MEETING NOTICE

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

July 19, 2018  
Thursday, 10:00 a.m.

I. Call to Order, Introductions
II. Approval of the Agenda
III. Approval of the June 21, 2018 Meeting Minutes
IV. Old Business

A. Committee Reports
   1. Finance Committee Report
      b. Marketing Committee Report

B. The Original Florida Tourism Task Force Overview Presentation

C. Regional Rural Development Grant Proposed Legislation

D. North Florida Economic Development Partnership Marketing Opportunity

E. Fiscal Year 2017-18 Regional Rural Development Grant
   1. Scope of Work and Revised Budget
      a. Deliverables and Cost Estimates
      b. Website Maintenance and Hosting
         1. Addition of County Boundaries and Google Map Zoom Fixes
         2. Review of Home Page
      c. 2018 Marketing Project
         Digital Advertising Campaign Report
      d. Paddling, Fishing, Bikes and Springs Microsites
      e. Website Blogs
      f. VisaVues, Domestic and International Editions
      g. In-house Brochure Printing
      h. Domestic Travel Shows
      i. Advertising Campaign
         1. UnDiscovered Florida Co-op Advertisement
         2. Florida Park Ranger App Advertisement
         3. VISIT FLORIDA Transportation Map Advertisement
         4. VISIT FLORIDA Travel Planner Co-op Advertisement
            Co-op Participants ($1,383.00 per 1/6th Panel)
      j. Brochure Distribution
      k. Southeast Tourism Society Marketing College and
         2018 Florida Governor’s Tourism Conference
      l. Professional Organization Memberships
F. VISIT FLORIDA Grants
   1. VISIT FLORIDA - Fiscal Year 2017-18 North Central Florida Rural Area of Opportunity Partnership Program

G. 2018-19 Travel Show Season Tentative Travel Show Schedule

H. 2018-19 Travel Show Season Description of Duties, Responsibilities and Requirements - DRAFT

H. VISIT FLORIDA Monthly Report, Brenna Dacks

I. Staff Items
   1. Fiscal Year 2018-19 Regional Rural Development Grant Deliverables
   2. County Brochures

J. Other Old Business
   1. Updated Task Force Member Contact Information
   2. 2018 Meeting Dates and Locations

V. Leadership Forum: The Honorable Halsey Beshears, Florida House or Representatives, District 7

VI. New Business

   A. Announcements

   B. Other New Business

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., August 16, 2018 at a location to be determined in Madison County.
MINUTES OF
The Original Florida
TOURISM TASK FORCE

Hamilton County Courthouse Annex
Jasper, FL
Hamilton County
June 21, 2018
10:00 a.m.

MEMBERS PRESENT

Ron Gromoll, Alachua County
Sean Plemons, Alachua County
Will Sexton, Bradford County
Paula Vann, Columbia County
Katrina Richardson, Jefferson County
Susan Ramsey, Hamilton County
Nancy Wideman, Jefferson County
Carol McQueen, Levy County
Phyllis Williams, Madison County
Alvin Jackson, Suwannee County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer

OTHERS PRESENT

Beth Burnam, Hamilton County
Board of County Commissioners
Donna Creamer, Task Force
Travel Show Coordinator
Tonja Brown, Vice-Mayor,
Town of White Springs
Sheremah DeJesus, Hamilton County
Development Authority
Thomas Herndon, Wakulla County
Roland Loog, Volunteer
Mariela Garcia-Rendon, Hamilton County
Tourist Development Council
Merrillee Malwitz-Jipson, Columbia County
Richard McCulley, Hamilton County
Tourist Development Council
Walter McKenzie, Hamilton County
Tourist Development Council
Lois Nevins, By All Means Travel
Antoinette Pierce-Cromartie, Hamilton County
Tourist Development Council
Dennis Price, Hamilton County
Tourist Development Council
Charissa Setzer, Suwannee County
Tourist Development Council
Stacy Tebo, Town Manager
Town of White Springs

MEMBERS ABSENT

Daniel Riddick, Bradford County
Rod Butler, Columbia County
Nancy Bednarek, Dixie County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Tisha Whitehurst, Levy County
Trent Abbott, Madison County
Teena Peavey, Suwannee County
Gail Gilman, Wakulla County

OTHERS PRESENT

Charissa Setzer, Suwannee County
Tourist Development Council
Stacy Tebo, Town Manager
Town of White Springs

STAFF PRESENT

Steven Dopp

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Treasurer Dave Mecusker called the meeting to order at 10:04 a.m. and called for introductions.
II. APPROVAL OF THE AGENDA

Treasurer Mecusker requested approval of the meeting agenda.

ACTION: Will Sexton moved and Nancy Wideman seconded to add item IV.B, North Florida Economic Development Partnership Marketing Opportunity, to the agenda and to approve the agenda as amended. The motion passed unanimously.

III. APPROVAL OF THE MAY 17, 2018 MINUTES

Treasurer Mecusker asked for approval of the May 17, 2018 meeting minutes.

Chair Dawn Taylor joined the meeting at this time.

Katrina Richardson stated that the item under IV.F.4, Executive Director Report, regarding credit card usage should be amended to note the denial of a Task Force credit card by the Executive Director.

ACTION: Mr. Sexton moved and Ron Gromoll seconded to amend a sentence under IV.F.4, Executive Director Report, regarding credit card usage to note the denial of a Task Force credit card by the Executive Director and to approve the May 17, 2018 minutes as amended. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

   a. Monthly Financial Report Review and Approval, April 2018

   Treasurer Mecusker presented the April 2018 monthly financial report.

   ACTION: Ms. Richardson moved and Mr. Gromoll seconded to approve the April 2018 monthly financial report as circulated. The motion passed unanimously.

   2. Video Committee Report

   Mr. Sexton reported that the Video Committee met earlier today and ranked all proposals received for the 2018 Website Video Project. He stated that the combined rankings of the Committee members resulted in Running Man Pictures as the highest ranked proposer, Oxenfree Design as the second-highest ranked proposer, Vid Monster Productions as the third-highest ranked proposer, Jellysmack Productions as the fourth-highest ranked proposer and Studio 601 as the fifth-highest ranked proposer. Mr. Sexton concluded by noting that the Committee authorized staff to attempt to enter into a contract with the highest ranked proposer and, if unsuccessful, attempt to enter into a contract with the second-highest ranked proposer, repeating the process until a contract is entered into with the highest-ranked proposer with which a contract can be executed.
B. North Florida Economic Development Partnership Marketing Opportunity

Steven Dopp, Senior Planner, reported on an email he had received on June 20, 2018 from the North Florida Economic Development Partnership requesting $5,000 from Task Force member counties to create a tourism section on the Partnership’s website promoting tourism-oriented small businesses. He noted that the funding request from the Partnership was to meet a funding shortfall for a U.S. Department of Agriculture-Rural Development grant.

**ACTION:** Susan Ramsey moved and Paula Vann seconded to authorize staff to send a letter to Jeff Hendry, Executive Director of the North Florida Economic Development Partnership, Diane Scholz, Director of Rural and Economic Development Services for the Partnership, the Board of Directors of the Partnership, county economic development officials of counties who are members of the Partnership, county coordinators, county administrators and county managers of counties who are members of the Partnership and the board of county commissioners of counties who are members of the Partnership stating that The Original Florida Tourism Task Force strongly recommends that counties not contribute $5,000 to support the creation of an unnecessary and duplicative tourism promotion section on the Partnership’s website for north Florida. The motion passed unanimously.

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

1. Scope of Work

   a. Deliverables and Cost Estimates, June 14, 2018

   Mr. Dopp presented a proposed revised budget for the Fiscal Year 2017-18 Regional Rural Development Grant. He noted that there is $1,700 of previously undesignated grant funds. He also stated that the cost of the VISIT FLORIDA Travel Planner advertisement will be $1,000 less than previously estimated, resulting in $2,700 of unallocated grant funds. Mr. Dopp stated that the proposed revised budget allocates $2,500 for the creation of a fishing microsite and $200 for designing and printing in-house specialty brochures.

   **ACTION:** Ms. Richardson moved and Mr. Mecusker seconded to approve the proposed revised budget as circulated. The motion passed unanimously.

   b. Website Maintenance and Hosting

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

   The Task Force agreed by consensus to retain the shading on the regional pin map and to add county boundary lines to the county pin maps.

   c. 2018 Marketing Project, Review of Analytics

   Mr. Dopp presented information from Google Analytics for the 2018 Marketing Project digital advertising campaign.
d. Paddling and Parks Microsite

Mr. Dopp stated that the Marketing Committee will meet at 1:00 p.m., June 21, 2018 to review a proposed request for proposals for the 2018 Paddling, Fishing, Bikes and Springs Project.

e. Website Blogs

No discussion occurred under this agenda item.

f. Bicycle Routes - Review and Update

No discussion occurred under this agenda item.

g. Springs Guide - Review and Update

No discussion occurred under this agenda item.

h. VisaVues, Domestic and International Edition

Mr. Dopp stated that the Task Force has received the first quarter 2018 VisaVues domestic and international reports.

i. In-house Brochure Printing

No discussion occurred under this agenda item.

j. Domestic Travel Shows

No discussion occurred under this agenda item.

k. Advertising Campaign

(1) UnDiscovered Florida Co-op Advertisement

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

(2) Florida Park Ranger App Advertisement

No discussion occurred under this agenda item.
(3) VISIT FLORIDA Transportation Map Advertisement

Mr. Dopp discussed four potential advertisement mock-ups included in the meeting packet. He noted that the Task Force previously approved the use of the Devil’s Den photo. He further noted that the dimensions of the advertisement were different than presented in the mock-up reviewed by the Task Force at the May 17, 2018 meeting when the Task Force approved the use of a Devil’s Den photo.

ACTION: Mr. Mecusker moved to use the Blue Springs selfie kayakers photograph for the VISIT FLORIDA advertisement. The motion died for the lack of a second.

ACTION: Carol McQueen moved and Ms. Vann seconded to lighten the Ichetucknee River paddleboarders photograph and to use the lightened photograph for the VISIT FLORIDA advertisement. The motion passed unanimously.

