

MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **January 18, 2018**. The meeting will be held at **Freedom Community Center at Veterans Memorial Park, 7430 SW 41st Place, Gainesville, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)



The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Visit Natural
NORTH FLORIDA

Freedom Community Center at Veterans Memorial Park
7430 SW 41st Place. Gainesville, FL
Alachua County

January 18, 2018
Thursday 10:00 a.m.

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9. VisaVue, Domestic and International Editions
 - a. Authorization to Enter into Contract with VISIT FLORIDA for VisaVue Subscription
10. Big Bend Saltwater Paddling Trail Guide Purchase
 - a. Authorization for Purchase of Paddling Trail Guide
11. In-house Brochure Printing
12. Domestic Travel Shows
13. Advertising Campaign
 - a. UnDiscovered Florida Co-op Advertisement
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- G. Announcements

- V. Leadership Forum: Reimbursement 101 - What is a Receipt and Similar Oddities, Steven Dopp
- VI. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., February 15, 2018 at a location to be determined.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Perry-Taylor County Chamber of Commerce
Perry, FL
Taylor County

November 16, 2017
10:00 a.m.

MEMBERS PRESENT

Will Sexton, Bradford County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Nancy Bednarek, Dixie County
Katrina Richardson, Jefferson County
Susie Page, Lafayette County, Vice-Chair
Carol McQueen, Levy County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer

MEMBERS ABSENT

Ron Gromoll, Alachua County
Julie Waldman, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Pat Watson, Gilchrist County
Jennifer Hand, Hamilton County
Susan Ramsey, Hamilton County
Nancy Wideman, Jefferson County
Trent Abbott, Madison County
Phyllis Williams, Madison County
Alvin Jackson, Suwannee County
Teena Peavey, Suwannee County
Gail Gilman, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Roland Loog, Volunteer
Lois Nevins, By All Means Travel
Sean Plemons, Visit Gainesville
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 10:04 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

Steven Dopp requested that review of a draft project list for the Fiscal Year 2018-19 Regional Rural Development Grant be added to the agenda.

ACTION: Katrina Richardson moved and Dave Mecusker seconded to amend the agenda to add the review of a draft project list for the Fiscal Year 2018-19 Regional Rural Development Grant be added to the agenda and to approve the agenda as amended. The motion passed unanimously.

III. APPROVAL OF THE OCTOBER 19, 2017 MINUTES

Chair Taylor asked for approval of the October 19, 2017 meeting minutes.

ACTION: Paula Vann moved and Ms. Richardson seconded to approve the minutes as circulated. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report Review and Approval

1. Revised July 31, 2017
2. August 31, 2017
3. September 30, 2017

The Task Force agreed by consensus to group these items for purposes of review. Treasurer Mecusker presented the monthly financial reports.

ACTION: Ms. Richardson moved and Susie Page seconded to approve the revised monthly July 31, 2017 financial report, the August 31, 2017 monthly financial report and the September 30, 2017 monthly financial report as circulated. The motion passed unanimously.

ACTION: Carol McQueen moved and Ms. Richardson seconded to include larger copies of cancelled checks in the monthly financial report. The motion passed unanimously.

b. Amended Fiscal Year 2017-18 Budget Review and Approval

Mr. Dopp presented the amended Fiscal Year 2017-18 Task Force budget.

ACTION: Ms. Vann moved and Ms. Page seconded to approve the amended Fiscal Year 2017-18 Task Force budget. The motion passed unanimously.

2. Nominating Committee and Election of Officers
 - a. Election of Chair
 - b. Election of Vice-Chair
 - c. Election of Secretary/Treasurer

ACTION: Ms. McQueen moved and Ms. Richardson seconded to approve Dawn Taylor as Chair, Susie Page as Vice-Chair and Mr. Mecusker as Secretary/Treasurer for a two-year term. The motion passed unanimously.

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

1. Scope of Work

No discussion occurred under this agenda item.

2. Website Enhancements and Digital Advertising Campaign Update

Mr. Dopp reported that the Task Force had paid Jumpem one-half of the contract amount for a draft of the website enhancements as well as one-half of the contract amount for completion of one-half of the digital advertising campaign.

3. Blogs

No discussion occurred under this agenda item.

4. Photography

No discussion occurred under this agenda item.

5. Suwannee River Wilderness Trail Paddling Guide Reprint

Mr. Dopp reported that the Task Force has executed a contract with Allegra-Altamonte Springs for the printing of 5,300 copies of the Suwannee River Wilderness Trail Paddling Guide.

6. VisaVues

Mr. Dopp reported that the Task Force has received the third quarter VisaVues report.

7. Winter 2017 eNewsletter

Mr. Dopp requested that Task Force members send suggestions for articles and events for the winter eNewsletter to the Task Force intern.

The Task Force agreed by consensus to place links to all county Tourist Development Council websites at the bottom of every eNewsletter.

8. Authorization to Submit Third Quarter Report and Reimbursement

Mr. Dopp presented the Third Quarter Report and reimbursement request.

ACTION: Ms. Richardson moved and Ms. Vann seconded to approve and submit the Third Quarter Report and reimbursement request as circulated. The motion passed unanimously.

C. Fiscal Year 2017-18 Regional Rural Development Grant

1. Mr. Dopp stated that the Florida Department of Economic Opportunity had approved the Task Force Fiscal Year 2017-018 Regional Rural Development Grant application.

Mr. Dopp stated that Helinger was no longer distributing brochures along Interstate Highway 75 in Georgia. He stated that the Task Force would either have to decide whether to stop distributing brochures along Interstate Highway 75 in Georgia or use the remaining sole source vendor, CTM. He noted that CTM charged approximately \$1,500 per quarter whereas Helinger charged \$450 per quarter. He noted that the 2017-18 Regional Rural Development Grant budgeted \$450 per quarter for brochure distribution in Georgia.

The Task Force agreed by consensus to contract with CTM for brochure distribution in Georgia along Interstate Highway 75 between Atlanta and the Georgia-Florida border.

Mr. Dopp distributed a proposed Request for Proposals for the 2018 Marketing Project which consisted of \$6,000 for one-year website hosting and maintenance, \$15,000 for the development of a reservation/pseudo-reservation system for the Task Force website and \$16,500 for a digital advertising campaign. He requested the Task Force to authorize distribution of the Request for Proposals, to authorize the Marketing Committee to rank and select the winning proposer, to authorize staff to enter into a contract with the highest-ranking proposer, and if unable to enter into a contract with the highest-ranking proposer, to enter into a contract with the next highest-ranking proposer, repeating this process until a contract with the highest-ranking proposer with which a contract can be executed.

ACTION: Ms. Vann moved and Ms. Richardson seconded to:

- 1) **Delete the reservation/pseudo-reservation system from the Request for Proposals;**
- 2) **Re-allocate \$4,000 formally allocated to the reservation/pseudo-reservation system to brochure distribution;**
- 3) **Re-allocate \$10,000 from the reservation/pseudo-reservation system to the digital advertising campaign;**
- 4) **Authorize distribution of the Request for Proposals as modified; and**

- 5) Authorize the Marketing Committee to rank and select the winning proposer, to authorize staff to enter into a contract with the highest-ranking proposer, and if unable to enter into a contract with the highest-ranking proposer, to enter into a contract with the next highest-ranking proposer, repeating this process until a contract with the highest-ranking proposer with which a contract can be executed.**

The motion passed unanimously.

- D. Fiscal Year 2018-19 Florida Department of Economic Opportunity Regional Rural Development Grant

Mr. Dopp distributed a proposed project list for a 2018-19 Florida Department of Economic Opportunity Regional Rural Development Grant.

It was agreed by consensus to add the \$25,000 Connect Travel Complete for small-market Destination Marketing Organizations to the project list.

- E. VISIT FLORIDA Grants

1. VISIT FLORIDA - North Central Florida Fiscal Year 2016-17
Rural Area of Opportunity Partnership Program

Mr. Dopp stated that the Task Force has been reimbursed by VISIT FLORIDA for the 2016-17 travel show season.

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

Mr. Dopp stated that the Task Force has received a \$40,000 advance payment from VISIT FLORIDA for the 2017-18 travel show season.

Will Sexton exited the meeting at this time.

- a. Travel Shows and Travel Show Assignments

Donna Creamer stated that Mr. Mecusker was unable to attend F.r.e.e Messe Munich.

It was agreed by consensus to replace Mr. Mecusker with the Alternate, Donna Creamer, for Fr.e.e Messe Munich.

Roland Long stated he was unable to attend the Chicago RV and Camping Show.

It was agreed by consensus to replace Mr. Loog with the Alternate, Ron Gormoll, for the Chicago RV and Camping Show.

Ms. Creamer stated that Phyllis Williams was unable to attend the London Telegraph Bike and Adventure Show. She further stated that Mr. Gromoll, the Alternate designated for the show, was also unable to attend the show.

The Committee agreed by consensus for Ms. Creamer to find a replacement for Ms. Williams.

It was agreed by consensus to appoint Ms. Vann as the Leader for Bike Expo New York.

Carol McQueen stated that she was resigning from her position as Executive Director of the Levy County Visitors Bureau and is unable to serve as booth staff to the Atlanta Camping and RV Show nor as the Alternate to the Chicago RV and Camping Show, the Toronto Outdoor Adventure Show and the F.re.e Messe Munich Show.

The Task Force agreed by consensus to replace Ms. McQueen with Ron Gromoll for the Atlanta Camping and RV Show.

The Task Force agreed by consensus to designate Mr. Gromoll as the Alternate for the Chicago RV and Camping Show.

No assignments were made by the Task Force for the Alternate positions for the Toronto Outdoor Adventure Show or the F.re.e Messe Munich Show.

Pat Watson stated that she could not serve as the Alternate for the London Telegraph Bike and Travel Show.

Mr. Dopp recommended that the Task Force use its reserves to pay for Lois Nevins to attend the Boston Globe Travel Show and to add a third exhibitor to the show using funds from VISIT FLORIDA.

ACTION: Ms. McQueen moved and Ms. Vann seconded to limit travel show attendees to Task Force members and representatives designated by the Task Force. The motion passed unanimously.

ACTION: Ms. McQueen moved and Ms. Vann seconded to designate Cody Gray, Roland Loog and Tommy Thompson, as designated representatives of the Task Force for purposes of representing the Task Force at travel shows. The motion passed unanimously.

ACTION: Mr. Mecusker moved and Ms. Page seconded that Lois Nevins represent the Task Force at the Boston Globe Travel Show 2018 and to reimburse her expenses using Regional Rural Development Grant funds. The motion failed with 4 yeas and 5 nays.

ACTION: Ms. Vann moved and Ms. McQueen seconded that Lois Nevins represent the Task Force at the Atlanta RV and Camping Show 2018 as a one-time designee and to reimburse her expenses using Regional Rural Development Grant funds. The motion passed unanimously.

F. VISIT FLORIDA Monthly Report

1. Updated Task Force Member Contact Information

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

V. NEW BUSINESS

A. Lodging Guide

Mr. Dopp distributed a draft of a Lodging Guide brochure for distribution at travel shows.

The Task Force agreed by consensus to modify the brochure to list all lodging accommodations listed on County Tourist Development Council websites and to list under each city a link to the applicable Tourist Development Council website.

B. Calendar Year 2018 Meeting Locations - Requests for Members to Host Meetings

Task Force members agreed by consensus to the following meeting location schedule for 2018.

January 18, 2018:	Alachua County
February 15, 2018	Not Yet Assigned
March 15, 2018	Not Yet Assigned
April 19, 2018	Jefferson County
May 17, 2018	Levy County
June 21, 2018	Hamilton County
July 19, 2018	Lafayette County
August 16, 2018	Madison County
September 20, 2018	VISIT FLORIDA
October 18, 2018	Taylor County
November 15, 2018	Not Yet Assigned
December 20, 2018	Alachua County (if needed)

VI. LEADERSHIP FORUM

No Leadership Forum was held.

VII. ADJOURNMENT

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., January 18, 2018 at a location to be determined in Alachua County.

The meeting adjourned at 1:30 p.m.

