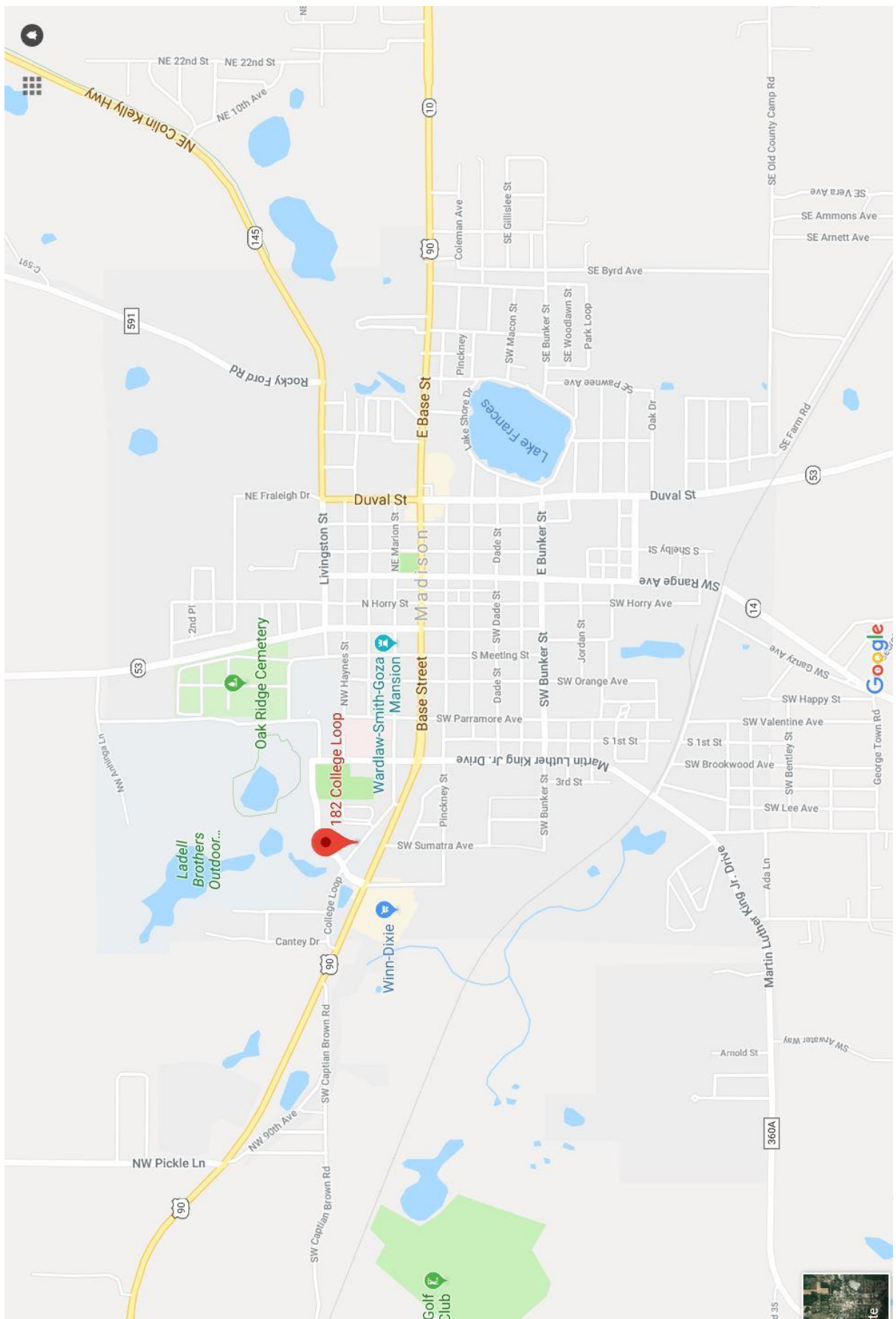


MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **August 16, 2018**. The meeting will be held at the **Madison County Chamber of Commerce and Tourism, 182 College Loop, Suite A, Madison, FL** beginning at **10:00 a.m.**

(Location Map on Back)



The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Visit Natural
NORTH FLORIDA

Madison County Chamber of Commerce and Tourism
182 College Loop, Madison, FL
Madison County

August 16, 2018
Thursday, 10:00 a.m.

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I. Call to Order, Introductions	
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III. Approval of the July 19, 2018 Meeting Minutes	5
IV. Old Business	
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b. Website Maintenance and Hosting	
c. 2018 Marketing Project	
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d. Paddling, Fishing, Bikes and Springs Microsites	
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f. VisaVues, Domestic and International Editions	
g. In-house Brochure Printing	
h. Domestic Travel Shows	
i. Advertising Campaign	
1. UnDiscovered Florida Co-op Advertisement	
2. Florida Park Ranger App Advertisement	
3. VISIT FLORIDA Transportation Map Advertisement	
4. VISIT FLORIDA Travel Planner Co-op Advertisement	
Co-op Participants (\$1,383.00 per 1/6th Panel)	
j. Brochure Distribution	
k. Southeast Tourism Society Marketing College and	
2018 Florida Governor's Tourism Conference	
l. Professional Organization Memberships	

E.	VISIT FLORIDA Grants	
1.	VISIT FLORIDA - Fiscal Year 2017-18 North Central Florida Rural Area of Opportunity Partnership Program	
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G.	Display Runners and Posters for Travel Shows	
H.	Adoption of 2018-19 Travel Show Season Description of Duties, Responsibilities and Requirements Agreements	71
I.	VISIT FLORIDA Monthly Report, Brenna Dacks	
J.	Staff Items	
1.	Fiscal Year 2018-19 Regional Rural Development Grant Deliverables	79
2.	Task Force Letter to the Honorable Halsey Beshears, Florida House of Representatives, District 7	81
3.	County Brochures	
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1.	Updated Task Force Member Contact Information	83
2.	2018 Meeting Dates and Locations	87
V.	Leadership Forum: The Honorable Bill Montford, Florida State Senate, District 3	
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., September 20, 2018 at VISIT FLORIDA headquarters in Tallahassee.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Monticello-Jefferson County Chamber of Commerce
Monticello, FL
Jefferson County

July 19, 2018
10:00 a.m.

MEMBERS PRESENT

Will Sexton, Bradford County, Vice-Chair
Paula Vann, Columbia County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County
Susan Ramsey, Hamilton County
Nancy Wideman, Jefferson County
Carol McQueen, Levy County
Phyllis Williams, Madison County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer

MEMBERS ABSENT

Ron Gromoll, Alachua County
Sean Plemons, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Nancy Bednarek, Dixie County
Tisha Whitehurst, Levy County
Trent Abbott, Madison County
Alvin Jackson, Suwannee County
Gail Gilman, Wakulla County

OTHERS PRESENT

Honorable Troy Avera,
Monticello City Councilman
Gretchen Avera, Jefferson County
Tourist Development Council
Honorable Halsey Beshears,
Florida House of Representatives, District 7
Ron Schiano, Monticello-Jefferson County
Chamber of Commerce
Donna Creamer, Task Force
Travel Show Coordinator
Honorable Lee Deen, Mayor, City of Trenton
Robert Gitzen, Florida Department of
Economic Opportunity
Bobbie Golden, Jefferson County
Tourist Development Council
Roland Loog, Volunteer
Mariela Garcia-Rendon, Hamilton County
Tourist Development Council
Russell Mick, Running Man Pictures
Lois Nevins, By All Means Travel
Leela Robinson, Deep Spring Farm
Charissa Setzer, Suwannee County
Tourist Development Council
Tommy Thompson, Two Tree, Inc.

STAFF PRESENT

Steven Dopp

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor called the meeting to order at 10:01 a.m. and called for introductions.

Russell Mick, Running Man Pictures, requested that Task Force members email either Chair Taylor or Steven Dopp, Senior Planner, the names of persons to feature in the new Task Force video.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

Mr. Dopp requested to add the following items to the agenda:

IV.A, Representative Halsey Beshears and Regional Rural Development Grant Legislation; IV.B, Russell Mick, Running Man Pictures; IV.I, Selection of Travel Show Coordinator; and IV.J, Travel Show Staff Selection Procedure.

ACTION: Nancy Wideman moved and Pat Watson seconded to add items IV.B, Representative Halsey Beshears and Regional Rural Development Grant Legislation and to incorporate agenda items IV.B and IV.C as part of new item IV.B; to add item IV.F, Selection of Travel Show Coordinator; and to add item IV.G, Travel Show Staff Selection Procedure to the agenda and to approve the agenda as amended. The motion passed unanimously.

III. APPROVAL OF THE JUNE 21, 2018 MINUTES

Chair Taylor asked for approval of the June 21, 2018 meeting minutes.

ACTION: Dave Mecusker moved and Ms. Wideman seconded to approve the June 21, 2018 minutes as circulated. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report Review and Approval, May 2018

Treasurer Mecusker presented the May 2018 monthly financial report.

ACTION: Katrina Richardson moved and Ron Gromoll seconded to approve the May 2018 monthly financial report as circulated. The motion passed unanimously.

2. Marketing Committee Report

Mr. Dopp reported that the Marketing Committee met July 19, 2018 and authorized staff to distribute a Request for Proposals for the 2018 Task Force Paddling, Fishing, Bikes and Springs Project. Mr. Dopp noted that he distributed copies of the request for proposals to website development companies as well as posting the notice on the Council website and Florida Administrative Register. He concluded by noting that the deadline for submission of proposals is 5:00 p.m. Eastern Daylight Savings Time, July 30, 2018.

B. Representative Halsey Beshears, The Original Florida Tourism Task Force Overview Presentation and Regional Rural Development Grant Proposed Legislation

Mr. Dopp presented an overview of the Task Force.

Ms. Richardson requested the support of Representative Beshears for full funding of VISIT FLORIDA as well as The Original Florida Tourism Task Force should any legislative amendments be proposed to the Regional Rural Development Grant program.

Representative Beshears stated that he supported continued funding of the Task Force through the Regional Rural Development Grant program.

The Task Force agreed by consensus to send a letter of appreciation to Representative Beshears.

C. North Florida Economic Development Partnership Marketing Opportunity

Mr. Dopp reported that, based on Task Force direction at the June 21, 2018 meeting, Scott Koons, Executive Director, sent an email to Jeff Hendry, Executive Director of the North Florida Economic Development Partnership, Diane Scholz, Director of Rural and Economic Development Services for the Partnership, the Board of Directors of the Partnership, county economic development officials of counties who are members of the Partnership, county coordinators, county administrators and county managers of counties who are members of the Partnership and county commissioners of counties who are members of the Partnership stating the Task Force strongly opposed the North Florida Economic Development Partnership tourism website proposal. Mr. Dopp noted he has been advised that the Partnership will not proceed with the proposal.

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

1. Scope of Work

a. Deliverables and Cost Estimates

Mr. Dopp presented a proposed revised budget for the Fiscal Year 2017-18 Regional Rural Development Grant. He noted that there was \$1,000 of grant funds allocated to the Florida Pocket Ranger app advertisement which was inadvertently omitted from the June 21, 2018 version.

The Task Force agreed by consensus to approve the revised Fiscal Year 2017-18 Regional Rural Development Grant deliverables and cost estimates.

b. Website Maintenance and Hosting

(1) Addition of County Boundaries

Mr. Dopp presented changes which had been made to the Task Force website since the last meeting.

(2) Review of Home Page

Task Force members discussed potential changes to the home page.

c. 2018 Marketing Project

Mr. Dopp stated that a report from Jumpem on the first one-half of the 2018 Marketing Project digital advertising campaign is included in the meeting packet.

d. Paddling and Parks Microsite

No discussion occurred under this agenda item.

e. Website Blogs

No discussion occurred under this agenda item.

f. Bicycle Routes - Review and Update

No discussion occurred under this agenda item.

g. Springs Guide - Review and Update

No discussion occurred under this agenda item.

h. VisaVues, Domestic and International Edition

No discussion occurred under this agenda item.

i. In-house Brochure Printing

No discussion occurred under this agenda item.

j. Domestic Travel Shows

No discussion occurred under this agenda item.

k. Advertising Campaign

(1) UnDiscovered Florida Co-op Advertisement

Mr. Dopp stated that the Task Force received its second group of leads from the UnDiscovered Florida Co-op advertisement. He further stated he had forwarded the leads to Task Force members.

(2) Florida Park Ranger App Advertisement

Mr. Dopp reported that the Task Force has not received any analytics from Parks by Nature regarding the Task Force advertisement.

(3) VISIT FLORIDA Transportation Map Advertisement

Mr. Dopp stated that the final mock-up of the advertisement is included in the meeting packet.

(4) VISIT FLORIDA Travel Planner Co-op Advertisement

Mr. Dopp stated that he had forwarded to Irish Carol of Miles Media the contact information of Task Force members who are participating in the co-op advertisement.

l. Brochure Distribution

No discussion occurred under this agenda item.

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

Task Force members who attended Marketing College reported on the Southeast Tourism Society 2018 Marketing College.

n. Professional Organization Memberships

No discussion occurred under this agenda item.

E. VISIT FLORIDA Grants

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

Mr. Dopp reported that he has submitted the final report and reimbursement package to VISIT FLORIDA.

