

MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **June 21, 2018**. The meeting will be held at the **Hamilton County Courthouse Annex, Tourism and Economic Development Meeting Room, 1153 U.S. Highway 41 NW, Jasper, FL** beginning at **10:00 a.m.**

(Location Map on Back)



The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Visit Natural
NORTH FLORIDA

Hamilton County Courthouse Annex
Tourism and Economic Development Meeting Room
1153 U.S. Highway 41 NW, Jasper, FL
Hamilton County

June 21, 2018
Thursday, 10:00 a.m.

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VI.	New Business	
A.	Election of New Vice-Chair	
B.	Announcements	
C.	Other New Business	

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., July 21, 2018 at the Perry-Taylor County Chamber of Commerce in Taylor County.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

First United Methodist Church
Williston, FL
Levy County

May 17, 2018
10:00 a.m.

MEMBERS PRESENT

Will Sexton, Bradford County
Paula Vann, Columbia County
Nancy Bednarek, Dixie County
Russ McCallister, Dixie County
Katrina Richardson, Jefferson County
Susan Ramsey, Hamilton County
Nancy Wideman, Jefferson County
Tisha Whitehurst, Levy County
Trent Abbott, Madison County
Phyllis Williams, Madison County
Alvin Jackson, Suwannee County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer

OTHERS PRESENT

Matt Brooks, Levy County
Board of County Commissioners
Donna Creamer, Task Force Travel Show
Coordinator
Ron Gromoll, Alachua County
Roland Loog, Volunteer
Sean Plemons, Visit Gainesville and
Alachua County
Charissa Setzer, Suwannee County
Ken Schwiebert, Levy County
Tommy Thompson, Two Tree, Inc.

MEMBERS ABSENT

Daniel Riddick, Bradford County
Rod Butler, Columbia County
Patricia Watson, Gilchrist County
Susie Page, Lafayette County, Vice-Chair
Carol McQueen, Levy County
Teena Peavey, Suwannee County
Gail Gilman, Wakulla County

STAFF PRESENT

Steven Dopp
Scott Koons

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor called the meeting to order at 10:08 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

ACTION: Dave McCusker moved and Nancy Wideman seconded to move item IV.B.2.a, Deliverables and Cost Estimates, May 10, 2018 to IV.B.2.n, to add item IV.F.2, VISIT FLORIDA 2017-18 Rural Area of Opportunity Reimbursement Report, to add item IV.F.3, Executive Director Report, and to add item IV.F.4, 2018 VISIT FLORIDA Flagler Awards, and to approve the agenda as amended. The motion passed unanimously.

III. APPROVAL OF THE APRIL 19, 2018 MINUTES

Chair Taylor asked for approval of the April 19, 2018 meeting minutes.

ACTION: Katrina Richardson moved and Ms. Wideman seconded to approve the April 19, 2018 minutes as circulated. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report, February 28, 2018, Revised

Treasurer McCusker presented the revised February 2018 monthly financial report.

b. Monthly Financial Report Review and Approval, March 2018

Treasurer McCusker presented the March 2018 monthly financial report.

ACTION: Ms. Wideman moved and Tisha Whitehurst seconded to approve the March 2018 monthly financial report as circulated. The motion passed unanimously.

2. Video Committee Report

Chair Taylor reported that the Video Committee met on May 9, 2018 and developed a request for proposals for the website video. She noted that the request for proposals was noticed in Florida Administrative Register on May 15, 2018. She concluded by noting the deadline for proposal submittals is June 15, 2018.

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

1. Approval of 1st Quarter Report and Reimbursement Submittal Package

Mr. Dopp reported on the Fiscal Year 2017-18 first quarter report and reimbursement package.

ACTION: Paula Vann moved and Alvin Jackson seconded to approve the Fiscal Year 2017-18 Florida Department of Economic Opportunity Regional Rural Development Grant first quarter report and reimbursement request. The motion passed unanimously.

2. Scope of Work

No action was taken regarding this agenda item.

a. Website Maintenance and Hosting

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

b. 2018 Marketing Project

Mr. Dopp stated that Jumpem, LLC is continuing the digital advertising campaign for the 2018 Marketing Project.

c. Paddling and Parks Microsite

Mr. Dopp presented the new Florida State Parks microsite as well as the new Forests and Wildlife Refuges microsite.

d. Website Blogs, Nancy Moreland - Blogger

Mr. Dopp reported that Ms. Moreland was not available at this time to write blogs for the Task Force this year.

The Task Force agreed by consensus to consider contracting with Ms. Moreland next year to write descriptions for the Town and County pages.

e. Bicycle Routes - Review and Update

No discussion occurred under this agenda item.

f. Springs Guide - Review and Update

Mr. Dopp stated that the Springs Guide and Bicycle Guide databases are stand-alone databases. He recommended that they be integrated into the main website database. He also recommended that the Springs microsite page as well as the Bicycle microsite page be reformatted to the new attractions page format. He stated that the Florida Department of Economic Opportunity will allow these changes to be made based on the current contract, since the changes constitute updating and maintaining the microsites. Mr. Dopp stated that he had contacted Jumpem, LLC, who agreed to update the pages and integrate the databases for \$2,000. Mr. Dopp recommended that the Task Force expend its Bicycle Guide and Guide microsite update and maintenance funds for this purpose.

ACTION: Ms. Wideman moved and Ms. Whitehurst seconded for the Marketing Committee to create a Request for Proposals to update the Ultimate Bicycle Guide microsite and to update the Ultimate Springs Microsite and to create a new Paddling Trail microsite for an amount not to exceed \$4,500, to Authorize the Marketing Committee to rank and select the winning proposer, to authorize staff to enter into a contract with the highest-ranking proposer, and if unable to enter into a contract with the highest-ranking proposer, authorize staff to enter into a contract with the next highest-ranking proposer, repeating this process until a contract with the highest-ranking proposer can be executed. The motion passed unanimously.

g. VisaVues, Domestic and International Edition

Mr. Dopp stated that the Task Force has entered into a contract for VisaVues for \$5,060.

h. In-house Brochure Printing

Mr. Dopp stated that the Task Force has printed approximately 200 bicycle guide flyers. He stated it is anticipated that the Task Force will request reimbursement for the expenditure as part of the second quarter report and reimbursement request.

i. Domestic Travel Shows

Mr. Dopp reported that he had registered the Task Force for the Georgia RV and Camper Show.

j. Advertising Campaign

(1) UnDiscovered Florida Co-op Advertisement

Mr. Dopp stated that the Task Force has not yet received any leads from the UnDiscovered Florida Co-op advertisement.

(2) Florida Park Ranger App Advertisement

Mr. Dopp stated that the Task Force has entered into a contract for \$1,000 for a banner advertisement to appear on the Florida Park Ranger App through December 31, 2018.

(3) VISIT FLORIDA Transportation Map Advertisement

Mr. Dopp reported that a one-half panel advertisement on the VISIT FLORIDA transportation map will cost \$6,000. Mr. Dopp also presented mock-ups for the advertisement.

The Task Force agreed by consensus to purchase a one-half panel advertisement in the VISIT FLORIDA transportation map.

ACTION: Alvin Jackson moved and Ms. Richardson seconded to approve a one-half panel advertisement in the VISIT FLORIDA transportation map at the cost of \$6,000 and use a Devils Den photograph with the phrase “Nature is Our Theme Park.” The motion passed unanimously.

(4) VISIT FLORIDA Travel Planner Co-op Advertisement

The Task Force agreed by consensus to place a full-page advertisement in the Visit Florida Travel Planner. Task Force members from Gilchrist County, Hamilton County, Jefferson County, Madison County and Taylor County stated that they would participate in the co-op advertisement.

k. Brochure Distribution

Mr. Dopp reported that brochures continue to be distributed in accordance with the Task Force contracts with Florida Suncoast Tourism Promotions, Inc. and CTM Media Group.

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

It was agreed by consensus that Mr. Dopp should register to attend the 2018 Florida Governor’s Conference.

The Task Force agreed by consensus to not offer any additional scholarships this year to the Southeastern Tourism Society Marketing College.

m. Professional Organization Memberships

No action was taken regarding this agenda item.

n. Deliverables and Cost Estimates, May 10, 2018

The Task Force reviewed the deliverables and cost estimates for the Regional Rural Development Grant included in the Task Force meeting packet.

Ms. Vann requested staff to include a year-over-year website traffic report in the June 2018 meeting packet.

ACTION: Will Sexton moved and Russ McCallister seconded to amend the 2017-18 Regional Rural Development grant deliverables budget to reduce funds for the Ultimate Bicycle Guide maintenance and updates from \$1,900 to \$1,000, reduce funds for the Ultimate Bicycle Guide Maintenance and Updates from \$1,500 to \$1,000, reduce funds for Nancy Moreland blogs from \$3,000 to \$0, reduce funds for Travel Shows from \$12,000 to \$11,635, reduce funds for media kits from \$2,500 to \$2,365, reduce funds for the designing and printing of regional specialty brochures from \$1,550 to \$0, reduce funds for revising and printing the Ultimate Bicycle Guide from \$2,000 to \$0, reduce funds for VisaVue domestic and international editions from \$5,100 to \$5,060 and increase funds for scholarships from \$12,600 to \$13,510. The motion passed unanimously.

C. VISIT FLORIDA Grants

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

a. Midwest Mountaineering Expo Report

Donna Creamer reported on the Midwest Mountaineering Spring Expo.

b. Bike Expo New York Report

Ms. Creamer and Ms. Vann reported on Bike Expo New York

2. VISIT FLORIDA 2017-18 Rural Area of Opportunity Partnership Reimbursement Report

Mr. Dopp discussed the draft travel show report that staff is preparing for submittal to VISIT FLORIDA.

The Task Force agreed by consensus to authorize staff to submit the report and reimbursement request.

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

E. VISIT FLORIDA Monthly Report

No report was provided by VISIT FLORIDA.

F. Staff Items

1. Fiscal Year 2018-19 Regional Rural Development Grant

No action was taken regarding this agenda item.

2. VISIT FLORIDA Regional Meetings

Mr. Dopp discussed upcoming regional meetings scheduled by VISIT FLORIDA.

3. Identification of Graphic Artists Used by Task Force Members

Mr. Dopp requested Task Force members to provide him with contact information of graphic artists.

4. Executive Director Report

Scott Koons, Executive Director, reported on the transition of staff support provided by the North Central Florida Regional Planning Council to the Task Force as a result of the retirement of Mr. Dopp in December 2018. Mr. Koons stated that the Council is committed to continuing to provide high quality staff support to assist the Task Force in

implementing its marketing program. Mr. Koons further stated that he is agreeable to have the Task Force Chair attend employment interviews for the new Council employee to replace Mr. Dopp.

ACTION: Ms. Beach moved and Ms. Wideman seconded to have Chair Taylor attend the employment interviews for the new Council employee to replace Mr. Dopp. The motion passed unanimously.

Mr. Sexton discussed Council purchasing policies and recommended that they be reviewed and amended as appropriate to allow the Task Force to be able to make procurement decisions in a more timely manner.

Mr. Koons stated that he would review the dollar thresholds for procurement methods in the Council purchasing policies.

Task Force members discussed obtaining a credit card.

Mr. Koons suggested that the Task Force could allow advance travel payments to the Travel Show Coordinator, Task Force members and travel show attendees who may experience a financial hardship as a result of using their personal credit cards for travel.

5. VISIT FLORIDA 2018 Flagler Awards

The Task Force agreed by consensus to not apply for a 2018 Flagler Award.

G. Other Old Business

1. Updated Task Force Member Contact Information

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

2. 2018 Meeting Dates and Location

No changes were made to meeting dates and locations.

V. Leadership Forum

The Honorable Matt Brooks, Levy County Commissioner, discussed nature-based tourism attractions in Levy County.

VI. New Business

A. Announcements

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

B. Other New Business

No other new business was discussed.

VII. Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., June 21, 2018 at a location to be determined in Hamilton County.

The meeting adjourned at 2:03 p.m.

Dawn Taylor, Chair

6/21/18
Date

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

The Original Florida Tourism Task Force
Balance Sheet
As of April 30, 2018

	<u>Apr 30, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	33,589.57
Total Checking/Savings	<u>33,589.57</u>
Other Current Assets	
Prepaid Expense	3,587.00
Total Other Current Assets	<u>3,587.00</u>
Total Current Assets	<u>37,176.57</u>
TOTAL ASSETS	<u>37,176.57</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	3,387.37
Total Accounts Payable	<u>3,387.37</u>
Total Current Liabilities	<u>3,387.37</u>
Total Liabilities	3,387.37
Equity	
Unrestricted Earnings	71,932.31
Net Income	-38,143.11
Total Equity	<u>33,789.20</u>
TOTAL LIABILITIES & EQUITY	<u>37,176.57</u>

4:13 PM
06/13/18
Accrual Basis

The Original Florida Tourism Task Force
Profit & Loss
April 2018

	<u>Apr 18</u>
Expense	
Marketing	
Public Relations	
Advertising	1,000.00
Total Public Relations	<u>1,000.00</u>
Trade Shows	
Messe Munich Travel Show	277.10
Midwest Mountaineering Outdoor	2,297.29
New York Bike Expo	165.78
Promotional Materials	2,145.00
Total Trade Shows	<u>4,885.17</u>
Website	
Web Hosting Services	6,000.00
Total Website	<u>6,000.00</u>
Total Marketing	11,885.17
Professional Enhancements	7,200.00
Total Expense	<u>19,085.17</u>
Net Income	<u><u>-19,085.17</u></u>

3:07 PM

05/10/18

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 04/30/2018

	<u>Apr 30, 18</u>	
Beginning Balance	62,476.81	✓
Cleared Transactions		
Checks and Payments - 14 items	<u>-16,475.42</u>	✓
Total Cleared Transactions	<u>-16,475.42</u>	
Cleared Balance	<u>46,001.39</u>	✓
Uncleared Transactions		
Checks and Payments - 5 items	<u>-12,411.82</u>	
Total Uncleared Transactions	<u>-12,411.82</u>	
Register Balance as of 04/30/2018	<u>33,589.57</u>	
New Transactions		
Checks and Payments - 7 items	<u>-14,121.21</u>	
Total New Transactions	<u>-14,121.21</u>	
Ending Balance	<u>19,468.36</u>	

