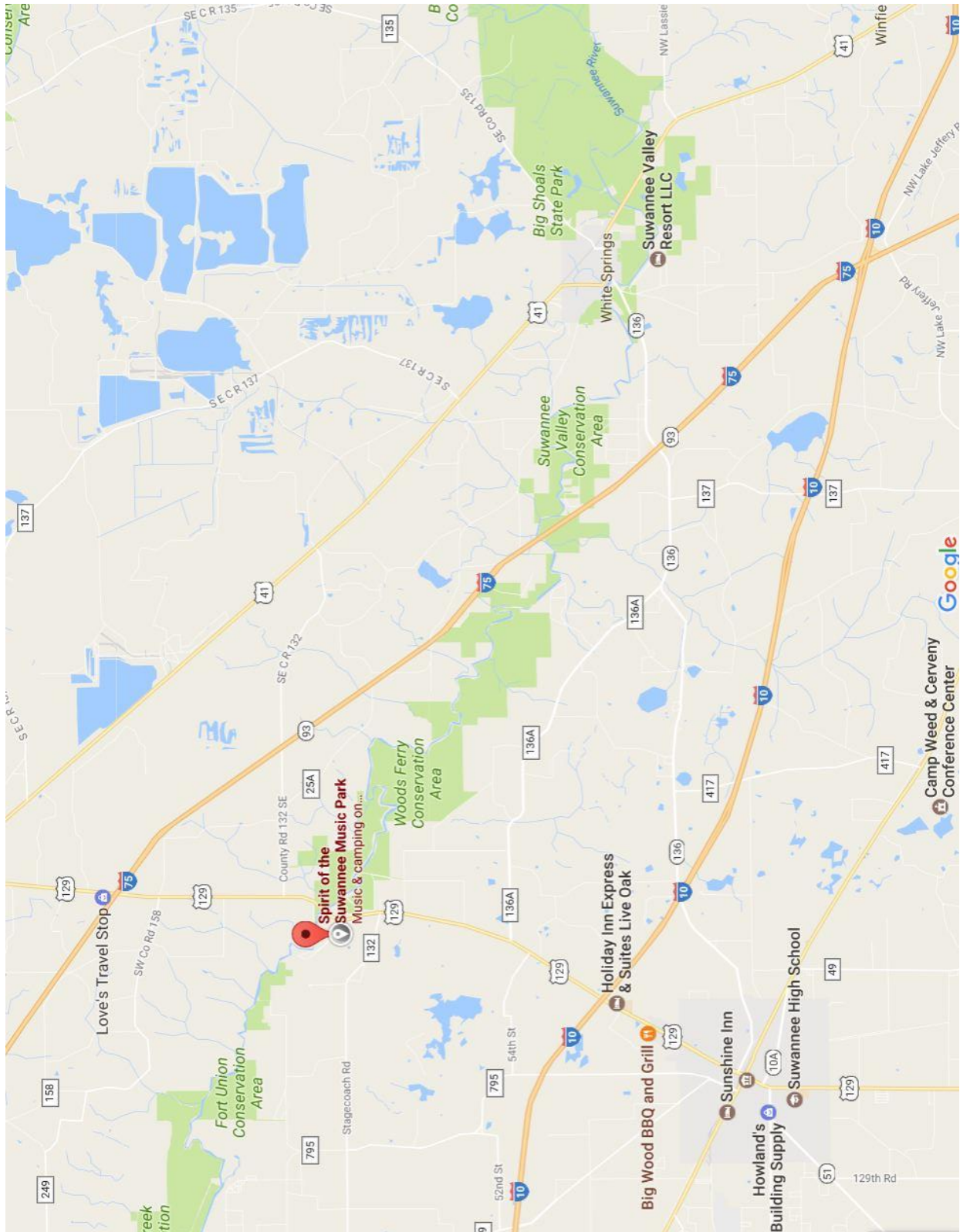


MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **March 15, 2018**. The meeting will be held at the **Grand Hall, Spirit of the Suwannee Music Park, 3076 95th Drive, Live Oak, Florida** beginning at **10:00 a.m.**

(Location Map on Back)



The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Visit Natural
NORTH FLORIDA

Spirit of the Suwannee Music Park
3076 95th Avenue, Live Oak, FL
Suwannee County

March 15, 2018
Thursday 10:00 a.m.

	PAGE NO.
I. Call to Order, Introductions	
II. Approval of the Agenda	3
III. Approval of the February 15, 2018 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee Report	
a. Monthly Financial Report Review and Approval, January 2018	13
B. Fiscal Year 2016-17 Regional Rural Development Grant	
1. 4th Quarter Report and Reimbursement Submittal Status	
2. 4th Quarter VisaVue Report, Domestic and International Editions	
C. Fiscal Year 2017-18 Regional Rural Development Grant	
1. Scope of Work	67
2. Deliverables and Cost Estimates, February 6, 2018	73
3. 2018 Marketing Project	
4. Pseudo Reservation System	
5. Paddling and Parks Microsite	
6. Task Force Video	
7. Website Blogs	
8. Bicycle Routes - Review and Update	
9. Springs Guide - Review and Update	
10. VisaVue, Domestic and International Editions	
11. Big Bend Saltwater Paddling Trail Guide Purchase	
12. In-house Brochure Printing	
13. Domestic Travel Shows	
14. Advertising Campaign	
a. UnDiscovered Florida Co-op Advertisement	
15. Brochure Distribution	
16. Southeast Tourism Society Marketing College and 2018 Florida Governor's Tourism Conference	
17. Professional Organization Memberships	

- D. VISIT FLORIDA Grants
 - 1. VISIT FLORIDA - North Central Florida Fiscal Year 2017-18 Rural Area of Opportunity Partnership Program
 - a. Washington, DC Travel and Adventure Show Report
 - b. Chicago Travel and Adventure Show Report
 - c. Chicago RV and Camping Show Report
 - d. F.re.e Messe Munich Travel Show Report
 - e. ITB Berlin Show Report
 - f. Canoecopia Report
 - g. Philadelphia Travel and Adventure Show Report
 - h. Travel Shows and Travel Show Assignments 75
- E. VISIT FLORIDA Monthly Report, Brenna Dacks
- F. Staff Items
 - 1. House Bill 1103 and Senate Bill 1646 Update
 - 2. Beaches Brochure
 - 3. Inquiry Card for Travel Shows 77
 - 4. Fiscal Year 2018-19 Regional Rural Development Grant Project 79
- G. Other Old Business
 - 1. Updated Task Force Member Contact Information 81
 - 2. 2018 Meeting Dates and Locations 85
- V. Leadership Forum: “North Florida Springs and Cave Diving,” presented by Cathy Lesh, Dive Outpost
- VI. New Business
 - A. Announcements
 - B. Other New Business

Date and Location of Next Meeting:

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

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Holiday Inn Hotel and Suites
Lake City, FL
Columbia County

February 15, 2018
10:00 a.m.

MEMBERS PRESENT

Will Sexton, Bradford County
Rod Butler, Columbia County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Nancy Bednarek, Dixie County
Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County
Nancy Wideman, Jefferson County
Tisha Whitehurst, Levy County
Phyllis Williams, Madison County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair

OTHERS PRESENT

Alden Rosner, Columbia County
Tourist Development Council
Roland Loog, Volunteer
Lois Nevins, By All Means Travel
Sean Plemons, Visit Gainesville
Charissa Setzer, Suwannee County
Tourist Development Council

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Ron Gromoll, Alachua County*
Julie Waldman, Alachua County
Daniel Riddick, Bradford County
Susan Ramsey, Hamilton County
Susie Page, Lafayette County, Vice-Chair
Carol McQueen, Levy County
Trent Abbott, Madison County
Alvin Jackson, Suwannee County*
Dave Mecusker, Union County, Treasurer
Gail Gilman, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor called the meeting to order at 10:07 a.m. and called for introductions.

* Attending travel trade show representing The Original Florida Tourism Task Force.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

ACTION: Nancy Wideman moved and Sandy Beach seconded to approve the agenda as circulated. The motion passed unanimously.

III. APPROVAL OF THE JANUARY 18, 2018 MINUTES

Chair Taylor asked for approval of the January 18, 2018 meeting minutes.

ACTION: Ms. Wideman moved and Ms. Beach seconded to amend the minutes to note that Ms. Wideman was present and to approve the January 18, 2018 minutes as amended. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report Review and Approval, December 31, 2017

Steven Dopp presented the December 31, 2017 monthly financial report.

ACTION: Ms. Beach moved and Russ McCallister seconded to include invoices and related documentation in future monthly financial reports for all credit card purchases. The motion passed unanimously.

ACTION: Katrina Richardson moved and Teena Peavey seconded to approve the December 31, 2017 monthly financial report as circulated. The motion passed unanimously.

b. Vendor Ranking and Selected Vendor for 2018 Marketing Project

Chair Taylor reported that the Marketing Committee met earlier today and approved the final vendor ranking for the 2018 Marketing Project. She stated that Jumpem, LLC, was the highest ranking vendor and, as authorized by the Task Force at its November 16, 2017 meeting, staff will negotiate a contract with Jumpem, LLC.

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

1. Approval of 4th Quarter Report and Reimbursement Submittal

Mr. Dopp presented the 4th quarter report and reimbursement package.

ACTION: Ms. Wideman moved and Ms. Richardson seconded to approve the Fiscal Year 2016-17 Florida Department of Economic Opportunity Regional Rural Development Grant 4th Quarter Report and Reimbursement Submittal as circulated. The motion passed unanimously.

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

1. Scope of Work

Mr. Dopp stated that the Task Force had received the Florida Department of Economic Opportunity contract for the Fiscal Year 2017-18 Regional Rural Development Grant.

2. Deliverables and Cost Estimates

Mr. Dopp discussed the revised list of deliverables and cost estimates included in the meeting packet. He noted that the revised cost estimates reflect the funding changes the Task Force has made since the submittal of the grant application.

3. 2018 Marketing Project

Mr. Dopp stated that he will contact Jumpem, LLC, and negotiate a contract for 2018 the project.

4. Pseudo Reservation System

Mr. Dopp stated that Jumpem, LLC, has already developed a simple pseudo-reservation system for the Task Force. He stated that the system is an empty shell that needs data entry from the Task Force before it is visible on the website.

5. Parks and Paddling Microsites

Mr. Dopp stated that a volunteer intern is developing material for the parks microsite. He anticipates that the microsite will be similar to the existing bicycle microsite.

Mr. McCallister advised that the microsites should include legal liability disclaimer statements.

6. Task Force Video

No action was taken on this agenda item.

7. Website Blogs - Nancy Moreland Blogger Update

Mr. Dopp reported that he had been in contact with Ms. Moreland and that she had declined the offer to post blogs on the Task Force website.