(4) VISIT FLORIDA Travel Planner Co-op Advertisement

Chair Taylor stated that Taylor County will pay for two of the one-sixth page co-op advertisement panels.

ACTION: Mr. Sexton moved and Nancy Wideman seconded to authorize staff to enter into a contract with Miles Media for a full-page VISIT FLORIDA Travel Planner Co-op advertisement, to authorize the expenditure of up to $8,322 for the purchase of the advertisement, and to authorize staff to provide the names and contact information of participating counties who have agreed to purchase one-sixth page advertisement space in the co-op advertisement to Miles Media for purposes of billing. The motion passed unanimously.

1. Brochure Distribution

Mr. Dopp reported that Florida Suncoast Tourism Promotions, Inc. picked up 30,000 regional brochures from the Task Force this month. He noted that the Task Force has 60,000 regional brochures remaining.

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

Mr. Dopp reported that he had registered to attend the Florida Governor’s Tourism Conference.

n. Professional Organization Memberships

No discussion occurred under this agenda item.
C. VISIT FLORIDA Grants

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

Mr. Dopp reported that he is in the process of preparing the reimbursement package.

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

The Task Force reviewed the proposed 2018-19 travel show season shows and estimated costs.

E. VISIT FLORIDA Monthly Report

No report was provided by VISIT FLORIDA.

F. Staff Items

1. General Data Protection Regulation of the European Union

   Mr. Dopp stated that the General Data Protection Regulation of the European Union went into effect May 25, 2018. He stated that the Task Force must comply with the regulation as it markets to the European Union. He stated that the Task Force website must be modified to clearly state what data is collected by the Task Force on Europeans, how the Task Force uses the data, and provide a way for Europeans to become informed of what information is collected and how the Task Force uses the collected information.

2. Fiscal Year 2018-19 Regional Rural Development Grant

   Mr. Dopp presented the proposed revised budget for the Fiscal Year 2018-19 Regional Rural Development grant which was included in the meeting packet. He noted that the proposed budget adds $10,000 for the creation of topic-centered landing pages for the Things to Do, Places to Stay and Places to Eat areas of the Task Force website, eliminates funding for revising descriptions for the Task Force website topic-centered landing pages, reduces funding by $1,500 for the design and printing of in-house specialty brochures, eliminates funding for the purchase of additional Big Bend Saltwater Paddling Trail guides, adds $1,000 in funding for website modifications needed for compliance with General Data Protection Regulation of the European Union, increases funding by $2,000 for the digital advertising campaign, reduces funding by $2,000 for website maintenance and hosting and reduces funding for scholarships by $3,250.

   It was agreed by consensus to reduce funding by $500 for Domestic Travel Shows, increase funding by $500 for the purchase of Big Bend Saltwater Paddling Trail guides and to approve the revised proposed Fiscal Year 2018-19 Regional Rural Development Grant budget.

3. VISIT FLORIDA Regional Meetings

   Mr. Dopp reported on the VISIT FLORIDA regional meeting held June 20, 2018 in Jacksonville.
4. Meeting with Florida Regional Economic Development Associations Regarding Regional Rural Development Grant Proposed Legislation

Mr. Dopp stated that Scott Koons, Executive Director, had met with the Chair of the North Florida Economic Development Partnership and requested the Partnership work with the Florida Regional Economic Development Association to ensure that any proposed 2018 legislation addressing Regional Rural Development grants be worded in such a way as to not reduce funding to the Task Force. Mr. Dopp stated that Mr. Koons informed him that the request was well-received by the Chair of the Partnership and anticipates the Partnership working with the Association to ensure that any such proposed legislation does not result in a reduction in funding to the Task Force.

5. Revisions to Host Counties for Monthly Meetings

Mr. Dopp stated that the July 19, 2018 Task Force meeting is scheduled to be held in Lafayette County; however, with the passing of Susie Page, the Task Force may wish to consider meeting in another county.

G. Other Old Business

1. Updated Task Force Member Contact Information

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

2. 2018 Meeting Dates and Location

   The Task Force agreed by consensus to hold the July 19, 2018 meeting in Jefferson County.

V. Leadership Forum

   The Honorable Beth Burnam, Hamilton County Commissioner, discussed nature-based tourism attractions in Hamilton County.

VI. New Business

A. Election of a Vice-Chair

   Chair Taylor noted that with the passing of Susie Page, the Task Force needed to elect a Task Force member to complete the remainder of the Vice-Chair term of office.

   **ACTION:** Ms. McQueen moved and Ms. Richardson seconded to approve Will Sexton as Vice-Chair to complete the remainder of the Vice-Chair term of office. The motion passed unanimously.

B. Announcements

   Task Force members made announcements of interest to the Task Force.
C. Other New Business

No other new business was discussed.

VII. Date and Location of Next Meeting

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

The meeting adjourned at 1:23 p.m.

_________________________________________ 7/19/18
Dawn Taylor, Chair  Date

Minutes prepared by Steven Dopp of the North Central Florida Regional Planning Council.
The Original Florida Tourism Task Force
Balance Sheet
As of May 31, 2018

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# The Original Florida Tourism Task Force
## Profit & Loss
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The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 05/31/2018

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# The Original Florida Tourism Task Force
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The Original Florida Tourism Task Force
A/P Aging Detail
As of May 31, 2018

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

CHECKING ACCOUNT

ANALYZED BUS CHECKING
Account Number XXXXXXX2204
Previous Balance 46,001.39
Deposits/Credits 0.00
13 Checks/Debits 28,880.50
Service Charges 0.00
Interest Paid 13
Ending Balance 17,120.89

Images 13
Statement Dates 5/01/18 thru 5/31/18
Days in this Statement Period 31
Avg Ledger Balance 28,462.29
Avg Collected Balance 28,462.29

CHECKS IN NUMBER ORDER

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* Denotes missing check numbers

RECEIVED
JUN 06 2018
NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL
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<th>Date</th>
<th>Balance</th>
<th>Date</th>
<th>Balance</th>
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Transaction Type: History
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Check Number: 1296
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Transaction Type: History
Amount: -$7,200.00
Description: Check
Check Number: 1297
Posted Date: 5/8/2018
Transaction Type: History
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Description: Check
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Transaction Type: History
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Check Number: 1299
Posted Date: 5/15/2018
Transaction Type: History
Amount: -$519.00
Description: Check
Check Number: 1301
Posted Date: 5/15/2018
Transaction Type: History
Amount: -$3,545.71
Description: Check
Check Number: 1302
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Transaction Type: History
Amount: -$362.36
Description: Check
Check Number: 1303
Posted Date: 5/23/2018
Transaction Type: History
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Transaction Type: History
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Transaction Type: History
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Check Number: 1306
Posted Date: 5/15/2018
Transaction Type: History
Amount: -$1,950.00
Description: Check
Check Number: 1308
Posted Date: 5/25/2018
Transaction Type: History
The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of May 31, 2018

(These financial statements are unaudited)

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<th>Source of Revenue</th>
<th>Budget</th>
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<th>Year to Date</th>
<th>Over/Under Budget</th>
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<td>17,300.00</td>
<td>17,300.00</td>
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**Expenses**

**Marketing**

**Planning**

VisaVues Domestic & International | 5,100.00 | 5,060.00 | 5,060.00 | (40.00) |

**Total Planning** | 5,100.00 | 5,060.00 | 5,060.00 | (40.00) |

**Collateral Materials**

Print Ultimate Bicycle Guide | 2,750.00 | 0.00 | 0.00 | (2,750.00) |
Design/Print New Regional Brochure | 8,500.00 | 0.00 | 4,000.00 | (4,500.00) |
Design/Print Ultimate Springs Guide | 3,450.00 | 0.00 | 0.00 | (3,450.00) |
Print Speciality Brochures | 1,200.00 | 0.00 | 5,970.00 | 4,770.00 |
Update & Print Suwannee River Wilderness Guide | 8,600.00 | 0.00 | 21,250.00 | 12,650.00 |
Print VNNF Paddling Guide | 2,250.00 | 0.00 | 0.00 | (2,250.00) |
Purchase Big Bend Saltwater Paddling Guide | 3,600.00 | 0.00 | 0.00 | (3,600.00) |
Print Suwannee River & Saltwater Trail Maps | 450.00 | 0.00 | 0.00 | (450.00) |

**Total Collateral Materials** | 30,800.00 | 0.00 | 31,220.00 | 420.00 |

**Website**

Revise Homepage | 30,000.00 | 0.00 | 30,000.00 | 0.00 |
Ultimate Springs Guide Maintenance | 1,400.00 | 0.00 | 0.00 | (1,400.00) |
Website Pesudo-Reservation System | 13,000.00 | 2,498.00 | 2,498.00 | (10,502.00) |
Web Hosting Services | 8,000.00 | 0.00 | 6,000.00 | (2,000.00) |
Photography | 2,000.00 | 0.00 | 5,000.00 | 3,000.00 |
Website Blogs - Five Blog Categories | 5,100.00 | 1,870.00 | 4,335.00 | (765.00) |

**Total Website** | 59,500.00 | 4,368.00 | 47,833.00 | (11,667.00) |

**Public Relations**

Tours for Out-of-State & Foreign Media | 3,750.00 | 0.00 | 0.00 | (3,750.00) |

**Total Public Relations** | 3,750.00 | 0.00 | 0.00 | (3,750.00) |

**Trade Shows**

Whistles & Other Promotional Items | 5,000.00 | 0.00 | 5,152.78 | 152.78 |
Popup and/or Cloth Displays - VF In-Kind | 5,000.00 | 5,000.00 | 5,000.00 | 0.00 |
The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of May 31, 2018

(These financial statements are unaudited)

<table>
<thead>
<tr>
<th></th>
<th>Budget</th>
<th>May 2018</th>
<th>Year to Date</th>
<th>Over/(Under)</th>
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<td>800.00</td>
<td>800.00</td>
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<td>2,000.00</td>
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<td>1,000.00</td>
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**Advertising**