✓ KLP
5-10-18

3:07 PM

05/10/18

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 04/30/2018

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						62,476.81
Cleared Transactions						
Checks and Payments - 14 items						
Bill Pmt -Check	03/15/2018	1278	Plemons, Sean	X	-1,151.10	-1,151.10
Bill Pmt -Check	03/29/2018	1287	McCallister, Russ	X	-1,710.15	-2,861.25
Bill Pmt -Check	03/29/2018	1288	Two Tree, Inc.	X	-1,566.46	-4,427.71
Bill Pmt -Check	03/29/2018	1289	Loog, Roland	X	-1,423.82	-5,851.53
Bill Pmt -Check	03/29/2018	1285	Williams, Phyllis	X	-999.49	-6,851.02
Bill Pmt -Check	03/29/2018	1283	Koons, Scott	X	-538.80	-7,389.82
Bill Pmt -Check	03/29/2018	1286	Gromoll, Ron	X	-109.43	-7,499.25
Bill Pmt -Check	03/29/2018	1284	Loog, Roland	X	-109.16	-7,608.41
Bill Pmt -Check	03/29/2018	1282	Richardson, Katrina	X	-37.01	-7,645.42
Bill Pmt -Check	03/29/2018	1281	Mecusker, David	X	-2.00	-7,647.42
Bill Pmt -Check	04/12/2018	1291	JUMPEM	X	-6,000.00	-13,647.42
Bill Pmt -Check	04/12/2018	1293	Flashbay, Inc	X	-2,365.00	-16,012.42
Bill Pmt -Check	04/12/2018	1292	Koons, Scott	X	-260.00	-16,272.42
Bill Pmt -Check	04/12/2018	1290	Conex Exhibition S...	X	-203.00	-16,475.42
Total Checks and Payments					-16,475.42	-16,475.42
Total Cleared Transactions					-16,475.42	-16,475.42
Cleared Balance					-16,475.42	46,001.39
Uncleared Transactions						
Checks and Payments - 5 items						
Bill Pmt -Check	04/12/2018	1294	Taylor, Dawn		-1,496.82	-1,496.82
Bill Pmt -Check	04/26/2018	1297	Southeast Tourism ...		-7,200.00	-8,696.82
Bill Pmt -Check	04/26/2018	1298	Top Tier Graphics		-2,145.00	-10,841.82
Bill Pmt -Check	04/26/2018	1296	PBN Holdings, LLC		-1,000.00	-11,841.82
Bill Pmt -Check	04/26/2018	1295	NATC		-570.00	-12,411.82
Total Checks and Payments					-12,411.82	-12,411.82
Total Uncleared Transactions					-12,411.82	-12,411.82
Register Balance as of 04/30/2018					-28,887.24	33,589.57
New Transactions						
Checks and Payments - 7 items						
Bill Pmt -Check	05/10/2018	1305	VisitFlorida		-5,060.00	-5,060.00
Bill Pmt -Check	05/10/2018	1302	Two Tree, Inc.		-3,545.71	-8,605.71
Bill Pmt -Check	05/10/2018	1299	Donna, Creamer		-2,857.04	-11,462.75
Bill Pmt -Check	05/10/2018	1300	Florida Suncoast T...		-1,500.00	-12,962.75
Bill Pmt -Check	05/10/2018	1301	Team Williams		-519.00	-13,481.75
Bill Pmt -Check	05/10/2018	1303	United Parcel Service		-362.36	-13,844.11
Bill Pmt -Check	05/10/2018	1304	UPS Supply Chain ...		-277.10	-14,121.21
Total Checks and Payments					-14,121.21	-14,121.21
Total New Transactions					-14,121.21	-14,121.21
Ending Balance					-43,008.45	19,468.36



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SK AD



00006282 FCC31545050118142951 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PLACE
GAINESVILLE FL 32653-1603

Date 4/30/18
Primary Account

Page 1
XXXXXXXX2204

Need a personal loan or line of credit? Visit ccbg.com/loans for information on our consumer credit products and then simply apply online. We make it easy to apply for the funds you need. Subject to credit approval; Equal Housing Lender.

CHECKING ACCOUNT

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

XXXXXXXX2204
62,476.81 ✓
.00
16,475.42 ✓
.00
.00
46,001.39 ✓

Images
Statement Dates 4/02/18 thru 4/30/18
Days in this Statement Period 29
Avg Ledger Balance 53,302.92
Avg Collected Balance 53,302.92

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
4/02	1278	1,151.10 ✓	4/03	1287	1,710.15 ✓
4/23	1281*	2.00 ✓	4/02	1288	1,566.46 ✓
4/16	1282	37.01 ✓	4/02	1289	1,423.82 ✓
4/02	1283	538.80 ✓	4/20	1290	203.00 ✓
4/02	1284	109.16 ✓	4/27	1291	6,000.00 ✓
4/10	1285	999.49 ✓	4/18	1292	260.00 ✓
4/12	1286	109.43 ✓	4/20	1293	2,365.00 ✓

* Denotes missing check numbers

RECEIVED

MAY 04 2018

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL





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

Date 4/30/18
Primary Account

Page 2
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
4/02	57,687.47	4/12	54,868.40	4/20	52,003.39
4/03	55,977.32	4/16	54,831.39	4/23	52,001.39
4/10	54,977.83	4/18	54,571.39	4/27	46,001.39

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

00006282-0012108-0002-0005-FCC31545050118142951-01-L



Natural North Florida THE ORIGINAL FLORIDA TOURIST CHECK
300 N.W. 27th Place
Gainesville, FL 32605-1900
TEL 352.339.1100

Capital City Bank 1278

3/15/2018

PAY TO THE ORDER OF Sean Plamora \$1,151.10

One Thousand One Hundred Fifty-One and 10/100 DOLLARS

Sean Plamora
2035 NE 5th Street
Gainesville, FL 32609

MEMO S.P.K.

⑈001278⑈ ⑆063100688⑆ 0224792204⑈

1278 04/02/2018 \$1,151.10

Natural North Florida THE ORIGINAL FLORIDA TOURIST CHECK
300 N.W. 27th Place
Gainesville, FL 32605-1900
TEL 352.339.1100

Capital City Bank 1281

3/29/2018

PAY TO THE ORDER OF David Mecusker \$2.00

Two and 00/100 DOLLARS

David Mecusker
11490 BW 77th Way
Lake Butler, FL 32064

TELLER 03
APR 18 2018
03:49P

MEMO S.P.K.

⑈001281⑈ ⑆063100688⑆ 0224792204⑈

1281 04/23/2018 \$2.00

Natural North Florida THE ORIGINAL FLORIDA TOURIST CHECK
300 N.W. 27th Place
Gainesville, FL 32605-1900
TEL 352.339.1100

Capital City Bank 1282

3/29/2018

PAY TO THE ORDER OF Kathina Richardson \$37.01

Thirty-Seven and 01/100 DOLLARS

Kathina Richardson
P.O. Box 1284
Monticello, FL 32845

MEMO S.P.K.

⑈001282⑈ ⑆063100688⑆ 0224792204⑈

1282 04/16/2018 \$37.01

Natural North Florida THE ORIGINAL FLORIDA TOURIST CHECK
300 N.W. 27th Place
Gainesville, FL 32605-1900
TEL 352.339.1100

Capital City Bank 1283

3/29/2018

PAY TO THE ORDER OF Scott R. Koons \$538.80

Five Hundred Thirty-Eight and 80/100 DOLLARS

Scott R. Koons
2210 NW 50th Terrace
Gainesville, FL 32605-4309

MEMO S.P.K.

⑈001283⑈ ⑆063100688⑆ 0224792204⑈

1283 04/02/2018 \$538.80

Natural North Florida THE ORIGINAL FLORIDA TOURIST CHECK
300 N.W. 27th Place
Gainesville, FL 32605-1900
TEL 352.339.1100

Capital City Bank 1284

3/29/2018

PAY TO THE ORDER OF Roland Long \$109.16

One Hundred Nine and 16/100 DOLLARS

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

MEMO S.P.K.

⑈001284⑈ ⑆063100688⑆ 0224792204⑈

1284 04/02/2018 \$109.16

Natural North Florida THE ORIGINAL FLORIDA TOURIST CHECK
300 N.W. 27th Place
Gainesville, FL 32605-1900
TEL 352.339.1100

Capital City Bank 1285

3/29/2018

PAY TO THE ORDER OF Phyllis Williams \$999.49

Nine Hundred Ninety-Nine and 49/100 DOLLARS

Marion County Chamber of Commerce
& Tourism
P.O. Box 517
Madison, FL 32341

MEMO S.P.K.

⑈001285⑈ ⑆063100688⑆ 0224792204⑈

1285 04/10/2018 \$999.49

Natural North Florida THE ORIGINAL FLORIDA TOURIST CHECK
300 N.W. 27th Place
Gainesville, FL 32605-1900
TEL 352.339.1100

Capital City Bank 1286

3/29/2018

PAY TO THE ORDER OF Ron Grondell \$109.43

One Hundred Nine and 43/100 DOLLARS

Ron Grondell
5304 NW 32nd LN
Gainesville, FL 32605-1038

MEMO S.P.K.

⑈001286⑈ ⑆063100688⑆ 0224792204⑈

1286 04/12/2018 \$109.43

Natural North Florida THE ORIGINAL FLORIDA TOURIST CHECK
300 N.W. 27th Place
Gainesville, FL 32605-1900
TEL 352.339.1100

Capital City Bank 1287

3/29/2018

PAY TO THE ORDER OF Russ McCallister \$1,710.15

One Thousand Seven Hundred Ten and 15/100 DOLLARS

Russ McCallister
P.O. 1316
Old Town, FL 32660

MEMO S.P.K.

⑈001287⑈ ⑆063100688⑆ 0224792204⑈

1287 04/03/2018 \$1,710.15

Natural North Florida THE ORIGINAL FLORIDA TOURIST CHECK
300 N.W. 27th Place
Gainesville, FL 32605-1900
TEL 352.339.1100

Capital City Bank 1288

3/29/2018

PAY TO THE ORDER OF Two Trees, Inc. \$1,566.46

One Thousand Five Hundred Sixty-Six and 46/100 DOLLARS

Two Trees, Inc.
Tommy Thompson
24-A NW 23rd Court
Gainesville, FL 32607

MEMO S.P.K.

⑈001288⑈ ⑆063100688⑆ 0224792204⑈

1288 04/02/2018 \$1,566.46

Natural North Florida THE ORIGINAL FLORIDA TOURIST CHECK
300 N.W. 27th Place
Gainesville, FL 32605-1900
TEL 352.339.1100

Capital City Bank 1289

3/29/2018

PAY TO THE ORDER OF Roland Long \$1,423.82

One Thousand Four Hundred Twenty-Three and 82/100 DOLLARS

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

MEMO S.P.K.

⑈001289⑈ ⑆063100688⑆ 0224792204⑈

1289 04/02/2018 \$1,423.82

Natural North Florida THE ORIGINAL FLORIDA TOURIST CHECK
300 N.W. 27th Place
Gainesville, FL 32605-1900
TEL 352.339.1100

Capital City Bank 1290

4/12/2018

PAY TO THE ORDER OF Conex Exhibition Services LLC \$203.00

Two Hundred Three and 00/100 DOLLARS

Conex Exhibition Services LLC
2495 NW 23 Terrace
Miami, FL 33145

MEMO S.P.K.

⑈001290⑈ ⑆063100688⑆ 0224792204⑈

1290 04/20/2018 \$203.00

Natural North Florida THE ORIGINAL FLORIDA TOURIST CHECK
300 N.W. 27th Place
Gainesville, FL 32605-1900
TEL 352.339.1100

Capital City Bank 1291

4/12/2018

PAY TO THE ORDER OF JUMPER \$6,000.00

Six Thousand and 00/100 DOLLARS

JUMPER
500 NW 43rd St Suite 3
Gainesville, FL 32607

MEMO S.P.K.

⑈001291⑈ ⑆063100688⑆ 0224792204⑈

1291 04/27/2018 \$6,000.00



Natural North Florida THE ORIGINAL FLORIDA TOURISM TAXI (HOLD)
2000 N.W. 17th PLACE
GAINESVILLE, FL 32608-4300
352.395.4300

Capital City 1292

4/18/2018

PAID TO: Scott R. Koore

Two Hundred Sixty and 00/100

Scott R. Koore
2210 NW 80th Terrace
Gainesville, FL 32608-4300

SPK

1292 04/18/2018 \$260.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAXI (HOLD)
2000 N.W. 17th PLACE
GAINESVILLE, FL 32608-4300
352.395.4300

Capital City 1293

4/12/2018

PAID TO: Flashby, Inc.

Two Thousand Three Hundred Sixty-five and 00/100

Flashby, Inc.
Vanessa Ojimaldo
680 Clyde Avenue, Unit 600
San Jose, CA 95128

SPK

1293 04/20/2018 \$2,365.00

00006282-0012109-0004-0005-FCC31545050118142951-01-L



5/7/2018 11:02 AM



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

Visit **Natural North Florida**

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

63-68/631

1291

4/12/2018

\$**6,000.00 DOLLARS

PAY TO THE ORDER OF **JUMPEM**

Six Thousand and 00/100

JUMPEM
500 NW 43rd St Suite 3
Gainesville, FL 32607

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

0224792204

001291 0631006881

SSR.K

Security Features:

- Hologram
- Heat Sensitive Ink
- True Watermark
- Visible Fibers
- Microprint
- Variable Length
- Color Shifting
- High Resolution
- Fluorescent
- Anti-Copy
- Latent Ink

FEDERAL RESERVE BOARD OF GOVERNORS REG. CO.

Seq: 10
Dep: 000079
Date: 04/26/18

Deposited Only to
BESTON BANK, L.P. INC.
JUMPEM
Deposited By: CG

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

Amount: -\$6,000.00
Description: Check
Check Number: 1291
Posted Date: 4/27/2018
Transaction Type: History

4/23/2018 9:23 AM



*****2204

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

Visit **Natural North Florida**

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

63-68/631

Capital City Bank

1289

3/29/2018

\$ 1,423.82

PAY TO THE ORDER OF Roland Loog

One Thousand Four Hundred Twenty-Three and 82/100

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

MEMO

THREE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001289 063100688 0224792204

ENDORSE HERE

SSR.K

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

Amount: -\$1,423.82
Description: Check
Check Number: 1289
Posted Date: 4/2/2018
Transaction Type: History



4/23/2018 9:22 AM

Tourism Task Force

*****2204

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

Visit **Natural North Florida**

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

63-68/631

Capital City Bank

1287

3/29/2018

PAY TO THE ORDER OF Russ McCallister

\$**1,710.15

One Thousand Seven Hundred Ten and 15/100***** DOLLARS

Russ McCallister
P.O. 1345
Old Town, FL 32680

MEMO

Shield

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

000128700631006880224792204

FOR DEPOSIT ONLY

PAY TO THE ORDER OF
CAPITAL CITY BANK
TRENTON, FL 32683-2983
063100688

PERFORMANCE SECURITY

5720732601

Amount: -\$1,710.15

Description: Check

Check Number: 1287

Posted Date: 4/3/2018

Transaction Type: History

4/23/2018 9:22 AM



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

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

1285

3/29/2018

\$**999.49

PAY TO THE ORDER OF **Phyllis Williams**

Nine Hundred Ninety-Nine and 49/100

Madison County Chamber of Commerce
& Tourism
P.O. Box 817
Madison, FL 32341

MEMO

STUCK

0001285 0631006881 0224792204

040918 502000069423357003114645 MCCB

ENDORSE HERE

PAY TO THE ORDER OF
MADISON COUNTY COMMUNITY BANK
MADISON, FL 32340-2405
063114645
FOR DEPOSIT ONLY
GREATER MADISON COUNTY
CHAMBER OF COMMERCE
0016162

Amount: -\$999.49
Description: Check
Check Number: 1285
Posted Date: 4/10/2018
Transaction Type: History



4/23/2018 9:21 AM

Tourism Task Force

*****2204

		THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200			1283 3/29/2018
PAY TO THE ORDER OF Scott R. Koons		\$**538.80		DOLLARS	
Five Hundred Thirty-Eight and 80/100*****					
MEMO Scott R. Koons 5210 NW 50th Terrace Gainesville, FL 32606-4309				MP	
TRUE WATERMARK PAPER • HOLD TO LIGHT TO VIEW PAPER CONTAINS TONER ADHESION PROPERTIES HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT					
⑈001283⑈ ⑈063100688⑈ 0224792204⑈					

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Amount: -\$538.80

Description: Check

Check Number: 1283

Posted Date: 4/2/2018

Transaction Type: History



Tourism Task Force

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5/7/2018 11:01 AM

DOCUMENT INCLUDES VISIBLE FIBER, CHEMICAL, & ARCHIVE PROPERTIES AND FEATURES A POLYHOLDOGRAM

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 1281

63-68/631 3/29/2018

PAY TO THE ORDER OF David Mecusker

TELLER #7

\$**2.00

Two and 00/100***** DOLLARS

APR 20 2018

63-635

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

MEMO

STARS WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001281 063100688 0224792204

ENDORSE HERE

210002691509 >063106352<
0014 00210004 Community State Bank
042018 Starke, FL
1-904-964-7830

CSFRCK 0002 007 00136
04/20/18 2:39 PM
Check Amount \$2.00

Amount: -\$2.00

Description: Check

Check Number: 1281

Posted Date: 4/23/2018

Transaction Type: History



4/23/2018 9:23 AM

Tourism Task Force

*****2204

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

Capital City Bank 1290

63-68/631 4/12/2018

PAY TO THE ORDER OF **Conex Exhibition Services LLC** \$**203.00

Two Hundred Three and 00/100***** DOLLARS

Conex Exhibition Services LLC
2465 SW 23 Terrace
Miami, FL 33145

MEMO *SSPK*

11001290 1063100688 0224792204

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Amount: -\$203.00

Description: Check

Check Number: 1290

Posted Date: 4/20/2018

Transaction Type: History



Tourism Task Force

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4/23/2018 9:22 AM

DOCUMENT INCLUDES MICROLESS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOR MICROLESS

Visit **Natural North Florida** THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 N.W. 57TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200

Capital City Bank 1288
63-68/631
3/29/2018

PAY TO THE ORDER OF Two Tree, Inc. \$ **1,566.46

One Thousand Five Hundred Sixty-Six and 46/100 DOLLARS

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

MEMO

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

001288 063100688 0224792204

Security Features:

The security features listed below are not to be used as a guide for the purpose of identifying the security features of the check.

