



MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **April 18, 2019**. The meeting will be held at **Florida Georgia Citrus, 5314 Boston Highway, Monticello, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)

The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Visit Natural
NORTH FLORIDA

Florida Georgia Citrus
5314 Boston, Highway, Monticello, FL
Jefferson County

April 18, 2019
Thursday, 10:00 a.m.

	PAGE NO.
I. Call to Order, Introductions	
II. Approval of Agenda	3
III. Approval of March 21, 2019 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee Report	11
a. Monthly Financial Report Review and Approval - February 28, 2019	
B. Fiscal Year 2018-19 Regional Rural Development Grant	43
1. Website	
a. Attractions Maintenance and Updating	
b. New Places to Go Town Pages	
2. e-newsletter	
3. Website Blogs	
4. Ultimate Bicycle Guide Reprint	
5. Domestic Travel Shows	
a. Bike Expo New York	
b. Midwest Mountaineering Spring Expo	
6. Advertising Campaign	
a. Digital Marketing	
b. Print Advertising (UnDiscovered Florida, Florida Travel Planner, Florida Transportation Map)	
c. VISIT FLORIDA Retargeting Campaign	
7. Brochure Distribution	
8. Scholarships	
a. Southeast Tourism Society Marketing College	
b. Florida Governor's Tourism Conference	
9. Professional Organization Memberships	
C. VISIT FLORIDA Grants	
1. VISIT FLORIDA - North Central Florida Fiscal Year 2018-19 Rural Area of Opportunity Partnership Program	
a. Travel Shows and Travel Show Assignments	61
b. Promotional Items	
c. Website Video Project	
d. Ottawa Travel and Vacation Show	

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Perry-Taylor County Chamber of Commerce
428 North Jefferson Street, Perry, FL
Taylor County

March 21, 2019
10:00 a.m.

MEMBERS PRESENT

Sean Plemons, Alachua County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Mariela Garcia-Rendon, Hamilton County
Katrina Richardson, Jefferson County
Craig Colton, Lafayette County
Carol McQueen, Levy County
Tisha Whitehurst, Levy County
Jackie Blount, Madison County
Phyllis Williams, Madison County
Charissa Setzer, Suwannee County
Dawn Taylor, Taylor County, Chair
Dale Walker, Union County
Thomas Herndon, Wakulla County

MEMBERS ABSENT

Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Will Sexton, Bradford County, Vice-Chair
Rod Butler, Columbia County
Paula Vann, Columbia County
Lee Deen, Gilchrist County
Susan Ramsey, Hamilton County
Nancy Wideman, Jefferson County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Rita Doop, Task Force Volunteer
Steve Dopp, Task Force Volunteer
Roland Loog, Task Force Volunteer
Lois Nevins, By All Means Travel
Catrina Sistrunk, Levy County
Tourist Development Council

STAFF PRESENT

Lauren Yeatter

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor, called the meeting to order at 10:04 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

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

3. Website Blogs

No discussion occurred under this item.

4. Ultimate Bicycle Guide Reprint

No discussion occurred under this item.

5. Domestic Travel Shows

a. Bike Expo New York

b. Midwest Mountaineering Spring Expo

No discussion occurred under this item.

6. Advertising Campaign

a. Digital Marketing

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

c. VISIT FLORIDA Retargeting Campaign

No discussion occurred under this item.

7. Brochure Distribution

No discussion occurred under this item.

8. Scholarships

a. Southeast Tourism Society Marketing College

Chair Taylor recommended that the Task Force award a partial scholarship to pay the costs for the Festivals and Events Class and jump drive for the Southeast Tourism Society Marketing College, and mileage and per diem expenses for Mariela Garcia-Rendon.

ACTION:

Katrina Richardson moved and Thomas Herndon seconded to award a partial scholarship to pay the costs for the Festivals and Events Class and jump drive for the Southeast Tourism Society Marketing College, and mileage and per diem expenses for Mariela Garcia-Rendon. The motion passed unanimously.

b. Florida Governor's Tourism College

E. VISIT FLORIDA Report - Brenna Dacks

Brenna Dacks presented the VISIT FLORIDA monthly report.

F. Staff Items

1. Senate Bill 596/House Bill 671

Lauren Yeatter, reported on Senate Bill 596/House Bill 671 concerning the Regional Rural Development Grant Program.

2. Fiscal Year 2018-19 Regional Cooperative Marketing Fees

Ms. Yeatter stated that all counties had paid their 2018-19 Regional Cooperative Marketing fees.

G. Other Old Business

1. Updated Task Force Member Contact Information

Updates were made to the Task Force member contact information.

H. Announcements

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

V. New Business

VI. Leadership Forum: Taylor County Reef Association
Presented by Victor Blanco,
Taylor County Extension Agent

Date and Location of next meeting

The next meeting is scheduled for 10:00 a.m., April 18, 2019 in Jefferson County at Florida Georgia Citrus.

The meeting adjourned at 12:55 p.m.

