

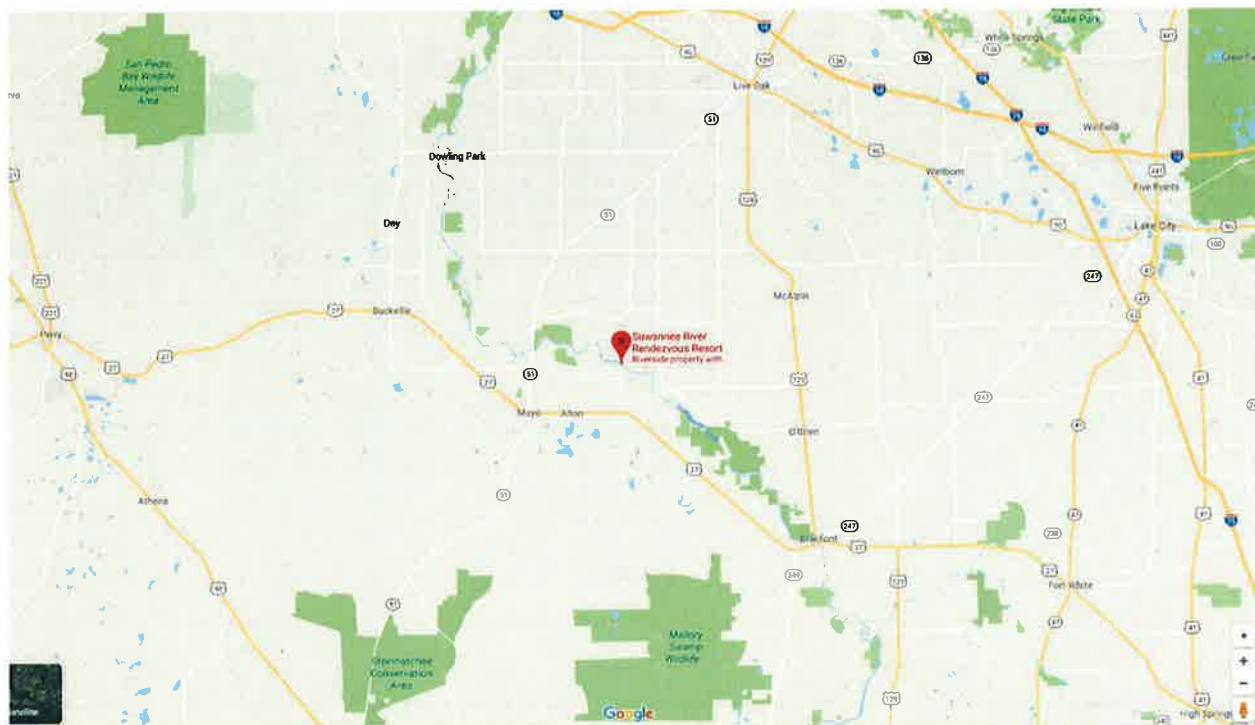
The Original Florida
TOURISM TASK FORCE

Visit Natural
NORTH FLORIDA

MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **August 15, 2019**. The meeting will be held at the **Suwannee River Rendezvous Resort and Campground, 828 NE Primrose Road, Mayo, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)



Suwannee River Rendezvous Resort and Campground
828 NE Primrose Road
Mayo, FL 32066

The Original Florida

**TOURISM TASK FORCE
Meeting Agenda**

Visit Natural
NORTH FLORIDA

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

**August 15, 2019
Thursday, 10:00 a.m.**

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IV. Old Business	
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a. Monthly Financial Report Review and Approval - June 30, 2019	
2. Nominating Committee	
B. Fiscal Year 2018-19 Regional Rural Development Grant	37
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	
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. Florida Governor's Tourism Conference	
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10. 2nd Quarter Reimbursement	43
C. 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	

- D. VISIT FLORIDA Report
 - 1. Monthly Report - Brenna Dacks
- E. Staff Items - 61
 - 1. University of Florida
 - College of Health and Human Performance
 - Internship and Job Fair - September 17, 2019
- F. Other Old Business
 - 1. Updated Task Force Member Contact Information 63
- G. Announcements
- V. NEW BUSINESS
- VI. Leadership Forum: Honorable Anthony Adams, Lafayette County Board of County Commissioners
- VII. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., September 19, 2019 in Tallahassee at the VISIT FLORIDA offices.



MINUTES OF
The Original Florida
TOURISM TASK FORCE

The Lodge at Wakulla Springs
550 Wakulla Park Drive, Wakulla Springs, FL
Wakulla County

July 18, 2019
10:00 a.m.

MEMBERS PRESENT

Sean Plemons, Alachua County
Will Sexton, Bradford County, Vice-Chair
Paula Vann, Columbia County
Patricia Watson, Gilchrist 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
Teena Peavey, Suwannee 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
Rod Butler, Columbia County
Russ McCallister, Dixie County
Lee Deen, Gilchrist County
Natalie Knowles, Wakulla County
David Ward, Jefferson County
Sandy Beach, Taylor County

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Roland Loog, Task Force Volunteer
Sharon Lattinille, Alachua Citizen
Danah Heye, Madden Media
Lois Nevins, By All Means Travel
Tommy Thompson, Two Tree, Inc.

STAFF PRESENT

Lauren Yeatter
Roxanna Morales

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor, called the meeting to order at 10:00 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda, as amended.

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

III. APPROVAL OF THE JUNE 20, 2019 MINUTES

Chair Taylor asked for approval of the June 20, 2019 meeting minutes.

ACTION: Paula Vann moved and Sean Plemons seconded to approve the June 20, 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
 1. March 31, 2019, April 30, 2019 and May 31, 2019

ACTION: Carol McQueen moved and Will Sexton seconded to approve the March 31, 2019, April 30, 2019 and May 31, 2019 monthly financial reports as presented. The motion passed unanimously.

2. Bicycle Guide Committee Report

Roland Loog presented the Bicycle Guide Committee report.

3. Marketing Committee Report

Paula Vann presented the Marketing Committee report.

4. Nominating Committee

Chair Taylor appointed Craig Colton, Roland Loog, Katrina Richardson, and Phyllis Williams to the Nominating Committee, with Phyllis Williams serving as Committee Chair.

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
3. Website Blogs
4. Ultimate Bicycle Guide Reprint
5. Domestic Travel Shows

- a. Bike Expo New York
- b. Midwest Mountaineering Spring Expo

ACTION: Patricia Watson moved and Tisha Whitehurst seconded to add the 2019 Georgia RV and Camper Show to the Domestic Travel Shows, with Roland Loog and Chair Taylor to attend. The motion passed unanimously.