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE

for Deposit

Amount: -\$1,566.46
Description: Check
Check Number: 1288
Posted Date: 4/2/2018
Transaction Type: History



4/23/2018 9:22 AM

Tourism Task Force

*****2204

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

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

Capital City Bank 1286

63-68/631

3/29/2018

PAY TO THE ORDER OF Ron Gromoll

\$ **109.43

One Hundred Nine and 43/100***** DOLLARS

Ron Gromoll
5304 NW 32nd LN
Gainesville, FL 32606-7028

MEMO

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

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Amount: -\$109.43

Description: Check

Check Number: 1286

Posted Date: 4/12/2018

Transaction Type: History



4/23/2018 9:21 AM

Tourism Task Force

*****2204

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

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

Capital City Bank 1284

63-68/631

3/29/2018

PAY TO THE ORDER OF Roland Loog \$**109.16

One Hundred Nine and 16/100***** DOLLARS

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

MEMO

Shield

SSR.K

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

001284 063100688 0224792204

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

Amount: -\$109.16
Description: Check
Check Number: 1284
Posted Date: 4/2/2018
Transaction Type: History



4/23/2018 9:20 AM

Tourism Task Force

*****2204

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

Visit **Natural North Florida**

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

Capital City Bank 1282

63-68/631

3/29/2018

PAY TO THE ORDER OF Katrina Richardson

\$ **37.01

Thirty-Seven and 01/100 ***** DOLLARS

Katrina Richardson
P.O. Box 1284
Monticello, FL 32345

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001282 063100688 0224792204

063101111< 20180413

FARMERS AND MERCHANTS BANK

106 34

TO POST APT. 11, FARMERS AND MERCHANTS BANK
RESERVED FOR FINANCIAL INSTITUTION USE

ENDORSE HERE

05/01/2018 05/01/2018

Amount: -\$37.01

Description: Check

Check Number: 1282

Posted Date: 4/16/2018

Transaction Type: History



4/23/2018 9:20 AM

Tourism Task Force

*****2204

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

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

63-68/631

Capital City Bank 1278

3/15/2018

PAY TO THE ORDER OF Sean Plemons \$ **1,151.10

One Thousand One Hundred Fifty-One and 10/100***** DOLLARS

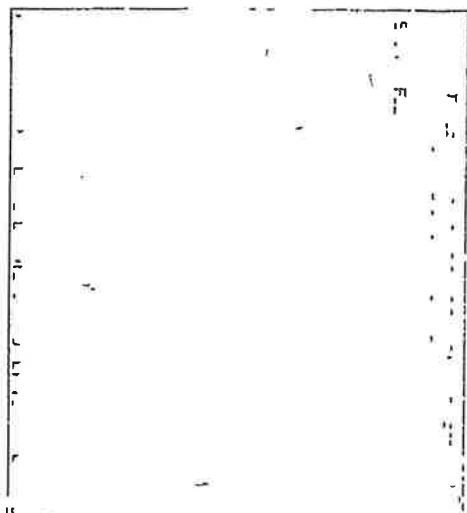
Sean Plemons
2035 NE 8th Street
Gainesville, FL 32609

MEMO

Shield

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

⑈001278⑈ ⑆063100688⑆ 0224792204⑈



CAMPUS USA CU
3/30/2018, 17:53:48

ENDORSE HERE

FOR DEPOSIT ONLY
CAMPUS USA CREDIT UNION

242061-2

Amount: -\$1,151.10

Description: Check

Check Number: 1278

Posted Date: 4/2/2018

Transaction Type: History

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

As of April 30, 2018

(These financial statements are unaudited)

				Over/(Under)
Income	Budget	April 2018	Year to Date	Budget
Co-op Regional Marketing Program Fee	53,000.00	0.00	53,000.00	0.00
DEO Rural Development Grant 16/17	57,800.00	0.00	85,638.08	27,838.08
DEO Rural Development Grant 17/18	128,700.00	0.00	0.00	(128,700.00)
VisitFlorida Rural Area Opportunity Grant 17/18	129,000.00	0.00	0.00	(129,000.00)
VisitFlorida Rural Area Opportunity 17/18 In-Kind	17,300.00	0.00	0.00	(17,300.00)
Other	0.00	0.00	0.00	0.00
Total Income	385,800.00	0.00	138,638.08	(247,161.92)
Expenses				
Marketing				
Planning				
VisaVues Domestic & International	5,100.00	0.00	0.00	(5,100.00)
Total Planning	5,100.00	0.00	0.00	(5,100.00)
Collateral Materials				
Print Ultimate Bicycle Guide	2,750.00	0.00	0.00	(2,750.00)
Design/Print New Regional Brochure	8,500.00	0.00	4,000.00	(4,500.00)
Design/Print Ultimate Springs Guide	3,450.00	0.00	0.00	(3,450.00)
Print Speciality Brochures	1,200.00	0.00	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	0.00	0.00	(13,000.00)
Web Hosting Services	8,000.00	6,000.00	6,000.00	(2,000.00)
Photography	2,000.00	0.00	5,000.00	3,000.00
Website Blogs - Five Blog Categories	5,100.00	0.00	2,465.00	(2,635.00)
Total Website	59,500.00	6,000.00	43,465.00	(16,035.00)
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	2,145.00	4,633.78	(366.22)
Popup and/or Cloth Displays - VF In-Kind	5,000.00	0.00	0.00	(5,000.00)

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

As of April 30, 2018

(These financial statements are unaudited)

	Budget	April 2018	Year to Date	Over/(Under) Budget
Welcome Center Rack Space - VF In-Kind	800.00	0.00	0.00	(800.00)
State Park Guides & State Maps-VF In-Kind	2,000.00	0.00	0.00	(2,000.00)
Shipping Berlin & London - VF In-Kind	1,000.00	0.00	0.00	(1,000.00)
VF Washington Travel & Adventure Show	7,050.00	0.00	6,753.54	(296.46)
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	4,633.35	(566.65)
New York Times Travel Show - VF In-Kind	3,500.00	0.00	0.00	(3,500.00)
VF Boston Globe Travel Show	8,800.00	0.00	5,662.59	(3,137.41)
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	277.10	12,365.80	(4,934.20)
VF London Telegraph Bike & Travel Show	13,000.00	0.00	10,794.11	(2,205.89)
VF Toronto Outdoor Adventure Show	9,825.00	0.00	7,794.51	(2,030.49)
VF Berlin ITB Trade Show	9,450.00	0.00	8,463.13	(986.87)
Berlin ITB Trade Show - VF In-Kind	5,000.00	0.00	0.00	(5,000.00)
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	2,297.29	2,297.29	(2,227.71)
Hershey RV Show	6,500.00	0.00	0.00	(6,500.00)
Bike Expo New York	6,500.00	165.78	165.78	(6,334.22)
Total Trade Shows	144,475.00	4,885.17	92,170.78	(52,304.22)
Advertising				
Digital Advertising Campaign	13,500.00	1,000.00	13,000.00	(500.00)
Quarterly eNewsletters	4,000.00	0.00	0.00	(4,000.00)
Undiscovered Florida & Other Co-op Ads	12,750.00	0.00	6,680.00	(6,070.00)
Brochure Distribution	8,325.00	0.00	4,299.00	(4,026.00)
Total Advertising	38,575.00	1,000.00	23,979.00	(14,596.00)
Total Marketing Expenses	282,200.00	11,885.17	190,834.78	(91,365.22)
Administration				
NCFRPC - Admin VF & DEO 2016-2017	5,650.00	0.00	0.00	(5,650.00)
NCFRPC-Admin VF & DEO FY 2017-2018	18,850.00	0.00	0.00	(18,850.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	0.00	(12,500.00)
Bank Charges	200.00	0.00	18.81	(181.19)
Legal Advertising	300.00	0.00	36.82	(263.18)
Legal Expenses	300.00	0.00	61.25	(238.75)
Other Admin Expenses Miscellaneous	2,000.00	0.00	2,204.40	204.40
Postage	300.00	0.00	76.25	(223.75)
VF Travel Show Service Program Fee	14,300.00	0.00	13,200.00	(1,100.00)
Telephone	300.00	0.00	0.00	(300.00)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of April 30, 2018

(These financial statements are unaudited)

	Budget	April 2018	Year to Date	Over/(Under) Budget
Total Administration	<u>54,700.00</u>	<u>0.00</u>	<u>15,597.53</u>	<u>(39,102.47)</u>
Memberships				
Visit Florida	500.00	0.00	0.00	(500.00)
Southeast Tourism Society	350.00	0.00	0.00	(350.00)
Florida Outdoor Writers Association	<u>350.00</u>	<u>0.00</u>	<u>175.00</u>	<u>(175.00)</u>
Total Memberships	<u>1,200.00</u>	<u>0.00</u>	<u>175.00</u>	<u>(1,025.00)</u>
Professional Enhancement				
SE Tourism Society Marketing College	11,000.00	7,200.00	7,200.00	(3,800.00)
Governor's Tourism Conference	<u>1,900.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(1,900.00)</u>
Total Professional Enhancement	<u>12,900.00</u>	<u>7,200.00</u>	<u>7,200.00</u>	<u>(5,700.00)</u>
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	<u>6,250.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(6,250.00)</u>
Total Internships	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,500.00)</u>
Retained Reserves				
Retained Reserves	<u>22,300.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(22,300.00)</u>
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>7,200.00</u>	<u>22,972.53</u>	<u>(80,627.47)</u>
Total Expenses	<u>385,800.00</u>	<u>19,085.17</u>	<u>213,807.31</u>	<u>(171,992.69)</u>
Net Income	<u>0.00</u>	<u>(19,085.17)</u>	<u>(75,169.23)</u>	<u>(75,169.23)</u>

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

(1) See Marketing Budget Detail

(2) See Memberships Detail

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

Adopted 8/17/2017

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

Attachment 1**SCOPE OF WORK**

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

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

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

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

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

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

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

2.2 Marketing and Promotion:

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

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

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

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

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

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

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

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

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

2.3 Professional Enhancement:

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

2.3.2 Maintain memberships in or join professional organizations.

3.DEO'S RESPONSIBILITIES:

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

3.2 Perform Agreement management responsibilities as stated herein;

3.3 Reply to reasonable inquiries pursuant to the Agreement and,

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

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

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

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Add Topic centered microsites to Grantee's website in accordance with Scope of Work 2.1.2	Add one topic centered microsite to Grantee's website.. Required Documentation: <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	100 % completion of and posting on Grantee website of video. Required Documentation: <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	1 springs microsite update or 1 bicycle microsite update. Required Documentation: <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	Prepare and distribute one (1) electronic newsletter. Required Documentation <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	Post one (1) blog on Grantee's website. Required Documentation. <ul style="list-style-type: none"> • Copy of agreement with blogger. • Link to each blog • Photographer release form if necessary • Model release form in necessary. • Invoice from blogger. 	Failure to post one (1) blog on Grantee's website as specified in Section 2.2.2. will result in non-payment.
Purchase Annual Visa Vue subscription in accordance with Scope of Work 2.2.3	Purchase 1 annual Visa Vue Subscription Required Documentation: <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	Purchase a minimum of 400 copies of pre-printed marketing materials. Required Documentation: <ul style="list-style-type: none"> • Invoice from seller. 	Failure to purchase a minimum of 400 copies of pre-printed marketing materials as specified in