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<tr>
<td>Undiscovered Florida &amp; Other Co-op Ads</td>
<td>12,750.00</td>
<td>0.00</td>
<td>6,680.00</td>
<td>(6,070.00)</td>
</tr>
<tr>
<td>Brochure Distribution</td>
<td>8,325.00</td>
<td>1,366.00</td>
<td>6,165.00</td>
<td>(2,160.00)</td>
</tr>
<tr>
<td><strong>Total Advertising</strong></td>
<td>38,575.00</td>
<td>1,366.00</td>
<td>25,845.00</td>
<td>(12,730.00)</td>
</tr>
</tbody>
</table>

**Total Marketing Expenses**

<table>
<thead>
<tr>
<th></th>
<th>Budget</th>
<th>May 2018</th>
<th>Year to Date</th>
<th>Over/(Under)</th>
</tr>
</thead>
<tbody>
<tr>
<td>282,200.00</td>
<td>34,765.51</td>
<td>228,122.76</td>
<td>(54,077.24)</td>
<td></td>
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</tbody>
</table>

**Administration**

<table>
<thead>
<tr>
<th></th>
<th>Budget</th>
<th>May 2018</th>
<th>Year to Date</th>
<th>Over/(Under)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NCFRPC - Admin VF &amp; DEO 2016-2017</td>
<td>5,650.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(5,650.00)</td>
</tr>
<tr>
<td>NCFRPC-Admin VF &amp; DEO FY 2017-2018</td>
<td>18,850.00</td>
<td>1,950.00</td>
<td>1,950.00</td>
<td>(16,900.00)</td>
</tr>
<tr>
<td>NCFRPC - Admin Program Fees</td>
<td>12,500.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(12,500.00)</td>
</tr>
<tr>
<td>Bank Charges</td>
<td>200.00</td>
<td>0.00</td>
<td>33.22</td>
<td>(166.78)</td>
</tr>
<tr>
<td>Legal Advertising</td>
<td>300.00</td>
<td>30.52</td>
<td>67.34</td>
<td>(232.66)</td>
</tr>
<tr>
<td>Legal Expenses</td>
<td>300.00</td>
<td>0.00</td>
<td>61.25</td>
<td>(238.75)</td>
</tr>
<tr>
<td>Other Admin Expenses Miscellaneous</td>
<td>2,000.00</td>
<td>0.00</td>
<td>2,641.40</td>
<td>641.40</td>
</tr>
<tr>
<td>Postage</td>
<td>300.00</td>
<td>0.00</td>
<td>76.25</td>
<td>(223.75)</td>
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<tr>
<td>VF Travel Show Service Program Fee</td>
<td>14,300.00</td>
<td>1,100.00</td>
<td>14,300.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Telephone</td>
<td>300.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(300.00)</td>
</tr>
</tbody>
</table>
The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of May 31, 2018

(These financial statements are unaudited)

<table>
<thead>
<tr>
<th></th>
<th>Budget</th>
<th>May 2018</th>
<th>Year to Date</th>
<th>Over/(Under) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Administration</strong></td>
<td>54,700.00</td>
<td>3,080.52</td>
<td>19,129.46</td>
<td>(35,570.54)</td>
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<tr>
<td><strong>Memberships</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visit Florida</td>
<td>500.00</td>
<td>395.00</td>
<td>395.00</td>
<td>(105.00)</td>
</tr>
<tr>
<td>Southeast Tourism Society</td>
<td>350.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(350.00)</td>
</tr>
<tr>
<td>Florida Outdoor Writers Association</td>
<td>350.00</td>
<td>0.00</td>
<td>175.00</td>
<td>(175.00)</td>
</tr>
<tr>
<td><strong>Total Memberships</strong></td>
<td>1,200.00</td>
<td>395.00</td>
<td>570.00</td>
<td>(630.00)</td>
</tr>
<tr>
<td><strong>Professional Enhancement</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SE Tourism Society Marketing College</td>
<td>11,000.00</td>
<td>150.00</td>
<td>7,350.00</td>
<td>(3,650.00)</td>
</tr>
<tr>
<td>Governor's Tourism Conference</td>
<td>1,900.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(1,900.00)</td>
</tr>
<tr>
<td><strong>Total Professional Enhancement</strong></td>
<td>12,900.00</td>
<td>150.00</td>
<td>7,350.00</td>
<td>(5,550.00)</td>
</tr>
<tr>
<td><strong>Internships</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Harvey Campbell Memorial Internship</td>
<td>6,250.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(6,250.00)</td>
</tr>
<tr>
<td>Dean Fowler Internship</td>
<td>6,250.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(6,250.00)</td>
</tr>
<tr>
<td><strong>Total Internships</strong></td>
<td>12,500.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(12,500.00)</td>
</tr>
<tr>
<td><strong>Retained Reserves</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retained Reserves</td>
<td>22,300.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(22,300.00)</td>
</tr>
<tr>
<td><strong>Total Retained Reserves</strong></td>
<td>22,300.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(22,300.00)</td>
</tr>
<tr>
<td><strong>Total NonMarketing Expenses</strong></td>
<td>103,600.00</td>
<td>3,625.52</td>
<td>27,049.46</td>
<td>(76,550.54)</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>365,800.00</td>
<td>38,391.03</td>
<td>255,172.22</td>
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</tr>
<tr>
<td><strong>Net Income</strong></td>
<td>0.00</td>
<td>6,105.57</td>
<td>(72,037.14)</td>
<td>(72,037.14)</td>
</tr>
<tr>
<td>Type</td>
<td>Date</td>
<td>Num</td>
<td>Name</td>
<td>Memo</td>
</tr>
<tr>
<td>------------</td>
<td>----------</td>
<td>---------</td>
<td>-------------------</td>
<td>-------------------------------------------------------------</td>
</tr>
<tr>
<td>Bill</td>
<td>04/25/2018</td>
<td>OFTTF042518</td>
<td>NATC</td>
<td>Registration for Georgia RV 8 52017 - FDEO 17/18</td>
</tr>
<tr>
<td>Bill</td>
<td>05/01/2018</td>
<td>5T027059</td>
<td>Florida Suncoast Tourism Pro Brochure Distribution June, 2182017 - FDEO 17/18</td>
<td>Accounts Payable</td>
</tr>
<tr>
<td>Bill</td>
<td>05/01/2018</td>
<td>015-167808</td>
<td>CTM Media Group Inc</td>
<td>Brochure Distribution July 82017 - FDEO 17/18</td>
</tr>
<tr>
<td>Total Prepaid Expense</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TOTAL | | | | | | | 2,003.00 |
The Original Florida Tourism Task Force
Transactions by Account
As of May 31, 2018

<table>
<thead>
<tr>
<th>Type</th>
<th>Date</th>
<th>Num</th>
<th>Name</th>
<th>Memo</th>
<th>Class</th>
<th>Clr</th>
<th>Split</th>
<th>Amount</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepaid Travel</td>
<td>05/21/2018</td>
<td>0005...</td>
<td>VisitFlorida</td>
<td>Registration f...</td>
<td>8208 - F...</td>
<td>Accounts Pay...</td>
<td>359.00</td>
<td>359.00</td>
<td></td>
</tr>
<tr>
<td>Total Prepaid Travel</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>359.00</td>
<td>359.00</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>359.00</td>
<td>359.00</td>
</tr>
</tbody>
</table>
This page intentionally left blank.
## Revenues

### Cooperative Regional Marketing Program Fees:

<table>
<thead>
<tr>
<th>County</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alachua County</td>
<td>$15,000</td>
</tr>
<tr>
<td>Bradford County</td>
<td>$3,000</td>
</tr>
<tr>
<td>Columbia County</td>
<td>$8,000</td>
</tr>
<tr>
<td>Dixie County</td>
<td>$2,000</td>
</tr>
<tr>
<td>Gilchrist County</td>
<td>$2,000</td>
</tr>
<tr>
<td>Hamilton County</td>
<td>$1,000</td>
</tr>
<tr>
<td>Jefferson County</td>
<td>$2,000</td>
</tr>
<tr>
<td>Lafayette County</td>
<td>$1,000</td>
</tr>
<tr>
<td>Levy County</td>
<td>$4,000</td>
</tr>
<tr>
<td>Madison County</td>
<td>$3,000</td>
</tr>
<tr>
<td>Suwannee County</td>
<td>$4,000</td>
</tr>
<tr>
<td>Taylor County</td>
<td>$4,000</td>
</tr>
<tr>
<td>Union County</td>
<td>$1,000</td>
</tr>
<tr>
<td>Wakulla County</td>
<td>$3,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$53,000</strong></td>
</tr>
</tbody>
</table>

### Additional Revenue:

- Department of Economic Opportunity Rural Development Grant, FY 2016-17: $57,800
- Department of Economic Opportunity Rural Development Grant, FY 2017-18: $128,700
- VISIT FLORIDA FY 2017-18 Rural Area of Opportunity Grant - Cash: $129,000

**Subtotal - Cash**: $315,500

**TOTAL REVENUES - CASH**: $368,500

- VISIT FLORIDA FY 2017-18 Rural Area of Opportunity Grant - In-Kind: $17,300

**TOTAL REVENUES - CASH AND IN-KIND**: $385,800

## Expenditures

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank Charges</td>
<td>$200</td>
</tr>
<tr>
<td>Governor’s Conference on Tourism</td>
<td>$1,900</td>
</tr>
<tr>
<td>Legal Advertising</td>
<td>$300</td>
</tr>
<tr>
<td>Legal Expenses</td>
<td>$300</td>
</tr>
<tr>
<td>(1) Marketing Program for FY 2017-18</td>
<td>$264,900</td>
</tr>
<tr>
<td>(2) Memberships</td>
<td>$1,200</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$2,000</td>
</tr>
<tr>
<td>North Central Florida Regional Planning Council - Admin</td>
<td>$49,500</td>
</tr>
<tr>
<td>Postage Expenses</td>
<td>$300</td>
</tr>
<tr>
<td>Service Fee - VISIT FLORIDA Travel Show Program</td>
<td>$14,300</td>
</tr>
<tr>
<td>Southeast Tourism Society Marketing College</td>
<td>$11,000</td>
</tr>
<tr>
<td>Telephone</td>
<td>$300</td>
</tr>
<tr>
<td>Unrestricted Reserve Fund - Contribution</td>
<td>$22,300</td>
</tr>
</tbody>
</table>