Dawn Taylor, Chair

1/18/18
Date

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

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Visit Natural
NORTH FLORIDA

The Original Florida Tourism Task Force

Balance Sheet

As of October 31, 2017

	<u>Oct 31, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	122,639.48
Total Checking/Savings	122,639.48
Accounts Receivable	
Accounts Receivable	102,921.52
Total Accounts Receivable	102,921.52
Other Current Assets	
Prepaid Expense	937.00
Prepaid Registration Fees	24,024.85
Total Other Current Assets	24,961.85
Total Current Assets	250,522.85
TOTAL ASSETS	<u>250,522.85</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	86,604.95
Total Accounts Payable	86,604.95
Other Current Liabilities	
Contract Advance	40,000.00
Total Other Current Liabili...	40,000.00
Total Current Liabilities	126,604.95
Total Liabilities	126,604.95
Equity	
Unrestricted Earnings	71,932.31
Net Income	51,985.59
Total Equity	123,917.90
TOTAL LIABILITIES & EQUITY	<u>250,522.85</u>

1:25 PM

11/13/17

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 10/31/2017

	Oct 31, 17
Beginning Balance	14,733.89 ✓
Cleared Transactions	
Checks and Payments - 13 ite...	-18,498.91 ✓
Deposits and Credits - 5 items	153,033.73 ✓
Total Cleared Transactions	134,534.82
Cleared Balance	149,268.71 ✓
Uncleared Transactions	
Checks and Payments - 3 items	-26,629.23
Total Uncleared Transactions	-26,629.23
Register Balance as of 10/31/2017	122,639.48
New Transactions	
Checks and Payments - 4 items	-87,830.18
Total New Transactions	-87,830.18
Ending Balance	34,809.30

KAP
11-13-17

1:25 PM

11/13/17

**The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 10/31/2017**

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						14,733.89
Cleared Transactions						
Checks and Payments - 13 items						
Bill Pmt -Check	09/21/2017	1206	Chocklett Press	X	-4,000.00	-4,000.00
Bill Pmt -Check	09/21/2017	1208	National Event M...	X	-3,426.37	-7,426.37
Bill Pmt -Check	09/21/2017	1209	RenaissancePrin...	X	-2,497.20	-9,923.57
Bill Pmt -Check	09/21/2017	1207	Hardman Produc...	X	-1,300.00	-11,223.57
Bill Pmt -Check	09/21/2017	1214	United Parcel Se...	X	-3.83	-11,227.40
Bill Pmt -Check	09/28/2017	1216	Unicomm, LLC	X	-300.00	-11,527.40
Bill Pmt -Check	09/28/2017	1215	KoonsS	X	-250.00	-11,777.40
Bill Pmt -Check	09/28/2017	1217	United Parcel Se...	X	-3.84	-11,781.24
Bill Pmt -Check	10/12/2017	1220	Chocklett Press	X	-4,000.00	-15,781.24
Bill Pmt -Check	10/12/2017	1219	Two Tree, Inc.	X	-935.00	-16,716.24
Bill Pmt -Check	10/12/2017	1218	JS Design Studio	X	-470.00	-17,186.24
Check	10/25/2017		Capital City Bank	X	-14.41	-17,200.65
Bill Pmt -Check	10/26/2017	1222	NCFRPC	X	-1,298.26	-18,498.91
Total Checks and Payments					-18,498.91	-18,498.91
Deposits and Credits - 5 items						
Deposit	10/10/2017			X	2,000.00	2,000.00
Deposit	10/13/2017			X	40,000.00	42,000.00
Deposit	10/24/2017			X	1,000.00	43,000.00
Deposit	10/25/2017			X	34,388.98	77,388.98
Deposit	10/31/2017			X	75,644.75	153,033.73
Total Deposits and Credits					153,033.73	153,033.73
Total Cleared Transactions					134,534.82	134,534.82
Cleared Balance					134,534.82	149,268.71
Uncleared Transactions						
Checks and Payments - 3 items						
Bill Pmt -Check	09/21/2017	1205	Boston Globe Tr...		-3,020.00	-3,020.00
Bill Pmt -Check	09/21/2017	1212	Telegraph Event...		-2,609.23	-5,629.23
Bill Pmt -Check	10/26/2017	1221	JUMPEM		-21,000.00	-26,629.23
Total Checks and Payments					-26,629.23	-26,629.23
Total Uncleared Transactions					-26,629.23	-26,629.23
Register Balance as of 10/31/2017					107,905.59	122,639.48
New Transactions						
Checks and Payments - 4 items						
Bill Pmt -Check	11/09/2017	1225	NCFRPC		-85,315.18	-85,315.18
Bill Pmt -Check	11/09/2017	1223	Florida Suncoast...		-1,500.00	-86,815.18
Bill Pmt -Check	11/09/2017	1226	Two Tree, Inc.		-765.00	-87,580.18
Bill Pmt -Check	11/09/2017	1224	JS Design Studio		-250.00	-87,830.18
Total Checks and Payments					-87,830.18	-87,830.18
Total New Transactions					-87,830.18	-87,830.18
Ending Balance					20,075.41	34,809.30



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SK AD

00006093 FCC31545110117171841 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PLACE
GAINESVILLE FL 32653-1603

Date 10/31/17
Primary Account

Page 1
XXXXXXX2204



We are lending. Apply today for personal, business and commercial loans. Hacemos prestamos. Prestamos personales, prestamos comerciales y prestamos para negocios. Aplique hoy. * Equal Housing Lender

CHECKING ACCOUNT

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

Images
Statement Dates 10/02/17 thru 10/31/17
Days in this Statement Period
Avg Ledger Balance
Avg Collected Balance
17
30
41,464.78
33,796.99
XXXXXXX2204
14,733.89 ✓
153,033.73 ✓
18,498.91 ✓
.00
.00
149,268.71 ✓

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
10/10	Deposit	2,000.00 ✓
10/13	Deposit	40,000.00 ✓
10/24	Deposit	1,000.00 ✓
10/25	Deposit	34,388.98 ✓
10/31	Deposit	75,644.75 ✓

OTHER DEBITS

Date	Description	Amount
10/25	Account Analysis Charge	14.41- ✓

RECEIVED

NOV 06 2017

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL





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

Date 10/31/17
Primary Account

Page 2
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER					
Date	Check No	Amount	Date	Check No	Amount
10/02	1206	4,000.00	10/06	1216	300.00 ✓
10/12	1207	1,300.00	10/11	1217	3.84 ✓
10/04	1208	3,426.37	10/27	1218	470.00 ✓
10/23	1209	2,497.20	10/18	1219	935.00 ✓
10/02	1214*	3.83	10/25	1220	4,000.00 ✓
10/16	1215	250.00	10/27	1222*	1,298.26 ✓

* Denotes missing check numbers

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
10/02	10,730.06	10/12	7,699.85	10/24	45,017.65
10/04	7,303.69	10/13	47,699.85	10/25	75,392.22
10/06	7,003.69	10/16	47,449.85	10/27	73,623.96
10/10	9,003.69	10/18	46,514.85	10/31	149,268.71
10/11	8,999.85	10/23	44,017.65		

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

00006093-0011695-0002-0005-FCC31545110117171841-01-L



DEPOSIT TICKET

THE ORIGINAL FLORIDA TOURISM TRADING POST CHECK

Capital City Bank

DATE 10-10-17

CURRENCY CON

AMOUNT \$ 2,000.00

1063100688 0224792204 131

0 10/10/2017 \$2,000.00

DEPOSIT TICKET

THE ORIGINAL FLORIDA TOURISM TRADING POST CHECK

Capital City Bank

DATE 10-13-17

CURRENCY CON

AMOUNT \$ 40,000.00

1063100688 0224792204 131

0 10/13/2017 \$40,000.00

DEPOSIT TICKET

THE ORIGINAL FLORIDA TOURISM TRADING POST CHECK

Capital City Bank

DATE 10-24-17

CURRENCY CON

AMOUNT \$ 1,000.00

1063100688 0224792204 131

0 10/24/2017 \$1,000.00

DEPOSIT TICKET

THE ORIGINAL FLORIDA TOURISM TRADING POST CHECK

Capital City Bank

DATE 10-25-17

CURRENCY CON

AMOUNT \$ 34,388.98

1063100688 0224792204 131

0 10/25/2017 \$34,388.98

DEPOSIT TICKET

THE ORIGINAL FLORIDA TOURISM TRADING POST CHECK

Capital City Bank

DATE 10-31-17

CURRENCY CON

AMOUNT \$ 75,644.75

1063100688 0224792204 131

0 10/31/2017 \$75,644.75

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TRADING POST CHECK

Capital City Bank

DATE 10-02-17

CURRENCY CON

AMOUNT \$ 4,000.00

1063100688 0224792204 131

1206 10/02/2017 \$4,000.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TRADING POST CHECK

Capital City Bank

DATE 10-12-17

CURRENCY CON

AMOUNT \$ 1,300.00

1063100688 0224792204 131

1207 10/12/2017 \$1,300.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TRADING POST CHECK

Capital City Bank

DATE 10-04-17

CURRENCY CON

AMOUNT \$ 3,426.37

1063100688 0224792204 131

1208 10/04/2017 \$3,426.37

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TRADING POST CHECK

Capital City Bank

DATE 10-23-17

CURRENCY CON

AMOUNT \$ 2,497.20

1063100688 0224792204 131

1209 10/23/2017 \$2,497.20

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TRADING POST CHECK

Capital City Bank

DATE 10-02-17

CURRENCY CON

AMOUNT \$ 3.83

1063100688 0224792204 131

1214 10/02/2017 \$3.83

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TRADING POST CHECK

Capital City Bank

DATE 10-16-17

CURRENCY CON

AMOUNT \$ 250.00

1063100688 0224792204 131

1215 10/16/2017 \$250.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TRADING POST CHECK

Capital City Bank

DATE 10-06-17

CURRENCY CON

AMOUNT \$ 300.00

1063100688 0224792204 131

1216 10/06/2017 \$300.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FENCE
2008 NW 8TH PLACE
GAINESVILLE, FLORIDA 32603-1903
888.366.2288

Capital City Bank 1217

9/29/2017

PAY TO THE ORDER OF United Parcel Service \$ 3.84

Three and 89/100 DOLLARS

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

SSPK

⑈001217⑈ ⑈063100688⑈ 0224792204⑈

1217 10/11/2017 \$3.84

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FENCE
2008 NW 8TH PLACE
GAINESVILLE, FLORIDA 32603-1903
888.366.2288

Capital City Bank 1218

10/12/2017

PAY TO THE ORDER OF J&D Design Studio \$ 470.00

Four Hundred Seventy and 00/100 DOLLARS

J&D Design Studio
710 NE 5th Terrace
Gainesville, FL 32601

SSPK

⑈001218⑈ ⑈063100688⑈ 0224792204⑈

1218 10/27/2017 \$470.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FENCE
2008 NW 8TH PLACE
GAINESVILLE, FLORIDA 32603-1903
888.366.2288

Capital City Bank 1219

10/12/2017

PAY TO THE ORDER OF Two Tree, Inc. \$ 935.00

Nine Hundred Thirty-Five and 00/100 DOLLARS

Two Tree, Inc.
Tonyony Thompson
26-A NW 32nd Court
Gainesville, FL 32607

SSPK

⑈001219⑈ ⑈063100688⑈ 0224792204⑈

1219 10/18/2017 \$935.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FENCE
2008 NW 8TH PLACE
GAINESVILLE, FLORIDA 32603-1903
888.366.2288

Capital City Bank 1220

10/12/2017

PAY TO THE ORDER OF Checkcraft Press \$ 4,000.00

Four Thousand and 00/100 DOLLARS

Checkcraft Press
2022 Nicholas Avenue
Roanoke, VA 24012

SSPK

⑈001220⑈ ⑈063100688⑈ 0224792204⑈

1220 10/25/2017 \$4,000.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FENCE
2008 NW 8TH PLACE
GAINESVILLE, FLORIDA 32603-1903
888.366.2288

Capital City Bank 1222

10/25/2017

PAY TO THE ORDER OF N. Central FL Regional Planning Council \$ 1,298.26

One Thousand Two Hundred Ninety-Eight and 25/100 DOLLARS

N. Central FL Regional Planning Council
2000 NW 87th Place
Gainesville, FL 32603-1903

SSPK

⑈001222⑈ ⑈063100688⑈ 0224792204⑈

1222 10/27/2017 \$1,298.26

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of October 31, 2017

(These financial statements are unaudited)

	Budget	October 2017	Year to Date	Over/(Under) Budget
Income				
Co-op Regional Marketing Program Fee	53,000.00	53,000.00	53,000.00	0.00
DEO Rural Development Grant 16/17	57,800.00	25,000.00	25,000.00	(32,800.00)
DEO Rural Development Grant 17/18	128,700.00	0.00	0.00	(128,700.00)
VisitFlorida Rural Area Opportunity Grant 17/18	129,000.00	0.00	0.00	(129,000.00)
VisitFlorida Rural Area Opportunity 17/18 In-Kind	17,300.00	0.00	0.00	(17,300.00)
Other	0.00	0.00	0.00	0.00
Total Income	385,800.00	78,000.00	78,000.00	(307,800.00)
Expenses				
Marketing				
Planning				
VisaVues Domestic & International	5,100.00	0.00	0.00	(5,100.00)
Total Planning	5,100.00	0.00	0.00	(5,100.00)
Collateral Materials				
Print Ultimate Bicycle Guide	2,750.00	0.00	0.00	(2,750.00)
Design/Print New Regional Brochure	8,500.00	4,000.00	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	0.00	(1,200.00)
Update & Print Suwannee River Wilderness Guide	8,600.00	0.00	0.00	(8,600.00)
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	4,000.00	4,000.00	(26,800.00)
Website				
Revise Homepage	30,000.00	15,000.00	15,000.00	(15,000.00)
Ultimate Springs Guide Maintenance	1,400.00	0.00	0.00	(1,400.00)
Website Pesudo-Reservation System	13,000.00	0.00	0.00	(13,000.00)
Web Hosting Services	8,000.00	0.00	0.00	(8,000.00)
Photography	2,000.00	1,000.00	1,000.00	(1,000.00)
Website Blogs - Five Blog Categories	5,100.00	0.00	0.00	(5,100.00)
Total Website	59,500.00	16,000.00	16,000.00	(43,500.00)
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	0.00	(5,000.00)
Popup and/or Cloth Displays - VF In-Kind	5,000.00	0.00	0.00	(5,000.00)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of October 31, 2017