Dawn Taylor, Chair

4/18/19
Date

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

The Original Florida Tourism Task Force

Balance Sheet

As of February 28, 2019

	Feb 28, 19
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	84,388.30
Total Checking/Savings	84,388.30
Accounts Receivable	
Accounts Receivable	49,187.24
Total Accounts Receivable	49,187.24
Other Current Assets	
Prepaid Expense	1,812.06
Prepaid Registration Fees	13,952.15
Total Other Current Assets	15,764.21
Total Current Assets	149,339.75
TOTAL ASSETS	149,339.75
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	16,945.45
Total Accounts Payable	16,945.45
Total Current Liabilities	16,945.45
Total Liabilities	16,945.45
Equity	
Unrestricted Earnings	94,376.51
Net Income	38,017.79
Total Equity	132,394.30
TOTAL LIABILITIES & EQUITY	149,339.75

11:28 AM

03/21/19

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 02/28/2019

	Feb 28, 19	
Beginning Balance		138,623.58
Cleared Transactions		
Checks and Payments - 15 items	-40,378.77	
Deposits and Credits - 1 item	0.00	
Total Cleared Transactions	-40,378.77	
Cleared Balance		<u>98,244.81</u>
Uncleared Transactions		
Checks and Payments - 11 items	-13,856.51	
Total Uncleared Transactions	-13,856.51	
Register Balance as of 02/28/2019		<u>84,388.30</u>
New Transactions		
Checks and Payments - 10 items	-18,434.68	
Total New Transactions	-18,434.68	
Ending Balance		<u>65,953.62</u>



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SKGT

00000200 FCC31545030119110409 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PLACE
GAINESVILLE FL 32653-1603

Date 2/28/19
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
Deposits/Credits
15 Checks/Debits
Service Charges
Interest Paid
Ending Balance

XXXXXXXX2204
138,623.58 ✓
.00
40,378.77
.00
.00
98,244.81 ✓

Images
Statement Dates 2/01/19 thru 2/28/19
Days in this Statement Period 28
Avg Ledger Balance 125,865.39
Avg Collected Balance 125,865.39

Date	Check No	Amount	Date	Check No	Amount
2/27	1376	15,250.00 ✓	2/12	1387	406.94 ✓
2/21	1378*	909.89 ✓	2/19	1388	8,033.34 ✓
2/04	1381*	45.00 ✓	2/20	1390*	1,500.00 ✓
2/05	1382	4,400.00 ✓	2/20	1391	4,512.23 ✓
2/11	1383	252.01 ✓	2/21	1392	2,208.10 ✓
2/26	1384	600.00 ✓	2/20	1393	69.00 ✓
2/07	1385	1,424.99 ✓	2/26	1395*	172.27 ✓
2/04	1386	595.00 ✓			

* Denotes missing check numbers

RECEIVED

MAR 07 2019

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
300 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1903
813.682.1200

Capital City Bank

1376

1/17/2019

PAY TO THE ORDER OF JUMPEN \$15,250.00

Fifteen Thousand Two Hundred Fifty and 00/100

JUMPEN
303 NW 43rd St Suite 3
Gainesville, FL 32607

MEMO S.S.P.K.

⑆001376⑆ ⑆063100688⑆ 0224792204⑆

1376 02/27/2019 \$15,250.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
300 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1903
813.682.1200

Capital City Bank

1378

1/17/2019

PAY TO THE ORDER OF Meese Munchen OMBH 6425 8381 \$909.89

Nine Hundred Nine and 89/100

Meese Munchen OMBH
81822 München, Germany

MEMO S.S.P.K.

⑆001378⑆ ⑆063100688⑆ 0224792204⑆

1378 02/21/2019 \$909.89

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
300 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1903
813.682.1200

Capital City Bank

1381

1/31/2019

PAY TO THE ORDER OF Cardinal Signs, Inc. \$45.00

Forty Five and 00/100

Cardinal Signs, Inc.
8342 NW 16th Drive, Suite 1
Gainesville, FL 32653

MEMO S.S.P.K.

⑆001381⑆ ⑆063100688⑆ 0224792204⑆

1381 02/04/2019 \$45.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
300 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1903
813.682.1200

Capital City Bank

1382

1/31/2019

PAY TO THE ORDER OF Donna Creamer \$4,400.00

Four Thousand Four Hundred and 00/100

Donna Creamer
4800 NW 50th Ave
Bok, FL 32819

MEMO S.S.P.K.

⑆001382⑆ ⑆063100688⑆ 0224792204⑆

1382 02/05/2019 \$4,400.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
300 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1903
813.682.1200

Capital City Bank

1383

1/31/2019

PAY TO THE ORDER OF Scott R. Koons \$252.01

Two Hundred Fifty-Two and 01/100

Scott R. Koons
8210 NW 80th Terrace
Gainesville, FL 32606-4809

MEMO S.S.P.K.

⑆001383⑆ ⑆063100688⑆ 0224792204⑆

1383 02/11/2019 \$252.01

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
300 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1903
813.682.1200

Capital City Bank

1384

1/31/2019

PAY TO THE ORDER OF Midwest Mountaineering \$600.00

Six Hundred and 00/100

Midwest Mountaineering
309 Cedar Avenue South
Minneapolis, MN 55404

MEMO S.S.P.K.

⑆001384⑆ ⑆063100688⑆ 0224792204⑆

1384 02/26/2019 \$600.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
300 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1903
813.682.1200

Capital City Bank

1385

1/31/2019

PAY TO THE ORDER OF Shopped Expositions Services, Inc. T1 25670219 \$1,424.99

One Thousand Four Hundred Twenty-Four and 99/100

Shopped Expositions Services, Inc.
1224 16th Place NW
Atlanta, GA 30318

MEMO S.S.P.K.

