00	\$425.00
Madden Media	8/31/2019	201904156	\$4,000.00	10/24/2019	1477	\$4,000.00	\$4,000.00
ConveyMore Communications, Inc.	10/30/2019	781	\$1,249.00	11/7/2019	1479	\$1,249.00	\$1,249.00
Two Tree, Inc.	10/31/2018	2019156	\$340.00	11/7/2019	1484	\$340.00	\$340.00
North Central Florida Regional Planning Council - eNewsletter	10/31/2019	n/a	\$1,000.00	n/a	n/a	\$1,000.00	\$1,000.00
North Central Florida Regional Planning Council - Administration	10/31/2019	n/a	\$5,625.00	n/a	n/a	\$5,625.00	\$5,625.00
Total			\$17,165.20			\$17,165.20	\$17,091.20

n/a = not applicable

The Original Florida Tourism Task Force
FEID # 59-3534835

INVOICE

Agreement #: D0129

Invoice No. 3
Date: October 31, 2019

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: August 1, 2019, 2019 to October 31, 2019		
Deliverable 2 Electronic Newsletter Created and Distributed One Electronic Newsletter (Staff Time)		
Deliverable 3 Website Blogs Posted 17 Blogs on Task Force Website (Contractual Services)		
Deliverable 5 Domestic Travel Shows Exhibited at one Domestic Travel Show (Registrations, Travel)		
Deliverable 6 Advertising Initiated digital remarketing advertising campaign (Contractual Services)		
Deliverable 7 Distribute Literature Distributed a minimum of 10,000 Brochures (Contractual Services)		
Expenditures		
Staff time		\$ 6,625.00
Contractual Services		9,238.00
Memberships		0.00
Travel		1,228.20
Registrations		495.00
Shipping		81.62
Scholarships		0.00
TOTAL		\$ 17,667.82

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.

Dawn Taylor
Chair

11/21/19

Date

Florida Department of Economic Opportunity
Fiscal Year 2018-19
Regional Rural Development Grant
Third Quarter Report
August 1, 2019 through October 31, 2019

Submitted November 21, 2019 by

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

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Literature Distribution	G-1
Administration Time Sheets and Pay Stubs	H-1

**NARRATIVE
REGIONAL RURAL DEVELOPMENT GRANT
FISCAL YEAR 2018-19
THIRD QUARTER REPORT
August 1, 2019 through October 31, 2019**

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

Please find attached the Compliance Certification form 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 third quarter for website maintenance and hosting.

TOPIC-CENTERED MICROSITES

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

MARKETING AND PROMOTION

ELECTRONIC NEWSLETTERS

The Task Force created and distributed one electronic newsletter during the third quarter to over 6,000 email addresses. The Task Force spent \$1,000 on this item during the third 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 spent \$1,190 during the third quarter with Two Tree, Inc. for 14 blogs. Copies of the invoices and list of blog entries are included in Part D.

The Task Force spent \$1,249 during the third quarter with ConveyMore Communications, Inc. for three blogs. A copy of the invoice and list of blog entries are included in Part D.

UPDATE AND PRINT MARKETING MATERIALS

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

DOMESTIC TRAVEL SHOWS

The Task Force spent \$1,804.82 during the third quarter to register, to rent furniture and to reimburse travel expenses to attend the Georgia RV and Camping Show. Copies of the travel reimbursement form and cancelled checks are included in Part E.

ADVERTISING CAMPAIGN

The Task Force entered into an agreement with Madden Media for a digital remarketing advertising campaign during the third quarter. The Task Force expended \$4,000 for the advertising during the third quarter. A copy of the contract, invoice and cancelled check are also included in Part F.

BROCHURE DISTRIBUTION

The Task Force spent \$1,500 during the third quarter with Florida Suncoast Tourism Promotions, Inc., for the distribution of 12,500 brochures.

Copies of the Florida Suncoast Tourism Promotions, Inc. invoice and cancelled check are included in Part G. A copy of the brochure which was distributed is included in Part G as well.

The Task Force spent \$1,299 during the third quarter with CTM Media Group for the distribution of 4,000 brochures.