**TOTAL EXPENDITURES - CASH**: $368,500

- (1) Marketing Program for FY 2017-18 - In-Kind: $17,300

**TOTAL EXPENDITURES - CASH AND IN-KIND**: $385,800

(1) See Marketing Budget Detail
(2) See Memberships Detail

## Reserve Funds

<table>
<thead>
<tr>
<th>Fund</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted Funds Balance</td>
<td>$0</td>
</tr>
<tr>
<td>Unrestricted Funds Balance, Estimate</td>
<td>$85,000</td>
</tr>
</tbody>
</table>

**TOTAL RESERVE FUNDS**: $85,000
## 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
- Web Hosting Services $8,000.00
- Website Blogs - 5 Blogs Categories $5,100.00
- Photography $2,000.00

**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) $1,300.00
- 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 $5,300.00
- 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 Munchen $17,300.00
- VISIT FLORIDA - London Telegraph Bike & Travel Show $13,000.00
- VISIT FLORIDA - Toronto Outdoor Adventure Show $9,450.00
- VISIT FLORIDA - Berlin - ITB Trade Show $9,450.00
- VISIT FLORIDA - Berlin - ITB Trade Show (in-kind) $5,000.00
- VISIT FLORIDA - Caissecompta, Madison, WI $5,725.00
- VISIT FLORIDA - Philadelphia Travel Expo $7,050.00
- 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 $300.00
- 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
- 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
Visit Natural North Florida

Regional Tourism:
A Rising Tide Lifts All Boats!

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

Membership Structure

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

Dues Based on First Two Pennies of County Bed Tax Revenues

<table>
<thead>
<tr>
<th>Annual 2 Penny Bed Tax Revenues</th>
<th>Dues</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0 - $5,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>$5,001 - $10,000</td>
<td>$2,000</td>
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<tr>
<td>$10,001 - $25,000</td>
<td>$3,000</td>
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<tr>
<td>$25,001 - $50,000</td>
<td>$4,000</td>
</tr>
<tr>
<td>$50,001 - $100,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>$100,001 - $200,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>$200,001 - $400,000</td>
<td>$8,000</td>
</tr>
<tr>
<td>$400,001 - $800,000</td>
<td>$11,000</td>
</tr>
<tr>
<td>$800,001 - $1,200,000</td>
<td>$15,000</td>
</tr>
<tr>
<td>$1,200,001 - $2,000,000</td>
<td>$20,000</td>
</tr>
</tbody>
</table>

Visit Natural North Florida

Pools Talents and Resources of Members and Leverages Funding

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

County “Leverage Ratio” Exceeds 6 to 1!

Visit Natural North Florida

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

Website Revamp - January 2018
- Website redesign
- Mobile-friendly
- Town & County landing pages
- Things to Do landing pages
- Videos
- Trip planner
- Multi-language
- Events
- Travel blogs

Visit Natural North Florida

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

Brochure Distribution
- Florida Welcome Centers
- I-95, Florida & Georgia
- I-10, Florida
- U.S. Highway 19
- Florida American Automobile Association Offices
- County Tourism Information Centers
- Travel Shows

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

Visit Natural North Florida

Brochures
- Exhilarating Florida Springs & Wildlife Tours
- Florida Welcome Centers
- I-95, Florida & Georgia
- I-10, Florida
- U.S. Highway 19
- Florida American Automobile Association Offices
- County Tourism Information Centers
- Travel Shows
Visit Natural North Florida

Undiscovered Florida Co-op Advertisement

- Distributed by Smithsonian Magazine and at VISIT FLORIDA Welcome Centers

Visit Natural North Florida

Digital Advertising Campaign - 2017

<table>
<thead>
<tr>
<th>Location</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miami/Ft. Lauderdale</td>
<td>3,368,806</td>
</tr>
<tr>
<td>Orlando/Daytona</td>
<td>2,878,591</td>
</tr>
<tr>
<td>Tampa/St. Pete</td>
<td>2,170,544</td>
</tr>
</tbody>
</table>

Market Research

Information on top feeder markets

- Google Analytics
- VisaVue, Domestic & International, 2017

Visit Natural North Florida

Member Education

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

Visit Natural North Florida

Where are Our Top Markets?

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

Visit Natural North Florida

Google Analytics

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

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

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

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

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

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

Visit Natural North Florida Website Sessions by Week, 2017

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

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

2017-18 Travel Show Schedule

1. Washington DC Travel & Adventure Show
   - January 2018
2. Atlanta Camping & RV Show
   - January 2018
3. New York Times Travel Show
   - January 2018
4. Boston Globe Travel Show
   - February 2018
5. Chicago Travel & Adventure Show
   - February 2018
6. Chicago RV & Camping Show
   - February 2018
7. FRITE Messe Munich
   - February 2018
8. London Telegraph Travel Show
   - February 2018
9. Toronto Outdoor Adventure Show
   - February 2018
10. ITB-Berlin
    - March 2018
11. Canoecopia
    - March 2018
12. Philadelphia Travel & Adventure Show
    - March 2018
13. Midwest Mountaineering Spring Expo
    - April 2018
    - May 2018
Visit Natural North Florida
F. re. e Messe Munich, February 21 - 25, 2018
- 135,000 attendees
- Strongest economy in Europe/Affluent German market
- 30 days paid vacation per year
- Strong outdoors orientation
- Four presentation opportunities
- Only real Florida/U.S. presence at show
- They speak English
- Munich is cold in February!

2018-19 Tentative Travel Show Schedule
- Georgia RV & Camping Show: September 2018
- Midwest Mountaineering Winter Expo: November 2018
- CMT Messe Stuttgart: January 2019
- Chicago Travel & Adventure Show: January 2019
- Atlanta Camping & RV Show: January 2019
- New York Times Travel Show: Jan/Feb 2019
- London Times Destinations Show: February 2019
- Houston RV Show: February 2019
- Boston Travel & Adventure Show: February 2019

2018-19 Tentative Travel Show Schedule, Cont’d
- Chicago RV & Camping Show: February 2019
- F. re. e Messe Munich: February 2019
- Toronto Outdoor Adventure Show: February 2019
- Canoeopelia, Madison, WI: March 2019
- Philadelphia Travel & Adventure Show: March 2019
- Washington, DC Travel & Adventure Show: April 2019
- Ottawa Outdoor & Travel Adventure Show: April 2019
- Midwest Mountaineering Spring Expo: May 2019
- Bike Expo New York: May 2019

Results
Bed Tax Increases FY 2013-14 through FY 2016-17
- 28.6% Statewide
- 33.7% Task Force Counties
- 52.8% Task Force Counties, less Alachua County

Summary
- Visit Natural North Florida
- Regional tourism promotional organization
- Branding “Natural North Florida” as a destination
Steven Dopp  
Senior Planner  
352.955.2200, ext. 109  
dopp@ncfrpc.org  

www.vnnf.org
Regional Partners,

This email is being sent to you on behalf of The Original Florida Tourism Task Force (dba Visit Natural North Florida), a 14-county governmental tourism promotion organization.

You may have recently received an email communication from the North Florida Economic Development Partnership, Inc. requesting $5,000 to fund a shortfall in a U.S. Department of Agriculture Rural Development Grant to add a tourism component to the Partnership website. According to the email, the website will enable the Partnership to promote tourism-oriented small businesses located within the North Central Florida Rural Area of Opportunity.

Please be advised that the Task Force, created by the North Central Florida Regional Planning Council in 1993, already maintains a tourism website (www.naturalnorthflorida.com) which serves the North Central Florida Rural Area of Opportunity. Tourism-oriented businesses in your county are either already listed or can be listed on the existing tourism website for free. For the past 25 years, the Task Force has been promoting tourism in the north central Florida region. (See attached fact sheet).

On June 21, 2018, the Task Force unanimously voted to strongly recommend that counties not contribute $5,000 to support the creation of an unnecessary and duplicative tourism promotion website for north Florida.

Thank you for your continuing support of the north Florida region tourism promotion activities of the Task Force!

Scott
Goal: To increase tourism as a means of sustainable economic development by marketing the region as one product to increase visibility and increase visitor offerings.

Background: Formed in 1993, Visit Natural North Florida is a regional tourism marketing and promotional organization comprised of 14 counties located in north central Florida. Counties represented are: Alachua, Bradford, Columbia, Dixie, Gilchrist, Jefferson, Hamilton, Lafayette, Levy, Madison, Suwannee, Taylor, Union and Wakulla. Visit Natural North Florida is a founding partner of the state’s official tourism marketing organization, VISIT FLORIDA®.

Mission: Visit Natural North Florida promotes the natural, historic, and cultural attractions of the area to increase the number of visitors and extend their stay. The goal is to enhance the area’s economy, image, and quality of life through expanded revenues and employment opportunities. At the same time, the organization encourages the preservation of the resources which bring visitors to the area.

Unique Features:  
- Internet Exposure - Each county in the Natural North Florida region receives extensive exposure on North Florida’s premier tourism website, www.VisitNaturalNorthFlorida.com. Potential visitors can find events and festivals, attractions, accommodations, trails, themed itineraries and more by county with just a click of their mouse.  
- Travel Shows - Each county is represented by Visit Natural North Florida at domestic out-of-state consumer travel shows, international travel shows, and in-state travel shows where members and staff actively engage hundreds of potential visitors and provide collateral marketing materials to thousands more. Each show is attended by thousands of potential visitors to the region.  
- Scholarships - County Tourist Development Council staff is eligible to receive scholarships to attend educational programs such as the Southeast Tourism Society Marketing College and the annual Florida Governor’s Tourism Conference. Attendees are taught marketing techniques in all facets of the tourism industry and learn about the latest trends in tourism promotion.  
- Advertising Campaigns - Each county receives exposure in digital as well as print media advertising campaigns. The advertisements are viewed by millions annually.