F. Selection of Travel Show Coordinator

ACTION: Paula Vann moved and Ms. Richardson seconded to retain Donna Creamer as the Fiscal Year 2018-19 VISIT FLORIDA - The Original Florida Tourism Task Force Travel Show Coordinator and authorize the Executive Director to enter into a Travel Show Coordinator contract with Ms. Creamer for up to \$16,500 for the performance of Travel Show Coordinator duties. The motion carried unanimously.

G. 2018-19 Travel Show Booth Staff Selection Procedure

The Task Force agreed by consensus to designate Ms. Creamer as responsible for travel show exhibitor assignments and for her to limit her staffing of travel shows to those where no one else can be found to staff the show.

Ms. Creamer assigned Roland Loog and Dave Mecusker to staff the 2018 Georgia RV and Camping Show.

H. 2018-19 Travel Show Season Travel Shows and Estimated Costs

Mr. Dopp stated that he would email copies of the final 2017-18 travel show season report to Task Force members.

Mr. Dopp recommended that the Task Force hold a travel show workshop in the fall of 2018.

Chair Taylor stated that the Task Force may wish to devote its October 2018 meeting to the travel show workshop.

Mr. Dopp stated that the Task Force may wish to have the more experienced travel show attendees lead the travel show workshop for those staffing booths during the 2018-19 travel show season.

Mr. Dopp stated that VISIT FLORIDA may require Task Force members to sign an agreement similar to the Travel Show Lead and Assistant statements included in the meeting packet.

Teena Peavey suggested that the Task Force hold a roundtable after the travel show season to share insights and lessons learned at the shows.

I. VISIT FLORIDA Monthly Report

Mr. Dopp presented the VISIT FLORIDA monthly update.

J. Staff Items

1. Fiscal Year 2018-19 Regional Rural Development Grant

Mr. Dopp presented the proposed revised budget for the Fiscal Year 2018-19 Regional Rural Development grant which was included in the meeting packet. He noted that the proposed budget adds \$2,500 for maintenance of the Things to Do, Places to Stay and Places to Eat pin map database and \$2,500 for the creation of six town landing pages.

It was agreed by consensus to approve the revised 2018-19 Regional Rural Development grant deliverables and budget as circulated.

2. County Brochures

Mr. Dopp requested Task Force members to provide him with county brochures for distribution at travel shows during the 2018-19 travel show season.

K. Other Old Business

1. Updated Task Force Member Contact Information

No changes were 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

No leadership forum was held.

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.

VII. Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., August 16, 2018 at a location to be determined in Madison County.

The meeting adjourned at 12:55 p.m.


Dawn Taylor, Chair

8/16/18
Date


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

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Visit Natural
NORTH FLORIDA



North Central Florida
Regional Planning Council



1

Visit Natural North Florida



Steven Dopp, Senior Planner

August 16, 2018

2

Visit Natural North Florida

Regional Tourism:



A Rising Tide Lifts All Boats!





3

Visit Natural North Florida

- Overview:
 - Organization
 - Marketing Program
 - Top Markets
 - Travel Shows
 - Results





4

Visit Natural North Florida

- Founded in 1993 as a result of a study conducted by the North Central Florida Regional Planning Council
- Market region as one destination to increase visibility and tourism offerings
- Mission: Enhance tourism while preserving historical, cultural and natural assets





5

Visit Natural North Florida

Membership Structure

- 14 Member Counties
- 1 Task Force member per County
- + 1 Member if County has a Tourist Development Council
- + 1 Member if County population greater than 50,000
- Members appointed by each County




6

Visit Natural North Florida

Dues Based on First Two Pennies
of County Bed Tax Revenues

Annual 2-Penny Bed Tax Revenues		Dues
□ \$0 -	\$25,000	\$1,000
□ \$25,001 -	\$50,000	\$2,000
□ \$50,001 -	\$100,000	\$3,000
□ \$100,001 -	\$225,000	\$4,000
□ \$225,001 -	\$400,000	\$6,000
□ \$400,001 -	\$800,000	\$8,000
□ \$800,001 -	\$1,200,000	\$11,000
□ \$1,200,000 -	\$3,000,000	\$15,000





Visit Natural North Florida

Pools Talents and Resources of Members
and Leverages Funding

- Task Force 2017-18 Budget: \$385,800
- County 2017-18
Co-op Regional Marketing Fees: \$53,000
- County Leverage: \$332,800

County "Leverage Ratio" Exceeds 6 to 1!





Visit Natural North Florida

- Tourism Marketing Program
 - Travel Shows
 - Advertising
 - eNewsletter
 - Market Research
 - Member Education
 - Website








Visit Natural North Florida

Website Revamp - January 2018

- Website redesign
- Mobile-friendly
- Town & County landing pages
- Things to Do landing pages
- Videos
- Trip planner
- Multi-language
- Events
- Travel blogs

Visit Natural North Florida

Brochures

"34 Percent of visitors to Florida Welcome Centers
modify their travel plans based on information received
at Florida Welcome Centers." VISIT FLORIDA

Brochure Distribution

- Florida Welcome Centers
- I-75, Florida & Georgia
- I-10, Florida
- U.S. Highway 19
- Florida American Automobile
Association Offices
- County Tourism Information Centers
- Travel Shows





Visit Natural North Florida

Quarterly Electronic Newsletter

- Circulation approximately 5,500
- Email addresses obtained at
travel shows, website &
print advertisements





Visit Natural North Florida

Undiscovered Florida Co-op Advertisement

- Distributed by Smithsonian Magazine and at VISIT FLORIDA Welcome Centers

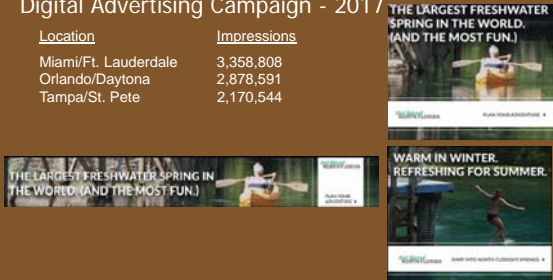




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Visit Natural North Florida

Digital Advertising Campaign - 2017

Location	Impressions
Miami/Ft. Lauderdale	3,358,808
Orlando/Daytona	2,878,591
Tampa/St. Pete	2,170,544

Visit Natural North Florida 14

Visit Natural North Florida

Market Research

Information on top feeder markets

- Google Analytics
- VisaVue, Domestic & International, 2017




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Member Education

- Scholarships to Task Force members and employees of member counties
- Southeast Tourism Society Marketing College
- Florida Governor's Conference on Tourism




Visit Natural North Florida 16

Visit Natural North Florida

Where are Our Top Markets?

Top Countries
Top States
Top Out-of-State Metropolitan Areas



Visit Natural North Florida 17

Google Analytics

Visit Natural North Florida Website Usage by Top 10 Countries, 2017

1. United States
2. Canada
3. United Kingdom
4. Russia
5. Brazil
6. India
7. Germany
8. Australia
9. China
10. South Korea



Visit Natural North Florida 18

Google Analytics

Visit Natural North Florida Website Usage by Top 10 States, 2017

1. Florida
2. Georgia
3. Texas
4. North Carolina
5. Alabama
6. New York
7. California
8. Tennessee
9. Illinois
10. Virginia



Visit Natural North Florida 19

Google Analytics

Visit Natural North Florida Website Usage by
Top 10 Out-of-State Metro Areas, 2017

1. Atlanta, GA
2. New York, NY
3. Charlotte, NC
4. Washington, DC
5. Birmingham, AL
6. Houston, TX
7. Mobile, AL
8. Chicago, IL
9. Dallas-Ft. Worth, TX
10. Nashville, TN



Visit Natural North Florida 20

Google Analytics

Visit Natural North Florida Website Sessions
by Week, 2017



Visit Natural North Florida 21

Visit Natural North Florida

Why Travel Shows?

- Drives consumers to website
- Informs consumers on wide variety of products
- Places collateral in consumers hands and collects emails for marketing
- Allows direct interaction with, and provides expert advice to, potential consumers



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Visit Natural North Florida

Travel Shows

- Each county represented in marketing materials reaching thousands of travel consumers
- Booths staffed by Task Force
- 2017-18 Shows:
10 Out-of-state,
4 International
- 2018-19 Shows:
13 Out-of-state,
5 International



Visit Natural North Florida 23

2017-18 Travel Show Schedule

1. Washington DC Travel & Adventure Show January 2018
2. Atlanta Camping & RV Show January 2018
3. New York Times Travel Show January 2018
4. Boston Globe Travel Show February 2018
5. Chicago Travel & Adventure Show February 2018
6. Chicago RV & Camping Show February 2018
7. F.r.e.e Messe Munich February 2018
8. London Telegraph Travel Show February 2018
9. Toronto Outdoor Adventure Show February 2018
10. ITB-Berlin March 2018
11. Canoeecopia March 2018
12. Philadelphia Travel & Adventure Show March 2018
13. Midwest Mountaineering Spring Expo April 2018
14. Bike Expo New York May 2018



Visit Natural North Florida 24

Visit Natural North Florida

F.r.e.e Messe Munich, February 21 - 25, 2018

- 135,000 attendees
- Strongest economy in Europe/Affluent German market
- 30 days paid vacation per year
- Strong outdoors orientation
- Four presentation opportunities
- Only real Florida/U.S. presence at show
- They speak English
- Munich is cold in February!



Visit Natural North Florida 25



2018-19 Tentative Travel Show Schedule

Georgia RV & Camping Show	September 2018
Midwest Mountaineering Winter Expo	November 2018
CMT Messe Stuttgart	January 2019
Chicago Travel & Adventure Show	January 2019
Atlanta Camping & RV Show	January 2019
New York Times Travel Show	January 2019
London Times Destinations Show	Jan/Feb 2019
Houston RV Show	February 2019
Boston Travel & Adventure Show	February 2019



Visit Natural North Florida 27

2018-19 Tentative Travel Show Schedule, Cont'd

Chicago RV & Camping Show	February 2019
F.r.e.e Messe Munich	February 2019
Toronto Outdoor Adventure Show	February 2019
Canoeconia, Madison, WI	March 2019
Philadelphia Travel & Adventure Show	March 2019
Washington, DC Travel & Adventure Show	March 2019
Ottawa Outdoor & Travel Adventure Show	April 2019
Midwest Mountaineering Spring Expo	April 2019
Bike Expo New York	May 2019



Visit Natural North Florida 28

Results

Bed Tax Increases
FY 2013-14 through FY 2016-17

- 28.6% Statewide
- 33.7% Task Force Counties
- **52.8%** Task Force Counties, less Alachua County



Visit Natural North Florida 29

Bed Tax Increases FY 2013-14 through FY 2016-17

County	Fiscal Year 2013-14	Fiscal Year 2014-15	Fiscal Year 2015-16	Fiscal Year 2016-17	Difference 2013-14 to 2016-17	Percentage Change 2013-14 to 2016-17
Alachua	\$3,904,498	\$4,225,711	\$4,782,947	\$4,794,489	\$889,991	22.8%
Baker	\$29,421	\$32,510	\$40,304	\$44,419	\$14,998	51.0%
Bradford	\$89,297	\$100,026	\$115,993	\$143,321	\$54,024	60.5%
Columbia	\$913,440	\$967,305	\$1,276,696	\$1,523,443	\$610,003	66.8%
Dixie	\$23,879	\$29,751	\$38,152	\$46,417	\$22,538	90.2%
Gilchrist	\$29,461	\$39,698	\$40,709	\$51,739	\$22,278	75.6%
Hamilton	\$30,462	\$30,299	\$28,002	\$30,612	\$150	0.5%
Jefferson	\$30,473	\$30,205	\$33,069	\$37,019	\$6,546	21.5%
Lafayette	\$0	\$0	\$0	\$0	\$0	0.0%
Levy	\$169,105	\$189,174	\$211,920	\$212,998	\$43,893	26.0%
Madison	\$102,347	\$115,272	\$102,546	\$125,361	\$23,014	22.5%
Putnam	\$278,685	\$312,944	\$329,304	\$421,237	\$142,552	51.2%
Suwannee	\$193,133	\$219,495	\$239,440	\$278,054	\$84,921	44.0%
Taylor	\$231,205	\$229,088	\$235,048	\$340,504	\$109,299	47.3%
Union	\$0	\$0	\$0	\$0	\$0	0.0%
Walkeila	\$112,838	\$139,845	\$148,845	\$159,125	\$46,287	41.0%
Total	\$6,138,229	\$6,681,644	\$7,624,975	\$8,207,733	\$2,069,504	33.7%
less Alachua County	\$2,233,741	\$2,455,933	\$2,842,028	\$3,413,244	\$1,179,503	52.8%
State	\$662,536,505	\$746,013,814	\$813,112,676	\$851,732,560	\$189,196,055	28.6%

Source: Florida Department of Revenue, accessed March 2018.