⑆001385⑆ ⑆063100688⑆ 0224792204⑆

1385 02/07/2019 \$1,424.99

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
300 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1903
813.682.1200

Capital City Bank

1386

1/31/2019

PAY TO THE ORDER OF Two Time, Inc. \$595.00

Five Hundred Ninety-Five and 00/100

Two Time, Inc.
Tommy Thompson
24-A NW 33rd Court
Gainesville, FL 32607

MEMO S.S.P.K.

⑆001386⑆ ⑆063100688⑆ 0224792204⑆

1386 02/04/2019 \$595.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
300 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1903
813.682.1200

Capital City Bank

1387

1/31/2019

PAY TO THE ORDER OF United Parcel Service \$406.94

Four Hundred Six and 94/100

United Parcel Service
P.O. Box 7247-0046
Philadelphia, PA 19170-0046

MEMO S.S.P.K.

⑆001387⑆ ⑆063100688⑆ 0224792204⑆

1387 02/12/2019 \$406.94

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
300 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1903
813.682.1200

Capital City Bank

1388

2/14/2019

PAY TO THE ORDER OF Donna Creamer \$8,033.34

Eight Thousand Thirty-Three and 34/100

Donna Creamer
4800 NW 50th Ave
Bok, FL 32819

MEMO S.S.P.K.

⑆001388⑆ ⑆063100688⑆ 0224792204⑆

1388 02/19/2019 \$8,033.34

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
300 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1903
813.682.1200

Capital City Bank

1390

2/14/2019

PAY TO THE ORDER OF Florida Seacoast Tourism Promotions, Inc. \$1,500.00

One Thousand Five Hundred and 00/100

Florida Seacoast Tourism Promotions, Inc.
10700 75th Street
Gainesville, FL 32677-1432

MEMO S.S.P.K.

⑆001390⑆ ⑆063100688⑆ 0224792204⑆

1390 02/20/2019 \$1,500.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
300 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1903
813.682.1200

Capital City Bank

1391

2/14/2019

PAY TO THE ORDER OF Roland Loog \$4,512.23

Four Thousand Five Hundred Twelve and 23/100

Roland Loog
1807 NW 10th Avenue
Gainesville, FL 32606-6313

MEMO S.S.P.K.

⑆001391⑆ ⑆063100688⑆ 0224792204⑆




1391 02/20/2019 \$4,512.23



Tourism Task Force

*****2204

4/10/2019 2:18 PM

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOIL MOLOGRAM			
	THE ORIGINAL FLORIDA TOURISM TASK FORCE		
	2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.965.2200		
PAY TO THE ORDER OF JUMPEM		63-68/631	1376
Fifteen Thousand Two Hundred Fifty and 00/100		1/17/2019	
JUMPEM 500 NW 43rd St Suite 3 Gainesville, FL 32607		\$ 15,250.00	
MEMO		DOLLARS	
MEMO		S S R K	
TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW			
PAPER CONTAINS TONER ADHESION PROPERTIES			
HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT			
001376		0224792204	

For Deposits Only to BOSTONKEYWEST.COM INC JUMPEM, LLC	
Deposited By: PAY TO THE ORDER OF BANK OF AMERICA TAMPA, FL 33607-1778 FOR DEPOSIT ONLY JUMPEM, LLC	
DO NOT WRITE, 889908904297, N BELOW THIS LINE RESERVED FOR INSTITUTION USE	
Seq: 4 Dep: 000136 Date: 02/27/19	SEC 02/27/19 DEP 000136 AG:1 CUST:54120 USER:
The security features listed below as well as those not listed, exceed industry guidelines.	
Security Features: Hologram Heat Sensitive Ink True Watermark Visible Fibers Inside Fibers Variable Photocopy with Variable Area (VA) Chemically Sensitive Paper and Chemical Water Detection Area Microprinting High Resolution Watermark Extra Printing (Red Line) Anti-Copy Technology	Microprint (on serial, 100 to 1000) Chemical Sensitive Paper Hologram and Inkjet Variable Area (VA) Variable Photocopy with Variable Area (VA) Heat Sensitive Ink True Watermark Visible Fibers Inside Fibers Variable Photocopy with Variable Area (VA) Chemically Sensitive Paper and Chemical Water Detection Area Microprinting High Resolution Watermark Extra Printing (Red Line) Anti-Copy Technology
* FEDERAL RESERVE BOARD OF GOVERNORS REG. CC	

Amount: -15250.00
Description: Check
Check Number: 1376
Posted Date: 2/27/2019
Transaction Type: History



2/27/2019 2:30 PM

Tourism Task Force

*****2204

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 1381
63-68/631 1/31/2019

PAY TO THE ORDER OF Cardinal Signs, Inc \$**45.00
Forty-Five and 00/100 ***** DOLLARS

Cardinal Signs, Inc
6342 NW 18th Drive, Suite 1
Gainesville, FL 32653

MEMO

Shuckl

TRUE WATERMARK PAPER'S HOLOGRAM LIGHT TO VIEW PAPER CONTAINS TONER ADHESION PROPERTIES HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

00001381 063100688 0224792204

>063102152< 02/01/2019 0005533688
0720530 0005 00256

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

FOR DEPOSIT ONLY
Cardinal Signs, Inc
100046783246

ENDORSE HERE

063102152< 02/01/2019 0005533688
0720530 0005 00256

This security features and listed below as well as these security features:

Amount: -45.00

Description: Check

Check Number: 1381

Posted Date: 2/4/2019

Transaction Type: History



2/27/2019 2:30 PM

Tourism Task Force

*****2204

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

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

63-68/631

Capital City Bank 1383

1/31/2019

PAY TO THE ORDER OF Scott R. Koons \$**252.01

Two Hundred Fifty-Two and 01/100***** DOLLARS

Scott R. Koons
5210 NW 50th Terrace
Gainesville, FL 32606-4309

MEMO

SHIELD

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE

1500509287

50721

00013831 00631006881 0224792204

Amount: -252.01

Description: Check

Check Number: 1383

Posted Date: 2/11/2019

Transaction Type: History



Tourism Task Force

*****2204

2/27/2019 2:31 PM

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

Visit **Natural North Florida**

THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200

63-68/631

1385

8/31/2019

T128670219
b# 3303
c# 448159

PAY TO THE ORDER OF Shepard Exposition Services, Inc.