Copies of the CTM Media Group invoice and cancelled check are included in Part G. A copy of the brochure which was distributed is included in Part G as well.

EMAIL DISTRIBUTION SERVICES

The Task Force did not spend any funds during the third quarter on email distribution services.

PROFESSIONAL ENHANCEMENT

PROFESSIONAL ENHANCEMENT SCHOLARSHIPS

The Task Force did not spend any funds during the third quarter on professional enhancement.

PROFESSIONAL ASSOCIATIONS ANNUAL MEMBERSHIPS

The Task Force did not spend any funds during the third quarter on professional association annual memberships.

ADMINISTRATION

The North Central Florida Regional Planning Council provided \$5,625 during the third quarter in staff services to the Task Force in the administration of its Regional Rural Development grant. Copies of North Central Florida Regional Planning Council employee time sheets, pay stubs and Certificate of Indirect Costs are included in Part H.

PROOF OF FINANCIAL MATCH

Proof of Financial Match was provided as part of the First Quarter Report.

COMPLIANCE CERTIFICATION FORM

Grantee: The Original Florida Tourism Task Force		
Street Address: 2009 NW 67th Place		
City: Gainesville	ST: FL	Zip: 32653-1603
Phone: 352.955.2200	Email: taylorchamber@fairpoint.net	

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 #3 (attached)	August 1 to October 31, 2019
1 Electronic Newsletter	\$1,000.00
1 Website Blog	\$2,439.00
1 Travel Show Exhibit	\$1,804.82
1 Digital Advertising Campaign	\$4,000.00
Brochure Distribution of a Minimum of 10,000 Brochures	\$2,799.00
Administration	
	\$5,625.00
INVOICE AMOUNT	\$17,667.82

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: Dawn Taylor Title: Chair

Signature: _____ Date: 11/21/19

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 #:** 3 **Date:** 11/21/19

Contract Amount: \$150,000

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)
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
TOTALS				\$ -	\$ -	\$ -	\$ -	
							\$ -	

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)
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
TOTALS				\$ -	\$ -	\$ -	\$ -	
							\$ -	

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

Florida Department of Economic Opportunity
Fiscal Year 2019-20 Regional Rural Development Grant
(January 17, 2020 - January 16, 2021)
Proposed Deliverables and Cost Estimates
October 17, 2019

Cost Estimates	Deliverable
10/17/2019	
\$12,100.00	Website Hosting & Maintenance
\$8,000.00	VISIT FLORIDA Retargeting Campaign
\$5,100.00	Website Blogs (60 blogs per at \$85 per blog - Two Tree, Inc.)
\$2,500.00	Town Blogs (Nancy Moreland)
\$1,300.00	Design and Print Collateral Material
\$40,000.00	Domestic Travel Shows (5 shows)
\$18,500.00	Print Advertising (Florida Transportation Map, Florida Travel Planner)
\$15,400.00	Digital Advertising Campaign (Facebook, Google Adword search)
\$12,000.00	Scholarships (7 Scholarships)
\$5,100.00	VisaVues
\$1,000.00	Professional Organization Memberships
\$6,500.00	Quarterly eNewsletters
\$22,500.00	Administration
\$150,000.00	Total

2020

Florida Department of
Economic Opportunity
Travel Shows



Shows	Show Dates
Houston RV Show	Feb 12-16, 2020
Atlanta Travel & Adventure Show	Feb 29-Mar 1, 2020
Philadelphia Travel and Adventure Show	Mar 14-15, 2020
Bike Expo New York	May 1-2, 2020
Georgia RV and Camping Show	Sept 16-19, 2020