8. Bicycle Routes - Review and Update

No action was taken on this agenda item.

9. Springs Guide - Review and Update

No action was taken on this agenda item.

10. VisaVue, Domestic and International Editions

No action was taken on this agenda item.

11. Big Bend Saltwater Paddling Trail Guide Purchase

Mr. Dopp reported that the Task Force purchased 100 copies of the Big Bend Saltwater Paddling Trail Guide from the Florida Wildlife Conservation Foundation.

12. In-house Brochure Printing

No action was taken regarding this agenda item.

13. Domestic Travel Shows

It was agreed by consensus that the Task Force will not exhibit at the 2018 Hershey RV Show.

Mr. Dopp asked Task Force members to forward to him additional domestic travel shows at which the Task Force could exhibit.

14. Advertising Campaign

a. undiscovered Florida Co-op Advertisement

Mr. Dopp stated that co-op advertisement participants should have been contacted by Terri Tonkin of Worth Media regarding their advertisements. He also requested participants to forward their advertisements to Sean Plemons at Visit Gainesville who is designing the advertisement.

15. Brochure Distribution

Mr. Dopp stated that the Task Force has entered into a contract with Florida Suncoast Tourism for distribution of the Task Force brochure within the state of Florida. Mr. Dopp also stated that the Task Force has entered into a contract with CTM Media Group for brochure distribution along I-75 from Lake City to Atlanta.

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

Task Force members indicated that Katrina Richardson, Phyllis Williams, Christina Walker, Sandy Beach, Paula Vann, Pat Watson, Charissa Seltzer, Tisha Whitehurst indicated an interest in attending Marketing College this year.

17. Professional Organization Memberships

No action was taken regarding this agenda item.

D. VISIT FLORIDA Grants

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

The Task Force agreed by consensus to purchase white plastic bags with a two-color logo using VISIT FLORIDA promotion funds.

Chair Taylor distributed a draft brochure featuring Visit Natural North Florida beaches. She requested Task Force members review the brochure and forward any recommended changes to her. Chair Taylor also stated that she would produce a number of the brochures for distribution at travel shows.

Mr. Dopp stated that he had developed paddling reservation forms to take to travel shows. He stated that booth staffs can use these forms to receive serious inquiries from potential paddlers. He further stated that the inquiries can be forwarded to applicable paddling guides.

Ms. Beach suggested the Task Force also develop an inquiry form similar to reader service response cards found in magazines. She stated that they could also be taken to travel shows for visitors to fill in and be distributed by Task Force staff to appropriate county destination marketing organizations.

Will Sexton stated that he would prefer to shorten the tag line from "Where Nature is Our Theme Park" to "Nature is Our Theme Park." It was agreed by consensus to use "Nature is our Theme Park" as the Task Force tagline.

Chair Taylor stated that Donna Creamer has not been reimbursed for her airfare for the Washington, DC Travel and Adventure Show and the New York Times Travel Show as she purchased economy comfort plus seating. Chair Taylor stated that Ms. Creamer should be reimbursed for the full cost of the airfare by the Task Force.

Mr. Dopp stated that the state travel manual allows reimbursement for economy seating, not economy comfort plus seating. He further stated that if Ms. Creamer can provide documentation of the difference between her economy comfort plus seat airfare and an economy seat airfare that the Task Force could reimburse her for the amount of the economy airfare.

Chair Taylor requested Mr. Dopp to email travel show exhibitors reimbursement policies and procedures for economy airfare versus economy comfort plus airfare. She further stated that the email should clearly state that documentation of the difference in price between economy comfort plus airfare and economy airfare must be provided or the airfare will not be reimbursed.

a. Washington, DC Travel and Adventure Show Report

No discussion occurred regarding this agenda item.

b. Atlanta Camping and RV Show Report

Roland Loog reported on the Atlanta Camping and RV Show.

c. Boston Globe Travel Show Report

Sandy Beach reported on the Boston Globe Travel Show. Ms. Beach recommended that persons inside Task Force booths should be limited to Task Force-designated Travel Show representatives.

Chair Taylor stated that she would ask Ms. Creamer to communicate to future Task Force booth exhibitors that persons within the booth be limited to persons knowledgeable of tourism attractions and facilities of the region and who are actively engaged with promoting the region.

Mr. Dopp stated that he would obtain a copy of the Visit Gainesville/Alachua County job description for travel show attendees.

Mr. Dopp stated that he would ask an intern to develop a theme-based listing of tourist attractions within the region.

d. Travel Shows and Travel Show Assignments

The Task Force agreed by consensus to appoint Mr. McCallister as the Alternate for the Midwest Mountaineering Spring Expo.

E. VISIT FLORIDA Monthly Report

No monthly report was provided by VISIT FLORIDA.

F. Staff Items

1. House Bill 1103 and Senate Bill 1646 Update

Mr. Dopp updated the Task Force on the status of House Bill 1103 and Senate Bill 1646.

2. Fiscal Year 2018-19 Regional Rural Development Grant

The Task Force reviewed potential projects to be included in the Fiscal Year 2018-19 Regional Rural Development Grant application.

3. Unpaid 2017-18 Regional Cooperative Marketing Fees

Mr. Dopp updated the Task Force regarding member counties which have not yet paid their 2017-18 Regional Cooperative Marketing Fees.

G. Other Old Business

1. Updated Task Force Member Contact Information

Mr. Dopp stated that Tisha Whitehurst was appointed a Task Force member by the Levy County Board of County Commissioners.

2. 2018 Meeting Dates and Location

No changes were made to meeting dates and locations.

V. Leadership Forum:

No Leadership Forum was held.

VI. New Business

A. Announcements

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

B. Other New Business

No other new business was discussed.

Date and Location of Next Meeting

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

The meeting adjourned at 2:00 p.m.

Dawn Taylor, Chair

3/15/18
Date

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

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Visit Natural
NORTH FLORIDA

The Original Florida Tourism Task Force
Balance Sheet
As of January 31, 2018

	<u>Jan 31, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital ...	66,909.88
Total Checking/Savings	66,909.88
Accounts Receivable	
Accounts Receivable	4,000.00
Total Accounts Receivable	4,000.00
Other Current Assets	
Prepaid Expense	3,902.30
Prepaid Registration Fe...	23,873.85
Total Other Current Assets	27,776.15
Total Current Assets	98,686.03
TOTAL ASSETS	<u>98,686.03</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	13,275.76
Total Accounts Payable	13,275.76
Total Current Liabilities	13,275.76
Total Liabilities	13,275.76
Equity	
Unrestricted Earnings	71,932.31
Net Income	13,477.96
Total Equity	85,410.27
TOTAL LIABILITIES & EQUITY	<u>98,686.03</u>

The Original Florida Tourism Task Force

Profit & Loss

January 2018

	Jan 18
Expense	
Marketing	
Collateral Materials	
Suwannee Paddling Guide	10,500.00
Collateral Materials - Other	3,605.00
Total Collateral Materials	14,105.00
Public Relations	
Advertising	
Advertising Ad Campaign	6,000.00
Undiscovered Florida Co-op	6,680.00
Total Advertising	12,680.00
Total Public Relations	12,680.00
Trade Shows	
Atlanta Camping and RV	4,617.19
New York Times Travel	5,733.35
Washington DC Travel Advent...	4,172.16
Total Trade Shows	14,522.70
Website	
Revise Homepage	15,000.00
Total Website	15,000.00
Total Marketing	56,307.70
Memberships	175.00
Miscellaneous	2,204.40
Postage	68.06
Total Expense	58,755.16
Net Income	-58,755.16

3:28 PM

02/14/18

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 01/31/2018

	<u>Jan 31, 18</u>	
Beginning Balance	97,568.91	✓
Cleared Transactions		
Checks and Payments - 12 items	-42,979.03	✓
Deposits and Credits - 2 items	19,000.00	✓
Total Cleared Transactions	<u>-23,979.03</u>	
Cleared Balance	<u>73,589.88</u>	✓
Uncleared Transactions		
Checks and Payments - 1 item	-6,680.00	
Deposits and Credits - 1 item	0.00	
Total Uncleared Transactions	<u>-6,680.00</u>	
Register Balance as of 01/31/2018	<u>66,909.88</u>	
New Transactions		
Checks and Payments - 7 items	-13,127.68	
Deposits and Credits - 1 item	1,000.00	
Total New Transactions	<u>-12,127.68</u>	
Ending Balance	<u>54,782.20</u>	

[Handwritten signature]
2-14-18

3:28 PM

02/14/18

**The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 01/31/2018**

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						97,568.91
Cleared Transactions						
Checks and Payments - 12 items						
Bill Pmt -Check	12/21/2017	1237	Two Tree, Inc.	X	-4,850.00	-4,850.00
Bill Pmt -Check	12/21/2017	1238	United Parcel Service	X	-8.19	-4,858.19
Bill Pmt -Check	01/04/2018	1241	JUMPEM	X	-21,000.00	-25,858.19
Bill Pmt -Check	01/04/2018	1239	EuroGrafix/EuroPrint	X	-10,500.00	-36,358.19
Bill Pmt -Check	01/18/2018	1247	NCFRPC	X	-2,805.00	-39,163.19
Bill Pmt -Check	01/18/2018	1246	KoonsS	X	-2,580.56	-41,743.75
Bill Pmt -Check	01/18/2018	1244	Freeman 3	X	-460.50	-42,204.25
Bill Pmt -Check	01/18/2018	1245	Freeman 4	X	-409.50	-42,613.75
Bill Pmt -Check	01/18/2018	1243	Florida Outdoor Wri...	X	-175.00	-42,788.75
Bill Pmt -Check	01/18/2018	1248	United Parcel Service	X	-116.37	-42,905.12
Bill Pmt -Check	01/18/2018	1249	VisitFlorida	X	-55.00	-42,960.12
Bill Pmt -Check	01/18/2018	1242	Blaine	X	-18.91	-42,979.03
Total Checks and Payments					-42,979.03	-42,979.03
Deposits and Credits - 2 items						
Deposit	01/09/2018			X	4,000.00	4,000.00
Deposit	01/26/2018			X	15,000.00	19,000.00
Total Deposits and Credits					19,000.00	19,000.00
Total Cleared Transactions					-23,979.03	-23,979.03
Cleared Balance					-23,979.03	73,589.88
Uncleared Transactions						
Checks and Payments - 1 item						
Bill Pmt -Check	01/18/2018	1250	Worth International ...		-6,680.00	-6,680.00
Total Checks and Payments					-6,680.00	-6,680.00
Deposits and Credits - 1 item						
Bill Pmt -Check	01/04/2018	1240	JUMPEM		0.00	0.00
Total Deposits and Credits					0.00	0.00
Total Uncleared Transactions					-6,680.00	-6,680.00
Register Balance as of 01/31/2018					-30,659.03	66,909.88
New Transactions						
Checks and Payments - 7 items						
Bill Pmt -Check	02/01/2018	1252	Donna Creamer		-6,278.62	-6,278.62
Bill Pmt -Check	02/01/2018	1251	Dawn Taylor		-2,292.87	-8,571.49
Bill Pmt -Check	02/01/2018	1255	LoogR		-1,390.19	-9,961.68
Bill Pmt -Check	02/01/2018	1257	Alvin Jackson		-1,384.87	-11,346.55
Bill Pmt -Check	02/01/2018	1254	Lois Nevins		-827.00	-12,173.55
Bill Pmt -Check	02/01/2018	1253	Fish & Wildlife Fou...		-800.00	-12,973.55
Bill Pmt -Check	02/01/2018	1256	United Parcel Service		-154.13	-13,127.68
Total Checks and Payments					-13,127.68	-13,127.68
Deposits and Credits - 1 item						
Deposit	02/06/2018				1,000.00	1,000.00
Total Deposits and Credits					1,000.00	1,000.00
Total New Transactions					-12,127.68	-12,127.68
Ending Balance					-42,786.71	54,782.20