Results:  
- Member counties experienced a 33.7 percent increase, on average, in bed tax revenues between Fiscal Year 2013-14 and Fiscal Year 2016-17.  
- Visit Natural North Florida is recognized as the premier advocate for rural tourism in the state, with several Task Force members serving on VISIT FLORIDA committees and promoting rural issues.  
- Member counties benefit from over $6 leveraged in tourism marketing funding for every $1 of contribution.

For additional information on Visit Natural North Florida, please contact Steven Dopp, Senior Planner, at 352-955-2200, ext. 109 or e-mail dopp@ncfrpc.org.
Steve Dopp

From: Walter McKenzie [mckenziew@windstream.net]
Sent: Saturday, June 23, 2018 11:44 AM
To: Steve Dopp
Subject: Fw: Tourism Grant

Importance: High

Steve,
FYI This is the reply that I received from Jeff Hendry.
Walter

From: Jeffrey Hendry
Sent: Friday, June 22, 2018 2:29 PM
To: Walter McKenzie
Subject: RE: Tourism Grant

Walter, thank you for your email.

Foremost, I hope you believe that the NFEDP in no way intended for this effort to diminish funding for tourism groups—frankly much the contrary. We (NFEDP) are constantly in pursuit of federal and state funds (grants) in an effort to advance the economic growth and quality of life for the region (and more importantly residents) we serve. This effort was designed to absolutely maximize the ability to enhance the presence and visibility of small businesses in our region—some of which are tourism related. We were already successful in securing $100,000 in Federal grant dollars to do this but our project would meet its maximum potential at $150,000 (our original proposal to the Feds); we simply wanted to maximize our efforts with no other motivation than to help our region.

With Gratitude and I hope you have a Blessed Weekend.

Jeff

From: Walter McKenzie [mailto:mckenziew@windstream.net]
Sent: Friday, June 22, 2018 9:19 AM
To: Jeffrey Hendry <jhendry@iom.fsu.edu>
Cc: Steve Dopp <dopp@ncfrpc.org>
Subject: Tourism Grant
Importance: High

Hi Jeff,
I just wanted to give you a heads up about a concern that I have that is shared by most, if not all members of The Original Florida Tourism Task Force. It has come to our attention the the North Florida Economic Development is seeking funding in relation to tourism. Yes, tourism is economic development but it makes more sense to me that tourism efforts for our region be coordinated with our Original Florida task force. This kind of caught us by surprise and I can tell you honestly that our immediate reaction was not good.

I’ve attached information on The Original Florida Tourism Task force. I’m not the point person on this, I’m just relaying this information to you because I thought that you should know. As someone who worked on the founding of this tourism organization, I do believe that you would be well advised to give their concerns some
real attention. For further discussion please contact Steven Dopp, Senior Planner for the North Central Florida Regional Planning Council, whom I have copied this email to.

Steven Dopp
Senior Planner
North Central Florida Regional Planning Council
2009 NW 67th Place, Gainesville, FL 32607
Voice: 352.955.2200, ext. 109
Fax: 352.955.2209

Thanks for your attention to this Jeff!
Walter McKenzie
386-303-1394
SCOPE OF WORK

1. PROJECT DESCRIPTION: Section 288.018(1), F.S., establishes a matching grant program (the “Grant Program”) to provide funding to regionally-based economic development organizations representing rural counties and communities for the purpose of building the professional capacity of their organizations. The Grant Program may also be used by an economic development organization to provide technical assistance to businesses within the rural counties and communities they serve.

The Original Florida Tourism Task Force d/b/a Visit Natural North Florida (“Grantee”) is an entity created and authorized pursuant to Section 163.01 of the Florida Statutes titled the Florida Interlocal Cooperation Act of 1969 (Tax Identification Number 59-3534835). The Original Florida Tourism Task Force promotes the natural, historic and cultural attractions of the following counties: Alachua, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, Suwannee, Taylor, Union, and Wakulla. (the “Region”). The Grantee’s goal is to enhance the economy, image, and quality of life through expanded tourism in the Region. Grantee has been awarded grant funds under the Program to provide marketing and promotional services, market research and professional enhancement training for the Region.

2. GRANTEE RESPONSIBILITIES:

2.1 Website Maintenance and Enhancements:

2.1.1 Continue to maintain, host and operate its website, www.vnnf.org, in order to inform potential visitors of attractions and events within the region.

2.1.2 Include additional topic centered microsites on Grantee’s website www.vnnf.org to inform potential visitors of tourist-oriented opportunities within the Region.

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

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

2.2 Marketing and Promotion:

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

2.2.2 Post blogs on the www.vnnf.org website to inform visitors of tourist-oriented attractions and facilities within the Region.

2.2.3 Purchase annual Visa Vue subscription, domestic and international editions to gain insights in the geographic location and demographic information of visitors to the Region. Member organizations will have access to information provided through Visa Vue subscription.
2.2.4 Purchase marketing materials for use and distribution by Task Force members at outdoor-oriented-travel shows and other events. The task force may purchase other pre-printed literature highlighting the Region from various vendors as needed.

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

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

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

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

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

2.3 Professional Enhancement:

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

2.3.2 Maintain memberships in or join professional organizations.

3. DEO’S RESPONSIBILITIES:

3.1 Monitor the ongoing activities and progress of Grantee as DEO deems necessary, to verify that all activities are being performed in accordance with the Agreement;

3.2 Perform Agreement management responsibilities as stated herein;

3.3 Reply to reasonable inquiries pursuant to the Agreement and,

3.4 Review Grantee’s invoices for accuracy and thoroughness, and if accepted process invoices on a timely basis.

4. DELIVERABLES Grantee agrees to provide the following services as specified:

<table>
<thead>
<tr>
<th>Deliverable No. 1 – Website Maintenance and Enhancements</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tasks</strong></td>
</tr>
<tr>
<td>Maintain website in accordance with Scope of Work 2.1.1</td>
</tr>
<tr>
<td><strong>Minimum Level of Service and Required Documentation</strong></td>
</tr>
<tr>
<td>Ongoing website Maintenance, hosting, and operation.</td>
</tr>
<tr>
<td><strong>Required Documentation:</strong></td>
</tr>
<tr>
<td>• Copy of agreement with vendor</td>
</tr>
<tr>
<td>• Invoice from provider</td>
</tr>
<tr>
<td>• Proof of payment</td>
</tr>
<tr>
<td><strong>Financial Consequences</strong></td>
</tr>
<tr>
<td>Failure to maintain, host, and operate website as specified in Section 2.1.1. will result in non-payment.</td>
</tr>
<tr>
<td>Tasks</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| Add Topic centered microsites to Grantee’s website in accordance with Scope of Work 2.1.2 | Add one topic centered microsite to Grantee’s website. **Required Documentation:**  
- Copy of agreement with vendor.  
- Invoice showing completion of draft microsite.  
- Link to added microsite. | Failure to complete at least one topic centered microsite to Grantee’s website as specified in Section 2.1.2 will result in non-payment. |
| Produce video for Grantee website in accordance with Scope of Work 2.1.3 | 100% completion of and posting on Grantee website of video. **Required Documentation:**  
- Copy of agreement with vendor.  
- Link to video.  
- Invoice showing completion of video. | Failure to complete 100% of video and post it on Grantee’s website as specified in Section 2.1.3 will result in non-payment. |
| Review and update springs and bicycle route microsites on Grantee website in accordance with Scope of Work 2.1.4 | 1 springs microsite update or 1 bicycle microsite update. **Required Documentation:**  
- Documentation of staff time associated with this deliverable  
- Link to updated information. | Failure to complete one (1) springs microsite update or one (1) bicycle microsite update as specified in Section 2.1.4 will result in non-payment. |

**Deliverable No. 2 - Marketing and Promotion**

<table>
<thead>
<tr>
<th>Tasks</th>
<th>Minimum Level of Service and Required Documentation</th>
<th>Financial Consequences</th>
</tr>
</thead>
</table>
| Distribute Electronic Newsletter in accordance with Scope of Work 2.2.1 | Prepare and distribute one (1) electronic newsletter. **Required Documentation**  
- Include DEO Agreement Manager on electronic newsletter distribution list.  
- Documentation of staff time associated with this deliverable | Failure to prepare and distribute one (1) electronic newsletter as specified in Section 2.2.1 will result in non-payment. |
| Post blogs on Grantee’s website in accordance with Scope of Work 2.2.2 | Post one (1) blog on Grantee’s website. **Required Documentation:**  
- Copy of agreement with blogger.  
- Link to each blog  
- Photographer release form if necessary  
- Model release form in necessary.  
- Invoice from blogger. | Failure to post one (1) blog on Grantee’s website as specified in Section 2.2.2 will result in non-payment. |
| Purchase Annual Visa Vue subscription in accordance with Scope of Work 2.2.3 | Purchase 1 annual Visa Vue Subscription **Required Documentation:**  
- Invoice from provider  
- Proof of payment | Failure to purchase one (1) annual Visa Vue Subscription as specified in Section 2.2.3 will result in non-payment. |
| Purchase preprinted marketing materials in accordance with Scope of Work 2.2.4 | Purchase a minimum of 400 copies of pre-printed marketing materials. **Required Documentation:**  
- Invoice from seller. | Failure to purchase a minimum of 400 copies of pre-printed marketing materials as specified in |
### Agreement # D0117

<table>
<thead>
<tr>
<th>Tasks</th>
<th>Minimum Level of Service and Required Documentation</th>
<th>Financial Consequences</th>
</tr>
</thead>
</table>
| **Design and print hard copy marketing materials in accordance with Scope of Work 2.2.5** | Design and print 1,000 pieces of hard copy marketing materials.  
**Required Documentation:**  
- 1 piece of each hard copy literature purchased  
- Invoice from contractor  
- Documentation of staff time associated with this deliverable | Failure to design and print 1,000 pieces of hard copy marketing materials as specified in Section 2.2.5. will result in non-payment. |
| **Attend and participate in domestic travel shows in accordance with Scope of Work 2.2.6** | Attend 1 domestic travel show.  
**Required Documentation:**  
- Schedule for each show attended  
- Copies of completed registrations for each travel show attended  
- Copies of rental agreements if applicable  
- Completed travel documentation for a maximum of two travelers | Failure to attend and participate in domestic travel shows as specified in Section 2.2.6. will result in non-payment. |
| **Conduct advertising campaign in accordance with Scope of Work 2.2.7** | Place one (1) digital or print media advertisement.  
**Required Documentation:**  
- Copy of print or digital advertisement  
- Invoice from provider | Failure to place one (1) digital or print media advertisement as specified in Section 2.2.7. will result in non-payment. |
| **Distribute literature in accordance with Scope of Work 2.2.8** | Distribute a minimum of 10,000 brochures. Grantee may request reimbursement a maximum of four (4) times during the agreement period.  
**Required Documentation:**  
- 1 sample of each brochure distributed  
- Copy of distribution list and number distributed  
- Invoice from provider | Failure to distribute a minimum of 10,000 brochures as specified in Section 2.2.8. will result in non-payment. |
| **Purchase Email distribution service in accordance with Scope of Work 2.2.9** | Purchase email distribution service.  
**Required Documentation:**  
- Copy of agreement with email distribution service  
- Invoice from provider | Failure to purchase email distribution service as specified in Section 2.2.9. will result in non-payment. |
| **Deliverable No. 3 - Professional Enhancement** | Provide one (1) professional enhancement scholarship.  
**Required Documentation:**  
- Completed event registration form | Failure to provide a minimum of one (1) professional enhancement scholarship as specified in Section 2.3.1. will result in non-payment. |

Version date: 06/23/2017
of Work 2.3.1

- Agenda for each event.
- Summary of how attendance at the event built professional capacity

result in non-payment.