Visit Natural North Florida 30

Summary

- Visit Natural North Florida
 - Regional tourism promotional organization
 - Branding "Natural North Florida" as a destination



31

Steven Dopp
Senior Planner
352.955.2200, ext. 109
dopp@ncfrpc.org

www.vnnf.org



32



North Central Florida Regional Planning Council
2009 NW 67th Place
Gainesville, FL 32653-1603
352.955.2200
www.ncfrpc.org



33

The Original Florida Tourism Task Force

Balance Sheet

As of June 30, 2018

	<u>Jun 30, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital ...	37,547.92
Total Checking/Savings	37,547.92
Accounts Receivable	
Accounts Receivable	69,822.73
Total Accounts Receivable	69,822.73
Other Current Assets	
Prepaid Expense	2,003.00
Prepaid Travel	359.00
Total Other Current Assets	2,362.00
Total Current Assets	109,732.65
TOTAL ASSETS	<u>109,732.65</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	5,531.84
Total Accounts Payable	5,531.84
Total Current Liabilities	5,531.84
Total Liabilities	5,531.84
Equity	
Unrestricted Earnings	71,932.31
Net Income	32,268.50
Total Equity	104,200.81
TOTAL LIABILITIES & EQUITY	<u>109,732.65</u>

9:46 AM
08/09/18
Accrual Basis

The Original Florida Tourism Task Force
Profit & Loss
June 2018

	<u>Jun 18</u>
Income	
Visit Florida	
VF-Rural Area Opp 17/18	<u>109,822.73</u>
Total Visit Florida	<u>109,822.73</u>
Total Income	<u>109,822.73</u>
Gross Profit	109,822.73
Expense	
Bank Charges	1.10
Marketing	
Trade Shows	
I-75 Welcome Center	<u>48.15</u>
Total Trade Shows	<u>48.15</u>
Total Marketing	48.15
Memberships	
Southeast Tourism Society	<u>295.00</u>
Total Memberships	295.00
Professional Enhancements	
Marketing College	<u>3,034.96</u>
Total Professional Enhanceme...	<u>3,034.96</u>
Total Expense	<u>3,379.21</u>
Net Income	<u><u>106,443.52</u></u>

4:24 PM

07/16/18

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 06/30/2018

	<u>Jun 30, 18</u>	
Beginning Balance	17,120.89	✓
Cleared Transactions		
Checks and Payments - 8 items	-6,721.82	✓
Deposits and Credits - 1 item	27,197.00	✓
Total Cleared Transactions	<u>20,475.18</u>	
Cleared Balance	<u>37,596.07</u>	✓
Uncleared Transactions		
Checks and Payments - 1 item	-48.15	
Total Uncleared Transactions	<u>-48.15</u>	
Register Balance as of 06/30/2018	<u>37,547.92</u>	
New Transactions		
Checks and Payments - 8 items	-15,810.60	
Total New Transactions	<u>-15,810.60</u>	
Ending Balance	<u>21,737.32</u>	

7-16-18
JSP

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 06/30/2018

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						17,120.89
Cleared Transactions						
Checks and Payments - 8 items						
Bill Pmt -Check	05/10/2018	1300	Florida Suncoast T...	X	-1,500.00	-1,500.00
Bill Pmt -Check	05/24/2018	1307	JUMPEM	X	-2,498.00	-3,998.00
Bill Pmt -Check	06/07/2018	1310	CTM Media Group I...	X	-1,299.00	-5,297.00
Bill Pmt -Check	06/07/2018	1309	Creamer Donna	X	-553.20	-5,850.20
Bill Pmt -Check	06/07/2018	1312	Southeast Tourism ...	X	-445.00	-6,295.20
Bill Pmt -Check	06/07/2018	1313	VisitFlorida	X	-395.00	-6,690.20
Bill Pmt -Check	06/07/2018	1311	FL Dept of State	X	-30.52	-6,720.72
General Journal	06/26/2018	1630		X	-1.10	-6,721.82
Total Checks and Payments					-6,721.82	-6,721.82
Deposits and Credits - 1 item						
Deposit	06/15/2018			X	27,197.00	27,197.00
Total Deposits and Credits					27,197.00	27,197.00
Total Cleared Transactions					20,475.18	20,475.18
Cleared Balance					20,475.18	37,596.07
Uncleared Transactions						
Checks and Payments - 1 item						
Bill Pmt -Check	06/21/2018	1314	United Parcel Service		-48.15	-48.15
Total Checks and Payments					-48.15	-48.15
Total Uncleared Transactions					-48.15	-48.15
Register Balance as of 06/30/2018					20,427.03	37,547.92
New Transactions						
Checks and Payments - 8 items						
Bill Pmt -Check	07/05/2018	1316	JUMPEM		-13,250.00	-13,250.00
Bill Pmt -Check	07/05/2018	1321	Watson, Pat		-445.68	-13,695.68
Bill Pmt -Check	07/05/2018	1315	Gromoll, Ron		-412.44	-14,108.12
Bill Pmt -Check	07/05/2018	1319	Setzer Charissa		-371.52	-14,479.64
Bill Pmt -Check	07/05/2018	1318	Richardson, Katrina		-366.48	-14,846.12
Bill Pmt -Check	07/05/2018	1320	VisitFlorida		-359.00	-15,205.12
Bill Pmt -Check	07/05/2018	1322	Williams, Phyllis		-355.48	-15,560.60
Bill Pmt -Check	07/05/2018	1317	Koons, Scott		-250.00	-15,810.60
Total Checks and Payments					-15,810.60	-15,810.60
Total New Transactions					-15,810.60	-15,810.60
Ending Balance					4,616.43	21,737.32



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SK AD

00002252 FCC31545063018161540 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PLACE
GAINESVILLE FL 32653-1603

Date 6/29/18
Primary Account

Page 1
XXXXXXX2204



Block unauthorized transactions with a single text! Add your mobile number to your account to receive texts about suspicious banking activity. Log in to your online banking service or call your banker to update your contact information.

CHECKING ACCOUNT

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

XXXXXXX2204
17,120.89
27,197.00
6,721.82
.00
.00
37,596.07✓
Images
Statement Dates 6/01/18 thru 7/01/18
Days in this Statement Period 31
Avg Ledger Balance 26,942.18
Avg Collected Balance 24,310.21

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
6/15	Deposit	27,197.00 ✓

OTHER DEBITS

Date	Description	Amount
6/25	Account Analysis Charge	1.10- ✓

RECEIVED

JUL 06 2018

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



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

Date 6/29/18
Primary Account

Page 2
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER				Amount
Date	Check No	Amount	Date	Check No
6/01	1300	1,500.00	6/18	1311
6/07	1307*	2,498.00	6/14	1312
6/13	1309*	553.20	6/12	1313
6/15	1310	1,299.00		

30.52 ✓
445.00 ✓
395.00 ✓

* Denotes missing check numbers

DAILY BALANCE INFORMATION				Balance
Date	Balance	Date	Balance	Date
6/01	15,620.89	6/13	12,174.69	6/18
6/07	13,122.89	6/14	11,729.69	6/25
6/12	12,727.89	6/15	37,627.69	

37,597.17
37,596.07

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

00002252-0003344-0002-0004-FCC31545063018161540-01-L



DEPOSIT TICKET

THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
3000 N.W. 57TH PLACE
GAINESVILLE, FLORIDA 32608-1000
(800) 888-2288

Capital City Bank

DATE: 06/15/2018

AMOUNT: \$ 27,197.00

MEMO: 0224792204

0 06/15/2018 \$27,197.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
3000 N.W. 57TH PLACE
GAINESVILLE, FLORIDA 32608-1000
(800) 888-2288

Capital City Bank

DATE: 06/01/2018

AMOUNT: \$ 1,500.00

MEMO: 0224792204

1300 06/01/2018 \$1,500.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
3000 N.W. 57TH PLACE
GAINESVILLE, FLORIDA 32608-1000
(800) 888-2288

Capital City Bank

DATE: 06/07/2018

AMOUNT: \$ 2,498.00

MEMO: 0224792204

1307 06/07/2018 \$2,498.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
3000 N.W. 57TH PLACE
GAINESVILLE, FLORIDA 32608-1000
(800) 888-2288

Capital City Bank

DATE: 06/13/2018

AMOUNT: \$ 553.20

MEMO: 0224792204

1309 06/13/2018 \$553.20

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
3000 N.W. 57TH PLACE
GAINESVILLE, FLORIDA 32608-1000
(800) 888-2288

Capital City Bank

DATE: 06/15/2018

AMOUNT: \$ 1,299.00

MEMO: 0224792204

1310 06/15/2018 \$1,299.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
3000 N.W. 57TH PLACE
GAINESVILLE, FLORIDA 32608-1000
(800) 888-2288

Capital City Bank

DATE: 06/18/2018

AMOUNT: \$ 30.52

MEMO: 0224792204

1311 06/18/2018 \$30.52

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
3000 N.W. 57TH PLACE
GAINESVILLE, FLORIDA 32608-1000
(800) 888-2288

Capital City Bank

DATE: 06/14/2018

AMOUNT: \$ 445.00

MEMO: 0224792204

1312 06/14/2018 \$445.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TRAVEL FORCE
3000 N.W. 57TH PLACE
GAINESVILLE, FLORIDA 32608-1000
(800) 888-2288

Capital City Bank

DATE: 06/12/2018

AMOUNT: \$ 395.00

MEMO: 0224792204

1313 06/12/2018 \$395.00



Tourism Task Force

*****2204

8/6/2018 4:47 PM

DOCUMENT INCLUDES VISIBL FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOLDHOLOGRAM

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

63-68/631

1300

5/10/2018

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

\$**1,500.00

One Thousand Five Hundred and 00/100

DOLLARS

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

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

00013000 0631006880 0224792204

ENDORSE HERE

PAY TO THE ORDER OF
SYNOVUS BANK
063114186
FOR DEPOSIT ONLY
FLORIDA SUNCOAST TOURISM
0501006301

0224792204 0631006880 0501006301




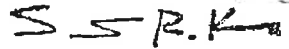

Amount: -\$1,500.00
Description: Check
Check Number: 1300
Posted Date: 6/1/2018
Transaction Type: History



6/14/2018 10:41 AM

Tourism Task Force

*****2204

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOIL HOLOGRAM			
	THE ORIGINAL FLORIDA TOURISM TASK FORCE		
	2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.965.2200		
PAY TO THE ORDER OF JUMPEM		63-68/631	1307
		5/24/2018	
		\$**2,498.00	
Two Thousand Four Hundred Ninety-Eight and 00/100*****		DOLLARS	
JUMPEM 500 NW 43rd St Suite 3 Gainesville, FL 32607			
MEMO			
TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW		HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT	
0001307 0631006881		0224792204	

FEDERAL RESERVE ONLY TO BEST OF INVESTMENT MANAGEMENT INC JUMPERMANWAY 43rd St, STE 3 Deposited by: JUMPERMANWAY, FL 32607 (561) 253-1832		DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE RESERVED FOR FINANCIAL INSTITUTION USE
Seq: 16 Dep: 000088 Date: 06/07/18		
<p align="center">SEQ:16 06/07/18 DEP:000088 AG:1 CUST:64120 USER:</p>		
SECURITY FEATURES: Hologram Hot Sensitive Ink True Watermark Vertical Lines Microprint Variable Ink Density Color Shifting Ink Optically Variable Document Size Infrared Security Features	The security features of this document are as follows: not listed, etc. identify documents.	HC-3

Amount: -\$2,498.00

Description: Check

Check Number: 1307

Posted Date: 6/7/2018

Transaction Type: History



Tourism Task Force

*****2204

6/14/2018 10:41 AM

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

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

Capital City Bank 1309

63-68/631 6/7/2018

PAY TO THE ORDER OF Donna Creamer \$ **553.20

Five Hundred Fifty-Three and 20/100 DOLLARS

Donna Creamer
4869 NW 50th Ave
Bell, FL 32619

MEMO

SSPK

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

0001309 0631006881 0224792204

ENDORSE HERE

Donna Creamer

6671372813 6368616881473228 863168888

Amount: -\$553.20

Description: Check

Check Number: 1309

Posted Date: 6/13/2018

Transaction Type: History



Tourism Task Force

*****2204

8/6/2018 4:47 PM

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

Visit **Natural North Florida**

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

Capital City Bank 1310

63-68/631

6/7/2018

PAY TO THE ORDER OF **CTM Media Group Inc** \$**1,299.00

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

CTM Media Group Inc
11 Largo Drive South
Stamford, CT 06907

MEMO **S.R.K.**

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

001310 0631006881 0224792204

Seq: 11
Dep: 007727
Date: 06/14/18

Deposited by: **CTM Media Group Inc**
CTM MEDIA GROUP INC OPERATING ACCOUNT

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

The security features not listed, except as noted, are listed below as well as Hologram

Security Features:
Hologram
Heat Sensitive Ink
True Watermark
Visible Fibers
Luminescent Fibers
Microprint
Chemical Reactions
Color Change
Faint Background Pattern
Laser Line Black Pattern
a) Bank check is a composite of:
* FEDERAL RESERVE BOARD OF GOVERNORS REG. CC

Amount: -\$1,299.00
Description: Check
Check Number: 1310
Posted Date: 6/15/2018
Transaction Type: History