- 6. Advertising Campaign
 - a. Digital Marketing
 - b. Print Advertising (UnDiscovered Florida, Florida Travel Planner, Florida Transportation Map)

ACTION: Patricia Watson moved and Katrina Richardson seconded to place a full page advertisement in the VISIT FLORIDA 2020 Travel Planner with Columbia, Gilchrist, Jefferson, Levy, Madison and Taylor Counties participating as co-op advertisers. The motion passed unanimously.

ACTION: Katrina Richardson moved and Tisha Whitehurst seconded to place a \$10,000 full panel advertisement in the VISIT FLORIDA 2020 Transportation Map. The motion passed unanimously.

- c. VISIT FLORIDA Retargeting Campaign

Danah Heye, Director, Business Development for Madden Media discussed the VISIT FLORIDA Retargeting Campaign and Google Analytics.

- 7. Brochure Distribution

No discussion occurred under this item.

- 8. Scholarships

- a. Southeast Tourism Society Marketing College
- b. Florida Governor's Tourism Conference

- 9. Professional Organization Memberships

ACTION: Paula Vann moved and Katrina Richardson seconded to move \$1,400 from the international professional organization membership to pay for a Mailchimp membership subscription for e-newsletter distribution. The motion passed unanimously.

C. 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

D. VISIT FLORIDA Report

1. Monthly Report
Brenna Dacks, VISIT FLORIDA, Regional Partnership Manager, presented the VISIT FLORIDA report.

E. Staff Items - None

F. Other Old Business

1. Updated Task Force Member Contact Information

G. Announcements

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

V. New Business

VI. Leadership Forum: None

VII. Adjournment

Date and Location of next meeting

The next meeting is scheduled for 10:00 a.m., August 15, 2019 in Lafayette County at a place to be determined.

The meeting adjourned at 11:50 a.m.

Dawn Taylor, Chair

8/15/19
Date

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

The Original Florida Tourism Task Force

Balance Sheet

As of June 30, 2019

	<u>Jun 30, 19</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	48,103.71
Total Checking/Savings	48,103.71
Accounts Receivable	
Accounts Receivable	64,900.67
Total Accounts Receivable	64,900.67
Other Current Assets	
Prepaid Expense	500.00
Prepaid Registration Fees	399.00
Total Other Current Assets	899.00
Total Current Assets	113,903.38
TOTAL ASSETS	113,903.38
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	31,222.78
Total Accounts Payable	31,222.78
Total Current Liabilities	31,222.78
Total Liabilities	31,222.78
Equity	
Unrestricted Earnings	94,376.51
Net Income	-11,695.91
Total Equity	82,680.60
TOTAL LIABILITIES & EQUITY	113,903.38

9:38 AM

The Original Florida Tourism Task Force

08/05/19

Profit & Loss

Accrual Basis

June 2019

	Jun 19
Income	
Visit Florida	
VF-Rural Area Opp 18/19	63,704.51
Total Visit Florida	63,704.51
Total Income	63,704.51
Gross Profit	63,704.51
Expense	
Marketing	
Collateral Materials	
Distribution	500.00
e-newsletter	1,000.00
Total Collateral Materials	1,500.00
Website	
Bloggers Fees	1,674.00
Total Website	1,674.00
Total Marketing	3,174.00
Memberships	
Visit Florida	395.00
Total Memberships	395.00
Postage	15.12
Total Expense	3,584.12
Net Income	60,120.39

11:33 AM

07/15/19

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 06/28/2019

	Jun 28, 19	
Beginning Balance		59,728.59
Cleared Transactions		
Checks and Payments - 11 items	-10,836.53	
Deposits and Credits - 2 items	0.00	
Total Cleared Transactions	-10,836.53	
Cleared Balance		<u>48,892.06</u>
Uncleared Transactions		
Checks and Payments - 2 items	-788.35	
Total Uncleared Transactions	-788.35	
Register Balance as of 06/28/2019		<u>48,103.71</u>
New Transactions		
Checks and Payments - 4 items	-1,844.04	
Total New Transactions	-1,844.04	
Ending Balance		<u>46,259.67</u>

11:33 AM

07/15/19

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 06/28/2019

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						59,728.59
Cleared Transactions						
Checks and Payments - 11 items						
Bill Pmt -Check	04/25/2019	1432	Hamilton County BO...	X	-1,147.75	-1,147.75
Bill Pmt -Check	04/25/2019	1431	Garcia-Rendon Mari...	X	-326.88	-1,474.63
Bill Pmt -Check	05/23/2019	1443	Columbia County TDC	X	-1,248.46	-2,723.09
Bill Pmt -Check	05/23/2019	1442	Rosner, Alden	X	-206.47	-2,929.56
Bill Pmt -Check	06/06/2019	1453	VisitFlorida	X	-5,000.00	-7,929.56
Bill Pmt -Check	06/06/2019	1452	Two Tree, Inc.	X	-425.00	-8,354.56
Bill Pmt -Check	06/06/2019	1451	Setzer Charissa	X	-352.50	-8,707.06
Bill Pmt -Check	06/06/2019	1449	Koons, Scott	X	-176.00	-8,883.06
Bill Pmt -Check	06/20/2019	1455	ConveyMore Comm...	X	-1,249.00	-10,132.06
Bill Pmt -Check	06/20/2019	1457	VisitFlorida	X	-395.00	-10,527.06
Bill Pmt -Check	06/20/2019	1456	Richardson, Katrina	X	-309.47	-10,836.53
Total Checks and Payments					-10,836.53	-10,836.53
Deposits and Credits - 2 items						
Bill Pmt -Check	06/06/2019	1454	Watson, Pat	X	0.00	0.00
Bill Pmt -Check	06/06/2019	1450	Richardson, Katrina	X	0.00	0.00
Total Deposits and Credits					0.00	0.00
Total Cleared Transactions					-10,836.53	-10,836.53
Cleared Balance					-10,836.53	48,892.06
Uncleared Transactions						
Checks and Payments - 2 items						
Bill Pmt -Check	06/06/2019	1448	Gromoll, Ron		-393.44	-393.44
Bill Pmt -Check	06/20/2019	1458	Watson, Pat		-394.91	-788.35
Total Checks and Payments					-788.35	-788.35
Total Uncleared Transactions					-788.35	-788.35
Register Balance as of 06/28/2019					-11,624.88	48,103.71
New Transactions						
Checks and Payments - 4 items						
Bill Pmt -Check	07/03/2019	1460	Koons, Scott		-1,000.00	-1,000.00
Bill Pmt -Check	07/03/2019	1461	Two Tree, Inc.		-425.00	-1,425.00
Bill Pmt -Check	07/03/2019	1462	Williams, Phyllis		-359.04	-1,784.04
Bill Pmt -Check	07/03/2019	1459	Garcia-Rendon Mari...		-60.00	-1,844.04
Total Checks and Payments					-1,844.04	-1,844.04
Total New Transactions					-1,844.04	-1,844.04
Ending Balance					-13,468.92	46,259.67