(These financial statements are unaudited)

	Budget	October 2017	Year to Date	Over/(Under) Budget
Welcome Center Rack Space - VF In-Kind	800.00	0.00	0.00	(800.00)
State Park Guides & State Maps-VF In-Kind	2,000.00	0.00	0.00	(2,000.00)
Shipping Berlin & London - VF In-Kind	1,000.00	0.00	0.00	(1,000.00)
VF Washington Travel & Adventure Show	7,050.00	0.00	0.00	(7,050.00)
VF Atlanta RV & Camping Show	4,425.00	0.00	0.00	(4,425.00)
VF New York Times Travel Show	5,200.00	0.00	0.00	(5,200.00)
New York Times Travel Show - VF In-Kind	3,500.00	0.00	0.00	(3,500.00)
VF Boston Globe Travel Show	8,800.00	0.00	0.00	(8,800.00)
VF Chicago Travel & Adventure Show	7,825.00	0.00	0.00	(7,825.00)
VF Chicago RV & Camping Show	8,400.00	0.00	0.00	(8,400.00)
VF F.re.e. Messe Munich	17,300.00	0.00	0.00	(17,300.00)
VF London Telegraph Bike & Travel Show	13,000.00	0.00	0.00	(13,000.00)
VF Tronto Outdoor Adventure Show	9,825.00	0.00	0.00	(9,825.00)
VF Berlin ITB Trade Show	9,450.00	0.00	0.00	(9,450.00)
Berlin ITB Trade Show - VF In-Kind	5,000.00	0.00	0.00	(5,000.00)
VF Canoecon Madison, WI	5,725.00	0.00	0.00	(5,725.00)
VF Philadelphia Travel Expo	7,650.00	0.00	0.00	(7,650.00)
VF Midwest Mountaineering Spring Expo	4,525.00	0.00	0.00	(4,525.00)
Hershey RV Show	6,500.00	0.00	0.00	(6,500.00)
Bike Expo New York	6,500.00	0.00	0.00	(6,500.00)
Total Trade Shows	144,475.00	0.00	0.00	(144,475.00)
Advertising				
Digital Advertising Campaign	13,500.00	6,000.00	6,000.00	(7,500.00)
Quarterly eNewsletters	4,000.00	0.00	0.00	(4,000.00)
Undiscovered Florida & Other Co-op Ads	12,750.00	0.00	0.00	(12,750.00)
Brochure Distribution	8,325.00	0.00	0.00	(8,325.00)
Total Advertising	38,575.00	6,000.00	6,000.00	(32,575.00)
Total Marketing Expenses	282,200.00	26,000.00	26,000.00	(256,200.00)
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	0.00	(18,850.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	0.00	(12,500.00)
Bank Charges	200.00	0.00	0.00	(200.00)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	0.00	(300.00)
Other Admin Expenses Miscellaneous	2,000.00	0.00	0.00	(2,000.00)
Postage	300.00	0.00	0.00	(300.00)
VF Travel Show Service Program Fee	14,300.00	0.00	0.00	(14,300.00)
Telephone	300.00	0.00	0.00	(300.00)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of October 31, 2017

(These financial statements are unaudited)

	Budget	October 2017	Year to Date	Over/(Under) Budget
Total Administration	54,700.00	0.00	0.00	(54,700.00)
Memberships				
Visit Florida	500.00	0.00	0.00	(500.00)
Southeast Tourism Society	350.00	0.00	0.00	(350.00)
Florida Outdoor Writers Association	350.00	0.00	0.00	(350.00)
Total Memberships	1,200.00	0.00	0.00	(1,200.00)
Professional Enhancement				
SE Tourism Society Marketing College	11,000.00	0.00	0.00	(11,000.00)
Governor's Tourism Conference	1,900.00	0.00	0.00	(1,900.00)
Total Professional Enhancement	12,900.00	0.00	0.00	(12,900.00)
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
Total Internships	12,500.00	0.00	0.00	(12,500.00)
Retained Reserves				
Retained Reserves	22,300.00	0.00	0.00	(22,300.00)
Total Retained Reserves	22,300.00	0.00	0.00	(22,300.00)
Total NonMarketing Expenses	103,600.00	0.00	0.00	(103,600.00)
Total Expenses	385,800.00	26,000.00	26,000.00	(359,800.00)
Net Income	0.00	52,000.00	52,000.00	52,000.00

5:14 PM
01/08/18
Accrual Basis

The Original Florida Tourism Task Force

Balance Sheet

As of November 30, 2017

	<u>Nov 30, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	44,012.25
Total Checking/Savings	44,012.25
Accounts Receivable	
Accounts Receivable	80,921.52
Total Accounts Receivable	80,921.52
Other Current Assets	
Prepaid Expense	2,693.58
Prepaid Registration Fees	25,273.85
Total Other Current Assets	27,967.43
Total Current Assets	152,901.20
TOTAL ASSETS	<u>152,901.20</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	2,867.11
Total Accounts Payable	2,867.11
Other Current Liabilities	
Contract Advance	40,000.00
Total Other Current Liabili...	40,000.00
Total Current Liabilities	42,867.11
Total Liabilities	42,867.11
Equity	
Unrestricted Earnings	71,932.31
Net Income	38,101.78
Total Equity	110,034.09
TOTAL LIABILITIES & EQUITY	<u>152,901.20</u>

3:40 PM

12/11/17

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 11/30/2017

	Nov 30, 17
Beginning Balance	149,268.71 ✓
Cleared Transactions	
Checks and Payments - 8 items	-122,312.46 ✓
Deposits and Credits - 1 item	22,000.00 ✓
Total Cleared Transactions	-100,312.46
Cleared Balance	48,956.25 ✓
Uncleared Transactions	
Checks and Payments - 4 items	-4,944.00
Total Uncleared Transactions	-4,944.00
Register Balance as of 11/30/2017	44,012.25
New Transactions	
Checks and Payments - 2 items	-1,516.48
Total New Transactions	-1,516.48
Ending Balance	42,495.77

RJP
12-11-17



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SK AD



00001554 FCC31545120117123706 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PLACE
GAINESVILLE FL 32653-1603

Date 11/30/17
Primary Account

Page 1
XXXXXXXX2204

We are lending. Apply today for personal, business and commercial loans. Hacemos prestamos. Prestamos personales, prestamos comerciales y prestamos para negocios. Aplique hoy. * Equal Housing Lender

CHECKING ACCOUNT

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

XXXXXXXX2204
149,268.71 ✓
22,000.00 ✓
122,312.46 ✓
.00
.00
48,956.25 ✓

Images
Statement Dates 11/01/17 thru 11/30/17 8
Days in this Statement Period 30
Avg Ledger Balance 89,030.78
Avg Collected Balance 88,464.11

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
11/16	Deposit	22,000.00 ✓

OTHER DEBITS

Date	Description	Amount
11/24	Account Analysis Charge	18.81- ✓

RECEIVED

DEC 06 2017

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL





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

Date 11/30/17
Primary Account

Page 2
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER					
Date	Check No	Amount	Date	Check No	Amount
11/07	1212	2,609.23	11/15	1226	765.00 ✓
11/02	1221*	21,000.00	11/17	1227	10,500.00 ✓
11/15	1223*	1,500.00	11/27	1228	604.24 ✓
11/16	1225*	85,315.18			

* Denotes missing check numbers

DAILY BALANCE INFORMATION

Date	Balance	Date	Balance	Date	Balance
11/01	149,268.71	11/15	123,394.48	11/24	49,560.49
11/02	128,268.71	11/16	60,079.30	11/27	48,956.25
11/07	125,659.48	11/17	49,579.30		

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

00001554-0002550-0002-0004-FCC31545120117123706-01-L



The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of November 30, 2017

(These financial statements are unaudited)

	Budget	November 2017	Year to Date	Over/(Under) Budget
Income				
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	25,000.00	(32,800.00)
DEO Rural Development Grant 17/18	128,700.00	0.00	0.00	(128,700.00)
VisitFlorida Rural Area Opportunity Grant 17/18	129,000.00	0.00	0.00	(129,000.00)
VisitFlorida Rural Area Opportunity 17/18 In-Kind	17,300.00	0.00	0.00	(17,300.00)
Other	0.00	0.00	0.00	0.00
Total Income	385,800.00	0.00	78,000.00	(307,800.00)
Expenses				
Marketing				
Planning				
VisaVues Domestic & International	5,100.00	0.00	0.00	(5,100.00)
Total Planning	5,100.00	0.00	0.00	(5,100.00)
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	0.00	(1,200.00)
Update & Print Suwannee River Wilderness Guide	8,600.00	10,750.00	10,750.00	2,150.00
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	10,750.00	14,750.00	(16,050.00)
Website				
Revise Homepage	30,000.00	0.00	15,000.00	(15,000.00)
Ultimate Springs Guide Maintenance	1,400.00	0.00	0.00	(1,400.00)
Website Pseudo-Reservation System	13,000.00	0.00	0.00	(13,000.00)
Web Hosting Services	8,000.00	0.00	0.00	(8,000.00)
Photography	2,000.00	0.00	1,000.00	(1,000.00)
Website Blogs - Five Blog Categories	5,100.00	1,615.00	1,615.00	(3,485.00)
Total Website	59,500.00	1,615.00	17,615.00	(41,885.00)
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	0.00	(5,000.00)
Popup and/or Cloth Displays - VF In-Kind	5,000.00	0.00	0.00	(5,000.00)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of November 30, 2017

(These financial statements are unaudited)

	Budget	November 2017	Year to Date	Over/(Under) Budget
Welcome Center Rack Space - VF In-Kind	800.00	0.00	0.00	(800.00)
State Park Guides & State Maps-VF In-Kind	2,000.00	0.00	0.00	(2,000.00)
Shipping Berlin & London - VF In-Kind	1,000.00	0.00	0.00	(1,000.00)
VF Washington Travel & Adventure Show	7,050.00	0.00	0.00	(7,050.00)
VF Atlanta RV & Camping Show	4,425.00	0.00	0.00	(4,425.00)
VF New York Times Travel Show	5,200.00	0.00	0.00	(5,200.00)
New York Times Travel Show - VF In-Kind	3,500.00	0.00	0.00	(3,500.00)
VF Boston Globe Travel Show	8,800.00	0.00	0.00	(8,800.00)
VF Chicago Travel & Adventure Show	7,825.00	0.00	0.00	(7,825.00)
VF Chicago RV & Camping Show	8,400.00	0.00	0.00	(8,400.00)
VF F.re.e. Messe Munich	17,300.00	0.00	0.00	(17,300.00)
VF London Telegraph Bike & Travel Show	13,000.00	0.00	0.00	(13,000.00)
VF Tronto Outdoor Adventure Show	9,825.00	0.00	0.00	(9,825.00)
VF Berlin ITB Trade Show	9,450.00	0.00	0.00	(9,450.00)
Berlin ITB Trade Show - VF In-Kind	5,000.00	0.00	0.00	(5,000.00)
VF Canoecon Madison, WI	5,725.00	0.00	0.00	(5,725.00)
VF Philadelphia Travel Expo	7,650.00	0.00	0.00	(7,650.00)
VF Midwest Mountaineering Spring Expo	4,525.00	0.00	0.00	(4,525.00)
Hershey RV Show	6,500.00	0.00	0.00	(6,500.00)
Bike Expo New York	6,500.00	0.00	0.00	(6,500.00)
Total Trade Shows	144,475.00	0.00	0.00	(144,475.00)
Advertising				
Digital Advertising Campaign	13,500.00	0.00	6,000.00	(7,500.00)
Quarterly eNewsletters	4,000.00	0.00	0.00	(4,000.00)
Undiscovered Florida & Other Co-op Ads	12,750.00	0.00	0.00	(12,750.00)
Brochure Distribution	8,325.00	1,500.00	1,500.00	(6,825.00)
Total Advertising	38,575.00	1,500.00	7,500.00	(31,075.00)
Total Marketing Expenses	282,200.00	13,865.00	39,865.00	(242,335.00)
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	0.00	(18,850.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	0.00	(12,500.00)
Bank Charges	200.00	18.81	18.81	(181.19)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	0.00	(300.00)
Other Admin Expenses Miscellaneous	2,000.00	0.00	0.00	(2,000.00)
Postage	300.00	0.00	0.00	(300.00)
VF Travel Show Service Program Fee	14,300.00	0.00	0.00	(14,300.00)
Telephone	300.00	0.00	0.00	(300.00)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of November 30, 2017

