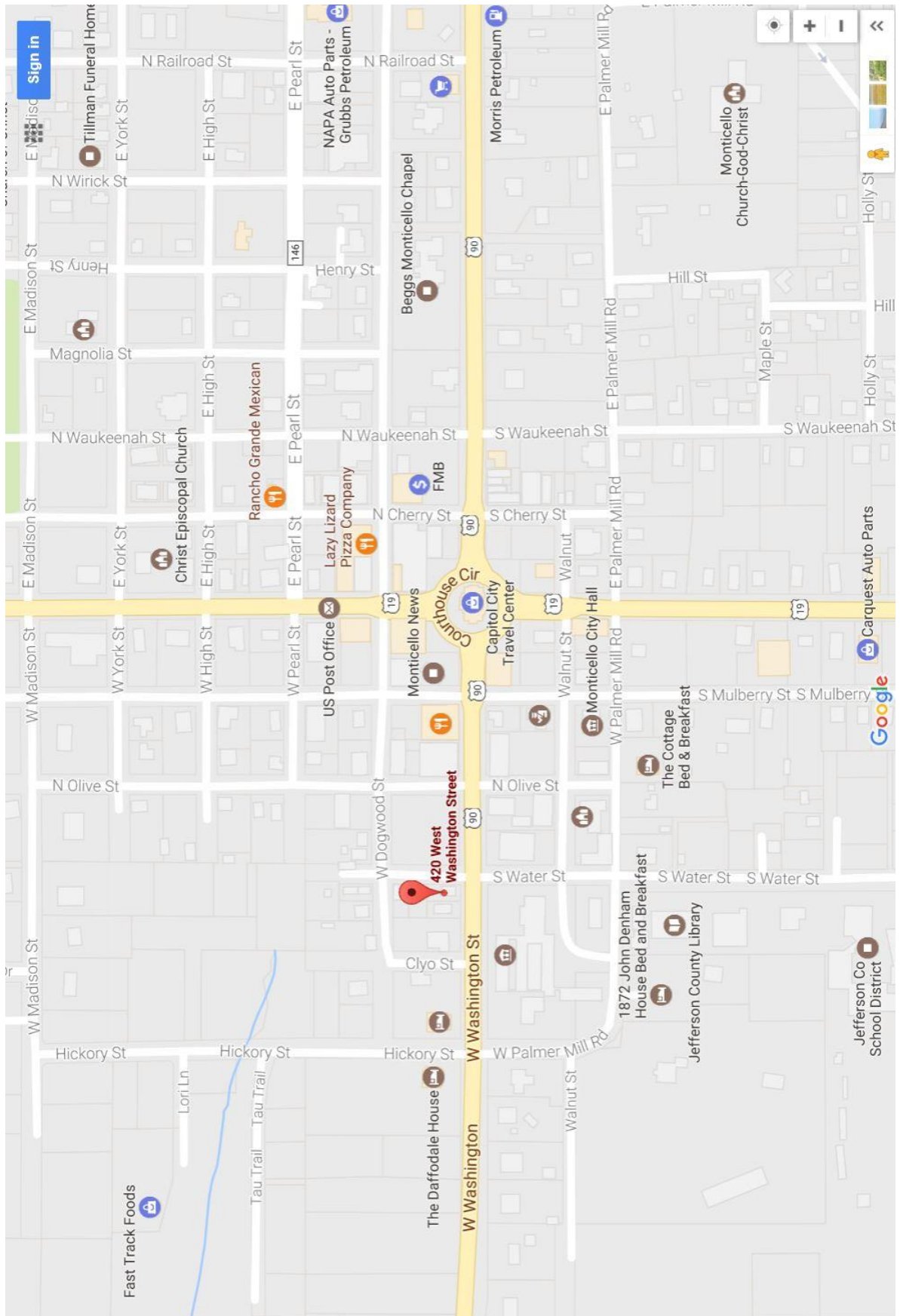


## MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **April 19, 2018**. The meeting will be held at the **Monticello/Jefferson Chamber of Commerce, 420 West Washington Street, Monticello, Florida** beginning at **10:00 a.m.**

(Location Map on Back)



*The Original Florida*  
**TOURISM TASK FORCE**  
**Meeting Agenda**

*Visit Natural*  
**NORTH FLORIDA**

**Monticello/Jefferson Chamber of Commerce**  
**420 West Washington Street, Monticello, FL**  
**Jefferson County**

**April 19, 2018**  
**Thursday 10:00 a.m.**

	<b>PAGE NO.</b>
I. Call to Order, Introductions	
II. Approval of the Agenda	3
III. Approval of the March 15, 2018 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee Report	
a. Monthly Financial Report Review and Approval, February 2018	11
B. Fiscal Year 2016-17 Regional Rural Development Grant	
1. 2017 Annual VisaVue Report, Domestic and International Editions	
C. Fiscal Year 2017-18 Regional Rural Development Grant	
1. Scope of Work	35
2. Deliverables and Cost Estimates, April 12, 2018	41
3. Website Maintenance and Hosting	
- Town and County Landing Page Content	
4. 2018 Marketing Project	
5. Paddling and Parks Microsites	
6. Task Force Video	
7. Website Blogs	
8. Bicycle Routes - Review and Update	
9. Springs Guide - Review and Update	
10. VisaVue, Domestic and International Editions	
11. In-house Brochure Printing	
12. Domestic Travel Shows	
13. Advertising Campaign	
a. UnDiscovered Florida Co-op Advertisement	
b. Florida Park Ranger Proposal - Parks by Nature	43
c. OrlandoAttractions.com Proposal - UK Marketing Website	47
14. Brochure Distribution	
15. Southeast Tourism Society Marketing College and	
2018 Florida Governor's Tourism Conference	51
16. Professional Organization Memberships	

D.	VISIT FLORIDA Grants	
1.	VISIT FLORIDA - North Central Florida Fiscal Year 2017-18	
	Rural Area of Opportunity Partnership Program	
a.	Washington, DC Travel and Adventure Show Report	
d.	F.re.e Messe Munich Travel Show Report	
e.	ITB Berlin Show Report	
f.	Canoeecopia Report	
g.	Philadelphia Travel and Adventure Show Report	
h.	Travel Shows and Travel Show Assignments	55
2.	VISIT FLORIDA - North Central Florida Fiscal Year 2018-19	
	Rural Area of Opportunity Partnership Program	
a.	Tentative Travel Show Selections	57
E.	VISIT FLORIDA Monthly Report, Brenna Dacks	
F.	Staff Items	
1.	Fiscal Year 2018-19 Regional Rural Development Grant Deliverables	63
G.	Other Old Business	
1.	Updated Task Force Member Contact Information	65
2.	2018 Meeting Dates and Locations	69
V.	Leadership Forum: The Honorable Betsy Barfield, Madison County Commissioner, - Highlights of Jefferson County	
VI.	New Business	
A.	Announcements	
B.	Other New Business	

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., May 17, 2018 at a location to be determined in Levy County.

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

Grand Hall, Spirit of the Suwannee Music Park  
Live Oak, FL  
Suwannee County

March 15, 2018  
10:00 a.m.

MEMBERS PRESENT

Ron Gromoll, Alachua County  
Will Sexton, Bradford County  
Paula Vann, Columbia County  
Nancy Bednarek, Dixie County  
Patricia Watson, Gilchrist County  
Susan Ramsey, Hamilton County  
Phyllis Williams, Madison County  
Teena Peavey, Suwannee County

MEMBERS ABSENT

Julie Waldman, Alachua County  
Daniel Riddick, Bradford County  
Rod Butler, Columbia County  
Russ McCallister, Dixie County  
Susie Page, Lafayette County, Vice-Chair  
Carol McQueen, Levy County  
Katrina Richardson, Jefferson County  
Nancy Wideman, Jefferson County  
Tisha Whitehurst, Levy County  
Trent Abbott, Madison County  
Alvin Jackson, Suwannee County  
Sandy Beach, Taylor County  
Dawn Taylor, Taylor County, Chair  
Dave Mecusker, Union County, Treasurer  
Gail Gilman, Wakulla County

OTHERS PRESENT

Beth Burnam, Hamilton County  
Board of County Commissioners  
Cathy Lesh, Dive Outpost  
Lois Nevins, By All Means Travel  
Sean Plemons, Visit Gainesville  
Charissa Setzer, Suwannee County  
Tourist Development Council  
A. J. Vassar, Connect Travel  
Karen Williams, Hamilton County  
Chamber of Commerce

STAFF PRESENT

Steven Dopp  
Lorenza Ponder

I. CALL TO ORDER, INTRODUCTIONS

In absence of the Chair, Vice-Chair, and Treasurer, the Task Force opened the meeting at 10:10 a.m. and agreed by consensus for Paula Vann to serve as acting Chair.

## II. APPROVAL OF THE AGENDA

Acting Chair Vann requested approval of the meeting agenda.

**ACTION: Ron Gromoll moved and Will Sexton seconded to amend the agenda to add a presentation from A. J. Vassar of Connect Travel as new Item IV.A. The motion passed unanimously.**

## III. APPROVAL OF THE FEBRUARY 15, 2018 MINUTES

Acting Chair Vann asked for approval of the February 15, 2018 meeting minutes.

**ACTION: Pat Watson moved and Mr. Gromoll seconded to approve the February 15, 2018 minutes as circulated. The motion passed unanimously.**

## IV. OLD BUSINESS

### A. A. J. Vassar, Connect Travel Presentation

Mr. Vassar presented the Connect Travel Complete marketing program for small destination marketing organizations. He stated that the first-year cost to the Task Force would be \$18,000.

No action was taken regarding this agenda item.

### B. Committee Reports

#### 1. Finance Committee Report

##### a. Monthly Financial Report Review and Approval, January 31, 2018

Steven Dopp presented the January 31, 2018 monthly financial report.

**ACTION: Mr. Sexton moved and Susan Ramsey seconded to approve the January 31, 2018 monthly financial report as circulated. The motion passed unanimously.**

### C. Fiscal Year 2016-17 Florida Department of Economic Opportunity Regional Rural Development Grant

#### 1. 4th Quarter Report and Reimbursement Submittal Status

Mr. Dopp stated that the Task Force has received a check from the Florida Department of Economic Opportunity for the 4th quarter reimbursement request.

#### 2. 4th Quarter VisaVues Report, Domestic and International Editions

Mr. Dopp reported on the 4th quarter VisaVues reports.

### D. Fiscal Year 2017-18 Florida Department of Economic Opportunity Regional Rural Development Grant

1. Scope of Work

No action was taken regarding this agenda item.

2. Deliverables and Cost Estimates

Mr. Dopp discussed the revised list of deliverables and cost estimates included in the meeting packet. He noted that the revised cost estimates reflect funding changes the Task Force has made since the submittal of the grant application.

3. 2018 Marketing Project

Mr. Dopp stated that the Task Force has entered into a contract with Jumpem, LLC for the 2018 Marketing Project.

4. Pseudo Reservation System

No action was taken regarding this agenda item.

5. Parks and Paddling Microsites

Mr. Dopp stated that the Task Force has entered into a contract with Jumpem, LLC for development of the parks microsite.

6. Task Force Video

No action was taken regarding this agenda item.

7. Website Blogs - Nancy Moreland Blogger Update

Mr. Dopp stated that Ms. Moreland declined the offer to post blogs on the Task Force website.

Mr. Dopp reported that the Task Force has entered into a contract with Two Tree, Inc., to post blogs on the Task Force website.

8. Bicycle Routes - Review and Update

No action was taken regarding this agenda item.

9. Springs Guide - Review and Update

No action was taken regarding this agenda item.

10. VisaVue, Domestic and International Editions

Mr. Dopp stated that VISIT FLORIDA has not yet provided a contract to the Task Force for the purchase of VisaVues, domestic and international editions for 2018.

11. Big Bend Saltwater Paddling Trail Guide Purchase

No action was taken regarding this agenda item.

12. In-house Brochure Printing

No action was taken regarding this agenda item.

13. Domestic Travel Shows

No action was taken regarding this agenda item.

14. Advertising Campaign

Brenna Dacks reported on VISIT FLORIDA digital and print advertising opportunities available to the Task Force.

a. unDiscovered Florida Co-op Advertisement

No action was taken on this agenda item.

15. Brochure Distribution

No action was taken regarding this agenda item.

16. Southeast Tourism Society Marketing College and 2018 Florida Governor's Tourism Conference

No action was taken regarding this agenda item.

17. Professional Organization Memberships

No action was taken regarding this agenda item.

D. VISIT FLORIDA Grants

1. VISIT FLORIDA - North Central Florida Fiscal Year 2017-18 Rural Area of Opportunity Program

a. Washington, DC Travel and Adventure Show Report

No discussion occurred regarding this agenda item.

b. Chicago Travel and Adventure Show Report

Phyllis Williams reported on the Chicago Travel and Adventure Show.

c. Chicago RV and Camping Show Report

Sean Plemons reported on the Chicago RV and Camping Show.

d. F.re.e Messe Munich Travel Show Report

Mr. Dopp reported on F.re.e Messe Munich.

e. Toronto Outdoor Adventure Show Report

Teena Peavey reported on the Toronto Outdoor Adventure Show.

f. ITB Berlin Show Report

No discussion occurred regarding this agenda item.

g. Canoecopia Report

No discussion occurred regarding this agenda item.

h. Philadelphia Travel and Adventure Show Report

No discussion occurred regarding this agenda item.

i. Travel Shows and Travel Show Assignments

No action occurred under this agenda item.

E. VISIT FLORIDA Monthly Report

Brenna Dacks presented the monthly VISIT FLORIDA report.

F. Staff Items

1. House Bill 1103 and Senate Bill 1646 Update

Mr. Dopp reported that neither House Bill 1103 or Senate Bill 1646 were passed by the Legislature.

2. Fiscal Year 2018-19 Regional Rural Development Grant

The Task Force reviewed potential projects to be included in the Fiscal Year 2018-19 Regional Rural Development Grant application.

3. Unpaid 2017-18 Regional Cooperative Marketing Fees

Mr. Dopp reported that all member counties had paid their 2017-18 Regional Cooperative Marketing Fees.