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

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

5. REPORTING:

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

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

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

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

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

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

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

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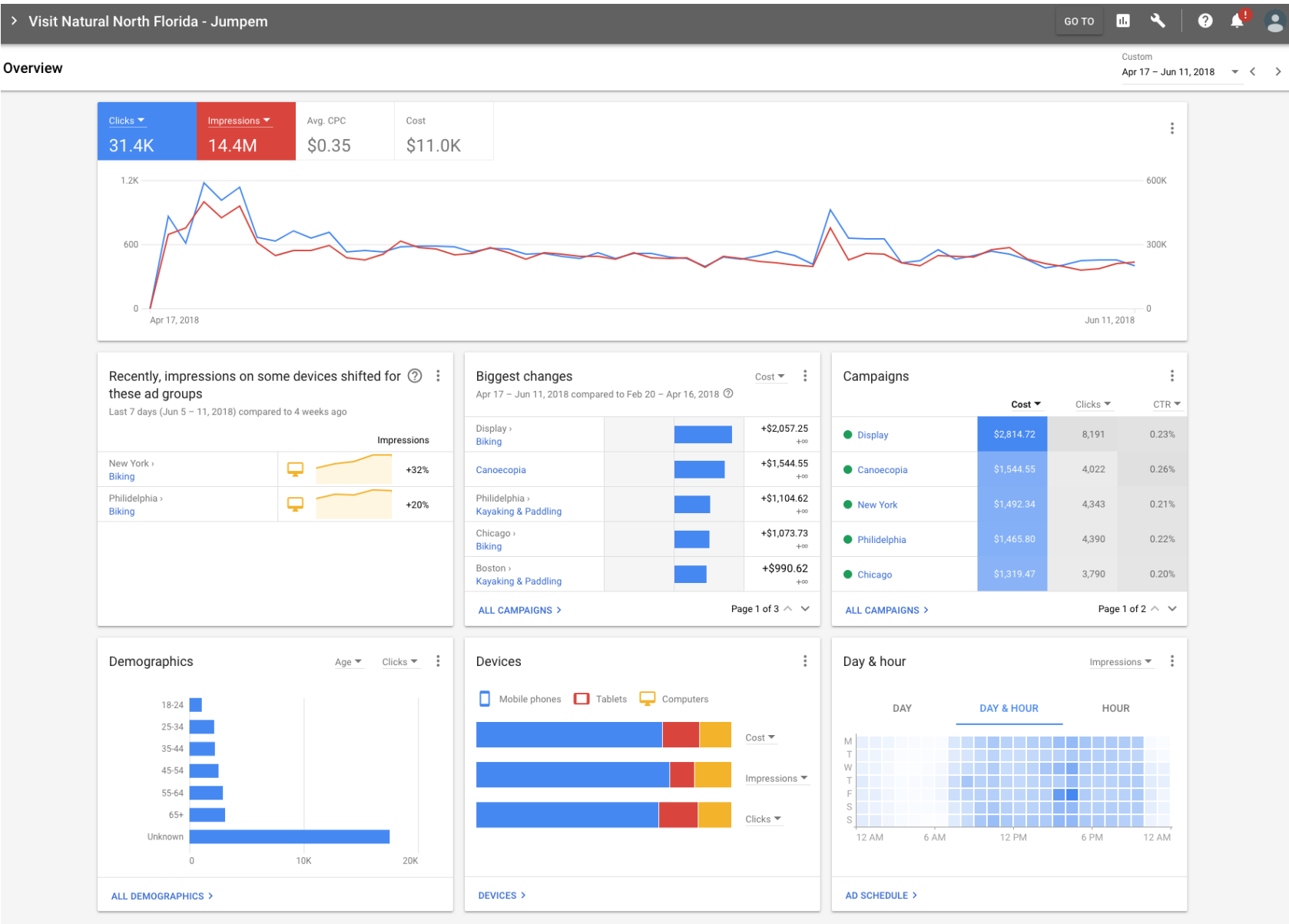
Visit Natural
NORTH FLORIDA

Florida Department of Economic Opportunity
Fiscal Year 2017-18 Regional Rural Development Grant
(January 17, 2018 - January 17, 2019)
Deliverables and Cost Estimates
June 14, 2018 Draft

Cost Estimates				Deliverable
As of 10/20/16	As of 4/20/18	As of 5/17/18	Proposed 6/11/18	
\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	Website Hosting & Maintenance
\$1,900.00	\$1,900.00	\$1,000.00	\$1,000.00	Ultimate Bicycle Guide Maintenance and Updates
\$1,500.00	\$1,500.00	\$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	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	\$3,000.00	\$0.00	\$0.00	Website Blogs - Nancy Moreland
\$15,100.00	\$12,000.00	\$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	\$25,500.00	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	\$6,000.00	\$6,000.00	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
-	\$2,500.00	\$2,365.00	\$2,365.00	Media Kits
\$1,600.00	\$1,550.00	\$0.00	\$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	\$2,000.00	\$0.00	\$0.00	Revise & Print Ultimate Bicycle Guide
\$5,100.00	\$5,100.00	\$5,060.00	\$5,060.00	VISAVUE - Domestic and International Editions
\$14,000.00	\$12,600.00	\$13,510.00	\$13,510.00	Scholarships (10 scholarships @ \$1,700 each, less credit from previous year)
\$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	\$155,880.00	\$148,300.00	\$150,000.00	Total

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Visit Natural
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Click-thru Rate = 0.22%

Cost per Click = \$0.35

Cost per Quality View = \$4.02

AdWords Campaigns

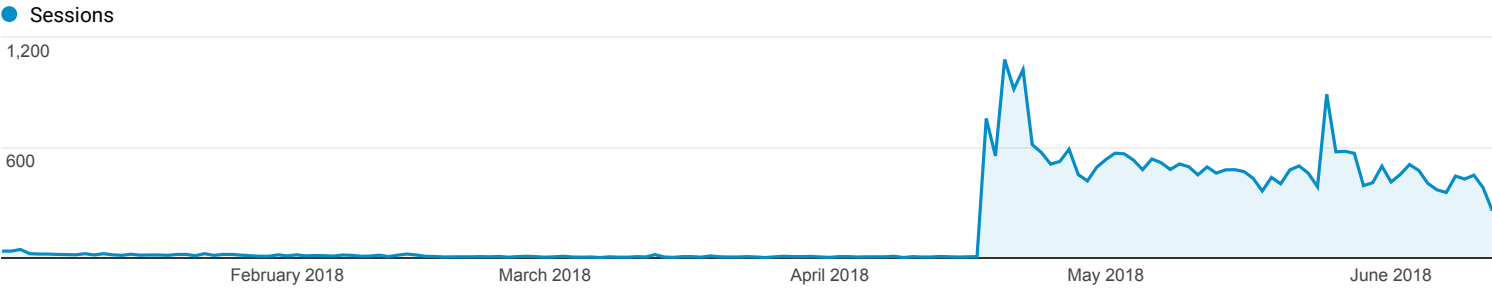
All

All Users
55.47% Sessions

Jan 1, 2018 - Jun 12, 2018

Explorer

Summary



Campaign / Campaign ID	Acquisition				Behavior		Conversions		
	Clicks	Cost	CPC	Sessions	Bounce Rate	Pages / Session	Goal Conversion Rate	Goal Completions	Goal Value
	31,717 % of Total: 100.00% (31,717)	\$11,077.37 % of Total: 100.00% (\$11,077.37)	\$0.35 Avg for View: \$0.35 (0.00%)	29,914 % of Total: 55.47% (53,926)	91.32% Avg for View: 81.72% (11.75%)	1.17 Avg for View: 1.73 (-32.52%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Display 914027237	8,217 (25.91%)	\$2,823.95 (25.49%)	\$0.34	8,868 (29.64%)	88.46%	1.28	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Philidelphia 1359379389	4,435 (13.98%)	\$1,481.03 (13.37%)	\$0.33	3,789 (12.67%)	94.19%	1.09	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. New York 1359434062	4,407 (13.89%)	\$1,514.38 (13.67%)	\$0.34	4,102 (13.71%)	91.44%	1.15	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Canoecopia 1083486714	4,076 (12.85%)	\$1,570.15 (14.17%)	\$0.39	3,802 (12.71%)	93.40%	1.10	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Chicago 1359436291	3,829 (12.07%)	\$1,332.70 (12.03%)	\$0.35	3,269 (10.93%)	92.93%	1.13	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Boston 1358821409	3,692 (11.64%)	\$1,285.71 (11.61%)	\$0.35	3,230 (10.80%)	91.61%	1.13	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. DC 1359428152	2,695 (8.50%)	\$935.06 (8.44%)	\$0.35	2,501 (8.36%)	91.68%	1.13	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Minneapolis 1383152101	347 (1.09%)	\$128.39 (1.16%)	\$0.37	308 (1.03%)	87.34%	1.23	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Atlanta 1358811074	19 (0.06%)	\$6.00 (0.05%)	\$0.32	26 (0.09%)	96.15%	1.04	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. (not set)	0 (0.00%)	\$0.00 (0.00%)	\$0.00	19 (0.06%)	89.47%	1.26	0.00%	0 (0.00%)	\$0.00 (0.00%)


Rows 1 - 10 of 10

AdWords Campaigns

All

ALL » CAMPAIGN / CAMPAIGN ID: Display / 914027237

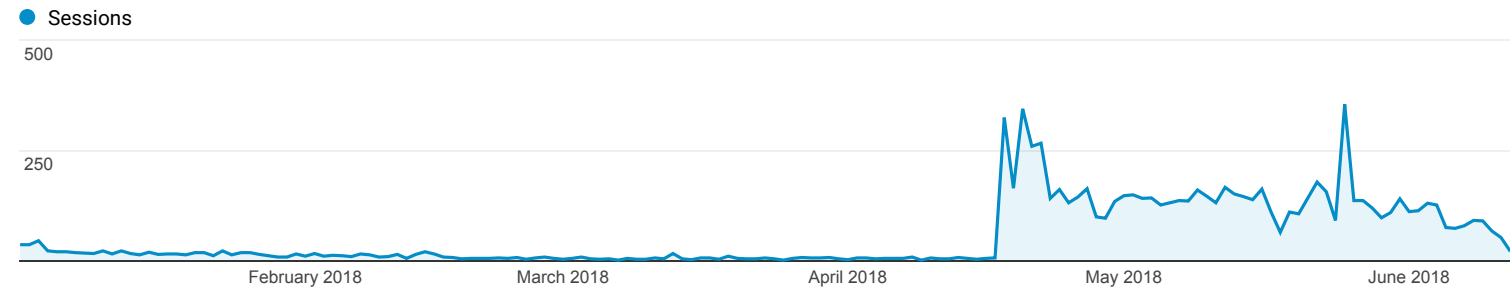
Jan 1, 2018 - Jun 12, 2018



All Users
16.44% Sessions

Explorer


Site Usage



AdWords Ad Group	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate	Goal Completions
	8,868 % of Total: 16.44% (53,926)	1.28 Avg for View: 1.73 (-25.89%)	00:00:27 Avg for View: 00:01:09 (-60.01%)	77.81% Avg for View: 84.56% (-7.98%)	88.46% Avg for View: 81.72% (8.25%)	0 % of Total: 0.00% (0)
1. Biking	6,400 (72.17%)	1.27	00:00:31	75.56%	87.62%	0 (0.00%)
2. Kayaking & Paddling	2,272 (25.62%)	1.33	00:00:18	82.70%	90.32%	0 (0.00%)
3. Hiking & Camping	196 (2.21%)	1.16	00:00:30	94.39%	94.39%	0 (0.00%)

Rows 1 - 3 of 3

Channels

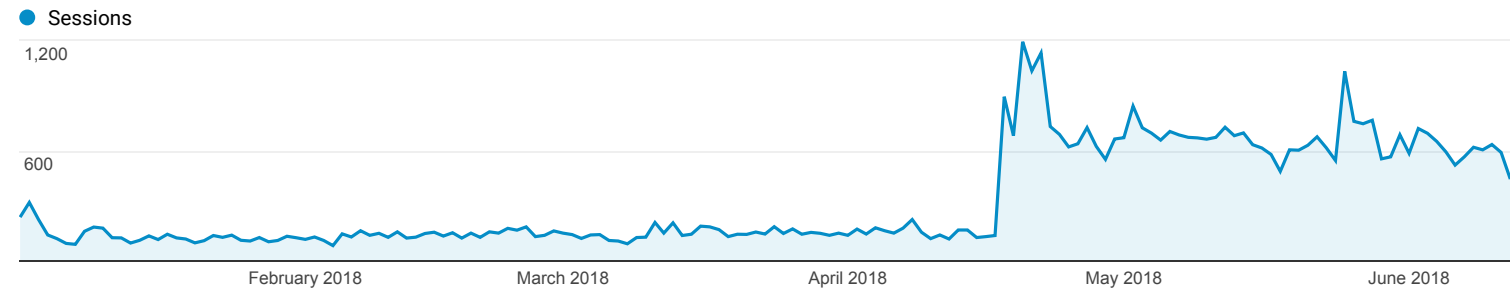


All Users
100.00% Sessions

Jan 1, 2018 - Jun 12, 2018

Explorer

Summary



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	53,926 % of Total: 100.00% (53,926)	84.56% Avg for View: 84.56% (0.00%)	45,599 % of Total: 100.00% (45,599)	81.72% Avg for View: 81.72% (0.00%)	1.73 Avg for View: 1.73 (0.00%)	00:01:09 Avg for View: 00:01:09 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. google / cpc	29,914 (55.47%)	85.40%	25,547 (56.03%)	91.32%	1.17	00:00:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. google / organic	13,946 (25.86%)	83.79%	11,686 (25.63%)	72.00%	2.16	00:01:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. (direct) / (none)	5,701 (10.57%)	83.42%	4,756 (10.43%)	65.71%	2.46	00:02:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. pinterest.com / referral	1,299 (2.41%)	92.69%	1,204 (2.64%)	87.53%	1.98	00:01:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. bing / organic	867 (1.61%)	87.31%	757 (1.66%)	61.48%	2.30	00:02:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. yahoo / organic	457 (0.85%)	89.28%	408 (0.89%)	61.93%	2.18	00:01:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. visitflorida.com / referral	235 (0.44%)	88.51%	208 (0.46%)	49.36%	2.86	00:03:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. rvparkreviews.com / referral	160 (0.30%)	76.88%	123 (0.27%)	75.00%	1.49	00:01:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. m.facebook.com / referral	152 (0.28%)	90.13%	137 (0.30%)	82.89%	1.28	00:00:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. google.com / referral	93 (0.17%)	3.23%	3 (0.01%)	22.58%	22.95	00:23:02	0.00%	0 (0.00%)	\$0.00 (0.00%)


Rows 1 - 10 of 167

Visit Natural North Florida Advertising Campaigns
A Comparison of Costs and Results
June 14, 2018

Campaign	Cost	Clicks/Leads	Cost per Click/Lead	Bounce Rate	Quality Clicks/Leads	Cost per Quality Click/Lead
2014 Madden Media Digital Campaign	\$10,000.00	10,015	\$1.00	70.90%	2,914	\$3.43
2014 Fl. Pocket Ranger	\$11,500.00	1,098	\$10.47	n/a	n/a	n/a
2014 UnDiscovered Florida Ad	\$5,500.00	845	\$6.51	n/a	845	\$6.51
2015 UnDiscovered Florida Ad	\$6,200.00	326	\$19.02	n/a	326	\$19.02
Sparxoo 2016 Campaign	\$13,000.00	2,524	\$5.15	87.68%	311	\$41.81
2016 UnDiscovered Florida Ad	\$6,450.00	1,011	\$6.38	n/a	1,011	\$6.38
2017 UnDiscovered Florida Ad	\$6,700.00	851	\$7.87	n/a	851	\$7.87
2017 Jumpem Campaign	\$12,000.00	46,695	\$0.26	73.95%	12,164	\$0.99
2018 Jumpem Campaign - through 6-12-18	\$11,077.37	31,717	\$0.35	91.32%	2,753	\$4.02
Total	\$82,427.37	95,082.00	\$0.87	n/a	21,175	\$3.84

Note: A Quality Click is one where a user clicks on at least one item on the Task Force website home page.