**“EXHIBIT A”
SCOPE OF WORK**

1. Contractor shall support the North Central Rural Area of Opportunity (RAO) to create a marketing and education program focused on introducing consumer/professional to the region and informing them about the wide variety of products the region has to offer.
Contractor shall:
 - a. Represent the North Central Florida ROA region in partnership with the Northwest RAO, to promote VISIT FLORIDA with collateral materials, display and booth designations at the following consumer trade shows:
 - i. Atlanta Camping & RV Show (Jan 24-26, 2020)
 - ii. NY Times Travel Show (Jan 24-26, 2020)
 - iii. Chicago RV and Camping Show (Feb 13-16, 2020)
 - iv. Toronto Outdoor Adventure Show (Feb 21-23, 2020)
 - v. Washington DC Travel Show (Mar 7-8, 2020)
 - b. Provide travel show representative to attend and participate in each event. Participation may include, but not limited to: set up booth, staffing booth, engage in conversations, gather information for reporting
 - c. Provide promotional activities associated with trade show
 - d. Provide to VISIT FLORIDA brief reporting upon completion of each event. Reporting shall include:
 - i. Number in attendance
 - ii. Number of emails obtained with addresses
 - iii. Number of brochures distributed (i.e. FL Park Maps, Unexplored Florida, etc.)
 - iv. Brief written evaluation of each show to include the following:
 1. Should you return next year?
 2. What promotional value did it bring? (press trips, tour operator partnerships gained, etc.)
2. VISIT FLORIDA shall provide the following:
 - a. Upon receipt of proper documentation, **trade show travel and shipping expenses** listed in the attached, Exhibit A not to exceed \$32,000 will be reimbursed; Contractor will be responsible for any additional costs. Any deviation from these budgeted amounts must be presented in writing and approved by the appropriate VISIT FLORIDA manager.
 - b. Upon receipt of proper documentation, expenses listed in the attached, Exhibit A not to exceed \$13,000 for the **Adventure Elevate Education/Tour Operator Networking Conference** will be reimbursed; Contractor will be responsible for any additional costs. Any deviation from these budgeted amounts must be presented in writing and approved by the appropriate VISIT FLORIDA manager.
 - c. **Rack space at Welcome Center**
 - i. 12 panel folded 4X9 rack size brochure (\$811.30 annual value)
 - d. **Booth space at Adventure Elevate Conference** (\$3,000 value)
 - e. **Consumer Facebook advertising campaign** targeting VISIT FLORIDA's Adventure Seekers audience (\$33,500 value)
 - f. **Consumer PR/Influencer trips** (\$17,000 value)
 - g. **Four Day Adventure Travel Training** for up to 42 people (\$24,000 value)
 - h. **New “Unexplored Florida” Tradeshow Display** (\$3,000 value)

TOTAL VALUE: \$126,311.30

3. Compensation and Payment. For services provided under this Scope of Work, VISIT FLORIDA shall pay Contractor in accordance with Section 2 as outlined in Agreement. The total compensation/reimbursement shall not to exceed \$45,000 as follows:

- a. VISIT FLORIDA shall reimburse Contractor for actual costs associated with each Trade Show, as outlined in Exhibit A-1, the total is not to exceed \$103,462. Actual costs include travel to and from event and shipping costs for each event. Contractor shall forward an invoice, third party invoices, travel expenses and proof of payment to Amber O'Connell at aoconnell@visitflorida.org within 30 days of completion of event.
- b. **Advance Payment:** Upon execution of the contract, Contractor shall submit an invoice for a deposit to cover most registration and transportation costs, in the amount of \$20,000. All registration and transportation fees will require invoices/receipts and proof of payment by the Contractor, as proof of deliverables. If receipts are not provided, those fees will be returned to VISIT FLORIDA upon completion of the trade show.

The advance provided by VISIT FLORIDA shall be applied against the invoices submitted for reimbursement and any excess deposit shall be returned to VISIT FLORIDA after the completion of all trade shows.

Budget. The budget for planned events and activities is attached hereto as Exhibit A-1. Any deviation from these budgeted amounts must be presented in writing and approved by the appropriate VISIT FLORIDA manager.