G. Other Old Business

1. Updated Task Force Member Contact Information

No changes were requested to be made to Task Force member contact information.

2. 2018 Meeting Dates and Location

No changes were made to meeting dates and locations.

V. Leadership Forum:

Cathy Lesh of the Dive Outpost discussed cave diving in Natural North Florida.

VI. New Business

A. Announcements

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

B. Other New Business

No other new business was discussed.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., April 19, 2018 at a location to be determined in Jefferson County.

**The meeting adjourned at 1:10 p.m.**

---

Dawn Taylor, Chair

4/19/18  
Date

Minutes prepared by Steven Dopp of the North Central Florida Regional Planning Council.

# The Original Florida Tourism Task Force

## Balance Sheet

As of February 28, 2018

	<u>Feb 28, 18</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Cash in Bank - Capital ...	41,903.20
Total Checking/Savings	41,903.20
Accounts Receivable	
Accounts Receivable	63,638.08
Total Accounts Receivable	63,638.08
Other Current Assets	
Prepaid Expense	3,567.28
Prepaid Registration Fe...	5,230.25
Total Other Current Assets	8,797.53
Total Current Assets	114,338.81
<b>TOTAL ASSETS</b>	<b><u>114,338.81</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	35,051.52
Total Accounts Payable	35,051.52
Total Current Liabilities	35,051.52
Total Liabilities	35,051.52
Equity	
Unrestricted Earnings	71,932.31
Net Income	7,354.98
Total Equity	79,287.29
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>114,338.81</u></b>

11:53 AM  
04/13/18  
Accrual Basis

# The Original Florida Tourism Task Force

## Profit & Loss

### February 2018

	Feb 18
<b>Income</b>	
FDEO-Regional Dev. Grant 16/17	60,638.08
<b>Total Income</b>	60,638.08
<b>Gross Profit</b>	60,638.08
<b>Expense</b>	
<b>Marketing</b>	
Collateral Materials	
Distribution	2,799.00
<b>Total Collateral Materials</b>	2,799.00
<b>Trade Shows</b>	
Boston Globe Travel Show	6,762.59
Chicago RV & Camping	7,529.20
Chicago Travel & Adventure	7,344.17
London Telegraph Bike Travel	11,894.11
Messe Munich Travel Show	13,188.70
Promotional Materials	4,853.78
Toronto Outdoor Adventure Sh...	8,894.51
Washington DC Travel Advent...	3,644.73
<b>Total Trade Shows</b>	64,111.79
Marketing - Other	0.00
<b>Total Marketing</b>	66,910.79
<b>Total Expense</b>	66,910.79
<b>Net Income</b>	<b>-6,272.71</b>

8:37 AM

03/19/18

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 02/28/2018**

	<u>Feb 28, 18</u>
Beginning Balance	73,589.88 ✓
Cleared Transactions	
Checks and Payments - 10 items	-18,008.86 ✓
Deposits and Credits - 2 items	1,000.00 ✓
Total Cleared Transactions	<u>-17,008.86</u>
Cleared Balance	<u>56,581.02</u> ✓
Uncleared Transactions	
Checks and Payments - 3 items	-10,472.87
Total Uncleared Transactions	<u>-10,472.87</u>
Register Balance as of 02/28/2018	<u>46,108.15</u>
New Transactions	
Checks and Payments - 18 items	-49,420.01
Deposits and Credits - 1 item	60,638.08
Total New Transactions	<u>11,218.07</u>
Ending Balance	<u>57,326.22</u>

*Handwritten:*  
AP  
3-19-18

8:37 AM

03/19/18

**The Original Florida Tourism Task Force**  
**Reconciliation Detail**  
**Cash in Bank - Capital City, Period Ending 02/28/2018**

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						73,589.88
<b>Cleared Transactions</b>						
<b>Checks and Payments - 10 items</b>						
Bill Pmt -Check	02/01/2018	1252	Donna Creamer	X	-6,278.62	-6,278.62
Bill Pmt -Check	02/01/2018	1255	LoogR	X	-1,390.19	-7,668.81
Bill Pmt -Check	02/01/2018	1257	Alvin Jackson	X	-1,384.87	-9,053.68
Bill Pmt -Check	02/01/2018	1254	Lois Nevins	X	-827.00	-9,880.68
Bill Pmt -Check	02/01/2018	1253	Fish & Wildlife Fou...	X	-800.00	-10,680.68
Bill Pmt -Check	02/01/2018	1256	United Parcel Service	X	-154.13	-10,834.81
Bill Pmt -Check	02/15/2018	1259	Donna Creamer	X	-3,533.06	-14,367.87
Bill Pmt -Check	02/15/2018	1261	Sandy Beach	X	-1,922.40	-16,290.27
Bill Pmt -Check	02/15/2018	1258	David Mecusker	X	-1,342.38	-17,632.65
Bill Pmt -Check	02/15/2018	1262	United Parcel Service	X	-376.21	-18,008.86
<b>Total Checks and Payments</b>					-18,008.86	-18,008.86
<b>Deposits and Credits - 2 items</b>						
Bill Pmt -Check	01/04/2018	1240	JUMPEM	X	0.00	0.00
Deposit	02/06/2018			X	1,000.00	1,000.00
<b>Total Deposits and Credits</b>					1,000.00	1,000.00
<b>Total Cleared Transactions</b>					-17,008.86	-17,008.86
<b>Cleared Balance</b>					-17,008.86	56,581.02
<b>Uncleared Transactions</b>						
<b>Checks and Payments - 3 items</b>						
Bill Pmt -Check	01/18/2018	1250	Worth International ...		-6,680.00	-6,680.00
Bill Pmt -Check	02/01/2018	1251	Dawn Taylor		-2,292.87	-8,972.87
Bill Pmt -Check	02/15/2018	1260	Florida Suncoast T...		-1,500.00	-10,472.87
<b>Total Checks and Payments</b>					-10,472.87	-10,472.87
<b>Total Uncleared Transactions</b>					-10,472.87	-10,472.87
<b>Register Balance as of 02/28/2018</b>					-27,481.73	46,108.15
<b>New Transactions</b>						
<b>Checks and Payments - 18 items</b>						
Bill Pmt -Check	03/01/2018	1266	Donna Creamer		-8,604.95	-8,604.95
Bill Pmt -Check	03/01/2018	1270	Two Tree, Inc.		-4,183.75	-12,788.70
Bill Pmt -Check	03/01/2018	1264	Bike New York, Inc		-2,757.00	-15,545.70
Bill Pmt -Check	03/01/2018	1269	Top Tier Graphics		-2,488.78	-18,034.48
Bill Pmt -Check	03/01/2018	1271	United Parcel Service		-2,230.38	-20,264.86
Bill Pmt -Check	03/01/2018	1263	Alvin Jackson		-1,808.68	-22,073.54
Bill Pmt -Check	03/01/2018	1265	CTM Media Group I...		-1,299.00	-23,372.54
Bill Pmt -Check	03/01/2018	1268	Phyllis G. Williams		-999.49	-24,372.03
Bill Pmt -Check	03/01/2018	1267	KoonsS		-948.69	-25,320.72
Bill Pmt -Check	03/15/2018	1272	Donna Creamer		-7,450.22	-32,770.94
Bill Pmt -Check	03/15/2018	1275	LoogR		-4,652.57	-37,423.51
Bill Pmt -Check	03/15/2018	1274	Katrina Richardson		-4,041.19	-41,464.70
Bill Pmt -Check	03/15/2018	1277	Ron Gromoll		-2,302.94	-43,767.64
Bill Pmt -Check	03/15/2018	1279	Teena Peavey 1		-1,925.40	-45,693.04
Bill Pmt -Check	03/15/2018	1276	Pat Watson		-1,871.37	-47,564.41
Bill Pmt -Check	03/15/2018	1278	Sean Plemons		-1,151.10	-48,715.51
Bill Pmt -Check	03/15/2018	1280	United Parcel Service		-643.25	-49,358.76
Bill Pmt -Check	03/15/2018	1273	Florida Department ...		-61.25	-49,420.01
<b>Total Checks and Payments</b>					-49,420.01	-49,420.01
<b>Deposits and Credits - 1 item</b>						
Deposit	03/07/2018				60,638.08	60,638.08
<b>Total Deposits and Credits</b>					60,638.08	60,638.08
<b>Total New Transactions</b>					11,218.07	11,218.07
<b>Ending Balance</b>					-16,263.66	57,326.22



P.O. Box 900  
Tallahassee, FL 32302

ACCOUNT STATEMENT

SK AD

00001615 FCC31545030118193257 01 000000000  
THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PLACE  
GAINESVILLE FL 32653-1603

Date 2/28/18  
Primary Account

Page 1  
XXXXXXXX2204

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CHECKING ACCOUNT

ANALYZED BUS CHECKING		Images	11
Account Number	XXXXXXXX2204	Statement Dates	2/01/18 thru 2/28/18
Previous Balance	73,589.88 ✓	Days in this Statement Period	28
1 Deposits/Credits	1,000.00	Avg Ledger Balance	63,777.10
10 Checks/Debits	18,008.86	Avg Collected Balance	63,741.39
Service Charges	.00		
Interest Paid	.00		
Ending Balance	56,581.02 ✓		

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
2/07	Deposit	1,000.00 ✓

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
2/02	1252	6,278.62 ✓	2/02	1257	1,384.87 ✓
2/09	1253	800.00 ✓	2/21	1258	1,342.38 ✓
2/09	1254	827.00 ✓	2/27	1259	3,533.06 ✓
2/05	1255	1,390.19 ✓	2/28	1261*	1,922.40 ✓
2/09	1256	154.13 ✓	2/26	1262	376.21 ✓

\* Denotes missing check numbers

RECEIVED

MAR 05 2018

NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL

00001615-0002651-0001-0004-FCC31545030118193257-01-L



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

Date 2/28/18  
Primary Account

Page 2  
XXXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXXX2204 (Continued)

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
2/01	73,589.88	2/07	65,536.20	2/26	62,036.48
2/02	65,926.39	2/09	63,755.07	2/27	58,503.42
2/05	64,536.20	2/21	62,412.69	2/28	56,581.02

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

00001615-0002652-0002-0004-FCC31545030118193257-01-L



**TRUST TICKET**  
THE ORIGINAL FLORIDA TOURISM TRUST FORCE  
2006 NW 57TH PLACE  
GAINESVILLE, FLORIDA 32609-1400  
352.399.2700

**Capital City Bank**

DATE: 2-6-18  
CHECK NO: 1000  
AMOUNT: \$1,000.00

MEMO: Donna Cramer

1252 02/07/2018 \$1,000.00

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THE ORIGINAL FLORIDA TOURISM TRUST FORCE  
2006 NW 57TH PLACE  
GAINESVILLE, FLORIDA 32609-1400  
352.399.2700

**Capital City Bank**

DATE: 2/2/2018  
CHECK NO: 1252  
AMOUNT: \$6,278.62

MEMO: Donna Cramer  
4889 NW 50th Ave  
Oak, FL 32818

1252 02/02/2018 \$6,278.62

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2006 NW 57TH PLACE  
GAINESVILLE, FLORIDA 32609-1400  
352.399.2700

**Capital City Bank**

DATE: 2/1/2018  
CHECK NO: 1253  
AMOUNT: \$800.00

MEMO: Fish & Wildlife Foundation of Florida  
P.O. Box 11010  
Tallahassee, FL 32302

1253 02/09/2018 \$800.00

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2006 NW 57TH PLACE  
GAINESVILLE, FLORIDA 32609-1400  
352.399.2700

**Capital City Bank**

DATE: 2/1/2018  
CHECK NO: 1254  
AMOUNT: \$827.00

MEMO: Lois Nevins  
7613 NW County Rd 235  
Alicia, FL 32816

1254 02/09/2018 \$827.00

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2006 NW 57TH PLACE  
GAINESVILLE, FLORIDA 32609-1400  
352.399.2700

**Capital City Bank**

DATE: 2/1/2018  
CHECK NO: 1255  
AMOUNT: \$1,390.19

MEMO: Roland Long  
1607 NW 10th Avenue  
Gainesville, FL 32605-5113

1255 02/05/2018 \$1,390.19

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2006 NW 57TH PLACE  
GAINESVILLE, FLORIDA 32609-1400  
352.399.2700

**Capital City Bank**

DATE: 2/1/2018  
CHECK NO: 1256  
AMOUNT: \$154.13

MEMO: United Parcel Service  
P.O. Box 7247-0246  
Philadelphia, PA 19170-001

1256 02/09/2018 \$154.13

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2006 NW 57TH PLACE  
GAINESVILLE, FLORIDA 32609-1400  
352.399.2700

**Capital City Bank**

DATE: 2/1/2018  
CHECK NO: 1257  
AMOUNT: \$1,384.87

MEMO: Alvin Jackson  
18307 80th Terr  
Live Oak, FL 32060

1257 02/02/2018 \$1,384.87

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THE ORIGINAL FLORIDA TOURISM TRUST FORCE  
2006 NW 57TH PLACE  
GAINESVILLE, FLORIDA 32609-1400  
352.399.2700

**Capital City Bank**

DATE: 2/1/2018  
CHECK NO: 1258  
AMOUNT: \$1,342.38

MEMO: David Mecusker  
11496 SW 77th Way  
Lake Butler, FL 32054

1258 02/21/2018 \$1,342.38

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2006 NW 57TH PLACE  
GAINESVILLE, FLORIDA 32609-1400  
352.399.2700

**Capital City Bank**

DATE: 2/1/2018  
CHECK NO: 1259  
AMOUNT: \$3,533.06

MEMO: Donna Cramer  
4889 NW 50th Ave  
Oak, FL 32818

1259 02/27/2018 \$3,533.06

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THE ORIGINAL FLORIDA TOURISM TRUST FORCE  
2006 NW 57TH PLACE  
GAINESVILLE, FLORIDA 32609-1400  
352.399.2700

**Capital City Bank**

DATE: 2/1/2018  
CHECK NO: 1261  
AMOUNT: \$1,922.40

MEMO: Sandy Beach  
22845 Nealon Beach Dr  
Perry, FL 32349

1261 02/28/2018 \$1,922.40

**Visit Natural North Florida**  
THE ORIGINAL FLORIDA TOURISM TRUST FORCE  
2006 NW 57TH PLACE  
GAINESVILLE, FLORIDA 32609-1400  
352.399.2700

