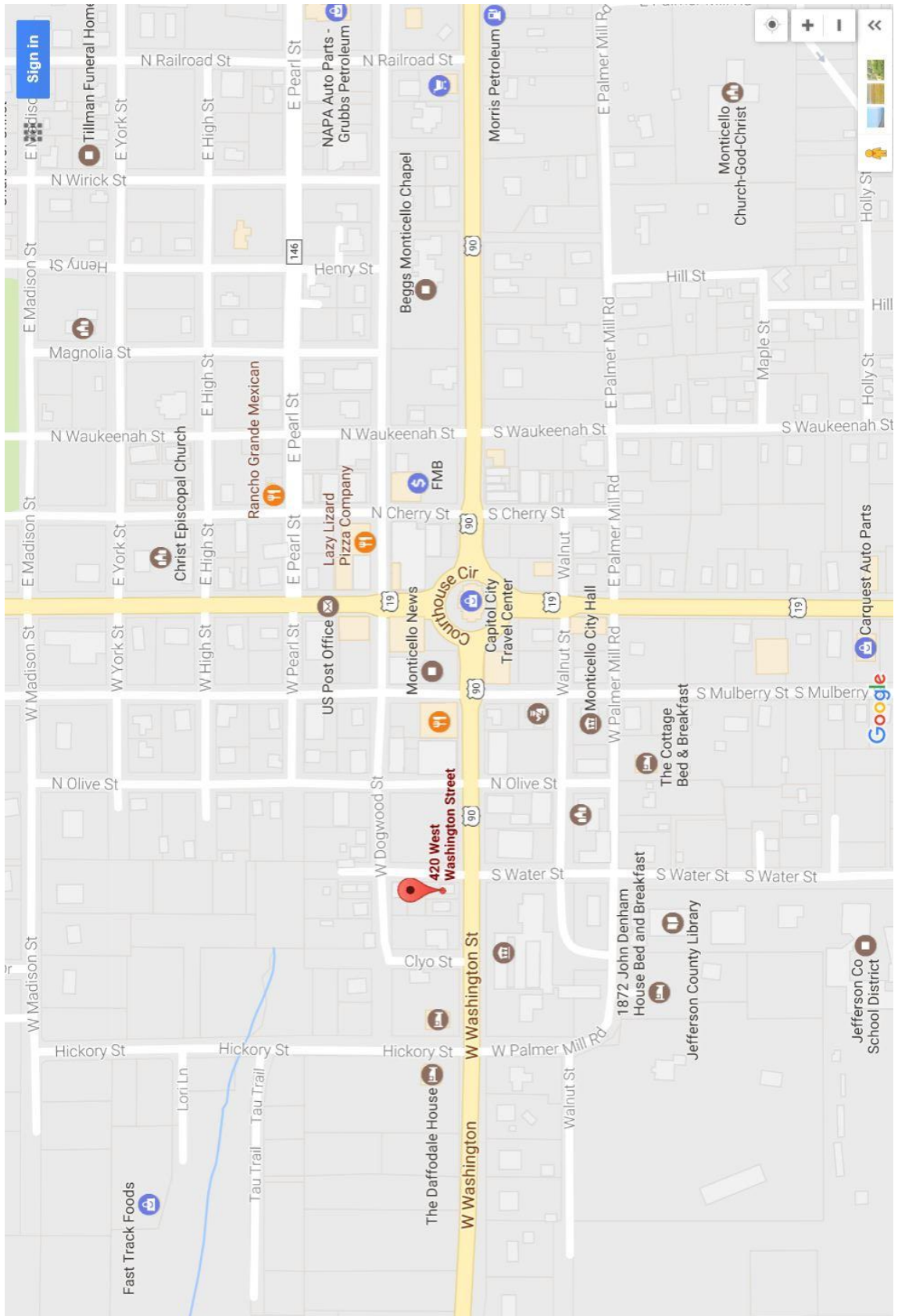


MEETING NOTICE

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.**

(Location Map on Back)



The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Visit Natural
NORTH FLORIDA

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

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

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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	

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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

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

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
Merrilee 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

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.

l. 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.

Dawn Taylor, Chair

7/19/18
Date

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

The Original Florida Tourism Task Force

Balance Sheet

As of May 31, 2018

	<u>May 31, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	13,122.89
Total Checking/Savings	<u>13,122.89</u>
Accounts Receivable	
Accounts Receivable	27,197.00
Total Accounts Receivable	<u>27,197.00</u>
Other Current Assets	
Prepaid Expense	2,003.00
Prepaid Travel	359.00
Total Other Current Assets	<u>2,362.00</u>
Total Current Assets	<u>42,681.89</u>
TOTAL ASSETS	<u>42,681.89</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	2,786.72
Total Accounts Payable	<u>2,786.72</u>
Total Current Liabilities	<u>2,786.72</u>
Total Liabilities	2,786.72
Equity	
Unrestricted Earnings	71,932.31
Net Income	-32,037.14
Total Equity	<u>39,895.17</u>
TOTAL LIABILITIES & EQUITY	<u>42,681.89</u>

9:51 AM

07/12/18

Accrual Basis

The Original Florida Tourism Task Force

Profit & Loss

May 2018

	May 18
Income	
FDEO-Regional Dev. Grant 17/18	27,197.00
Total Income	27,197.00
Gross Profit	27,197.00
Expense	
Legal Advertising	30.52
Marketing	
Collateral Materials	
Distribution	1,366.00
Total Collateral Materials	1,366.00
Trade Shows	
Midwest Mountaineering Outdoor	2,857.04
NCFRPC Contractual Services	1,950.00
New York Bike Expo	4,914.47
Total Trade Shows	9,721.51
Visit Florida	
Marketing research	5,060.00
Total Visit Florida	5,060.00
Website	
Bloggers Fees	1,870.00
Website - Other	2,498.00
Total Website	4,368.00
Total Marketing	20,515.51
Memberships	
Visit Florida	395.00
Total Memberships	395.00
Professional Enhancements	150.00
Total Expense	21,091.03
Net Income	6,105.97

10:30 AM

06/11/18

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

	<u>May 31, 18</u>	
Beginning Balance	46,001.39	✓
Cleared Transactions		
Checks and Payments - 13 items	-28,880.50	✓
Total Cleared Transactions	-28,880.50	
Cleared Balance	<u>17,120.89</u>	✓
Uncleared Transactions		
Checks and Payments - 2 items	-3,998.00	
Total Uncleared Transactions	-3,998.00	
Register Balance as of 05/31/2018	<u>13,122.89</u>	
New Transactions		
Checks and Payments - 5 items	-2,722.72	
Total New Transactions	-2,722.72	
Ending Balance	<u>10,400.17</u>	