Natural North Florida 2020 BUDGET		Trade	2 Attendees Atlanta Camping and RV Show 24-26 2020)	1 Attendee NY Times Travel Show (Jan 24-26 2020)	2 Attendees Chicago Camping and RV Show (Feb 13-16 2020)	2 Attendees Toronto Outdoor Adventure Show (Feb 21-23 2020)	2 Attendees Washington DC Travel Show (March 7-8 2020)	
Shows								TOTALS
Registration Fee			\$1,350	\$2,500	\$2,700	\$3,600	\$3,600	\$13,750
Transportation			\$720.00	1,023.00	780	1274	1000	4797
Lodging			\$1,300.00	\$1,332.00	1,294.00	1830	1800	7556
Per diem/Meals			\$324	\$216	642	1284	642	3108
Shipping			\$0.00	\$968.00	118	278	500	1864
Furniture			\$0		\$675	\$250	0	
			\$3,694.00	6,039.00	\$6,209	\$8,516	\$7,542	\$32,000.00
Other Contract Values								
Adventure Elevate Education Conference (May 5-7, 2020)			\$13,000					
Booth Space at Adventure Elevate (In-Kind)			\$3,000					
Rack Space at Welcome Centers (In-Kind)			\$811.00					
Unexplored Florida Tradeshow Display (In-Kind)			\$3,000					
(2) Two Day Adventure Travel Trainings (In-Kind)			\$24,000					
Consumer Social Ad Campaign (In-Kind)			\$33,500					
Consumer PR/Influencer Trip(s) (In-Kind)			\$17,000					
TOTAL CONTRACT VALUE			\$126,311					
Expenses to be reimbursed less \$81,311 in-kind contribution			\$45,000					