**Capital City Bank**

DATE: 2/1/2018  
CHECK NO: 1262  
AMOUNT: \$376.21

MEMO: United Parcel Service  
P.O. Box 7247-0246  
Philadelphia, PA 19170-001

1262 02/26/2018 \$376.21



2/27/2018 11:27 AM

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  
352.966.2200

Capital City Bank 1254

63-68/631

2/1/2018

PAY TO THE ORDER OF Lois Nevins

\$\*\*827.00

Eight Hundred Twenty-Seven and 00/100\*\*\*\*\* DOLLARS

Lois Nevins  
7513 NW County Rd 235  
Alachua, FL 32615

MEMO

Shield

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

00012541 0631006881 0224792204

ENDORSE HERE

DEPOSIT ONLY  
Lois Nevins  
352-966-2206

02 30-1113 017981089637900 >0031006881<

Amount: -\$827.00

Description: Check

Check Number: 1254

Posted Date: 2/9/2018

Transaction Type: History



2/27/2018 11:27 AM

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. 87TH PLACE  
GAINESVILLE, FLORIDA 32653-1603  
352.955.2200

63-68/631

Capital City Bank 1253

2/1/2018

PAY TO THE ORDER OF Fish & Wildlife Foundation of Florida

\$\*\*800.00

Eight Hundred and 00/100\*\*\*\*\* DOLLARS

Fish & Wildlife Foundation of Florida  
P.O. Box 11010  
Tallahassee, FL 32302

MEMO

Shield

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

001253 063100688 0224792204

2/3/2018 12:00 PM POST TO ALL FEES "ABSENCE ENDORSMENT GUARANTEED"

for deposit only

ENCLOSE HERE

Amount: -\$800.00

Description: Check

Check Number: 1253

Posted Date: 2/9/2018

Transaction Type: History



2/5/2018 11:07 AM

Tourism Task Force

\*\*\*\*\*2204

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

Visit **Natural North Florida**

THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 N.W. 67TH PLACE  
GAINESVILLE, FLORIDA 32653-1803  
352.955.2200

63-68/631

Capital City Bank

1252

2/1/2018

PAY TO THE ORDER OF Donna Creamer

\$\*\*6,278.62

Six Thousand Two Hundred Seventy-Eight and 62/100 DOLLARS

Donna Creamer  
4869 NW 50th Ave  
Bell, FL 32619

MEMO

SSR.V

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

00012521 0631006881 0224792204

END HERE

Donna Creamer

00012521 0631006881 0224792204

Amount: -\$6,278.62

Description: Check

Check Number: 1252

Posted Date: 2/2/2018

Transaction Type: History



2/27/2018 11:28 AM

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

1256

2/1/2018

PAY TO THE ORDER OF United Parcel Service

\$\*\*154.13

One Hundred Fifty-Four and 13/100\*\*\*\*\* DOLLARS

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

MEMO

Shield

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

000125611 00631006881 02247922041

For >03110Q209< 02/08/18 DLW-UPS 7380  
Deposit Citibank N.A.  
Only New Castle DE 40705208  
7380 627451 042 000 627451-20-10-021/2909-021

ENDORSE HERE

Amount: -\$154.13

Description: Check

Check Number: 1256

Posted Date: 2/9/2018

Transaction Type: History




2/27/2018 11:28 AM

## Tourism Task Force

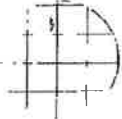
\*\*\*\*\*2204

Visit  
**Natural  
North Florida**

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



1255



63-68/631

PAY TO THE  
ORDER OF


Roland Loog

\$\*\*1,390.19

One Thousand Three Hundred Ninety and 19/100\*\*\*\*\*

DOLLARS

Roland Loog  
1907 NW 10th Avenue  
Gainesville, FL 32605-5313



S.S.R.K.

\_\_\_\_\_

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈001255⑈ ⑈063100688⑈

0224792204⑈

OUTLETION CIRCLE REVEALS A LOCK WHEN TESTED

Security Features include:  
• Outletion Circle  
• Security Markings  
• Heat Sensitive Image  
• Toner Adhesion Properties

NO

Signature of the Controller: \_\_\_\_\_ Date: \_\_\_\_\_

<2631-7848-1>  
Alliance Credit Union of Florida  
<2631-7848-1>  
Teller A

21.7054 MEFB

**Amount: -\$1,390.19**

**Description:** Check

**Check Number: 1255**

**Posted Date:** 2/5/2018

### Transaction Type: History



2/5/2018 11:07 AM

Tourism Task Force

\*\*\*\*\*2204

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOLIO HOLDGRAM

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 1257

2/1/2018

PAY TO THE ORDER OF Alvin Jackson \$\*\*1,384.87

One Thousand Three Hundred Eighty-Four and 87/100 \*\*\*\*\* DOLLARS

Alvin Jackson  
13302 80th Terr  
Live Oak, FL 32060

MEMO

SHIELD

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

⑈001257⑈ ⑆063100688⑆ 0224792204⑈

ENDORSE HERE

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE

THE SECURITY FIBER REACTS TO HEAT AND DISAPPEARS WITH HEAT

Amount: -\$1,384.87

Description: Check

Check Number: 1257

Posted Date: 2/2/2018

Transaction Type: History



2/27/2018 11:28 AM

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

1258

2/15/2018

PAY TO THE ORDER OF David Mecusker

\$\*\*1,342.38

One Thousand Three Hundred Forty-Two and 38/100\*\*\*\*\* DOLLARS

David Mecusker  
11498 SW 77th Way  
Lake Butler, FL 32054

MEMO

Stark

000125800631006880224792204

ENDORSE HERE

For Deposit only

210002659835<063106352<  
0007-00210004 Community State Bank  
022015 Starke, FL  
1-904-964-7830

Amount: -\$1,342.38

Description: Check

Check Number: 1258

Posted Date: 2/21/2018

Transaction Type: History



3/28/2018 12:40 PM

Tourism Task Force

\*\*\*\*\*2204

DOCUMENT INCLUDES VISIBLE FIBER, CHEMICAL REACTIVE PROPERTIES AND FEATURED A FOR HOLOGRAM

Visit **Natural North Florida**

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

63-68/631

Capital City Bank

1259

2/15/2018

PAY TO THE ORDER OF Donna Creamer

\$\*\*3,533.06

Three Thousand Five Hundred Thirty-Three and 06/100 DOLLARS

Donna Creamer  
4869 NW 50th Ave  
Bell, FL 32619

MEMO

Shield

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

0001259 063100688 0224792204

TELLER

02/27/2018 056301006581823 >063100688<

PLEASE HERE  
Donna Creamer

Amount: -\$3,533.06

Description: Check

Check Number: 1259

Posted Date: 2/27/2018

Transaction Type: History



3/28/2018 12:41 PM

Tourism Task Force

\*\*\*\*\*2204

DOCUMENT INCLUDES VISIBLE FIBER TECHNICAL REACTIVE PROPERTIES AND FEATURES A FOLIO MICROFILM

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 1261

63-68/631

2/15/2018

PAY TO THE ORDER OF Sandy Beach \$\*\*1,922.40

One Thousand Nine Hundred Twenty-Two and 40/100\*\*\*\*\* DOLLARS

Sandy Beach  
20845 Keaton Beach Dr.  
Perry, FL 32348

MEMO

Shield

TRUVAT/REAR PAPER NOLO TO LONTTO VIEW PAPER CONTAINS TONER ADHESION PROPERTIES HEAT-SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

0001261006310068810224792204

016300025070010063106501022718

ENDORSE HERE

7100000665

Amount: -\$1,922.40

Description: Check

Check Number: 1261

Posted Date: 2/28/2018

Transaction Type: History



2/27/2018 11:29 AM

Tourism Task Force

\*\*\*\*\*2204

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOLD 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 1262

63-68/631 2/15/2018

PAY TO THE ORDER OF United Parcel Service \$\*\*376.21

Three Hundred Seventy-Six and 21/100 \*\*\*\*\* 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

00012621 00631006881 0224792204

For >031100209< 02/25/18 DLW-UPS 7380  
Deposit Citibank N.A.  
Only New Castle DE / 40705208  
7380 641541 025 000 641541-20-10-013/2957-013

ELIOT SENIERS

Amount: -\$376.21

Description: Check

Check Number: 1262

Posted Date: 2/26/2018

Transaction Type: History

# The Original Florida Tourism Task Force Transactions by Prepaid Expenses As of February 28, 2018

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
<b>Prepaid Expense</b>									
Bill	11/16/2017	OFT...	Midwest Mountai...	Midwest M...	83022	...	Accounts Pa...	425.00	0.00
Bill	11/21/2017	13	KoonsS	CanoeCopi...	83022	...	Accounts Pa...	179.88	425.00
Bill	11/30/2017	11	KoonsS	f.r.e.e. 201...	83022	...	Accounts Pa...	1,140.30	604.88
Bill	11/30/2017	11	KoonsS	f.r.e.e. 201...	83022	...	Accounts Pa...	11.40	1,745.18
Bill	12/06/2017	14	KoonsS	f.r.e.e. 201...	83022	...	Accounts Pa...	888.66	1,756.58
Bill	12/06/2017	14	KoonsS	f.r.e.e. 201...	83022	...	Accounts Pa...	2,645.24	2,645.24
Bill	12/14/2017	15	KoonsS	Free 2018	83022	...	Accounts Pa...	8.88	2,654.12
Bill	12/14/2017	15	KoonsS	Foriegn Tra...	83022	...	Accounts Pa...	315.74	2,969.86
Bill	12/20/2017	12	KoonsS	Toronto Ou...	83022	...	Accounts Pa...	232.27	3,205.28
Bill	12/20/2017	12	KoonsS	Toronto Ou...	83022	...	Accounts Pa...	2.32	3,207.60
Bill	12/20/2017	1801...	Blaine	Washington...	83022	...	Accounts Pa...	328.80	3,536.40
Bill	12/21/2017	16	KoonsS	London Tel...	83022	...	Accounts Pa...	111.16	3,647.56
Bill	12/21/2017	16	KoonsS	London Tel...	83022	...	Accounts Pa...	1.11	3,648.67
Bill	01/18/2018	OF0...	Freeman 4	Boston Glo...	83022	...	Accounts Pa...	409.50	4,058.17
General Journal	01/19/2018	1615		Washington...	83022	...	Washington ...	-328.80	3,729.37
Bill	01/20/2018	0000...	United Parcel Se...	Boston Glo...	83022	...	Accounts Pa...	66.31	3,795.68
Bill	01/27/2018	0000...	United Parcel Se...	Chicago Tr...	83022	...	Accounts Pa...	106.62	3,902.30
Bill	02/03/2018	0000...	United Parcel Se...	Chicago R...	83022	...	Accounts Pa...	196.42	4,098.72
Bill	02/03/2018	0000...	United Parcel Se...	ITB Berlin ...	83022	...	Accounts Pa...	31.71	4,130.43
General Journal	02/11/2018	1620		Chicago Tr...	83022	...	Chicago Tra...	-106.62	4,023.81
General Journal	02/11/2018	1620		Boston Glo...	83022	...	Boston Glob...	-409.50	3,614.31
General Journal	02/11/2018	1621		Boston Glo...	83022	...	Boston Glob...	-66.31	3,548.00
General Journal	02/11/2018	1622		Fr.e.e. Mun...	83022	...	Messe Muni...	-1,331.87	2,216.13
General Journal	02/11/2018	1622		London Tel...	83022	...	Messe Muni...	-898.51	1,317.62
General Journal	02/15/2018	1619		Chicago R...	83022	...	Chicago RV ...	-196.42	1,121.20
Bill	02/17/2018	0000...		Fr.e.e. Mun...	83022	...	Accounts Pa...	1,331.87	2,453.07
Bill	02/17/2018	0000...	United Parcel Se...	London Tel...	83022	...	Accounts Pa...	898.51	3,351.58
Bill	02/20/2018	VNN...	Bike New York, L...	Registratio...	8208	...	Accounts Pa...	2,757.00	6,108.58
General Journal	02/21/2018	1617		f.r.e.e. 201...	83022	...	Messe Muni...	-888.66	5,219.92
General Journal	02/21/2018	1617		Free 2018	83022	...	Messe Muni...	-8.88	5,211.04
General Journal	02/21/2018	1617		Free 2018	83022	...	Messe Muni...	-315.74	4,895.30
General Journal	02/21/2018	1617		Free 2018	83022	...	Messe Muni...	-3.15	4,892.15
Bill	02/21/2018	22	KoonsS	CanoeCopi...	83022	...	Accounts Pa...	173.69	5,065.84
General Journal	02/23/2018	1618		Toronto Ou...	83022	...	Toronto Out...	-232.27	4,833.57
General Journal	02/23/2018	1618		Toronto Ou...	83022	...	Toronto Out...	-2.32	4,831.25
General Journal	02/23/2018	1618		London Tel...	83022	...	Toronto Out...	-111.16	4,720.09
General Journal	02/23/2018	1618		London Tel...	83022	...	Toronto Out...	-1.11	4,718.98
General Journal	02/25/2018	1621		f.r.e.e. 201...	83022	...	Messe Muni...	-1,140.30	3,578.68
General Journal	02/25/2018	1621		f.r.e.e. 201...	83022	...	Messe Muni...	-11.40	3,567.28
Total Prepaid Expense								3,567.28	3,567.28
<b>TOTAL</b>								<b>3,567.28</b>	<b>3,567.28</b>