(These financial statements are unaudited)

	Budget	November 2017	Year to Date	Over/(Under) Budget
Total Administration	<u>54,700.00</u>	<u>18.81</u>	<u>18.81</u>	<u>(54,681.19)</u>
Memberships				
Visit Florida	500.00	0.00	0.00	(500.00)
Southeast Tourism Society	350.00	0.00	0.00	(350.00)
Florida Outdoor Writers Association	350.00	0.00	0.00	(350.00)
Total Memberships	<u>1,200.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(1,200.00)</u>
Professional Enhancement				
SE Tourism Society Marketing College	11,000.00	0.00	0.00	(11,000.00)
Governor's Tourism Conference	1,900.00	0.00	0.00	(1,900.00)
Total Professional Enhancement	<u>12,900.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,900.00)</u>
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
Total Internships	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,500.00)</u>
Retained Reserves				
Retained Reserves	22,300.00	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>18.81</u>	<u>18.81</u>	<u>(103,581.19)</u>
Total Expenses	<u>385,800.00</u>	<u>13,883.81</u>	<u>39,883.81</u>	<u>(345,916.19)</u>
Net Income	<u>0.00</u>	<u>(13,883.81)</u>	<u>38,116.19</u>	<u>38,116.19</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><u>Cooperative Regional Marketing Program Fees:</u></i>	
Alachua County	\$15,000
Bradford County	\$3,000
Columbia County	\$8,000
Dixie County	\$2,000
Gilchrist County	\$2,000
Hamilton County	\$1,000
Jefferson County	\$2,000
Lafayette County	\$1,000
Levy County	\$4,000
Madison County	\$3,000
Suwannee County	\$4,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$3,000
Subtotal	\$53,000
<i><u>Additional Revenue:</u></i>	
Department of Economic Opportunity Rural Development Grant, FY 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
<i><u>Expenditures</u></i>	
Bank Charges	\$200
Governor's Conference on Tourism	\$1,900
Legal Advertising	\$300
Legal Expenses	\$300
(1) Marketing Program for FY 2017-18	\$264,900
(2) Memberships	\$1,200
Miscellaneous	\$2,000
North Central Florida Regional Planning Council - Admin	\$49,500
Postage Expenses	\$300
Service Fee - VISIT FLORIDA Travel Show Program	\$14,300
Southeast Tourism Society Marketing College	\$11,000
Telephone	\$300
Unrestricted Reserve Fund - Constribution	\$22,300
TOTAL EXPENDITURES - CASH	\$368,500
(1) Marketing Program for FY 2017-18 - In-Kind	\$17,300
TOTAL EXPENDITURES - CASH AND IN-KIND	\$385,800
<i><u>Reserve Funds</u></i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$85,000
TOTAL RESERVE FUNDS	\$85,000

(1) See Marketing Budget Detail

(2) See Memberships Detail

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

Adopted 8/17/2017

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 Travel & 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

Attachment 1

SCOPE OF WORK

1. Project Description:

Section 288.018, Florida Statutes (F.S.), established the Regional Rural Development Grants Program ("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. Grant funds awarded under the Program may also be used by an economic development organization to provide technical assistance to businesses within the rural counties and communities it serves.

The Original Florida Tourism Task Force d/b/a Visit Natural North Florida ("Grantee") is a regionally-based organization promoting the natural, historic, and cultural attractions of a thirteen county region encompassing Alachua, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, Taylor, Union, and Wakulla counties (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:

In addition to all other requirements set forth in the Agreement and this Scope of Work, the Grantee shall:

A. Website Updates and Enhancements:

1. Make enhancements to its website to make it more usable and engaging, particularly to website users who use mobile devices;
2. Review and update its springs and bicycle microsites to improve accuracy; place additional springs and bicycle routes on the microsites as necessary;
3. Post blogs on its website to inform visitors of tourist-oriented attractions and facilities within the Region; and
4. Obtain high quality original photographs of natural, recreational, and cultural assets of the Region for use in print and on the Grantee's website.

B. Marketing and Promotion:

1. Attend domestic travel shows. At the shows, the Grantee will staff a booth; distribute brochures pertaining to the region; and, answer questions raised by show attendees. A maximum of two (2) Grantee representatives will staff the travel show booths;
2. Engage in an advertising campaign which will consist of online digital and/or print media advertising;
3. Distribute an electronic newsletter to interested consumers; and
4. Design and print a minimum of 35,000 pieces of hard-copy literature.

C. Professional Enhancement:

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

2. Grantee shall maintain memberships in professional organizations (e.g. the Southeast Tourism Society Marketing College, the Florida Governor's Tourism Conference, and the Florida Outdoor Writers Association Conference).
 - D. Provide administrative support, program management, time, and materials (e.g. rent, utilities, office supplies and other consumables, newspaper ads, copies, postage) ("Administrative Costs"). **Total Administrative Costs shall not exceed 15% of the grant award.**
 - E. **Match Requirement:** As required by section 288.018(1), F.S., Grantee shall secure and submit proof of match of non-state resources equivalent to the amount of the grant award.
 - F. Comply with Grantee's competitive procurement requirements when subcontracting for services under this Agreement.
 - G. Within thirty (30) calendar days after the end of each quarter (the "Reporting Quarter"), beginning with the quarter ending March 31, 2017, Grantee shall provide to DEO a written status report ("Quarterly Report") outlining progress in completion of the Project during the Reporting Quarter. Such Quarterly Reports shall include:
 1. A summary of work performed during the reporting period;
 2. Project expenditures since the Effective Date;
 3. The percentage of work completed for activities indicated in this Scope of Work;
 4. A summary and explanation of any changes in the Project budget;
 5. A summary and explanation of any other material changes that may affect the outcome of the Project, and
 6. A report on the use of Minority and Service-Disabled Veteran Business Enterprises as described in Section I.N.6 of the Agreement.
 - H. Submit invoices in accordance with the requirements stated in Section 5 of this Scope of Work.
 - I. Submit all quarterly reports and payment requests to Grantee's Board of Directors for review and approval prior to submitting any invoice to DEO for reimbursement. Invoices shall be signed by the Chairman of the Board of Directors. Grantee shall supply DEO with the meeting agenda showing the request for approval of the quarterly report and payment request, along with the meeting package including the quarterly report and the invoice submitted to DEO.
3. **DEO's Responsibilities:**
- A. 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;
 - B. Perform Agreement management responsibilities as stated herein;
 - C. Reply to reasonable inquires pursuant to the Agreement; and,
 - D. 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 Updates and Enhancements		
Tasks	Minimum Performance Measures and Required Documentation	Financial Consequences
Website enhancements in accordance with Scope of Work, Section 2.A.1.	Completion of draft website enhancements. Required Documentation: <ul style="list-style-type: none"> • Copy of contract with website developer including a scope of work or deliverable schedule; • Link to draft website • Invoice from website developer showing work completed in accordance with scope of work; and • Proof of payment. 	DEO shall withhold payment for failure to provide the minimum performance measures as specified.
	Completion of website enhancements. Required Documentation: <ul style="list-style-type: none"> • Invoice from website developer showing work completed in accordance with scope of work; • Link to finalized enhancements 	DEO shall withhold payment for failure to provide the minimum performance measures as specified.
Update Springs and Bicycle route microsites in accordance with Scope of Work, Section 2.A.2.	Completion of one (1) update or addition to springs or bicycle route microsite. Required Documentation: <ul style="list-style-type: none"> • Screenshot of updated springs or bicycle route microsite. 	DEO shall withhold payment for failure to make any microsite updates.
Post blogs on Grantee's website in accordance with Scope of Work, Section 2.A.3.	Post one (1) blog on Grantee's website. Required Documentation: <ul style="list-style-type: none"> • Copy of agreement with blogger; • Link to each blog; • Photographer release forms; • Model release forms; • Invoice from blogger; and • Proof of payment. 	DEO shall withhold payment for failure to post any blogs to Grantee's website.
Obtain photographs in accordance with Scope of Work, Section 2.A.4.	Obtain at least one (1) photograph for use on Grantee's website and/or printed media. Required Documentation: <ul style="list-style-type: none"> • Copy of agreement with photographer; • Copy of each photograph obtained; • Invoice from photographer; • Photographer release forms; • Model release forms; and • Proof of payment. 	DEO shall withhold payment for failure to obtain any photographs.
Deliverable No. 2 – Marketing and Promotion		
Tasks	Minimum Performance Measures and Required Documentation	Financial Consequences
Attend and participate in	Attend one (1) domestic travel show.	DEO shall withhold payment

domestic travel shows in accordance with Scope of Work, Section 2.B.1.	Required Documentation: <ul style="list-style-type: none"> • Copies of completed registrations for each travel show attended; • Copies of rental agreements, if applicable; • Completed travel documentation in accordance with s. 112.061, F.S., for a maximum of two (2) attendees. 	until Grantee attends one (1) domestic travel show.
Conduct advertising campaign in accordance with Scope of Work, Section 2.B.2.	Place at least one (1) digital or print advertisement. Required Documentation: <ul style="list-style-type: none"> • Copy of print or digital advertisement. 	DEO will withhold payment for failure to place any digital or print advertisements.
Distribute Electronic Newsletter in accordance with Scope of Work, Section 2.B.3.	Prepare and distribute one (1) electronic newsletter. Required Documentation: <ul style="list-style-type: none"> • Include DEO Agreement Manager on electronic newsletter distribution list; • Copy of software rental agreement. • Documentation of staff time associated with this deliverable. 	DEO will withhold payment for failure to distribute any electronic newsletters.
Design and print hard copy literature in accordance with Scope of Work, Section 2.B.4.	Print a minimum of 35,000 pieces of literature. Required Documentation: <ul style="list-style-type: none"> • A copy of each hard-copy literature printed; • A copy of the invoice from contractor; and • Proof of payment. 	DEO will withhold payment until 35,000 pieces of literature have been printed.
Deliverable No. 3 – Professional Enhancement		
Tasks	Minimum Performance Measures and Required Documentation	Financial Consequences
Provide professional enhancement scholarships in accordance with Scope of Work, Section 2.C.1.	Provide one (1) Professional Enhancement Scholarship. Required Documentation: For each scholarship awarded, submit: <ul style="list-style-type: none"> • Agenda; • Completed registration form; • Summary of how attendance at the event built professional capacity; 	DEO will withhold payment for failure to award any professional enhancement scholarships.
Maintain memberships in professional organizations in accordance with Scope of Work, Section 2.C.2.	Maintain membership in one (1) professional organization. Required Documentation: <ul style="list-style-type: none"> • Copy of registration for each professional organization membership maintained. 	DEO will reimburse Grantee for each payment made by Grantee to a professional organization to maintain its active member status.
Total Amount Not to Exceed: \$150,000.00		

5. Invoice Submittal and Payment Schedule:

DEO agrees to disburse funds under this Agreement in accordance with the following schedule in the amount identified per deliverable in Section 4 above. The deliverable amount specified

ADWORDS DISPLAY CAMPAIGN | 2017 FINAL RESULTS

TARGET AUDIENCE	IMPRESSIONS	AVG CPM	CLICKS	CTR	COST
BIKING	7,021,131	\$1.39	37,488	.53%	\$9736.49
HIKING & CAMPING	274,278	\$.71	570	.21%	\$195.13
KAYAKING & PADDLING	1,110,257	\$1.20	4829	.43%	\$1327.99
TOTAL	8,405,666	\$1.34	42,887	.52%	\$11259.61

Campaign Notes

- Overall CTR for Adwords is ~ 6.5 times better than industry benchmark of .08% and 2x better than Previous Campaign.
- By Utilizing ANIMATED banners across all audiences we were able to capture multiple interests within similar audience categories.
- The Biking Campaign resulted in the largest amount of impressions and clicks. Additionally, it has the highest CTR.
- The Hiking & Camping Campaign had the least impressions and significantly lower CTR compared to other campaigns.
- We Surpassed our Goal of 1 Million Impressions and delivered **8.4 Million!**
- The campaigns successfully attracted attention from multiple different geographical groups (Miami, Orlando and Tampa are all unique demographic metro areas, yet all three saw roughly the same CTR).
- All campaigns achieved efficient CPC rates, averaging roughly \$0.26 per click (competitively comparative to the industry standard for Travel & Hospitality).
- All campaigns achieved exposure at maximum financial efficiency with an average CPM (\$1.34) of nearly half the industry standard (~\$2.80).