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SK AD

00006251 FCC31545020118171732 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PLACE
GAINESVILLE FL 32653-1603

Date 1/31/18
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
2 Deposits/Credits
12 Checks/Debits
Service Charges
Interest Paid
Ending Balance

XXXXXXXX2204
97,568.91 ✓
19,000.00 ✓
42,979.03 ✓
.00
.00
73,589.88 ✓

Images
Statement Dates 1/01/18 thru 1/31/18
Days in this Statement Period 31
Avg Ledger Balance 84,464.25
Avg Collected Balance 82,883.60

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
1/09	Deposit	4,000.00 ✓
1/26	Deposit	15,000.00 ✓

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
1/02	1237	4,850.00 ✓	1/23	1242	18.91 ✓
1/03	1238	8.19 ✓	1/30	1243	175.00 ✓
1/09	1239	10,500.00 ✓	1/25	1244	460.50 ✓
1/25	1241*	21,000.00 ✓	1/29	1245	409.50 ✓

* Denotes missing check numbers

RECEIVED

FEB 05 2018

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



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

Date 1/31/18
Primary Account

Page 2
XXXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXXX2204 (Continued)

		CHECKS IN NUMBER ORDER				
Date	Check No	Amount	Date	Check No	Amount	
1/22	1246	2,580.56	✓1/29	1248	116.37	✓
1/24	1247	2,805.00	✓1/24	1249	55.00	✓

* Denotes missing check numbers

DAILY BALANCE INFORMATION

Date	Balance	Date	Balance	Date	Balance
1/01	97,568.91	1/22	83,630.16	1/26	74,290.75
1/02	92,718.91	1/23	83,611.25	1/29	73,764.88
1/03	92,710.72	1/24	80,751.25	1/30	73,589.88
1/09	86,210.72	1/25	59,290.75		

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

00006251-0012001-0002-0005-FCC31545020118171732-01-L



TELEPHONE BANKING SERVICE
CALL 1-800-368-2263
OR VISIT WWW.CCBANK.COM

Capital City Bank

1/9/18

Pay to the order of Payee \$ 4,000.00

MEMO: 4,000.00

01/09/2018 \$4,000.00

TELEPHONE BANKING SERVICE
CALL 1-800-368-2263
OR VISIT WWW.CCBANK.COM

Capital City Bank

1/9/18

Pay to the order of Payee \$ 15,000.00

MEMO: 15,000.00

01/26/2018 \$15,000.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL CHECK
200 W. 3RD ST. SUITE 100
GAINESVILLE, FLORIDA 32601-1800
888-226-2263

Capital City Bank

1237

1/2/2018

Pay to the order of Two Tree, Inc. \$ \$4,850.00

Four Thousand Eight Hundred Fifty and 00/100

Two Tree, Inc.
Tommy Thompson
244 NW 33rd Court
Gainesville, FL 32607

MEMO: S.S.R.K.

1237 01/02/2018 \$4,850.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL CHECK
200 W. 3RD ST. SUITE 100
GAINESVILLE, FLORIDA 32601-1800
888-226-2263

Capital City Bank

1238

1/2/2018

Pay to the order of United Parcel Service \$ \$8.19

Eight and 19/100

United Parcel Service
P.O. Box 7247-0384
Philadelphia, PA 19170-0001

MEMO: S.S.R.K.

1238 01/03/2018 \$8.19

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL CHECK
200 W. 3RD ST. SUITE 100
GAINESVILLE, FLORIDA 32601-1800
888-226-2263

Capital City Bank

1239

1/9/2018

Pay to the order of EuroGraf/EuroPrint \$ \$10,500.00

Ten Thousand Five Hundred and 00/100

EuroGraf/EuroPrint
300 Douglas Ave., Suite 1308
Altamonte Springs, FL 32714

MEMO: S.S.R.K.

1239 01/09/2018 \$10,500.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL CHECK
200 W. 3RD ST. SUITE 100
GAINESVILLE, FLORIDA 32601-1800
888-226-2263

Capital City Bank

1241

1/25/2018

Pay to the order of JANEM \$ \$21,000.00

Twenty One Thousand and 00/100

JANEM
300 NW 4th St Ste 3
Gainesville, FL 32607

MEMO: S.S.R.K.

1241 01/25/2018 \$21,000.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL CHECK
200 W. 3RD ST. SUITE 100
GAINESVILLE, FLORIDA 32601-1800
888-226-2263

Capital City Bank

1242

1/19/2018

Pay to the order of Blaine \$ \$18.91

Eighteen and 91/100

Blaine
114 S. Berry Street
Urbana, CA 95351

MEMO: S.S.R.K.

1242 01/23/2018 \$18.91

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL CHECK
200 W. 3RD ST. SUITE 100
GAINESVILLE, FLORIDA 32601-1800
888-226-2263

Capital City Bank

1243

1/19/2018

Pay to the order of Florida Outdoor Writers Association \$ \$175.00

One Hundred Seventy-Five and 00/100

Florida Outdoor Writers Association
24 NW 33rd Court, Suite A
Gainesville, FL 32607

MEMO: S.S.R.K.

1243 01/30/2018 \$175.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL CHECK
200 W. 3RD ST. SUITE 100
GAINESVILLE, FLORIDA 32601-1800
888-226-2263

Capital City Bank

1244

1/19/2018

Pay to the order of Freeman \$ \$460.50

Four Hundred Fifty and 00/100

Freeman
908 Newark Turnpike
Newark, NJ 07102

MEMO: Traveler's

1244 01/25/2018 \$460.50

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL CHECK
200 W. 3RD ST. SUITE 100
GAINESVILLE, FLORIDA 32601-1800
888-226-2263

Capital City Bank

1245

1/19/2018

Pay to the order of Freeman \$ \$409.50

Four Hundred Nine and 50/100

Freeman
275 Goodwell Street
Avon, MA 02322

MEMO: S.S.R.K.

1245 01/29/2018 \$409.50

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL CHECK
200 W. 3RD ST. SUITE 100
GAINESVILLE, FLORIDA 32601-1800
888-226-2263

Capital City Bank

1246

1/19/2018

Pay to the order of Scott R. Koone \$ \$2,580.56

Two Thousand Five Hundred Eighty and 56/100

Scott R. Koone
3210 NW 38th Terrace
Gainesville, FL 32608-4308

MEMO: S.S.R.K.

1246 01/22/2018 \$2,580.56

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRAVEL CHECK
200 W. 3RD ST. SUITE 100
GAINESVILLE, FLORIDA 32601-1800
888-226-2263

Capital City Bank

1247

1/19/2018

Pay to the order of N. Central FL Regional Planning Council \$ \$2,805.00

Two Thousand Eight Hundred Five and 00/100

N. Central FL Regional Planning Council
3000 NW 37th Place
Gainesville, FL 32603-1003

MEMO: S.S.R.K.

1247 01/24/2018 \$2,805.00



Natural North Florida
THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
3800 N.W. 40TH PLACE
GAINESVILLE, FLORIDA 32608-1008
888.765.2238

1248

1/19/2018

United Parcel Service

One Hundred Sixteen and 37/100

United Parcel Service
P.O. Box 72417-0044
Philadelphia, PA 19170-001

S.S.P.K.

1248 01/29/2018 \$116.37

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
3800 N.W. 40TH PLACE
GAINESVILLE, FLORIDA 32608-1008
888.765.2238

1249

1/18/2018

Visit Florida

Fifty Five and 00/100

Visit Florida
Accounting Department
3000 W. Executive Center Circle Ste 200
Tallahassee, FL 32301

1249 01/24/2018 \$55.00



1/4/2018 9:46 AM

Tourism Task Force

*****2204

DOCUMENT INCLUDES VISIBLE FIBER, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOR HOLDNAME

Visit **Natural North Florida** THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32653-1503
352.955.2200

Capital City Bank 1237
63-68/631
12/21/2017

PAY TO THE ORDER OF Two Tree, Inc. \$**4,850.00

Four Thousand Eight Hundred Fifty and 00/100..... DOLLARS

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

MEMO

Handwritten: S S R. V -

0001237 063100688 0224792204

Security Features:

The security features listed below, as well as those not listed, exceed industry guidelines.

- Microprint: Small, repeating characters that form the words "SECURITY" and "FEDERAL RESERVE NOTE".
- Color Shifting Ink: The color of the ink changes from blue to green as the angle of view changes.
- Watermark: A large, faint watermark of the number "10" is visible when the note is held up to the light.
- Security Thread: A continuous, wavy thread is embedded in the paper.
- Hologram: A circular, multi-colored hologram is located on the front of the note.
- Fluorescent Ink: The ink used for the serial number and other security features glows under ultraviolet light.
- Tactile Features: Raised ridges and grooves are used to provide additional security.
- Ink Blot: A small, dark ink blot is located on the front of the note.
- Microfilm: A small, clear microfilm is embedded in the paper.
- Security Mark: A small, dark mark is located on the front of the note.
- Security Thread: A continuous, wavy thread is embedded in the paper.
- Hologram: A circular, multi-colored hologram is located on the front of the note.
- Fluorescent Ink: The ink used for the serial number and other security features glows under ultraviolet light.
- Tactile Features: Raised ridges and grooves are used to provide additional security.
- Ink Blot: A small, dark ink blot is located on the front of the note.
- Microfilm: A small, clear microfilm is embedded in the paper.
- Security Mark: A small, dark mark is located on the front of the note.