# The Original Florida Tourism Task Force Transactions by Prepaid Registration Fees As of February 28, 2018

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
<b>Prepaid Registration Fees</b>									
Bill	09/18/2017	UCL...	Unicomm, LLC	Washingto...	83022 -...		Accounts Pa...	100.00	0.00
Bill	09/18/2017	UCL...	Unicomm, LLC	Chicago Tr...	83022 -...		Accounts Pa...	100.00	100.00
Bill	09/18/2017	UCL...	Unicomm, LLC	Philadelphi...	83022 -...		Accounts Pa...	100.00	200.00
Bill	09/19/2017	1709...	Telegraph Event...	London Out...	83022 -...		Accounts Pa...	2,609.23	300.00
Bill	09/19/2017	1709...	Hardman Produc...	Atlanta Ca...	83022 -...		Accounts Pa...	1,300.00	2,909.23
Bill	09/19/2017	1709...	Boston Globe Tr...	Boston Glo...	83022 -...		Accounts Pa...	3,020.00	4,209.23
Bill	09/19/2017	55673	National Event M...	Toronto Ou...	83022 -...		Accounts Pa...	3,426.37	7,229.23
Bill	09/19/2017	1709...	RVEx Recreation...	Chicago R...	83022 -...		Accounts Pa...	1,249.00	10,655.60
Bill	09/19/2017	1709...	Unicomm, LLC	Washingto...	83022 -...		Accounts Pa...	3,495.00	11,904.60
Bill	09/19/2017	1709...	Unicomm, LLC	Chicago Tr...	83022 -...		Accounts Pa...	3,495.00	15,399.60
Bill	09/19/2017	1709...	Unicomm, LLC	Philadelphi...	83022 -...		Accounts Pa...	3,495.00	18,894.60
Bill	09/19/2017	CC3...	Rutabaga Paddle...	Canoeocopi...	83022 -...		Accounts Pa...	1,635.25	22,389.60
Bill	09/19/2017	OFT...	RVEx Recreation...	Chicago R...	8204 -...		Accounts Pa...	1,249.00	24,024.85
General Journal	11/21/2017	1622		Washingto...	83022 -...		Washington ...	-100.00	25,273.85
General Journal	01/21/2018	1628		Washingto...	83022 -...		Washington ...	-3,495.00	21,678.85
General Journal	01/28/2018	1624		Atlanta Ca...	83022 -...		Atlanta Cam...	-1,300.00	20,378.85
General Journal	02/11/2018	1622		Chicago Tr...	83022 -...		Chicago Tra...	-100.00	20,278.85
General Journal	02/11/2018	1625		Boston Glo...	83022 -...		Boston Glob...	-3,020.00	17,258.85
General Journal	02/11/2018	1629		Chicago Tr...	83022 -...		Chicago Tra...	-3,495.00	13,763.85
General Journal	02/18/2018	1632		Chicago R...	83022 -...		Chicago RV ...	-1,249.00	12,514.85
General Journal	02/18/2018	1633		Chicago R...	83022 -...		Chicago RV ...	-1,249.00	11,265.85
General Journal	02/25/2018	1623		London Tel...	83022 -...		London Tele...	-2,609.23	8,656.62
General Journal	02/25/2018	1626		Toronto Ou...	83022 -...		Toronto Out...	-3,426.37	5,230.25
Total Prepaid Registration Fees								5,230.25	5,230.25
<b>TOTAL</b>								<b>5,230.25</b>	<b>5,230.25</b>

# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

As of February 28, 2018

(These financial statements are unaudited)

	Budget	February 2018	Year to Date	Over/(Under) Budget
<b>Income</b>				
Co-op Regional Marketing Program Fee	53,000.00	0.00	53,000.00	0.00
DEO Rural Development Grant 16/17	57,800.00	60,638.08	85,638.08	27,838.08
DEO Rural Development Grant 17/18	128,700.00	0.00	0.00	(128,700.00)
VisitFlorida Rural Area Opportunity Grant 17/18	129,000.00	0.00	0.00	(129,000.00)
VisitFlorida Rural Area Opportunity 17/18 In-Kind	17,300.00	0.00	0.00	(17,300.00)
Other	0.00	0.00	0.00	0.00
<b>Total Income</b>	<b>385,800.00</b>	<b>60,638.08</b>	<b>138,638.08</b>	<b>(247,161.92)</b>
<b>Expenses</b>				
<b>Marketing</b>				
<b>Planning</b>				
VisaVues Domestic & International	5,100.00	0.00	0.00	(5,100.00)
<b>Total Planning</b>	<b>5,100.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(5,100.00)</b>
<b>Collateral Materials</b>				
Print Ultimate Bicycle Guide	2,750.00	0.00	0.00	(2,750.00)
Design/Print New Regional Brochure	8,500.00	0.00	4,000.00	(4,500.00)
Design/Print Ultimate Springs Guide	3,450.00	0.00	0.00	(3,450.00)
Print Speciality Brochures	1,200.00	2,365.00	5,970.00	4,770.00
Update & Print Suwannee River Wilderness Guide	8,600.00	0.00	21,250.00	12,650.00
Print VNNF Paddling Guide	2,250.00	0.00	0.00	(2,250.00)
Purchase Big Bend Saltwater Paddling Guide	3,600.00	0.00	0.00	(3,600.00)
Print Suwannee River & Saltwater Trail Maps	450.00	0.00	0.00	(450.00)
<b>Total Collateral Materials</b>	<b>30,800.00</b>	<b>2,365.00</b>	<b>31,220.00</b>	<b>420.00</b>
<b>Website</b>				
Revise Homepage	30,000.00	0.00	30,000.00	0.00
Ultimate Springs Guide Maintenance	1,400.00	0.00	0.00	(1,400.00)
Website Pseudo-Reservation System	13,000.00	0.00	0.00	(13,000.00)
Web Hosting Services	8,000.00	0.00	0.00	(8,000.00)
Photography	2,000.00	0.00	5,000.00	3,000.00
Website Blogs - Five Blog Categories	5,100.00	0.00	2,465.00	(2,635.00)
<b>Total Website</b>	<b>59,500.00</b>	<b>0.00</b>	<b>37,465.00</b>	<b>(22,035.00)</b>
<b>Public Relations</b>				
Tours for Out-of-State & Foreign Media	3,750.00	0.00	0.00	(3,750.00)
<b>Total Public Relations</b>	<b>3,750.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(3,750.00)</b>
<b>Trade Shows</b>				
Whistles & Other Promotional Items	5,000.00	2,488.78	2,488.78	(2,511.22)
Popup and/or Cloth Displays - VF In-Kind	5,000.00	0.00	0.00	(5,000.00)

**The Original Florida Tourism Task Force**  
**Income and Expenses - Budget vs. Actual**  
**As of February 28, 2018**

(These financial statements are unaudited)

	<b>Budget</b>	<b>February 2018</b>	<b>Year to Date</b>	<b>Over/(Under) Budget</b>
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)
Shipping Berlin & London - VF In-Kind	1,000.00	0.00	0.00	(1,000.00)
VF Washington Travel & Adventure Show	7,050.00	3,644.73	7,853.54	803.54
VF Atlanta RV & Camping Show	4,425.00	0.00	4,617.19	192.19
VF New York Times Travel Show	5,200.00	0.00	5,733.35	533.35
New York Times Travel Show - VF In-Kind	3,500.00	0.00	0.00	(3,500.00)
VF Boston Globe Travel Show	8,800.00	6,762.59	6,762.59	(2,037.41)
VF Chicago Travel & Adventure Show	7,825.00	7,344.17	7,344.17	(480.83)
VF Chicago RV & Camping Show	8,400.00	7,529.20	7,529.20	(870.80)
VF F.r.e.e. Messe Munich	17,300.00	13,188.70	13,188.70	(4,111.30)
VF London Telegraph Bike & Travel Show	13,000.00	11,894.11	11,894.11	(1,105.89)
VF Toronto Outdoor Adventure Show	9,825.00	8,894.51	8,894.51	(930.49)
VF Berlin ITB Trade Show	9,450.00	0.00	0.00	(9,450.00)
Berlin ITB Trade Show - VF In-Kind	5,000.00	0.00	0.00	(5,000.00)
VF Canoeecopia Madison, WI	5,725.00	0.00	0.00	(5,725.00)
VF Philadelphia Travel Expo	7,650.00	0.00	0.00	(7,650.00)
VF Midwest Mountaineering Spring Expo	4,525.00	0.00	0.00	(4,525.00)
Hershey RV Show	6,500.00	0.00	0.00	(6,500.00)
Bike Expo New York	6,500.00	0.00	0.00	(6,500.00)
<b>Total Trade Shows</b>	<b>144,475.00</b>	<b>61,746.79</b>	<b>76,306.14</b>	<b>(68,168.86)</b>
<b>Advertising</b>				
Digital Advertising Campaign	13,500.00	0.00	12,000.00	(1,500.00)
Quarterly eNewsletters	4,000.00	0.00	0.00	(4,000.00)
Undiscovered Florida & Other Co-op Ads	12,750.00	0.00	6,680.00	(6,070.00)
Brochure Distribution	8,325.00	2,799.00	4,299.00	(4,026.00)
<b>Total Advertising</b>	<b>38,575.00</b>	<b>2,799.00</b>	<b>22,979.00</b>	<b>(15,596.00)</b>
<b>Total Marketing Expenses</b>	<b>282,200.00</b>	<b>66,910.79</b>	<b>167,970.14</b>	<b>(114,229.86)</b>
<b>Administration</b>				
NCFRPC - Admin VF & DEO 2016-2017	5,650.00	0.00	0.00	(5,650.00)
NCFRPC-Admin VF & DEO FY 2017-2018	18,850.00	0.00	0.00	(18,850.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	0.00	(12,500.00)
Bank Charges	200.00	0.00	18.81	(181.19)
Legal Advertising	300.00	0.00	36.82	(263.18)
Legal Expenses	300.00	0.00	0.00	(300.00)
Other Admin Expenses Miscellaneous	2,000.00	0.00	2,204.40	204.40
Postage	300.00	0.00	76.25	(223.75)
VF Travel Show Service Program Fee	14,300.00	0.00	0.00	(14,300.00)
Telephone	300.00	0.00	0.00	(300.00)

**The Original Florida Tourism Task Force**  
**Income and Expenses - Budget vs. Actual**  
As of February 28, 2018

(These financial statements are unaudited)

	<b>Budget</b>	<b>February 2018</b>	<b>Year to Date</b>	<b>Over/(Under) Budget</b>
<b>Total Administration</b>	<u>54,700.00</u>	<u>0.00</u>	<u>2,336.28</u>	<u>(52,363.72)</u>
<b>Memberships</b>				
Visit Florida	500.00	0.00	0.00	(500.00)
Southeast Tourism Society	350.00	0.00	0.00	(350.00)
Florida Outdoor Writers Association	350.00	0.00	175.00	(175.00)
<b>Total Memberships</b>	<u>1,200.00</u>	<u>0.00</u>	<u>175.00</u>	<u>(1,025.00)</u>
<b>Professional Enhancement</b>				
SE Tourism Society Marketing College	11,000.00	0.00	0.00	(11,000.00)
Governor's Tourism Conference	1,900.00	0.00	0.00	(1,900.00)
<b>Total Professional Enhancement</b>	<u>12,900.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,900.00)</u>
<b>Internships</b>				
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)
<b>Total Internships</b>	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,500.00)</u>
<b>Retained Reserves</b>				
Retained Reserves	22,300.00	0.00	0.00	(22,300.00)
<b>Total Retained Reserves</b>	<u>22,300.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(22,300.00)</u>
<b>Total NonMarketing Expenses</b>	<u>103,600.00</u>	<u>0.00</u>	<u>2,511.28</u>	<u>(101,088.72)</u>
<b>Total Expenses</b>	<u>385,800.00</u>	<u>66,910.79</u>	<u>170,481.42</u>	<u>(215,318.58)</u>
<b>Net Income</b>	<u>0.00</u>	<u>(6,272.71)</u>	<u>(31,843.34)</u>	<u>(31,843.34)</u>

**Original Florida Tourism Task Force**  
**Budget FY 2017-18 (10/1/17 to 9/30/18)**

Adopted 8/17/2017

<b><i>Revenues</i></b>	<b>Total</b>
<i><u>Cooperative Regional Marketing Program Fees:</u></i>	
Alachua County	\$15,000
Bradford County	\$3,000
Columbia County	\$8,000
Dixie County	\$2,000
Gilchrist County	\$2,000
Hamilton County	\$1,000
Jefferson County	\$2,000
Lafayette County	\$1,000
Levy County	\$4,000
Madison County	\$3,000
Suwannee County	\$4,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$3,000
<b>Subtotal</b>	<b>\$53,000</b>
<i><u>Additional Revenue:</u></i>	
Department of Economic Opportunity Rural Development Grant, FY 2016-17	\$57,800
Department of Economic Oppotunity Rural Development Grant, FY 2017-18	\$128,700
VISIT FLORIDA FY 2017-18 Rural Area of Opportunity Grant - Cash	\$129,000
<b>Subtotal - Cash</b>	<b>\$315,500</b>
<b>TOTAL REVENUES - CASH</b>	<b>\$368,500</b>
VISIT FLORIDA FY 2017-18 Rural Area of Opportunity Grant - In-Kind	\$17,300
<b>TOTAL REVENUES - CASH AND IN-KIND</b>	<b>\$385,800</b>
<i><u>Expenditures</u></i>	
Bank Charges	\$200
Governor's Conference on Tourism	\$1,900
Legal Advertising	\$300
Legal Expenses	\$300
(1) Marketing Program for FY 2017-18	\$264,900
(2) Memberships	\$1,200
Miscellaneous	\$2,000
North Central Florida Regional Planning Council - Admin	\$49,500
Postage Expenses	\$300
Service Fee - VISIT FLORIDA Travel Show Program	\$14,300
Southeast Tourism Society Marketing College	\$11,000
Telephone	\$300
Unrestricted Reserve Fund - Constribution	\$22,300
<b>TOTAL EXPENDITURES - CASH</b>	<b>\$368,500</b>
(1) Marketing Program for FY 2017-18 - In-Kind	\$17,300
<b>TOTAL EXPENDITURES - CASH AND IN-KIND</b>	<b>\$385,800</b>
<i><u>Reserve Funds</u></i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$85,000
<b>TOTAL RESERVE FUNDS</b>	<b>\$85,000</b>