Overview

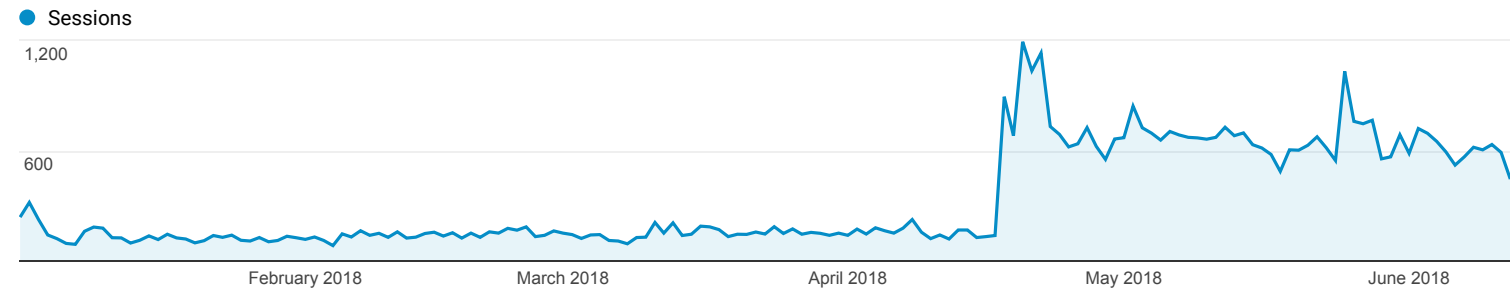


All Users
100.00% Sessions

Jan 1, 2018 - Jun 12, 2018

Explorer

Summary



Device Category	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	53,926 % of Total: 100.00% (53,926)	84.56% Avg for View: 84.56% (0.00%)	45,599 % of Total: 100.00% (45,599)	81.72% Avg for View: 81.72% (0.00%)	1.73 Avg for View: 1.73 (0.00%)	00:01:09 Avg for View: 00:01:09 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. mobile	32,309 (59.91%)	85.20%	27,528 (60.37%)	85.81%	1.33	00:00:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. desktop	14,347 (26.60%)	84.12%	12,068 (26.47%)	71.46%	2.79	00:02:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	7,270 (13.48%)	82.57%	6,003 (13.16%)	83.80%	1.42	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3



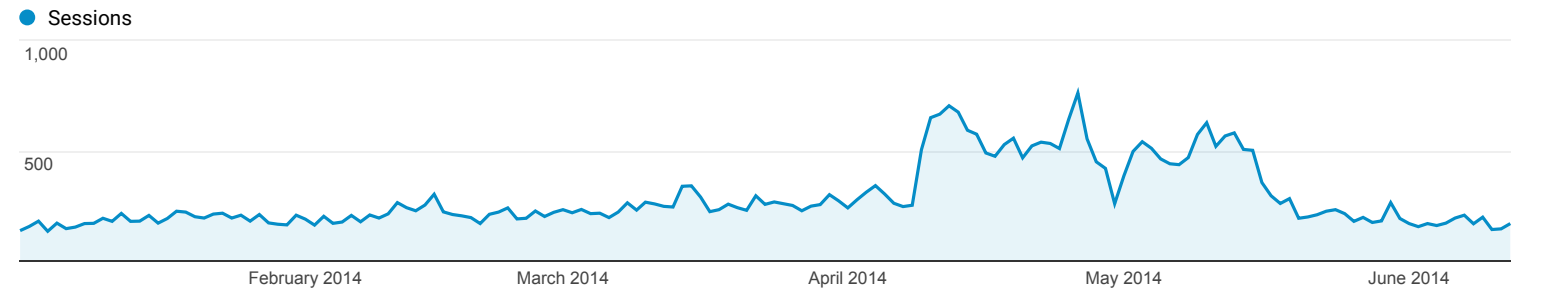
Overview

All Users
100.00% Sessions

Jan 1, 2014 - Jun 12, 2014

Explorer

Summary



Device Category	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	47,157 % of Total: 100.00% (47,157)	86.34% Avg for View: 86.29% (0.05%)	40,713 % of Total: 100.05% (40,694)	63.59% Avg for View: 63.59% (0.00%)	2.38 Avg for View: 2.38 (0.00%)	00:01:36 Avg for View: 00:01:36 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. desktop	28,596 (60.64%)	88.97%	25,442 (62.49%)	60.78%	2.65	00:01:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	12,445 (26.39%)	82.70%	10,292 (25.28%)	70.24%	1.82	00:01:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	6,116 (12.97%)	81.41%	4,979 (12.23%)	63.16%	2.26	00:01:37	0.00%	0 (0.00%)	\$0.00 (0.00%)

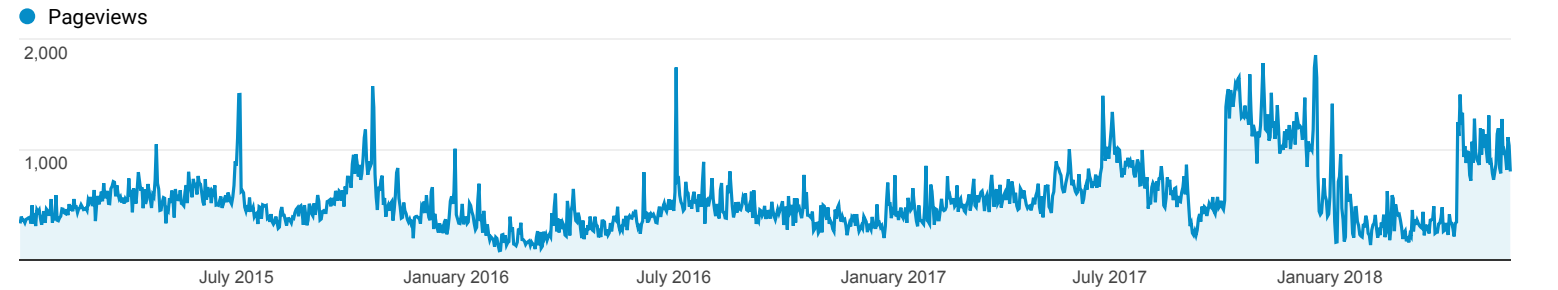
Rows 1 - 3 of 3

Pages

All Users
100.00% Pageviews

Jan 1, 2015 - Jun 1, 2018

Explorer



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	690,264 % of Total: 100.00% (690,264)	499,642 % of Total: 100.00% (499,642)	00:01:16 Avg for View: 00:01:16 (0.00%)	331,639 % of Total: 100.00% (331,639)	66.56% Avg for View: 66.56% (0.00%)	48.05% Avg for View: 48.05% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	165,519 (23.98%)	119,820 (23.98%)	00:01:14	117,982 (35.58%)	65.14%	60.58%	\$0.00 (0.00%)
2. /alachua-county-florida/events-festivals	14,090 (2.04%)	9,314 (1.86%)	00:01:31	8,709 (2.63%)	58.03%	51.44%	\$0.00 (0.00%)
3. /map/?t=things_to_do	14,023 (2.03%)	7,815 (1.56%)	00:01:16	632 (0.19%)	60.60%	26.83%	\$0.00 (0.00%)
4. /springs-guide/	13,020 (1.89%)	9,295 (1.86%)	00:01:17	3,676 (1.11%)	77.16%	40.56%	\$0.00 (0.00%)
5. /things-to-do/rum-island-spring-and-park/	12,991 (1.88%)	9,774 (1.96%)	00:01:50	9,700 (2.92%)	68.31%	66.90%	\$0.00 (0.00%)
6. /bay-scallops-the-best-of-floridas-big-bend/	11,589 (1.68%)	9,612 (1.92%)	00:02:37	9,410 (2.84%)	80.82%	80.82%	\$0.00 (0.00%)
7. /events/	11,114 (1.61%)	7,139 (1.43%)	00:00:56	1,140 (0.34%)	50.70%	24.06%	\$0.00 (0.00%)
8. /north-florida/events-festivals	10,883 (1.58%)	7,982 (1.60%)	00:01:56	7,269 (2.19%)	63.27%	57.65%	\$0.00 (0.00%)
9. /things-to-do/devils-den-spring/	7,970 (1.15%)	6,849 (1.37%)	00:01:17	6,598 (1.99%)	83.21%	80.40%	\$0.00 (0.00%)
10. /calendar.cfm	7,680 (1.11%)	5,535 (1.11%)	00:01:15	2,203 (0.66%)	58.19%	33.59%	\$0.00 (0.00%)

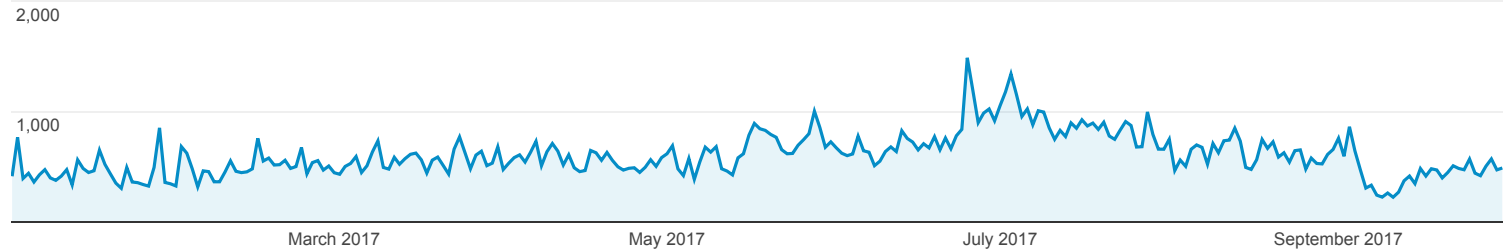
Rows 1 - 10 of 9381

All Users
100.00% Pageviews

Jan 1, 2017 - Oct 1, 2017

Explorer

Pageviews

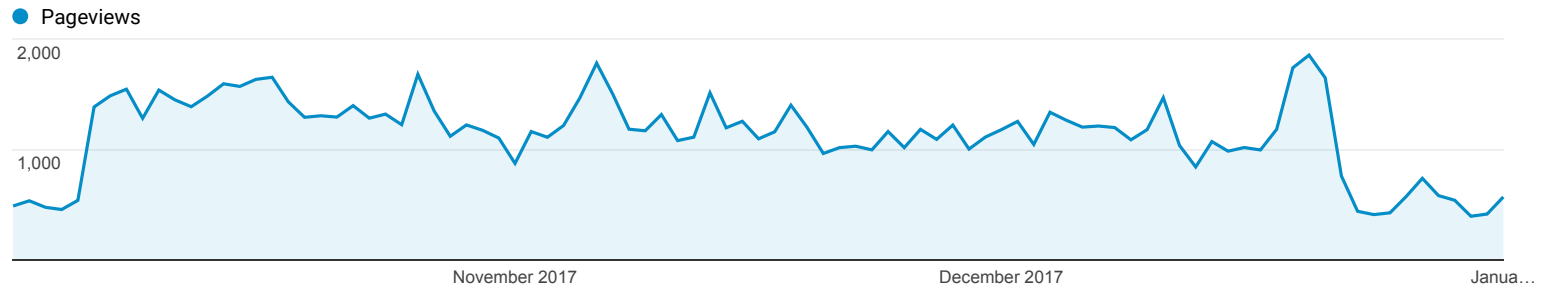


Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	166,460 % of Total: 100.00% (166,460)	121,506 % of Total: 100.00% (121,506)	00:01:18 Avg for View: 00:01:18 (0.00%)	80,776 % of Total: 100.00% (80,776)	64.80% Avg for View: 64.80% (0.00%)	48.53% Avg for View: 48.53% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	25,891 (15.55%)	16,950 (13.95%)	00:01:04	16,418 (20.33%)	35.57%	36.50%	\$0.00 (0.00%)
2. /things-to-do/rum-island-spring-and-park/	9,404 (5.65%)	6,927 (5.70%)	00:01:45	6,883 (8.52%)	66.03%	64.97%	\$0.00 (0.00%)
3. /bay-scallops-the-best-of-floridas-big-bend/	8,248 (4.95%)	7,002 (5.76%)	00:02:58	6,891 (8.53%)	83.18%	83.10%	\$0.00 (0.00%)
4. /springs-guide/	6,347 (3.81%)	4,292 (3.53%)	00:01:15	606 (0.75%)	62.44%	27.64%	\$0.00 (0.00%)
5. /things-to-do/devils-den-spring/	4,669 (2.80%)	4,041 (3.33%)	00:01:17	3,935 (4.87%)	83.99%	81.86%	\$0.00 (0.00%)
6. /events/	4,405 (2.65%)	2,743 (2.26%)	00:01:01	350 (0.43%)	41.43%	24.15%	\$0.00 (0.00%)
7. /map/?t=things_to_do	4,397 (2.64%)	2,761 (2.27%)	00:01:26	214 (0.26%)	62.15%	30.68%	\$0.00 (0.00%)
8. /floridas-20162017-stone-crab-season-opens-october-15th-great-eating-ahead/	4,229 (2.54%)	3,526 (2.90%)	00:01:07	3,520 (4.36%)	81.68%	82.69%	\$0.00 (0.00%)
9. /10-wonderful-waters-in-natural-north-florida-to-cool-down-in-this-summer/	4,030 (2.42%)	3,057 (2.52%)	00:02:18	2,861 (3.54%)	74.97%	71.44%	\$0.00 (0.00%)
10. /category/one-day-trips/	3,650 (2.19%)	2,677 (2.20%)	00:00:51	107 (0.13%)	62.62%	23.59%	\$0.00 (0.00%)
11. /trip-ideas/	3,284 (1.97%)	1,942 (1.60%)	00:00:25	129 (0.16%)	52.71%	8.53%	\$0.00 (0.00%)
12. /4-spectacular-florida-springs-for-beginner-scuba-divers/	2,088 (1.25%)	1,545 (1.27%)	00:02:11	1,497 (1.85%)	63.59%	62.45%	\$0.00 (0.00%)
13. /trip-planner/	2,070 (1.24%)	1,324 (1.09%)	00:00:47	107 (0.13%)	51.40%	22.46%	\$0.00 (0.00%)
14. /fish-shired-island-near-horseshoe-beach-in-dixie-county-florida/	1,790 (1.08%)	1,435 (1.18%)	00:02:51	1,243 (1.54%)	64.60%	62.51%	\$0.00 (0.00%)
15. /wade-for-bay-scallops-at-taylor-countys-hagens-cove-park/	1,688 (1.01%)	1,234 (1.02%)	00:02:45	1,123 (1.39%)	62.69%	61.26%	\$0.00 (0.00%)
16. /places-to-stay/shired-island-campground/	1,675 (1.01%)	1,246 (1.03%)	00:02:09	1,078 (1.33%)	58.63%	58.15%	\$0.00 (0.00%)
17. /wheres-the-beach-at-horseshoe-beach/	1,462 (0.88%)	1,197 (0.99%)	00:02:31	1,163 (1.44%)	75.92%	76.20%	\$0.00 (0.00%)
18. /map/?t=places_to_stay	1,422 (0.85%)	949 (0.78%)	00:01:22	84 (0.10%)	69.41%	31.72% 55	\$0.00 (0.00%)
19. /get-lost-not-dixie-county-floridas-shired-island/	1,323 (0.79%)	1,028 (0.85%)	00:02:17	749 (0.93%)	61.15%	59.79%	\$0.00 (0.00%)