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

Handwritten: For Deposit Only

Amount: -\$4,850.00
Description: Check
Check Number: 1237
Posted Date: 1/2/2018
Transaction Type: History



1/4/2018 9:47 AM

Tourism Task Force

*****2204

DOCUMENT IT INCLUDES VISIBLE FIBERS, CHEMICAL ANALYSIS 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

Capital City Bank 1238

63-68/631 12/21/2017

PAY TO THE ORDER OF United Parcel Service \$**8.19

Eight and 19/100***** DOLLARS

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

MEMO

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

0001238 0063100688 0224792204

SSR.K

For >031100209< 01/01/18 DLW-UPS 7380
Deposit Citibank N.A.
Only New Castle DE 40705208
7380 893316 041 000 893268-20-10-230/3051-021

ENDORSE HERE

Amount: -\$8.19

Description: Check

Check Number: 1238

Posted Date: 1/3/2018

Transaction Type: History



2/5/2018 10:57 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 1239
63-68/631
1/4/2018

PAY TO THE ORDER OF EuroGrafix/EuroPrint \$**10,500.00
Ten Thousand Five Hundred and 00/100 ***** DOLLARS

EuroGrafix/EuroPrint
620 Douglas Ave, Suite 1308
Altamonte Springs, FL 32714

MEMO

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

001239 063100688 0224792204

DO NOT WRITE ABOVE OR SIGN BELOW THIS LINE

Test Deposit OK
2/5/2018

Amount: -\$10,500.00

Description: Check

Check Number: 1239

Posted Date: 1/9/2018

Transaction Type: History



2/5/2018 11:03 AM

Tourism Task Force

*****2204

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

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

Capital City Bank 1241
63-68/631
1/4/2018

PAY TO THE ORDER OF JUMPEM \$**21,000.00
Twenty-One Thousand and 00/100 DOLLARS

SEQ: 2 01/24/18 DEP: 000066 AG: 1 CUST: 64120 USER:
JUMPEM
500 NW 43rd ST STE 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

000124100631006880 0224792204

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

Deposited Only to
RESTONKEMES.COM INC
JUMPEM LLC
Deposited by: CC

Seq: 2
Dep: 000066
Date: 01/24/18

SEQ: 2 01/24/18 DEP: 000066 AG: 1 CUST: 64120 USER:

Security Features:
The security features of this check are as follows:
1. The security features of this check are as follows:
2. The security features of this check are as follows:
3. The security features of this check are as follows:
4. The security features of this check are as follows:
5. The security features of this check are as follows:
6. The security features of this check are as follows:
7. The security features of this check are as follows:
8. The security features of this check are as follows:
9. The security features of this check are as follows:
10. The security features of this check are as follows:

Amount: -\$21,000.00

Description: Check

Check Number: 1241

Posted Date: 1/25/2018

Transaction Type: History



Tourism Task Force

*****2204

3/6/2018 4:59 PM

		THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.965.2200			1242
PAY TO THE ORDER OF Blaine		1/18/2018		\$**18.91	
Eighteen and 91/100*****		DOLLARS			
Blaine 114 S. Berry Street Brea CA 92821		JAN 22 2018			
MEMO					
TRUE WATERMARK PAPER • HOLD TO LIGHT TO VIEW • PAPER CONTAINS TONER ADMISSION PROPERTIES • HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT					
⑈001242⑈ ⑈063100688⑈ 0224792204⑈					

FOR POST ONLY
 BLAINE CO/ENTON SERVICES
 65331738

Amount: -\$18.91

Description: Check

Check Number: 1242

Posted Date: 1/23/2018

Transaction Type: History



2/5/2018 11:04 AM

Tourism Task Force

*****2204

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

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

63-68/631

Capital City Bank 1243

1/18/2018

PAY TO THE ORDER OF Florida Outdoor Writers Association \$**175.00

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

Florida Outdoor Writers Association
24 NW 33rd Court, Suite A
Gainesville, FL 32607

MEMO

Shield

S.S.R.K.

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

0001243 1063100688 0224792204

ISN# 3413518381
Date 1/29/2018

180129 3413518381

PAY TO THE ORDER OF
SUNTRUST
063102152
FOR DEPOSIT ONLY
FLORIDA OUTDOOR WRITERS
ASSOCIATION INC.
1000186053640

Amount: -\$175.00

Description: Check

Check Number: 1243

Posted Date: 1/30/2018

Transaction Type: History

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

1244

63-68/631

1/18/2018

PAY TO THE
ORDER OF

Freeman

\$**460.50

Four Hundred Sixty and 50/100*****

DOLLARS

Freeman
909 Newark Turnpike
Kearny, NJ 07032

Travel

460955

4866

Shield

S S R. K

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

0001244

0631006881

0224792204

Transaction Type: History

FOR DEPOSIT ONLY
FREEMAN
RECENT DESTROYING SERVICES
REPAIRS • REPAIRS • SOLUTIONS
1011 N. 10TH ST.
ACCOUNT #175000000
S. 10th St. 1st Fl.



2/5/2018 11:04 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 32663-1603
352.955.2200

Capital City Bank 1245
464148
542
63-68/631
1/18/2018

PAY TO THE ORDER OF Freeman \$ **409.50
Four Hundred Nine and 50/100 ***** DOLLARS

Freeman
275 Bodwell Street
Avon, MA 02322

MEMO

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

001245 063100688 0224792204

ENDORSE HERE

For Deposit Only
JP MORGAN CHASE BANK
707554085
ULID #1210

Amount: -\$409.50

Description: Check

Check Number: 1245

Posted Date: 1/29/2018

Transaction Type: History



2/5/2018 11:04 AM

Tourism Task Force

*****2204

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

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

63-68/631

Capital City Bank 1246

1/18/2018

PAY TO THE ORDER OF Scott R. Koons \$**2,580.56

Two Thousand Five Hundred Eighty and 56/100***** DOLLARS

Scott R. Koons
5210 NW 50th Terrace
Gainesville, FL 32606-4309

MEMO

Shield

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

001246 1063100688 0224792204

ENDORSE HERE

SSR.K

1500509287

Amount: -\$2,580.56

Description: Check

Check Number: 1246

Posted Date: 1/22/2018

Transaction Type: History



2/5/2018 11:04 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

63-88/831

Capital City Bank

1247

1/18/2018

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

\$**2,805.00

Two Thousand Eight Hundred Five and 00/100***** DOLLARS

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

MEMO

Shield

SSR.K

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

000124700 0631006881 0224792204

ENDORSE HERE

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

0224792201 0631006881

Amount: -\$2,805.00

Description: Check

Check Number: 1247

Posted Date: 1/24/2018

Transaction Type: History



2/5/2018 11:06 AM

Tourism Task Force

*****2204

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

1248

1/18/2018

PAY TO THE ORDER OF **United Parcel Service**

\$**116.37

One Hundred Sixteen and 37/100 ***** DOLLARS

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

MEMO

TRUE WATERMARK PAPER, HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001248 063100688 0224792204

ENCLOSURE HERE

Amount: -\$116.37

Description: Check

Check Number: 1248

Posted Date: 1/29/2018

Transaction Type: History



2/5/2018 11:07 AM

Tourism Task Force

*****2204

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

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

63-68/631

Capital City Bank

1249

1/18/2018

PAY TO THE ORDER OF Visit Florida \$**55.00

Fifty-Five and 00/100 ***** DOLLARS

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

MEMO

TRUE WATERMARK PAPER - NO LO TO LIGHT TO VIEW PAPER CONTAINS TONER ADHESION PROPERTIES HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001249 063100688 0224792204

PAY TO THE ORDER OF
WACHOVIA BANK A DIVISION
OF WELLS FARGO BANK N.A.
06300002
FOR DEPOSIT ONLY
FLORIDA TOURISM INDUSTRY MKTG
VISIT FLORIDA - PRIVATE ACCT
DBA VISIT FLORIDA
200003563644

Amount: -\$55.00

Description: Check

Check Number: 1249

Posted Date: 1/24/2018

Transaction Type: History

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

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
Prepaid Expense									
Bill	06/20/2017	OF0...	Penn State Expo...	Furniture R...	8204 - ...		Accounts Pa...	111.30	0.00
Bill	06/28/2017	0923...	Scarborough Co...	General Lia...	83011 - ...		Accounts Pa...	437.00	111.30
Bill	08/01/2017	8702...	Florida Suncoast...	Brochure D...	8204 - ...		Accounts Pa...	500.00	548.30
General Journal	09/17/2017	1613		Furniture R...	83011 - ...		Hershey RV ...	-111.30	1,048.30
General Journal	10/01/2017	1618		General Lia...	83011 - ...		Miscellaneous	-437.00	937.00
General Journal	10/01/2017	1618		Brochure D...	8204 - ...		Miscellaneous	-500.00	500.00
Bill	11/16/2017	OFT...	Midwest Mountai...	Midwest M...	83022 - ...		Accounts Pa...	425.00	0.00
Bill	11/21/2017	13	KoonsS	Canoeocopi...	83022 - ...		Accounts Pa...	179.88	425.00
Bill	11/30/2017	11	KoonsS	f.r.e.e. 201...	83022 - ...		Accounts Pa...	1,140.30	604.88
Bill	11/30/2017	11	KoonsS	f.r.e.e. 201...	83022 - ...		Accounts Pa...	11.40	1,745.18
Bill	12/06/2017	14	KoonsS	f.r.e.e. 201...	83022 - ...		Accounts Pa...	888.66	1,756.58
Bill	12/06/2017	14	KoonsS	f.r.e.e. 201...	83022 - ...		Accounts Pa...	8.88	2,645.24
Bill	12/14/2017	15	KoonsS	Free 2018 ...	83022 - ...		Accounts Pa...	315.74	2,654.12
Bill	12/14/2017	15	KoonsS	Foriegn Tra...	83022 - ...		Accounts Pa...	3.15	2,969.86
Bill	12/20/2017	12	KoonsS	Toronto Ou...	83022 - ...		Accounts Pa...	232.27	2,973.01
Bill	12/20/2017	12	KoonsS	Toronto Ou...	83022 - ...		Accounts Pa...	2.32	3,205.28
Bill	12/20/2017	1801...	Blaine	Washington...	83022 - ...		Accounts Pa...	328.80	3,207.60
Bill	12/21/2017	16	KoonsS	London Tel...	83022 - ...		Accounts Pa...	111.16	3,536.40
Bill	12/21/2017	16	KoonsS	London Tel...	83022 - ...		Accounts Pa...	1.11	3,647.56
Bill	01/18/2018	OF0...	Freeman 4	Boston Glo...	83022 - ...		Accounts Pa...	409.50	3,648.67
General Journal	01/19/2018	1615		Washington...	83022 - ...		Washington ...	-328.80	4,058.17
Bill	01/20/2018	0000...	United Parcel Se...	Boston Glo...	83022 - ...		Accounts Pa...	66.31	3,729.37
Bill	01/27/2018	0000...	United Parcel Se...	Chicago Tr...	83022 - ...		Accounts Pa...	106.62	3,795.68
Total Prepaid Expense								3,902.30	3,902.30
TOTAL								3,902.30	3,902.30