8/6/2018 4:48 PM

Tourism Task Force

*****2204

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

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

Capital City Bank 1312

63-68/631 6/7/2018

PAY TO THE ORDER OF Southeast Tourism Society \$**445.00

Four Hundred Forty-Five and 00/100***** DOLLARS

Southeast Tourism Society
555 Sun Valley Drive
Suite E-5
Roswell, GA 30076-5624

MEMO

SHIELD

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

00013121 00631006881 0224792204

ENDORSE HERE

FOR DEPOSIT ONLY
SOUTHEAST TOURISM SOCIETY
000052458911

DO NOT WRITE STAMP OR SIGN BELOW THIS LINE
RECORDED ON BACK OF CHECK

Security Features

Amount: -\$445.00

Description: Check

Check Number: 1312

Posted Date: 6/14/2018

Transaction Type: History



6/14/2018 10:41 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

Capital City Bank

1313

63-68/631

6/7/2018

PAY TO THE ORDER OF Visit Florida

\$ **395.00

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

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

MEMO

58784

SHIELD

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

00013131 063100688 0224792204

PAY TO THE ORDER OF
WACHOVIA BANK A DIVISION
OF WELLS FARGO BANK, N.A.
063000021
FOR DEPOSIT ONLY
FLORIDA TOURISM INDUSTRY MKTG.
VISIT FLORIDA - PRIVATE ACCT
DBA VISIT FLORIDA
200003563644

Amount: -\$395.00

Description: Check

Check Number: 1313

Posted Date: 6/12/2018

Transaction Type: History

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of June 30, 2018

(These financial statements are unaudited)

	Budget	June 2018	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	53,000.00	0.00	53,000.00	0.00
DEO Rural Development Grant 16/17	57,800.00	0.00	85,638.08	27,838.08
DEO Rural Development Grant 17/18	128,700.00	0.00	27,197.00	(101,503.00)
VisitFlorida Rural Area Opportunity Grant 17/18	129,000.00	109,822.73	109,822.73	(19,177.27)
VisitFlorida Rural Area Opportunity 17/18 In-Kind	17,300.00	0.00	17,300.00	0.00
Other	0.00	0.00	0.00	0.00
Total Income	385,800.00	109,822.73	292,957.81	(92,842.19)
Expenses				
Marketing				
Planning				
VisaVues Domestic & International	5,100.00	0.00	5,060.00	(40.00)
Total Planning	5,100.00	0.00	5,060.00	(40.00)
Collateral Materials				
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	0.00	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)
Total Collateral Materials	30,800.00	0.00	31,220.00	420.00
Website				
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 Pesudo-Reservation System	13,000.00	0.00	2,498.00	(10,502.00)
Web Hosting Services	8,000.00	0.00	6,000.00	(2,000.00)
Photography	2,000.00	0.00	5,000.00	3,000.00
Website Blogs - Five Blog Categories	5,100.00	0.00	4,335.00	(765.00)
Total Website	59,500.00	0.00	47,833.00	(11,667.00)
Public Relations				
Tours for Out-of-State & Foreign Media	3,750.00	0.00	0.00	(3,750.00)
Total Public Relations	3,750.00	0.00	0.00	(3,750.00)
Trade Shows				
Whistles & Other Promotional Items	5,000.00	0.00	5,152.78	152.78
Popup and/or Cloth Displays - VF In-Kind	5,000.00	0.00	5,000.00	0.00

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of June 30, 2018

(These financial statements are unaudited)

	Budget	June 2018	Year to Date	Over/(Under) Budget
Welcome Center Rack Space - VF In-Kind	800.00	0.00	800.00	0.00
State Park Guides & State Maps-VF In-Kind	2,000.00	0.00	2,000.00	0.00
Shipping Berlin & London - VF In-Kind	1,000.00	0.00	1,000.00	0.00
VF Washington Travel & Adventure Show	7,050.00	0.00	6,816.41	(233.59)
VF Atlanta RV & Camping Show	4,425.00	0.00	3,517.19	(907.81)
VF New York Times Travel Show	5,200.00	0.00	4,973.95	(226.05)
New York Times Travel Show - VF In-Kind	3,500.00	0.00	3,500.00	0.00
VF Boston Globe Travel Show	8,800.00	0.00	6,762.59	(2,037.41)
VF Chicago Travel & Adventure Show	7,825.00	0.00	6,244.17	(1,580.83)
VF Chicago RV & Camping Show	8,400.00	0.00	6,429.20	(1,970.80)
VF F.re.e. Messe Munich	17,300.00	0.00	12,365.80	(4,934.20)
VF London Telegraph Bike & Travel Show	13,000.00	0.00	10,794.11	(2,205.89)
VF Toronto Outdoor Adventure Show	9,825.00	0.00	7,794.51	(2,030.49)
VF Berlin ITB Trade Show	9,450.00	0.00	8,463.13	(986.87)
Berlin ITB Trade Show - VF In-Kind	5,000.00	0.00	5,000.00	0.00
VF Canoecon Madison, WI	5,725.00	0.00	5,497.54	(227.46)
VF Philadelphia Travel Expo	7,650.00	0.00	6,918.80	(731.20)
VF Midwest Mountaineering Spring Expo	4,525.00	0.00	4,054.33	(470.67)
Hershey RV Show	6,500.00	0.00	0.00	(6,500.00)
Bike Expo New York	6,500.00	0.00	5,080.25	(1,419.75)
Total Trade Shows	144,475.00	0.00	118,164.76	(26,310.24)
Advertising				
Digital Advertising Campaign	13,500.00	0.00	13,000.00	(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	0.00	6,165.00	(2,160.00)
Total Advertising	38,575.00	0.00	25,845.00	(12,730.00)
Total Marketing Expenses	282,200.00	0.00	228,122.76	(54,077.24)
Administration				
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	1,950.00	(16,900.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	0.00	(12,500.00)
Bank Charges	200.00	1.10	34.32	(165.68)
Legal Advertising	300.00	0.00	67.34	(232.66)
Legal Expenses	300.00	0.00	61.25	(238.75)
Other Admin Expenses Miscellaneous	2,000.00	0.00	2,641.40	641.40
Postage	300.00	48.15	124.40	(175.60)
VF Travel Show Service Program Fee	14,300.00	0.00	14,300.00	0.00
Telephone	300.00	0.00	0.00	(300.00)

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

As of June 30, 2018

(These financial statements are unaudited)

	Budget	June 2018	Year to Date	Over/(Under) Budget
Total Administration	<u>54,700.00</u>	<u>49.25</u>	<u>19,178.71</u>	<u>(35,521.29)</u>
Memberships				
Visit Florida	500.00	0.00	395.00	(105.00)
Southeast Tourism Society	350.00	295.00	295.00	(55.00)
Florida Outdoor Writers Association	350.00	0.00	175.00	(175.00)
Total Memberships	<u>1,200.00</u>	<u>295.00</u>	<u>865.00</u>	<u>(335.00)</u>
Professional Enhancement				
SE Tourism Society Marketing College	11,000.00	3,034.96	10,384.96	(615.04)
Governor's Tourism Conference	1,900.00	0.00	0.00	(1,900.00)
Total Professional Enhancement	<u>12,900.00</u>	<u>3,034.96</u>	<u>10,384.96</u>	<u>(2,515.04)</u>
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
Total Internships	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,500.00)</u>
Retained Reserves				
Retained Reserves	22,300.00	0.00	0.00	(22,300.00)
Total Retained Reserves	<u>22,300.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(22,300.00)</u>
Total NonMarketing Expenses	<u>103,600.00</u>	<u>3,379.21</u>	<u>30,428.67</u>	<u>(73,171.33)</u>
Total Expenses	<u>385,800.00</u>	<u>3,379.21</u>	<u>258,551.43</u>	<u>(127,248.57)</u>
Net Income	<u>0.00</u>	<u>106,443.52</u>	<u>34,406.38</u>	<u>34,406.38</u>

The Original Florida Tourism Task Force

Prepaid Expenses

Type	Date	Num	Name	As of June 30, 2018	Memo	Class	Amount	Balance
Prepaid Expenses								
Bill	04/25/2018	OFTTF042518	NATC		Registration for Georgia RV & Camper Show Septe	8208 - FDEO 17/18	570.00	0.00
Bill	05/01/2018	5T027659	Florida Suncoast Tourism Promotions, Inc.		Brochure Distribution June, 2018 - July, 2018	8208 - FDEO 17/18	1,000.00	570.00
Bill	05/01/2018	01S-167808	CTM Media Group Inc		Brochure Distribution July	8208 - FDEO 17/18	433.00	1,000.00
							<u>2,003.00</u>	<u>433.00</u>
							<u>2,003.00</u>	<u>2,003.00</u>
TOTAL							<u>2,003.00</u>	<u>2,003.00</u>

The Original Florida Tourism Task Force Transactions by Account

Type	Date	Num	Name	Memo As of June 30, 2018	Class	Split	Amount	Balance
Prepaid Travel								
Bill	05/21/2018	00058745	VisitFlorida	Registration for 2018 Governor's Conference on Toi 8208 - FDEO 17/18	Accounts Payable		359.00	0.00
							359.00	359.00
							359.00	359.00
TOTAL							359.00	359.00

9:49 AM

08/09/18

The Original Florida Tourism Task Force
Vendor Balance Summary
As of June 30, 2018

	<u>Jun 30, 18</u>
Columbia County T...	2,223.69
Garcia-Rendon Mari...	356.68
Gromoll, Ron	412.44
Richardson, Katrina	366.48
Setzer Charissa	371.52
Vann, Paula	287.47
VisitFlorida	359.00
Walker, Kristina	353.40
Watson, Pat	445.68
Williams, Phyllis	355.48
TOTAL	<u>5,531.84</u>

9:48 AM

08/09/18

The Original Florida Tourism Task Force
Customer Balance Summary
As of June 30, 2018

	<u>Jun 30, 18</u>
Visit Flori...	<u>69,822.73</u>
TOTAL	<u>69,822.73</u>

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

Adopted 8/17/2017

<i>Revenues</i>	Total
<i>Cooperative Regional Marketing Program Fees:</i>	
Alachua County	\$15,000
Bradford County	\$3,000
Columbia County	\$8,000
Dixie County	\$2,000
Gilchrist County	\$2,000
Hamilton County	\$1,000
Jefferson County	\$2,000
Lafayette County	\$1,000
Levy County	\$4,000
Madison County	\$3,000
Suwannee County	\$4,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$3,000
Subtotal	\$53,000

Additional Revenue:

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
Subtotal - Cash	\$315,500
TOTAL REVENUES - CASH	\$368,500
VISIT FLORIDA FY 2017-18 Rural Area of Opportunity Grant - In-Kind	\$17,300
TOTAL REVENUES - CASH AND IN-KIND	\$385,800

Expenditures

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
TOTAL EXPENDITURES - CASH	\$368,500
(1) Marketing Program for FY 2017-18 - In-Kind	\$17,300
TOTAL EXPENDITURES - CASH AND IN-KIND	\$385,800

(1) See Marketing Budget Detail

(2) See Memberships Detail

Reserve Funds

Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$85,000
TOTAL RESERVE FUNDS	\$85,000

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

Adopted 8/17/2017

Marketing Budget Detail	Total
Planning:	
VisaVues Domestic and International Editions	\$5,100.00
Collateral Material:	
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
Website:	
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
Public Relations:	
Tours for Out-of-State & Foreign Travel Media	\$3,750.00
Trade Shows:	
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
Advertising:	
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
Total Marketing Expenditure	\$282,200.00
Administration	
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
Membership Organizations - Annual Dues	
VISIT FLORIDA Annual Dues	\$500.00
Southeastern Tourism Society Annual Dues	\$350.00
Florida Outdoor Writers Association Annual Dues	\$350.00
Professional Enhancement	
Southeastern Tourism Society Marketing College	\$11,000.00
Governor's Tourism Conference	\$1,900.00
Internships	
Harvey Campbell Memorial Internship	\$6,250.00
Dean Fowler Internship	\$6,250.00
Retained Reserves	
Unrestricted Reserve Fund	\$22,300.00
Total Non-Marketing Expenditure	\$103,600.00
Total Expenditure	\$385,800.00

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

Draft 8/16/2018

<i>Revenues</i>	Total
<i>Cooperative Regional Marketing Program Fees:</i>	
Alachua County	\$15,000
Bradford County	\$3,000
Columbia County	\$8,000
Dixie County	\$2,000
Gilchrist County	\$2,000
Hamilton County	\$1,000
Jefferson County	\$2,000
Lafayette County	\$1,000
Levy County	\$4,000
Madison County	\$3,000
Suwannee County	\$4,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$3,000
Subtotal	\$53,000

<i>Additional Revenue:</i>	
Department of Economic Opportunity Rural Development Grant, FY 2017-18	\$48,700
Department of Economic Opportunity Rural Development Grant, FY 2018-19	\$120,600
VISIT FLORIDA FY 2018-19 Rural Area of Opportunity Grant - Cash	\$136,900
Subtotal - Cash	\$306,200
TOTAL REVENUES - CASH	\$359,200
VISIT FLORIDA FY 2018-19 Rural Area of Opportunity Grant - In-Kind	\$15,800
TOTAL REVENUES - CASH AND IN-KIND	\$375,000

<i>Expenditures</i>	
Bank Charges	\$200
Governor's Conference on Tourism	\$1,700
Legal Advertising	\$300
Legal Expenses	\$300
(1) Marketing Program for FY 2018-19 (less in-kind)	\$253,800
(2) Memberships	\$900
Miscellaneous	\$2,000
North Central Florida Regional Planning Council - Admin/Internships	\$49,600
Postage Expenses	\$300
Service Fee - VISIT FLORIDA Travel Show Program	\$15,400
Southeast Tourism Society Marketing College	\$11,600
Telephone	\$300
Unrestricted Reserve Fund - Contribution	\$22,800
TOTAL EXPENDITURES - CASH	\$359,200
(1) Marketing Program for FY 2018-19 - In-Kind	\$15,800
TOTAL EXPENDITURES - CASH AND IN-KIND	\$375,000