All Users
100.00% Pageviews

Oct 1, 2017 - Jan 1, 2018

Explorer



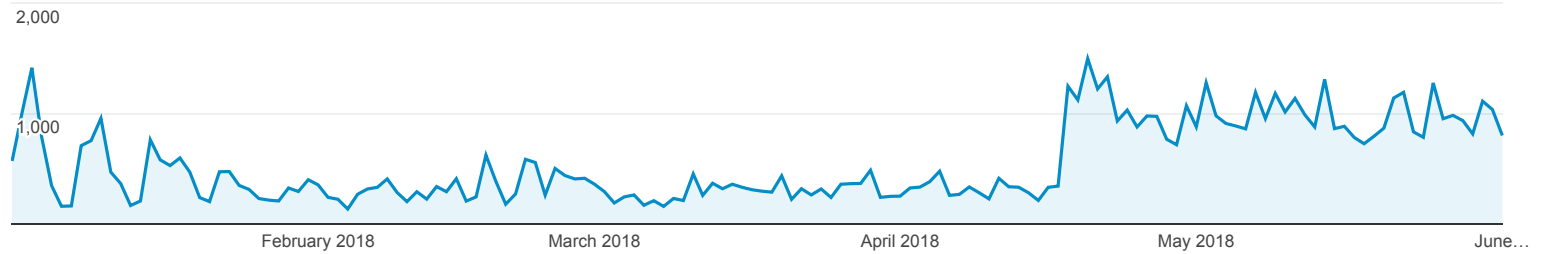
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	106,094 % of Total: 100.00% (106,094)	75,485 % of Total: 100.00% (75,485)	00:01:14 Avg for View: 00:01:14 (0.00%)	64,251 % of Total: 100.00% (64,251)	67.30% Avg for View: 67.30% (0.00%)	60.56% Avg for View: 60.56% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	67,596 (63.71%)	49,649 (65.77%)	00:01:16	49,481 (77.01%)	71.25%	70.77%	\$0.00 (0.00%)
2. /bay-scallops-the-best-of-floridas-big-bend/	1,754 (1.65%)	1,259 (1.67%)	00:00:57	1,248 (1.94%)	64.50%	70.70%	\$0.00 (0.00%)
3. /events/	1,306 (1.23%)	759 (1.01%)	00:01:01	107 (0.17%)	43.93%	24.27%	\$0.00 (0.00%)
4. /springs-guide/	1,238 (1.17%)	852 (1.13%)	00:01:13	158 (0.25%)	55.35%	29.16%	\$0.00 (0.00%)
5. /floridas-20162017-stone-crab-season-opens-october-15th-great-eating-ahead/	1,173 (1.11%)	781 (1.03%)	00:00:37	779 (1.21%)	53.53%	65.22%	\$0.00 (0.00%)
6. /map/?t=things_to_do	1,121 (1.06%)	588 (0.78%)	00:01:28	50 (0.08%)	46.00%	21.94%	\$0.00 (0.00%)
7. /places-to-stay/shired-island-campground/	1,110 (1.05%)	748 (0.99%)	00:01:49	717 (1.12%)	53.70%	56.04%	\$0.00 (0.00%)
8. /10-wonderful-waters-in-natural-north-florida-to-cool-down-in-this-summer/	865 (0.82%)	558 (0.74%)	00:01:37	541 (0.84%)	54.53%	62.31%	\$0.00 (0.00%)
9. /4-spectacular-florida-springs-for-beginner-scuba-divers/	837 (0.79%)	534 (0.71%)	00:01:23	528 (0.82%)	47.73%	52.09%	\$0.00 (0.00%)
10. /category/one-day-trips/	745 (0.70%)	551 (0.73%)	00:01:00	63 (0.10%)	74.60%	25.64%	\$0.00 (0.00%)
11. /trip-planner/	721 (0.68%)	415 (0.55%)	00:00:41	39 (0.06%)	46.15%	19.56%	\$0.00 (0.00%)
12. /things-to-do/rum-island-spring-and-park/	681 (0.64%)	417 (0.55%)	00:01:12	413 (0.64%)	45.04%	52.86%	\$0.00 (0.00%)
13. /trip-ideas/	664 (0.63%)	364 (0.48%)	00:00:27	31 (0.05%)	38.71%	9.34%	\$0.00 (0.00%)
14. /event/36th-annual-pioneer-day-festival/	596 (0.56%)	314 (0.42%)	00:00:46	313 (0.49%)	36.74%	46.98%	\$0.00 (0.00%)
15. /dont-miss-panaceas-cluster-shuck-oyster-fest-october-8-2017/	575 (0.54%)	395 (0.52%)	00:01:21	389 (0.61%)	57.95%	66.09%	\$0.00 (0.00%)
16. /wheres-the-beach-at-horseshoe-beach/	566 (0.53%)	411 (0.54%)	00:00:58	403 (0.63%)	62.53%	68.73%	\$0.00 (0.00%)
17. /things-to-do/devils-den-spring/	562 (0.53%)	404 (0.54%)	00:01:01	366 (0.57%)	62.57%	65.48%	\$0.00 (0.00%)
18. /travel-blogs/	522 (0.49%)	305 (0.40%)	00:00:50	67 (0.10%)	41.79%	19.54%	\$0.00 (0.00%)
19. /fish-shired-island-near-horseshoe-beach-in-dixie-county-florida/	423 (0.40%)	304 (0.40%)	00:02:16	252 (0.39%)	55.95%	61.23%	\$0.00 (0.00%)

All Users
100.00% Pageviews

Jan 1, 2018 - Jun 1, 2018

Explorer

Pageviews

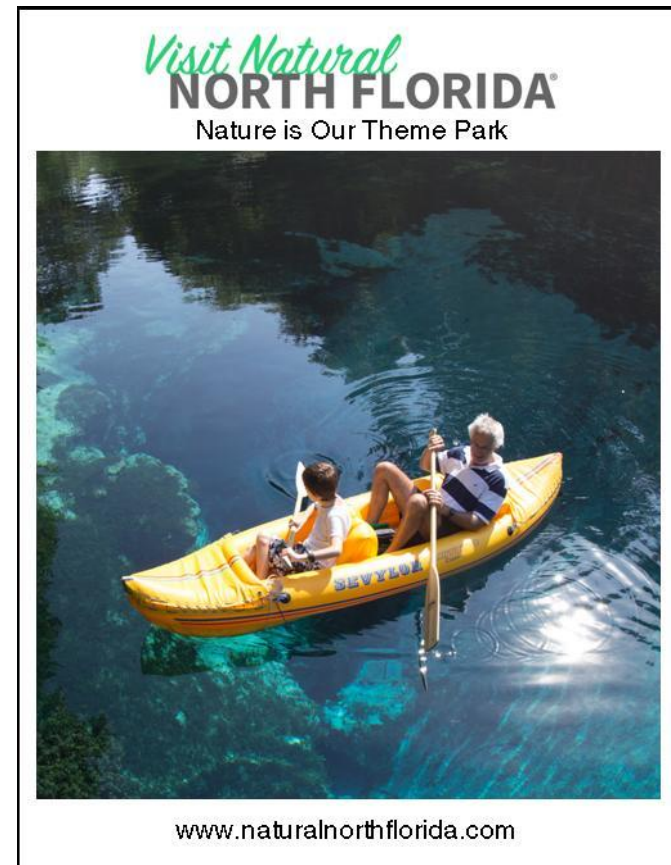
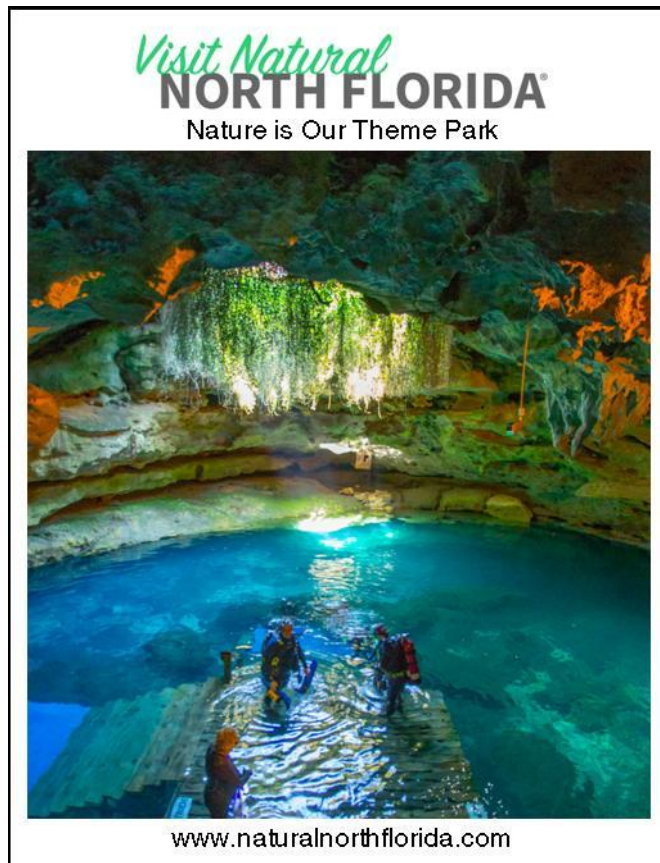


Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	83,789 % of Total: 100.00% (83,789)	64,243 % of Total: 100.00% (64,243)	00:01:33 Avg for View: 00:01:33 (0.00%)	47,275 % of Total: 100.00% (47,275)	81.27% Avg for View: 81.27% (0.00%)	56.42% Avg for View: 56.42% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	38,085 (45.45%)	31,244 (48.63%)	00:01:51	30,849 (65.25%)	84.56%	76.04%	\$0.00 (0.00%)
2. /things-to-do/rum-island-spring-and-park/	2,836 (3.38%)	2,376 (3.70%)	00:02:34	2,363 (5.00%)	79.05%	76.90%	\$0.00 (0.00%)
3. /places-to-stay/shired-island-campground/	2,450 (2.92%)	2,048 (3.19%)	00:03:21	2,036 (4.31%)	81.24%	79.18%	\$0.00 (0.00%)
4. /springs-guide/	1,665 (1.99%)	1,086 (1.69%)	00:01:24	509 (1.08%)	65.62%	39.10%	\$0.00 (0.00%)
5. /things-to-do/devils-den-spring/	1,556 (1.86%)	1,423 (2.22%)	00:01:52	1,403 (2.97%)	88.60%	86.83%	\$0.00 (0.00%)
6. /events/	1,395 (1.66%)	856 (1.33%)	00:00:52	259 (0.55%)	41.70%	19.00%	\$0.00 (0.00%)
7. /map/	1,390 (1.66%)	849 (1.32%)	00:01:25	157 (0.33%)	59.24%	26.76%	\$0.00 (0.00%)
8. /bike-trails/	701 (0.84%)	392 (0.61%)	00:01:27	121 (0.26%)	48.76%	23.54%	\$0.00 (0.00%)
9. /contact/	638 (0.76%)	530 (0.82%)	00:01:37	110 (0.23%)	73.64%	42.95%	\$0.00 (0.00%)
10. /trip-planner/	545 (0.65%)	248 (0.39%)	00:00:46	51 (0.11%)	39.22%	15.96%	\$0.00 (0.00%)
11. /things-to-do/woodpecker-mud-bog/	533 (0.64%)	448 (0.70%)	00:02:07	441 (0.93%)	83.22%	79.92%	\$0.00 (0.00%)
12. /gainesville/	513 (0.61%)	251 (0.39%)	00:01:32	43 (0.09%)	53.49%	14.42%	\$0.00 (0.00%)
13. /cedar-key/	415 (0.50%)	249 (0.39%)	00:01:26	84 (0.18%)	51.19%	23.61%	\$0.00 (0.00%)
14. /map/?category=trails	389 (0.46%)	246 (0.38%)	00:01:35	35 (0.07%)	68.57%	25.19%	\$0.00 (0.00%)
15. /minutes-notice-agenda/	388 (0.46%)	293 (0.46%)	00:02:00	38 (0.08%)	68.42%	31.19%	\$0.00 (0.00%)
16. /map/?category=camping	368 (0.44%)	286 (0.45%)	00:01:29	54 (0.11%)	64.81%	40.49%	\$0.00 (0.00%)
17. /forests-and-wildlife-refuges/	331 (0.40%)	92 (0.14%)	00:01:53	16 (0.03%)	37.50%	11.48%	\$0.00 (0.00%)
18. /brochure-center/	326 (0.39%)	230 (0.36%)	00:01:42	59 (0.12%)	67.80%	30.06%	\$0.00 (0.00%)
19. /map/?category=lodging	318 (0.38%)	263 (0.41%)	00:01:38	59 (0.12%)	64.41%	539.31%	\$0.00 (0.00%)
20. /monticello/	317 (0.38%)	149 (0.23%)	00:01:29	50 (0.11%)	56.00%	22.40%	\$0.00 (0.00%)

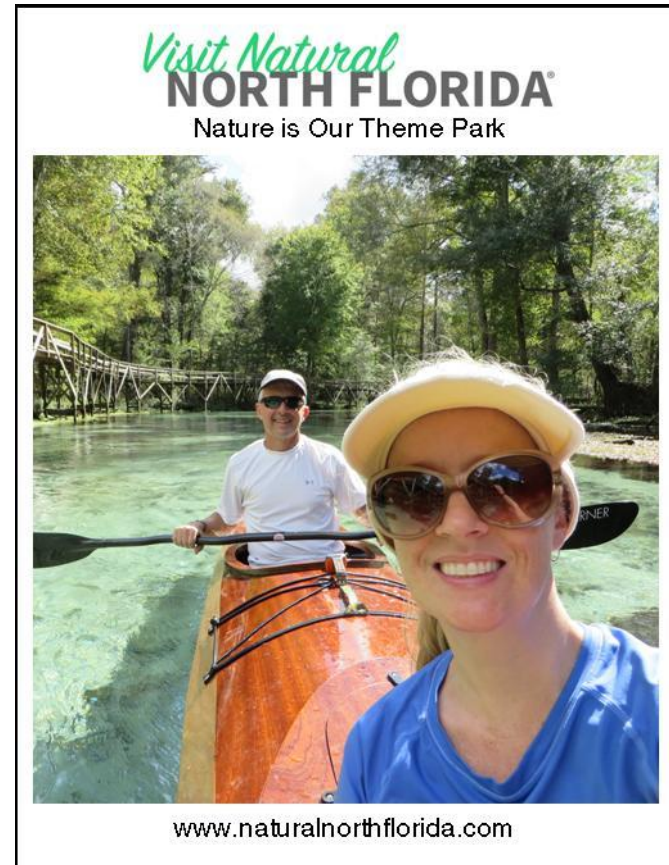
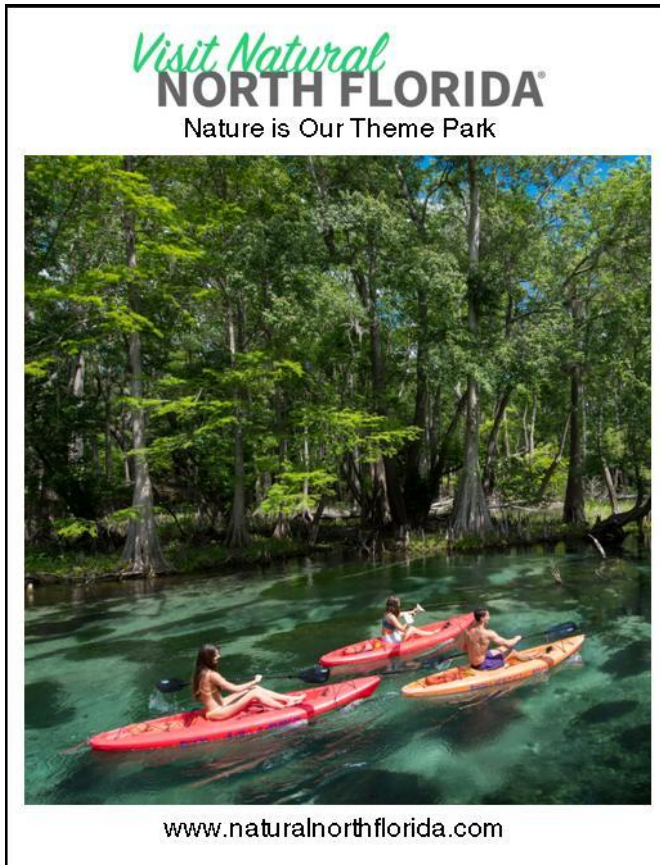
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VISIT FLORIDA Transportation Map Advertisement Mock-Ups
June 14, 2018



VISIT FLORIDA Transportation Map Advertisement Mock-Ups
June 14, 2018



2018 VISIT FLORIDA Travel Planner Co-op Advertisement Partners

June 14, 2018

1. Gilchrist County
2. Hamilton County
3. Jefferson County
4. Madison County
5. Taylor County
6. Open

Steve Dopp

From: Irish.Carroll@milespartnership.com
Sent: Tuesday, May 29, 2018 2:55 PM
To: Steve Dopp
Cc: Scott Koons; Jerod.Fuchs@MilesPartnership.com
Subject: RE: Florida Vacation Planner

Steve:

Thanks for your email, we're excited to have Natural North Florida in the Guide.