AdventureEDU FLORIDA

SCHEDULE

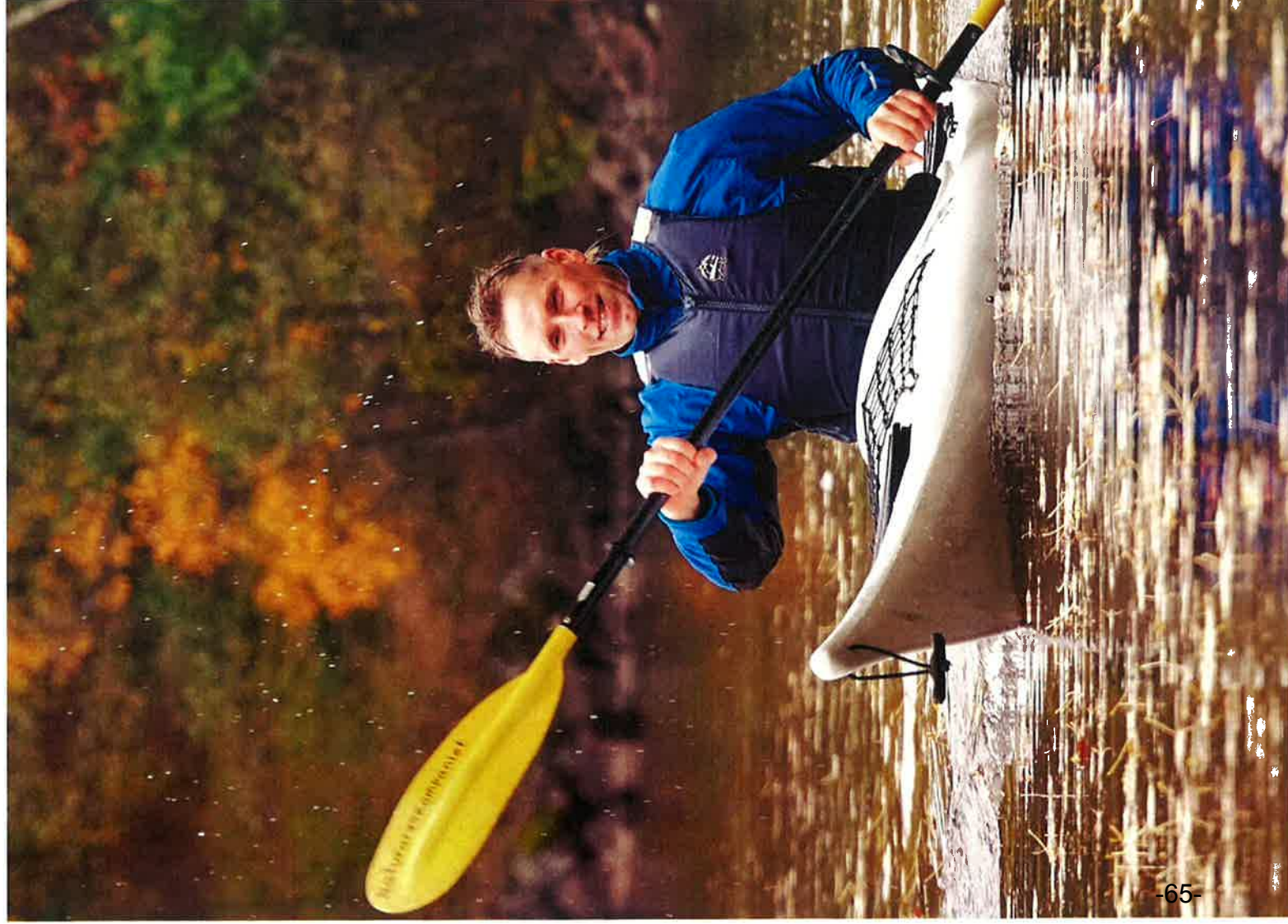
December 2019

The purpose of this two-day AdventureEDU program is to strengthen the capacity of tourism operators in Florida to compete successfully in the dynamic global adventure travel market. Focus will be placed on enhancing the participants' understanding of global market dynamics and meeting the needs and wants of today's adventure traveler.

The first day will introduce current trends that are already shaping the global travel marketplace, and will highlight specific opportunities for building a competitive positioning of Florida as an attractive adventure travel destination. Participants will be familiarized with the profile and behavior of today's adventure traveler so that they are prepared to meet their needs and wants. A dynamic community building exercise will engage the group in collaborative visioning and activation of important intra-industry partnerships.

The second day will be devoted to the principles of designing outstanding adventure travel itineraries that surpass the expectations of contemporary adventure travelers. Participants will be engaged in an interactive itinerary design lab that will generate realistic programs that can enhance Florida's adventure portfolio. Emphasis will be placed on hands-on learning and developing specific skills that participants can immediately apply to pursue success in the fast-growing adventure travel sector.

The program is delivered by practicing industry leaders who breathe and live in the current adventure travel marketplace.



AdventureEDU: Enhancing the adventure travel portfolio and activating industry linkages PROGRAM SCHEDULE | DECEMBER 2019



<p>DAY 1</p> <p>WHAT YOU WILL LEARN ON DAY 1:</p> <ul style="list-style-type: none"> • Dominant global travel trends • Today's adventure travel marketplace • Meeting the adventure traveler • Community building for mutual success 	<p>11:00am – 11:15am COFFEE BREAK</p> <p>11:15am – 12:30pm</p> <p>TODAY'S ADVENTURE TRAVELER</p> <ul style="list-style-type: none"> • Key attributes of successful adventure itineraries • Key considerations in product development • Developing desired adventure travel products 	<p>3:15pm – 4:45pm</p> <p>COMMUNITY BUILDER (Part 2)</p> <ul style="list-style-type: none"> • Creating business-to-business networks between all stakeholders, tour operators, travel agents, accommodations, service partners and media partners within Florida
<p>9:00am – 9:30am</p> <p>REGISTRATION</p>	<p>12:30pm – 01:30pm LUNCH BREAK</p>	
<p>9:30am – 9:45am</p> <p>WELCOME</p> <p>9:45am – 11:00am</p> <p>ADVENTURE TRENDS & CONCEPTS</p> <ul style="list-style-type: none"> • Brief history of the Adventure Travel Trade Association and its global role • Dominant travel trends • Global dynamics in the tourism industry 	<p>01:30pm – 3:00pm</p> <p>COMMUNITY BUILDER (Part 1)</p> <ul style="list-style-type: none"> • The importance of co-operation within the destination network • Shaping a collaborative vision • Facilitating stakeholder alignments and common interest beyond competition and joint commitments 	<p>5:00pm – 5:15pm</p> <p>DAILY SUMMARY & EXPECTATIONS FOR DAY 2</p>
<p>3:00pm – 3:15pm COFFEE BREAK</p>		

AdventureEDU: Enhancing the adventure travel portfolio and activating industry linkages
PROGRAM SCHEDULE | DECEMBER 2019



DAY 2

WHAT YOU WILL LEARN ON DAY 2:

- Principles of adventure travel itineraries
- Designing impactful itineraries
- Itinerary design lab

10:45am – 11:00am COFFEE BREAK

11:00am – 12:30pm

ADVENTURE TRAVEL ITINERARIES (Part 2)

- Key ingredients of successful adventure itineraries
- Smart tactics for designing and adapting competitive itineraries
- Presenting itineraries

12:30pm – 01:30pm LUNCH

9:00am – 9:15am

WELCOME BACK

9:15am – 10:45am

ADVENTURE TRAVEL ITINERARIES (Part 1)

- Key attributes of successful adventure experiences
- Key considerations in product development
- Developing desired adventure travel products

01:30pm – 03:00pm

ITINERARY DESIGN LAB

- Applying what we learned: small group work on product development and itinerary design that reveals the adventure travel potential of Florida

03:00pm – 03:15pm COFFEE BREAK

03:15pm – 04:45pm

ITINERARY DESIGN LAB - PRESENTATIONS

- Small group presentations: sharing ideas on new and improved Florida experiences that will stand out on the international marketplace

4:45pm – 5:15pm

CONCLUDING THOUGHTS AND CERTIFICATE CEREMONY

2020
VISIT FLORIDA
Travel Shows



Shows	Show Dates
Atlanta Camping & RV Show	Jan 24-26, 2020
New York Times Travel Show	Jan 24-26, 2020
Chicago RV and Camping Show	Feb 13-16, 2020
Toronto Outdoor Adventure Show	Feb 21-23, 2020
Washington DC Travel & Adventure Show	Mar 7-8, 2020

2020
Visit Natural North Florida
Meeting Dates and Counties



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

January 16:	Alachua
February 20:	
March 19:	
April 16:	
May 21:	
June 18:	
July 16:	
August 20:	Levy
September 17:	VISIT FLORIDA
October 15:	
November 19:	
December 17:	Alachua County (Council Office)

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

By Senator Montford

3-00491A-20

2020426

1 A bill to be entitled
2 An act relating to the Regional Rural Development
3 Grants Program; amending s. 288.018, F.S.; defining
4 the term "regional economic development organization";
5 specifying that the concept of building the
6 professional capacity of a regional economic
7 development organization includes the hiring of
8 professional staff to perform specified services;
9 providing that matching grants may be used to provide
10 technical assistance to local governments and economic
11 development organizations and to existing and
12 prospective businesses; specifying that a regional
13 economic development organization that provides
14 taxpayer-funded incentives is not eligible to
15 participate in the matching grant program; increasing
16 the maximum amount of annual grant funding that
17 specified economic development organizations may
18 receive; revising the required amount of nonstate
19 matching funds; requiring that certain information be
20 included in a contract or agreement involving the
21 expenditure of grant funds; requiring that contracts
22 or agreements involving the expenditure of grant
23 funds, and a plain-language version of certain
24 contracts or agreements, be placed on the contracting
25 regional economic development organization's website
26 for a specified period before execution; deleting an
27 obsolete provision; increasing the amount of funds the
28 Department of Economic Opportunity may expend each
29 fiscal year for certain purposes; providing an

3-00491A-20

2020426__

effective date.

Be It Enacted by the Legislature of the State of Florida:

Section 1. Subsections (1), (3), and (4) of section 288.018, Florida Statutes, are amended to read:

288.018 Regional Rural Development Grants Program.—

(1)(a) For the purposes of this section, a "regional economic development organization" means an economic development organization located in or contracted to serve a rural area of opportunity, as defined in s. 288.0656.

(b) The department shall establish a matching grant program to provide funding to regional ~~regionally based~~ economic development organizations representing rural counties and communities to build ~~for the purpose of building~~ the professional capacity of ~~those~~ their organizations. Efforts to build the professional capacity of regional economic development organizations include the hiring of professional staff to develop, facilitate the delivery of, and directly provide needed economic development professional services, including technical assistance, education and leadership development, marketing, and project recruitment. Such Matching grants may also be used by a regional ~~an~~ economic development organization to provide technical assistance to local governments, local economic development organizations, and existing and prospective businesses within the rural counties and communities that it serves. A regional economic development organization that provides taxpayer-funded incentives to existing or prospective businesses is not eligible to participate in the matching grant

3-00491A-20

2020426

59 program.