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

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
Prepaid Registration Fees									
Bill	09/18/2017	UCL...	Unicomm, LLC	Washingto...	83022 -...		Accounts Pa...	100.00	0.00
Bill	09/18/2017	UCL...	Unicomm, LLC	Chicago Tr...	83022 -...		Accounts Pa...	100.00	100.00
Bill	09/18/2017	UCL...	Unicomm, LLC	Philadelphi...	83022 -...		Accounts Pa...	100.00	200.00
Bill	09/19/2017	1709...	Telegraph Event...	London Out...	83022 -...		Accounts Pa...	2,609.23	300.00
Bill	09/19/2017	1709...	Hardman Produc...	Atlanta Ca...	83022 -...		Accounts Pa...	1,300.00	2,909.23
Bill	09/19/2017	1709...	Boston Globe Tr...	Boston Glo...	83022 -...		Accounts Pa...	3,020.00	4,209.23
Bill	09/19/2017	55673	National Event M...	Toronto Ou...	83022 -...		Accounts Pa...	3,426.37	7,229.23
Bill	09/19/2017	1709...	RVEx Recreation...	Chicago R...	83022 -...		Accounts Pa...	1,249.00	10,655.60
Bill	09/19/2017	1709...	Unicomm, LLC	Washingto...	83022 -...		Accounts Pa...	3,495.00	11,904.60
Bill	09/19/2017	1709...	Unicomm, LLC	Chicago Tr...	83022 -...		Accounts Pa...	3,495.00	15,399.60
Bill	09/19/2017	1709...	Unicomm, LLC	Philadelphi...	83022 -...		Accounts Pa...	3,495.00	18,894.60
Bill	09/19/2017	CC3...	Rutabaga Paddle...	Canoeocpi...	83022 -...		Accounts Pa...	1,635.25	22,389.60
Bill	11/21/2017	OFT...	RVEx Recreation...	Chicago R...	8204 - ...		Accounts Pa...	1,249.00	24,024.85
General Journal	01/21/2018	1622		Washingto...	83022 -...		Washington ...	-100.00	25,273.85
General Journal	01/28/2018	1624		Atlanta Ca...	83022 -...		Atlanta Cam...	-1,300.00	25,173.85
Total Prepaid Registration Fees								23,873.85	23,873.85
TOTAL								23,873.85	23,873.85

Scott R. Koons

Date	Type	Reference
11/21/2017	Bill	13
11/30/2017	Bill	11
12/6/2017	Bill	14
12/20/2017	Bill	12

Original Amt.
179.88
1,151.70
897.54
234.59

Balance Due
179.88
1,151.70
897.54
234.59

12/21/2017

Discount

Payment

179.88

1,151.70

897.54

234.59

Check Amount

2,463.71



Cash in Bank - Capital

2,463.71

SF5001NLHG-1CA

TO REORDER, CALL YOUR LOCAL SAFEGUARD DISTRIBUTOR AT 800-342-0175

C751360010000

B12SF030972



Safeguard

LITHO USA

SPHG: CK7SHG111H

B5595B STKDK03 10/13/2016 01:49 -38-

Scott R. Koons

INVOICE

SKAD


5210 N.W. 50th Terrace
Gainesville, FL 32606
Ph: 352.377.5789

DATE: November 21, 2017
INVOICE # 13
FOR: Canoecopia Furniture

Bill To:
The Original Florida Tourism Task Force

2009 NW 67th Place
Gainesville, FL 32653-1603
352.955.2200

83022

DESCRIPTION	AMOUNT
Canoecopia Show 2018 Furniture - 3/9/18- 3/11/18	\$ 179.88
<div>RECEIVED NOV 21 2017 NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL</div>	Approved for Payment 
	TOTAL \$ 179.88

THANK YOU!

11/21/17 02:15 PM

[Print This Page](#)**Service Order Processing Confirmation****General Information****Account:** The Original Florida Tourism Task Force**Contact:** Dopp, Steven**Event:** Canoecopia (12464)**Event Start Date:** Friday, 03/09/18**Booth Number:** P02**Credit Card Payment Information****Name On Card:** Scott R Koons**Card Number:** xxxx-xxxx-xxxx-5614**Address:** 5210 NW 50th Terrace

Gainesville, FL

32606-4309

E-Mail: dopp@ncfrpc.org**Order Information****Order Number:** 8390**Order Status:** Hold**Order Account:** The Original Florida Tourism Task Force**Contact:** Dopp, Steven**Address:** 2009 NW 67th Place

Gainesville, FL

32653-1603

E-Mail: dopp@ncfrpc.org**Order Details**

Item	Quantity/Price	Item Total
6' Table	1 @ \$30.50 Each	\$30.50
Product Description A 6' by 30" table that stands 30" high and has a gray ABS plastic top.		

--- Total: \$30.50

Item	Quantity/Price	Item Total
Tall Chair (Indoors Only)	2 @ \$70.00 Each	\$140.00
Product Description A tall stool height chair with a back but no arms. Chairs have chrome frames and black vinyl upholstery. Tall chairs are excellent for keeping eye contact with attendees without having to be on your feet all day. Most often are used with counter height tables. Not available for outdoor use.		

--- Total: \$140.00

Subtotal: \$170.50


Wisconsin Sales Tax (5.00%): \$8.53
Dane County Sales Tax (0.50%): \$0.85

Grand Total: \$179.88**Amount Paid:** \$179.88**Confirmation Notes**

Thank you for your Alliant Energy Center order. Your Order number is 8390.

We will make every attempt to fulfill your order, but certain items may be out of stock at the time of the event. If we find that we cannot fulfill your order as placed, we will contact you at the email address that you provided, shown above.

If you are placing an order for flowers or booth setup labor, we will be unable to fulfill that order if it is placed within **ten (10)** days of the event.


For assistance using our Ordering Application, please contact our customer service at 608-267-3950 or service@alliantenergycenter.com

This site best viewed in Internet Explorer, Google Chrome or Mozilla Firefox.

Scott R. Koons

5210 N.W. 50th Terrace
Gainesville, FL 32606
Ph: 352.377.5789

SK AD

INVOICE

DATE: November 30, 2017
INVOICE # 11
FOR: Munich Registration

Bill To:
The Original Florida Tourism Task Force

2009 NW 67th Place
Gainesville, FL 32653-1603
352.955.2200

83022

DESCRIPTION	AMOUNT
f.re.e 2018 Messe Munich Travel Show Registration -2/21/18 - 2/25/18	\$ 1,140.30
Foreign Transaction Fee	11.40
<div>RECEIVED</div> <div>NOV 30 2017</div> <div>NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL</div>	
TOTAL	\$ 1,151.70

Approved for Payment



THANK YOU!

Transactions

Transaction Date	Posting Date	Description	Reference Number	Account Number	Amount	Total
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Payments and Other Credits

Purchases and Adjustments

11/30	12/01	Messe Muenchen 3 / FIN MOMuenchen 955.60 EUR	5100	5614	1,140.30	
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Transactions Continued

Transaction Date	Posting Date	Description	Reference Number	Account Number	Amount	Total
Purchases and Adjustments						
Fees						
11/21	11/22	FOREIGN TRANSACTION FEE	8182	5614	2.32	
11/30	12/01	FOREIGN TRANSACTION FEE	5100	5614	11.40	
12/06	12/08	FOREIGN TRANSACTION FEE	6954	5614	8.88	
TOTAL FEES FOR THIS PERIOD						\$22.60

Messe München GmbH, Am Messesee 2, 81829 München, Deutschland/Germany

The Original Florida Tourism
Task Force
2009 NW 67th Place
32653 GAINESVILLE, FLORIDA
USA

ZULASSUNG/ADMISSION RECHNUNG/INVOICE

Bezugnehmend auf Ihre Anmeldung und das Standangebot zur unten bezeichneten Veranstaltung, bestätigen wir Ihre Zulassung mit folgender Standzuteilung:
Referring to your application and our stand offer for the event mentioned below we therewith confirm your admission with the following stand allocation:

Bitte bei Zahlung angeben.
Please quote this reference on your payment.

Veranstaltung Event	Halle/Stand Hall/Stand	Referenz-Nr. Reference no.	Datum Date	USt-Id-Nr. VAT Reg no.	Rechnungs-Nr. Invoice no.	Kunden-Nr. Client no.
f.f.e 2018 02/21/2018 - 02/25/2018	A4/221		11/09/2017		3035575	266457

Pos.-Nr. Item no.	Bezeichnung Designation	Bestell-Nr. Order no.	Frontbreite x Tiefe Front x depth	Menge Quantity	Einheit Unit	SteuerKz TaxCode	Einheits-Preis Unit price	Betrag in EUR Total amount in EUR
2	Corner stand		3 X 2	6	LE	AJ	120.00	720.00
301	AUMA-fee			6	LE	AJ	0.60	3.60
315	Flatrate fee for waste disposal			6	LE	AJ	2.00	12.00
316	Obligatory communication fee			1	LE	AJ	130.00	130.00
50000	Advance payment for services			6	LE	AJ	15.00	90.00
								955.60

Item total

EUR 955.60

Total

STKZ	Netto	Steuerbetrag	Brutto
AJ	955.60	0.00	955.60
AJ - non taxable sales			

Messe München GmbH

U. Müller
Ditrich
Vorsitzender der
Geschäftsführung

I. Pfeiffer
Dr. Pfeiffer
Geschäftsführer

Die Beträge müssen ohne jeden Abzug in EUR und spesenfrei eingegangen sein bis spätestens:
We must be in possession of the amount specified in EUR without any deduction and free of expense by:

12/05/2017

Messe München GmbH
81823 München, Germany
Tel. (+ 49 89) 9 49-20720
Fax (+ 49 89) 9 49-20729
E-Mail newsletter@messe-muenchen.de
USt-ID-Nr.: DE129424028
Tax-Number: 143/161/90414
Registergericht München HRB 6311

Bank
Bank
UniCredit Bank AG (HypoVereinsbank)
Kardinal-Faulhaber-Str. 1
80333 München
Germany

SWIFT/ BIC
SWIFT/ BIC
HYVEDEMM

IBAN
IBAN
DE92 7002 0270 0007 8256 09

Scott R. Koons

INVOICE

5210 N.W. 50th Terrace
Gainesville, FL 32606
Ph: 352.377.5789


SKAD

DATE: December 6, 2017
INVOICE # 14
FOR: Munich Furniture

Bill To:
The Original Florida Tourism Task Force

2009 NW 67th Place
Gainesville, FL 32653-1603
352.955.2200

83022

DESCRIPTION	AMOUNT
f.re.e 2018 Messe Munich Travel Show Furniture -2/21/18 - 2/25/18	\$ 888.66
Foreign Transaction Fee	8.88
<div>RECEIVED</div> <div>DEC 06 2017</div> <div>NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL</div> <div>Approved for Payment </div>	
TOTAL	\$ 897.54

THANK YOU!