\$**1,424.99

One Thousand Four Hundred Twenty-Four and 99/100 DOLLARS

Shepard Exposition Services, Inc.
1424 Hills Place NW
Atlanta, GA 30318

MEMO

SSR.K

001385 063100688 0224792204

For Deposit Only to
Account 4260619772
Cust: Shepard Exposition Services Inc
Loc: Headquarters
Deposited by: 701790danisl

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

Seq: 5
Dep: 002629
<031000053>
Date: 02/06/19

Location Code: 1

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

Security Features:

- Hologram
- Heat Sensitive Ink
- True Watermark
- Visible Fibers
- Invisible Fibers
- Void Penetration with Ventilation Area (VA)
- Chemical Sensitive Paper and Chemical Wash Detection Area
- Microprinting
- High Resolution Warning Band
- False Positive Test Area
- Anti-Clay Technology
- Long Line Back Pattern

3. Federal Reserve Bank of the City of New York

Amount: -1424.99

Description: Check

Check Number: 1385

Posted Date: 2/7/2019

Transaction Type: History



2/27/2019 2:31 PM

Tourism Task Force

*****2204

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A POLYCHROMATIC

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 1387
63-68/631 1/31/2019

PAY TO THE ORDER OF United Parcel Service \$**406.94
Four Hundred Six and 94/100 ***** DOLLARS

United Parcel Service
P.O. Box 7247-0244
Philadelphia, PA 19170-001

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW PAPER CONTAINS TONER ADHESION PROPERTIES HEAT SENSITIVE DEO IMAGE DISAPPEARS WITH HEAT

0001387 063100688 0224792204

For >031100209< 02/11/19 DLW-UPS 7380
Deposit Citibank N.A.
Only New Castle DE 40705208
7380 700692.007 000 700692-20-10-004/3039-004

Amount: -406.94

Description: Check

Check Number: 1387

Posted Date: 2/12/2019

Transaction Type: History



2/27/2019 2:32 PM

Tourism Task Force

*****2204

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVITY PROPERTIES AND FEATURES A FOUR LOGO MARK

Visit **Natural North Florida**

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

63-68/631

1390

2/14/2019

PAY TO THE ORDER OF Florida Suncoast Tourism Promotions, Inc.

\$**1,500.00

One Thousand Five Hundred and 00/100***** DOLLARS

Florida Suncoast Tourism Promotions, Inc.
10750 75th Street
Seminole, FL 33777-1422

MEMO

TRUE WATER MARK PAPER HOLD TO LIGHT TO VIEW PAPER CONTAINS TONER ADHESION PROPERTIES HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

00013900000631006880224792204

ENCLOSURE HERE

PAY TO THE ORDER OF
SYNOPSIS BANK
0631 4166
FOR DEPOSIT ONLY

FLORIDA SUNCOAST TOURISM
050106301

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

The security features of this check are as follows:

Security Features:

1. Watermark: A watermark of the Florida Suncoast Tourism logo is visible when held to the light.

2. Microprint: Microprint is visible around the perimeter of the check.

3. Toner Adhesion: The toner used in the printing process is designed to adhere to the paper, making it difficult to remove without damaging the paper.

4. Heat Sensitive Image: A red image is visible on the back of the check, which disappears when held to the light.

Amount: -1500.00

Description: Check

Check Number: 1390

Posted Date: 2/20/2019

Transaction Type: History



2/27/2019 2:32 PM

Tourism Task Force

*****2204

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

Visit Natural North Florida

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

Capital City Bank

1392

63-68/631

2/14/2019

PAY TO THE ORDER OF Katrina Richardson

\$**2,208.10

Two Thousand Two Hundred Eight and 10/100 DOLLARS

Katrina Richardson
Monticello/Jefferson Cham of Com
420 West Washington Street
Monticello, FL 32344

MEMO

TRUE WATERMARK PAPER • HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001392 0631006881 0224792204

ENDORSE HERE

Deposit only

0501721306

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

0065303360 41408 52 2019/02/20

065303360-20190220
THE FIRST ANBA
Drawer#/Trans#: 41408/0052
PIN: 699024160000157

1065303360 41408 52 2019/02/20

Amount: -2208.10

Description: Check

Check Number: 1392

Posted Date: 2/21/2019

Transaction Type: History



2/27/2019 2:33 PM

Tourism Task Force

*****2204

		THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200			1395
PAY TO THE ORDER OF United Parcel Service		2/14/2019		\$**172.27	
One Hundred Seventy-Two and 27/100*****		DOLLARS			
United Parcel Service P.O. Box 7247-0244 Philadelphia, PA 19170-001					
MEMO					
TRUE WATERMARK PAPER HOLD TO LIGHT TO VIEW		PAPER CONTAINS TONER ADHESION PROPERTIES		HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT	
001395		0063100688		0224792204	