(1) See Marketing Budget Detail

(2) See Memberships Detail

**Original Florida Tourism Task Force**  
**Budget FY 2017-18 (10/1/17 to 9/30/18)**

Adopted 8/17/2017

<b>Marketing Budget Detail</b>	<b>Total</b>
<b>Planning:</b>	
VisaVues Domestic and International Editions	\$5,100.00
<b>Collateral Material:</b>	
Print Ultimate Bicycle Guide	\$2,750.00
Design and Print New Regional Brochure (adds Brad, Col, & Ham Counties)	\$8,500.00
Design and Print Ultimate Springs Guide	\$3,450.00
Design & Print Specialty Brochures	\$1,200.00
Update and Print Suwannee River Wilderness Trail Guide	\$8,600.00
Print Visit Natural North Florida Paddling Guide	\$2,250.00
Purchase Copies of the Big Bend Saltwater Paddling Trail Guide	\$3,600.00
Print Suwannee River Wilderness & Fl. Saltwater Trail Maps	\$450.00
<b>Website:</b>	
Revise Homepage	\$30,000.00
Ultimate Springs Guide Maintenance	\$1,400.00
Website Pseudo-Reservation System	\$13,000.00
Web Hosting Services	\$8,000.00
Photography	\$2,000.00
Website Blogs - 5 Blogs Categories	\$5,100.00
<b>Public Relations:</b>	
Tours for Out-of-State & Foreign Travel Media	\$3,750.00
<b>Trade Shows:</b>	
Whistles and Other Promotional Items	\$5,000.00
Pop-up and/or Cloth Displays (in-kind)	\$5,000.00
VISIT FLORIDA Welcome Center Rack Space (in-kind)	\$800.00
State Parks Guides and State Road Maps (in-kind)	\$2,000.00
Shipping - Berlin and London (in-kind)	\$1,000.00
VISIT FLORIDA - Washington, DC Tavel & Adventure Show	\$7,050.00
VISIT FLORIDA - Atlanta RV & Camping Show	\$4,425.00
VISIT FLORIDA - New York Times Travel Show	\$5,200.00
VISIT FLORIDA - New York Times Travel Show (in-kind)	\$3,500.00
VISIT FLORIDA - Boston Globe Travel Show	\$8,800.00
VISIT FLORIDA - Chicago Travel & Adventure Show	\$7,825.00
VISIT FLORIDA - Chicago RV & Camping Show	\$8,400.00
VISIT FLORIDA - F.r.e.e Messe Munich	\$17,300.00
VISIT FLORIDA - London Telegraph Bike & Travel Show	\$13,000.00
VISIT FLORIDA - Toronto Outdoor Adventure Show	\$9,825.00
VISIT FLORIDA - Berlin - ITB Trade Show	\$9,450.00
VISIT FLORIDA - Berlin - ITB Trade Show (in-kind)	\$5,000.00
VISIT FLORIDA - Canoeconia, Madison, WI	\$5,725.00
VISIT FLORIDA - Philadelphia Travel Expo	\$7,650.00
VISIT FLORIDA - Midwest Mountaineering Spring Expo	\$4,525.00
Hershey RV Show	\$6,500.00
Bike Expo New York	\$6,500.00
<b>Advertising:</b>	
Digital Advertising Campaign	\$13,500.00
Quarterly eNewsletters	\$4,000.00
Undiscovered Florida & Other Co-op Advertisements	\$12,750.00
Distribution of Exhilarating! Natural North Florida Brochure	\$8,325.00
<b>Total Marketing Expenditure</b>	<b>\$282,200.00</b>
<b>Administration</b>	
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2016-17	\$5,650.00
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2017-18	\$18,850.00
North Central Florida Regional Planning Council - Regional Marketing Program Fees FY 2017-18	\$12,500.00
Bank Charges	\$200.00
Legal Advertising	\$300.00
Legal Expenses	\$300.00
Other Administrative Expenses/Miscellaneous	\$2,000.00
Postage	\$300.00
Service Fee - VISIT FLORIDA Travel Show Program	\$14,300.00
Telephone	\$300.00
<b>Membership Organizations - Annual Dues</b>	
VISIT FLORIDA Annual Dues	\$500.00
Southeastern Tourism Society Annual Dues	\$350.00
Florida Outdoor Writers Association Annual Dues	\$350.00
<b>Professional Enhancement</b>	
Southeastern Tourism Society Marketing College	\$11,000.00
Governor's Tourism Conference	\$1,900.00
<b>Internships</b>	
Harvey Campbell Memorial Internship	\$6,250.00
Dean Fowler Internship	\$6,250.00
<b>Retained Reserves</b>	
Unrestricted Reserve Fund	\$22,300.00
<b>Total Non-Marketing Expenditure</b>	<b>\$103,600.00</b>
<b>Total Expenditure</b>	<b>\$385,800.00</b>

**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 (“Grantee”) is an entity created and authorized pursuant to Section 163.01 of the Florida Statutes titled the Florida Interlocal Cooperation Act of 1969 (Tax Identification Number 59-3534835). The Original Florida Tourism Task Force 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:****2.1 Website Maintenance and Enhancements:**

**2.1.1** Continue to maintain, host and operate its website, [www.vnnf.org](http://www.vnnf.org), in order to inform potential visitors of attractions and events within the region.

**2.1.2** Include additional topic centered microsites on Grantee’s website [www.vnnf.org](http://www.vnnf.org) to inform potential visitors of tourist oriented opportunities within the Region.

**2.1.3** Produce a new video for the task force website highlighting tourist-oriented natural, cultural and historical attractions of the Region.

**2.1.4** Review and update springs and bicycle routes on the [www.vnnf.org](http://www.vnnf.org) existing bicycle and springs microsites. The review and update will include issues such as improving the accuracy of provided information, assuring that all embedded links are functional and modifying existing routes as necessary.

**2.2 Marketing and Promotion:**

**2.2.1** Create and distribute electronic newsletters to potential visitors regarding tourist-oriented attractions, facilities and events within the Region.

**2.2.2** Post blogs on the [www.vnnf.org](http://www.vnnf.org) website to inform visitors of tourist-oriented attractions and facilities within the Region.

**2.2.3** Purchase annual Visa Vue subscription, domestic and international editions to gain insights in the geographic location and demographic information of visitors to the Region. Member organizations will have access to information provided through Visa Vue subscription.

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**2.2.4** Purchase marketing materials for use and distribution by Task Force members at outdoor-oriented-travel shows and other events. The task force may purchase other pre-printed literature highlighting the Region from various vendors as needed.

**2.2.5** Design and produce marketing materials for use and distribution at outdoor-oriented travel shows.

**2.2.6** Attend domestic travel shows. At the shows, the Grantee will staff a booth; distribute literature pertaining to the Region and answer questions from show attendees. A maximum of two (2) Grantee representatives will staff travel show booths.

**2.2.7** Conduct an advertising campaign which will consist of online digital and/or print media advertising.

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

**2.2.9** Purchase email distribution service in association with distribution of electronic newsletter distribution as described in Scope of Work 2.2.1

### **2.3 Professional Enhancement:**

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

**2.3.2** 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:

<b>Deliverable No. 1 – Website Maintenance and Enhancements</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Maintain website in accordance with Scope of Work 2.1.1</b>	<p>Ongoing website Maintenance, hosting, and operation.</p> <p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>• Copy of agreement with vendor</li> <li>• Invoice from provider</li> <li>• Proof of payment</li> </ul>	<p>Failure to maintain, host, and operate website as specified in Section 2.1.1. will result in non-payment.</p>

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<b>Add Topic centered microsites to Grantee's website in accordance with Scope of Work 2.1.2</b>	Add one topic centered microsite to Grantee's website.. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of agreement with vendor.</li> <li>• Invoice showing completion of draft microsite.</li> <li>• Link to added microsite.</li> </ul>	Failure to complete at least one topic centered microsite to Grantee's website as specified in Section 2.1.2 will result in non-payment.
<b>Produce video for Grantee website in accordance with Scope of Work 2.1.3</b>	100 % completion of and posting on Grantee website of video. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of agreement with vendor.</li> <li>• Link to video.</li> <li>• Invoice showing completion of video.</li> </ul>	Failure to complete 100% of video and post it on Grantee's website as specified in Section 2.1.3. will result in non-payment.
<b>Review and update springs and bicycle route microsites on Grantee website in accordance with Scope of Work 2.1.4</b>	1 springs microsite update or 1 bicycle microsite update. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Documentation of staff time associated with this deliverable</li> <li>• Link to updated information.</li> </ul>	Failure to complete one (1) springs microsite update or one (1) bicycle microsite update as specified in Section 2.1.4. will result in non-payment.
<b>Deliverable No. 2 - Marketing and Promotion</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Distribute Electronic Newsletter in accordance with Scope of Work 2.2.1</b>	Prepare and distribute one (1) electronic newsletter. <b>Required Documentation</b> <ul style="list-style-type: none"> <li>• Include DEO Agreement Manager on electronic newsletter distribution list.</li> <li>• Documentation of staff time associated with this deliverable</li> </ul>	Failure to prepare and distribute one (1) electronic newsletter as specified in Section 2.2.1. will result in non-payment.
<b>Post blogs on Grantee's website in accordance with Scope of Work 2.2.2</b>	Post one (1) blog on Grantee's website. <b>Required Documentation.</b> <ul style="list-style-type: none"> <li>• Copy of agreement with blogger.</li> <li>• Link to each blog</li> <li>• Photographer release form if necessary</li> <li>• Model release form in necessary.</li> <li>• Invoice from blogger.</li> </ul>	Failure to post one (1) blog on Grantee's website as specified in Section 2.2.2. will result in non-payment.
<b>Purchase Annual Visa Vue subscription in accordance with Scope of Work 2.2.3</b>	Purchase 1 annual Visa Vue Subscription <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Invoice from provider</li> <li>• Proof of payment</li> </ul>	Failure to purchase one (1) annual Visa Vue Subscription as specified in Section 2.2.3. will result in non-payment.
<b>Purchase preprinted marketing materials in accordance with Scope of Work 2.2.4</b>	Purchase a minimum of 400 copies of pre-printed marketing materials. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Invoice from seller.</li> </ul>	Failure to purchase a minimum of 400 copies of pre-printed marketing materials as specified in

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	<ul style="list-style-type: none"> <li>• 1 copy of each piece of literature purchased.</li> </ul>	Section 2.2.4. will result in non-payment.
<b>Design and print hard copy marketing materials in accordance with Scope of Work 2.2.5</b>	Design and print 1,000 pieces of hard copy marketing materials. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• 1 piece of each hard copy literature printed</li> <li>• Invoice from contractor</li> <li>• Documentation of staff time associated with this deliverable</li> </ul>	Failure to design and print 1,000 pieces of hard copy marketing materials as specified in Section 2.2.5. will result in non-payment.
<b>Attend and participate in domestic travel shows in accordance with Scope of Work 2.2.6</b>	Attend 1 domestic travel show. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Schedule for each show attended.</li> <li>• Copies of completed registrations for each travel show attended.</li> <li>• Copies of rental agreements if applicable</li> <li>• Completed travel documentation for a maximum of two travelers</li> </ul>	Failure to attend and participate in domestic travel shows as specified in Section 2.2.6. will result in non-payment.
<b>Conduct advertising campaign in accordance with Scope of Work 2.2.7</b>	Place one (1) digital or print media advertisement.. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of print or digital advertisement</li> <li>• Invoice from provider</li> </ul>	Failure to place one (1) digital or print media advertisement as specified in Section 2.2.7. will result in non-payment.
<b>Distribute literature in accordance with Scope of Work 2.2.8</b>	Distribute a minimum of 10,000 brochures. Grantee may request reimbursement a maximum of four (4) times during the agreement period. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• 1 sample of each brochure distributed</li> <li>• Copy of distribution list and number distributed</li> <li>• Invoice from provider</li> </ul>	Failure to distribute a minimum of 10,000 brochures as specified in Section 2.2.8. will result in non-payment.
<b>Purchase Email distribution service in accordance with Scope of Work 2.2.9</b>	Purchase email distribution service. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of agreement with email distribution service</li> <li>• Invoice from provider</li> </ul>	Failure to purchase email distribution service as specified in Section 2.2.9. will result in non-payment.
<b>Deliverable No. 3 - Professional Enhancement</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Provide Professional Enhancement Scholarships in accordance with Scope</b>	Provide one (1) professional enhancement scholarship. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Completed event registration form</li> </ul>	Failure to provide a minimum of one (1) professional enhancement scholarship as specified in Section 2.3.1. will

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<b>of Work 2.3.1</b>	<ul style="list-style-type: none"> <li>• Agenda for each event.</li> <li>• Summary of how attendance at the event built professional capacity</li> </ul>	result in non-payment.
<b>Maintain memberships in or join professional organizations in accordance with Scope of Work 2.3.3</b>	Maintain membership in one (1) professional organization <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of registration for each professional organization membership joined or maintained.</li> </ul>	Failure to maintain membership in one (1) professional organization as specified in Section 2.3.3. will result in non-payment.
<b>Total Amount Not to Exceed: \$150,000.00</b>		

**5. REPORTING:**

**5.1 Quarterly:** Grantee shall report on a quarterly basis all progress relating to the tasks identified in Section 4. Quarterly reports are due to DEO no later than 30 calendar days after the end of each quarter of the program year and shall be sent each quarter until submission of the administrative close-out report. The ending dates for each quarter of the program year are April 30, 2018, July 31, 2018, October 31, 2018 and January 17, 2019. The quarterly report shall include a summary of project progress, indicating percentage of completion of each task identified in Section 4, and the Minority and Service-Disabled Veteran Business Enterprise Report required by section 1.14.6 of this Agreement. The summary shall also include any issues or events occurring which affect the ability of the Grantee to meet the terms of this Agreement.

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

**6. INVOICE SUBMITTAL AND PAYMENT SCHEDULE:** DEO shall pay Grantee in accordance with the following schedule in the amount identified per deliverable in Section 4 above. The deliverable amount specified does not establish the value of the deliverable. In accordance with the **Funding Requirements of s. 215.971(1), F.S.** section of this Agreement, Grantee and its subcontractors may only expend funding under this Agreement for allowable costs resulting from obligations incurred during the Agreement period. To be eligible for reimbursement, costs must be in compliance with laws, rules and regulations applicable to expenditures of State funds, including, but not limited to, the Reference Guide for State Expenditures ([http://www.myfloridacfo.com/aadir/reference\\_guide/](http://www.myfloridacfo.com/aadir/reference_guide/)).