6-11-18
ADP

10:30 AM

06/11/18

**The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 05/31/2018**

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						46,001.39
Cleared Transactions						
Checks and Payments - 13 items						
Bill Pmt -Check	04/12/2018	1294	Taylor, Dawn	X	-1,496.82	-1,496.82
Bill Pmt -Check	04/26/2018	1297	Southeast Tourism ...	X	-7,200.00	-8,696.82
Bill Pmt -Check	04/26/2018	1298	Top Tier Graphics	X	-2,145.00	-10,841.82
Bill Pmt -Check	04/26/2018	1296	PBN Holdings, LLC	X	-1,000.00	-11,841.82
Bill Pmt -Check	04/26/2018	1295	NATC	X	-570.00	-12,411.82
Bill Pmt -Check	05/10/2018	1305	VisitFlorida	X	-5,060.00	-17,471.82
Bill Pmt -Check	05/10/2018	1302	Two Tree, Inc.	X	-3,545.71	-21,017.53
Bill Pmt -Check	05/10/2018	1299	Creamer Donna	X	-2,857.04	-23,874.57
Bill Pmt -Check	05/10/2018	1306	Creamer Donna	X	-1,897.47	-25,772.04
Bill Pmt -Check	05/10/2018	1301	Team Williams	X	-519.00	-26,291.04
Bill Pmt -Check	05/10/2018	1303	United Parcel Service	X	-362.36	-26,653.40
Bill Pmt -Check	05/10/2018	1304	UPS Supply Chain ...	X	-277.10	-26,930.50
Bill Pmt -Check	05/24/2018	1308	NCFRPC	X	-1,950.00	-28,880.50
Total Checks and Payments					-28,880.50	-28,880.50
Total Cleared Transactions					-28,880.50	-28,880.50
Cleared Balance					-28,880.50	17,120.89
Uncleared Transactions						
Checks and Payments - 2 items						
Bill Pmt -Check	05/10/2018	1300	Florida Suncoast T...		-1,500.00	-1,500.00
Bill Pmt -Check	05/24/2018	1307	JUMPEM		-2,498.00	-3,998.00
Total Checks and Payments					-3,998.00	-3,998.00
Total Uncleared Transactions					-3,998.00	-3,998.00
Register Balance as of 05/31/2018					-32,878.50	13,122.89
New Transactions						
Checks and Payments - 5 items						
Bill Pmt -Check	06/07/2018	1310	CTM Media Group I...		-1,299.00	-1,299.00
Bill Pmt -Check	06/07/2018	1309	Creamer Donna		-553.20	-1,852.20
Bill Pmt -Check	06/07/2018	1312	Southeast Tourism ...		-445.00	-2,297.20
Bill Pmt -Check	06/07/2018	1313	VisitFlorida		-395.00	-2,692.20
Bill Pmt -Check	06/07/2018	1311	FL Dept of State		-30.52	-2,722.72
Total Checks and Payments					-2,722.72	-2,722.72
Total New Transactions					-2,722.72	-2,722.72
Ending Balance					-35,601.22	10,400.17

9:53 AM

07/12/18

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

Type	Date	Num	Name	Due Date	Aging	Open Balance
Current						
Total Current						
1 - 30						
Bill	05/01/2018	01S-1...	CTM Media Group I...	05/01/2018	30	1,299.00
Bill	05/21/2018	0005...	VisitFlorida	05/21/2018	10	359.00
Bill	05/22/2018	OFTT...	VisitFlorida	05/22/2018	9	395.00
Bill	05/29/2018	21956	Southeast Tourism ...	05/29/2018	2	150.00
Bill	05/29/2018	804170	FL Dept of State	05/29/2018	2	30.52
Total 1 - 30						2,233.52
31 - 60						
Total 31 - 60						
61 - 90						
Total 61 - 90						
> 90						
Bill	01/22/2018	1120	Creamer Donna	01/22/2018	129	212.60
Bill	01/29/2018	1121	Creamer Donna	01/29/2018	122	340.60
Total > 90						553.20
TOTAL						2,786.72



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SK AD

00006383 FCC31545060118163636 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PLACE
GAINESVILLE FL 32653-1603

Date 5/31/18
Primary Account

Page 1
XXXXXXXX2204



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

CHECKING ACCOUNT

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

XXXXXXXX2204
46,001.39 ✓
.00
28,880.50 ✓
.00
.00
17,120.89 ✓
Images
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

Date	Check No	Amount	Date	Check No	Amount
5/02	1294	1,496.82	5/14	1302	3,545.71
5/03	1295	570.00	5/23	1303	362.36
5/08	1296	1,000.00	5/16	1304	277.10
5/08	1297	7,200.00	5/22	1305	5,060.00
5/04	1298	2,145.00	5/15	1306	1,897.47
5/15	1299	2,857.04	5/25	1308*	1,950.00
5/15	1301*	519.00			

* Denotes missing check numbers

RECEIVED

JUN 06 2018

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL





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

Date 5/31/18
Primary Account

Page 2
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
5/01	46,001.39	5/08	33,589.57	5/22	19,433.25
5/02	44,504.57	5/14	30,043.86	5/23	19,070.89
5/03	43,934.57	5/15	24,770.35	5/25	17,120.89
5/04	41,789.57	5/16	24,493.25		

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

00006383-0012253-0002-0005-FCC31545060118163636-01-L



Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FORCE
200 N.W. 8TH PLACE
GAINESVILLE, FLORIDA 32609-1800
813-339-2200

Capital City Bank

1294

4/12/2018

PAY TO THE ORDER OF Dean Taylor \$1,496.82

One Thousand Four Hundred Ninety-Six and 82/100 DOLLARS

Dean Taylor
PerryTaylor County Chamber of Commerce
P.O. Box 982
Perry FL 32348

SSP.K

001294 00631005884 0224792204*

1294 05/02/2018 \$1,496.82

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FORCE
200 N.W. 8TH PLACE
GAINESVILLE, FLORIDA 32609-1800
813-339-2200

Capital City Bank

1295

4/28/2018

PAY TO THE ORDER OF NATC \$570.00

Five Hundred Seventy and 00/100 DOLLARS

NATC
NATC Shows
1455 Oakbrook Dr, Ste 900
Norcross, GA 30093

SSP.K

001295 00631005884 0224792204*

1295 05/03/2018 \$570.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FORCE
200 N.W. 8TH PLACE
GAINESVILLE, FLORIDA 32609-1800
813-339-2200

Capital City Bank

1296

4/29/2018

PAY TO THE ORDER OF PBN Holdings, LLC \$1,000.00

One Thousand and 00/100 DOLLARS

PBN Holdings, LLC
800 W. 2nd St., Suite 135
Austin, TX 78701

SSP.K

001296 00631005884 0224792204*

1296 05/08/2018 \$1,000.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FORCE
200 N.W. 8TH PLACE
GAINESVILLE, FLORIDA 32609-1800
813-339-2200