Maintain memberships in or join professional organizations in accordance with Scope of Work 2.3.3

Maintain membership in one (1) professional organization

Required Documentation:
- Copy of registration for each professional organization membership joined or maintained.

Failure to maintain membership in one (1) professional organization as specified in Section 2.3.3. will result in non-payment.

Total Amount Not to Exceed: $150,000.00

5. REPORTING:

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

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

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

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

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

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

6.2.2 Grantee’s invoices shall include the date, period in which work was performed, amount of reimbursement, and work completed to date;
<table>
<thead>
<tr>
<th>Cost Estimates</th>
<th>Deliverable</th>
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<tr>
<td><strong>As of 10/20/16</strong></td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$150,000.00</strong></td>
</tr>
</tbody>
</table>

**Florida Department of Economic Opportunity**  
**Fiscal Year 2017-18 Regional Rural Development Grant**  
**(January 17, 2018 - January 17, 2019)**  
**Deliverables and Cost Estimates**  
**July 12, 2018**
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The prehistoric cavern walls of Devil’s Den share thousands of years of rich history with visitors. Located near the town of Williston in Levy County, the name “Devil’s Den” was given to the cave by early settlers who reported seeing steam rising like smoke from its chimney. Today, visitors are encouraged to dive, snorkel or explore the cave’s 72-degree spring water.

Welcome to Natural North Florida

As Florida continues to grow, it also stays true to its past. Natural North Florida welcomes anyone and everyone looking for an adventure. Some seek a one-day excursion to recharge from the hustle and bustle of everyday life at a world-renowned, first-magnitude spring. Others take in a leisurely hike or bike ride along the miles of trails crisscrossing Natural North Florida. Whatever adventure you seek, Natural North Florida holds it any day of the year.

170+ Miles of Coastline
19 First Magnitude Springs
25 State Parks
390+ Things To Do
He Taught Us That Traveling is About the Journey

"Travel isn’t always pretty. It isn’t always comfortable. Sometimes it hurts, it even breaks your heart. But that’s okay. The journey changes you — it should change you."

— Anthony Bourdain

If you are a Bourdain fan, watching and reading the tributes that are coming in in the days after his death, there’s no quote you’ll see more than this one:

“Travel isn’t always pretty. It isn’t always comfortable. Sometimes it hurts, it even breaks your heart. But that’s okay. The journey changes you; it should change you. It leaves marks on your memory, on your consciousness, on your heart, and on your body. You take something with you. Hopefully, you leave something good behind.”

The quote is from an episode of “No Reservations,” his show on the Travel Channel. Bourdain’s musings and missives, his poetic observations and everyday wisdom, will no doubt fill future books that will celebrate his travel philosophy.

Bourdain, who says in his very first show that he is looking for extremes in experiences and emotions, showed millions of his viewers the right way to see the world. He eschewed luxury vacations and sanitized resorts. He wasn’t about the R&R. He was always about the journey and the longest, winding, most adventurous way to get to the destination.
On the other hand, we could just go with this:

Nature is our theme park. Natural North Florida welcomes anyone and everyone looking for an adventure. Some seek a one-day excursion to recharge from the hustle and bustle of everyday life at a world-renowned, first-magnitude spring. Others take in a leisurely paddle, hike or bike ride along the miles of trails crisscrossing Natural North Florida. Whatever adventure you seek, Natural North Florida holds it any day of the year.
What would you think of changing it to the following:

Traveling is about the journey. It isn’t about amusement parks, luxury vacations and sanitized resorts. Rather, it is always about the journey and the memories made along the way.

Welcome to Natural North Florida where nature is our theme park. Natural North Florida has the largest collection of freshwater springs in the world. It contains the longest undeveloped coastline in the continental United States. There are multiple paddling trails, including the 200 plus-mile Suwannee River Wilderness Trail and the 100 plus-mile Big Bend Saltwater Paddling Trail. 300 miles of the hot, humid, buggy, snaky, wet, flat and at the same time undeniably inspiring Florida National Scenic Trail are located here.

Time spent in Natural North Florida may change your life.
### ADWORDS DISPLAY CAMPAIGN | 2018 Qtr 1 & 2 RESULTS

<table>
<thead>
<tr>
<th>TARGET AUDIENCE</th>
<th>IMPRESSIONS</th>
<th>AVG CPM</th>
<th>CLICKS</th>
<th>CTR</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIKING</td>
<td>6,894,226</td>
<td>$.72</td>
<td>14,283</td>
<td>.21%</td>
<td>$4,983.58</td>
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<tr>
<td>HIKING &amp; CAMPING</td>
<td>280,935</td>
<td>$.86</td>
<td>693</td>
<td>.25%</td>
<td>$240.35</td>
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<tr>
<td>KAYAKING &amp; PADDLING</td>
<td>7,170,760</td>
<td>$.74</td>
<td>15,407</td>
<td>.21%</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>16,150,324</strong></td>
<td><strong>$.78</strong></td>
<td><strong>35,370</strong></td>
<td><strong>.22%</strong></td>
<td><strong>$12,557.89</strong></td>
</tr>
</tbody>
</table>

**Campaign Notes**
- Overall CTR for Adwords is ~ 3 times better than industry benchmark of .08%.
- By Utilizing ANIMATED banners across all audiences we were able to capture multiple interests within similar audience categories.
- The Kayaking & Paddling campaign resulted in the largest amount of impressions and clicks, with the Biking campaign resulting in a close second.
- The Hiking & Camping Campaign generated the least impressions, yet saw the highest CTR.
- We surpassed 2017’s campaign impressions by delivering **16 Million** through Q1 & Q2 of 2018!
- The campaigns successfully attracted attention from multiple different geographical groups from large population centers around the county.
- All campaigns achieved efficient CPC rates, averaging roughly $0.35 per click (competitively comparative to the industry standard for Travel & Hospitality).
- All campaigns achieved exposure at maximum financial efficiency with an average CPM ($0.78) of nearly one quarter of the industry standard (~$2.80).
<table>
<thead>
<tr>
<th>Location</th>
<th>Impressions</th>
<th>CTR</th>
<th>Spend</th>
</tr>
</thead>
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<td>New York</td>
<td>2,461,257</td>
<td>0.22%</td>
<td>$1,852.54</td>
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<tr>
<td>Philadelphia</td>
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<td>2,158,285</td>
<td>0.20%</td>
<td>$1,487.60</td>
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<td>Boston</td>
<td>2,075,574</td>
<td>0.19%</td>
<td>$1,394.42</td>
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<td>Canoecopia</td>
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<td>$2,017.05</td>
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<td>Washington D.C.</td>
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</tr>
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<td>Tampa / St. Pete DMA</td>
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<td>$736.49</td>
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<tr>
<td>Minneapolis</td>
<td>201,802</td>
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<td>$145.66</td>
</tr>
<tr>
<td>Atlanta</td>
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<td>0.20%</td>
<td>$6.57</td>
</tr>
<tr>
<td>Size</td>
<td>Impressions</td>
<td></td>
<td></td>
</tr>
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<td>728 x 90</td>
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</tr>
<tr>
<td>320 x 50</td>
<td>4,750,287</td>
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<td></td>
</tr>
<tr>
<td>468 x 60</td>
<td>917,434</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
160 x 600

531,560 Impressions
Visit Natural NORTH FLORIDA®
Nature is Our Theme Park

www.naturalnorthflorida.com
Thanks, Irish.

---

Irish, Carroll@milespartnership.com [mailto:Irish.Carroll@milespartnership.com]  
Monday, July 02, 2018 2:58 PM  
To: Steve Dopp  
Cc: Scott Koons; Paula Vann; Donna Creamer; Susan Ramsey; Chamber of Commerce; Phyllis Williams; Dawn Taylor  
Subject: RE: Florida Vacation Planner

Sounds great; and there is a North FL section, but as we get closer, we’ll see you things are laying out, and get you in the most effective positions.

---

Steve Dopp [mailto:dopp@ncfrpc.org]  
Monday, July 02, 2018 2:08 PM  
To: Irish.Carroll@milespartnership.com  
Cc: Scott Koons <koons@ncfrpc.org>; Paula Vann <pvann@columbiacountyfla.com>; Donna Creamer <dcreamer@gilchrist.fl.us>; Susan Ramsey <sramsey@hamiltoncda.org>; Chamber of Commerce <info@monticellojeffersonfl.com>; Phyllis Williams <phyllis@madisonfl.org>; Dawn Taylor <taylorchamber@fairpoint.net>  
Subject: RE: Florida Vacation Planner

Irish,

At its June 21, 2018 meeting, the Task Force voted to place a full-page ad in either the Outdoors section or the North Florida section (not sure if there is a North Florida section) of the 2019 VISIT FLORIDA Vacation Planner. Please send an agreement to me as well as agreements to the attached list. Please invoice the Task Force for $8,303.25. Please invoice the participants $1,383.00 for a 1/6th ad space. Please note that Taylor County is taking two 1/6th ad spaces but would like to be invoiced separately for each of its two 1/6th ad spaces.