Transactions

Transaction Date	Posting Date	Description	Reference Number	Account Number	Amount	Total
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Payments and Other Credits

Purchases and Adjustments

12/06	12/08	Messe Muenchen 3 / FIN MOMuenchen 750.00 EUR	6954	5614	888.66	
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Transactions Continued

Transaction Date	Posting Date	Description	Reference Number	Account Number	Amount	Total
Purchases and Adjustments						
Fees						
11/21	11/22	FOREIGN TRANSACTION FEE	8182	5614	2.32	
11/30	12/01	FOREIGN TRANSACTION FEE	5100	5614	11.40	
12/06	12/08	FOREIGN TRANSACTION FEE	6954	5614	8.88	
TOTAL FEES FOR THIS PERIOD						\$22.60

Messe München GmbH, Am Messesee 2, 81829 München, Deutschland/Germany

The Original Florida Tourism
Task Force
2009 NW 67th Place
32653 GAINESVILLE, FLORIDA
USA

RECHNUNG/INVOICE

Bitte bei Zahlung angeben.
Please quote this reference on your payment.

Veranstaltung Event	Halle/Stand Hall/Stand	Referenz-Nr. Reference no.	Datum Date	USt-Id-Nr. VAT Reg no.	Rechnungs-Nr. Invoice no.	Kunden-Nr. Client no.
f.f.e 2018 02/21/2018 - 02/25/2018	A4/221		11/27/2017		3038473	266457

Pos-Nr Item No.	Bezeichnung Designation	Bestell-Nr. Order-No.	Menge Quantity	Einheit Unit	SteuerKz TaxCode	Einheits-Preis Unit price	Betrag in EUR Total amount in EUR
170	Stand package to 9qm		6	LE	AJ	125.00	750.00
Item total							750.00

Total				EUR 750.00
STKZ	Netto	Steuerbetrag	Brutto	
AJ	750.00	0.00	750.00	
AJ - non taxable sales				

Die Beträge müssen ohne jeden Abzug in EUR und spesenfrei eingegangen sein bis spätestens:
We must be in possession of the amount specified in EUR without any deduction and free of expense by:

immediately

Messe München GmbH
81823 München, Deutschland/Germany
Telefon (+ 49 89) 9 49-20720
Telefax (+ 49 89) 9 49-20729
Mail newsline@messe-muenchen.de
USt-ID-Nr.: DE129424028
Steuer-Nr.: 143/161/90414
Registergericht München HRB 6311

Bank
Bank
UniCredit Bank AG (HypoVereinsbank)
Kardinal-Faulhaber-Str. 1
80333 München
Germany

SWIFT/ BIC
SWIFT/ BIC
HYVEDEMM

IBAN
IBAN
DE92 7002 0270 0007 8256 09

Scott R. Koons

INVOICE

SK AD


5210 N.W. 50th Terrace
Gainesville, FL 32606
Ph: 352.377.5789

DATE: November 21, 2017
INVOICE # 12
FOR: Toronto Furniture

Bill To:
The Original Florida Tourism Task Force

2009 NW 67th Place
Gainesville, FL 32653-1603
352.955.2200

83022

DESCRIPTION	AMOUNT
Toronto Outdoor Adventure Show 2018 Furniture 2/23/18 - 2/25/18	\$ 232.27
Foreign Transaction Fee	2.32
<div>RECEIVED</div> <div>NOV 21 2017</div> <div>NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL</div> <div>Approved for Payment </div>	
TOTAL	\$ 234.59

THANK YOU!

Transactions

Transaction Date	Posting Date	Description	Reference Number	Account Number	Amount	Total
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Payments and Other Credits

Purchases and Adjustments

11/21	11/22	STRONCO SHOW SERVICES MISSISSAUGA ON 296.06 CAD	8182	5614	232.27	
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Transactions Continued

Transaction Date	Posting Date	Description	Reference Number	Account Number	Amount	Total
Purchases and Adjustments						
Fees						
11/21	11/22	FOREIGN TRANSACTION FEE	8182	5614	2.32	
11/30	12/01	FOREIGN TRANSACTION FEE	5100	5614	11.40	
12/06	12/08	FOREIGN TRANSACTION FEE	6954	5614	8.88	
TOTAL FEES FOR THIS PERIOD						\$22.60

Company: The Original Florida Tourism Task Force
Address: 2009 NW 67th Place
Gainesville, FL United States
32653-1603
Tel: (352)955-2200
Contact: Steven Dopp
Booth No: 377

Show Name: Outdoor Adventure Show 2018
Location: International Centre
Show Dates: February 23 - 25, 2018

INVOICE SUMMARY

CATEGORY	SUBTOTAL	HST	PST	GST	TOTAL
Products	\$262.00	\$34.06	\$0.00	\$0.00	\$296.06
* All charges are in Canadian dollars. * HST No: 129612164					
	\$262.00	\$34.06	\$0.00	\$0.00	\$296.06

BILLING SUMMARY

DATE	DESCRIPTION	INVOICE AMOUNT	PAYMENT AMOUNT	BALANCE
Nov-21-2017	Order #: 69468	\$296.06	\$0.00	\$296.06
	» Card Type: Visa » Card No: 4313***5614 » Card Holder: Scott Koons » Transaction No: 661371600010030030	\$0.00	\$296.06	\$296.06
Total		\$296.06	\$296.06	\$0.00

BALANCE DUE (CDN): \$0.00

DISCOUNT PRICE DEADLINE DATE - To take advantage of discounted pre-show pricing listed on the order forms, we must receive your order and payment by the deadline date specified on the order form. Orders without payment cannot be processed until payment is received and will be charged the after deadline date prices.

METHOD OF PAYMENT - All orders must be paid in full prior to delivery. You must complete a CREDIT CARD AUTHORIZATION FORM if you are paying by cheque, or ordering any of the following services: Material Handling; Advance Show Receiving; Installation & Dismantle Labour Services; In-Booth Forklift Service; Transportation Services; Customs Brokerage Services; Plan to have your representative order services on-site. Payment can be made by Visa, MasterCard, American Express, Cheque or Bank Wire Transfers. We do not accept cheques on-site.

THIRD PARTY BILLING - If you would like to arrange for an exhibit house or other agent to manage and order services on your behalf, they may make payment arrangements with us. The exhibiting company is ultimately responsible for all charges incurred on their behalf if payment is not made by the third party.

CANCELLATION POLICY - A 70% refund will be allowed on all written cancellations received 7 days prior to show set-up, excluding display rentals and signage. No refunds will be given on signage and graphics once they are produced. All claims and discrepancies must be settled prior to show closing. No adjustments or refunds will be given for items cancelled after the stated cancellation period.

ADDITIONAL CHARGES - Customer is responsible of any additional charges that are incurred for changes to services specified in this order. Customer is subject to full terms and conditions specified in the service manual.



1510-B Caterpillar Road
Mississauga, Ontario, Canada L4X 2W9
Tel: (905) 270-6767 | Fax: (905) 270-6771
www.stronco.com

Order No: 69468
Order Date: Nov-21-2017
Job No: 48107

Company: The Original Florida Tourism Task Force
Address: 2009 NW 67th Place
Gainesville, FL United States
32653-1603
Tel: (352)955-2200
Contact: Steven Dopp
Booth No: 377

Show Name: Outdoor Adventure Show 2018
Location: International Centre
Show Dates: February 23 - 25, 2018

ORDER DETAILS

Ref #	Products	Product Code	Qty	Unit	Price	Amount
1102-3	Counter Stool	19-04-001	2	Item	\$87.00	\$174.00
1103-76	6' Raised Undraped Table	21-02-005	1	Item	\$88.00	\$88.00

Scott R. Koons

Date	Type	Reference	Original Amt.	Balance Due	1/18/2018 Discount	Payment
12/14/2017	Bill	15	318.89	318.89		318.89
12/21/2017	Bill	16	112.27	112.27		112.27
1/8/2019	Bill	17	2,149.40	2,149.40		2,149.40
					Check Amount	2,580.56



Cash in Bank - Capital

2,580.56

SF5001NLHG-1CA

TO REORDER, CALL YOUR LOCAL SAFEGUARD DISTRIBUTOR AT 800-342-0175

C751360010000

B12SF030972



Safeguard

LITHO USA SFHG1 GK7SHG111H

85595B STKDK03 10/13/2016 01:49 -49-

SK Ad

83022

Approved for Payment

Spur

53

Transactions

Transaction Date	Posting Date	Description	Reference Number	Account Number	Amount	Total
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Purchases and Adjustments

12/28	12/29	Messe Muenchen 3 / FIN MOMuenchen 264.00 EUR	7998	5614	315.74	
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Fees

12/28	12/29	FOREIGN TRANSACTION FEE	7998	5614	3.15	
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Messe München GmbH, Am Messesee 2, 81829 München, Deutschland/Germany

The Original Florida Tourism
Task Force
NW 67th Place 2009
32653 Gainesville, Florida
United States of America

RECHNUNG/INVOICE

Bitte bei Zahlung angeben.
Please quote this reference on your payment.

Veranstaltung Event	Halle/Stand Hall/Stand	Referenz-Nr. Reference no.	Datum Date	USt-Id-Nr. VAT Reg no.	Rechnungs-Nr. Invoice no.	Kunden-Nr. Client no.
free 2018 21.02.2018 - 25.02.2018	A4/221		14.12.2017		5345	266457

Pos-Nr Item No.	Bezeichnung Designation	Bestell-Nr. Order-No.	Menge Quantity	Einheit Unit	SteuerKz TaxCode	Einheits-Preis Unit price	Betrag in EUR Total amount in EUR
1.01	Bar stool Z, colour: black		1,00	pc(s)	AJ	25,00	25,00
1.02	Information counter, lockable		2,00	pc(s)	AJ	82,00	164,00
1.03	Character		30,00	pc(s)	AJ	2,50	75,00
Item total							264,00
Total							EUR 264,00

This invoice is based on the present documentation between your company and MEPLAN GmbH with the project ID 18327. For any questions please contact Martina Stiegelmaier at phone +49 89 949-28315 or by e-mail to Stiegelmaier@meplan.de.