Capital City Bank

1297

4/28/2018

PAY TO THE ORDER OF Southeast Tourism Society \$7,200.00

Seven Thousand Two Hundred and 00/100 DOLLARS

Southeast Tourism Society
595 Oak Valley Drive
Suite E-6
Roswell, GA 30076-9024

SSP.K

001297 00631005884 0224792204*

1297 05/08/2018 \$7,200.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FORCE
200 N.W. 8TH PLACE
GAINESVILLE, FLORIDA 32609-1800
813-339-2200

Capital City Bank

1298

4/28/2018

PAY TO THE ORDER OF Top Tier Graphics \$2,145.00

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

Top Tier Graphics
3539 NW 87th Blvd
Gainesville, FL 32609

SSP.K

001298 00631005884 0224792204*

1298 05/04/2018 \$2,145.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FORCE
200 N.W. 8TH PLACE
GAINESVILLE, FLORIDA 32609-1800
813-339-2200

Capital City Bank

1299

5/10/2018

PAY TO THE ORDER OF Donna Creamer \$2,857.04

Two Thousand Eight Hundred Fifty-Seven and 04/100 DOLLARS

Donna Creamer
4869 NW 10th Ave
Boca, FL 33410

SSP.K

001299 00631005884 0224792204*

1299 05/15/2018 \$2,857.04

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FORCE
200 N.W. 8TH PLACE
GAINESVILLE, FLORIDA 32609-1800
813-339-2200

Capital City Bank

1301

5/10/2018

PAY TO THE ORDER OF Team Williams \$519.00

Five Hundred Nineteen and 00/100 DOLLARS

Team Williams
P.O. Box 90
Shirleyton, FL 32369

SSP.K

001301 00631005884 0224792204*

1301 05/15/2018 \$519.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FORCE
200 N.W. 8TH PLACE
GAINESVILLE, FLORIDA 32609-1800
813-339-2200

Capital City Bank

1302

5/10/2018

PAY TO THE ORDER OF Two Tree, Inc. \$3,545.71

Three Thousand Five Hundred Forty-Five and 71/100 DOLLARS

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

SSP.K

001302 00631005884 0224792204*

1302 05/14/2018 \$3,545.71

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FORCE
200 N.W. 8TH PLACE
GAINESVILLE, FLORIDA 32609-1800
813-339-2200

Capital City Bank

1303

5/10/2018

PAY TO THE ORDER OF United Parcel Service \$362.36

Three Hundred Sixty-Two and 36/100 DOLLARS

United Parcel Service
P.O. Box 7247-0044
Philadelphia, PA 19170-0044

SSP.K

001303 00631005884 0224792204*

1303 05/23/2018 \$362.36

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FORCE
200 N.W. 8TH PLACE
GAINESVILLE, FLORIDA 32609-1800
813-339-2200

Capital City Bank

1304

5/10/2018

PAY TO THE ORDER OF UPS Supply Chain Solutions, Inc. \$277.10

Two Hundred Seventy-Seven and 10/100 DOLLARS

UPS Supply Chain Solutions, Inc.
23813 Newport Place
Chicago, IL 60773-1280

SSP.K

001304 00631005884 0224792204*

1304 05/16/2018 \$277.10

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FORCE
200 N.W. 8TH PLACE
GAINESVILLE, FLORIDA 32609-1800
813-339-2200

Capital City Bank

1305

5/10/2018

PAY TO THE ORDER OF Visit Florida \$5,060.00

Five Thousand Sixty and 00/100 DOLLARS

Visit Florida
Accounting Department
2240 W. Executive Center Circle Ste 200
Tallahassee, FL 32301

SSP.K

001305 00631005884 0224792204*

1305 05/22/2018 \$5,060.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX FORCE
200 N.W. 8TH PLACE
GAINESVILLE, FLORIDA 32609-1800
813-339-2200

Capital City Bank

1306

5/10/2018

PAY TO THE ORDER OF Donna Creamer \$1,897.47

One Thousand Eight Hundred Ninety-Seven and 47/100 DOLLARS

Donna Creamer
4869 NW 10th Ave
Boca, FL 33410

SSP.K

001306 00631005884 0224792204*

1306 05/15/2018 \$1,897.47



Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAIL PASS
2000 NW 87th Place
Gainesville, FL 32603-1803
813.339.1111

Capital City Bank 1308
5/24/2018
\$1,950.00
DOLLARS

PAID TO THE ORDER OF N. Central FL Regional Planning Council
One Thousand Nine Hundred Fifty and 00/100
N. Central FL Regional Planning Council
2000 NW 87th Place
Gainesville, FL 32603-1803

Signature: *S. R. ...*

⑈001308⑈ 10063100688⑈ 0224792204⑈

1308 05/25/2018 \$1,950.00

00006383-0012254-0004-0005-FCC31545060118163636-01-L





Tourism Task Force

*****2204

7/10/2018 11:04 AM

		THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200			1294
PAY TO THE ORDER OF Dawn Taylor		4/12/2018		\$**1,496.82	
One Thousand Four Hundred Ninety-Six and 82/100		DOLLARS			
Dawn Taylor Perry/Taylor County Chamber of Commerce P.O. Box 892 Perry FL 32348					
MEMO					
TRUE WATERMARK PAPER • HOLD TO LIGHT TO VIEW		PAPER CONTAINS TONER ADHESION PROPERTIES		HEAT SENSITIVE ECO IMAGE CHANGES WITH HEAT	
001294		1063100688		0224792204	

ENDORSE HERE	
PAY TO THE ORDER OF CAPITAL CITY BANK FOR DEPOSIT ONLY PERRY-TAYLOR COUNTY CHAMBER OF COMMERCE 7479104701	05/02/2018 074081064378860 2063100688