ADWORDS DISPLAY CAMPAIGN | 2017 FINAL RESULTS


Location	Impressions	CTR	Spend
Miami / Ft. Lauderdale DMA	3,358,808	.50%	\$4305.36
Orlando / Daytona DMA	2,878,591	.49%	\$4024.72
Tampa / St. Pete DMA	2,170,544	.54%	\$2960.43

JUMPEM

ADWORDS DISPLAY CAMPAIGN | 2017 FINAL RESULTS

	<p>300 x 250</p> <p>2,502,555 Impressions</p>
	<p>728 x 90</p> <p>1,246,335 Impressions</p>
	<p>320 x 50</p> <p>3,746,723 Impressions</p>
	<p>460 x 60</p> <p>749,759 Impressions</p>

ADWORDS DISPLAY CAMPAIGN | 2017 FINAL RESULTS

 <p>Visit <i>Natural</i> NORTH FLORIDA[®]</p> <p>START PLANNING YOUR NEXT ADVENTURE</p> <p>GET STARTED NOW</p>	<p>160 x 600</p> <p>160,294 Impressions</p>
--	---

Visit Natural North Florida

DIGITAL CAMPAIGN OVERALL RESULTS



SPARXOO

SPARXOO CONTACT: CHELSEA ROBY

▪ Chelsea@Sparxoo.com | 850.585.6424

450 Knights Run Ave., Suite 1 | Tampa, FL 33602

TOTAL CAMPAIGN RESULTS

ADWORDS DISPLAY & FACEBOOK SIDEBAR

TARGET AUDIENCE	IMPRESSIONS	AVG CPM	CLICKS	CLICK THROUGH RATE	COST
DISPLAY – BIKE/SPRINGS	941,703	\$1.34	2,341	0.25%	\$1,263.30
REMARKETING – BIKE/SPRING	233,637	\$1.17	447	0.19%	\$272.50
DISPLAY - EVENTS	65,458	\$1.64	190	0.29%	\$107.03
TOTAL	1,250,098	\$1.33	3,042	0.24%	\$1,661.18

FACEBOOK	IMPRESSIONS	AVG CPM	CLICKS	CLICK THROUGH RATE	COST
BIKES - SIDEBAR	366,182	\$2.74	546	0.47%	\$473.83
SPRINGS - SIDEBAR	563,908	\$2.60	702	0.39%	\$611.45
TOTAL	930,090	\$2.67	1,248	0.43%	\$1,085.28

Campaign Takeaways & Notes

- Total impressions generated was well over the campaign goal (2,180,188 on goal of 1,000,000)
- Overall CTR for AdWords campaigns is ~3 times better than the industry benchmark of .08%
- The Display – Bike/Springs campaign yielded the highest number of impressions and clicks on AdWords

Steve Dopp

From: vnnf@mail187-199.suw11.mandrillapp.com on behalf of vnnf@ncfrpc.org
Sent: Thursday, December 21, 2017 3:16 PM
To: Steve Dopp
Subject: MailChimp Template Test - "Winter 2017 Newsletter "

Visit Natural **NORTH FLORIDA**

When it Comes to Winter

He who marvels at the beauty of the world in summer will find equal cause for wonder and admiration in winter.



Christmas, New Years, and the Super Bowl is right around the corner! This is a perfect time for family bonding with activities such as fishing, cycling, even running. Natural North Florida is the place to be this

Join The Fun

The 2018 Steinhatchee Fiddler Crab Festival

If you're looking for a fun event in the middle of what can be a (not necessarily cold) cool February weekend, take a ride to Natural North Florida's Gulf coast and the fishing village of Steinhatchee. The name, Steinhatchee, is derived from the native Timicua indian name, Esteenhatchee, which means "River of Life". And Steinhatchee certainly lives up to that "lively" name, especially during the annual Fiddler Crab* Festival.



One of the highlights of the festival is the parade along Riverside Drive. It starts at Roy's Restaurant and ends at Fiddler's Restaurant, two of Steinhatchee's famous eateries. Other highlights include a car and boat show, good food, as well as lots of great music and of course, fiddler crab races!

Be Swept Away By Beautiful Creatures

As part of the Florida Museum of Natural History, Gainesville's Butterfly Rainforest is truly one of the wonders in our Natural North Florida region. The immense screened-in facility, full of flowers and plants (and butterflies!) serves not only as a destination for nature lovers and photographers, but as an adjunct facility for the research team of lepidopterists on the staff of the museum.



View live butterfly releases Monday through Friday at 2 p.m. and Saturday and Sunday at 2 p.m., 3 p.m. and 4 p.m., weather permitting. While admission to the Museum of Natural History is free, there is a charge to enter the Butterfly Rainforest.

\$13 adults | \$11 Fla. residence/student | \$11 seniors | \$6 ages 3-17

Need a Good Night's Rest?

Cedar Key Bed and Breakfast

Cedar Key Bed and Breakfast is located within a short walk to beautiful downtown Cedar Key and the Gulf shores. It offers beautifully appointed rooms, a hearty breakfast and friendly staff in a pet-friendly location. The B&B has a lush garden and is the perfect place to relax beside the fish pond or beneath the spreading boughs of our ancient Florida oaks. It also makes a perfect setting for a wedding or family reunion.



Cedar Key is a perfect getaway vacation spot or base for nature and bird watching tours. It is within easy walking distance of most of the main places of interest but we do offer bicycles and golf cart rentals for those who want to make the most of their time or venture further afield.

Check Out Some Florida Creeks!

Cool Weather Brings Good Spotted Seatrout to Natural North Florida's Gulf Coast.



Salt Creek

Salt Creek is the only creek near here with a marked channel, Try fishing under some of the docks, and then move on to fish the deep pockets near the creek's edges and bars. This is pretty much a small-boat creek and not one to be stranded in.

Dan May Creek

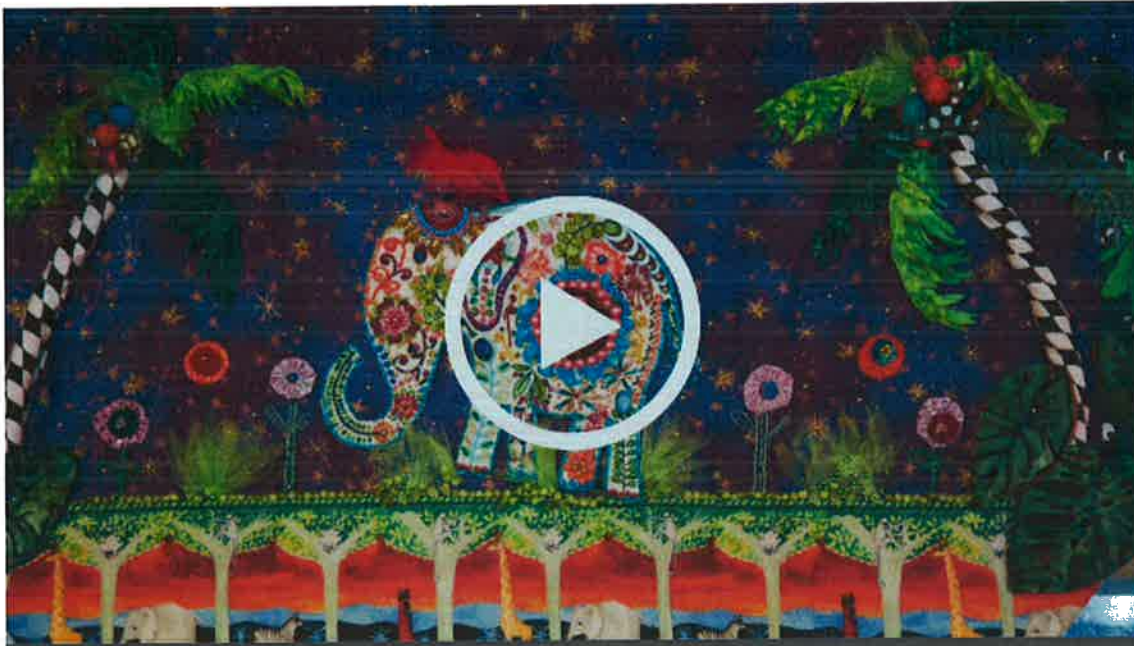
One of the most popular local creeks is [Dan May Creek](#). Fishing here is good from the creek's mouth all the way back to where the flow of fresh water from the river is slowed the tide.



[Barnett Creek](#)

This is a small-boat creek, too, and it's worth fishing the deeper curves. Many anglers claim that this is the first place the trout head when they leave the deep holes in the Suwannee, which happen to be just outside the turn you made into the creek.

**Be courteous, as crowds are likely to be found over and near popular fishing spots. Avoid casting over other anglers' lines and anchor ropes, and if you get tangled, handle the situation in a "gentlemanly" manner.*



Florida Travel: Video – Explore the Florida Quilt Trail

by Donna Creamer | Dec 11, 2017

Winter Dance, Dash, or Ride!

As Winter rolls in Natural North Florida, cool air temperatures follow the arrival of cold fronts to west coast usually drop Gulf and river water temperatures down a degree or two. Residents and visitors both need to stay warm when it's cold. But in Natural North Florida, cold winter days warm up quickly, but here's a few activities to get involved in to get even warmer!



IDIDARIDE is a bicycle challenge ride and is NOT a race. It is an off-road endurance ride through woodlands along the Suwannee River. Approximately 50 miles of singletrack trails and woods roads have been linked to form a continuous route with minimum pavement. This route has terrain, stream crossings, and distance to challenge all off road riders.

Jan 27, 2018 8:00am - 5:00pm at 10561 Bridge St, White Springs, FL 32096

<http://www.suwanneebike.org>

Devil's Dash Eco-Friendly Adventure



Recreational & Competitive Race 10 am – 5 pm Held at Cedar Lakes Woods and Garden-Williston, FL
Over 20 natural obstacles, including hills, mud, mulch & sand pits, long climbers, log traversing, log hurdles and more. Other challenges include tire obstacles, cargo nets and ropes. Bring your friends; enjoy the competition and fun.



Contra dancing is energetic, social dancing that's fun for everyone (all ages are welcome).

The music is live!

Sunday, January 7, 2018, 2:45 – 7pm at Thelma A. Boltin Center

516 NE 2nd Ave Gainesville, FL 32601

10 Ages 26+ --- \$5 Ages 16-25 --- Dancers age 15 & under FREE admission when accompanied by an adult.

Godsdance.org

You can find more information at our member websites!

Alachua: www.visitgainesville.com

Bradford: www.bradfordcountyfl.gov

Columbia: www.springsrus.com

Dixie: www.visitdixie.com

Gilchrist: www.visitgilchristcounty.com

Hamilton: www.hamiltontdc.org

Jefferson: www.visitjeffersoncountyflorida.org

Lafayette: www.townofmayo.org

Levy: www.visitlevy.com

Madison: www.madisonfl.org

Suwannee: www.suwanneechamber.com

Taylor: www.taylorflorida.com

Union: www.unioncounty-fl.gov

Wakulla: www.visitwakulla.com

Share your photos with us for an opportunity to be featured on our pages! **#NaturalNorthFlorida**

[Find Out More](#)

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Visit Natural
NORTH FLORIDA

TAB F: SCOPE OF WORK AND BUDGET

Please provide a Scope of Work **detailing the activities** the regional organization proposes to accomplish with this grant funding. Briefly **describe how each activity will build the professional capacity of the regional organization and its partnerships or provides technical to businesses within the rural counties and communities that it serves.** **Note:** Deliverables will be developed with DEO staff based on the approved Scope of Work after initial review of the application.

Proposed Scope of Work

The Fiscal Year 2017-2018 grant Scope of Work will consist of additional development and enhancement of the Task Force website, participation at various domestic consumer-oriented travel shows, advertising and collateral development and distribution, market research and professional enhancement.

Fiscal Year 2017-18 goals are:

- 1) To increase consumer awareness of the natural, recreational and cultural assets of the region;
- 2) To increase Task Force understanding of the geographic location of both domestic and foreign visitors to the region; and
- 3) To increase the professionalism of Task Force staff and member organizations in order to more effectively promote tourism within the region.