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

00003124 FCC31545062919112736 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 6/28/19
Primary Account

Page 1
XXXXXXX2204

Need a personal loan or line of credit? Visit ccbq.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
11 Checks/Debits
Service Charges
Interest Paid
Ending Balance

XXXXXXX2204
59,728.59 ✓
.00 ✓
10,836.53 ✓
.00 ✓
.00 ✓
48,892.06 ✓
Images
Statement Dates 6/03/19 thru 6/30/19
Days in this Statement Period 28
Avg Ledger Balance 53,971.74
Avg Collected Balance 53,971.74

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
6/03	1431	326.88 ✓	6/14	1452	425.00 ✓
6/05	1432	1,147.75 ✓	6/12	1453	5,000.00 ✓
6/28	1442*	206.47 ✓	6/28	1455*	1,249.00 ✓
6/24	1443	1,248.46 ✓	6/28	1456	309.47 ✓
6/10	1449*	176.00 ✓	6/28	1457	395.00 ✓
6/28	1451*	352.50 ✓			

* Denotes missing check numbers

RECEIVED

JUL 05 2019

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



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

Date 6/28/19
Primary Account

Page 2
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
6/03	59,401.71	6/12	53,077.96	6/28	48,892.06
6/05	58,253.96	6/14	52,652.96		
6/10	58,077.96	6/24	51,404.50		

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

00003124-0004487-0002-0004-FCC31545062919112736-01-L



Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
 2018 N.F. 87TH PLACE
 GAINESVILLE, FLORIDA 32608-1903
 352.343.2299

Capital City Bank 1431

6/26/2019

PAY TO THE ORDER OF Mariela Garcia-Rendon \$ 326.88

Three Hundred Twenty-Six and 88/100 DOLLARS

Mariela Garcia-Rendon
 Hamilton County Taxpayers Dev
 1163 U.S. Highway 41 N.W., Suite 8
 Jasper, FL 32052

MEMO S S R K

⑆001431⑆ ⑆063100688⑆ 0224792204⑆

1431 06/03/2019 \$326.88

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
 2018 N.F. 87TH PLACE
 GAINESVILLE, FLORIDA 32608-1903
 352.343.2299

Capital City Bank 1432

6/23/2019

PAY TO THE ORDER OF Hamilton County BOCC \$ 1,147.75

One Thousand One Hundred Forty-Seven and 75/100 DOLLARS

Hamilton County BOCC
 207 NE 1st Street, Room 106
 Jasper, FL 32052

MEMO S S R K

⑆001432⑆ ⑆063100688⑆ 0224792204⑆

1432 06/05/2019 \$1,147.75

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
 2018 N.F. 87TH PLACE
 GAINESVILLE, FLORIDA 32608-1903
 352.343.2299

Capital City Bank 1442

6/23/2019

PAY TO THE ORDER OF Arden Rosner \$ 206.47

Two Hundred Six and 47/100 DOLLARS

Arden Rosner
 971 W. Duval Street, Suite 145
 Lake City, FL 32026-1947

MEMO S S R K

⑆001442⑆ ⑆063100688⑆ 0224792204⑆

1442 06/28/2019 \$206.47

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
 2018 N.F. 87TH PLACE
 GAINESVILLE, FLORIDA 32608-1903
 352.343.2299

Capital City Bank 1443

6/23/2019

PAY TO THE ORDER OF Columbia County TDC \$ 1,248.46

One Thousand Two Hundred Forty-Eight and 46/100 DOLLARS

Columbia County TDC
 PO Box 1847
 Lake City, FL 32056-1847

MEMO S S R K

⑆001443⑆ ⑆063100688⑆ 0224792204⑆

1443 06/24/2019 \$1,248.46

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
 2018 N.F. 87TH PLACE
 GAINESVILLE, FLORIDA 32608-1903
 352.343.2299

Capital City Bank 1449

6/6/2019

PAY TO THE ORDER OF Scott R. Koonts \$ 176.00

One Hundred Seventy-Six and 00/100 DOLLARS

Scott R. Koonts
 3210 NW 50th Terrace
 Gainesville, FL 32606-4009

MEMO S S R K

⑆001449⑆ ⑆063100688⑆ 0224792204⑆

1449 06/10/2019 \$176.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
 2018 N.F. 87TH PLACE
 GAINESVILLE, FLORIDA 32608-1903
 352.343.2299

Capital City Bank 1451

6/6/2019

PAY TO THE ORDER OF Charissa Seizer \$ 352.50

Three Hundred Fifty-Two and 50/100 DOLLARS

Charissa Seizer
 Suwannee County Econ Dev Dept
 100 Court Street SE
 Live Oak, FL 32064-3203

MEMO S S R K

⑆001451⑆ ⑆063100688⑆ 0224792204⑆

1451 06/28/2019 \$352.50

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
 2018 N.F. 87TH PLACE
 GAINESVILLE, FLORIDA 32608-1903
 352.343.2299

Capital City Bank 1452

6/5/2019

PAY TO THE ORDER OF Two Trees, Inc. \$ 425.00

Four Hundred Twenty-Five and 00/100 DOLLARS

Two Trees, Inc.
 Torrey Thompson
 24-A NW 3rd Court
 Gainesville, FL 32607

MEMO S S R K

⑆001452⑆ ⑆063100688⑆ 0224792204⑆

1452 06/14/2019 \$425.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
 2018 N.F. 87TH PLACE
 GAINESVILLE, FLORIDA 32608-1903
 352.343.2299

Capital City Bank 1453

6/6/2019

PAY TO THE ORDER OF Vial Florida \$ 5,000.00

Five Thousand and 00/100 DOLLARS

Vial Florida
 Accounting Department
 2545 W. Executive Center Circle, Ste 200
 Tallahassee, FL 32301

MEMO S S R K

⑆001453⑆ ⑆063100688⑆ 0224792204⑆

1453 06/12/2019 \$5,000.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
 2018 N.F. 87TH PLACE
 GAINESVILLE, FLORIDA 32608-1903
 352.343.2299

Capital City Bank 1455

6/29/2019

PAY TO THE ORDER OF ConveyMore Communications \$ 1,249.00

One Thousand Two Hundred Forty-Nine and 00/100 DOLLARS

ConveyMore Communications
 1513 Granch Street
 Tallahassee, FL 32303

MEMO S S R K

⑆001455⑆ ⑆063100688⑆ 0224792204⑆

1455 06/28/2019 \$1,249.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
 2018 N.F. 87TH PLACE
 GAINESVILLE, FLORIDA 32608-1903
 352.343.2299