If you have any questions concerning this matter, please do not hesitate to contact me.
North Central Florida
Rural Area of Opportunity Partnership
2017-18 Travel Show Season Report

June 27, 2018

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

The Task Force exhibited at 14 shows during the 2017-18 travel show season. The Task Force planned to exhibit at one additional show, the Hershey RV Show, but cancelled their attendance at that show due to Hurricane Irma. Of the 14 shows, 13 were funded by the VISIT FLORIDA Rural Area of Opportunity Partnership Program. The Task Force used its Regional Rural Development grant to fund the remaining show.

The travel shows were selected based on Task Force member knowledge of its top feeder markets as well as information derived from various shows regarding show quality and fit for the north central Florida tourism product. Task Force booth teams again noted strong consumer interest at outdoor recreation and recreational vehicle shows such as Canoecopia, the Toronto Outdoor Adventure Show and the Chicago RV and Camping Show. Overall, the Task Force distributed 26,089 pieces of collateral material at the 14 shows.

The Task Force has participated in the VISIT FLORIDA Rural Area of Opportunity Partnership for three fiscal years (Fiscal Year 2014-15 through Fiscal Year 2017-18). During this period, North Central Florida Rural Area of Opportunity Tourism Development Tax revenues experienced a higher rate of increase than experienced statewide. The region experienced a 33.7 percent increase in Tourism Development Tax revenues during this time period, exceeding the statewide rate of increase of 28.6 percent. When Alachua County is removed from consideration, the remaining 15 counties experienced a 52.8 percent increase in Tourism Development Tax revenues during this time period, nearly double the statewide rate of increase.

For the 2017-18 travel show season, the Task Force expended 78 percent of the travel show portion of the budget on travel shows. Cost savings were achieved due to a variety of factors, including shipping collateral material directly to travel shows and to the hotel rooms of the booth staff, thereby avoiding the cost of intermediary shippers. The Task Force was charged duty fees for its international shipments but the fees were significantly lower than estimated. Generally, cost savings were achieved in all categories except furniture rental, which was significantly higher than budgeted.

For Fiscal Year 2017-18, the Task Force recommends continuing the travel show program and increasing the total number of travel shows to 18, while increasing the number of travel shows funded by VISIT FLORIDA to 15. The Task Force recommends replacing London Telegraph Travel Show with the London Times Destinations Show and replacing ITB-Berlin with CMT Messe Stuttgart. The Task Force also recommends replacing the Boston Globe Show with the inaugural Boston Travel and Adventure Show. Finally, the Task Force recommends adding a second Atlanta show, a second Canadian show, adding the Houston RV Show and the Midwest Mountaineering Winter Expo. It is further recommended that combined travel shows with Riverway South continue to exhibit at five shows with each combined show consisting of one 10 foot by 20 foot booth shared by both with two representatives from each organization staffing the booth.

The Task Force strongly recommends retaining funding levels for the 2018-19 VISIT FLORIDA Rural Area of Opportunity Partnership at the 2017-18 level. Retaining current funding levels for the next travel show season will allow the Task Force to attend two additional shows with VISIT FLORIDA Rural Area of Opportunity Partnership funds. Additionally, the funding will allow the Task Force to fully leverage a Florida Department of Economic Opportunity Regional Rural Development Grant next year.
Finally, it is recommended that the VISIT FLORIDA advance payment to the Task Force be $50,000. The cost-reimbursable nature of the Partnership places a significant strain on the available working capital of the Task Force. The $50,000 advance payment will help to alleviate potential cash flow challenges and reduce the likelihood of the Task Force requesting reimbursements during the travel show season.
Table 43
Final Ranking of Travel Shows
Highest to Lowest
2017-18

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Toronto Outdoor Adventure Show</td>
</tr>
<tr>
<td>2</td>
<td>New York Times Travel Show</td>
</tr>
<tr>
<td>3</td>
<td>Atlanta Camping &amp; RV Show</td>
</tr>
<tr>
<td>4</td>
<td>F.re.e Messe Munich</td>
</tr>
<tr>
<td>5</td>
<td>Chicago RV &amp; Camping Show</td>
</tr>
<tr>
<td>6</td>
<td>Bike Expo New York</td>
</tr>
<tr>
<td>7</td>
<td>Philadelphia Travel &amp; Adventure Show</td>
</tr>
<tr>
<td>8</td>
<td>Canoecopia</td>
</tr>
<tr>
<td>9</td>
<td>London Telegraph Travel Show</td>
</tr>
<tr>
<td>10</td>
<td>ITB-Berlin</td>
</tr>
<tr>
<td>11</td>
<td>Chicago Travel &amp; Adventure Show</td>
</tr>
<tr>
<td>12</td>
<td>Midwest Mountaineering Spring Expo</td>
</tr>
<tr>
<td>13</td>
<td>Washington, DC Travel &amp; Adventure Show</td>
</tr>
<tr>
<td>14</td>
<td>Boston Globe Travel Show</td>
</tr>
</tbody>
</table>

This year, the Toronto Outdoor Adventure Show and the New York Times Travel Show are the two highest ranked shows for the season, replacing the perennially top ranked Canoecopia and the Chicago RV and Camping Show. Although with a slightly higher point total than the New York Times Travel Show, Toronto was moved to the number one slot due to its outdoor adventure focus. Last year, the Toronto Outdoor Adventure Show ranked as the sixth most valuable show while the New York Times Travel Show was the eighth most valuable show. ITB-Berlin and the London Telegraph Travel Show retained their mid-level rankings from last season. Last year, ITB-Berlin ranked tenth out of 18 shows while the London Telegraph Travel Show ranked 11th. This year, the London Telegraph Show ranked ninth out of 14 while ITB Berlin is ranked tenth.

The Task Force recommends replacing the Boston Globe Travel Show with the Boston Travel and Adventure Show as the attendees at the Boston Travel and Adventure Show are anticipated to be more aligned with the Natural North Florida product. Although the London Telegraph Travel Show and ITB-Berlin are still considered valuable shows, the Task Force recommends replacing the London Telegraph Travel Show with the London Times Destinations Show and replacing ITB-Berlin with CMT Messe Stuttgart. While both are valuable shows, ITB-Berlin is recommended for replacement as the Task Force considers European consumer shows to be more valuable than ITB-Berlin, which is a combination professional travel trade and consumer show. The Task Force also seeks a different London show in an effort to find a consumer show with a larger number of attendees, better opportunities to make presentations and where the attendees are more aligned to the Natural North Florida product.
Observations

Discussions with the booth teams suggest that consumer interest in the region is generally stronger at specialty shows focusing on outdoor recreation than at general purpose travel shows. Additionally, the quality and fit of the show to the Natural North Florida product is as important as the importance of a market to the region, at least when market prominence is measured by Google Analytics and Visa credit card swipe data. As long as the location of a show is east of the Mississippi River, has an outdoor recreation focus and at has at least 6,000 visitors, then it is likely to be a worthwhile show. Therefore, it is recommended that the Task Force rate the fit of the show to the Natural North Florida product. Such a rating system should be incorporated as an additional measure in the ranking of shows in determining the value of the show to the Task Force. Such a measure this year would likely have reduced the overall ranking of the Boston Globe Travel Show and increased the ranking of F.re.e Messe Munich, Canoecopia and the Midwest Mountaineering Spring Expo.

In addition to show fit, it is also recommended that the Task Force track the number of conversations with travel show visitors. Such a measure will further help to gauge the interest of show attendees in the Visit Natural North Florida product. Had this measure been implemented this year, F.re.e Messe Munich would have likely achieved a higher ranking as show visitors were more interested in speaking to the booth staff than they were in taking brochures.

At several shows this year, the Task Force was either the only Florida exhibitor or one of a limited number of Florida exhibitors. The Task Force finds that its booth at such shows attract strong interest from consumers as the word Florida in the booth name consistently attracts a crowd and there are few other Florida exhibitors with which to compete for attendee attention.

Combined Riverway South Shows

The Task Force and Riverway South booth teams were complimentary since the two regions are adjacent. The booth teams again worked well together at the combined travel shows. Having additional booth team members continues to be especially valuable at the Chicago RV and Camping Show where, due to long show hours and large crowds, booth team members were able to take breaks and still have sufficient personnel to staff the combined booth.

Recovery Day for European Show Booth Staff

Total flight travel time from Europe to the United States is very lengthy, typically averaging 12 to 16 hours in duration. Given this lengthy travel time duration, it is recommended that travel show booth staff remain in Europe for a recovery day before returning to the United States.