(1) See Marketing Budget Detail

(2) See Memberships Detail

<i>Reserve Funds</i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$117,000
TOTAL RESERVE FUNDS	\$117,000

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

Draft 8/16/2018

Marketing Budget Detail	Total
Collateral Material:	
2018-19 Revise and Print Ultimate Bicycle Guide	\$3,000
Website:	
2017-18 Fishing, Paddling, Bike & Springs Microsites - Updates and New	\$7,000
2017-18 New Website Regional Video	\$5,000
2017-18 Website Blogs - 15 Blogs	\$1,275
2018-19 Website Hosting & Maintenance	\$6,000
2018-19 New County/Town Website Videos - (6 Videos)	\$12,000
2018-19 New Topic-Centered Landing Pages (3 Landing Pages)	\$10,000
2018-19 New Town Landing Pages (5 Town Pages)	\$2,500
2018-19 Website Blogs - 35 Blogs	\$3,825
2018-19 Ultimate Bicycle Guide Landing Page Maintenance & Updates	\$100
2018-19 Ultimate Springs Guide Landing Maintenance & Updates	\$100
2018-19 Paddling Landing Page Maintenance and Updates	\$100
2018-19 Fl. State Parks Page Maintenance & Updates	\$100
2018-19 Fishing Page Maintenance & Updates	\$100
2018-19 Places to Stay, Eat & Things to Do Maintenance & Updates	\$2,000
Trade Shows:	
Whistles and Other Promotional Items	\$5,000
Pop-up and/or Cloth Displays (in-kind)	\$5,000
VISIT FLORIDA Welcome Center Rack Space (in-kind)	\$800
State Parks Guides and State Road Maps (in-kind)	\$2,000
Shipping - Dusseldorf (in-kind)	\$1,000
VISIT FLORIDA Dusseldorf & New York Times Travel Show Registrations (in-kind)	\$7,000
2017-18 Georgia RV & Camper Show	\$4,150
VISIT FLORIDA - Boot Dusseldorf	\$7,425
VISIT FLORIDA - Atlanta Camping & RV Show	\$4,100
VISIT FLORIDA - Nashville RV Super Show	\$5,650
VISIT FLORIDA - New York Times Travel Show	\$3,400
VISIT FLORIDA - London Times Destinations Show	\$19,225
VISIT FLORIDA - Houston RV Show	\$7,800
VISIT FLORIDA - Chicago RV & Camping Show	\$7,900
VISIT FLORIDA - Boston Travel & Adventure Show	\$8,125
VISIT FLORIDA - F.r.e.e Messe Munich	\$13,825
VISIT FLORIDA - Toronto Outdoor Adventure Show	\$8,725
VISIT FLORIDA - Canoeconia	\$6,650
VISIT FLORIDA - Philadelphia Travel & Adventure Show	\$7,825
VISIT FLORIDA - Ottawa Outdoor and Travel Adventure Show	\$7,525
VISIT FLORIDA - Washington DC Travel & Adventure Show	\$7,625
2018-19 Midwest Mountaineering Spring Expo	\$6,725
2018-19 Bike Expo New York	\$7,725
Advertising:	
2017-18 Brochure Distribution	\$3,000
2017-18 Digital Advertising Campaign	\$13,500
2017-18 Florida Vacation Planner Print Advertisement	\$8,300
2018-19 Brochure Distribution	\$9,000
2018-19 Digital Advertising Campaign	\$10,000
2018-19 Florida Transportation Map Print Advertisement	\$5,000
2018-19 UnDiscovered Florida Print Advertisement	\$8,200
Quarterly eNewsletters	\$4,300
Total Marketing Expenditure	\$269,600
Administration	
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2017-18	\$5,625
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2018-19	\$18,975
North Central Florida Regional Planning Council - Regional Marketing Program Fees FY 2018-19	\$12,500
Bank Charges	\$200
Legal Advertising	\$300
Legal Expenses	\$300
Other Administrative Expenses/Miscellaneous	\$2,000
Postage	\$300
Service Fee - VISIT FLORIDA Travel Show Program	\$15,400
Telephone	\$300
Membership Organizations - Annual Dues	
VISIT FLORIDA Annual Dues	\$400
Southeastern Tourism Society Annual Dues	\$300
Florida Outdoor Writers Association Annual Dues	\$200
Professional Enhancement	
Southeastern Tourism Society Marketing College	\$11,600
Governor's Tourism Conference	\$1,700
Internships	
Harvey Campbell Memorial Internship	\$6,250
Dean Fowler Internship	\$6,250
Retained Reserves	
Unrestricted Reserve Fund	\$22,800
Total Non-Marketing Expenditure	\$105,400
Total Expenditure	\$375,000

Visit Natural NORTH FLORIDA

August 16, 2018

Mr. Robert Gitzen, Development Representative III
Florida Department of Economic Opportunity
Division of Community Development
107 East Madison Street, MSC 160
Tallahassee, FL 32399-4120

RE: Fiscal Year 2017-18
Regional Rural Development Grant
2nd Quarter Deliverables Report

Dear Mr. Gitzen:

At its August 16, 2018 meeting, The Original Florida Tourism Task Force reviewed and approved the second quarter report and reimbursement request for its Fiscal Year 2017-18 Regional Rural Development Grant.

Please find enclosed the first quarter Deliverables Report and an invoice in the amount of \$51,939.09 for the period May 1, 2018 through July 31, 2018 relative to the contract between **The Original Florida Tourism Task Force** and the Florida Department of Economic Opportunity. Also enclosed are a completed Minority and Service-Disabled Veteran Business Enterprise Report and a Compliance Certification form.

Thank you for your continuing support of the Original Florida Tourism Task Force and their mission of providing economic development opportunities through rural tourism development.

If you have any questions concerning this matter, please contact Steven Dopp, Senior Planner, at 352.955.2200, ext. 109.

Sincerely,



Dawn Taylor
Chair

Enclosures

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

The Original Florida Tourism Task Force
FEID # 59-3534835

INVOICE

Agreement #: D0104

Invoice No.: 2
Date: August 1, 2018

TO:

Florida Dept. of Economic Opportunity
Division of Community Development
Attn: Robert Gitzen
107 E. Madison Street,
Caldwell Bldg. MSC 160
Tallahassee, FL 32399-1160

FOR:

The Original Florida Tourism Task Force
2009 NW 67th Place
Gainesville, FL 32653-1603
352-955-2200

DESCRIPTION	AMOUNT
Dates of Service: May 1, 2018 to July 31, 2018	
Deliverable 2.1 Website Maintenance and Enhancements	
Task 2.1.2 Topic-Centered Microsites	
Added Two Topic-Centered Microsites (Contractual Services)	
Deliverable 2.2 Marketing and Promotion	
Task 2.2.1 Electronic Newsletter	
Created and Distributed One Electronic Newsletter (Staff Time)	
Task 2.2.2 Post Blogs on Task Force Website	
Posted 37 Blogs on Task Force Website (Contractual Services)	
Task 2.2.3 Purchase Annual VisaVue Subscriptions	
Purchased Annual VisaVue Subscriptions, Domestic & International (Contractual Services)	
Task 2.2.6 Domestic Travel Shows	
Attended One Domestic Travel Show (Registration, Shipping, Travel)	
Task 2.2.7 Advertising Campaigns	
Completed One Digital Advertising Campaign (Contractual Services)	
Task 2.2.8 Distribute Literature	
Distributed a minimum of 16,500 Brochures (Contractual Services)	
Deliverable 2.3 Professional Enhancement	
Task 2.3.1 Scholarships	
Provided Seven Professional Enhancement Scholarships (Scholarships, Travel)	
Task 2.3.2 Professional Association Memberships	
Renewed Three Professional Association Memberships (Memberships)	
Expenditures	
Staff time	\$ 6,625.00
Contractual Services	26,752.00
Memberships	940.00
Travel	6,964.31
Registrations	2,757.00
Shipping	425.78
Scholarships	7,475.00
TOTAL	\$ 51,939.09

Make all checks payable to The Original Florida Tourism Task Force FEID # 59-3534835

I certify, by evidence of my signature below, the above information is true and correct; the goods and services have been satisfactorily delivered and payment is now due. I understand that DEO and other state personnel have authority to require additional documentation and/or conduct audits or inspections of grant records.


Dawn Taylor
Chair

8/16/18
Date

The Original Florida Tourism Task Force

Fiscal Year 2017-18 Regional Rural Development Grant

Second Payment Request

Listing of Invoices, Payments and Associated Checks

August 16, 2018

Name	Invoice Date	Invoice Number	Invoice Amount	Check Date	Check Number	Check Amount	Amount Charged to Grant
Bike Expo New York, Inc.	2/20/2018	VNNF-2018	\$2,757.00	3/1/2018	1264	\$2,757.00	\$2,757.00
Scott R. Koons	4/11/2018	24	\$260.00	4/12/2018	1292	\$260.00	\$260.00
Southeast Tourism Society	4/24/2018	n/a	\$7,200.00	4/26/2018	1297	\$7,200.00	\$7,200.00
Florida Suncoast Tourism Promotions, Inc.	5/1/2018	5T027659	\$1,500.00	5/10/2018	1300	\$1,500.00	\$1,500.00
Two Tree, Inc.	5/9/2018	2017082	\$1,870.00	5/10/2018	1302	\$3,545.71	\$1,870.00
United Parcel Service	4/21/2018	0000951V4A168	\$362.36	5/10/2018	1303	\$362.36	\$165.78
VISIT FLORIDA	5/8/2018	58359	\$5,060.00	5/10/2018	1305	\$5,060.00	\$5,060.00
Donna Creamer	5/10/2018	n/a	\$1,897.47	5/10/2018	1306	\$1,897.47	\$1,847.47
Jumpem, LLC	5/11/2018	3536	\$2,498.00	5/24/2018	1307	\$2,498.00	\$2,498.00
CTM Media Group, Inc.	5/1/2018	01S-167808	\$1,299.00	6/7/2018	1310	\$1,299.00	\$1,299.00
Southeast Tourism Society	6/1/2018	135	\$295.00	6/7/2018	1312	\$445.00	\$295.00
Southeast Tourism Society	5/29/2018	21956	\$150.00	6/7/2018	1312	\$445.00	\$150.00
VISIT FLORIDA	5/22/2018	n/a	\$395.00	6/7/2018	1313	\$395.00	\$395.00
Ron Gromoll	6/29/2018	n/a	\$412.44	7/5/2018	1315	\$412.44	\$412.44
Jumpem, LLC	7/3/2018	3753	\$13,250.00	7/5/2018	1316	\$13,250.00	\$13,250.00
Scott R. Koons	7/1/2018	25	\$250.00	7/5/2018	1317	\$250.00	\$250.00
Katrina Richardson	6/29/2018	n/a	\$366.48	7/5/2018	1318	\$366.48	\$366.48
Charissa Setzer	6/29/2018	n/a	\$371.52	7/5/2018	1319	\$371.52	\$371.52
Pat Watson	6/29/2018	n/a	\$445.68	7/5/2018	1321	\$445.68	\$445.68
Phyllis Williams	6/29/2018	n/a	\$355.48	7/5/2018	1322	\$355.48	\$355.48
Columbia County TDC	6/29/2018	n/a	\$373.28	7/23/2018	1323	\$373.28	\$373.28
Mariela Garcia-Rendon	6/29/2018	n/a	\$356.68	7/23/2018	1325	\$356.68	\$356.68
Southeast Tourism Society	7/16/2018	30008	\$125.00	7/23/2018	1328	\$125.00	\$125.00
Two Tree, Inc.	7/2/2018	2017091	\$595.00	7/23/2018	1329	\$595.00	\$595.00
Kristina Walker	6/29/2018	n/a	\$353.40	7/23/2018	1331	\$353.40	\$353.40
Columbia County TDC	5/6/2018	TDC7262018	\$1,850.41	8/2/2018	1332	\$1,850.41	\$1,850.41
Two Tree, Inc.	7/30/2018	2017093	\$680.00	8/2/2018	1334	\$680.00	\$680.00
Paula Vann	5/10/2018	n/a	\$287.47	8/2/2018	1335	\$287.47	\$231.47
North Central Florida Regional Planning Council			\$1,000.00			\$1,000.00	\$1,000.00
North Central Florida Regional Planning Council			\$5,625.00			\$5,625.00	\$5,625.00
Total			\$52,241.67			\$54,362.38	\$51,939.09

n/a = not applicable

\\Economic Development\Original Florida\Grants\DEO-Staffing Grants\2017-18\2nd Quarter Report\2nd Quarter Listing of Checks and Invoices.xls

Florida Department of Economic Opportunity
Fiscal Year 2017-18
Regional Rural Development Grant
Second Quarter Report
May 1, 2018 through July 31, 2018

Submitted August 16, 2018 by

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

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NARRATIVE
REGIONAL RURAL DEVELOPMENT GRANT
FISCAL YEAR 2017-18
SECOND QUARTER REPORT
May 1, 2018 through July 31, 2018

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

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

WEBSITE UPDATES AND ENHANCEMENTS

WEBSITE MAINTENANCE AND HOSTING

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

TOPIC-CENTERED MICROSITES

The Task Force expended \$2,498.00 during the second quarter with Jumpem, LLC for the creation of a Florida State Parks microsite as well as a State and National Forests and Wildlife Refuge microsite. The Florida State Parks microsite can be viewed at <https://www.naturalnorthflorida.com/florida-state-parks/>. The Florida State and National Forests and Wildlife Refuges microsite can be viewed at <https://www.naturalnorthflorida.com/forests-and-wildlife-refuges/>. A copy of the invoice and cancelled check for the microsites is included in Part C.