For >031100209< 02/25/19 DLW-UPS 7380 Deposit Citibank N.A. Only New Castle DE 40705208 7380 710958 074 000 710958-20-10-037/2859-037	MICR LINE
--	-----------

Amount: -172.27**Description:** Check**Check Number:** 1395**Posted Date:** 2/26/2019**Transaction Type:** History

Scott R. Koons

SKAD

INVOICE

5210 N.W. 50th Terrace
Gainesville, FL 32606
Ph: 352.377.5789

DATE: January 29, 2019
INVOICE # 30
FOR: London Times
Destinations -
Exhibitor Insurance

Bill To:
The Original Florida Tourism Task Force

2009 NW 67th Place
Gainesville, FL 32653-1603
352.955.2200

83023

DESCRIPTION	AMOUNT
London Times Destinations Trade Show Exhibitor Insurance- 1/31/19 to 2/3/19	\$ 249.52
Foreign Transaction Fee	2.49
<div>RECEIVED JAN 29 2019 NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL</div>	
TOTAL	\$ 252.01

Approved for Payment



THANK YOU!

The Original Florida Tourism Task Force
Transactions by Account
As of March 11, 2019

Type	Date	Num	Name	Memo	Class	Amount
Prepaid Registration Fees						
Bill	08/30/2018	UC083018	Unicomm, LLC	Boston Travel Adventure Show Registration, Februa 83023 - VF Rural Area Opp 18/19		3,595.00
Bill	08/30/2018	UC083018	Unicomm, LLC	Philadelphia Travel Adventure Show Registration, M 83023 - VF Rural Area Opp 18/19		3,595.00
Bill	09/04/2018	OO090418	Ottawa Outdoors	C.A.M.P. Adventure Travel Show Registration April 83023 - VF Rural Area Opp 18/19		2,269.15
Bill	09/11/2018	00008280	Rutabaga Paddlesports LLC	Canoeopia Registration - March 9-10, 2019 83023 - VF Rural Area Opp 18/19		1,638.00
Bill	01/18/2019	161322	Bike New York, Inc	Registration for Bike Expo New York Trade Show 5k 8202 - FDEO 18/19		2,800.00
Bill	02/27/2019	32	Koons, Scott	Registration for 2019 Tourism Day - Lauren Yeater 83011 - General		55.00
Total Prepaid Registration Fees						13,952.15
TOTAL						13,952.15

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of February 28, 2019

(These financial statements are unaudited)

	Budget	February 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	34,187.24	(14,512.76)
DEO Rural Development Grant 18/19	120,600.00	0.00	0.00	(120,600.00)
VisitFlorida Rural Area Opportunity Grant 18/19	126,000.00	0.00	50,000.00	(76,000.00)
VisitFlorida Rural Area Opportunity 18/19 In-Kind	12,800.00	0.00	0.00	(12,800.00)
Other	0.00	0.00	0.00	0.00
Total Income	361,100.00	0.00	137,187.24	(223,912.76)
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	0.00	1,785.00	(3,315.00)
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	0.00	15,785.00	(34,315.00)
Trade Shows				
Whistles & Other Promotional Items	5,000.00	0.00	4,737.47	(262.53)
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	0.00	(800.00)
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	4,600.87	(399.13)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of February 28, 2019

(These financial statements are unaudited)

	Budget	February 2019	Year to Date	Over/(Under) Budget
Total Administration	<u>55,900.00</u>	<u>6,600.00</u>	<u>11,663.26</u>	<u>(44,236.74)</u>
Memberships				
Visit Florida	400.00	0.00	0.00	(400.00)
Southeast Tourism Society	300.00	0.00	0.00	(300.00)
Florida Outdoor Writers Association	200.00	175.00	175.00	(25.00)
Total Memberships	<u>900.00</u>	<u>175.00</u>	<u>175.00</u>	<u>(725.00)</u>
Professional Enhancement				
SE Tourism Society Marketing College	11,600.00	0.00	0.00	(11,600.00)
Governor's Tourism Conference	1,700.00	0.00	0.00	(1,700.00)
Total Professional Enhancement	<u>13,300.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(13,300.00)</u>
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
Total Internships	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,500.00)</u>
Retained Reserves				
Retained Reserves	22,800.00	0.00	0.00	(22,800.00)
Total Retained Reserves	<u>22,800.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(22,800.00)</u>
Total NonMarketing Expenses	<u>105,400.00</u>	<u>6,775.00</u>	<u>11,838.26</u>	<u>(93,561.74)</u>
Total Expenses	<u>361,100.00</u>	<u>48,813.36</u>	<u>112,853.55</u>	<u>(248,246.45)</u>
Net Income	<u>0.00</u>	<u>(48,813.36)</u>	<u>24,333.69</u>	<u>24,333.69</u>

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.

	<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

Florida Department of Economic Opportunity
Fiscal Year 2018-19 Regional Rural Development Grant
(January 17, 2019 - January 16, 2020)
Deliverables and Cost Estimates
November 15, 2018

Cost Estimates	Deliverable
11/15/2018	
\$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
\$400.00	Visit USA UK Annual Membership
\$1,000.00	Visit USA Germany Annual Membership
\$4,250.00	Quarterly eNewsletters
\$22,500.00	Administration
\$150,000.00	Total

Visit Natural **NORTH FLORIDA**

*"Never yet was a springtime when the buds forgot to
bloom."*

~Margaret Elizabeth Sangster

Hello Spring!