To achieve these goals the Task Force will:

- 1) Continue to maintain and operate its website, www.vnnf.org, in order to inform potential visitors of attractions and events within the region;
- 2) Add a reservation/pseudo-reservation system to the www.vnnf.org website in order to generate leads for local businesses and organizations such as fishing guides, paddling outfitters, boat rental establishments, bed and breakfasts, RV campsites, locally-owned hotels, and local paddling and bicycle clubs;
- 3) Add a paddling microsite to the www.vnnf.org website to inform potential tourists of canoeing and kayaking opportunities within the region;
- 4) Produce a new video for the Task Force website highlighting tourist-oriented natural, cultural and historical attractions of the region;
- 5) Create and distribute electronic newsletters to potential visitors regarding tourist-oriented attractions, facilities and events within the region.
- 6) Post blogs on its website to inform visitors of tourist-oriented attractions and facilities within the region;

- 7) Review and update springs and bicycle routes on the Taskforce website bicycle and springs microsites. The review and update will address issues such as improving the accuracy of provided information, assuring that all embedded links are functional and modifying existing routes as deemed necessary.
- 8) Purchase annual subscriptions to VisaVue, domestic and international editions, to gain insights in the geographic location and demographic information on visitors to the region.
- 9) Purchase copies of the Big Bend Saltwater Paddling Trail guide from the Florida Fish and Wildlife Conservation Commission. These guides will be distributed by the Task Force primarily at outdoor-oriented travel shows such as Canoecopia, the Toronto Outdoor Adventure Show, and the Minneapolis show;
- 10) Print various Task Force-produced guidebooks/booklets such as the Visit Natural North Florida Biking Guide, the Visit Natural Florida Springs Guide, the Natural North Florida State-Designated Paddling Trails Guide and the Florida Circumnavigational Saltwater Paddling Trail Guide, Segments 5 and 6. These publications will be distributed by the Task Force primarily at outdoor-oriented travel shows such as Canoecopia, the Toronto Outdoor Adventure Show, and the Minneapolis show;
- 11) Attend domestic travel shows. At the shows, the Task Force will staff a booth, distribute brochures and other materials pertaining to the region and answer questions raised by show attendees. A maximum of two Task Force representatives will staff the travel show booths. At a minimum, the Task Force will attend one domestic travel show;
- 12) Engage in an advertising campaign which will consist of on-line digital and/or print media advertising. The Task Force will also distribute an electronic newsletter to interested consumers, publish and distribute hard copy collateral such as bicycle guides, springs guides and brochures;
- 13) Distribute brochures at VISIT FLORIDA Welcome Centers, state-wide AAA offices and at hundreds of private business locations along the major highways in Florida and I-75 in Georgia;
- 14) Provide scholarships to Task Force staff, members and representatives of member organizations to attend training opportunities such as the Southeast Tourism Society Marketing College and the annual Florida Governor's Conference on Tourism; and
- 15) Maintain memberships in professional organizations such as the Southeast Tourism Society, Visit Florida and the Florida Outdoor Writers Association. Membership in these organizations provides benefits to the Task Force by offering discounts for participation in the Southeast Tourism Society Marketing College, the annual Florida Governor's Tourism Conference, and the annual Florida Outdoor Writers Association Conference.

Total Deliverable Value: \$150,000

Attach additional documentation if needed. Additional pages attached? yes ☐ no ☒

Regional Rural Development Grant



Please insert your budget for the proposed Scope of Work, including grant and matching funds, into the table provided below:

Budget			
Website Development & Maintenance			\$35,500.00
Website Hosting & Maintenance	Website Hosting & Maintenance Contracted Services	\$6,000.00	\$6,000.00
Bicycle Microsite Maintenance & PDF Guide	Bicycle Microsite Maintenance, Updates, Route Additions & PDF Update Contractual Services Staff Time Software Rental	\$500.00 \$1,000.00 \$400.00	1,900.00
Springs Microsite Maintenance & PDF Guide	Springs Microsite Updates, & PDF Update Contractual Services Staff Time	\$500.00 \$1,000.00	\$1,500.00
Website Modifications	Website Reservation/Pseudo-Reservation System Contractual Services	\$15,000.00	\$15,000.00
	Paddling Trails Microsite Contractual Services	\$1,000.00	\$1,000.00
Website Video	Website Video Contractual Services	\$5,000.00	\$5,000.00
Website Blogs	Website Blogs Contractual Services	\$5,100.00	\$5,100.00
Travel Shows			\$15,100.00
Travel Shows	Registration Fees Booth Accessories Rental (Contractual Services) Travel Shipping	\$3,500.00 \$100.00 \$11,000.00 \$500.00	\$15,100.00
Advertising			\$56,600.00
Digital Advertising Campaign	Digital Advertising Campaign Contractual Services	\$16,650.00	\$16,650.00
Quarterly eNewsletters	Quarterly eNewsletters Staff time eNewsletter software subscription services	\$4,000.00 \$250.00	\$4,250.00
Print Media Advertising	Print media advertising Contractual Services	\$17,000.00	\$17,000.00
Regional Specialty Brochures	Design and Print Regional Specialty Brochures Contractual Services	\$1,600.00	\$1,600.00
Trail Guides	Purchase Big Bend Saltwater Paddling Trail Guides Contractual Services	\$3,600.00	\$3,600.00
Brochure Distribution	Brochure Distribution Contractual Services	\$8,500.00	\$8,500.00
Springs Guide	Print Ultimate Springs Guide Contractual Services	\$5,000.00	\$5,000.00
Market Research			\$5,100.00
Visa Vues Subscription	Annual Subscription to Visa Vues, Domestic & Foreign editions Contractual Services	\$5,100.00	\$5,100.00
Professional Enhancement			\$15,200.00
Scholarships	Scholarships Registration Fees Travel	\$7,000.00 \$7,000.00	\$14,000.00
Professional Enhancement Organizational Annual Memberships	Organizational Annual Memberships Membership Fees	\$1,200.00	\$1,200.00
Grant Administration			\$22,500.00
	Staff time	\$22,500.00	\$22,500.00
Total Grant Request			\$150,000.00

Category Expenditures

Staff Time		\$28,500.00
Travel		\$18,000.00
Registration Fees		\$10,500.00
Membership Fees		\$1,200.00
Software Rental		\$650.00
Contractual Services		\$91,150.00
Bicycle Micosite Maintenance	\$500.00	
Springs Microsite Maintenance	\$500.00	
Website Modifications	\$16,000.00	
Website Video	\$5,000.00	
Website Hosting and Maintenance	\$6,000.00	
Website Blogs	\$5,100.00	
Digital Advertising Campaign	\$16,650.00	
Print Media Advertising	\$17,000.00	
Regional Specialty Brochures	\$1,600.00	
Trail Guides	\$3,600.00	
Brochure Distribution	\$8,500.00	
Print Springs Guide	\$5,000.00	
Visa Vues Subscription	\$5,100.00	
Booth Accessories Rental	\$100.00	
Shipping	\$500.00	
Total Grant Request		\$150,000.00

FLORIDA SUNCOAST TOURISM PROMOTIONS, INC.

10750 - 75th Street, Seminole, FL 33777 – 1422

PH (727) 544-1212 FAX (727) 545-2528

BROCHURE DISTRIBUTION CONTRACT

FOR THE SUM OF **\$500.00** PER MONTH, PAID QUARTERLY IN ADVANCE, **FLORIDA SUNCOAST TOURISM PROMOTIONS, INC.** (HEREINAFTER REFERRED TO AS "FSTP") AGREES TO DISTRIBUTE **ONE** BROCHURE(S) FOR **THE ORIGINAL FLORIDA TOURISM TASK FORCE** HEREINAFTER REFERRED TO AS "CLIENT"). FSTP AGREES TO REGULARLY DISTRIBUTE BROCHURES PROVIDED BY THE CLIENT. THE PERIOD OF THIS CONTRACT IS **TWELVE MONTHS**, BEGINNING **2/1/2018**. THIS CONTRACT IS AUTOMATICALLY RENEWED FOR SUCCESSIVE THREE MONTH PERIODS AFTER THE FIRST TERM UNLESS CANCELLED IN WRITING BY EITHER PARTY. THIS CONTRACT IS BINDING ON THE CLIENT, HIS HEIRS, ASSIGNS OR SUCCESSORS. THE CLIENT AGREES THAT HE WILL NOT SELL THE ASSETS OF HIS COMPANY UNLESS THE CLIENT ASSIGNS THIS CONTRACT AND THE BUYER ASSUMES IT.

PAYMENT IS DUE IN ADVANCE OF SERVICES! ALL INVOICES ARE DUE UPON RECEIPT. ANY PAYMENT NOT RECEIVED BY THE FIRST DAY OF THE SUBSEQUENT MONTH OF INVOICING WILL BE CONSIDERED PAST DUE. ANY ACCOUNT PAST DUE SHALL BE CHARGED INTEREST AT AN ANNUAL RATE OF 18% (1.5% PER MONTH). WE RESERVE THE RIGHT TO CANCEL ANY CONTRACT WITH A CONSISTANTLY POOR PAYMENT HISTORY UPON 30 DAYS WRITTEN NOTICE AND RESELL THE ADVERTISING SPACE (S) WITHOUT FURTHER OPPORTUNITY TO CORRECT. ALL MONIES WILL BE DUE AND COLLECTABLE UPON THE END OF THE 30 DAYS. THIS CONTRACT IS MADE AND ENTERED INTO BY ALL PARTIES NECESSARY HERETO AT LARGO, PINELLAS COUNTY, FLORIDA. IN THE EVENT OF DEFAULT BY THE CLIENT, NOTWITHSTANDING THE EXISTENCE OF ANY FEDERAL, STATE, OR LOCAL LAWS OR REGULATIONS TO THE CONTRARY, ANY NECESSARY LITIGATION WILL BE HELD IN THE COURTS OF LAW LOCATED IN LARGO, PINELLAS COUNTY, FLORIDA. IN THE EVENT OF ANY LITIGATION ARISING HEREUNDER, THE PREVAILING PARTY SHALL RECOVER ITS COURT COSTS AND REASONABLE ATTORNEY FEES FROM THE NON-PREVAILING PARTY.

CLIENT UNDERSTANDS AND AGREES THAT FSTP HAS THE RIGHT TO EXAMINE FOR FORM AND CONTENT ANY AND ALL ADVERTISING MATERIALS SUBMITTED FOR DISTRIBUTION AT ANY TIME, INCLUDING, BUT NOT LIMITED TO, THE INITIAL CONTRACT BROCHURES AND ALL "CHANGEOUT" BROCHURES. CLIENT FURTHER AGREES AND UNDERSTANDS THAT FSTP HAS THE RIGHT TO REFUSE, TO REJECT AND TO NOT DISTRIBUTE ANY AND ALL ADVERTISER'S MATERIALS THAT FSTP IN ITS SOLE DISCRETION, BELIEVES TO BE DETRIMENTAL IN ANY WAY TO ITS BUSINESS, ITS ADVERTISERS OR ITS DISPLAY LOCATION PROPERTIES. CHANGEOUTS SHALL BE DEFINED AS REPLACEMENT OF ONE VERSION OF A BROCHURE BY A NEW, UPDATED OR OTHERWISE DIFFERENT VERSION AND SHALL BE LIMITED TO TWO (2) PER CALENDAR YEAR. ADDITIONAL CHANGEOUTS, OVER AND ABOVE THIS LIMIT, WILL BE PERFORMED WITH FEES ACCORDING TO CURRENT RATES PER ROUTE ASSESSED THE ADVERTISER'S ACCOUNT. THE ACCEPTANCE OF BROCHURES MAY BE SUBJECT TO APPROVAL BY THE OWNERS, MANAGERS, AND/OR EMPLOYEES OF CERTAIN LOCATIONS IN THE SELECTED AREAS. TERMS OF THIS CONTRACT WILL NOT BE AFFECTED BY EITHER A SHORTAGE, INADEQUATE SUPPLY OF BROCHURES BY CLIENT, OR NON-ACCEPTANCE OF BROCHURES AT DISTRIBUTION LOCATIONS. ADDITIONALLY, THE NUMBER OF BROCHURE DISPLAY STANDS LOCATED IN EACH AREA MAY VARY FROM TIME TO TIME AND WILL NOT AFFECT THE TERMS OF THIS CONTRACT. BROCHURES ARE PROPERTY OF CLIENT AND ARE NOT INSURED BY FSTP FOR LOSS OR DAMAGE. FSTP WILL NOT BE HELD RESPONSIBLE FOR ANY DAMAGE OR LOSS OF BROCHURES, NOR ANY CLAIMS ARISING FROM CLIENT'S BROCHURES, THEIR CONTENT, OR ANY CLAIMS MADE THEREOF.