Amount: -\$1,496.82

Description: Check

Check Number: 1294

Posted Date: 5/2/2018

Transaction Type: History



Tourism Task Force

*****2204

7/10/2018 11:05 AM

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL RESISTIVE, MICROFILM, AND A WATERMARK FROM THE FRONT OF THE CHECK

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

Capital City Bank 1295
63-68/631
4/26/2018

PAY TO THE ORDER OF NATC \$ **570.00

Five Hundred Seventy and 00/100 ***** DOLLARS

NATC
NATC Shows
1455 Oakbrook Dr, Ste 600
Norcross, GA 30093

MEMO

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

001295 063100688 0224792204

20180502210861974101 10 1459

Regions Bank >062000019<

20180502210861974101 10 1459
Regions Bank >062000019<

PAY TO THE ORDER OF
REGIONS
FOR DEPOSIT ONLY
NORTH ATLANTA TRADE CTR INC
0223944878

Amount: -\$570.00

Description: Check

Check Number: 1295

Posted Date: 5/3/2018

Transaction Type: History



Tourism Task Force

*****2204

7/10/2018 11:05 AM

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

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

63-68/631

1296

4/26/2018

PAY TO THE ORDER OF PBN Holdings, LLC

\$**1,000.00

One Thousand and 00/100***** DOLLARS

PBN Holdings, LLC
500 W. 2nd St., Suite 135
Austin, TX 78701

MEMO

SSR.K

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

001296 063100688 0224792204

6544799109

For Deposit Only
9011208320

Amount: -\$1,000.00

Description: Check

Check Number: 1296

Posted Date: 5/8/2018

Transaction Type: History



Tourism Task Force

*****2204

7/10/2018 11:06 AM

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

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

Capital City Bank 1297

63-68/631 4/26/2018

PAY TO THE ORDER OF Southeast Tourism Society \$**7,200.00

Seven Thousand Two Hundred and 00/100***** DOLLARS

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

MEMO

SHIELD

TRUE WATER MARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

GRAY SENSITIVE RED IMAGE CHANGES WITH HEAT

001297 063100688 0224792204

ENDORSE HERE

PAY TO THE ORDER OF
BANK OF AMERICA
ATLANTA, GA 30339
FOR DEPOSIT ONLY
SOUTHEAST TOURISM SOCIETY

DO NOT WRITE BELOW THIS LINE

Amount: -\$7,200.00

Description: Check

Check Number: 1297

Posted Date: 5/8/2018

Transaction Type: History



Tourism Task Force

*****2204

7/10/2018 11:06 AM

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

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

Capital City Bank 1298

63-68/631

4/26/2018

PAY TO THE ORDER OF Top Tier Graphics \$**2,145.00

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

Top Tier Graphics
3528 NW 97th Blvd
Gainesville, FL 32608

MEMO

SHIELD

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

001298 063100688 0224792204

ENDORSE HERE

FOR DEPOSIT ONLY
3294166

FOR DEPOSIT ONLY
CAMPUS USA CREDIT UNION

CAMPUS USA CU
5/3/2018, 17:55:41

Amount: -\$2,145.00

Description: Check

Check Number: 1298

Posted Date: 5/4/2018

Transaction Type: History



Tourism Task Force

*****2204

7/10/2018 11:07 AM

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOIL HOLOGRAM		Capital City Bank		1299
Visit Natural North Florida	THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200	63-68/631	5/10/2018	
PAY TO THE ORDER OF Donna Creamer		\$**2,857.04		
Two Thousand Eight Hundred Fifty-Seven and 04/100		DOLLARS		
Donna Creamer 4869 NW 50th Ave Bell, FL 32619		S.S.R.K.		
MEMO				
TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW		PAPER CONTAINS TONER ADHESION PROPERTIES		
1100129911 10631006881		022479220411		

05/15/2018 019201005809360 >063100688<		END USE HERE Donna Creamer
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Amount: -\$2,857.04

Description: Check

Check Number: 1299

Posted Date: 5/15/2018

Transaction Type: History



Tourism Task Force

*****2204

7/10/2018 11:08 AM

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

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

63-68/631

1301

5/10/2018

PAY TO THE ORDER OF Team Williams

\$ **519.00

Five Hundred Nineteen and 00/100***** DOLLARS

Team Williams
P.O. Box 90
Steinhatchee, FL 32359

MEMO 2159

SHIELD

0001301006310068880224792204

Security Features:

• Hologram - 1
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DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE
RESERVED FOR FINANCIAL INSTITUTION USE

ENDORSE HERE

Deposit only

Amount: -\$519.00

Description: Check

Check Number: 1301

Posted Date: 5/15/2018

Transaction Type: History



Tourism Task Force

*****2204

7/10/2018 11:08 AM

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

Capital City Bank 1302
63 68/631 5/10/2018

PAY TO THE ORDER OF Two Tree, Inc. \$**3,545.71

Three Thousand Five Hundred Forty-Five and 71/100***** DOLLARS

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

MEMO

SSPK

0001302 063100688 0224792204

Security Features:

The security features listed below are not an exhaustive list of features. For more information, please visit our website at www.visitnaturalnorthflorida.com.

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE

For Deposit Only.

Amount: -\$3,545.71

Description: Check

Check Number: 1302

Posted Date: 5/14/2018

Transaction Type: History



Tourism Task Force

*****2204

7/10/2018 11:09 AM

		THE ORIGINAL FLORIDA TOURISM TASK FORCE 2008 N.W. 87TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200.			1303
PAY TO THE ORDER OF		United Parcel Service		5/10/2018	
Three Hundred Sixty-Two and 36/100		*****		\$ **362.36	
United Parcel Service P.O. Box 7247-0244 Philadelphia, PA 19170-001		DOLLARS			
MEMO					
TRUE WATERMARK PAPER *HOLD TO LIGHT TO VIEW*		PAPER CONTAINS TONER ADHESION PROPERTIES		HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT	
001303		063100688		0224792204	

For >031100209< 05/22/18 DLW-UPS 7380 Deposit Citibank N.A. Only New Castle DE 40705208 7380 719603 085 000 719603-20-10-043/3117-043	ENDORSE HERE
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Amount: -\$362.36

Description: Check

Check Number: 1303

Posted Date: 5/23/2018

Transaction Type: History



Tourism Task Force

*****2204

7/10/2018 11:09 AM

	THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200		1304
		63-68/631	5/10/2018
PAY TO THE ORDER OF UPS Supply Chain Solutions, Inc		\$**277.10	
Two Hundred Seventy-Seven and 10/100*****		DOLLARS	
UPS Supply Chain Solutions, Inc 28013 Network Place Chicago, IL 60673-1280			
MEMO			

JPMORGANCHASE BK NA	CR TO NMD
051618 >074909962<	PAYEE ALL
11814334 0028013	RTS RSVD
00851555 231	0000000731201737

Amount: -\$277.10

Description: Check

Check Number: 1304

Posted Date: 5/16/2018

Transaction Type: History



Tourism Task Force

*****2204

7/10/2018 11:10 AM

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

Visit **Natural North Florida**

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

63-68/631

Capital City Bank

1305

5/10/2018

PAY TO THE ORDER OF Visit Florida

\$ **5,060.00

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

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

MEMO

YOUR WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE INK IMAGE DISAPPEARS WITH HEAT

0001305 10631006881 0224792204

PAY TO THE ORDER OF
WACHOVIA BANK, N.A.
OF WELLS FARGO BANK, N.A.
06/27/2018
FOR DEPOSIT ONLY
FLORIDA TOURISM INDUSTRY MKTG
FLORIDA TOURISM - PRIVATE ACCT
VISIT FLORIDA
DBA VISIT FLORIDA
200003533644

Amount: -\$5,060.00

Description: Check

Check Number: 1305

Posted Date: 5/22/2018

Transaction Type: History



Tourism Task Force

*****2204

7/10/2018 11:10 AM

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

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

Capital City Bank 1306

63-68/631

5/10/2018

PAY TO THE ORDER OF Donna Creamer

\$**1,897.47

One Thousand Eight Hundred Ninety-Seven and 47/100***** DOLLARS

Donna Creamer
4869 NW 50th Ave
Bell, FL 32619

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE INK IMAGE DISAPPEARS WITH HEAT