Tax code	Net amount	Tax amount	Total amount
AJ	264,00	0,00	264,00
AJ - non taxable sales.			

Die Beträge müssen ohne Abzug in EUR und spesenfrei eingegangen sein bis spätestens:
We must be in possession of the amount specified in EUR without any deduction and free of expense by:

immediately

Messe München GmbH
81823 München, Germany
Tel. +49 89 949-20720
Fax. +49 89 949-20729
E-Mail newsline@messe-muenchen.de
USt-ID-Nr.: DE129424028
Steuer-Nr.: 143/161/90414
Registergericht München

Bank
UniCredit Bank AG
Kardinal-Faulhaber-Str. 1
80333 München
Germany

SWIFT / BIC
HYVEDEMMXXX

IBAN
DE92700202700007825609

SV AD

Bill To:
The Original Florida Tourism Task Force

2009 NW 67th Place
Gainesville, FL 32653-1603
352.955.2200

83022

Approved for Release

SPR

56

Transactions

Transaction Date	Posting Date	Description	Reference Number	Account Number	Amount	Total
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Purchases and Adjustments

12/19	12/22	WWW.FREEMANUK.COM CUR FREEMANS.COM 83.02 GBP	8409	5614	111.16	
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12/19	12/22	Fees FOREIGN TRANSACTION FEE	8409	5614	1.11	
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INVOICE

FREEMAN

Freeman
Prologis Park
Imperial Road
Ryton on Dunsmore
Coventry
CV8 3LF

Invoice Address

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

Order Queries T: +44 (0) 2476 309 236
E: EMEA.ExhibitorServices@freemanco.com

Remittances T: +44 (0) 2476 309 218
E: EMEA_AccountsReceivable@freemanco.com

Delivery Address

Stand: TBC
Event: The London Bike Show and Triathlon
Londo
Venue: Excel
Country: United Kingdom
Event Open: 23 Feb 2018
Event Close: 25 Feb 2018

INVOICE No	Account Ref	Sales Order Ref	Your Ref	Tax Point Date
108321	ORI019	77096	Scott R. K.	21-December-2017
Item Description	Quantity	Unit Price	Net GBP	
6FT Trestle Table - White	1.00	25.00	25.00	
Z Stools - Black	2.00	28.00	56.00	
Credit Card Surcharge	1.00	2.02	2.02	
Online payment currently being debited	1.00	0.00	0.00	

GBP VAT Analysis

Rate	Net	VAT	Total Net GBP	83.02
0%	83.02	0.00	Total VAT GBP	0.00
			Total Gross GBP	83.02

Payment Details

Bank name: Bank of America, Account name: The Freeman Company (UK) Limited, SWIFT/BIC: BOFAGB22
Sort code: 16-50-50, Account number: 56630017, IBAN: GB33 BOFA 1650 5056 6300 17

Scott R. Koons

5210 N.W. 50th Terrace
Gainesville, FL 32606
Ph: 352.377.5789

SK AD

DATE: January 8, 2018
INVOICE # 17
FOR: Domain Registration

Bill To:
The Original Florida Tourism Task Force

2009 NW 67th Place
Gainesville, FL 32653-1603
352.955.2200

83011

DESCRIPTION	AMOUNT
Domain Registration - vnnf.org	\$ 184.95
Domain Registration - originalflorida.org	\$ 184.95
Domain Registration - naturalnorthflorida.com	\$ 184.95
Domain Registration - naturalnorthflorida.net	\$ 184.95
Domain Registration - naturalnorthflorida.org	\$ 184.95
Domain Registration - originalflorida.com	\$ 184.95
Domain Registration - visitnorthflorida.net	\$ 184.95
Domain Registration - visitnorthflorida.org	\$ 184.95
Domain Registration - visitnaturalnorthflorida.com	\$ 184.95
Domain Registration - visitnaturalnorthflorida.net	\$ 184.95
Domain Registration - visitnaturalnorthflorida.org	184.95
Domain Registration - originalflorida.net	114.95
<div>RECEIVED JAN 08 2018 NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL</div>	
TOTAL	\$ 2,149.40

Approved for Payment

SK

THANK YOU!



Order Confirmation

Dear Kevin Parrish,

Thank you for your order. We appreciate the opportunity to serve your online needs.
This email will help you with your account set-up.

Order Confirmation

Order Number: 827370151

Today's Charges: \$3444.05

Future Charges: \$0.00

Credit Card: xxxxxxxxxxxx5614

Ordered By:

User ID: KEVINPARRISH

User Name: Kevin Parrish

Credit Card Holder Name: Scott R Koons

Account Number: 24629330

Primary Contact: Kevin Parrish (KEVINPARRISH)

Order Summary

83011

Service Description	Qty	Term** (Exp. Date)	Recurring Charges	Deferred Charges	Today's Charges
Renewal of: domain .ORG NCFLEPC.ORG	1	5 year(s) (2023-01-12)	\$0.00	\$0.00	\$184.95
Renewal of: domain .COM NCFLEPC.COM	1	5 year(s) (2023-01-28)	\$0.00	\$0.00	\$184.95
Renewal of: domain .NET NCFLEPC.NET	1	5 year(s) (2023-01-28)	\$0.00	\$0.00	\$184.95
Renewal of: domain .COM NCFRPC.COM	1	5 year(s) (2023-01-28)	\$0.00	\$0.00	\$184.95
Renewal of: domain .NET NCFRPC.NET	1	5 year(s) (2023-01-28)	\$0.00	\$0.00	\$184.95
Renewal of: domain .ORG VNNF.ORG	1	5 year(s) (2023-03-02)	\$0.00	\$0.00	\$184.95
Renewal of: domain .ORG ORIGINALFLORIDA.ORG	1	5 year(s) (2023-03-05)	\$0.00	\$0.00	\$184.95
Renewal of: domain .ORG NCFRPC.ORG	1	5 year(s) (2023-03-05)	\$0.00	\$0.00	\$184.95
Renewal of: domain .ORG ADCO.ORG	1	5 year(s) (2023-03-05)	\$0.00	\$0.00	\$184.95

Renewal of: domain .COM NATURNORTHFLORIDA.COM	1	5 year(s) (2023-04-30)	\$0.00	\$0.00	\$184.95
Renewal of: domain .NET NATURNORTHFLORIDA.NET	1	5 year(s) (2023-04-30)	\$0.00	\$0.00	\$184.95
Renewal of: domain .ORG NATURNORTHFLORIDA.ORG	1	5 year(s) (2023-04-30)	\$0.00	\$0.00	\$184.95
Renewal of: domain .COM ORIGINALFLORIDA.COM	1	5 year(s) (2023-07-21)	\$0.00	\$0.00	\$184.95
Renewal of: domain .NET VISITNORTHFLORIDA.NET	1	5 year(s) (2023-09-14)	\$0.00	\$0.00	\$184.95
Renewal of: domain .ORG VISITNORTHFLORIDA.ORG	1	5 year(s) (2023-09-14)	\$0.00	\$0.00	\$184.95
Renewal of: domain .COM VISITNATURNORTHFLORIDA.COM	1	5 year(s) (2023-09-14)	\$0.00	\$0.00	\$184.95
Renewal of: domain .NET VISITNATURNORTHFLORIDA.NET	1	5 year(s) (2023-09-14)	\$0.00	\$0.00	\$184.95
Renewal of: domain .ORG VISITNATURNORTHFLORIDA.ORG	1	5 year(s) (2023-09-14)	\$0.00	\$0.00	\$184.95
domain .NET ORIGINALFLORIDA.NET	1	5 year(s) (2023-01-08)	\$0.00	\$0.00	\$114.95

We recommend that you start by following the step-by-step instructions found in our short Setup Guide (<http://www.networksolutions.com/support/getting-started-with-domain-names/>). You will also find links to our Setup Guides from within Account Manager.

How Powerful is Your Domain Name?

Find out in less than 30 seconds! Eliminate vulnerabilities and help customers find you online with our FREE Domain Name Scorecard. Click Here:
<http://ads.networksolutions.com/landing?code=P13C515S2N0B11A1D468E0000V100>

To start managing your services, please visit Account Manager at:

<https://www.networksolutions.com/manage-it/index.jsp>. If you've forgotten your log-in information, please visit: <https://www.networksolutions.com/manage-it/forget-login.jsp>. Please note: for security purposes, we may occasionally ask you to reset your user name and password when logging in to Account Manager.

Looking for ways to take your business to the next level? [Find out how we can help.](#)

Thank you for choosing Network Solutions. If you have any questions or need assistance, please contact us at <https://www.networksolutions.com/contact/index.jsp>. You can also contact Online Support at <https://www.networksolutions.com/help/current-support-requests.jsp>. Again, we appreciate the opportunity to serve your online needs.

Sincerely,

Network Solutions® Customer Support

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

(These financial statements are unaudited)

				Over/(Under)
	Budget	January 2018	Year to Date	Budget
Income				
Co-op Regional Marketing Program Fee	53,000.00	0.00	53,000.00	0.00
DEO Rural Development Grant 16/17	57,800.00	0.00	25,000.00	(32,800.00)
DEO Rural Development Grant 17/18	128,700.00	0.00	0.00	(128,700.00)
VisitFlorida Rural Area Opportunity Grant 17/18	129,000.00	0.00	0.00	(129,000.00)
VisitFlorida Rural Area Opportunity 17/18 In-Kind	17,300.00	0.00	0.00	(17,300.00)
Other	0.00	0.00	0.00	0.00
Total Income	385,800.00	0.00	78,000.00	(307,800.00)
Expenses				
Marketing				
Planning				
VisaVues Domestic & International	5,100.00	0.00	0.00	(5,100.00)
Total Planning	5,100.00	0.00	0.00	(5,100.00)
Collateral Materials				
Print Ultimate Bicycle Guide	2,750.00	0.00	0.00	(2,750.00)
Design/Print New Regional Brochure	8,500.00	0.00	4,000.00	(4,500.00)
Design/Print Ultimate Springs Guide	3,450.00	0.00	0.00	(3,450.00)
Print Speciality Brochures	1,200.00	3,605.00	3,605.00	2,405.00
Update & Print Suwannee River Wilderness Guide	8,600.00	10,500.00	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	14,105.00	28,855.00	(1,945.00)
Website				
Revise Homepage	30,000.00	15,000.00	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	0.00	0.00	(8,000.00)
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	15,000.00	37,465.00	(22,035.00)
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	0.00	0.00	(5,000.00)
Popup and/or Cloth Displays - VF In-Kind	5,000.00	0.00	0.00	(5,000.00)

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

(These financial statements are unaudited)