Capital City Bank 1456

6/29/2019

PAY TO THE ORDER OF Katrina Richardson \$ 309.47

Three Hundred Nine and 47/100 DOLLARS

Katrina Richardson
 Montecarlo/Luxurien Chain of Com
 420 Vial Westington Street
 Montecarlo, FL 32344

MEMO S S R K

⑆001456⑆ ⑆063100688⑆ 0224792204⑆

1456 06/28/2019 \$309.47

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
 2018 N.F. 87TH PLACE
 GAINESVILLE, FLORIDA 32608-1903
 352.343.2299

Capital City Bank 1457

6/20/2019

PAY TO THE ORDER OF Vial Florida \$ 395.00

Three Hundred Ninety-Five and 00/100 DOLLARS

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

MEMO S S R K

⑆001457⑆ ⑆063100688⑆ 0224792204⑆

1457 06/28/2019 \$395.00

*****2204

8/5/2019 4:04 PM

DOCUMENT INCLUDES VINYL, FIBER, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOIL 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

Capital City
Bank

1431

4/25/2019

PAY TO THE
ORDER OF Mariela Garcia Rendon

\$**326.88

Three Hundred Twenty-Six and 88/100***** DOLLARS

Mariela Garcia-Rendon
Hamilton County Tourism Dev
1153 U.S. Highway 41 N.W., Suite 5
Jasper, FL 32052

MEMO

SHIELD

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ACHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

00001431 1063100688 0224792204

[illegible]

Amount: -326.88

Description: Check

Check Number: 1431

Posted Date: 6/3/2019

Transaction Type: History



Tourism Task Force

*****2204

8/5/2019 4:05 PM

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

Visit Natural North Florida **THE ORIGINAL FLORIDA TOURISM TASK FORCE**
2009 N.W. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1803
352.955.2200

Capital City Bank **1432**

63-68/631 4/25/2019

PAY TO THE ORDER OF Hamilton County BOCC **\$ **1,147.75**

One Thousand One Hundred Forty-Seven and 75/100 ***** DOLLARS

Hamilton County BOCC
207 NE 1st Street, Room 106
Jasper, FL 32052

MEMO **SHIELD** **S.R.K.**

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

00014320 0063100688 0224792204

BOFD >263184488<
Hamilton Cty Cle
2019-06-04
0089072203

PAY TO THE ORDER OF
FIRST FEDERAL BANK
FOR DEPOSIT ONLY
HAMILTON COUNTY BOARD OF
COUNTY COMMISSIONERS
1333965

THIS LINE

Amount: -1147.75

Description: Check

Check Number: 1432

Posted Date: 6/5/2019

Transaction Type: History



Tourism Task Force

*****2204

8/5/2019 4:05 PM

DOCUMENT INCLUDES VISIBLE, FREQUENT, 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 1442

63-68/631 5/23/2019

PAY TO THE ORDER OF Aiden Rosner \$ **206.47

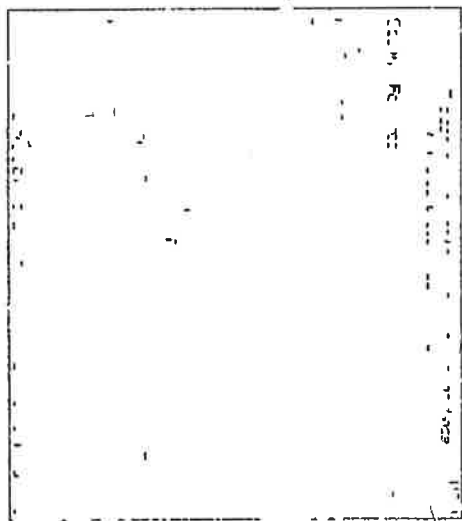
Two Hundred Six and 47/100***** DOLLARS

Aiden Rosner
971 W Duval Street, Suite 145
Lake City, FL 32056-1847

MEMO

SHIELD

0001442 063100688 0224792204



>263079276<
Vystar CU #134
2019-06-27
0134474282
Batch 186204791

ENDORSE HERE

082575

DO NOT WRITE STAMP OR SIGN BELOW THIS LINE

Amount: -206.47

Description: Check

Check Number: 1442

Posted Date: 6/28/2019

Transaction Type: History



Tourism Task Force

*****2204

8/5/2019 4:06 PM

	THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200		1443
PAY TO THE ORDER OF Columbia County TDC		63-68/631	5/23/2019
One Thousand Two Hundred Forty-Eight and 46/100		\$**1,248.46	
Columbia County TDC PO Box 1847 Lake City, FL 32056-1847			
MEMO			
TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW PAPER CONTAINS TONER ADHESION PROPERTIES HEAT SENSITIVE REG IMAGE DISAPPEARS WITH HEAT			
001443 0631006881 0224792204			

440735861239 125254 20190621 000000000224792204
 TRN_DEBIT BDAVI12 124846
 Main Boulevard 0440 94004 4407 5 0095

FOR DEPOSIT ONLY
 CASH CO. BOC

Amount: -1248.46

Description: Check

Check Number: 1443

Posted Date: 6/24/2019

Transaction Type: History



Tourism Task Force

*****2204

8/5/2019 4:06 PM

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND INVISIBLE INK 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 1449

6/6/2019

63-68/631

PAY TO THE ORDER OF Scott R. Koons \$**176.00

One Hundred Seventy-Six and 00/100 ***** DOLLARS

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

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

0001449 0063100688 0224792204



DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE

1500509287

ENDORSE HERE

S.S.R.K.

Amount: -176.00

Description: Check

Check Number: 1449

Posted Date: 6/10/2019

Transaction Type: History



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		63-68/631	1451
PAY TO THE ORDER OF Charissa Setzer		6/6/2019		\$ **352.50	
Three Hundred Fifty-Two and 50/100				DOLLARS	
MEMO		Charissa Setzer Suwannee County Econ Dev Dept 100 Court Street SE Live Oak, FL 32064-3203		S S R. K.	