Post-Consumer Show Marketing

Three getaway packages were promoted at the travel shows for purposes of collecting email addresses. Additionally, three framed and autographed John Moran photographs were offered as prizes at the two London shows and ITB-Berlin. A total of 1,588 email addresses were collected. These email addresses were added to the email addresses collected last year for a total of approximately 5,500 email addresses. The Task Force distributes a quarterly electronic newsletter to these email addresses.
<table>
<thead>
<tr>
<th>Number</th>
<th>Show Name</th>
<th>Leader Departure Date</th>
<th>Member Departure Date</th>
<th>Show Dates</th>
<th>Return Travel Date</th>
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<td>1</td>
<td>Georgia RV and Camping Show</td>
<td>September 12, 2018</td>
<td>September 13, 2018</td>
<td>September 14-16, 2018</td>
<td>September 17, 2018</td>
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<tr>
<td>2</td>
<td>Midwest Mountaineering Winter Expo</td>
<td>November 14, 2018</td>
<td>November 15, 2018</td>
<td>November 16 - 18, 2018</td>
<td>November 19, 2018</td>
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<td>3</td>
<td>CMT Messe Stuttgart</td>
<td>January 8, 2019</td>
<td>January 8, 2019</td>
<td>January 12 - 20, 2019</td>
<td>January 22, 2019</td>
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<tr>
<td>4</td>
<td>Chicago Travel and Adventure Show</td>
<td>January 10, 2019</td>
<td>January 11, 2019</td>
<td>January 12 - 13, 2019</td>
<td>January 14, 2019</td>
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<td>8</td>
<td>Houston RV Show</td>
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<td>February 5, 2019</td>
<td>February 6 - 10, 2019</td>
<td>February 11, 2019</td>
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<tr>
<td>9</td>
<td>Boston Travel and Adventure Show</td>
<td>February 7, 2019</td>
<td>February 8, 2019</td>
<td>February 9 - 10, 2019</td>
<td>February 11, 2019</td>
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<tr>
<td>10</td>
<td>Chicago RV and Camping Show</td>
<td>February 12, 2019</td>
<td>February 13, 2019</td>
<td>February 14 - 17, 2019</td>
<td>February 18, 2019</td>
</tr>
<tr>
<td>11</td>
<td>F.re.e Messe Munich</td>
<td>February 16, 2019</td>
<td>February 16, 2019</td>
<td>February 20 - 24, 2019</td>
<td>February 26, 2019</td>
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<tr>
<td>13</td>
<td>Canoeopia</td>
<td>March 6, 2019</td>
<td>March 7, 2019</td>
<td>March 8 - 10, 2019</td>
<td>March 11, 2019</td>
</tr>
<tr>
<td>14</td>
<td>Philadelphia Travel and Adventure Show</td>
<td>March 7, 2019</td>
<td>March 8, 2019</td>
<td>March 9 - 10, 2019</td>
<td>March 11, 2019</td>
</tr>
<tr>
<td>15</td>
<td>Washington DC Travel and Adventure Show</td>
<td>March 14, 2019</td>
<td>March 15, 2019</td>
<td>March 16 - 17, 2019</td>
<td>March 18, 2019</td>
</tr>
<tr>
<td>16</td>
<td>Ottawa Outdoor and Travel Adventure Show</td>
<td>April 18, 2019</td>
<td>April 19, 2019</td>
<td>April 20 - 21, 2019</td>
<td>April 22, 2019</td>
</tr>
<tr>
<td>17</td>
<td>Midwest Mountaineering Spring Expo</td>
<td>April 24, 2019</td>
<td>April 25, 2019</td>
<td>April 26 - 27, 2019</td>
<td>April 28, 2019</td>
</tr>
<tr>
<td>18</td>
<td>Bike Expo New York</td>
<td>May 3, 2019</td>
<td>May 2, 2019</td>
<td>May 3 - 4, 2019</td>
<td>May 5, 2019</td>
</tr>
</tbody>
</table>

Italicized shows are shows funded by the Task Force Regional Rural Development Grant.
Underlined shows are combined shows with Riverway South.
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The Original Florida Tourism Task Force
Description of Duties, Responsibilities and Requirements
Travel Show Booth Lead

July 12, 2018

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

ELIGIBILITY

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

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

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

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

POSITION FUNCTIONS

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

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

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

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

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

Ensure an adequate supply of collateral material is available at the travel show booth counter/table.
Gather statistical information related to the travel show, including number of travel show visitors with which the travel show team engaged in conversations, keeping track of the number of brochures distributed and determining the number of travel show attendees.

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

Gather email addresses from travel show attendees.

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

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

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

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

PHYSICAL REQUIREMENTS AND DEMANDS

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

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

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

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

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

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

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

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

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

INTERNATIONAL TRAVEL SHOWS

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

FACEBOOK AND SOCIAL MEDIA USAGE

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

CELLULAR TELEPHONE USAGE

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

MINORS IN TRAVEL SHOW BOOTHS

Minors are not allowed in travel show booths.

CANCELLATION

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

July 12, 2018  

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

ELIGIBILITY

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

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

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

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

POSITION FUNCTIONS

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

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

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

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

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

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

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

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

PHYSICAL REQUIREMENTS AND DEMANDS

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

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

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

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

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

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

ENVIRONMENT

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

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

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

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Minors are not allowed in travel show booths.

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

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

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<th>Proposed 5/8/18</th>
<th>Approved 6/21/18</th>
<th>Proposed 7/19/18</th>
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<td>Add Three Topic-Centered Landing Pages (1 Things to Do, 1 Places to Stay, 1 Places to Eat)</td>
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<td>Add Six Town Landing Pages - Nancy Moreland (White Springs, St. Marks, Steinhatchee, High Springs, Suwannee, Williston)</td>
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<td>Purchase Copies of Big Bend Saltwater Paddling Guide</td>
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</table>
The Original Florida Tourism Task Force 2018 MEMBERS as of 7/12/2018

**ALACHUA COUNTY**
($15,000 - 3 votes)

**Vacant**

**Ron Gromoll**
Marketing and Events Coordinator
Alachua County Fair
12 SE 1st Street, 2nd Floor
Gainesville, FL  32601
(w) 352.264.6904
rgromoll@alachuaCounty.us

**Sean Plemons**
Content Manager
Visit Gainesville/Alachua County
30 East University Ave
Gainesville, FL  32601
(w) 352.374.5260
splemons@alachuaCounty.us

**BRADFORD COUNTY**
($3,000 - 2 votes)

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

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

**BRADFORD COUNTY**
($3,000 - 2 votes)

**Rod Butler**
General Manager
Holiday Inn Hotel and Suites
213 NW Commerce Drive
Lake City, FL  32025-1501
(w) 386.487.1080
gm@hilakecityfl.com

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

**COLUMBIA COUNTY**
($8,000 3 votes)

**Vacant**

**DIXIE COUNTY**
($2,000 - 2 votes)

**Nancy Bednarek**
Springs to Sea Paddlesports
25867 SE Hwy 19
Old Town, FL  32680
(w) 352.318.1978
nbednarek@aol.com

**Russ McCAllister**
Suwannee Guides and Outfitters
PO Box 1345
Old Town, FL  32680
(w) 352.542.8331
(h) 352.325.1520
(c) 352.258.0189
russ776@bellsouth.net
www.visitdixie.com
www.suwanneeguides.com
GILCHRIST COUNTY
($2,000 - 2 votes)
Vacant

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

HAMILTON COUNTY
($1,000 - 2 votes)
Vacant

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

JEFFERSON COUNTY
($2,000 - 2 votes)

Katrina Richardson
Executive Director
Monticello-Jefferson County Chamber of Commerce
420 West Washington Street
Monticello, FL 32344
(w) 850-997-5552
info@monticellojeffersonfl.com

Nancy Wideman
1100 Pearl Street
Monticello, FL 32344
(h) 850.997.0517
(c) 850.528.7362
nancywideman48@gmail.com

LAFAYETTE COUNTY
($1,000 - 1 vote)
Vacant

LEVY COUNTY
($4,000 - 2 votes)

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

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

MADISON COUNTY
($3,000 - 2 votes)

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

Trent Abbott
Jellystone Park of Madison, Florida
1051 Old St. Augustine Road
Madison, FL 32340
(w) 850.973.8269
tacountry@hotmail.com

SUWANNEE COUNTY
($4,000 - 2 votes)

Alvin Jackson
Director
Suwannee County Economic Development
100 Court Street SE, Suite 214
Live Oak, FL 32064
(w) 386.330.2220
(c) 386.688.5366
alvinj@suwcounty.org
www.suwanneechamber.com
Teena Peavy  
Marketing Director  
Spirit of the Suwannee Music Park  
3076 95th Drive  
Live Oak, Florida 32060  
(w) 386.364.1683  
teena@musicliveshere.com  
www.musicliveshere.com

TAYLOR COUNTY  
($4,000 - 2 votes)

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

Sandy Beach  
20845 Keaton Beach Drive  
Perry, FL 32348  
850.578.2898  
(c) 850.843.1546  
sandybeach8431546@gmail.com

UNION COUNTY  
($1,000 - 1 vote)

Dave Mecusker  
11496 SW 77th Way  
Lake Butler, Fl. 32054  
(c) 352.672.5938  
dmecusker@live.com

WAKULLA COUNTY  
($3,000 - 2 votes)

Thomas Herndon  
Outreach Coordinator  
Wakulla County Tourist Development Council  
P.O. Box 1263  
Crawfordville, FL 32327  
(w) 850.926.0919 x 716  
dbardhi@mywakulla.com  
www.visitwakulla.com

The Honorable Gail Gilman  
City of St. Marks, Florida  
PO Box 296  
St. Marks, Florida, 32355  
(h) 850.725.6168  
glylette@embarqmail.com

STAFF

Steve Dopp  
Senior Planner  
Visit Natural North Florida  
2009 NW 67th Place  
Gainesville, FL 32653  
(w) 352.955.2200 ext. 109  
dopp@ncfrpc.org  
www.visitnaturalnorthflorida.com

Scott R. Koons  
Executive Director  
Visit Natural North Florida  
2009 NW 67th Place  
Gainesville, FL 32653  
(w) 352.955.2200 ext. 101  
Koons@ncfrpc.org
THE ORIGINAL FLORIDA TOURISM TASK FORCE
VOLUNTEERS, CONSULTANTS AND OTHERS

as of 7/12/2018

VOLUNTEERS, CONSULTANTS AND OTHERS

Donna Creamer
Staff Assistant
Gilchrist County Tourist Development Council
209 SE 1st Street
Trenton, FL  32693
(w) 352.463.3467
(c) 352.210.1827
dcreamer@gilchrist.fl.us
www.VisitGilchristCounty.com

Roland Loog - Volunteer
1907 NW 10th Avenue
Gainesville, FL  32605
(h) 352.375.2060
(c) 352.231.2077

Lois Nevins
By All Means Travel
7513 NW County Road 235
Alachua, FL  32615
(w) 386.418.0242
byallmeastravel@hotmail.com

Tommy Thompson
Two Tree, Inc.
24 NW 33rd Court, Suite A
Gainesville, FL  32607
(w) 352.284.1763
Third Thursday of each month, subject to change with advance notice.

<table>
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<tr>
<th>Month</th>
<th>County</th>
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<th>Hamilton</th>
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<th>Lafayette</th>
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<th>Suwannee</th>
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