	Budget	January 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	4,172.16	4,208.81	(2,841.19)
VF Atlanta RV & Camping Show	4,425.00	4,617.19	4,617.19	192.19
VF New York Times Travel Show	5,200.00	5,733.35	5,733.35	533.35
New York Times Travel Show - VF In-Kind	3,500.00	0.00	0.00	(3,500.00)
VF Boston Globe Travel Show	8,800.00	0.00	0.00	(8,800.00)
VF Chicago Travel & Adventure Show	7,825.00	0.00	0.00	(7,825.00)
VF Chicago RV & Camping Show	8,400.00	0.00	0.00	(8,400.00)
VF F.re.e. Messe Munich	17,300.00	0.00	0.00	(17,300.00)
VF London Telegraph Bike & Travel Show	13,000.00	0.00	0.00	(13,000.00)
VF Tronto Outdoor Adventure Show	9,825.00	0.00	0.00	(9,825.00)
VF Berlin ITB Trade Show	9,450.00	0.00	0.00	(9,450.00)
Berlin ITB Trade Show - VF In-Kind	5,000.00	0.00	0.00	(5,000.00)
VF Canoeopia Madison, WI	5,725.00	0.00	0.00	(5,725.00)
VF Philadelphia Travel Expo	7,650.00	0.00	0.00	(7,650.00)
VF Midwest Mountaineering Spring Expo	4,525.00	0.00	0.00	(4,525.00)
Hershey RV Show	6,500.00	0.00	0.00	(6,500.00)
Bike Expo New York	6,500.00	0.00	0.00	(6,500.00)
Total Trade Shows	144,475.00	14,522.70	14,559.35	(129,915.65)
Advertising				
Digital Advertising Campaign	13,500.00	6,000.00	12,000.00	(1,500.00)
Quarterly eNewsletters	4,000.00	0.00	0.00	(4,000.00)
Undiscovered Florida & Other Co-op Ads	12,750.00	6,680.00	6,680.00	(6,070.00)
Brochure Distribution	8,325.00	0.00	1,500.00	(6,825.00)
Total Advertising	38,575.00	12,680.00	20,180.00	(18,395.00)
Total Marketing Expenses	282,200.00	56,307.70	101,059.35	(181,140.65)
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	0.00	(300.00)
Other Admin Expenses Miscellaneous	2,000.00	2,204.40	2,204.40	204.40
Postage	300.00	68.06	76.25	(223.75)
VF Travel Show Service Program Fee	14,300.00	0.00	0.00	(14,300.00)
Telephone	300.00	0.00	0.00	(300.00)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of January 31, 2018

(These financial statements are unaudited)

	Budget	January 2018	Year to Date	Over/(Under) Budget
Total Administration	54,700.00	2,272.46	2,336.28	(52,363.72)
Memberships				
Visit Florida	500.00	0.00	0.00	(500.00)
Southeast Tourism Society	350.00	0.00	0.00	(350.00)
Florida Outdoor Writers Association	350.00	175.00	175.00	(175.00)
Total Memberships	1,200.00	175.00	175.00	(1,025.00)
Professional Enhancement				
SE Tourism Society Marketing College	11,000.00	0.00	0.00	(11,000.00)
Governor's Tourism Conference	1,900.00	0.00	0.00	(1,900.00)
Total Professional Enhancement	12,900.00	0.00	0.00	(12,900.00)
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
Total Internships	12,500.00	0.00	0.00	(12,500.00)
Retained Reserves				
Retained Reserves	22,300.00	0.00	0.00	(22,300.00)
Total Retained Reserves	22,300.00	0.00	0.00	(22,300.00)
Total NonMarketing Expenses	103,600.00	2,447.46	2,511.28	(101,088.72)
Total Expenses	385,800.00	58,755.16	103,570.63	(282,229.37)
Net Income	0.00	(58,755.16)	(25,570.63)	(25,570.63)

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

Adopted 8/17/2017

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

Additional Revenue:

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

Expenditures

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

(1) See Marketing Budget Detail

(2) See Memberships Detail

Reserve Funds

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

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

Adopted 8/17/2017

Marketing Budget Detail	Total
Planning:	
VisaVues Domestic and International Editions	\$5,100.00
Collateral Material:	
Print Ultimate Bicycle Guide	\$2,750.00
Design and Print New Regional Brochure (adds Brad, Col, & Ham Counties)	\$8,500.00
Design and Print Ultimate Springs Guide	\$3,450.00
Design & Print Specialty Brochures	\$1,200.00
Update and Print Suwannee River Wilderness Trail Guide	\$8,600.00
Print Visit Natural North Florida Paddling Guide	\$2,250.00
Purchase Copies of the Big Bend Saltwater Paddling Trail Guide	\$3,600.00
Print Suwannee River Wilderness & Fl. Saltwater Trail Maps	\$450.00
Website:	
Revise Homepage	\$30,000.00
Ultimate Springs Guide Maintenance	\$1,400.00
Website Pseudo-Reservation System	\$13,000.00
Web Hosting Services	\$8,000.00
Photography	\$2,000.00
Website Blogs - 5 Blogs Categories	\$5,100.00
Public Relations:	
Tours for Out-of-State & Foreign Travel Media	\$3,750.00
Trade Shows:	
Whistles and Other Promotional Items	\$5,000.00
Pop-up and/or Cloth Displays (in-kind)	\$5,000.00
VISIT FLORIDA Welcome Center Rack Space (in-kind)	\$800.00
State Parks Guides and State Road Maps (in-kind)	\$2,000.00
Shipping - Berlin and London (in-kind)	\$1,000.00
VISIT FLORIDA - Washington, DC Tavel & Adventure Show	\$7,050.00
VISIT FLORIDA - Atlanta RV & Camping Show	\$4,425.00
VISIT FLORIDA - New York Times Travel Show	\$5,200.00
VISIT FLORIDA - New York Times Travel Show (in-kind)	\$3,500.00
VISIT FLORIDA - Boston Globe Travel Show	\$8,800.00
VISIT FLORIDA - Chicago Travel & Adventure Show	\$7,825.00
VISIT FLORIDA - Chicago RV & Camping Show	\$8,400.00
VISIT FLORIDA - F.r.e.e Messe Munich	\$17,300.00
VISIT FLORIDA - London Telegraph Bike & Travel Show	\$13,000.00
VISIT FLORIDA - Toronto Outdoor Adventure Show	\$9,825.00
VISIT FLORIDA - Berlin - ITB Trade Show	\$9,450.00
VISIT FLORIDA - Berlin - ITB Trade Show (in-kind)	\$5,000.00
VISIT FLORIDA - Canoecon, 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
February 6, 2018

Cost Estimates	Deliverable
As of 2/6/18	
\$6,000.00	Website Hosting & Maintenance
\$1,900.00	Ultimate Bicycle Guide Maintenance and Updates
\$1,500.00	Ultimate Springs Guide Maintenance and Updates
\$2,500.00	Ultimate Paddling Guide - Website Microsite
\$2,500.00	Ultimate Parks Guide - Website Microsite
\$5,000.00	Website Video
\$5,100.00	Website Blogs (60 blogs at \$85 per blog)
\$15,100.00	Travel Shows
\$26,500.00	Digital Advertising Campaign - Facebook, Google Adword search, Retargeting, Other
\$2,500.00	Media Kits
\$4,250.00	Quarterly eNewsletters
\$17,000.00	Print Media Advertising
\$1,550.00	Design & Print Regional Specialty Brochures
\$800.00	Purchase Copies of Big Bend Saltwater Paddling Guide
\$11,200.00	Brochure Distribution
\$5,000.00	Revise & Print Ultimate Springs Guide
\$5,100.00	VISAVUE - Domestic and International Editions
\$14,000.00	Scholarships (6 Tourism Marketing College @ \$1,700 and 1 Gov Tourism Conf @ \$1,800)
\$22,500.00	Administration
\$150,000.00	Total

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Visit Natural
NORTH FLORIDA

The Original Florida Tourism Task Force
Travel Shows and Show Assignments, 2017-18 Travel Show Season
March 6, 2018

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

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

Underlined shows are combined shows with Riverway South

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HOW MANY DAYS

I AM INTERESTED IN THE FOLLOWING: (CHECK ALL THAT APPLY)

☐ DAY TRIP ☐ OVERNIGHT TRIP

☐ KAYAKING ☐ CANOEING ☐ FISHING ☐ CAMPING

☐ FISHING CHARTERS ☐ SPRINGS ☐ SCALLOPING

☐ BIRDING ☐ SHOPPING ☐ BIKING ☐ BEACHES

☐ EVENTS & FESTIVALS ☐ RIVERS ☐ ACCOMODATIONS

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☐ BIRDING ☐ SHOPPING ☐ BIKING ☐ BEACHES

☐ EVENTS & FESTIVALS ☐ RIVERS ☐ ACCOMODATIONS

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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
March 6, 2018

Cost Estimates as of 3/6/18	Deliverable
\$1,000.00	Ultimate Bicycle Guide Maintenance and Updates
\$1,000.00	Ultimate Springs Guide Maintenance and Updates
\$1,000.00	Ultimate Paddling Guide Maintenance & Updates
\$1,000.00	Ultimate Parks Guide Maintenance & Updates
\$5,100.00	Website Blogs (60 blogs per at \$85 per blog)
\$3,000.00	Print VNNF Specialty Brochures (RV Guide, Outfitters Guide, Lodging Guide, Paddling Maps)
\$3,000.00	Revise & Print Ultimate Bicycle Guide
\$3,600.00	Purchase Copies of Big Bend Saltwater Paddling Guide
\$22,500.00	Domestic Travel Shows (3_shows)
\$16,000.00	Print Advertising (co-op ads)
\$20,000.00	Digital Advertising Campaign - Facebook, Google Adword search, Retargeting, Other
\$6,000.00	Website Hosting & Maintenance
\$25,000.00	Connect Travel - Complete
\$12,000.00	Scholarships (6 Tourism Marketing College @ \$1,700 and 1 Gov Tourism Conf @ \$1,800)
\$12,000.00	Brochure Distribution
\$1,200.00	Professional Organization Memberships
\$5,100.00	VISAVUE - Domestic and International Editions
\$4,000.00	Quarterly eNewsletters
\$22,500.00	Administration
\$165,000.00	Total

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The Original Florida Tourism Task Force 2018 MEMBERS as of 3/6/2018

ALACHUA COUNTY

(\$15,000 - 3 votes)

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COLUMBIA COUNTY

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(\$2,000 - 2 votes)

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LAFAYETTE COUNTY

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UNION COUNTY

(\$1,000 - 1 vote)

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WAKULLA COUNTY

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

as of 1/8/2018

VOLUNTEERS, CONSULTANTS AND OTHERS

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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>Lafayette 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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