⑈001451⑈ ⑈063100688⑈

0224792204⑈

<input type="checkbox"/> CHECK HERE AFTER MOBILE OR REMOTE DEPOSIT DATE <input type="checkbox"/> DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE RESERVED FOR FINANCIAL INSTITUTION USE		ENDORSE HERE Charissa Setzer
BOFD >263184488< Live Oak Main BC 2019-06-27 0189940729		
27 BOFD263184488		

Amount: -352.50

Description: Check

Check Number: 1451

Posted Date: 6/28/2019

Transaction Type: History



Tourism Task Force

*****2204

8/5/2019 4:06 PM

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

6/14 Capital City Bank 1452
6/6/2019

PAY TO THE ORDER OF Two Tree, Inc. \$ **425.00

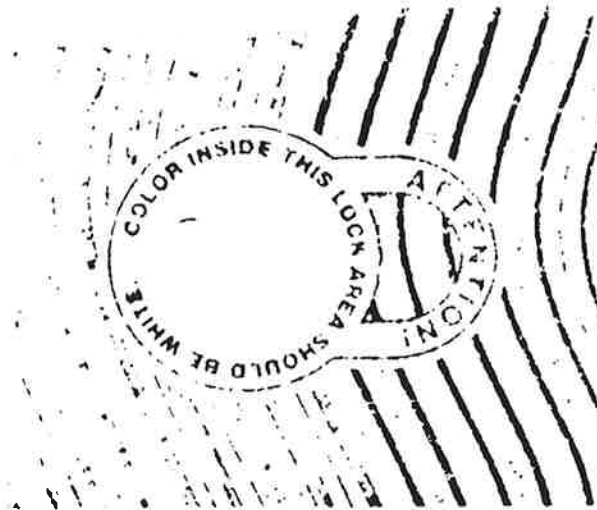
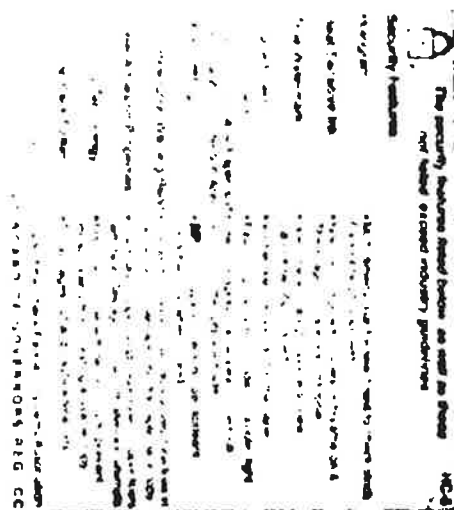
Four Hundred Twenty-Five and 00/100 DOLLARS

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

MEMO

6/14 6/6/2019

⑈001452⑈ ⑆063100688⑆ 0224792204⑈



ENDORSE HERE

For Deposit Only

wellie ferreze alcala

☐ 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: 1452

Posted Date: 6/14/2019

Transaction Type: History



Tourism Task Force

*****2204

8/5/2019 4:07 PM

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

1453

PAY TO THE
ORDER OF

Visit Florida

\$ **5,000.00

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

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

MEMO
64081

00014531 130631006881

02247922041

ENDORSE HERE
 Pay to the Order Of
 WELLS FARGO BANK, N.A.
 For Deposit Only
 FLORIDA TOURISM INDUSTRY MGTG
 CHECKS DEPOSIT FLORIDA
 MOBILE OR REMITTANCE
 20003583564DATE
 DU NOT WRITE, STAMP OR SIGN BELOW THIS LINE
 PLEASE PRINT OR TYPE NAME AND ADDRESS
 405

Amount: -5000.00

Description: Check

Check Number: 1453

Posted Date: 6/12/2019

Transaction Type: History



Tourism Task Force

*****2204

8/5/2019 4:07 PM

DOCUMENT INCLUDES VISIBLE FIBER, CHEMICAL REACTIVE PROPERTIES AND FEATURES & FOLIO 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 1455

63-68,631 6/20/2019

PAY TO THE ORDER OF **ConveyMore Communications** \$ **1,249.00

One Thousand Two Hundred Forty-Nine and 00/100..... DOLLARS

ConveyMore Communications
1513 Branch Street
Tallahassee, FL 32303

MEMO

TRUE WATERMARK PAPER: HOLD TO LIGHT TO VIEW. HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT.

000145510 00631006881 0224792204

ENDORSE HERE

PAY TO THE ORDER OF
MACOVIA BANK, N.A.
FOR DEPOSIT ONLY
CONVEYMORE COMMUNICATIONS, INC.
3556664289

☐ CHECK HERE AFTER
MOBILE OR REMOTE DEPOSIT DATE

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

ATTENTION!
COLOR INSIDE THIS LOCK AREA SHOULD BE WHITE

Security Features
The security features listed below are used as a guide.
not listed are not industry guidelines.

1. The security features listed below are used as a guide.
not listed are not industry guidelines.

Amount: -1249.00

Description: Check

Check Number: 1455

Posted Date: 6/28/2019

Transaction Type: History

*****2204

8/5/2019 4:07 PM

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

1456

63-68/631

6/20/2019

PAY TO THE
ORDER OF

Katrina Richardson

\$ **309.47

Three Hundred Nine and 47/100*****

DOLLARS

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

Shield

S. R. K.

MEMO

TRUE WATERMARK PAPER *HOLD TO LIGHT TO VIEW*

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

0001456110631006881022479220411

<p>ENDORSE HERE</p> <p><i>Palmerie K. H. [Signature]</i></p>	<p><input type="checkbox"/> CHECK HERE AFTER MOBILE OR REMOTE DEPOSIT DATE _____</p> <p>DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE. RESERVED FOR FINANCIAL INSTITUTION USE.</p>
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Amount: -309.47

Description: Check

Check Number: 1456

Posted Date: 6/28/2019

Transaction Type: History



Tourism Task Force

*****2204

8/5/2019 4:09 PM

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

Visit Natural North Florida THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 N.W. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1609
352.955.2200

63-68/631

1457

6/20/2019

PAY TO THE ORDER OF Visit Florida

\$ **395.00

Three Hundred Ninety-Five and 00/100 ***** DOLLARS

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

MEMO 67692

SHIELD

001457 063100688 0224792204

ENDORSE HERE

Pay to the Order of
WELLS FARGO BANK, N.A.
For Deposit Only
FLORIDA TOURISM INDUSTRY MKTG
VISIT FLORIDA - PRIVATE ACCT
DBA VISIT FLORIDA
2600035533644

CHECK HERE AFTER
MOBILE OR REMOTE DEPOSIT DATE

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

Amount: -395.00

Description: Check

Check Number: 1457

Posted Date: 6/28/2019

Transaction Type: History

Scott R. Koons

SK
TT

INVOICE

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

DATE: April 18, 2019
INVOICE # 34
FOR: Bike Expo New York
Shipping

Bill To:
The Original Florida Tourism Task Force

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

8202

DESCRIPTION	AMOUNT
Bike Expo New York 5/3/19-5/4/19 - Shipping	\$ 156.00
<div>RECEIVED MAY 15 2019 NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL</div>	
TOTAL	\$ 156.00

Approved for Payment

SK

THANK YOU!



Friday, May 3 – Saturday, May 4, 2019
Basketball City, Pier 36
299 South Street, New York, NY

[« Back to Order Info](#)

Thank you for your purchase!
Your transaction has been completed,
and a receipt for your purchase has been emailed to you.

Payment Details

Name: Scott Koons
Item: BENY order 341
Amount: 156.00
Status: Completed

The Exhibitor Portal is designed to provide BENY Exhibitor Relations staff with a general overview of each booth, making each exhibitor's preparation for the Expo as easy as possible. Ordering equipment, services, storage or shipping can also be completed directly through your account.