Jump off and land in a true Florida gem! Gilchrist Blue Springs produces an average of 44 million gallons of water per day. Savor its deep and shadow areas of pure fun, reflect in natural scenery, paddle, hike or camp. Hungry? grab a snack at their food and beverage concession stand. Gilchrist Blue Springs serves as the ideal getaway for adventure and nature seekers! For more information visit www.floridastateparks.org/parks-and-trails/gilchrist-blue-springs-state-park

11 May 2019 | Monticello, FL



A CAAM Tour Series Event

www.RegisterMBF.com

Monticello Bike Fest

Join the Jefferson County Chamber of Commerce for a morning of fun! Ride 10, 30, 60, or even 100 miles - Or just bring the family and enjoy a casual ride at your own pace through Jefferson County's beautiful canopied roads on a lovely spring day. For more information visit www.RegisterMBF.com

BRADFORD COUNTY FLORIDA 21st Annual Strawberry Festival

Bradford County Fairgrounds, Starke, FL

APRIL 6 & 7, 2019

Food, Entertainment & Fun

Saturday: 9 am - 7 pm, Sunday: 10 am - 5 pm



21st Annual Strawberry Festival

Enjoy live entertainment, arts & crafts, and food. Also, bring the kids for activities such as laser tag, free train rides, and more. All with free admission and parking! For more information visit

www.bradfordcountystrawberryfestival.com



Panacea Blue Crab Festival

The 45th Annual Panacea Blue Crab Festival will take place May 3-4, 2019. The festival begins each year with a parade down U.S. Highway 98, then the party really begins at Woolley Park on the waterfront with live music, clog dancers, local arts, crafts vendors and all the fresh Wakulla County blue crab - and all types of other seafood -- you could ever desire. For more information visit www.bluecrabfest.com



Madison County's 38th Annual Down Home Days Festival & Parade will be April 25th-28th, 2019. There will be fun activities for everyone, with great food, vendors, live music, competitions, and dancing in the street! For more information, visit www.madisonfl.org



Suwannee River Jam

The Suwannee River Jam is the south's Country Music and Camping Festival taking place on May 1-4, 2019. Headlining the event this year is Hank Williams Jr., along with Trace Adkins, Chase Rice, Clint Black, Gretchen Wilson, Craig Campbell and Frankie Ballard! And, more to come!!

Tickets are on sale at www.musicliveshere.com and www.suwanneeriverjam.com/tickets or by calling the Spirit of Suwannee Music Park at 386.364.1683. You may also purchase tickets at the best price at S&S Food Stores/SunStop locations throughout the region.

Stay and Explore!



Suwannee River Rendezvous Resort & Campground

Experience a first-class RV resort in Lafayette County with amenities that include a modern full-hookup campground, lodging, tent sites, swimming pool, laundry facility, hot tub and more. Enjoy the numerous springs in the area, and canoe or kayak down the Suwannee River. Ideally designed for extended-stay visitors, but also open for short-stay visitors. For more information visit www.suwanneeriverrendezvous.com



Union County

Are you searching for an outdoor excursion? In Union County, nature and history are abundant. Come explore and participate in aquatic recreational activities, go horseback riding, or pick fresh fruits at U-pick farms. Enjoy a walk through its historic downtown and nature trails.

Visit [Union County](http://UnionCounty.com) today!

The Original Florida Tourism Task Force
Travel Shows and Show Dates, 2018-19 Travel Show Season
March 21, 2019

Number	Show Name	Lead	Assistant	Alternate	Tentative Dates			
					Leader Departure Date	Assistant Departure Date	Show Dates	Return Travel Date
1	<u>Georgia RV and Camping Show</u>	Roland Loog	Dave Mecusker	Sandy Beach	September 12, 2018	September 13, 2018	September 14-16, 2018	September 17, 2018
2	<u>Boot Dusseldorf*</u>	Roland Loog	-	Dave Mecusker	January 15, 2019	n/a	January 19 - 27, 2019	January 29, 2019
3	<u>Atlanta Camping & RV Show</u>	Steve Dopp	Pat Watson	Dave Mecusker	January 23, 2019	January 24, 2019	January 25 - 27, 2019	January 28, 2019
4	<u>Nashville RV Supershow</u>	Katrina Richardson	Phyllis Williams	Roland Loog	January 23, 2019	January 24, 2019	January 25 - 27, 2019	January 28, 2019
5	<u>New York Times Travel Show*</u>	Dawn Taylor	-	Carol McQueen	January 23, 2019	n/a	January 25 - 27, 2019	January 28, 2019
6	<u>London Times Destinations Show</u>	Donna Creamer	Sandy Beach	Ron Gromoll	January 27, 2019	January 27, 2019	Jan 31 - Feb 3, 2019	February 4, 2019
7	<u>Houston RV Show</u>	Phyllis Williams	Mariela Garcia-Rendon	Dawn Taylor	February 4, 2019	February 5, 2019	February 6 - 10, 2019	February 11, 2019
8	<u>Chicago RV and Camping Show</u>	Sean Plemons	Pat Watson	Roland Loog	February 7, 2019	February 8, 2019	February 7 - 10, 2019	February 11, 2019
9	<u>Boston Travel and Adventure Show</u>	Steve Dopp	Katrina Richardson	Russ McCallister	February 7, 2019	February 8, 2019	February 9 - 10, 2019	February 11, 2019
10	<u>Fre.e Messe Munich</u>	Tommy Thompson	Steve Dopp	Katrina Richardson	February 16, 2019	February 16, 2019	February 20 - 24, 2019	February 25, 2019
11	<u>Toronto Outdoor Adventure Show</u>	Teena Peavey	Cody Gray	Donna Creamer	February 20, 2019	February 21, 2019	February 22 - 24, 2019	February 25, 2019
12	<u>Canoecopia</u>	Tommy Thompson	Russ McCallister	Nancy Bednarek	March 6, 2019	March 7, 2019	March 8 - 10, 2019	March 11, 2019
13	<u>Philadelphia Travel and Adventure Show</u>	Dawn Taylor	Ron Gromoll	Phyllis Williams	March 7, 2019	March 8, 2019	March 9 - 10, 2019	March 11, 2019
14	<u>Washington DC Travel and Adventure Show</u>	Katrina Richardson	Mariela Garcia-Rendon	Carol McQueen	March 14, 2019	March 15, 2019	March 16 - 17, 2019	March 18, 2019
15	<u>Ottawa Travel and Vacation Show*</u>	Donna Creamer	-	-	March 28, 2019	n/a	March 30-31, 2019	April 1, 2019
16	<u>Midwest Mountaineering Spring Expo</u>	Tommy Thompson	Ron Gromoll	-	April 24, 2019	April 25, 2019	April 26 - 28, 2019	April 29, 2019
17	<u>Bike Expo New York</u>	Donna Creamer	Alden Rosner	Katrina Richardson	May 1, 2019	May 2, 2019	May 3 - 4, 2019	May 5, 2019