001306 1063100688 0224792204

ENDORSE HERE

Donna Creamer

Amount: -\$1,897.47

Description: Check

Check Number: 1306

Posted Date: 5/15/2018

Transaction Type: History



Tourism Task Force

*****2204

7/10/2018 11:11 AM

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

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

Capital City Bank 1308
63-68/631

5/24/2018

PAY TO THE ORDER OF N. Central Fl. Regional Planning Council

\$**1,950.00

One Thousand Nine Hundred Fifty and 00/100***** DOLLARS

N. Central Fl. Regional Planning Council
2009 NW 67th Place
Gainesville, FL 32653-1603

MEMO

SSR.1

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

⑈001308⑈ ⑆063100688⑆ 0224792204⑈

ENDORSE HERE

PAY TO THE ORDER OF
CAPITAL CITY BANK
FOR DEPOSIT ONLY
NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL
0224792201

85-25-2018-05400100767220-0631006882

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)

	Budget	May 2018	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	53,000.00	0.00	53,000.00	0.00
DEO Rural Development Grant 16/17	57,800.00	0.00	85,638.08	27,838.08
DEO Rural Development Grant 17/18	128,700.00	27,197.00	27,197.00	(101,503.00)
VisitFlorida Rural Area Opportunity Grant 17/18	129,000.00	0.00	0.00	(129,000.00)
VisitFlorida Rural Area Opportunity 17/18 In-Kind	17,300.00	17,300.00	17,300.00	0.00
Other	0.00	0.00	0.00	0.00
Total Income	385,800.00	44,497.00	183,135.08	(202,664.92)
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 Pseudo-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)

	Budget	May 2018	Year to Date	Over/(Under) Budget
Welcome Center Rack Space - VF In-Kind	800.00	800.00	800.00	0.00
State Park Guides & State Maps-VF In-Kind	2,000.00	2,000.00	2,000.00	0.00
Shipping Berlin & London - VF In-Kind	1,000.00	1,000.00	1,000.00	0.00
VF Washington Travel & Adventure Show	7,050.00	0.00	6,816.41	(233.59)
VF Atlanta RV & Camping Show	4,425.00	0.00	3,517.19	(907.81)
VF New York Times Travel Show	5,200.00	0.00	4,973.95	(226.05)
New York Times Travel Show - VF In-Kind	3,500.00	3,500.00	3,500.00	0.00
VF Boston Globe Travel Show	8,800.00	0.00	6,762.59	(2,037.41)
VF Chicago Travel & Adventure Show	7,825.00	0.00	6,244.17	(1,580.83)
VF Chicago RV & Camping Show	8,400.00	0.00	6,429.20	(1,970.80)
VF F.re.e. Messe Munich	17,300.00	0.00	12,365.80	(4,934.20)
VF London Telegraph Bike & Travel Show	13,000.00	0.00	10,794.11	(2,205.89)
VF Toronto Outdoor Adventure Show	9,825.00	0.00	7,794.51	(2,030.49)
VF Berlin ITB Trade Show	9,450.00	0.00	8,463.13	(986.87)
Berlin ITB Trade Show - VF In-Kind	5,000.00	5,000.00	5,000.00	0.00
VF Canoeecopia Madison, WI	5,725.00	0.00	5,497.54	(227.46)
VF Philadelphia Travel Expo	7,650.00	0.00	6,918.80	(731.20)
VF Midwest Mountaineering Spring Expo	4,525.00	1,757.04	4,054.33	(470.67)
Hershey RV Show	6,500.00	0.00	0.00	(6,500.00)
Bike Expo New York	6,500.00	4,914.47	5,080.25	(1,419.75)
Total Trade Shows	144,475.00	23,971.51	118,164.76	(26,310.24)
Advertising				
Digital Advertising Campaign	13,500.00	0.00	13,000.00	(500.00)
Quarterly eNewsletters	4,000.00	0.00	0.00	(4,000.00)
Undiscovered Florida & Other Co-op Ads	12,750.00	0.00	6,680.00	(6,070.00)
Brochure Distribution	8,325.00	1,366.00	6,165.00	(2,160.00)
Total Advertising	38,575.00	1,366.00	25,845.00	(12,730.00)
Total Marketing Expenses	282,200.00	34,765.51	228,122.76	(54,077.24)
Administration				
NCFRPC - Admin VF & DEO 2016-2017	5,650.00	0.00	0.00	(5,650.00)
NCFRPC-Admin VF & DEO FY 2017-2018	18,850.00	1,950.00	1,950.00	(16,900.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	0.00	(12,500.00)
Bank Charges	200.00	0.00	33.22	(166.78)
Legal Advertising	300.00	30.52	67.34	(232.66)
Legal Expenses	300.00	0.00	61.25	(238.75)
Other Admin Expenses Miscellaneous	2,000.00	0.00	2,641.40	641.40
Postage	300.00	0.00	76.25	(223.75)
VF Travel Show Service Program Fee	14,300.00	1,100.00	14,300.00	0.00
Telephone	300.00	0.00	0.00	(300.00)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of May 31, 2018

(These financial statements are unaudited)

	Budget	May 2018	Year to Date	Over/(Under) Budget
Total Administration	<u>54,700.00</u>	<u>3,080.52</u>	<u>19,129.46</u>	<u>(35,570.54)</u>
Memberships				
Visit Florida	500.00	395.00	395.00	(105.00)
Southeast Tourism Society	350.00	0.00	0.00	(350.00)
Florida Outdoor Writers Association	350.00	0.00	175.00	(175.00)
Total Memberships	<u>1,200.00</u>	<u>395.00</u>	<u>570.00</u>	<u>(630.00)</u>
Professional Enhancement				
SE Tourism Society Marketing College	11,000.00	150.00	7,350.00	(3,650.00)
Governor's Tourism Conference	1,900.00	0.00	0.00	(1,900.00)
Total Professional Enhancement	<u>12,900.00</u>	<u>150.00</u>	<u>7,350.00</u>	<u>(5,550.00)</u>
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
Total Internships	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,500.00)</u>
Retained Reserves				
Retained Reserves	22,300.00	0.00	0.00	(22,300.00)
Total Retained Reserves	<u>22,300.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(22,300.00)</u>
Total NonMarketing Expenses	<u>103,600.00</u>	<u>3,625.52</u>	<u>27,049.46</u>	<u>(76,550.54)</u>
Total Expenses	<u>385,800.00</u>	<u>38,391.03</u>	<u>255,172.22</u>	<u>(130,627.78)</u>
Net Income	<u>0.00</u>	<u>6,105.97</u>	<u>(72,037.14)</u>	<u>(72,037.14)</u>

The Original Florida Tourism Task Force
Transactions by Account
As of May 31, 2018