- I can send you an agreement, it will come via DocuSign and you can sign it electronically
- We are putting the finishing touches on the media kit, here's some key info –
 - o It is the Official Visitors Guide for the state (it breaks in mid-December)
 - o It will be getting a refresh with more inspirational imagery and content
 - o Distribution is 400,000, via:
 - Direct request (phone, email and website)
 - Florida Welcome Centers
 - Various AAA offices nationwide
- All VISIT FLORIDA Marketing Partners receive:
 - o 5% rate discount
 - o A highlighted listing with "Ad on Page..." to direct people to your ad
 - o The reader response program (card and online)
 - 2017: 51,026 Direct Leads and 219,528 total leads
 - o Ad and listing in electronic Guide linking to your website (nearly 860,000 Page Views in 2017)
- A Full Page including your 5% partner discount is \$16,601.25 (same rate as the 2017 Guide)

If this works, I can send you the agreement.

Thanks.

Irish

From: Steve Dopp [mailto:dopp@ncfrpc.org]
Sent: Tuesday, May 29, 2018 2:23 PM
To: Irish.Carroll@milespartnership.com
Cc: Scott Koons <koons@ncfrpc.org>; Jerod.Fuchs@MilesPartnership.com
Subject: Florida Vacation Planner

Dear Ms. Carroll:

The Original Florida Tourism Task Force would like to purchase a full-page ad in the annual VISIT FLORIDA vacation guide. Please email me the appropriate information to make this happen. Thanks!

MARKETING COLLEGE®

See you June 24-29, 2018

Thank You For Record-Breaking Attendance in 2017!

For more than 25 years STS Marketing College® has been providing a continuing education program for the travel and tourism industry.

Since its inception in 1992, the Southeast Tourism Society Marketing College® has hosted tourism professionals, for one week, each year, at the University of North Georgia. Students participate in a curriculum designed to teach marketing techniques from all facets of the tourism industry.

Marketing College® professors are industry-related professionals from across the U.S., noted as experts in their field, who bring a working-knowledge of current trends, data, and implementation for tourism and travel.

Upon completion of the three-year Marketing College® curriculum, students receive a Travel Marketing Professional (TMP) certification, presented at a special graduation ceremony at the annual STS Conference. The LAST DAY TO REGISTER is Friday, June 8.

[REGISTER FOR 1ST YEAR](#)[REGISTER FOR 2ND YEAR](#)[REGISTER FOR 3RD YEAR](#)[REGISTER AS ALUMNI](#)[FESTIVALS & EVENTS ONLY](#)[Marketing College FAQ](#)[Schedule](#)[Alumni Courses](#)

Miles Media Partnership

Why did Miles become an official partner in education with STS? Because Miles is passionate about travel. We believe the moments that capture our imagination and create lasting memories occur through travel. Together with STS, we can share our passion while inspiring others in our industry to share their passion.



2018 Southeast Tourism Society Marketing College Scholarships

June 14, 2018

Recipients

Mariella Garcia - Hamilton County
Ron Gromoll - Alachua County
Katrina Richardson - Jefferson County
Paula Vann - Columbia County
Kristina Walker - Taylor County
Pat Watson - Gilchrist County
Phyllis Williams - Madison County
Charissa Setzer - Suwannee County

The Original Florida Tourism Task Force

Travel Show and Estimated Costs, 2018-19 Travel Show Season
June 14, 2018

Show	Show Dates	Tavel Show Season			
		2017-18 Season		2018-19	
				Recommended Budget	
		Budget	Expended	VISIT FLORIDA	Other Funds
1 Georgia RV and Camping Show	September 14 - 16, 2018	-	-	-	\$4,000
2 Midwest Mountaineering Winter Expo	November 16 - 18, 2018	-	-	\$4,300	-
3 CMT Messe Stuttgart	January 12 - 20, 2019	-	-	\$14,500	-
4 Chicago Travel and Adventure Show	January 12-13, 2019	\$8,574.00	\$6,175.63	\$6,300	-
5 Atlanta Camping and RV Show	January 25 - 27, 2019	\$4,266.00	\$2,616.19	\$3,800	-
6 New York Times Travel Show	January 25 - 27, 2019	\$8,546.00	\$8,317.95	\$8,600	-
7 London Times Destinations Show	January 31 - February 3, 2019	-	-	\$12,500	-
8 Houston RV Show	February 6 - 10, 2019	-	-	\$6,000	-
9 Boston Travel and Adventure Show	February 9-10, 2019	-	-	\$6,800	-
10 Chicago RV and Camping Show	February 14 - 17, 2019	\$8,318.00	\$6,277.20	\$6,500	-
11 F.re.e Messe Munich	February 20 - 24, 2019	\$15,434.00	\$12,337.80	\$12,800	-
12 Toronto Outdoor Adventure Show	February 22 - 24, 2019	\$9,819.00	\$7,772.51	\$8,000	-
13 Canoecopia	March 8 - 10, 2019	\$5,566.00	\$5,369.54	\$5,700	-
14 Philadelphia Travel and Adventure Show	March 9-10, 2019	\$7,514.00	\$6,806.80	\$7,200	-
15 Washington, DC Travel and Adventure Show	March 16-17, 2019	\$6,914.00	\$6,684.41	\$7,000	-
16 Ottawa Outdoor and Travel Adventue Show	April 20-21, 2019	-	-	\$6,000	-
17 Midwest Mountaineering Spring Expo	April 26 - 27, 2019	\$4,366.00	\$3,922.33	-	\$5,000
18 Bike Expo New York	May 3 - 4, 2019	\$7,000.00	\$7,000.00	-	\$7,000
Total		-	-	\$116,000	\$16,000

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The Hallam Blog

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[Ecommerce](#)
[Email Marketing](#)
[Events](#)
[Google](#)
[Infographics](#)
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[Mobile](#)
[Paid Search \(PPC\)](#)
[Press Releases and Reports](#)
[SEO](#)
[Social Media](#)
[Web Design](#)
[Web Development](#)

Is your website compliant with the requirements of GDPR due to come in effect in May 2018? Here are 10 changes you should make to your website now to stay on the right side of the law, and to keep your customers happy.

First things first: the General Data Protection Regulation (GDPR) comes into effect on 25 May. Be sure to start by reading our [general overview of GDPR and its impact on digital marketing](#).

In this post, I want to cover specifically the narrow area of **how to make your website GDPR compliant**, and make recommendations for the specific changes you will need to be making.

GDPR will have a huge impact on website design, which will have a ripple effect on how your website integrates with your other digital activity like email marketing, social media, and e-commerce activities.

The golden thread that ties together all of these recommendations is that under the GDPR, the **concept of consent being given freely, specific and informed** is being strengthened, with new rules, which means businesses like ours need to provide more transparency.

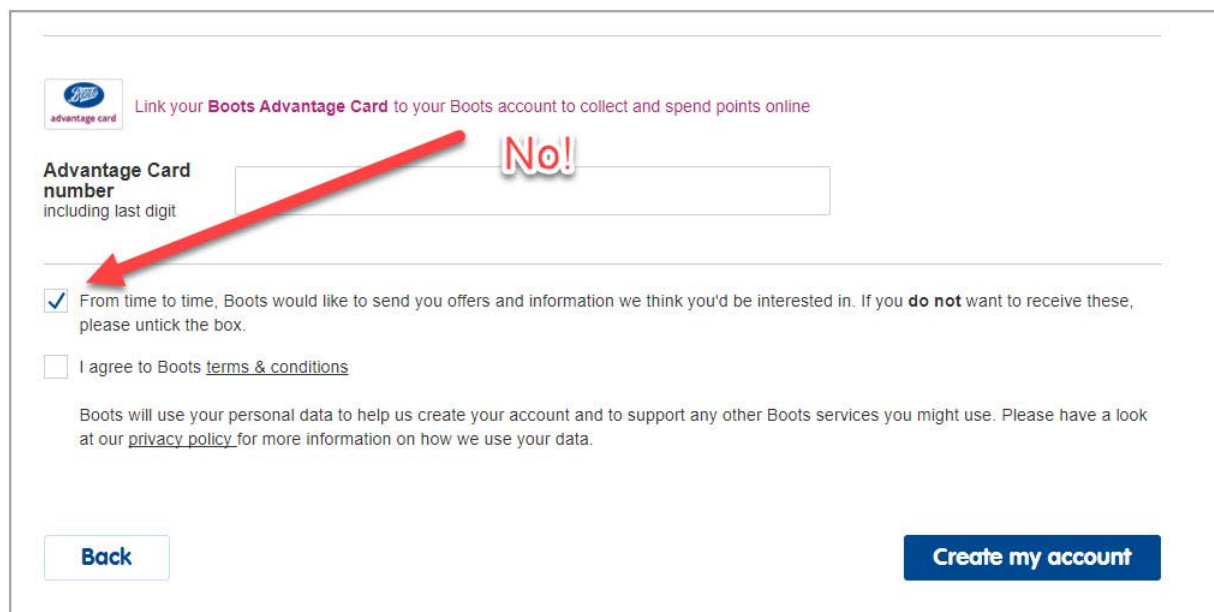
Here are 10 steps you will want to review for your website, and discuss necessary changes with your web development team. Any questions, feel free to get in touch with me.

Let's start with the straightforward changes that you will need to be making, and then move on to the more complex areas.

1. Forms: Active Opt-In

Forms that invite users to subscribe to newsletters or indicate contact preferences must default to "no" or be blank. You will need to check your forms to ensure this is the case.

As an example, the current Boots registration form pre-ticks the opt-in box, forcing the user to actively opt-out. Very naughty, bad user experience, and must be changed by May.



Link your **Boots Advantage Card** to your Boots account to collect and spend points online

Advantage Card number including last digit

☒ From time to time, Boots would like to send you offers and information we think you'd be interested in. If you **do not** want to receive these, please untick the box.

☐ I agree to Boots [terms & conditions](#)

Boots will use your personal data to help us create your account and to support any other Boots services you might use. Please have a look at our [privacy policy](#) for more information on how we use your data.

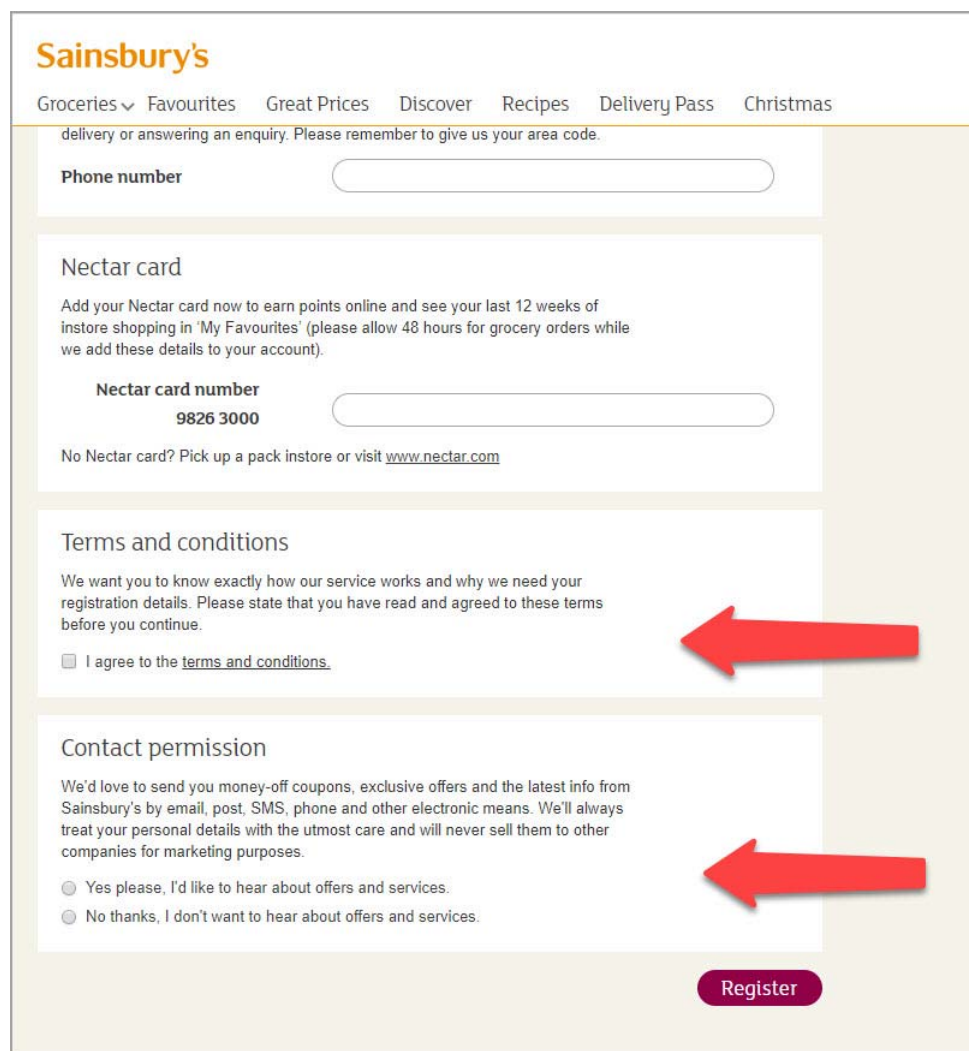
[Back](#) [Create my account](#)

2. Unbundled Opt-In

The consent you are asking for should be set out separately for accepting terms and conditions, and acceptance of consent for other ways of using data.

In this example, Sainsbury's clearly set out the acceptance of their terms and conditions, and separately set out the active opt-in for their contact permissions.

It's a shame Sainsbury's didn't get the option to be more granular in terms of communication opt-in preferences (email, SMS, post).



Sainsbury's

Groceries ▾ Favourites Great Prices Discover Recipes Delivery Pass Christmas

delivery or answering an enquiry. Please remember to give us your area code.

Phone number

Nectar card

Add your Nectar card now to earn points online and see your last 12 weeks of instore shopping in 'My Favourites' (please allow 48 hours for grocery orders while we add these details to your account).

Nectar card number
9826 3000

No Nectar card? Pick up a pack instore or visit www.nectar.com

Terms and conditions

We want you to know exactly how our service works and why we need your registration details. Please state that you have read and agreed to these terms before you continue.

☐ I agree to the [terms and conditions](#).

Contact permission

We'd love to send you money-off coupons, exclusive offers and the latest info from Sainsbury's by email, post, SMS, phone and other electronic means. We'll always treat your personal details with the utmost care and will never sell them to other companies for marketing purposes.