Italicized shows are shows funded by the Task Force Regional Rural Development Grant.

Underlined shows are combined shows with Explore Northwest Florida (Riverway South).

*One staff person only at this show.

HB 671

2019

1 A bill to be entitled

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

Page 1 of 10

CODING: Words ~~stricken~~ are deletions; words underlined are additions.

hb0671-00

2019

HB 671

51
52 Be It Enacted by the Legislature of the State of Florida:

53
54 Section 1. Subsections (1), (3), and (4) of section
55 288.018, Florida Statutes, are amended to read:

56 288.018 Regional Rural Development Grants Program.--

57 (1)(a) For the purposes of this section, a "regional
58 economic development organization" means an economic development
59 organization located in a rural area of opportunity, as defined
60 in s. 288.0656.

61 (b) The department shall establish a matching grant
62 program to provide funding to regional ~~regionally based~~ economic
63 development organizations representing rural counties and
64 communities to build ~~for the purpose of building~~ the
65 professional capacity of those ~~their~~ organizations. Efforts to
66 build the professional capacity of regional economic development
67 organizations include the hiring of professional staff to
68 develop, facilitate the delivery of, and directly provide needed
69 economic development professional services, including technical
70 assistance, education and leadership development, marketing, and
71 project recruitment. ~~Such~~ Matching grants may also be used by a
72 regional ~~an~~ economic development organization to provide
73 technical assistance to local governments, local economic
74 development organizations, and existing and prospective
75 businesses within the rural counties and communities that it

Page 3 of 10

CODING: Words ~~stricken~~ are deletions; words underlined are additions.

hb0671-00

HB 671

2019

101 including a contract or agreement entered into between another
102 entity and a regional economic development organization, a unit
103 of local government, or an economic development organization
104 substantially underwritten by a unit of local government, must
105 include:

- 106 1. The purpose of the contract or agreement.
- 107 2. Specific performance standards and responsibilities for
108 each entity.
- 109 3. A detailed project or contract budget, if applicable.
- 110 4. The value of any services provided.
- 111 5. The projected travel and entertainment expenses for
112 employees and board members, if applicable.

113 (b) At least 14 days before a contract or agreement is
114 executed, the contracting regional economic development
115 organization shall post on its website:

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

118 2. A plain-language version of the contract or agreement
119 with a private entity, a municipality, or a vendor of services,
120 supplies, or programs, including marketing, or for the purchase
121 or lease or use of lands, facilities, or properties which
122 involves the expenditure of grant funds provided under this
123 section and which is estimated to exceed \$35,000 ~~The department~~
124 ~~may also contract for the development of an enterprise zone web~~
125 ~~portal or websites for each enterprise zone which will be used~~

HB 671

2019

151 Commerce, and state programs, including those offered by Rural
152 Economic Development Initiative agencies, and to facilitate
153 local government or private infrastructure funding efforts, the
154 department may award grants for up to 50 ~~30~~ percent of the total
155 infrastructure project cost. ~~If an application for funding is~~
156 ~~for a catalyst site, as defined in s. 288.0656, the department~~
157 ~~may award grants for up to 40 percent of the total~~
158 ~~infrastructure project cost.~~ Eligible projects must be related
159 to specific job-creation or job-retention opportunities.
160 Eligible projects may also include improving any inadequate
161 infrastructure that has resulted in regulatory action that
162 prohibits economic or community growth or reducing the costs to
163 community users of proposed infrastructure improvements that
164 exceed such costs in comparable communities, including the costs
165 associated with improving access to and the availability of
166 broadband Internet service. Eligible uses of funds ~~shall~~ include
167 improvements to public infrastructure for industrial or
168 commercial sites, ~~and~~ upgrades to or development of public
169 tourism infrastructure, and improvements to broadband Internet
170 service and access in unserved or underserved rural communities.
171 Improvements to broadband Internet service and access must be
172 made in partnership with one or more dealers of communications
173 services as defined in s. 202.11(2), and any such partnership
174 must be established by a publicly noticed competitive selection
175 process. Authorized infrastructure may include the following

Page 7 of 10

CODING: Words ~~stricken~~ are deletions; words underlined are additions.

hb0671-00

HB 671

2019

201 criteria governing submission of applications for funding,
202 review and evaluation of such applications, and approval of
203 funding under this section. The department shall consider
204 factors including, but not limited to, the project's potential
205 for enhanced job creation or increased capital investment, the
206 demonstration and level of local public and private commitment,
207 whether the project is located ~~in an enterprise zone,~~ in a
208 community development corporation service area, or in an urban
209 high-crime area as designated under s. 212.097, the unemployment
210 rate of the county in which the project would be located, and
211 the poverty rate of the community.