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount
Prepaid Expense								
Bill	04/25/2018	OFTTF042518	NATC	Registration for Georgia RV 8 8208 - FDEO 17/18			Accounts Payable	570.00
Bill	05/01/2018	51027659	Florida Suncoast Tourism Prom	Brochure Distribution June, 21 8208 - FDEO 17/18			Accounts Payable	1,000.00
Bill	05/01/2018	01S-167808	CTM Media Group Inc	Brochure Distribution July 8208 - FDEO 17/18			Accounts Payable	433.00
Total Prepaid Expense								2,003.00
TOTAL								2,003.00

9:28 AM

07/12/18

Accrual Basis

The Original Florida Tourism Task Force Transactions by Account As of May 31, 2018

Type	Date	Num	Name	Memo	Class	Cir	Split	Amount	Balance
Prepaid Travel Bill	05/21/2018	0005...	VisitFlorida	Registration f...	8208 - F...		Accounts Pay...	359.00	0.00
Total Prepaid Travel								359.00	359.00
TOTAL								359.00	359.00

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Visit Natural
NORTH FLORIDA

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

Adopted 8/17/2017

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

Additional Revenue:

Department of Economic Opportunity Rural Development Grant, FY 2016-17	\$57,800
Department of Economic Oppotunity Rural Development Grant, FY 2017-18	\$128,700
VISIT FLORIDA FY 2017-18 Rural Area of Opportunity Grant - Cash	\$129,000
Subtotal - Cash	\$315,500
TOTAL REVENUES - CASH	\$368,500
VISIT FLORIDA FY 2017-18 Rural Area of Opportunity Grant - In-Kind	\$17,300
TOTAL REVENUES - CASH AND IN-KIND	\$385,800

Expenditures

Bank Charges	\$200
Governor's Conference on Tourism	\$1,900
Legal Advertising	\$300
Legal Expenses	\$300
(1) Marketing Program for FY 2017-18	\$264,900
(2) Memberships	\$1,200
Miscellaneous	\$2,000
North Central Florida Regional Planning Council - Admin	\$49,500
Postage Expenses	\$300
Service Fee - VISIT FLORIDA Travel Show Program	\$14,300
Southeast Tourism Society Marketing College	\$11,000
Telephone	\$300
Unrestricted Reserve Fund - Constribution	\$22,300
TOTAL EXPENDITURES - CASH	\$368,500
(1) Marketing Program for FY 2017-18 - In-Kind	\$17,300
TOTAL EXPENDITURES - CASH AND IN-KIND	\$385,800

(1) See Marketing Budget Detail

(2) See Memberships Detail

Reserve Funds

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

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

Adopted 8/17/2017

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



North Central Florida
Regional Planning Council



1

Visit Natural North Florida



Steven Dopp, Senior Planner

July 15, 2018

2

Visit Natural North Florida

Regional Tourism:




A Rising Tide Lifts All Boats!




3

Visit Natural North Florida

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





4

Visit Natural North Florida

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





5

Visit Natural North Florida

Membership Structure

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




6

Visit Natural North Florida

Dues Based on First Two Pennies of County Bed Tax Revenues

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





7

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!





8

Visit Natural North Florida

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










9

Visit Natural North Florida

Website Revamp - January 2018

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

10

Visit Natural North Florida

Brochures

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

Brochure Distribution

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






11

Visit Natural North Florida

Quarterly Electronic Newsletter

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






12

Visit Natural North Florida

Undiscovered Florida Co-op Advertisement

- Distributed by Smithsonian Magazine and at VISIT FLORIDA Welcome Centers

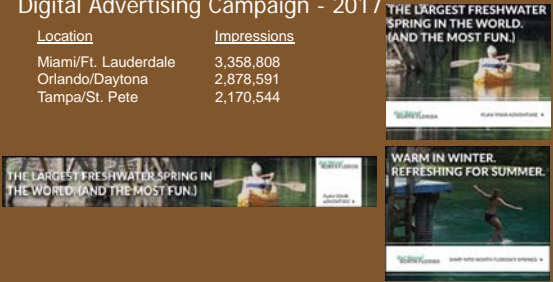




Visit Natural North Florida 13

Visit Natural North Florida

Digital Advertising Campaign - 2017

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

Visit Natural North Florida 14

Visit Natural North Florida

Market Research

Information on top feeder markets

- Google Analytics
- VisaVue, Domestic & International, 2017




Visit Natural North Florida 15

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 16

Visit Natural North Florida

Where are Our Top Markets?

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



Visit Natural North Florida 17

Google Analytics

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

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



Visit Natural North Florida 18

Google Analytics

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

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



Visit Natural North Florida

Google Analytics

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

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



Visit Natural North Florida

Google Analytics

Visit Natural North Florida Website Sessions
by Week, 2017



Visit Natural North Florida

Visit Natural North Florida

Why Travel Shows?

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



Visit Natural North Florida

Visit Natural North Florida

Travel Shows

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



Visit Natural North Florida

2017-18 Travel Show Schedule

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



Visit Natural North Florida

Visit Natural North Florida

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

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



Visit Natural
NORTH FLORIDA 25



2018-19 Tentative Travel Show Schedule

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



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NORTH FLORIDA 27

2018-19 Tentative Travel Show Schedule, Cont'd

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



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NORTH FLORIDA 28

Results

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

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



Visit Natural
NORTH FLORIDA 29

Summary

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



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

www.vnnf.org



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North Central Florida Regional Planning Council

2009 NW 67th Place
Gainesville, FL 32653-1603
352.955.2200
www.ncfrpc.org



32

Steve Dopp

From: Scott Koons
Sent: Friday, June 22, 2018 3:37 PM
To: "Regional Partners"
Subject: NFEDP Request for County Funds for USDA Grant
Attachments: About The Original Florida Tourism Task Force 2018.pdf

Contacts: "Regional Partners"

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



Scott R. Koons, AICP
Executive Director
North Central Florida Regional Planning Council
2009 NW 67th Place, Gainesville, FL 32653-1603
Voice: 352.955.2200, ext. 101
Fax: 352.955.2209

PLEASE NOTE: Florida has a very broad public records law. Most written communications to or from government officials regarding government business are public records available to the public and media upon request. Your e-mail communications may be subject to public disclosure.

- 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 [mckenziw@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:mckenziw@windstream.net>]
Sent: Friday, June 22, 2018 9:19 AM
To: Jeffrey Hendry <jhendry@iog.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 32653-1603
Voice: 352.955.2200, ext. 109
Fax: 352.955.2209

Thanks for your attention to this Jeff!