The Task Force published a Request for Proposals in the Florida Administrative Register on June 28, 2018 for a 2018 Paddling, Fishing, Bikes and Springs Project which consists of updating and maintaining the current bicycle and springs microsites as well as creating new paddling and fishing microsites for the Task Force website. A copy of the Request for Proposals and the Florida Administrative Register advertisement are included in Part C. It is anticipated that a request for reimbursement for the project will be submitted upon project completion as part of the fourth quarter report and reimbursement request.

WEBSITE VIDEO

The Task Force published a Request for Proposals in the Florida Administrative Register on May 15, 2018 for a 2018 Website Video Project consisting of a three-minute video featuring the natural, cultural and historical attractions of the region. The Task Force entered into a contract on July 19, 2018 with Running Man Pictures, LLC for the project and expended \$5,000.00 during the second quarter representing 50 percent of the contract amount as an advance partial payment for the video. A copy of the Request for Proposals, the Florida Administrative Register advertisement and the executed contract are included in Part D. It is anticipated a request for reimbursement for the project will be submitted upon project completion as part of the fourth quarter report and reimbursement request.

REVIEW AND UPDATE SPRINGS AND BICYCLE ROUTES

See Topic Centered Microsites, above.

MARKETING AND PROMOTION

ELECTRONIC NEWSLETTERS

The Task Force created and distributed a second electronic newsletter during the second quarter to over 5,500 email addresses. The Task Force spent \$1,000.00 on this item during the second quarter. A copy of the newsletter, timesheets documenting \$1,000.00 of staff time spent on the second newsletter, as well as a Certificate of Indirect Costs are included in Part E.

WEBSITE BLOGS

During the second quarter, the Task Force expended \$3,145.00 with Two Tree, Inc. for the posting of 37 website blogs during the first and second quarters. A listing of blogs with hyperlinks to each blog posting, vendor invoices and cancelled checks are included in Part F.

PREPRINTED MARKETING MATERIALS

No expenditures were made by the Task Force on preprinted marketing materials during the second quarter.

VISAVUE

The Task Force entered into a contract and expended \$5,060.00 during the second quarter with VISIT FLORIDA for subscriptions to 2018 VISAVUE domestic and international editions. A copy of the contract, invoice and cancelled check is included in Part G.

DOMESTIC TRAVEL SHOWS

The Task Force exhibited at Bike Expo New York, May 4-5, 2018. Two Task Force representatives staffed the booth. The Task Force expended \$2,757.00 of Regional Rural Development Grant funds for booth registration, \$260.00 to reimburse Scott Koons for shipping handling charges levied by Bike Expo New York, \$165.78 for shipping charges and \$3,929.35 to reimburse the expenses of Donna Creamer, and Paula Vann and the Columbia County Tourist Development Council for staffing the booth. A copy of the travel show registration, shipping invoice, invoices, reimbursement statements and associated receipts and cancelled checks are included in Part H.

DESIGN AND PRODUCE MARKETING MATERIALS

The Task Force printed 400 copies of a 4.25" x 5.5" bicycle flyer during the first quarter. It is anticipated that the Task Force will seek reimbursement for these materials as part of the third quarter reimbursement package.

ADVERTISING CAMPAIGN

The Task Force expended \$13,250.00 with JUMPEM LLC for completion of the first one-half of its 2018 digital advertising campaign. A copy of the invoice, cancelled check, and first one-half advertising campaign report from JUMPEM, LLC are included in Part I.

The Task Force has begun to receive monthly leads from its full-page co-op advertisement in UnDiscovered Florida during the second quarter. The Task Force shared these leads with its members and added the leads to its electronic newsletter distribution list during the second quarter.

The Task Force entered into a contract with VISIT FLORIDA during the second quarter and expended \$5,000.00 for the placement of an advertisement in the 2019 Official Transportation Map. The map is anticipated to be published and distributed during the fourth quarter. A copy of the contract between the Task Force and VISIT FLORIDA is included in Part I. The Task Force will seek reimbursement as part of its fourth quarter report and reimbursement request.

BROCHURE DISTRIBUTION

During the second quarter, the Task Force expended \$1,299.00 with CTM Media for the distribution of 4,000 brochures during the second quarter. The Task Force also expended \$1,500.00 with Florida Suncoast Tourism Promotions, Inc. for the distribution of 12,500 brochures during the second quarter.

Copies of the CTM Media invoice and cancelled check to CTM Media can be found in Part J. Copies of the Florida Suncoast Tourism Promotions, Inc. contract, distribution locations, invoice and cancelled check can also be found in Part J. A copy of the brochure which was distributed is included in Part J as well.

EMAIL DISTRIBUTION SERVICES

No expenditures were made by the Task Force during the second quarter for email distribution services.

PROFESSIONAL ENHANCEMENT

PROFESSIONAL ASSOCIATIONS ANNUAL MEMBERSHIPS

The Task Force expended \$295.00 for its annual membership with the Southeastern Tourism Society and \$395.00 for its annual membership with VISIT FLORIDA. Additionally, the Task Force reimbursed Scott Koons \$250.00 for purchasing the Task Force annual Ride With GPS Membership during the second quarter. Copies of the invoices and cancelled checks are included in Part K.

PROFESSIONAL ENHANCEMENT SCHOLARSHIPS

During the second quarter, the Task Force expended \$10,509.96 for seven Task Force members to attend the Southeast Tourism Society Marketing College June 24-29, 2018 at the University of North Georgia, Dahlonega, Georgia. Copies of registration forms, expense statements and cancelled checks are included in Part L.

ADMINISTRATION

The North Central Florida Regional Planning Council provided \$5,625.00 in staff services to the Task Force in the administration of its Regional Rural Development Grant. Copies of North Central Florida Regional Planning Council employee time sheets, pay stubs and Certificate of Indirect Costs are included in Part M.

PROOF OF FINANCIAL MATCH

See first quarter report Part M, Proof of Financial Match.

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**COMPLIANCE CERTIFICATION FORM AND
MINORITY VENDOR AND DISABLED VETERANS
BUSINESS REPORT**

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

COMPLIANCE CERTIFICATION FORM

TO:
 Department of Economic Opportunity
 Bureau of Economic Development
 The Caldwell Bldg.
 107 East Madison Street, MSC 160
 Tallahassee, FL 32399

DESCRIPTION: Deliverables Including Minimum Performance Standards	Invoice Period: (dates)
Invoice #2 (attached)	May 1 to July 31, 2018
2 Topic-Centered Microsites	\$2,498.00
1 Electronic Newsletter	\$1,000.00
37 Website Blogs	\$3,145.00
1 VisaVue Annual Subscription - Domestic and International Editions	\$5,060.00
1 Domestic Travel Show	\$7,112.13
1 Digital Advertising Campaign	\$13,250.00
Brochure Distribution - Minimum of 16,500 Brochures Distributed	\$2,799.00
7 Professional Enhancement Scholarships	\$10,509.96
3 Professional Association Annual Memberships	\$940.00
INVOICE AMOUNT	\$46,314.09

Recipient Certification:

I certify, by evidence of my signature below, the above information is true and correct; the goods and services have been satisfactorily delivered and payment is now due. I understand that DEO and other state personnel have authority to require additional documentation and/or conduct audits or inspections of grant records.

Name Printed: Dawn Taylor Title: Chair

Signature: _____ Date: 8/16/2018

DEO Agreement Manager Certification:

I certify, by evidence of my signature below, the above information is true and correct to the best of my knowledge; the goods and services have been satisfactorily received and payment is now due.

DEO Agreement Manager Signature: _____

Title: _____ Date: _____

**DEPARTMENT OF ECONOMIC OPPORTUNITY
MINORITY SERVICE-DISABLED VETERAN BUSINESS ENTERPRISE REPORT**

Company Name: The Original Florida Tourism Task Force **Invoice #:** 2 **Date:** 8/16/2018

Contract Amount: \$150,000

MBE Participation Amount: \$ **MBE Percentage:** 0%

DV Participation Amount: \$ **DV Percentage:** 0%

MINORITY BUSINESS ENTERPRISE (MBE)

**Include consultants, sub-contractors, travel agents, etc. who provided services on this project

**Minority Business Enterprise	Description	** MBE Status	State Certified MBE (Yes or No)	MBE Contract \$ Amount	\$ Amount this Invoice	Total Paid	Balance Due	Project Type (Commodities or Contractual Services)
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
TOTALS				\$ -	\$ -	\$ -	\$ -	
							\$ -	

Certified MBE: **H - African American **I** - Hispanic **J** - Asian/Hawaiian **K** - Native American **M** - American Women
Non-Certified MBE: **N** - African American **O** - Hispanic **P** - Asian/Hawaiian **Q** - Native American **R** - American Women

SERVICE-DISABLED VETERAN (DV) BUSINESS ENTERPRISE

**Include consultants, sub-contractors, travel agents, etc. who provided services on this project

**Service-Disabled Veteran Business Enterprise	Description	** DV Status	State Certified DV (Yes or No)	DV Contract \$ Amount	\$ Amount this Invoice	Total Paid	Balance Due	Project Type (Commodities or Contractual Services)
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
TOTALS				\$ -	\$ -	\$ -	\$ -	
							\$ -	

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

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, 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 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 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 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:

Deliverable No. 1 – Website Maintenance and Enhancements		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Maintain website in accordance with Scope of Work 2.1.1	<p>Ongoing website Maintenance, hosting, and operation.</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Copy of agreement with vendor • Invoice from provider • Proof of payment 	<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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Add Topic centered microsites to Grantee's website in accordance with Scope of Work 2.1.2	<p>Add one topic centered microsite to Grantee's website..</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Copy of agreement with vendor. • Invoice showing completion of draft microsite. • Link to added microsite. 	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.
Produce video for Grantee website in accordance with Scope of Work 2.1.3	<p>100 % completion of and posting on Grantee website of video.</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Copy of agreement with vendor. • Link to video. • Invoice showing completion of video. 	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.
Review and update springs and bicycle route microsites on Grantee website in accordance with Scope of Work 2.1.4	<p>1 springs microsite update or 1 bicycle microsite update.</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Documentation of staff time associated with this deliverable • Link to updated information. 	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.
Deliverable No. 2 - Marketing and Promotion		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Distribute Electronic Newsletter in accordance with Scope of Work 2.2.1	<p>Prepare and distribute one (1) electronic newsletter.</p> <p>Required Documentation</p> <ul style="list-style-type: none"> • Include DEO Agreement Manager on electronic newsletter distribution list. • Documentation of staff time associated with this deliverable 	Failure to prepare and distribute one (1) electronic newsletter as specified in Section 2.2.1. will result in non-payment.
Post blogs on Grantee's website in accordance with Scope of Work 2.2.2	<p>Post one (1) blog on Grantee's website.</p> <p>Required Documentation.</p> <ul style="list-style-type: none"> • Copy of agreement with blogger. • Link to each blog • Photographer release form if necessary • Model release form in necessary. • Invoice from blogger. 	Failure to post one (1) blog on Grantee's website as specified in Section 2.2.2. will result in non-payment.
Purchase Annual Visa Vue subscription in accordance with Scope of Work 2.2.3	<p>Purchase 1 annual Visa Vue Subscription</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Invoice from provider • Proof of payment 	Failure to purchase one (1) annual Visa Vue Subscription as specified in Section 2.2.3. will result in non-payment.
Purchase preprinted marketing materials in accordance with Scope of Work 2.2.4	<p>Purchase a minimum of 400 copies of pre-printed marketing materials.</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Invoice from seller. 	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"> • 1 copy of each piece of literature purchased. 	Section 2.2.4. will result in non-payment.
Design and print hard copy marketing materials in accordance with Scope of Work 2.2.5	Design and print 1,000 pieces of hard copy marketing materials. Required Documentation: <ul style="list-style-type: none"> • 1 piece of each hard copy literature printed • Invoice from contractor • Documentation of staff time associated with this deliverable 	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.
Attend and participate in domestic travel shows in accordance with Scope of Work 2.2.6	Attend 1 domestic travel show. Required Documentation: <ul style="list-style-type: none"> • Schedule for each show attended. • Copies of completed registrations for each travel show attended. • Copies of rental agreements if applicable • Completed travel documentation for a maximum of two travelers 	Failure to attend and participate in domestic travel shows as specified in Section 2.2.6. will result in non-payment.
Conduct advertising campaign in accordance with Scope of Work 2.2.7	Place one (1) digital or print media advertisement.. Required Documentation: <ul style="list-style-type: none"> • Copy of print or digital advertisement • Invoice from provider 	Failure to place one (1) digital or print media advertisement as specified in Section 2.2.7. will result in non-payment.
Distribute literature in accordance with Scope of Work 2.2.8	Distribute a minimum of 10,000 brochures. Grantee may request reimbursement a maximum of four (4) times during the agreement period. Required Documentation: <ul style="list-style-type: none"> • 1 sample of each brochure distributed • Copy of distribution list and number distributed • Invoice from provider 	Failure to distribute a minimum of 10,000 brochures as specified in Section 2.2.8. will result in non-payment.
Purchase Email distribution service in accordance with Scope of Work 2.2.9	Purchase email distribution service. Required Documentation: <ul style="list-style-type: none"> • Copy of agreement with email distribution service • Invoice from provider 	Failure to purchase email distribution service as specified in Section 2.2.9. will result in non-payment.
Deliverable No. 3 - Professional Enhancement		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Provide Professional Enhancement Scholarships in accordance with Scope	Provide one (1) professional enhancement scholarship. Required Documentation: <ul style="list-style-type: none"> • Completed event registration form 	Failure to provide a minimum of one (1) professional enhancement scholarship as specified in Section 2.3.1. will

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

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/).