Transactions

Transaction Date	Posting Date	Description	Reference Number	Account Number	Amount	Total
Purchases and Adjustments						
04/18	04/19	PAYPAL *BIKENEWYORK 402-935-7733 CA	2645	8543	156.00	
04/26	04/27	ROSEMONT EXPOSITION SERVI847-6962208 IL	0547	8543	20.00	
TOTAL PURCHASES AND ADJUSTMENTS FOR THIS PERIOD						\$176.00

Scott R. Koons

SKT

INVOICE

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

DATE: April 24, 2019
INVOICE # 35
FOR: Chicago RV & Camping
Show -
Supplemental Shipping

Bill To:
The Original Florida Tourism Task Force

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

83023

DESCRIPTION	AMOUNT
Chicago RV and Camping Show 2/7/19-2/10/19 - Supplemental Shipping	\$ 20.00
<div>RECEIVED</div> <div>MAY 15 2019</div> <div>NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL</div>	
TOTAL	\$ 20.00

Approved for Payment

SPK

THANK YOU!



Invoice

Rosemont Exposition Services, Inc

9291 West Bryn Mawr Avenue
Rosemont IL 60018
847-696-2208
www.resexpo.com

Date 2/11/2019
Invoice # 99827

Due Date
PO #
Show:
19105 Midwest RV

Booth:
418 (34807 The Original Florida Tourism Task

Bill To

Scott R Koons
5210 NW 50th Terrace
Gainesville FL 32606

Total Booth Order:	Total Paid	Balance
80.00	60.00	20.00

Item	Quantity	Options	Rate	Amount
WAREHSE-ADVANCE	4		20.00	80.00



Transactions

Transaction Date	Posting Date	Description	Reference Number	Account Number	Amount	Total
Purchases and Adjustments						
04/18	04/19	PAYPAL *BIKENEWYORK 402-935-7733 CA	2645	8543	156.00	
04/26	04/27	ROSEMONT EXPOSITION SERVI847-6962208 IL	0547	8543	20.00	
TOTAL PURCHASES AND ADJUSTMENTS FOR THIS PERIOD						\$176.00

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of June 30, 2019

(These financial statements are unaudited)

	Budget	June 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	63,704.51	113,704.51	(12,295.49)
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	63,704.51	200,891.75	(160,208.25)
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	1,674.00	5,159.00	59.00
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	1,674.00	19,159.00	(30,941.00)
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	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 June 30, 2019

(These financial statements are unaudited)

	Budget	June 2019	Year to Date	Over/(Under) Budget
VF Georgia RV & Camper Show	4,200.00	0.00	0.00	(4,200.00)
VF Boot Dusseldorf	6,300.00	0.00	0.00	(6,300.00)
VF Atlanta Camping & RV Show	3,800.00	0.00	2,836.32	(963.68)
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	667.58	(2,332.42)
VF London Times Destinations Show	15,200.00	0.00	9,270.42	(5,929.58)
VF Houston RV Show	7,300.00	0.00	7,678.23	378.23
VF Chicago RV & Camping Show	7,100.00	0.00	7,189.41	89.41
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	6,204.04	(2,095.96)
VF Canoecon 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	6,961.41	(738.59)
VF Ottawa Travel and Vacation Show	0.00	0.00	6,610.74	6,610.74
Total Trade Shows	141,300.00	0.00	104,727.63	(36,572.37)
Advertising				
Brochure Distribution	12,000.00	500.00	8,830.00	(3,170.00)
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	0.00	(5,000.00)
Undiscovered Florida Print Advertisement	8,200.00	0.00	6,878.00	(1,322.00)
Quarterly eNewsletters	4,300.00	1,000.00	1,200.00	(3,100.00)
Total Advertising	61,300.00	1,500.00	38,461.25	(22,838.75)
Total Marketing Expenses	255,700.00	3,174.00	162,766.98	(92,933.02)
Administration				
NCFRPC - Admin VF & DEO 2017-18	5,625.00	0.00	0.00	(5,625.00)
NCFRPC - Admin VF & DEO FY 2018-19	18,975.00	0.00	8,725.00	(10,250.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	3,125.00	(9,375.00)
Bank Charges	200.00	0.00	0.00	(200.00)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	61.25	(238.75)
Other Admin Expenses Miscellaneous	2,000.00	0.00	818.88	(1,181.12)
Postage	300.00	15.12	96.09	(203.91)
VF Travel Show Service Program Fee	15,400.00	0.00	14,300.00	(1,100.00)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of June 30, 2019

(These financial statements are unaudited)

	Budget	June 2019	Year to Date	Over/(Under) Budget
Telephone	300.00	0.00	0.00	(300.00)
Total Administration	55,900.00	15.12	27,126.22	(28,773.78)
Memberships				
Visit Florida	400.00	395.00	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	395.00	570.00	(330.00)
Professional Enhancement				
SE Tourism Society Marketing College	11,600.00	0.00	10,469.36	(1,130.64)
Governor's Tourism Conference	1,700.00	0.00	0.00	(1,700.00)
Total Professional Enhancement	13,300.00	0.00	10,469.36	(2,830.64)
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	12,500.00	0.00	0.00	(12,500.00)
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	410.12	38,165.58	(67,234.42)
Total Expenses	361,100.00	3,584.12	200,932.56	(160,167.44)
Net Income	0.00	60,120.39	(40.81)	(40.81)

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 18, 2019

Cost Estimates	Deliverable
7/18/2019	
\$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**

August 15, 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
2nd 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 second quarter Deliverables Report and an invoice in the amount of \$22,729.96 for the period May 1, 2019 through July 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