Walter McKenzie

386-303-1394

Attachment 1**SCOPE OF WORK**

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

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

2.GRANTEE RESPONSIBILITIES:**2.1 Website Maintenance and Enhancements:**

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

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

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

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

2.2 Marketing and Promotion:

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

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

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

Agreement # D0117

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

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

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

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

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

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

2.3 Professional Enhancement:

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

2.3.2 Maintain memberships in or join professional organizations.

3.DEO'S RESPONSIBILITIES:

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

3.2 Perform Agreement management responsibilities as stated herein;

3.3 Reply to reasonable inquiries pursuant to the Agreement and,

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

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

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

Agreement # *D0117*

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

Agreement # *D0117*

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

Agreement # D0117

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

5. REPORTING:

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

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

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

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

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

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

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

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

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

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EXPLORE UNCHARTED TERRITORIES

ENGLISH



DEUTSCHE

DEVIL'S DEN

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.

170+

Miles of Coastline

19

First Magnitude Springs

25

State Parks

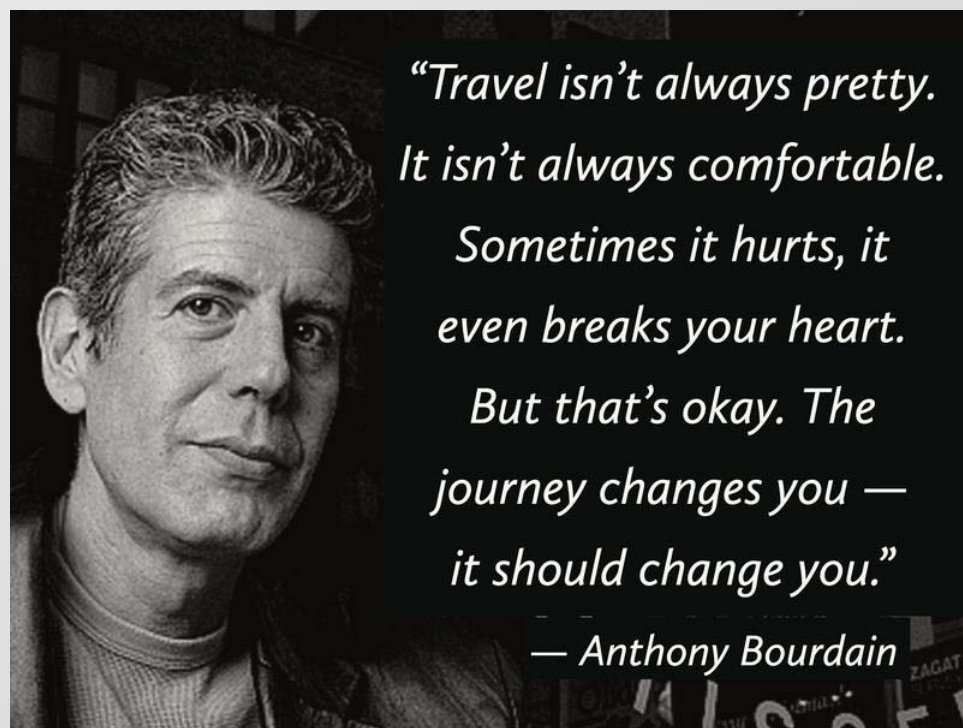
390+

Things To Do

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.

He Taught Us That Traveling is About the Journey



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.

Steve Dopp

From: Steve Dopp
Sent: Friday, July 06, 2018 2:37 PM
To: Steve Dopp; 'roland and gerri loog'
Cc: Scott Koons
Subject: RE: Possible Change to Introductory Paragraph on vnnf.org home page

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.



Steven Dopp
Senior Planner
North Central Florida Regional Planning Council
2009 NW 67th Place, Gainesville, FL 32653-1603
Voice: 352.955.2200, ext. 109
Fax: 352.955.2209

Visit Natural
NORTH FLORIDA

PLEASE NOTE: Florida has a very broad public records law. Most written communications to or from government officials regarding government business are public records available to the public and media upon request. Your e-mail communications may be subject to public disclosure.

From: Steve Dopp
Sent: Friday, July 06, 2018 2:19 PM
To: 'roland and gerri loog'
Cc: Scott Koons
Subject: Possible Change to Introductory Paragraph on vnnf.org home page

Here is what we currently have



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 a
Some seek a one-day excursion to recharge from the hustle and bustle of everyday life at a world-renowned, first-magnitude s
take in a leisurely hike or bike ride along the miles of trails crisscrossing Natural North Florida. Whatever adventure you se
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.



Steven Dopp
Senior Planner
North Central Florida Regional Planning Council
2009 NW 67th Place, Gainesville, FL 32653-1603
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ADWORDS DISPLAY CAMPAIGN | 2018 Qtr 1 & 2 RESULTS

TARGET AUDIENCE	IMPRESSIONS	AVG CPM	CLICKS	CTR	COST
BIKING	6,894,226	\$.72	14,283	.21%	\$4,983.58
HIKING & CAMPING	280,935	\$.86	693	.25%	\$240.35
KAYAKING & PADDLING	7,170,760	\$.74	15,407	.21%	\$5,316.91
TOTAL	16,150,324	\$.78	35,370	.22%	\$12,557.89

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).



ADWORDS DISPLAY CAMPAIGN | 2018 Qtr 1 & 2 RESULTS


Location	Impressions	CTR	Spend
New York	2,461,257	0.22%	\$1,852.54
Philadelphia	2,332,236	0.21%	\$1,677.29
Chicago	2,158,285	0.20%	\$1,487.60
Boston	2,075,574	0.19%	\$1,394.42
Canoecopia	1,804,403	0.28%	\$2,017.05
Washington D.C.	1,412,242	0.20%	\$997.27
Orlando / Daytona DMA	1,356,656	0.23%	\$1,060.15
Miami / Ft. Lauderdale DMA	1,337,785	0.26%	\$1,193.97
Tampa / St. Pete DMA	1,001,552	0.21%	\$736.49
Minneapolis	201,802	0.20%	\$145.66
Atlanta	10,256	0.20%	\$6.57

JUMPEM

ADWORDS DISPLAY CAMPAIGN | 2018 Qtr 1 & 2 RESULTS

 <p>Visit Natural NORTH FLORIDA START PLANNING YOUR NEXT ADVENTURE</p> <p>GET STARTED NOW</p>	<p>300 x 250</p> <p>7,866,937 Impressions</p>
 <p>Visit Natural NORTH FLORIDA START PLANNING YOUR NEXT ADVENTURE</p> <p>GET STARTED NOW</p>	<p>728 x 90</p> <p>2,084,106 Impressions</p>
 <p>Visit Natural NORTH FLORIDA START PLANNING YOUR NEXT ADVENTURE</p>	<p>320 x 50</p> <p>4,750,287 Impressions</p>
 <p>Visit Natural NORTH FLORIDA START PLANNING YOUR NEXT ADVENTURE</p> <p>GET STARTED NOW</p>	<p>468 x 60</p> <p>917,434 Impressions</p>

ADWORDS DISPLAY CAMPAIGN | 2018 Qtr 1 & 2 RESULTS

 A vertical advertisement for Visit North Florida. It features a green diagonal line separating the text on the left from a photo of a family camping on the right. The text on the left reads "Visit North Florida" in a green script font, "NORTH FLORIDA" in a bold black sans-serif font, "START PLANNING YOUR NEXT ADVENTURE" in a smaller black sans-serif font, and "GET STARTED NOW" in a bold black sans-serif font at the bottom. The photo on the right shows a family of four (a man, a woman, and two children) sitting in front of a blue tent in a grassy field with trees in the background. <p>Visit North Florida NORTH FLORIDA START PLANNING YOUR NEXT ADVENTURE GET STARTED NOW</p>	<p>160 x 600</p> <p>531,560 Impressions</p>
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Visit Natural
NORTH FLORIDA®
Nature is Our Theme Park



www.naturalnorthflorida.com

Steve Dopp

From: Steve Dopp
Sent: Monday, July 02, 2018 3:14 PM
To: 'Irish.Carroll@milespartnership.com'
Cc: Scott Koons
Subject: RE: Florida Vacation Planner

Thanks, Irish.