**6.1** Grantee shall provide one invoice per quarter for all services rendered during the applicable period of time.

**6.2** The following documents shall be submitted with the itemized invoice:

**6.2.1** A cover letter signed by the Grantee's Chairman of the Board of Directors certifying that the costs being claimed in the invoice package: (1) are specifically for the project represented to the State in the budget appropriation; (2) are for one or more of the components as stated in Section 4, Deliverables, of this Scope of Work; (3) have been paid; and (4) were incurred during the Agreement period, and (5) that the payment request was reviewed and approved by the full Board of Directors of the Grantee organization.

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

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*Visit Natural*  
NORTH FLORIDA

Florida Department of Economic Opportunity  
Fiscal Year 2017-18 Regional Rural Development Grant  
(January 17, 2018 - January 17, 2019)  
Deliverables and Cost Estimates  
April 12, 2018

Cost Estimates	
As of 4/12/18	Deliverable
\$6,000.00	Website Hosting & Maintenance
\$1,900.00	Ultimate Bicycle Guide Maintenance and Updates
\$1,500.00	Ultimate Springs Guide Maintenance and Updates
\$2,500.00	Ultimate Paddling Guide - Website Microsite
\$2,500.00	Ultimate Parks Guide - Website Microsite
\$5,000.00	Website Video
\$5,100.00	Website Blogs (60 blogs at \$85 per blog)
\$15,100.00	Travel Shows
\$26,500.00	Digital Advertising Campaign - Facebook, Google Adword search, Retargeting, Other
\$2,500.00	Media Kits
\$4,250.00	Quarterly eNewsletters
\$17,000.00	Print Media Advertising
\$1,550.00	Design & Print Regional Specialty Brochures
\$800.00	Purchase Copies of Big Bend Saltwater Paddling Guide
\$11,200.00	Brochure Distribution
\$5,000.00	Revise & Print Ultimate Springs Guide
\$5,100.00	VISAVUE - Domestic and International Editions
\$14,000.00	Scholarships ( 6 Tourism Marketing College @ \$1,700 and 1 Gov Tourism Conf @ \$1,800)
\$22,500.00	Administration
\$150,000.00	Total

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*Visit Natural*  
NORTH FLORIDA

## Steve Dopp

---

**From:** Beth Melillo [bethm@parksbynature.com]  
**Sent:** Thursday, March 29, 2018 12:43 PM  
**To:** Steve Dopp  
**Subject:** Re: Visit North Florida - Official Florida State Parks Pocket Ranger Mobile opportunity

Hi Steve - how did your meeting go? When should I follow back up.

We can lower to \$1000

Warm Regards

**Beth Melillo**

**VP Sales, ParksByNature Network**

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

**Mobile:** [\(917\) 414-7452](tel:9174147452)

On Mar 26, 2018, at 12:59 PM, Beth Melillo <[bethm@parksbynature.com](mailto:bethm@parksbynature.com)> wrote:

Hi Steve

So if you want to move Head. I can bill in Aug. 4 million impressions \$1200 12 months.

Look forward to your thoughts.

Warm Regards

**Beth Melillo**

**VP Sales, ParksByNature Network**

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

**Mobile:** [\(917\) 414-7452](tel:9174147452)

On Mar 17, 2018, at 12:29 PM, Beth Melillo <[bethm@parksbynature.com](mailto:bethm@parksbynature.com)> wrote:

Hi Steve- do you have time Monday to talk? Thx

Warmest Regards,

Beth

**Beth Melillo**

*VP Sales, ParksByNature Network*

**Mobile:** (917) 414-7452

P.O. Box #1118, New York, NY 10018

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

<Unknown-3[1].png>

**Follow us on:**

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[Twitter](#)

---

**From:** Beth Melillo <[bethm@parksbynature.com](mailto:bethm@parksbynature.com)>

**Date:** Thursday, March 15, 2018 at 10:40 AM

**To:** <[dopp@ncfrpc.org](mailto:dopp@ncfrpc.org)>

**Subject:** Visit North Florida - Official Florida State Parks Pocket Ranger Mobile opportunity

Dear Steve - How are you? Hope all has been well since we last worked together few years ago! Wanted to offer you a discount to take advantage of this Great season and all the great updates to our program.

Spring is here and it's an exciting time to drive traffic and awareness to your area!

I wanted to reach out to you about this exciting opportunity to promote **VISIT NORTH FLORIDA** on the **Official Florida State Parks Pocket Ranger® Mobile** app program to reach millions of app users and inspire visitation!

We can offer you as a renewed sponsor package #1 for \$2000 and #2 a discount as well! Pay in August!

**Pocket Ranger® Official Florida State Parks mobile app Program** presents a unique opportunity for **"your area"** to gain immediate awareness amongst a huge audience of potential travelers to your area.

93% of our app users pre plan on our apps and look for day trips and places to plan a destination. You'll reach these target travelers during their critical "pre-trip planning" stage with over 3,000,000 impressions!

The **Pocket Ranger®** mobile program is well known around the country and has increased visitation for hundreds of regional marketing organizations like yours. Users are active, outdoor-oriented families and sportspersons who use our *free* apps continually during the year to **pre-plan, during, and after** their state park visits.

**Attached**, is a great marketing Package of options to target your audience all season long and we will work within your budget needs and timing. We don't want you to miss out this busy spring through Labor day time of season!

Through **digital banners in full rotation** on **the Official FLORIDA Pocket Ranger® State Parks app**, as well as **static targeted banners to your market**, all leading to URL of choice, you will ensure visibility while users are actually deciding where to go and what to do. **You can change your banners seasonally and promote events in your area year-round.** We also have a new video channel that can showcase tourism videos if you have them.

We will support your advertising campaign by cross promoting on our national **Pocket Ranger® social media platform**, reaching over 70,000+ followers (through our **Pocket Ranger®** Blogs, Facebook, Twitter)

Please download the Official FL Pocket Ranger app: <http://www.pocketranger.com/apps/florida>

I've worked personally with many of our destination sponsors around the country and will be happy to share ideas about how we can creatively build extended awareness.

How's today/tomorrow for a quick call? Looking forward. Don't want you to miss out....! You can own your area

Warmest Regards,  
Beth

**Beth Melillo**  
VP Sales, ParksByNature Network  
Mobile: (917) 414-7452  
P.O. Box #1118, New York, NY 10018  
[www.parksbynature.com](http://www.parksbynature.com)



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NORTH FLORIDA

## Steve Dopp

---

**From:** Kevin Chippindale [kevin@graft.com]  
**Sent:** Thursday, July 20, 2017 1:51 PM  
**To:** Steve Dopp  
**Subject:** UK Marketing Options

Hi Steve - hope all's well in Natural North Florida!

Just thought we'd bring you up to speed on a few things regarding our UK marketing programs, which are going from strength to strength.

We continue to expand the number of destinations featured on <https://www.orlandoattractions.com> - all within easy driving distance of Orlando.

Places like **Naples, Sanford, Mount Dora, Polk County, Crystal River, Daytona, St Augustine etc.**

The website will easily exceed 300,000 visitors in 2017 and is still the #1 'Orlando Attractions' organic listing on Google UK above Visit Florida & Trip Advisor - (see attached)

Our partner destinations now get regular front page editorial features (see **Tampa** this week) along with constantly rotating banner ads and videos on all the Disney/Universal/Park info pages.

They also get a dedicated feature page linking to their own website like this one for **Fort Myers, Sanibel & Captiva** - <https://www.orlandoattractions.com/destinations/beach-destinations/beaches-of-fort-myers-sanibel/>

Our 'What's New Orlando' online video is being used by over 20 Uk tour ops and ticket sellers - our destination partners are featured alongside the theme parks and attractions - take a look at <https://www.floridatix.com/home/firsttimers>

You are such an easy drive from Orlando that we do hope you will might jump onboard like so many of your neighbors.

Allowing smaller destinations to sit on that proverbial porch with the likes of Disney/Universal/Seaworld is quite unique, all the while getting you firmly on the radar of our UK visitors.

Pricing starts at just \$2465 for SIX months of very targeted UK multi media coverage - it's hardly a budget buster and we're getting bigger by the day!

Thanks as always for your time and consideration.

Kind regards,

*Kevin Chippindale*

President  
Graft Multi Media Marketing  
812 North Thornton Ave,  
Orlando, FL 32803 USA.

### [Orlando Attractions - BEST Discount Theme Park Tickets, Orlando Hotels](#)

<https://www.orlandoattractions.com/> ▼

**Orlando Attractions**, THE BEST Orlando vacation planning website offering DISCOUNT Orlando theme park tickets, discount Orlando Hotels, Condos, Villas.

[Coupons](#) · [Disney's Animal Kingdom](#) · [Old Town](#) · [SeaWorld Parks](#)

### [Orlando Attractions | Detailed Listings, Photos & Reviews - Visit Orlando](#)

[www.visitorlando.com/things-to-do/attractions/](http://www.visitorlando.com/things-to-do/attractions/) ▼

**Attractions** in Orlando, Florida range include wildlife view in Gatorland, indoor skydiving, water parks and driving stock cars. View details & reviews.

### [Orlando Attraction Tickets - Cheap deals for Disney Universal parks](#)

<https://www.orlandoattractiontickets.co.uk/> ▼

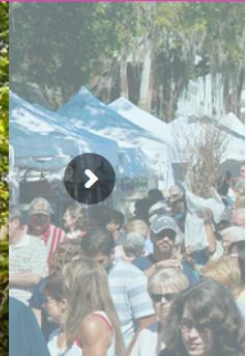
**Orlando attraction** tickets offer cheap deals on gate ready tickets for Disney, Universal, Seaworld and many more Florida theme parks.

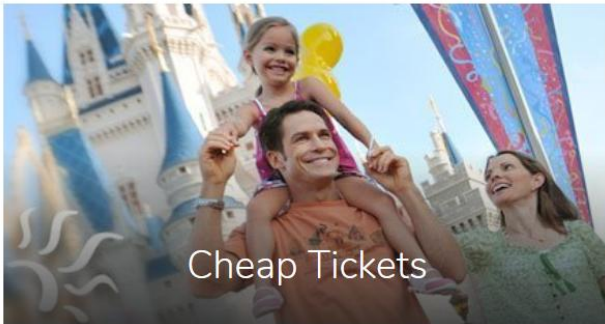
[Disney](#), [Universal Switch Ticket](#) · [The Orlando PassPort](#) · [Orlando PassPort Mini](#)

### [The Top 10 Things to Do in Orlando 2017 - TripAdvisor](#)

<https://www.tripadvisor.co.uk> > ... > [Florida \(FL\)](#) > [Central Florida](#) > [Orlando](#) ▼

Book your tickets online for the top things to do in **Orlando**, Florida on TripAdvisor : See 434744 traveller reviews and photos of **Orlando** tourist attractions.





Cheap Tickets



Coupons & Deals



Come Stay



Go Explore

## Orlando Attractions Customer Reviews

★★★★★ 2 hours ago

**It was veru good rxpetience snd goo...**

It was veru good rxpetience snd good price.

Leila Mendonca

★★★★★ 7 hours ago

**Great prices and great service.**

Great prices and great service. Web page easy to use.

Ant Dogherty

★★★★★ 12 hours ago

**I cannot find fault with the help I...**

I cannot find fault with the help I received from Orlando attractions. I had just purchased my tick...

Mary Vaughan

Rated 9.7 out of 10 based on 2,632 reviews. See some of the reviews here.

Powered by TRUSTPILOT

Translate »

## Steve Dopp

---

**From:** Steve Dopp  
**Sent:** Wednesday, April 11, 2018 10:35 AM  
**To:** 'Will Sexton (will\_sexton@bradfordcountyfl.gov)'; 'Trent Abbott (tacountry@hotmail.com)'; 'Tisha Whitehurst'; 'Teena Peavey'; 'Susie Page (forest\_1@msn.com)'; 'Susan Ramsey (sramsey@hamiltoncda.org)'; 'Sheree Keeler (stkeeler@mywakulla.com)'; 'Sandy Beach (sandybeach8431546@gmail.com)'; 'Russ McCallister (russ776@bellsouth.net)'; 'Ronald Gromoll'; 'Rod Butler (gm@hilakecityfl.com)'; 'Phyllis Williams'; 'Paula Vann (pvann@columbiacountyfla.com)'; 'Pat Watson (pwatson@trentonflorida.org)'; 'Nancy Wideman (nancywideman48@gmail.com)'; 'Nancy Bednarek (nbbednarek@aol.com)'; 'Katrina Richardson (info@monticellojeffersonfl.com)'; 'Julie Waldman'; 'Jennifer Hand (hamiltontdc@windstream.net)'; 'Gail Gilman (glylette@embarqmail.com)'; 'Dawn Taylor'; 'Dave Mecusker (dmecusker@live.com)'; 'Daniel Riddick (bccriddick@yahoo.com)'; 'Carol McQueen (carolmcqueen44@gmail.com)'; 'Alvin Jackson (alvinj@suwcounty.org)'  
**Cc:** 'Sherrie Miller (sposeymiller@embarqmail.com)'; 'Sean Plemons (splemons@visitgainesville.com)'; 'Scott Koons (E-mail) (koons@ncfrpc.org)'; 'roland and gerri loog'; 'Rachel Rhoden (rachel\_rhoden@bradfordcountyfl.gov)'; 'Pam Whittle (pam@northfloridachamber.com)'; 'Natalie Knowles'; 'Louie Goodin (hamiltoncounty@windstream.net)'; 'Donna Creamer (dcreamer@gilchrist.fl.us)'; 'Cody Alexander Gray (cgray@columbiacountyfla.com)'; 'Cheyenne Stemple (cheyenne.stemple@dixie.fl.gov)'; 'Charissa Setzer'; 'Andre Davis'; 'Charissa Setzer'  
**Subject:** 2018 Southeast Tourism Society Marketing College Scholarships - Take Two  
**Attachments:** Registration for 2018 STS Marketing College.pdf

Let me try this again. This version of my communication includes the referenced attachment as well as additional information.