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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Florida Department of Economic Opportunity
Fiscal Year 2017-18 Regional Rural Development Grant
(January 17, 2018 - January 17, 2019)
Deliverables and Cost Estimates
July 19, 2018

Cost Estimates				Deliverable
As of 10/20/16	As of 5/17/18	As of 6/21/18	As of 7/19/18	
\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	Website Hosting & Maintenance
\$1,900.00	\$1,000.00	\$1,000.00	\$1,000.00	Ultimate Bicycle Guide Maintenance and Updates
\$1,500.00	\$1,000.00	\$1,000.00	\$1,000.00	Ultimate Springs Guide Maintenance and Updates
\$15,000.00	\$0.00	\$0.00	\$0.00	Website Reservation/Pseudo-Reservation System
\$1,000.00	\$2,500.00	\$2,500.00	\$2,500.00	Ultimate Paddling Guide - New Website Microsite
\$0.00	\$2,500.00	\$2,500.00	\$2,500.00	Ultimate Parks Guide - New Website Microsite
		\$2,500.00	\$2,500.00	New Fishing Website Microsite
\$5,000.00	\$10,000.00	\$10,000.00	\$10,000.00	Website Video
\$5,100.00	\$5,100.00	\$5,100.00	\$5,100.00	Website Blogs (60 blogs at \$85 per blog)
\$0.00	\$0.00	\$0.00	\$0.00	Website Blogs - Nancy Moreland
\$15,100.00	\$11,635.00	\$11,635.00	\$11,635.00	Travel Shows (Atlanta Camping & RV, Bike Expo NY, Georgia RV & Camper)
\$16,650.00	\$26,500.00	\$26,500.00	\$26,500.00	Digital Advertising Campaign - Facebook, Google Adword search, Retargeting, Other
\$4,250.00	\$4,250.00	\$4,250.00	\$4,250.00	Quarterly eNewsletters
\$17,000.00	-	-	-	Print Media Advertising
-	\$6,680.00	\$6,680.00	\$6,680.00	Print Media Advertising - UnDiscovered Florida Co-op
-	\$6,000.00	\$5,000.00	\$5,000.00	Print Media Advertising - Visit Florida Road Map
-	\$8,500.00	\$8,500.00	\$8,500.00	Print Media Advertising - Visit Florida Official Vacation Guide Co-op
-	-	-	\$1,000.00	Florida Pocket Ranger App Advertisement
-	\$2,365.00	\$2,365.00	\$2,365.00	USB Media Kits
\$1,600.00	\$0.00	\$200.00	\$200.00	Design & Print Regional Specialty Brochures
\$3,600.00	\$800.00	\$800.00	\$800.00	Purchase Copies of Big Bend Saltwater Paddling Guide
\$8,500.00	\$11,200.00	\$11,200.00	\$11,200.00	Brochure Distribution
\$5,000.00	\$0.00	\$0.00	\$0.00	Revise & Print Ultimate Bicycle Guide
\$5,100.00	\$5,060.00	\$5,060.00	\$5,060.00	VISAVUE - Domestic and International Editions
\$14,000.00	\$13,510.00	\$13,510.00	\$12,510.00	Scholarships
\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	Oragnizational Annual Memberships
\$22,500.00	\$22,500.00	\$22,500.00	\$22,500.00	Administration
\$150,000.00	\$148,300.00	\$150,000.00	\$150,000.00	Total

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The Original Florida Tourism Task Force
Tentative Travel Shows and Show Dates, 2018-19 Travel Show Season
July 26, 2018

Number	Show Name	Lead	Assistant	Alternate	Tentative Dates			
					Leader Departure Date	Assistant Departure Date	Show Dates	Return Travel Date
1	<i>Georgia RV and Camping Show</i>				<i>September 12, 2018</i>	<i>September 13, 2018</i>	<i>September 14-16, 2018</i>	<i>September 17, 2018</i>
2	Boot Dusseldorf*				January 15, 2019	n/a	January 19 - 27, 2019	January 29, 2019
3	<u>Atlanta Camping & RV Show</u>				<u>January 23, 2019</u>	<u>January 24, 2019</u>	<u>January 25 - 27, 2019</u>	<u>January 28, 2019</u>
4	<u>Nashville RV Supershow</u>				<u>January 23, 2019</u>	<u>January 24, 2019</u>	<u>January 25 - 27, 2019</u>	<u>January 28, 2019</u>
5	New York Times Travel Show*				January 23, 2019	n/a	January 25 - 27, 2019	January 28, 2019
6	London Times Destinations Show				January 27, 2019	January 27, 2019	Jan 31 - Feb 3, 2019	February 5, 2019
7	<u>Houston RV Show</u>				<u>February 4, 2019</u>	<u>February 5, 2019</u>	<u>February 6 - 10, 2019</u>	<u>February 11, 2019</u>
8	<u>Chicago RV and Camping Show</u>				<u>February 7, 2019</u>	<u>February 8, 2019</u>	<u>February 7 - 10, 2019</u>	<u>February 11, 2019</u>
9	Boston Travel and Adventure Show				February 7, 2019	February 8, 2019	February 9 - 10, 2019	February 11, 2019
10	F.re.e Messe Munich				February 16, 2019	February 16, 2019	February 20 - 24, 2019	February 26, 2019
11	<u>Toronto Outdoor Adventure Show</u>				<u>February 20, 2019</u>	<u>February 21, 2019</u>	<u>February 22 - 24, 2019</u>	<u>February 25, 2019</u>
12	<u>Canoecopia</u>				<u>March 6, 2019</u>	<u>March 7, 2019</u>	<u>March 8 - 10, 2019</u>	<u>March 11, 2019</u>
13	Philadelphia Travel and Adventure Show				March 7, 2019	March 8, 2019	March 9 - 10, 2019	March 11, 2019
14	Washington DC Travel and Adventure Show				March 14, 2019	March 15, 2019	March 16 - 17, 2019	March 18, 2019
15	<u>Ottawa Outdoor and Travel Adventure Show</u>				<u>April 4, 2019</u>	<u>April 5, 2019</u>	<u>April 6 - 7, 2019</u>	<u>April 8, 2019</u>
16	<i>Midwest Mountaineering Spring Expo</i>				<i>April 24, 2019</i>	<i>April 25, 2019</i>	<i>April 26 - 27, 2019</i>	<i>April 28, 2019</i>
17	<i>Bike Expo New York</i>				<i>May 1, 2019</i>	<i>May 2, 2019</i>	<i>May 3 - 4, 2019</i>	<i>May 5, 2019</i>

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

Underlined shows are combined shows with Riverway South.

*One staff person only at this show.

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The Original Florida Tourism Task Force
Description of Duties, Responsibilities and Requirements
Travel Show Booth Lead Agreement

August 16, 2018

The Travel Show Booth Lead is an unpaid volunteer position with The Original Florida Tourism Task Force. Selected volunteers are eligible for reimbursement of expenses including a per diem as determined by The Original Florida Tourism Task Force.

ELIGIBILITY

Must either be a member of the Original Florida Tourism Task Force or designated as travel show eligible by The Original Florida Tourism Task Force. Staff and interns to The Original Florida Tourism Task Force are ineligible.

Travel Show Booth Leads must be at least 18 years of age.

Travel Show Booth Leads must have attended the Task Force travel show staff training workshop.

Travel Show Booth Leads must possess a good working knowledge of tourism attractions, facilities, services and events located within the 14-county Visit Natural North Florida region (Alachua County, Bradford County, Columbia County, Dixie County, Gilchrist County Hamilton County, Jefferson County, Lafayette County, Levy County, Madison County, Suwannee County, Taylor County, Union County and Wakulla County) as well as the Task Force website (www.vnnf.org) and Facebook page (www.facebook.com/naturalnorthflorida).

POSITION FUNCTIONS

Travel Show Leads are expected to create and make presentations at travel shows where presentation opportunities are available. Presentations are typically 15 to 30 minutes in length and should consist of a Powerpoint featuring photographs and/or short video clips highlighting the natural, cultural and/or historical attractions of Natural North Florida. Such presentations must have a multi-county focus. Most travel shows require presenters to bring their own laptop, cables and adapters to make presentations. Therefore, the Travel Show Lead must obtain and transport all needed equipment to and from the show.

Obtain and transport popup displays, banners, brochures and similar collateral material in cases weighing up to 75 pounds to and from travel shows.

Upon arrival at travel shows, tables, chairs and collateral materials are sometimes inadvertently missing from Task Force travel show booths. In such situations, it is the responsibility of the Travel Show Lead to rectify errors and take corrective action to ensure that the Task Force booth is provided with tables, chairs, collateral materials and similar items.

Set up the travel show booth by hanging banners, posters and similar items on booth walls, transporting boxes of collateral material to the booth, arranging collateral material on booth tables/counters and similar functions.

Staff the travel show booth, to the maximum extent practicable, during travel show hours.

Engage in conversations at travel shows from the Task Force booth with travel show attendees to describe the tourist attractions and services located within Natural North Florida.

Ensure an adequate supply of collateral material is available at the travel show booth counter/table.

Gather statistical information related to the travel show, including number of travel show visitors with which the travel show team engaged in conversations, keeping track of the number of brochures distributed and determining the number of travel show attendees.

Rate the alignment of the travel show to the Natural North Florida tourism product.

Gather email addresses from travel show attendees.

Photograph the Task Force booth and Task Force booth visitors for use in the travel show season final report.

Break down the travel show booth at the end of the show, removing and packing banners, posters, collateral material and similar items, destroying and/or packing remaining collateral material, and assure that such items are returned to the Task Force.

Prepare and submit a travel show report to Task Force staff regarding number of brochures distributed by type, number of show attendees, number of emails collected, number of travel show attendees, number of visitor conversations, and appropriateness/alignment of show to the Natural North Florida tourism product.

Return in a timely manner to the Task Force carrying cases, hand carts, banners, popup displays, excess collateral material and similar items after returning from shows so these items can be deployed to future travel shows.

PHYSICAL REQUIREMENTS AND DEMANDS

The physical demands described here are representative of those that must be met by a Travel Show Booth Lead to successfully perform the essential functions of this position.

While performing the duties of a Travel Show Booth Lead, the volunteer must be able to sit and/or stand, talk and hear for multiple hours. Specific hearing abilities required include the ability to hear and clearly understand an individual speaker within a loud, crowded environment where multiple conversations are occurring simultaneously while moderate to loud background noise is present.

Specific vision abilities required include close vision and the ability to adjust focus.

The Travel Show Booth Lead must be able to use a ladder to hang large display banners, which weigh as much as 10 pounds, on travel show booth walls.

The Travel Show Booth Lead must be able to lift, carry and transport boxes of up to 50 pounds each from hotel rooms and similar locations to travel show booths.

The Travel Show Lead must be able to lift, carry and transport cases weighing as much as 75 pounds containing popup displays, banners, brochures and similar collateral material while traveling to and from travel shows.

ENVIRONMENT

The environment characteristics described here are representative of those a Travel Show Booth Lead encounters while performing the essential functions of this position.

The noise level in the travel show booth environment is usually moderate to very loud.

Most travel shows occur in northern climate cities during late fall and winter. The Travel Show Booth Lead must be able to withstand winter weather and winter travel conditions.

INTERNATIONAL TRAVEL SHOWS

The Travel Show Booth Lead must possess a valid passport which will remain valid for a minimum of six months from the date of entry to a foreign country where the travel show is located.

FACEBOOK AND SOCIAL MEDIA USAGE

The Travel Show Booth Lead must limit usage of social media regarding travel shows to photographs and discussions of the travel show. The volunteer shall not post photographs or other discussions of off-site activities and facilities on social media which are not part of the travel show.

CELLULAR TELEPHONE USAGE

The use of cellular telephones and tablets by the Travel Show Booth Lead in travel show booths is prohibited unless used as part of the show, such as when finding answers to specific questions raised by travel show attendees, displaying the Task Force website to travel show attendees and for similar travel show-related purposes.

MINORS IN TRAVEL SHOW BOOTHS

Minors are not allowed in travel show booths.

CANCELATION

If unable to attend a show for which the Travel Show Lead is slated to attend, the volunteer shall contact the Travel Show Coordinator, the Task Force staff and the Travel Show Booth Assistant for the applicable show to cancel as soon as possible. The Task Force cannot reimburse volunteers for expenses for travel shows for which the volunteer committed, expended funds on items such as airfare and hotels, but is unable to attend.