THE AREA TO BE COVERED IS AS FOLLOWS:

AAA AUTO CLUB SOUTH OFFICES STATEWIDE, I-10, MARIANNA TO I-75 (INCLUDES GREATER TALLAHASSEE); US 19 TALLAHASSEE TO TAMPA BAY; I-75 LAKE CITY TO VENICE; I-4 TAMPA TO HAINES CITY (INCLUDING POLK COUNTY)

SHIPPING INFO: SHIP BROCHURES PREPAID TO ABOVE ADDRESS. PLEASE MARK THE FREIGHT BILL OF LADING: "FOR INSIDE DELIVERY," NO LOADING DOCK AVAILABLE," "NO DELIVERIES 12-1 PM EXCEPT BY APPOINTMENT." **NOTE: IT IS THE RESPONSIBILITY OF THE CLIENT TO SUPPLY A SUFFICIENT NUMBER OF BROCHURES TO STOCK THE DISPLAY RACKS FOR THE DURATION OF THIS CONTRACT. FAILURE TO DO SO DOES NOT EXCUSE THE PAYMENT TERMS OF THE CONTRACT.**

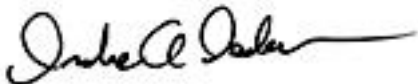
AGREED:

SIGNED

DATE

TITLE

The Original Florida Tourism Task Force
Scott Koons
2009 NW 67th Place
Gainesville, FL 32653
Phone: (386) 758.1397
FAX: (386) 758-1311
Email: doppel@ncfrpc.org



1/8/2018

FLORIDA SUNCOAST TOURISM PROMOTIONS INC.

DATE

COPY 1 - FSTP
COPY 2 - CLIENT

<u>LOCATION NAME</u>	<u>ADDRESS</u>	<u>CITY</u>
AAA - Belleair Travel	100 North Indian Rocks Road	Belleair
AAA - Bradenton #6	6210 Manatee Avenue W	Bradenton
AAA - Brandon #14	415 West Robertson Street	Brandon
AAA - Carrollwood #19	14755 North Dale Mabry Highway	Tampa
AAA - Clearwater # 43	2170 Rainbow Drive	Clearwater
AAA - Daytona Beach #80	2525 International Speedway	Daytona Beach
AAA - Delray Beach - 81	14539 Military Trail, STE A	Delray Beach
AAA - Fort Pierce - 82	1971 S US Highway 1	Fort Pierce
AAA - Ft. Myers #5	2516 Colonial Boulevard	Ft. Myers
AAA - Gainesville #8	1201 NW 13th Street	Gainesville
AAA - Heathrow # 83	1000 AAA Drive, Box 28	Orlando
AAA - Jacksonville # 84	4320 Deerwood Lake Parkway, STE 109	Jacksonville
AAA - Lake Sumter Landing # 36	1068 Lake Sumter Landing	The Villages
AAA - Lakeland #3	1457 E. Memorial Blvd.	Lakeland
AAA - Lakewood Ranch #17 (OR)	11531 Palmbrush Trail (Lakewood Ranch)	Bradenton
AAA - Leesburg # 22	1708 N. Citrus Blvd. Suite #5	Leesburg
AAA - Naples #13 (OR)	5401 Airport Pulling Road North	Naples
AAA - New Tampa	20315 Bruce B. Downs Blvd.	New Tampa
AAA - Ocala #4	3033 SW College Road	Ocala
AAA - Orange Park #96	555 Blanding Blvd.	Orange Park
AAA - Orlando # 91	783 Orlando Ave.	Orlando
AAA - Palm Beach Gardens - 92	9123 Military Trail, STE 110	Palm Beach Gardens
AAA - Palm Harbor #44	32050 US Highway 19 N	Palm Harbor
AAA - Plantation - 85	11971 West Sunrise Blvd	Plantation
AAA - Ponte Vedra # 95	840 A1A North, Suite 180	Ponte Vedra Beach
AAA - Port Charlotte #15	21229-A Olean Boulevard	Port Charlotte
AAA - Port Richey #10	10532 Devco Drive	Port Richey
AAA - Sarasota #2	3844 Bee Ridge Road	Sarasota
AAA - Seminole	9200 Seminole Blvd	Seminole
AAA - South Miami #90	6643 S Dixie Highway	Miami

<u>LOCATION NAME</u>	<u>ADDRESS</u>	<u>CITY</u>
AAA - Spring Hill # 46	1410 Pinehurst Drive -in Publix Shopping	Spring Hill
AAA - St. Petersburg # 45 (OR)	1400 66th Street (just south of Tyrone)	St. Petersburg
AAA - Sun City Center - #034	4868 Sun City Center Blvd	Sun City Center
AAA - Tampa Westshore #1	1515 N Westshore Boulevard	Tampa
AAA - The Villages	955 Bichara Boulevard	The Villages
AAA - Trinity #11	10700 SR 54, STE 102	Trinity
AAA - Venice #12	2100 South Tamiami Trail	Venice
ACBS Travel Agency	628 Decatur Avenue	Brooksville
America's Best Value Inn	2238 S. Byron Butler Parkway	Perry
America's Best Value Inn & Suites	2086 Highway 71 S	Marianna
Americas Best Value Inn- Lake City #4178	3835 US 90 W	Lake City
Amtrak - Lakeland	600 Lake Mirror Drive (2nd Floor)	Lakeland
Amtrak - Tampa	601 Nebraska Avenue	Tampa
Amtrak Rail Station	1800 7th Street SW	Winter Haven
Apollo Beach Chamber Of Commerce	137 Harbor Village Lane Suite AB (Sweet	Apollo Beach
Arrowhead Campsites	1720 NW 38th Avenue	Ocala
Auburndale Chamber	245 East Lake Ave	Auburndale
August Imperial Management, Inc.	5950 Imperiallakes Boulevard	Mulberry
Banyan Beach Motel	1630 6th Street NW- Hwy 17 N.	Winter Haven
Bartow Chamber Of Commerce	510 N Broadway Avenue	Bartow
Baymont Inn - Apalachee Parkway	2850 Apalachee Parkway	Tallahassee
Baymont Inn - Lakeland	4375 Lakeland Park Drive	Lakeland
Baymont Inn & Suites	3210 N. Monroe Street	Tallahassee
Bella Oasis Inn & Spa	4076 South Suncoast Boulevard	Homosassa Springs
Bellevue/South Marion Chamber Of Commerce	5301 SE Abshier Boulevard (441)	Bellevue
Best Western	3701 SW 38th Avenue (Wside of I75, 1st	Ocala
Best Western	2525 SR 60 East	Mulberry
Best Western	1008 US 92 West, 1/2 mile E of Int'l Market	Auburndale
Best Western - Crystal River Resort	614 NW US Highway 19	Crystal River
Best Western Baldwin Inn	1088 US Highway 301, I-10	Baldwin

<u>LOCATION NAME</u>	<u>ADDRESS</u>	<u>CITY</u>
Best Western Pride Inn & Suites	2016 Apalachee Parkway	Tallahassee
Blue Jay Mobile Home Park	38511 Wilds Road (US 98)	Dade City
Blue Parrot RV Resort	40840 CR 25	Lady Lake
Boyett's Grove	4355 SpringLake Highway	Brooksville
Budget Car Rental	1506 South Pine Avenue	Ocala
Budget Inn - Winter Haven	401 6th Street NW (US Hwy 17)	Winter Haven
Bushnell Inn	2224 W Highway 48	Bushnell
Cadillac Motel Inn & Suites	7490 US Highway 19 N	Fanning Springs
Camp 'n' Water Campground	11465 W Priest Lane	Homosassa
Carriage Inn Motel	16872 SE US Highway 19	Cross City
Casey Jones' Campground	185 SW Arrowhead Terrace	Lake City
Central Motel	721 US Highway 41 S	Inverness
Chassa Oaks RV Resort	11000 S. Suncoast Blvd.	Homosassa
Chassahowitzka River Campground	8600 W Miss Maggie Drive	Homosassa
Citrus Hills Park & Sales	9267 US Highway 98	Dade City
Citrus Hills RV Park	5311 SR 60 E	Dover
City of Inverness	212 W. Main St	Inverness
Comfort Inn	2214 Highway 71 & I-10	Marianna
Comfort Inn	215 Commerce Blvd	Midway
Comfort Inn - Lakeland	3520 Highway 98 N	Lakeland
Comfort Suites	3690 W US Hwy 90	Lake City
Country Inn	3080 Walden Rd.	Tallahassee
Country Inn & Suites	85 River Park Drive	Midway
Country Inn & Suites	3096 N Monroe St.	Tallahassee
Country Inn & Suites	350 SW Florida Gateway Drive	Lake City
Country Inn & Suites - Gainesville	4015 SW 43rd Street	Gainesville
Courtyard by Marriott - Tallahassee North	1972 Raymond Diehi Road	Tallahassee
Covered Wagon RV Park	6049 S Suncoast Boulevard	Homosassa
Cross City Airport	508 NE 241st Street	Cross City
Crystal Inn	16951 NW US Highway 19	Fanning Springs

<u>LOCATION NAME</u>	<u>ADDRESS</u>	<u>CITY</u>
Cypress Campground	7400 Cypress Gardens Boulevard	Winter Haven
Day's Inn - Chiefland	809 NW 21st Avenue	Chiefland
Days Inn - Crystal River	2380 NW Highway 19	Crystal River
Days Inn - Gainesville	1901 SW 13th Street	Gainesville
Days Inn - Perry	2277 S Byron Butler Parkway	Perry
Days Inn - Tallahassee	3100 Apalachee Parkway	Tallahassee
Days Inn & Suites	10826 US Highway 19 N	Port Richey
Dogwood Mobile Home Park	506 W Noble Avenue, Lot 193	Bushnell
Dove's Rest	4925 Cypress Gardens Road	Winter Haven
Eagle Lake City Hall	75 North 7th Street	Eagle Lake
Eco Suites	4360 Lakeland Park Drive	Lakeland
Econo Lodge - Crystal River	2575 US Highway 19 N	Crystal River
Econo Lodge - Live Oak	6811 N US 129 & I-10	Live Oak
Econo Lodge West - Gainesville	700 NW 75th Street	Gainesville
Econolodge	2220 US Highway 19 S	Perry
Econolodge - Marianna	2196 Post Oak Lane	Marianna
El Dorado Motel (OR)	16148 SE US Highway 19	Cross City
Encore Superpark	11419 W Fort Island Trail	Crystal River
Fairfield Inn & Suites by Marriott	2997 Apalachee Parkway	Tallahassee
Florida Citrus Center	4250 W. Highway 326	Ocala
Fort Fanning Historical Park Office	9890 Florida Street	Fanning Springs
Friendship Inn	2829 NE Silver Springs Boulevard	Ocala
Frontier Campground	15549 Cortez Boulevard (Hwy 50 W)	Brooksville
Gainesville Lodge	413 W. University Avenue	Gainesville
Gandy Motor Lodge	2239 US Highway 19 S	Perry
Greater Chiefland Area Chamber Of Commerce	23 SE 2nd Avenue (Trailhead Park's Train	Chiefland
Greater Dade City Chamber Of Commerce	14112 8th Street	Dade City
Greenfield Village RV Park	1015 SR 542 West	Dundee
Greyhound Bus Lines	9020 Cobb Rd. (@ US98 & US50)	Brooksville
Grove Ridge Carefree RV Resort	10721 US Highway 98	Dade City

<u>LOCATION NAME</u>	<u>ADDRESS</u>	<u>CITY</u>
Gulf Island Beach & Tennis Club Association II	5931 Sea Ranch Road (off Old Dixid Hwy.)	Hudson
Gulfcoast Property & Leisure	5510 River Road, Unit 111	New Port Richey
Hammondell Campsites	5601 Cypress Gardens Rd.	Winter Haven
Hampton Inn	165 Spooner Road	Quincy
Hampton Inn - Gainesville	4225 SW 40th Boulevard	Gainesville
Hampton Inn - Lakeland	4420 N Socrum Loop Road	Lakeland
Hampton Inn - Perry	2399 S Byron Butler Parkway	Perry
Hampton Inn - Tallahassee	2979 Apalachee Parkway	Tallahassee
Hampton Inn (exit 19)	2702 Thonotossa Road	Plant City
Hampton Inn & Suites	11740 Tampa Gateway Blvd	Seffner
Hampton Inn & Suites - Lake City	450 SW Fl Gateway Blvd.	Lake City
Happy Days RV Park	4603 Allen Rd.	Zephyrhills
Hardee's/Mobil	43 E. County Road 47	Lake Panasoffkee
Hernando County Tourist Development Center	31085 Hgwy 50	Brooksville
Hilton Garden Inn - Sarasota-Bradenton Airport	8270 North Tamiami Trail	Sarasota
Holiday Inn	14112 Cortez Blvd.	Brooksville
Holiday Inn	5464 Lena Rd	Bradenton
Holiday Inn Express	903 Gulf to Lake (Hwy 44)	Lecanto
Holiday Inn Express	4500 Lakeland Park Dr.	Lakeland
Holiday Inn Express - Gainesville	3905 SW 43rd Street Exit 384	Gainesville
Holiday Inn Express - Live Oak	6694 US Highway 129 N	Live Oak
Holiday Inn Express - Ocala	1212 South Pine	Ocala
Holiday Inn Express Hotel & Suites	101 Spooner Road	Quincy
Holiday Inn Hotel & Suites Conference Center	3600 SW 38th Ave.	Ocala
Homewood Suites by Hilton - Tallahassee	2987 Apalachee Parkway (same as	Tallahassee
Homosassa River RV Resort	10200 W Fishbowl Drive	Homosassa Springs
Homosassa Riverside Resort	5297 S Cherokee Way	Homosassa
Homosassa Springs Wildlife State Park	4150 S Suncoast Boulevard	Homosassa
Howard Johnson	2726 N. Monroe Street	Tallahassee
Howard Johnson	939 W. Robson ST.	Lakeland