As in previous years, the Task Force is providing scholarships for those Task Force members and their staff who wish to attend Marketing College. Marketing college will be held June 24-29, 2018 at the University of North Georgia in Dahlonega, Georgia. More information about the Marketing College can be found here: <https://southeasttourism.org/meetings/marketing-college>. **Please do not register online!**

The Task Force will pre-pay your registration fees and dormitory room. Dormitory lodging also includes meals at the college cafeteria (their cafeteria is very good, by the way). The Task Force will reimburse you for your mileage and meals not covered by the dormitory plan. The Task Force cannot cover lodging and meal costs for those who stay in hotels. **In addition to the basic registration fee, the Task Force will also pre-pay for the additional items listed under Additional Items section of the attachment. The attached form indicates it is for first-year students. Regardless of whether you are a 1<sup>st</sup> year student, a 2<sup>nd</sup> year student, a 3<sup>rd</sup> year student, or an alumni of the program desiring to take additional courses, please use the same attached form and hand-write somewhere on the form that you are a 1<sup>st</sup> year student, a 2<sup>nd</sup> year student, a 3<sup>rd</sup> year student or alumni member.**

For those of you interested in receiving scholarships, please fill in the attached form and return it to me no later than Thursday, April 19, 2018.

If you have any questions concerning this matter, please do not hesitate to contact me.



**Steven Dopp**  
**Senior Planner**  
**North Central Florida Regional Planning Council**

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**When**

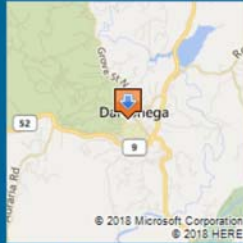
Sunday, June 24, 2018 at 5:00 PM EDT

-to-

Friday, June 29, 2018 at 12:00 PM EDT

[Add to Calendar](#)
**Where**

University of North Georgia  
82 College Circle  
Dahlonega, GA 30597

[Driving Directions](#)**Contact**

Suzanne Moon  
Southeast Tourism Society  
770-542-1523  
[sts@seasouthtourism.org](mailto:sts@seasouthtourism.org)

## First Year Student Registration for 2018 STS Marketing College

\* Required Information

**Personal Information****Prefix:**

--Choose--

\* **First Name:**

\* **Last Name:**

\* **Email Address:**

\* **Confirm Email Address:**


Please enter your phone number with dashes i.e. 770-542-1523

\* **Phone:**

**Cell Phone:**

**Promo Code**

Enter Code:


**Fee**

Type	Fee
<input checked="" type="radio"/> STS/SFEA Member Rate for First Year Student with Dorm/Single Room. *No Refunds after May 25, 2018	\$1,145.00
<input type="radio"/> NON-MEMBER Rate for First Year Student with Dorm/Single Room *No Refunds after May 25, 2018	\$1,545.00
<input type="radio"/> STS/SFEA Member Rate for First Year Student - No Room *No Refunds after May 25, 2018	\$995.00
<input type="radio"/> NON-MEMBER Rate for First Year Student - No Room *No Refunds after May 25, 2018	\$1,395.00

**Business Information**\* **Company:**

\* **Job Title:**

\* **Address 1:**

**Address 2:**

\* **City:**

\* **State:**

--Choose--

\* **ZIP Code:**

Website:

Company Twitter:

Company Hashtag(s):

Company Instagram:

## Additional Items

Item	Qty.	Max Limit	Price
<b>Festivals and Event Courses - Year 1</b> Receive your Festival and Event Planner Certification in conjunction with your Travel Marketing Professional. Learn from industry experts regarding festival and event logistics/operations, revenue generation ideas, developing and maintaining sponsor opportunities, public relations and crisis management, booking festival entertainment, gathering on-site demographics and more... *100% Refund if cancelled before May 18, 2018. 50% refund by May 25. No Refunds will be issued after May 25, 2018	<input type="text" value="0"/>	1	\$125.00 each
<b>Festivals and Events Courses - Year 2</b> Festival and Event courses for second year students take place on Wednesday from 8am-5pm. *100% Refund if cancelled before May 18, 2018. 50% refund by May 25. No Refunds will be issued after May 25, 2018	<input type="text" value="0"/>	1	\$200.00 each
<b>Festival and Event Courses - Year 3</b> Third year festival and event students complete their coursework on Wednesday afternoon from 1p-5p and Thursday from 8a-4p. The final day includes developing and presenting a new event concept to their classmates and industry professors. Certifications are presented during STS Marketing College Graduation, April 24, 2018 in Myrtle Beach, SC. *100% Refund if cancelled before May 18, 2018. 50% refund by May 25. No Refunds will be issued after May 25, 2018	<input type="text" value="0"/>	1	\$275.00 each
<b>Flash Drive</b> Want your professor's presentations in digital format for future reference? Order a flash drive and you will receive all your class presentations when you check-in during Sunday's Registration on campus.	<input type="text" value="0"/>	1	\$50.00 each

## Payment

## Payment Method

- ☒ Pay with Credit Card  
☐ Pay By Check

## Payment Summary

Name	Type	Quantity	Fee	Total
STS/SFEA Member Rate for First Year Student with Dorm/Single Room. *No Refunds after May 25, 2018		1	\$1,145.00	\$1,145.00
<b>Total</b>			<b>\$1,145.00</b>	

☒ Yes, I would like to receive your email newsletters[Continue](#)

By submitting this form, you're granting:

**Southeast Tourism Society, 555 Sun Valley Drive Ste E-5, Roswell, GA 30076, United States**  
**<http://www.southeasttourism.org>**

permission to email you. You can revoke permission to mail to your email address at any time using the SafeUnsubscribe™, found at the bottom of every email. Constant Contact takes your privacy seriously (to see for yourself, please read the Constant Contact [Email Privacy Policy](#)). Emails are serviced by Constant Contact.

[Mobile View](#)

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The Original Florida Tourism Task Force  
Travel Shows and Show Assignments, 2017-18 Travel Show Season  
April 12, 2018

Number	Show Name	Leader	2nd Person	Alternate	Leader Departure Date	Member Departure Date	Show Dates	Return Travel Date
1	<i>Hershey RV Show</i>	<i>Donna Creamer</i>	<i>Pat Watson</i>		<i>September 11, 2017</i>	<i>September 12, 2017</i>	<i>September 13 - 17, 2017</i>	<i>September 18, 2017</i>
2	Washington DC Travel and Adventure Show	TSC	Alvin Jackson	Cody Gray	January 18, 2018	January 19, 2018	January 20 - 21, 2018	January 22, 2018
3	<u>Atlanta Camping &amp; RV Show</u>	<u>Roland Loog</u>	<u>Ron Gromoll &amp; Lois Nevins</u>	<u>Trent Abbott</u>	<u>January 24, 2018</u>	<u>January 25, 2018</u>	<u>January 26 - 28, 2018</u>	<u>January 29, 2018</u>
4	<u>New York Times Travel Show</u>	<u>TSC</u>	<u>Dawn Taylor</u>	<u>Teena Peavey</u>	<u>January 24, 2018</u>	<u>January 25, 2018</u>	<u>January 26 - 28, 2018</u>	<u>January 29, 2018</u>
5	Boston Globe Travel Show	Sandy Beach	Dave Mecusker	Dawn Taylor	February 7, 2018	February 8, 2018	February 9 - 11, 2018	February 12, 2018
6	Chicago Travel and Adventure Show	TSC	Phyllis Williams	Lorenza Ponder	February 8, 2018	February 9, 2018	February 10 - 11, 2018	February 12, 2018
7	<u>Chicago RV and Camping Show</u>	<u>Alvin Jackson</u>	<u>Sean Plemons</u>		<u>February 13, 2018</u>	<u>February 14, 2018</u>	<u>February 15 - 18, 2018</u>	<u>February 19, 2018</u>
8	F.re.e Messe Munich	Tommy Thompson	TSC	Sandy Beach	February 17, 2018	February 17, 2018	February 21 - 25, 2018	February 26, 2018
9	London Telegraph Bike and Travel Show	Roland Loog	Ron Gromoll	Carol McQueen	February 20, 2018	February 20, 2018	February 23 - 25, 2018	February 26, 2018
10	<u>Toronto Outdoor Adventure Show</u>	<u>Teena Peavey</u>	<u>Pat Watson</u>	<u>Dawn Taylor</u>	<u>February 21, 2018</u>	<u>February 22, 2018</u>	<u>February 23 - 25, 2018</u>	<u>February 26, 2018</u>
11	<u>ITB-Berlin</u>	<u>TSC</u>	<u>Katrina Richardson</u>	<u>Roland Loog</u>	<u>March 4, 2018</u>	<u>March 4, 2018</u>	<u>March 7 - 11, 2018</u>	<u>March 12, 2018</u>
12	<u>Canoecopia</u>	<u>Tommy Thompson</u>	<u>Russ McCallister</u>	<u>Dawn Taylor</u>	<u>March 7, 2018</u>	<u>March 8, 2018</u>	<u>March 9-11, 2018</u>	<u>March 12, 2018</u>
13	Philadelphia Travel & Adventure Show	Dawn Taylor	Roland Loog	Ron Gromoll	March 8, 2018	March 9, 2018	March 10 - 11, 2018	March 12, 2018
14	Midwest Mountaineering Spring Expo	TSC	Tommy Thompson	Russ McCallister	April 25, 2018	April 26, 2018	April 27 - 29, 2018	April 30, 2018
15	<u>Bike Expo New York</u>	<u>Paula Vann</u>	<u>TSC</u>	<u>Katrina Richardson</u>	<u>May 2, 2018</u>	<u>May 3, 2018</u>	<u>May 4 -5, 2018</u>	<u>May 6, 2018</u>

*Italicised shows are shows funded by the Task Force Regional Rural Development Grant*

Underlined shows are combined shows with Riverway South

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## Recommended Travel Shows, 2018-19 Season

Show	Show Dates	Tavel Show Season			
		2017-18 Season		2018-19	
				Recommended Budget	
		Budget	Expended	VISIT FLORIDA	Other Funds
1 Georgia RV and Camping Show	September 14 - 16, 2018	-	-	-	\$4,000
2 Midwest Mountaineering Winter Expo	November 16 - 18, 2018	-	-	-	\$5,000
3 CMT Messe Stuttgart	January 12 - 20, 2019	-	-	\$13,500	-
4 Chicago Travel and Adventure Show	January 12-13, 2019	\$8,574.00	\$6,175.63	\$6,800	-
5 Atlanta Camping and RV Show	January 25 - 27, 2019	\$4,266.00	\$2,616.19	\$4,000	-
6 New York Times Travel Show	January 25 - 27, 2019	\$8,546.00	\$7,977.35	\$8,700	-
7 London Times Destinations Show	January 31 - February 3, 2019	-	-	\$13,500	-
8 Houston RV Show	February 6 - 10, 2019	-	-	\$6,500	-
9 Boston Travel and Adventure Show	February 9-10, 2019	-	-	\$7,400	-
10 Chicago RV and Camping Show	February 14 - 17, 2019	\$8,318.00	\$6,277.20	\$7,300	-
11 F.re.e Messe Munich	February 20 - 24, 2019	\$15,434.00	\$12,060.70	\$13,000	-
12 Toronto Outdoor Adventure Show	February 22 - 24, 2019	\$9,819.00	\$7,772.51	\$8,300	-
13 Canoecopia	March 8 - 10, 2019	\$5,566.00	\$5,369.54	\$5,900	-
14 Philadelphia Travel and Adventure Show	March 9-10, 2019	\$7,514.00	\$6,806.80	\$7,300	-
15 Washington, DC Travel and Adventure Show	March 16-17, 2019	\$6,914.00	\$6,471.81	\$6,900	-
16 Ottawa Outdoor and Travel Adventue Show	April 20-21, 2019	-	-	\$6,000	-
17 Midwest Mountaineering Spring Expo	April 26 - 27, 2019	\$4,366.00	-	-	\$5,000
18 Bike Expo New York	May 3 - 4, 2019	\$7,000.00	-	-	\$7,000
Total				\$115,100	\$21,000

### Alternative Shows

Detroit Fall RV Show	October 3-7, 2018	25,000 attendees
Dortmunder Herbst	October 3-7, 2018	50,000 attendees
Boston RV and Camping Expo	January 18-21, 2019	17,000 attendees
Boston Globe Travel Show	January 18-20, 2019	24,060 attendees
Reisen Hamburg	February 6-10, 2019	75,000 attendees
Minnesota/St. Paul RV, Vacation & Camping Show	February 8-10, 2019	31,000 attendees
ITB-Berlin	March 6-10, 2019	175,000 attendees

RECEIVED

APR 06 2018

NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL



Steve. We hope you can join us soon!  
September is a great show-  
Thank

# The Georgia RV & Camper Show

**SEPTEMBER 14-16, 2018**  
at THE COBB GALLERIA CENTRE

Our  
**24th**  
Anniversary

**THE COBB SHOW IS THE ONLY SHOW YOU NEED!**  
**MORE LEADS = MORE SALES!**

**We are gearing up to bring you new buyers, not lookers!**

**OUR 43RD SHOW!** Join our experienced show staff and take the opportunity to move inventory and network with thousands of potential buyers AT THE GEORGIA RV & CAMPER SHOW HELD AT THE COBB GALLERIA CENTRE in Atlanta, GA.

#### WHY SHOULD YOU EXHIBIT?



Display and sell your full line of RV's, campers and accessories at a SAFE & CONVENIENT location  
Meet thousands of qualified buyers face to face that will result in immediate sales  
Develop future new prospects and maximize profits in the 3rd quarter  
Concentrate your efforts and meet more customers in three days than you would in months

**SHOW PROMOTION-** Our saturation advertising campaign reaches out to a targeted market of recreational vehicle enthusiasts throughout metro Atlanta and North Georgia.



Radio & Television- Hundreds of prime spots on top-rated stations and cable programs  
Extensive print media, direct mail and billboards to bring in the perfect buyer  
Online Advertising with e-mail blasts

**10x10 SPACE IS ONLY \$495**

The show space is booking quickly, reserve space early to guarantee a prime location. Look over the show floor plan, select the location that will allow you to put your best foot forward for RV buyers, then give us a call.