☐ Yes please, I'd like to hear about offers and services.

☐ No thanks, I don't want to hear about offers and services.

[Register](#)

3. Granular Opt-In

Users should be able to provide separate consent for different types of processing.

In this example, ABC Awards are asking for specific permission for each type of processing (post, email, telephone) and also asking permission to pass details onto a third party.

Here at ABC Awards we take your privacy seriously and will only use your personal information to administer your account and to provide the services you have requested from us.

However from time to time, we would like to contact you with details of other products and services relating to the MOT Annual Assessment. If you consent to us contacting you for this purpose please tick to say how you would like us to contact you:

☐ Post ☐ Email ☐ Telephone ☒

We would also like to pass your details onto DVSA, if you input your DVSA User ID, so that they can record your Annual Assessment result against your account. If you consent to us passing on your details for that purpose please tick to confirm:

☐ I Agree ☒

4. Easy to Withdraw Permission or Opt-Out

It must be just as easy to remove consent as it was to grant it, and individuals always need to know they have the right to withdraw their consent.

In terms of your web user experience, this means unsubscribing could consist of selectively withdrawing consent to specific streams of communication:

► My topics of interest

Accounting and financial reporting	<input type="checkbox"/>	Managing personal wealth	<input type="checkbox"/>
Business growth	<input type="checkbox"/>	Measuring business value	<input type="checkbox"/>
Buying distressed assets	<input type="checkbox"/>	Operating internationally	<input type="checkbox"/>
Cyber security	<input checked="" type="checkbox"/>	Raising and securing finance	<input type="checkbox"/>
Dealing with uncertainty	<input checked="" type="checkbox"/>	Reducing or managing risk	<input checked="" type="checkbox"/>
Delivering change	<input type="checkbox"/>	Restructuring a business	<input type="checkbox"/>
Doing business offshore	<input type="checkbox"/>	Succession planning	<input type="checkbox"/>
Financial planning, analytics and forecasting	<input type="checkbox"/>	Supporting my clients	<input type="checkbox"/>
Fraud prevention and investigation	<input type="checkbox"/>	Tax compliance and planning	<input type="checkbox"/>
Governance and assurance	<input type="checkbox"/>	Technology and IT innovation	<input type="checkbox"/>
Increasing operational effectiveness and productivity	<input type="checkbox"/>	The middle market and economic trends	<input type="checkbox"/>
Legal matters	<input type="checkbox"/>	Workforce and talent management	<input type="checkbox"/>

Or easily change the frequency of communication, or stop all communications entirely:



Stop The Presses?

You can get a WEEKLY RECAP instead!

☐ Send me The Daily Sip Weekly Recap once a week.

SUBMIT

If you still want to unsubscribe, please let us know why you're opting out:

- ☐ Too many emails.
- ☐ No longer interested.
- ☐ I never signed up.
- ☐ I'm signed up on another email address.

Confirm your unsubscribe request from The Daily Sip by clicking on the "Unsubscribe" button below to remove your email address.

UNSUBSCRIBE

If you wish to prevent ALL email contact from The Daily Sip, please click on the "Do Not Email" button below.

DO NOT EMAIL

5. Named Parties

Your web forms must clearly identify each party for which the consent is being granted. It isn't enough to say specifically defined categories of third-party organisations. They need to be named.

In this example, you can see John Lewis understands the gist that we need to give named permissions for updates each from Waitrose, John Lewis, and John Lewis Financial Services.

But it's a shame that it is *opt-out* rather than *opt-in*.

Welcome, enter your details to get started.

Email address

Great. Now choose a password

Password

☒ Show password


At Waitrose, we have exciting offers and news about our products and services that we hope you'd like to hear about. By providing your details you agree to be contacted by us*. We will treat your data with respect and you can find the details in our [Contact Promise](#).

If you would prefer not to hear from us, you can stop receiving our updates at any time by getting in touch or by letting us know below.

☒ I'd prefer not to receive updates from Waitrose

☒ I'd prefer not to receive updates from John Lewis

☒ I'd prefer not to receive updates from John Lewis Financial Services



6. Privacy Notice and Terms and Conditions

The Information Commissioner's Office (ICO) has very kindly provided a sample privacy notice that you can use on your website. It is concise, transparent, and easily accessible.

You will also need to update your terms and conditions on your website to reference GDPR terminology. In particular, you will need to make it transparent what you will do with the information once you've received it, and how long you will retain this information both on your website and also by your office systems.

Here at [organisation name] we take your privacy seriously and will only use your personal information to administer your account and to provide the products and services you have requested from us.

However, from time to time we would like to contact you with details of other [specify products]/ [offers]/[services]/[competitions] we provide. If you consent to us contacting you for this purpose please tick to say how you would like us to contact you:

Post ☐ **Email** ☐ **Telephone** ☐

Text message ☐ **Automated call** ☐

We would also like to pass your details onto other [name of company/companies who you will pass information to]/[well defined category of companies], so that they can contact you by post with details of [specify products]/ [offers]/[services]/[competitions] that they provide. If you consent to us passing on your details for that purpose please tick to confirm:

I agree ☐

You will also need to communicate how and why you are collecting data. Your privacy policy will need to detail applications that you are using to track user interaction.

7. Online Payments

If you are an e-commerce business, then you are likely to be using a payment gateway for financial transactions. Your own website may be collecting personal data before passing the details onto the payment gateway.

If this is the case, and your website is storing these personal details after the information has been passed along, then you will need to **modify your web processes to remove any personal information** after a reasonable period, for example, 60 days. The GDPR legislation is not explicit about the number of days, it is your own judgement as to what can be defended as reasonable and necessary.

8. Third Party Tracking Software

Things now start to get tricky when it comes to third-party tracking software.

Many websites are using third-party marketing automation software solutions on their website. These might be lead tracking applications like Lead Forensics, Leadfeeder or CANDLI.

Or they could be call tracking applications like Infinity Call Tracking or Ruler Analytics.

The use of these tracking applications raise some very interesting questions in terms of GDPR compliance, and in my opinion, this remains a grey area. At first glance, these applications track users in ways they would not expect and for which they **have not granted consent**. For example, it is tracking my behaviour each time I return to your website, or view a specific page on your site.

However, the suppliers of these applications assure us they are GDPR compliant.

[First, the suppliers like CANNDI are advising that banners stating clearly and unambiguously that cookies are being used,](#)

10 - Practical recommendations

To ensure compliance Campaign and Digital Intelligence Limited recommend review and consideration be taken to the below:

Cookie Banner - It is a requirement to inform the visitor to a website in a 'clear and unambiguous way' that Cookies are being used on the website. Under Article 6(1)(a) the existing generally accepted practice of continued browsing as "*conduct which clearly indicates in this context the data subject's acceptance*" will suffice as consent.

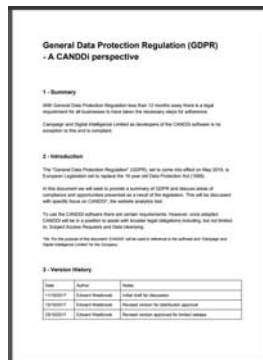
Cookie Statement - Should a compliance question or issue arise, additional scrutiny will be placed on contents of cookie policy/ statements. The existence of such policy, clearly explaining the description and purpose of the cookies used will assist in proving reasonable care has been taken to obtain freely given, specific and, most importantly, informed consent.

And, the software suppliers argue that the use of cookie tracking technology is in the **legitimate interest** of your business as a data controller, and specifically Recital 47 allowing for "processing for direct marketing purposes or preventing fraud."

CANNDI advises:

Legitimate Interest - If using the legitimate interest principle within your website tracking it is advisable to have on record during your GDPR preparation that this is the case. This should include the grounds on which you are using this.

[I want to thank CANNDI for sharing their GDPR perspective, and would recommend you read it \(PDF.\)](#)



The providers of these tools are confident that they are GDPR compliant. But if the software is doing something illegal, then it is your business' responsibility as the Data Controller. The real question is to identify the GDPR compliance risks in using this kind of software, and to mitigate your risks as a business owner. As a result, you need to review your contract with these software providers carefully.

9. What About Google Analytics and Google Tag Manager?

If you are interested in Google's commitment to GDPR then a good place to start is this website: [How Google complies with data protection laws](#)

Many websites are configured to use Google Analytics to track user behaviour. Google Analytics has always been an anonymous tracking system. There is no "personal data" being collected, so I believe GDPR does not impact on its usage.

With regards to Google Tag Manager; it's a powerful tool that enables your website to send information to third-party applications by inserting small amounts of code. You can integrate in-house data repositories, as well as external remarketing and retargeting systems, and a host of other services. The issue for businesses with regards to Tag Manager is to ensure you have a contract in place with the individuals that have access to your Tag Manager (which may well be your web designer, or digital marketing agency) to ensure they understand their legal responsibilities as a data processor on your behalf as data controller.

So, the underlying issue with the new GDPR is to identify and have in place contracts with your third-party data processors to protect both your own interests.

10. And Finally... It Isn't Only Your Website That Needs to Be GDPR Compliant

The changes being introduced with GDPR will permeate your entire business, and in this series of articles, we are focusing purely on your digital marketing.

As you start planning the detail of your website, you will uncover an Aladdin's cave of issues you will need to consider. The [Information Commissioner has provided an excellent set of resources for your reference](#), but here are a few key questions to be considering now as we approach the May deadline:

You probably have lots of personal data stored in various places around the business. Do you have a good understanding, and documented record of the data you hold?

Do you need to either gain or refresh consent for the data you hold?

Do you have a defined policy for how long you retain personal data, so you don't retain it unnecessarily, and ensure it's kept up to date?

Is your data being held securely, keeping in mind both technology and the human factors in data security?

Whether you are a data controller or data processor (or both), do you have the correct legal arrangements in place?



[Terms and Conditions](#)

[Privacy Policy](#)

[Accessibility](#)

[Site Map](#)

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Florida Department of Economic Opportunity
Fiscal Year 2018-19 Regional Rural Development Grant
(January 17, 2019 - January 16, 2020)
Deliverables and Cost Estimates
June 14, 2018 Draft

Cost Estimates			Deliverable
as of 4/20/18	Proposed 5/8/18	Proposed 6/21/18	
\$1,000.00	\$1,000.00	\$600.00	Ultimate Bicycle Guide Maintenance and Updates
\$1,000.00	\$1,000.00	\$600.00	Ultimate Springs Guide Maintenance and Updates
\$1,000.00	\$1,000.00	\$250.00	Ultimate Paddling Guide Maintenance & Updates
\$1,000.00	\$1,000.00	\$250.00	Ultimate Parks Guide Maintenance & Updates
		\$10,000.00	Add Topic-Centered Landing Pages
\$2,400.00	\$2,400.00	\$0.00	Revise Descriptions on County and Town Landing Pages
\$5,100.00	\$5,100.00	\$5,100.00	Website Blogs (60 blogs per at \$85 per blog)
\$5,100.00	\$2,500.00	\$2,500.00	Website Blogs - Nancy Moreland
\$3,000.00	\$3,000.00	\$1,500.00	Print VNNF Specialty Brochures (RV Guide, Outfitters Guide, Lodging Guide, Paddling Maps)
\$3,000.00	\$3,000.00	\$3,000.00	Revise & Print Ultimate Bicycle Guide
\$1,500.00	\$1,500.00	\$0.00	Purchase Copies of Big Bend Saltwater Paddling Guide
		\$1,000.00	GDPR Website Compliance
\$21,500.00	\$21,500.00	\$21,500.00	Domestic Travel Shows (4_shows)
\$22,500.00	\$22,500.00	\$22,500.00	Print Advertising (co-op ads)
\$20,000.00	\$20,000.00	\$22,000.00	Digital Advertising Campaign - Facebook, Google Adword search, Retargeting, Other
\$6,000.00	\$8,000.00	\$6,000.00	Website Hosting & Maintenance
\$0.00	\$0.00	\$0.00	Connect Travel - Complete
\$12,000.00	\$16,550.00	\$13,250.00	Scholarships (10 Scholarships @ \$1,655)
		\$0.00	Reprint Regional Brochure (140,000 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
\$146,050.00	\$150,000.00	\$150,000.00	Total

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Visit Natural
NORTH FLORIDA

Steve Dopp

From: VISIT FLORIDA [partner@email-VISITFLORIDA.org]
Sent: Friday, May 04, 2018 10:24 AM
To: Steve Dopp
Subject: You're Invited to Participate in Regional Conversations with Ken Lawson



Regional Conversations with Ken Lawson VISIT FLORIDA's President & CEO



You are invited to attend VISIT FLORIDA's upcoming [regional conversations with President & CEO Ken Lawson](#) and learn more about VISIT FLORIDA's marketing efforts for the upcoming fiscal year.

Each regional meeting will include a short presentation over lunch from VISIT FLORIDA on the new marketing plan and co-op program, as well as dialogue with Ken as we work to gather industry feedback for new programs and servicing.

There is no cost to attend; lunch is being provided complimentary by the host property. Please register by clicking the RSVP link for your region below. This will ensure we have enough space and food.

Roundtable Agenda

11:30 AM - 12 PM Networking
12 PM - 1:30 PM Lunch, Presentation & Open Forum

Regional Dates & Locations

June 6: Central East Region - [RSVP](#)

Hilton Orlando
6001 Destination Parkway, Orlando, FL 32819

June 7: Central West Region - [RSVP](#)

Hilton Tampa Downtown
211 North Tampa Street, Tampa, FL 33602

June 14: Northwest Region - [RSVP](#)

Embassy Suites Destin / Miramar Beach
570 Scenic Gulf Drive, Destin, FL 32550

June 20: Northeast Region - [RSVP](#)

Omni Jacksonville Hotel
245 Water Street, Jacksonville, FL 32202

June 25: Southwest Region - [RSVP](#)

Holiday Inn Fort Myers Airport at Town Center
9931 Interstate Commerce Drive, Fort Myers, FL 33913

June 26: Southeast Region - [RSVP](#)

Diplomat Beach Resort Hollywood
3555 South Ocean Drive, Hollywood, FL 33019

Contact the [Industry Relations Team](#) with any questions or feedback. We look forward to hearing from you!

Stay Connected

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Visit Natural
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The Original Florida Tourism Task Force 2018 MEMBERS as of 6/12/2018

ALACHUA COUNTY

(\$15,000 - 3 votes)

Vacant

Ron Gromoll

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

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BRADFORD COUNTY

(\$3,000 - 2 votes)

William Sexton

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The Honorable Daniel Riddick

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COLUMBIA COUNTY

(\$8,000 3 votes)

Vacant

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DIXIE COUNTY

(\$2,000 - 2 votes)

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GILCHRIST COUNTY

(\$2,000 - 2 votes)

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HAMILTON COUNTY

(\$1,000 - 2 votes)

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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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MADISON COUNTY

(\$3,000 - 2 votes)

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SUWANNEE COUNTY

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TAYLOR COUNTY

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UNION COUNTY

(\$1,000 - 1 vote)

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WAKULLA COUNTY

(\$3,000 - 2 votes)

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The Honorable Gail Gilman

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

as of 6/12/2018

VOLUNTEERS, CONSULTANTS AND OTHERS

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2018
Visit Natural North Florida
Meeting Dates and Counties



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

January 18:	<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>Taylor 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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