July 31, 2019

Name	Invoice Date	Invoice Number	Invoice Amount	Check Date	Check Number	Check Amount	Amount Charged to Grant
CTM Media Group	5/1/2019	01S-178989	\$1,299.00	5/9/2019	1437	\$2,598.00	\$1,299.00
Florida Suncoast Tourism Promotions, Inc.	5/1/2019	5T028855	\$1,500.00	5/9/2019	1438	\$1,500.00	\$1,500.00
Ron Gromell	5/3/2019	n/a	\$1,767.77	5/9/2019	1439	\$1,767.77	\$1,699.75
Two Tree, Inc.	5/3/2019	n/a	\$1,696.93	5/9/2019	1440	\$1,696.93	\$1,636.93
United Parcel Service	4/20/2019	951V4A169	\$87.50	5/9/2019	1441	\$200.75	\$87.50
United Parcel Service	4/27/2019	951V4A179	\$113.25	5/9/2019	1441	\$200.75	\$113.25
Alden Roser	5/17/2019	n/a	\$156.47	5/23/2019	1442	\$206.47	\$156.47
Columbia County Tourist Development Council	5/14/2019	20190501NY	\$1,248.46	5/23/2019	1443	\$1,248.46	\$1,248.46
Donna Creamer	5/17/2019	n/a	\$2,167.98	5/23/2019	1444	\$2,167.98	\$1,909.24
Two Tree, Inc.	5/7/2019	2019135	\$510.00	5/23/2019	1446	\$510.00	\$510.00
Ron Gromell	5/17/2019	n/a	\$393.44	6/6/2019	1448	\$393.44	\$393.44
Scott R. Koons	4/18/2019	34	\$156.00	6/6/2009	1449	\$176.00	\$156.00
Charissa Setzer	5/17/2019	n/a	\$352.50	6/6/2019	1451	\$352.50	\$352.50
Two Tree, Inc.	6/2/2019	2019139	\$425.00	6/6/2019	1452	\$425.00	\$425.00
ConveyMore Communications, Inc.	6/18/2019	729	\$1,249.00	6/20/2019	1455	\$1,249.00	\$1,249.00
Katrina Richardson	5/17/2019	n/a	\$309.47	6/20/2019	1456	\$309.47	\$309.47
Visit Florida - Membership	6/7/2019	67692	\$395.00	6/20/2019	1457	\$395.00	\$395.00
Patricia Watson	5/17/2019	n/a	\$394.91	6/20/2019	1458	\$394.91	\$394.91
Mariela Garcia-Rendon	5/17/2019	n/a	\$60.00	7/3/2019	1459	\$60.00	\$60.00
Scott R. Koons	6/27/2019	36	\$1,000.00	7/3/2019	1460	\$1,000.00	\$1,000.00
Two Tree, Inc.	7/1/2019	2019143	\$425.00	7/3/2019	1461	\$425.00	\$425.00
Phyllis Williams	5/17/2019	n/a	\$359.04	7/3/2019	1462	\$359.04	\$359.04
Two Tree, Inc.	7/27/2019	2019146	\$425.00	8/5/2019	1466	\$425.00	\$425.00
North Central Florida Regional Planning Council - eNewsletter	7/31/2019	n/a	\$1,000.00	n/a	n/a	\$1,000.00	\$1,000.00
North Central Florida Regional Planning Council - Administration	7/31/2019	n/a	\$5,625.00	n/a	n/a	\$5,625.00	\$5,625.00
Total			\$23,116.72			\$24,686.47	\$22,729.96

n/a = not applicable

The Original Florida Tourism Task Force
FEID # 59-3534835

INVOICE

Agreement #: D0129

Invoice No. 2
Date: July 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: May 1, 2019, 2019 to July 31, 2019		
Deliverable 2 Electronic Newsletter Created and Distributed One Electronic Newsletter (Staff Time)		
Deliverable 3 Website Blogs Posted 24 Blogs on Task Force Website (Contractual Services)		
Deliverable 5 Domestic Travel Shows Exhibited at two Domestic Travel Shows (Registrations, Travel)		
Deliverable 7 Distribute Literature Distributed a minimum of 10,000 Brochures (Contractual Services)		
Deliverable 8 Professional Enhancement (Scholarships) Attended Marketing College - Six attendees (Scholarships, Travel)		
Deliverable 9 Professional Association Memberships Renewed one Professional Association Membership (Memberships)		
Expenditures		
Staff time		\$ 6,625.00
Contractual Services		6,833.00
Memberships		395.00
Travel		8,520.21
Registrations		0.00
Shipping		356.75
Scholarships		0.00
TOTAL		\$ 22,729.96

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

8/15/19

Date

Florida Department of Economic Opportunity
Fiscal Year 2018-19
Regional Rural Development Grant
Second Quarter Report
May 1, 2019 through July 31, 2019

Submitted August 15, 2019 by

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

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**NARRATIVE
REGIONAL RURAL DEVELOPMENT GRANT
FISCAL YEAR 2018-19
SECOND QUARTER REPORT
May 1, 2019 through July 31, 2019**

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

Please find attached the Compliance Certification from and Minority Vendor and disabled veterans business report in Part B.

WEBSITE MAINTENANCE AND ENHANCEMENTS

WEBSITE MAINTENANCE AND HOSTING

The Task Force did not expend any funds during the second quarter for website maintenance and hosting.

TOPIC-CENTERED MICROSITES

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

MARKETING AND PROMOTION

ELECTRONIC NEWSLETTERS

The Task Force created and distributed one electronic newsletter during the second quarter to over 6,000 email addresses. The Task Force spent \$1,000 on this item during the second 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 \$1,785 during the second quarter with Two Tree, Inc. for 21 blogs. Copies of the invoices and list of blog entries are included in Part D.

The Task Force spent \$1,249 during the second 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 second quarter for updating and printing marketing materials.

DOMESTIC TRAVEL SHOWS

The Task Force spent \$3,336.68 during the second quarter to reimburse travel expenses to attend the Midwest Mountaineering Expo. Copies of the travel reimbursement forms and cancelled checks are included in Part E.

The Task Force spent \$87.50 during the second quarter to ship collateral material to the Midwest Mountaineering Expo. A copy of the invoice and cancelled check are included in Part E.

The Task Force spent \$1,909.24 during the second quarter to reimburse travel expenses to attend the New York Expo. Copies of the travel reimbursement forms and cancelled checks are included in Part E.

The Task Force spent \$269.25 during the second quarter to ship collateral material to the New York Bike Expo. A copy of the invoice and cancelled check are included in Part E.

ADVERTISING CAMPAIGN

The Task Force did not spend any funds during the second quarter on advertising.

BROCHURE DISTRIBUTION

The Task Force spent \$1,500 during the second 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 second 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 spent \$1,000 during the second quarter to purchase 50,000 credits for email distribution with MailChimp for email distribution services.

PROFESSIONAL ENHANCEMENT

PROFESSIONAL ENHANCEMENT SCHOLARSHIPS

The Task Force spent \$3,274.29 during the second quarter for travel reimbursement expenses of members to attend the Southeast Tourism Society Marketing College May 12-17, 2019 at the University of North Georgia, Dahlonega, Georgia. Copies of the reimbursement forms and cancelled checks are included in Part H.

PROFESSIONAL ASSOCIATIONS ANNUAL MEMBERSHIPS

The Task Force spent \$395 during the second quarter for its annual membership with VISITFLORIDA. A copy of the invoice and cancelled check are included in Part I.

ADMINISTRATION

The North Central Florida Regional Planning Council provided \$5,625 during the second 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 J.

PROOF OF FINANCIAL MATCH

See Part K, Proof of Financial Match.