**COBB GALLERIA CENTRE**

**TWO GALLERIA PARKWAY  
ATLANTA, GEORGIA 30339**

Ph (770) 279-9899

Contact: Rhonda@natcshows.com

**Booth Cost:**

10x10 \$495

10x10 Corner \$570

10x20 \$965





12 - 20 January 2019

Contact

Messe Stuttgart  
Key to Markets



DE | EN  



### New record

265,000 visitors at CMT 2018 represented a new record. We would like to wish all of them wonderful holidays.



## CMT - The Holiday Exhibition

Welcome to the world's largest consumer show for tourism and leisure. Let yourself be inspired, and find your next dream holiday and everything this entails. Enjoy and experience a day's holiday with folklore, entertaining shows, the best holiday destinations and the latest caravans. .  
Whatever you want to experience on your holiday, you can find the best ideas at CMT



# Houston RV Show

February 6<sup>th</sup> - February 10<sup>th</sup> 2019

NRG Center



One NRG Park  
Houston, Texas 77054



*A Texas Tradition Since 1965*



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Registration Kit](#)

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[Area Hotels](#)

[Media Fact Sheet](#)

[Contact Us](#)

## WELCOME TO THE 55TH ANNUAL HOUSTON RV SHOW

**Bigger & Better in Halls C, D & E  
Main Entrances at Halls E & C**

### SHOW HOURS

WEDNESDAY - FEB 6: Noon to 8:00pm  
THURSDAY - FEB 7: Noon to 8:00pm  
FRIDAY - FEB 8: Noon to 8:00pm  
SATURDAY - FEB 9: 10am to 8:00pm  
SUNDAY - FEB 10: Noon to 6:00pm

### TICKET PRICES

ADULTS: \$12.00  
CHILDREN: \$5.00 (6 TO 12 yrs. of age)  
**Tickets sold at RV Show Entrance Box Office**

**OR** online at [ticketmaster](#) Fees Apply

PLEASE NOTE: 4 hours prior to show opening, tickets are not available from the Ticketmaster link above on that specific day. However, tickets may be purchased for future show dates.

### ABOUT US

With the move to NRG Center in 2002, the Houston RV Show is now the largest in Texas with over 600 units on display. Under the sponsorship of the Recreational Vehicle Dealers of Texas (R.V.D.O.T.), Houston Chapter, the show encompasses all facets of the RV Industry.

[Click Here](#) to Listen to Our 2018 Radio Ad

[Click Here](#) to View One of Our 2018 TV Ads

[Click Here](#) to View Our Second 2018 TV Ad

### PARKING

Enter McNee, Entrance #10, from Kirby Drive **OR**  
Enter from Fannin Street Entrances

### CONTACT US

Communitron Management, Inc.  
P.O. Box 2673  
Rockport, Texas 78381-2673  
Phone: 361-790-5300  
Or Contact Us Via Email: [cmtradeshows@att.net](mailto:cmtradeshows@att.net)



# Boston TRAVEL & ADVENTURE SHOW®

**FEBRUARY 9-10, 2019**  
Hynes Convention Center

**NEW FOR 2019!**

**SPECIAL  
OFFER!**

**\$2,995\***  
**Per Booth**

**Reg Price \$3,795**

\*Through June 30th  
with full payment!

## THE TRAVEL & ADVENTURE SHOW IS COMING TO BOSTON!

As a Top 10 DMA and a population of 8.1 million people – the 6th largest metro area in the U.S. – and the 17th busiest airport in the country, Boston boasts a prime travel marketing opportunity. Highly educated, affluent and boasting a strong mix of baby boomers and millennials alike, you'll meet an audience of ready-to-book travelers in one of the premier markets in the country.

### Destination: Boston

The Hynes Convention Center is a world class meeting facility centered in the heart of Boston's beautiful and historic Back Bay neighborhood.

Accessed easily via every method of public transportation, the Hynes Convention Center is right off interstates I-90, which connects with I-93 nearby.

### 9th Ranked DMA in the U.S.

Boston is also the 8th ranked TV DMA and 11th largest radio market in the U.S. Surrounded by major interstates, and combined with the Travel & Adventure Show multi-media marketing mix, Boston presents endless mass-marketing opportunities ensuring maximum exposure.

### Affluent Attendees = Strong Bookings

In the immediate downtown area by the Hynes Convention Center, the median household income is \$87,933, compared to \$53,657 nationally. 36% of Boston residents are in between the ages of 35-65, meaning you'll be reaching travelers with the means to book travel to your destination.

### Millennial Market

With more than 100 colleges and universities in the city and surrounding areas, more than 250,000 students make up the population in Boston. Boston boasts the highest concentration of millennials in the U.S.

**SPECIAL  
OFFER:**

**\$2,995 per booth through June 30, 2018 with full payment  
– a \$800 savings. Or, \$3,795 after June 30, 2018**

## BOSTON MARKET STATS

### #9 DMA IN THE U.S.

Greater Boston is the 6th largest combined area in the country with  
**8.1 MILLION RESIDENTS**

**\$87,933 HHI** in the Boston-met-ro area

Over **1/3** of Population in **PEAK EARNING YEARS**

**HIGHEST CONCENTRATION OF MILLENNIALS IN U.S.**

## WHY ATTENDEES WILL LOVE TRAVEL & ADVENTURE SHOW BOSTON

- Amazing Travel Celebrity Speakers
- Unmatched Travel Programing Content
- Convenient Show Location
- **FULLY** Focused on Travel!



Reserve Your Booth Today! | 203.878.2577 x100 | sales@travelshows.com | [www.TravelShows.com](http://www.TravelShows.com)

**April 21-22, 2018!**  
Saturday 10-6, Sunday 10-5

HOME

ABOUT US

EXHIBITOR INFORMATION

TICKETS & SHOW INFO

PHOTO GALLERY

CONTACT

## THE SHOW for every kind of outdoor enthusiast!



*Hike & Camping Exhibitors*



*Adventure Travel Exhibitors*

### SHOW EXHIBITORS

- Camping tents, packs, and more
- Adventure Travel Companies
- Environment groups
- Over \$1,000 in door prizes!
- Kid activities

### SHOW FEATURES

- BATL Axe-throwing
- Puppy Yoga!
- Obstacle Course
- Archery & Kids Paintball
- Farm Animals to pet
- Adventure films

**Over 30,000 square feet of all things outdoors!**

Order tickets online now by clicking below and win!



### There are (2) ways to get tickets to the show!

- \$10 at the gate the day of the show (April 21-22); or
- \$10 online now and win a chance for FREE PRIZES!

Adventure Stage Presenters

Main List of Main Exhibitors

Past Show Video Promo



Florida Department of Economic Opportunity  
Fiscal Year 2018-19 Regional Rural Development Grant  
(January 17, 2019 - January 16, 2020)  
Deliverables and Cost Estimates  
April 12, 2018

Cost Estimates		Deliverable
as of 3/16/2018	as of 4/12/18	
\$1,000.00	\$1,000.00	Ultimate Bicycle Guide Maintenance and Updates
\$1,000.00	\$1,000.00	Ultimate Springs Guide Maintenance and Updates
\$1,000.00	\$1,000.00	Ultimate Paddling Guide Maintenance & Updates
\$1,000.00	\$1,000.00	Ultimate Parks Guide Maintenance & Updates
\$0.00	\$2,400.00	Revise Descriptions on County and Town Landing Pages
\$5,100.00	\$5,100.00	Website Blogs (60 blogs per at \$85 per blog)
\$3,000.00	\$3,000.00	Print VNNF Specialty Brochures (RV Guide, Outfitters Guide, Lodging Guide, Paddling Maps)
\$3,000.00	\$3,000.00	Revise & Print Ultimate Bicycle Guide
\$3,600.00	\$0.00	Purchase Copies of Big Bend Saltwater Paddling Guide
\$22,500.00	\$21,500.00	Domestic Travel Shows (4_shows)
\$16,000.00	\$16,000.00	Print Advertising (co-op ads)
\$20,000.00	\$20,000.00	Digital Advertising Campaign - Facebook, Google Adword search, Retargeting, Other
\$6,000.00	\$6,000.00	Website Hosting & Maintenance
\$18,000.00	\$18,000.00	Connect Travel - Complete
\$12,000.00	\$12,000.00	Scholarships ( 6 Tourism Marketing College @ \$1,700 and 1 Gov Tourism Conf @ \$1,800)
\$12,000.00	\$12,000.00	Brochure Distribution
\$1,200.00	\$1,200.00	Professional Organization Memberships
\$5,100.00	\$5,100.00	VISAVUE - Domestic and International Editions
\$4,000.00	\$4,250.00	Quarterly eNewsletters
\$22,500.00	\$22,500.00	Administration
\$158,000.00	\$156,050.00	Total

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*Visit Natural*  
NORTH FLORIDA

## **The Original Florida Tourism Task Force 2018 MEMBERS as of 3/6/2018**

### **ALACHUA COUNTY**

(\$15,000 - 3 votes)

#### ***Vacant***

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

Marketing and Events Coordinator  
Alachua County Fair  
12 SE 1st Street, 2nd Floor  
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(w) 352.264.6904  
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#### ***Julie Waldman***

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Gainesville, FL 32609  
(c) 352.538.1514  
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### **BRADFORD COUNTY**

(\$3,000 - 2 votes)

#### ***William Sexton***

Bradford County Attorney  
945 North Temple Avenue  
Starke, FL 32091-2210  
[will\\_sexton@bradfordcountyfl.gov](mailto:will_sexton@bradfordcountyfl.gov)  
(w) 904.368.3902

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

Bradford County Board of County  
Commissioners  
945 North Temple Avenue  
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(w) 352.473.7033  
(o) 904.966.6327  
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[bccriddick@yahoo.com](mailto:bccriddick@yahoo.com)

### **COLUMBIA COUNTY**

(\$8,000 3 votes)

#### ***Vacant***

#### ***Rod Butler***

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

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Council  
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[pvann@columbiacountyfla.com](mailto:pvann@columbiacountyfla.com)  
[www.springsrus.com](http://www.springsrus.com)

### **DIXIE COUNTY**

(\$2,000 - 2 votes)

#### ***Nancy Bednarek***

Springs to Sea Paddlesports  
25867 SE Hwy 19  
Old Town, FL 32680  
352.318.1978  
[nbbednarek@aol.com](mailto:nbbednarek@aol.com)

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

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[russ776@bellsouth.net](mailto:russ776@bellsouth.net)  
[www.visitdixie.com](http://www.visitdixie.com)  
[www.suwanneeguides.com](http://www.suwanneeguides.com)

**GILCHRIST COUNTY**

(\$2,000 - 2 votes)

*Vacant****Pat Watson***

Executive Administrative Assistant  
City of Trenton  
114 N. Main Street  
Trenton, FL 32693  
(w) 352.463.4000  
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[pwatson@trentonflorida.org](mailto:pwatson@trentonflorida.org)

**HAMILTON COUNTY**

(\$1,000 - 2 votes)

*Vacant****Susan Ramsey***

Executive Director  
Hamilton County Development Authority  
1153 U.S. Hwy 41 NW, Suite 4  
Jasper, FL 32052  
(w) 386.792.6828  
[sramsey@hamiltoncda.org](mailto:sramsey@hamiltoncda.org)

**JEFFERSON COUNTY**

(\$2,000 - 2 votes)

***Katrina Richardson***

Executive Director  
Monticello/Jefferson Chamber of Commerce  
420 West Washington Street  
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**LAFAYETTE COUNTY**

(\$1,000 - 1 vote)

***Susie Page, Vice-Chair***

Suwannee River Rendezvous LLC  
828 NE Primrose Road  
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(w) 386.294.2510  
(f) 386.294.1133  
(c) 727.457.3924  
[forest\\_1@msn.com](mailto:forest_1@msn.com)  
[www.suwanneeriverrendezvous.com](http://www.suwanneeriverrendezvous.com)

**LEVY COUNTY**

(\$4,000 - 2 votes)

***Carol McQueen***

(h) 352 221-2946  
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***Tisha Whitehurst***

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Bronson, FL  
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[tourism@visitnaturecoast.com](mailto:tourism@visitnaturecoast.com)

**MADISON COUNTY**

(\$3,000 - 2 votes)

***Phyllis Williams***

Executive Director  
Madison County Chamber of Commerce  
and Tourism  
184 NW College Loop  
Madison, FL 32340  
(w) 850.973.2788  
(f) 850.973.8863  
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***Trent Abbott***

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## **SUWANNEE COUNTY**

(\$4,000 - 2 votes)

### ***Alvin Jackson***

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### ***Teena Peavy***

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

## **TAYLOR COUNTY**

(\$4,000 - 2 votes)

### ***Dawn Taylor, Chair***

Executive Director  
Taylor County Chamber of Commerce  
PO Box 892  
428 N Jefferson Street  
Perry, FL 32347  
(w) 850.584.5366  
(f) 850.584.8030  
(c) 850.843.0992  
[taylorchamber@gtcom.net](mailto:taylorchamber@gtcom.net)  
[www.taylorcountychamber.com](http://www.taylorcountychamber.com)

### ***Sandy Beach***

20845 Keaton Beach Dr.  
Perry, FL 32348  
850.578.2898  
Cell: 850.843.1546  
[sandybeach8431546@gmail.com](mailto:sandybeach8431546@gmail.com)

## **UNION COUNTY**

(\$1,000 - 1 vote)

### ***Dave Mecusker***

(c) 352.672.5938  
[dmecusker@live.com](mailto:dmecusker@live.com)

## **WAKULLA COUNTY**

(\$3,000 - 2 votes)

### ***Diane Bardhi***

Outreach Coordinator  
Wakulla County Tourist Development Council  
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### ***The Honorable Gail Gilman***

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## **STAFF**

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

**as of 1/8/2018**

**VOLUNTEERS, CONSULTANTS AND OTHERS**

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***Roland Loog - Volunteer***

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***Lois Nevins***

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***Tommy Thompson***

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(w) 3532.284.1763

2018  
Visit Natural North Florida  
Meeting Dates and Counties



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

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

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

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