<u>LOCATION NAME</u>	<u>ADDRESS</u>	<u>CITY</u>
Howard Johnson Express Inn - Gainesville	3820 SW 13th Street	Gainesville
Howard Johnson Express Inn - Midway	56 Fortune Boulevard, I-10, Exit 192	Midway
Hyatt Place - Lakeland Center	525 West Orange Street	Lakeland
Imperial Swan Hotel & Suites	4141 S Florida Avenue	Lakeland
International Market World	1052 US Highway 92 W	Auburndale
Knights Inn - Tampa #1192	6510 N US Highway 301	Tampa
KOA Campground - Starke	1475 S Walnut Street	Starke
KOA RV Community	3641 US Highway 19 S	Perry
KOA Tallahassee/East	346 KOA Road	Monticello
La Quinta Inn - Gainesville	920 NW 69th Terrace	Gainesville
La Quinta Inn - Lakeland	4315 Lakeland Park Drive	Lakeland
La Quinta Inn & Suites	1024 Crevasse Streett	Lakeland
La Quinta Inn & Suites - Lakeland	1024 Crevasse Street	Lakeland
Lake Alfred Chamber of Commerce	115 E. Pomelo Street	Lake Alfred
Lake City Municipal Airport	3526 E US Highway 90	Lake City
Lake Pan RV Resort	190 CR 488	Lake Panasoffkee
Lake Wire Inn	244 N Florida Avenue	Lakeland
Lakeland Chamber Of Commerce (OR)	35 Lake Morton Drive	Lakeland
Lakeland RV Resort	900 Old Combee Road	Lakeland
Lakeside Bar & Grill (OR)	4543 E Windmill Drive	Inverness
Manatee Springs Motel	2226 Young Boulevard (US 19 N)	Chiefland
Microtel Inns & Suites - Lady Lake (OR)	850 South US Highway 27/441	Lady Lake
Microtel Inn & Suites - Marianna	4959 White Tail Drive	Marianna
Microtel Inn & Suites - Tallahassee	3216 N. Monroe Street	Tallahassee
Microtel Inn & Suites	1770 SW 134th Street	Ocala
Morningside RV Estates	12645 Morning Drive	Dade City
Motel 6	3810 NW Bonnie Heath Blvd.	Ocala
Motel 6	7413 W Newberry Road	Gainesville
Motel 6 - Starke	1101 N Temple Avenue	Starke
Motel 6 - Lakeland #0677	3120 US Highway 98 N	Lakeland

<u>LOCATION NAME</u>	<u>ADDRESS</u>	<u>CITY</u>
Motel 6 - Tallahassee #1073	1027 Apalachee Parkway	Tallahassee
Motel 6 - Tallahassee #1191	2738 N Monroe Street	Tallahassee
Motel 6 - Weeki Wachee	6172 Commercial Way	Spring Hill
Mulberry Phosphate Museum	101 SE First Street	Mulberry
Native Palm Property	5925 Imperial Parkway, Suite 111	Mulberry
Nature Coast Landings RV Resort	10173 N Suncoast Boulevard	Crystal River
Nature Coast RV Center	5273 Treiman Boulevard (SR 50 & 301	Ridge Manor
North Florida Regional Chamber of Commerce	100 Call Street E	Starke
Ocala Sun RV Resort	2559 SW Highway 484	Ocala
On Top of the World	8447 SW 99th Street Road	Ocala
Original Suwannee River Campground	28872 SE US Highway 19	Old Town
Palm Gardens Inn - South, Lake City	14113 S US Highway 441	Lake City
Palm View Gardens	3331 Gall Boulevard	Zephyrhills
Paramount Inn & Suites	910 E Memorial Boulevard	Lakeland
Park Inn	17850 NW US Highway 19	Fanning Springs
Parkway Inn & Suites	75 Spooner Road	Quincy
Pleasant Lake RV Resort	6633 SR 70 E	Bradenton
Quality Inn	350 E Norvell Bryant Highway	Hernando
Quality Inn	1392 North Boulevard W	Leesburg
Quality Inn	1125 N Young Boulevard (US 19 N)	Chiefland
Quality Inn - Brooksville I-75	30307 Cortez Boulevard	Brooksville
Quality Inn - Crystal River	4486 N Suncoast Boulevard, US 19	Crystal River
Quality Inn - Gainesville	3455 SW Williston Road	Gainesville
Quality Inn - Lake City	285 SW Commerce Boulevard	Lake City
Quality Inn - Marianna	2175 SR 71 & I-10	Marianna
Quality Inn - Tallahassee	2020 Apalachee Parkway	Tallahassee
Quality Inn & Suites	6819 US Highway 129 N, I-10 & SR 129	Live Oak
Quality Inn Hotel - Gainesville	7516 W Newberry Road	Gainesville
Rainbow Fountain Motel	16210 N 301 Highway	Dade City
Ramada Inn - Tallahassee	2900 N. Monroe Street	Tallahassee

<u>LOCATION NAME</u>	<u>ADDRESS</u>	<u>CITY</u>
Recreation Plantation R.V. Resort	609 Highway 466	Lady Lake
Red Oaks Carefree RV Resort	5551 SW 18th Terrace	Bushnell
Red Roof - MacClenny	151 Woodlawn Road	MacClenny
Red Roof Inn - Gainesville	3500 SW 42nd Street	Gainesville
Red Roof Inn #638	120 NW 40th Avenue	Ocala
River Ventures Manatee Tours	498 SE Kings Bay Dr.	Crystal River
Rock Crusher Canyon RV Park	237 S Rock Crusher Road	Crystal River
Rodeway Inn	2702 N. Monroe Street	Tallahassee
Rodeway Inn	3455 SW Williston Road	Gainesville
Rodeway Inn & Suites	4645 Socrum Loop Road	Lakeland
Royal Highlands Property Owners Assoc.	5350 Monark Boulevard, Rt. 27 S.	Leesburg
Royal Oaks Travel Resort	1012 State Road 542	Dundee
Safari Wilderness Ranch	10850 Moore Road	Lakeland
Sawmill Campground	21710 US 98	Dade City
Seven Acres RV Park	16731 US Highway 301	Dade City
Shady Oaks RV & MHP, Inc.	153 NE 300th Street	Cross City
Shell Station/ Gainesville	9700 NW 39th Ave	Gainesville
Silver Springs RV Park	3151 NE 56th Ave	Silver Springs
Sleep Inn - Leesburg	2476 N Citrus Boulevard	Leesburg
Sleep Inn - Tallahassee	1695 Capital Circle NW	Tallahassee
Sleep Inn & Suites	4321 Lakeland Park Drive	Lakeland
Southern Aire RV Resort	10511 Florence Avenue	Thonotosassa
Stay n Save	1308 N 14th Street	Leesburg
Suburban Extended Stay Hotel	522 Silver Slipper Lane -off John Knox Rd	Tallahassee
Sun & Fun RV Park	7125 Fruitville Road	Sarasota
Sun City Center Area Chamber Of Commerce	1651 Sun City Center Plaza	Sun City Center
Sun Plaza Motel	5461 E Silver Springs Boulevard	Silver Springs
Sundance RV	6340 Sante Fe Dr. (County Rd 54)	Zephyrhills
Super 8 Motel - Gainesville	4202 SW 40th Boulevard	Gainesville
Super 8 Motel - Marianna (OR)	2226 Highway 71	Marianna

<u>LOCATION NAME</u>	<u>ADDRESS</u>	<u>CITY</u>
Suwannee Gables Motel & Marina	27659 SE US Highway 19	Old Town
Temple Terrace Chamber Of Commerce	9385 N 56th Street (& busch blvd.)	Tampa
The Crystal Manatee Suites	310 S Citrus Avenue	Crystal River
Towne Place Suites	23161 Coconut Point	Estero
Towne Place Suites by Marriott	5302 Avion Park Drive	Tampa
Towne Place Suites By Marriott - I-75 Fletcher	6800 Woodstork Road	Temple Terrace
Travel Lodge	3425 US Highway 98 N	Lakeland
Travel lodge- Tallahassee	2801 N Monroe Street	Tallahassee
Travelers Campground - Alachua	17701 April Boulevard	Alachua
Travelers Rest Resort	29129 Johnston Road, 3 mi W	Dade City
Travelodge - Lake City	13771 S US Highway 441	Lake City
Travelodge - MacClenny	1651 S. Street	MacClenny
Triple CCC's Campground & RV Park	2309 Flat Creek Road	Chattahoochee
University Motel	691 W Tennessee Street	Tallahassee
UpTown Village by Townsend	3780 NW 24th Blvd.	Gainesville
Weeki Wachee Springs - Hernando Visitors	intersection of SR 50 and HWY 19	
Wilderness RV Park Estates	10313 E Highway 40	Silver Springs
Wildwood Country Resort	5604 Heritage Boulevard (SR 44)	Wildwood
Wildwood KOA Campground	882 E SR 44 - EXIT 329	Wildwood
Winter Haven Chamber Of Commerce	401 Avene B NW	Winter Haven
Winter Haven Mobile Home Community	50 Charlotte Drive	Winter Haven
Withlacoochee Gulf Area Chamber of Commerce	167 Highway 40 W	Inglis
Withlacoochee Motel	66 US Highway 19 S	Inglis
Wyndham Garden Hotel	1355 Apalachee Parkway	Tallahassee
Wyndham Garden Hotel	2900 SW 13th Street	Gainesville

The Original Florida Tourism Task Force
Travel Shows and Show Assignments, 2017-18 Travel Show Season
January 10, 2018

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

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

Underlined shows are combined shows with Riverway South

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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
January 11, 2018

Cost Estimates	Deliverable
As of 1/11/18	
\$1,000.00	Ultimate Bicycle Guide Maintenance and Updates
\$1,000.00	Ultimate Springs Guide Maintenance and Updates
\$2,000.00	Ultimate Paddling Guide Maintenance & Updates
\$2,000.00	Reservation System Database Maintenance & Updates
\$5,100.00	Website Blogs (60 blogs per at \$85 per blog)
\$3,000.00	Print VNNF Specialty Brochures (RV Guide, Outfitters Guide, Lodging Guide, Paddling Maps)
\$3,000.00	Revise & Print Ultimate Bicycle Guide
\$3,000.00	Revise & Print Ultimate Springs Guide
\$3,000.00	Print Copies of VNNF Paddling Guide
\$3,600.00	Purchase Copies of Big Bend Saltwater Paddling Guide
\$22,500.00	Domestic Travel Shows (3_shows)
\$16,000.00	Print Advertising (co-op ads)
\$20,000.00	Digital Advertising Campaign - Facebook, Google Adword search, Retargeting, Other
\$8,000.00	Website Hosting & Maintenance
\$25,000.00	Connect Travel - Complete
\$12,000.00	Scholarships (6 Tourism Marketing College @ \$1,700 and 1 Gov Tourism Conf @ \$1,800)
\$12,000.00	Brochure Distribution
\$1,200.00	Professional Organization Memberships
\$5,100.00	VISAVUE - Domestic and International Editions
\$4,000.00	Quarterly eNewsletters
\$22,500.00	Administration
\$175,000.00	Total

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2018
Visit Natural North Florida
Meeting Dates and Counties



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

January 18:	Alachua
February 15:	Not Yet Assigned
March 15:	Not Yet Assigned
April 19:	Jefferson County
May 17:	Levy County
June 21:	Hamilton County
July 19:	Lafayette County
August 16:	Madison County
September 20:	VISIT FLORIDA
October 18:	Taylor County
November 15:	Not Yet Assigned
December 20:	Alachua (Council Office)

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

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

ALACHUA COUNTY

(\$15,000 - 3 votes)

Vacant

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BRADFORD COUNTY

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COLUMBIA COUNTY

(\$8,000 3 votes)

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DIXIE COUNTY

(\$2,000 - 2 votes)

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GILCHRIST COUNTY

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HAMILTON COUNTY

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JEFFERSON COUNTY

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LAFAYETTE COUNTY

(\$1,000 - 1 vote)

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LEVY COUNTY

(\$4,000 - 2 votes)

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MADISON COUNTY

(\$3,000 - 2 votes)

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UNION COUNTY

(\$1,000 - 1 vote)

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WAKULLA COUNTY

(\$3,000 - 2 votes)

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

as of 1/8/2018

VOLUNTEERS, CONSULTANTS AND OTHERS

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Roland Loog - Volunteer

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