212 (5)(a) A contract or agreement that includes the
213 expenditure of grant funds provided under this section,
214 including a contract or agreement entered into between an entity
215 and a regional economic development organization, a unit of
216 local government, or an economic development organization
217 substantially underwritten by a unit of local government, must
218 include:

- 219 1. The purpose of the contract or agreement.
220 2. Specific performance standards and responsibilities for
221 each entity.
222 3. A detailed project or contract budget, if applicable.
223 4. The value of any services provided.
224 5. The projected travel and entertainment expenses for
225 employees and board members, if applicable.

By Senator Albritton

26-00730B-19

2019596

A bill to be entitled

An act relating to regional rural development grants; amending s. 288.018, F.S.; defining the term "regional economic development organization"; specifying that the concept of building the professional capacity of a regional economic development organization includes the hiring of professional staff to perform specified services; providing that matching grants may be used to provide technical assistance to local governments and economic development organizations and to existing and prospective businesses; specifying that a regional economic development organization that provides taxpayer-funded incentives is not eligible to participate in the matching grant program; increasing the maximum amount of annual grant funding that specified economic development organizations may receive; revising the required amount of nonstate matching funds; requiring that certain information be included in a contract or agreement involving the expenditure of grant funds; requiring that contracts or agreements involving the expenditure of grant funds, and a plain-language version of certain contracts or agreements, be placed on the contracting regional economic development organization's website for a specified period before execution; deleting an obsolete provision; increasing the amount of funds the Department of Economic Opportunity may expend each fiscal year for certain purposes; amending s. 288.0655, F.S.; increasing the maximum percentage of

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59 organization located in a rural area of opportunity, as defined
60 in s. 288.0656.

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

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

84 1. Up to \$150,000 to an organization located ~~to such~~
85 ~~regionally based economic development organizations. The maximum~~
86 ~~amount an organization may receive in any year will be \$50,000,~~
87 ~~or \$150,000~~ in a rural area of opportunity designated pursuant

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

131 (4) The department may expend up to \$1 million ~~\$750,000~~
132 each fiscal year from funds appropriated to the Rural Community
133 Development Revolving Loan Fund for the purposes outlined in
134 this section. The department may contract with Enterprise
135 Florida, Inc., for the administration of the purposes specified
136 in this section. Funds released to Enterprise Florida, Inc., for
137 this purpose shall be released quarterly and shall be calculated
138 based on the applications in process.

139 Section 2. Present subsection (5) of section 288.0655,
140 Florida Statutes, is redesignated as subsection (6), paragraph
141 (b) of subsection (2) and subsection (4) of that section are
142 amended, and a new subsection (5) is added to that section, to
143 read:

144 288.0655 Rural Infrastructure Fund.—

145 (2)(b) To facilitate access of rural communities and rural

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public or public-private partnership facilities: storm water systems; telecommunications facilities; broadband facilities; roads or other remedies to transportation impediments; nature-based tourism facilities; or other physical requirements necessary to facilitate tourism, trade, and economic development activities in the community. Authorized infrastructure may also include publicly or privately owned self-powered nature-based tourism facilities, publicly owned telecommunications facilities, and broadband facilities, and additions to the distribution facilities of the existing natural gas utility as defined in s. 366.04(3)(c), the existing electric utility as defined in s. 366.02, or the existing water or wastewater utility as defined in s. 367.021(12), or any other existing water or wastewater facility, which owns a gas or electric distribution system or a water or wastewater system in this state where:

1. A contribution-in-aid of construction is required to serve public or public-private partnership facilities under the tariffs of any natural gas, electric, water, or wastewater utility as defined herein; and

2. Such utilities as defined herein are willing and able to provide such service.

(4) By September 1, 2020 ~~2012~~, the department shall, in consultation with the organizations listed in subsection (3), and other organizations, reevaluate existing guidelines and criteria governing submission of applications for funding, review and evaluation of such applications, and approval of funding under this section. The department shall consider factors including, but not limited to, the project's potential

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233 or lease or use of lands, facilities, or properties which
234 involves the expenditure of grant funds provided under this
235 section and which is estimated to exceed \$35,000.

236 Section 3. This act shall take effect July 1, 2019.

The Original Florida Tourism Task Force MEMBERS as of 3/21/2019

ALACHUA COUNTY

(\$15,000 - 3 votes)

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BRADFORD COUNTY

(\$3,000 - 2 votes)

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COLUMBIA COUNTY

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DIXIE COUNTY

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GILCHRIST COUNTY

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SUWANNEE COUNTY

(\$4,000 - 2 votes)

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TAYLOR COUNTY

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UNION COUNTY

(\$1,000 - 1 vote)

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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>Hamilton</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	✓