60 (c) A regional economic development organization may apply
61 annually to the department for a matching grant. The department
62 is authorized to approve an application for a grant of: ~~on an~~
63 ~~annual basis, grants~~

64 1. Up to \$150,000 to an organization located to such
65 ~~regionally based economic development organizations. The maximum~~
66 ~~amount an organization may receive in any year will be \$50,000,~~
67 ~~or \$150,000 in or contracted to serve a rural area of~~
68 opportunity designated pursuant to s. 288.0656(7).

69 2. Up to \$250,000 to any of the three regional economic
70 development organizations that serve an entire region of a rural
71 area of opportunity designated pursuant to s. 288.0656(7) and
72 that are recognized by the department as serving such a region.

73 (d) Grant funds received by a regional economic development
74 organization recommended by the Rural Economic Development
75 ~~Initiative and designated by the Governor, and must be matched~~
76 ~~each year by an equivalent amount of nonstate resources in an~~
77 amount equal to 25 percent of the state contribution.

78 (3)(a) A contract or agreement that involves the
79 expenditure of grant funds provided under this section,
80 including a contract or agreement entered into between another
81 entity and a regional economic development organization, a unit
82 of local government, or an economic development organization
83 substantially underwritten by a unit of local government, must
84 include:

85 1. The purpose of the contract or agreement.

86 2. Specific performance standards and responsibilities for
87 each entity.

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3. A detailed project or contract budget, if applicable.

4. The value of any services provided.

5. The projected travel expenses for employees and board members, if applicable.

(b) At least 14 days before execution, the contracting regional economic development organization shall post on its website:

1. Any contract or agreement that involves the expenditure of grant funds provided under this section.

2. A plain-language version of a contract or agreement with a private entity, a municipality, or a vendor of services, supplies, or programs, including marketing, or for the purchase or lease or use of lands, facilities, or properties which involves the expenditure of grant funds provided under this section and which is estimated to exceed \$35,000 ~~The department may also contract for the development of an enterprise zone web portal or websites for each enterprise zone which will be used to market the program for job creation in disadvantaged urban and rural enterprise zones. Each enterprise zone web page should include downloadable links to state forms and information, as well as local message boards that help businesses and residents receive information concerning zone boundaries, job openings, zone programs, and neighborhood improvement activities.~~

(4) The department may expend up to \$1 million ~~\$750,000~~ each fiscal year from funds appropriated to the Rural Community Development Revolving Loan Fund for the purposes outlined in this section. The department may contract with Enterprise Florida, Inc., for the administration of the purposes specified in this section. Funds released to Enterprise Florida, Inc., for

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117 this purpose shall be released quarterly and shall be calculated
118 based on the applications in process.

119 Section 2. This act shall take effect July 1, 2020.

The Original Florida Tourism Task Force MEMBERS as of 10/17/2019

ALACHUA COUNTY

(\$15,000 - 3 votes)

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BRADFORD COUNTY

(\$3,000 - 2 votes)

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GILCHRIST COUNTY

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HAMILTON COUNTY

(\$1,000 - 2 votes)

Vacant

Vacant

JEFFERSON COUNTY

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LAFAYETTE COUNTY

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LEVY COUNTY

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MADISON COUNTY

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SUWANNEE COUNTY

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TAYLOR COUNTY

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UNION COUNTY

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WAKULLA COUNTY

(\$3,000 - 2 votes)

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

as of 3/21/2019

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2019
Visit Natural North Florida
Meeting Dates and Counties



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

January 17:	<u>Alachua</u>
February 21:	<u>Levy</u>
March 21:	<u>Taylor</u>
April 18:	<u>Jefferson</u>
May 16:	<u>Cancelled</u>
June 20:	<u>Wakulla</u>
July 18:	<u>Bradford</u>
August 15:	<u>Lafayette</u>
September 19:	<u>VISIT FLORIDA</u>
October 17:	<u>Gilchrist</u>
November 21:	<u>Columbia</u>
December 19:	<u>Alachua County (Council Office)</u>

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