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 #2 (attached)	May 1 to July 31, 2010
1 Electronic Newsletter	\$2,000.00
1 Website Blog	\$3,034.00
1 Travel Show Exhibit	\$5,602.67
Brochure Distribution of a Minimum of 10,000 Brochures	\$2,799.00
1 Professional Enhancement Scholarship	\$3,274.29
1 Professional Association Membership	\$395.00
Administration	\$5,625.00
INVOICE AMOUNT	\$22,729.96

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: 8/15/19

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 #:** 2 **Date:** 8/15/19

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

Lauren Yeatter

From: Griffith, Tiffany [tgriffith@ufsa.ufl.edu]
Sent: Wednesday, August 07, 2019 1:07 PM
To: Lauren Yeatter
Subject: UF HHP Internship and Job Fair Invitation

Follow Up Flag: Follow up
Flag Status: Flagged



Good Afternoon Lauren,

I am reaching out today because as a recent host site for one of our Tourism, Recreation, and Sport Management students, I wanted to extend a personal invite to North Central Florida Regional Planning Council for the Fall 2019 College of Health and Human Performance's Internship and Job Fair presented by HHP and the UF Career Connections Center. The HHP Fair is a means to directly connect and recruit students in our college who are pursuing areas of study that impact the way we live, work, and play in today's society. [Learn more about our degree programs here.](#)

This event is an effective method to promote the opportunities that North Central Florida Regional Planning Council provides students to explore their passions, build their professional network, and gain real life work experience. We encourage you to use the fair to inform and recruit students for any opportunities you have to offer, whether it be an internship, volunteer role, part-time opening, or full time position.

We will also be offering the chance to conduct on-campus interviews immediately following the fair as well as the option to build your brand on campus via engaged professional development programming (this programming can occur before or after the fair and anytime throughout the semester as well!). If this is of interest to you, please reach out to tgriffith@ufsa.ufl.edu for more details.

The fair will take place on **Tuesday September 17th from 10am-1:30pm** in the Florida Gym on the University of Florida campus.

Registration Cost: \$60.00 (\$30.00 for Non-Profits and UF Departments)

Registration includes lunch for 2 reps, parking, and one 6ft table with 2 chairs. The early registration deadline/cancellation deadline is August 20th 2019, there is a slight price increase after this deadline.

[Click here](#) to register for the Fall 2019 HHP Internship and Job Fair

We look forward to having North Central Florida Regional Planning Council participate! Feel free to reach out to CCCCareerFairs@ufsa.ufl.edu with any questions.

Have a great day,



**CAREER CONNECTIONS
CENTER**

Tiffany Griffith

Assistant Director for Career & Industry Engagement-

College of Health and Human Performance

Career Connections Center

UF Division of Student Affairs

J. Wayne Reitz Union, Suite 1300 | PO Box 118507

Gainesville, FL 32611-8507

Phone 352-294-2046 | tgriffith@ufsa.ufl.edu

National Award Winning Career Services! career.ufl.edu | [Twitter](#)

The Original Florida Tourism Task Force MEMBERS as of 6/20/2019

ALACHUA COUNTY

(\$15,000 - 3 votes)

Vacant

Ron Gromoll

Marketing and Events Coordinator
Alachua County Fair
12 SE 1st Street, 2nd Floor
Gainesville, FL 32601
(w) 352.264.6907
rgromoll@alachuacounty.us

Sean Plemons

Content Manager
Visit Gainesville/Alachua County
33 North Main Street
Gainesville, FL 32601
(w) 352.374.5260
splemons@alachuacounty.us

BRADFORD COUNTY

(\$3,000 - 2 votes)

William Sexton

Bradford County Attorney
945 North Temple Avenue
Starke, FL 32091-2210
will_sexton@bradfordcountyfl.gov
(w) 904.368.3902

The Honorable Daniel Riddick

Bradford County
Board of County Commissioners
945 North Temple Avenue
Starke, FL 32091
(w) 352.473.7033
(o) 904.966.6327
(f) 352.473.5907
bccriddick@yahoo.com

COLUMBIA COUNTY

(\$8,000 3 votes)

Vacant

Rod Butler

General Manager
Holiday Inn Hotel and Suites
213 SW Commerce Boulevard
Lake City, FL 32025-1501
(w) 386.487.1080
gm@hilakecityfl.com

Paula R. Vann

Executive Director
Columbia County
Tourism Development Council
P.O. Box 1847
Lake City, FL 32056
(w) 386.758.1312
pvann@columbiacountyfla.com
www.springsrus.com

DIXIE COUNTY

(\$2,000 - 2 votes)

Vacant

Russ McCallister

Suwannee Guides and Outfitters
PO Box 1345
Old Town, FL 32680
(w) 352.542.8331
(h) 352.325.1520
(c) 352.258.0189
russ776@bellsouth.net
www.visitdixie.com
www.suwanneeguides.com

GILCHRIST COUNTY

(\$2,000 - 2 votes)

The Honorable Lee Deen

Mayor, City of Trenton
114 North Main Street
Trenton, FL 32693-3440
(o) 352.463.4007
WLDeen6757@gmail.com

Patricia Watson

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

HAMILTON COUNTY

(\$1,000 - 2 votes)

Vacant

Vacant

JEFFERSON COUNTY

(\$2,000 - 2 votes)

Katrina Richardson

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

David Ward

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

LAFAYETTE COUNTY

(\$1,000 - 1 vote)

Craig Colton

Suwannee River Rendezvous
828 NE Primrose Road
Mayo, FL 32066
(w) 386.295.2510
craigcolton@suwanneeriverrendezvous.com

LEVY COUNTY

(\$4,000 - 2 votes)

Carol McQueen

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

Tisha Whitehurst

Director
Levy County Visitors Bureau
620 North Hathaway Avenue
Bronson, FL 32696
(w) 352.486.3396
tourism@visitnaturecoast.com

MADISON COUNTY

(\$3,000 - 2 votes)

Jackie Blount

Madison County
Tourism Development Council
184 NW College Loop
Madison, FL 32340
(c) 850.673.1046
jacquelynblount@yahoo.com

Phyllis Williams

Executive Director
Madison County
Chamber of Commerce and Tourism
182 NW College Loop, Unit A
Madison, FL 32340
(w) 850.973.2788
phyllis@madisonfl.org

SUWANNEE COUNTY

(\$4,000 - 2 votes)

Charissa Setzer

Marketing Coordinator
Suwannee County Economic Development
100 Court Street SE, Suite 214
Live Oak, FL 32064
(w) 386.330.2220
(c) 386.688.5366
charissas@suwgov.org
www.visitsuwannee.com

Teena Peavy

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

TAYLOR COUNTY

(\$4,000 - 2 votes)

Dawn Taylor, Chair

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

Sandy Beach

20845 Keaton Beach Drive
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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

VOLUNTEERS, CONSULTANTS AND OTHERS

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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>Madison</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	✓