Steven Dopp
Senior Planner
North Central Florida Regional Planning Council
2009 NW 67th Place, Gainesville, FL 32653-1603
Voice: 352.955.2200, ext. 109
Fax: 352.955.2209

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NORTH FLORIDA

PLEASE NOTE: Florida has a very broad public records law. Most written communications to or from government officials regarding government business are public records available to the public and media upon request. Your e-mail communications may be subject to public disclosure.

From: Irish.Carroll@milespartnership.com [mailto:Irish.Carroll@milespartnership.com]
Sent: 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.

From: Steve Dopp [mailto:dopp@ncfrpc.org]
Sent: 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.



Steven Dopp

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

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

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, Canoecon 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.

The Original Florida Tourism Task Force
Tentative Travel Shows and Show Dates, 2018-19 Travel Show Season
July 12, 2018

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

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

Underlined shows are combined shows with Riverway South

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Visit Natural
NORTH FLORIDA

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.

CANCELATION

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

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

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

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

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

INTERNATIONAL TRAVEL SHOWS

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

FACEBOOK AND SOCIAL MEDIA USAGE

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

CELLULAR TELEPHONE USAGE

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

MINORS IN TRAVEL SHOW BOOTHS

Minors are not allowed in travel show booths.

CANCELATION

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.

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

Cost Estimates			Deliverable
Proposed 5/8/18	Approved 6/21/18	Proposed 7/19/18	
\$8,000.00	\$6,000.00	\$6,000.00	Website Hosting & Maintenance
\$0.00	\$10,000.00	\$10,000.00	Add Three Topic-Centered Landing Pages (1 Things to Do, 1 Places to Stay, 1 Places to Eat)
\$0.00	\$0.00	\$2,500.00	Add Six Town Landing Pages - Nancy Moreland (White Springs, St. Marks, Steinhatchee, High Springs, Suwannee, Williston)
\$2,400.00	\$0.00	\$0.00	Revise Descriptions on County and Town Landing Pages
\$0.00	\$0.00	\$2,500.00	Place to Stay, Places to Eat, and Things to Do Database Development
\$1,000.00	\$600.00	\$400.00	Ultimate Bicycle Guide & Landing Page Maintenance and Updates
\$1,000.00	\$600.00	\$200.00	Ultimate Springs Guide & Landing Page Maintenance and Updates
\$1,000.00	\$250.00	\$400.00	Paddling Landing Page Maintenance & Updates
\$1,000.00	\$250.00	\$200.00	Florida State Parks Landing Page Maintenance & Updates
\$5,100.00	\$5,100.00	\$5,100.00	Website Blogs (60 blogs per at \$85 per blog)
\$2,500.00	\$2,500.00	\$0.00	Website Blogs - Nancy Moreland
\$3,000.00	\$1,500.00	\$0.00	Print VNNF Specialty Brochures (RV Guide, Outfitters Guide, Lodging Guide, Paddling Maps)
\$0.00	\$0.00	\$1,500.00	Design and Print Collateral Material
\$3,000.00	\$3,000.00	\$3,000.00	Revise and Print Ultimate Bicycle Guide
\$1,500.00	\$500.00	\$500.00	Purchase Copies of Big Bend Saltwater Paddling Guide
\$0.00	\$1,000.00	\$1,000.00	GDPR Website Compliance Modifications
\$21,500.00	\$21,000.00	\$21,000.00	Domestic Travel Shows (4 shows)
\$22,500.00	\$22,500.00	\$21,500.00	Print Advertising (co-op & Florida transportation map ads)
\$20,000.00	\$22,000.00	\$20,000.00	Digital Advertising Campaign - Facebook, Google Adword search, Retargeting
\$0.00	\$0.00	\$1,000.00	Florida Pocket Ranger App Advertisement
\$0.00	\$0.00	\$0.00	Connect Travel - Complete
\$16,550.00	\$13,250.00	\$13,250.00	Scholarships (8 Scholarships @ \$1,656.25)
\$0.00	\$0.00	\$0.00	Reprint Regional Brochure (140,000 copies for \$8,000, including shipping)
\$12,000.00	\$12,000.00	\$12,000.00	Brochure Distribution
\$1,200.00	\$1,200.00	\$1,200.00	Professional Organization Memberships
\$0.00	\$0.00	\$0.00	VISAVUE - Domestic and International Editions
\$4,250.00	\$4,250.00	\$4,250.00	Quarterly eNewsletters
\$22,500.00	\$22,500.00	\$22,500.00	Administration
\$150,000.00	\$150,000.00	\$150,000.00	Total

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Visit Natural
NORTH FLORIDA

The Original Florida Tourism Task Force 2018 MEMBERS as of 7/12/2018

ALACHUA COUNTY

(\$15,000 - 3 votes)

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BRADFORD COUNTY

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COLUMBIA COUNTY

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GILCHRIST COUNTY

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HAMILTON COUNTY

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JEFFERSON COUNTY

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LAFAYETTE COUNTY

(\$1,000 - 1 vote)

Vacant**LEVY COUNTY**

(\$4,000 - 2 votes)

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SUWANNEE COUNTY

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UNION COUNTY

(\$1,000 - 1 vote)

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WAKULLA COUNTY

(\$3,000 - 2 votes)

Thomas Herndon

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The Honorable Gail Gilman

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

as of 7/12/2018

VOLUNTEERS, CONSULTANTS AND OTHERS

Donna Creamer

Staff Assistant
Gilchrist County Tourist Development Council
209 SE 1st Street
Trenton, FL 32693
(w) 352.463.3467
(c) 352.210.1827
dcreamer@gilchrist.fl.us
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Roland Loog - Volunteer

1907 NW 10th Avenue
Gainesville, FL 32605
(h) 352.375.2060
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Lois Nevins

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

Tommy Thompson

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

2018
Visit Natural North Florida
Meeting Dates and Counties



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

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

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

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