ACKNOWLEDGEMENT AND ACCEPTANCE

I hereby acknowledge that I have read and understand The Original Florida Tourism Task Force Description of Duties, Responsibilities and Requirements for the Travel Show Booth Lead. I also acknowledge that can meet the physical requirements of the Travel Show Booth Lead stated in this document. Furthermore, I agree to comply with the duties and behavior requirement of the Travel Show Booth Staff Lead as stated in this document.

(Signature)

(Date)

(Print Name)

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Visit Natural
NORTH FLORIDA

The Original Florida Tourism Task Force
Description of Duties, Responsibilities and Requirements
Travel Show Booth Assistant Agreement

August 16, 2018

The Travel Show Booth Assistant is an unpaid volunteer position with The Original Florida Tourism Task Force. Selected volunteers are eligible for reimbursement of expenses including a per diem as determined by The Original Florida Tourism Task Force.

ELIGIBILITY

Must either be a member of the Original Florida Tourism Task Force or designated as travel show eligible by The Original Florida Tourism Task Force. Staff and interns to The Original Florida Tourism Task Force are ineligible.

Travel Show Booth Assistants must be at least 18 years of age.

Travel Show Booth Assistants must have attended the Task Force travel show staff training workshop.

Travel Show Booth Assistants must possess a good working knowledge of tourism attractions, facilities, services and events located within the 14-county Visit Natural North Florida region (Alachua County, Bradford County, Columbia County, Dixie County, Gilchrist County Hamilton County, Jefferson County, Lafayette County, Levy County, Madison County, Suwannee County, Taylor County, Union County and Wakulla County) as well as the Task Force website (www.vnnf.org) and Facebook page (www.facebook.com/naturalnorthflorida).

POSITION FUNCTIONS

Assist the Travel Show Booth Lead as requested in setting up the travel show booth by hanging banners, posters and similar items on booth walls, transporting boxes of collateral material to the booth, arranging collateral material on booth tables/counters and similar functions.

Staff the travel show booth, to the maximum extent practicable, during travel show hours.

Engage in conversations at travel shows from the Task Force booth with travel show attendees to describe the tourist attractions and services located within Natural North Florida.

Assist the Travel Show Booth Lead in ensuring an adequate supply of collateral material is available at the travel show booth counter/table.

Assist the Travel Show Booth Lead in gathering statistical information related to the travel show, including number of travel show visitors with which the travel show team engaged in conversations, keeping track of the number of brochures distributed and determining the number of travel show attendees.

Assist the Travel Show Booth Lead in rating the alignment of the travel show to the Natural North Florida tourism product.

Assist the Travel Show Booth Lead in gathering email addresses from travel show attendees.

Assist the Travel Show Booth Lead in photographing the Task Force booth and Task Force booth visitors for use in the travel show season final report.

Assist the Travel Show Booth Lead as requested in breaking down the travel show booth at the end of the show, removing and packing banners, posters, collateral material and similar items, destroying and/or packing remaining collateral material, and assist the Travel Show Booth Lead in returning such items to the Task Force.

PHYSICAL REQUIREMENTS AND DEMANDS

The physical demands described here are representative of those that must be met by a Travel Show Booth Assistant to successfully perform the essential functions of this position.

While performing the duties of a Travel Show Booth Assistant, the volunteer must be able to sit and/or stand, talk and hear for multiple hours. Specific hearing abilities required include the ability to hear and clearly understand an individual speaker within a loud, crowded environment where multiple conversations are occurring simultaneously while moderate to loud background noise is present.

Specific vision abilities required include close vision and the ability to adjust focus.

The Travel Show Booth Assistant must be able to use a ladder to hang large display banners, which weigh as much as 10 pounds, on travel show booth walls.

The Travel Show Booth Assistant must be able to lift, carry and transport boxes of up to 50 pounds each from hotel rooms and similar locations to travel show booths.

The Travel Show Booth Assistant must be able to lift, carry and transport cases weighing as much as 75 pounds containing popup displays, banners, brochures and similar collateral material while traveling on airplanes to and from travel shows.

ENVIRONMENT

The environment characteristics described here are representative of those a Travel Show Booth Assistant encounters while performing the essential functions of this position.

The noise level in the travel show booth environment is usually moderate to very loud.

Most travel shows occur in northern climate cities during late fall and winter. The Travel Show Booth Assistant must be able to withstand winter weather and winter travel conditions.

INTERNATIONAL TRAVEL SHOWS

The Travel Show Booth Assistant must possess a valid passport which will remain valid for a minimum of six months from the date of entry to a foreign country where the travel show is located.

FACEBOOK AND SOCIAL MEDIA USAGE

The Travel Show Booth Assistant must limit usage of social media regarding travel shows to photographs and discussions of the travel show. The volunteer shall not post photographs or other discussions of off-site activities and facilities on social media which are not part of the travel show.

CELLULAR TELEPHONE USAGE

The use of cellular telephones and tablets by the Travel Show Booth Assistant in travel show booths is prohibited unless used as part of the show, such as finding answers to specific questions raised by travel show attendees, displaying the Task Force website to travel show attendees and for similar travel show-related purposes.

MINORS IN TRAVEL SHOW BOOTHS

Minors are not allowed in travel show booths.

CANCELTATION

If unable to attend a show for which the Travel Show Booth Assistant is slated to attend, the volunteer shall contact the Travel Show Coordinator, the Task Force staff and the Travel Show Booth Lead for the applicable show to cancel as soon as possible. The Task Force cannot reimburse volunteers for expenses for travel shows for which the volunteer committed, expended funds on items such as airfare and hotels, but is unable to attend.

ACKNOWLEDGEMENT AND ACCEPTANCE

I hereby acknowledge that I have read and understand The Original Florida Tourism Task Force Description of Duties, Responsibilities and Requirements for the Travel Show Booth Lead. I also acknowledge that can meet the physical requirements of the Travel Show Booth Lead stated in this document. Furthermore, I agree to comply with the duties and behavior requirement of the Travel Show Booth Staff Lead as stated in this document.

(Signature)

(Date)

(Print Name)

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Visit Natural
NORTH FLORIDA

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

Cost Estimates			Deliverable
Approved 6/21/18	Approved 7/19/18	Proposed 8/16/18	
\$6,000.00	\$6,000.00	\$6,000.00	Website Hosting & Maintenance
\$10,000.00	\$10,000.00	\$10,000.00	Add Three Topic-Centered Landing Pages (1 Things to Do, 1 Places to Stay, 1 Places to Eat)
\$0.00	\$2,500.00	\$2,500.00	Add Six Town Landing Pages - Nancy Moreland (White Springs, St. Marks, Steinhatchee, High Springs, Suwannee, Williston)
\$0.00	\$0.00	\$12,000.00	Create a minimum of 4 County/Town-specific Website Videos (a 50-50 co-op)
\$0.00	\$2,500.00	\$2,000.00	Place to Stay, Places to Eat, and Things to Do Database Development
\$600.00	\$400.00	\$100.00	Ultimate Bicycle Guide & Landing Page Maintenance and Updates
\$600.00	\$200.00	\$100.00	Ultimate Springs Guide & Landing Page Maintenance and Updates
\$250.00	\$400.00	\$100.00	Paddling Landing Page Maintenance & Updates
-	-	\$100.00	Ultimate Fishing Page Maintenance & Updates
\$250.00	\$200.00	\$100.00	Florida State Parks Landing Page Maintenance & Updates
\$5,100.00	\$5,100.00	\$5,100.00	Website Blogs (60 blogs per at \$85 per blog)
\$2,500.00	\$0.00	\$0.00	Website Blogs - Nancy Moreland
\$1,500.00	\$0.00	\$0.00	Print VNNF Specialty Brochures (RV Guide, Outfitters Guide, Lodging Guide, Paddling Maps)
\$0.00	\$1,500.00	\$200.00	Design and Print Collateral Material
\$3,000.00	\$3,000.00	\$3,000.00	Revise and Print Ultimate Bicycle Guide
\$500.00	\$500.00	\$0.00	Purchase Copies of Big Bend Saltwater Paddling Guide
\$1,000.00	\$1,000.00	\$0.00	GDPR Website Compliance Modifications
\$21,000.00	\$21,000.00	\$14,000.00	Domestic Travel Shows (2 shows - Bike Expo NY, Midwest Mountaineering Spring)
\$22,500.00	\$21,500.00	\$21,500.00	Print Advertising (co-op & Florida transportation map ads)
\$22,000.00	\$20,000.00	\$20,000.00	Digital Advertising Campaign - Facebook, Google Adword search, Retargeting
\$0.00	\$1,000.00	\$0.00	Florida Pocket Ranger App Advertisement
\$0.00	\$0.00	\$0.00	Connect Travel - Complete
\$13,250.00	\$13,250.00	\$13,250.00	Scholarships (8 Scholarships @ \$1,656.25)
\$0.00	\$0.00	\$0.00	Reprint Regional Brochure (140,000 copies for \$8,000, including shipping)
\$12,000.00	\$12,000.00	\$12,000.00	Brochure Distribution
\$1,200.00	\$1,200.00	\$1,200.00	Professional Organization Memberships
\$0.00	\$0.00	\$0.00	VISAVUE - Domestic and International Editions
\$4,250.00	\$4,250.00	\$4,250.00	Quarterly eNewsletters
\$22,500.00	\$22,500.00	\$22,500.00	Administration
\$150,000.00	\$150,000.00	\$150,000.00	Total

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Visit Natural
NORTH FLORIDA



July 27, 2018

The Honorable Halsey Beshears
Florida House of Representatives, District 7
1305 West Washington Street
Monticello, FL 32344-1130

Dear Representative Beshears:

On behalf of The Original Florida Tourism Task Force, I would like to thank you for your attendance at the July 19, 2018 Task Force meeting in Monticello, Florida. It is your support of VISIT FLORIDA and the Regional Rural Development Grant program which makes it possible for the Task Force to pursue its tourism marketing program. The Task Force is once again anticipating proposed legislation to amend the Regional Rural Development Grant program next legislative session. With your assistance, we are hopeful that any proposed legislation will still allow the Task Force to apply for and receive its current funding level of \$150,000.

Steven Dopp, Task Force staff, asked me to advise you that the tourism bed tax increases reported at the Task Force meeting consisted of increases due to demand as well as increases in county bed tax rates. Please note that it is extremely difficult to factor out increases due to changes in county bed tax rates for every county in the state. As a result, we report the aggregate increase and will state in future presentations that the increase is a combination of increased demand and increases in county bed tax rates.

If you have any questions or if we can be of further assistance, please do not hesitate to contact me.

Sincerely,

A handwritten signature in blue ink that reads "Dawn Taylor".

Dawn Taylor
Chair

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

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The Original Florida Tourism Task Force 2018 MEMBERS as of 8/1/2018

ALACHUA COUNTY

(\$15,000 - 3 votes)

Vacant

Ron Gromoll

Marketing and Events Coordinator
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Sean Plemons

Content Manager
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BRADFORD COUNTY

(\$3,000 - 2 votes)

William Sexton

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The Honorable Daniel Riddick

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COLUMBIA COUNTY

(\$8,000 3 votes)

Vacant

Rod Butler

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DIXIE COUNTY

(\$2,000 - 2 votes)

Nancy Bednarek

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Russ McCallister

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www.suwanneeguides.com

GILCHRIST COUNTY

(\$2,000 - 2 votes)

*Vacant****Pat Watson***

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HAMILTON COUNTY

(\$1,000 - 2 votes)

Mariela Garcia-Rendon

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Susan Ramsey

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JEFFERSON COUNTY

(\$2,000 - 2 votes)

Katrina Richardson

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Nancy Wideman

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LAFAYETTE COUNTY

(\$1,000 - 1 vote)

*Vacant***LEVY COUNTY**

(\$4,000 - 2 votes)

Carol McQueen

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Tisha Whitehurst

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MADISON COUNTY

(\$3,000 - 2 votes)

Phyllis Williams

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Trent Abbott

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SUWANNEE COUNTY

(\$4,000 - 2 votes)

Alvin Jackson

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Suwannee County Economic Development
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Teena Peavy

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www.musicliveshere.com

TAYLOR COUNTY

(\$4,000 - 2 votes)

Dawn Taylor, Chair

Executive Director
Taylor County Chamber of Commerce
428 North Jefferson Street
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(c) 850.843.0992
taylorchamber@fairpoint.net
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Sandy Beach

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(c) 850.843.1546
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UNION COUNTY

(\$1,000 - 1 vote)

Dave Mecusker

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dmecusker@live.com

WAKULLA COUNTY

(\$3,000 - 2 votes)

Thomas Herndon

Outreach Coordinator
Wakulla County Tourist Development Council
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The Honorable Gail Gilman

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STAFF

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

as of 7/12/2018

VOLUNTEERS, CONSULTANTS AND OTHERS

Donna Creamer

Staff Assistant
Gilchrist County Tourist Development Council
209 SE 1st Street
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Roland Loog - Volunteer

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(c) 352.231.2077

Lois Nevins

By All Means Travel
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Tommy Thompson

Two Tree, Inc.
24 NW 33rd Court, Suite A
Gainesville, FL 32607
(w) 352.284.1763

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>Jefferson 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 County (Council Office)</u>

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

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