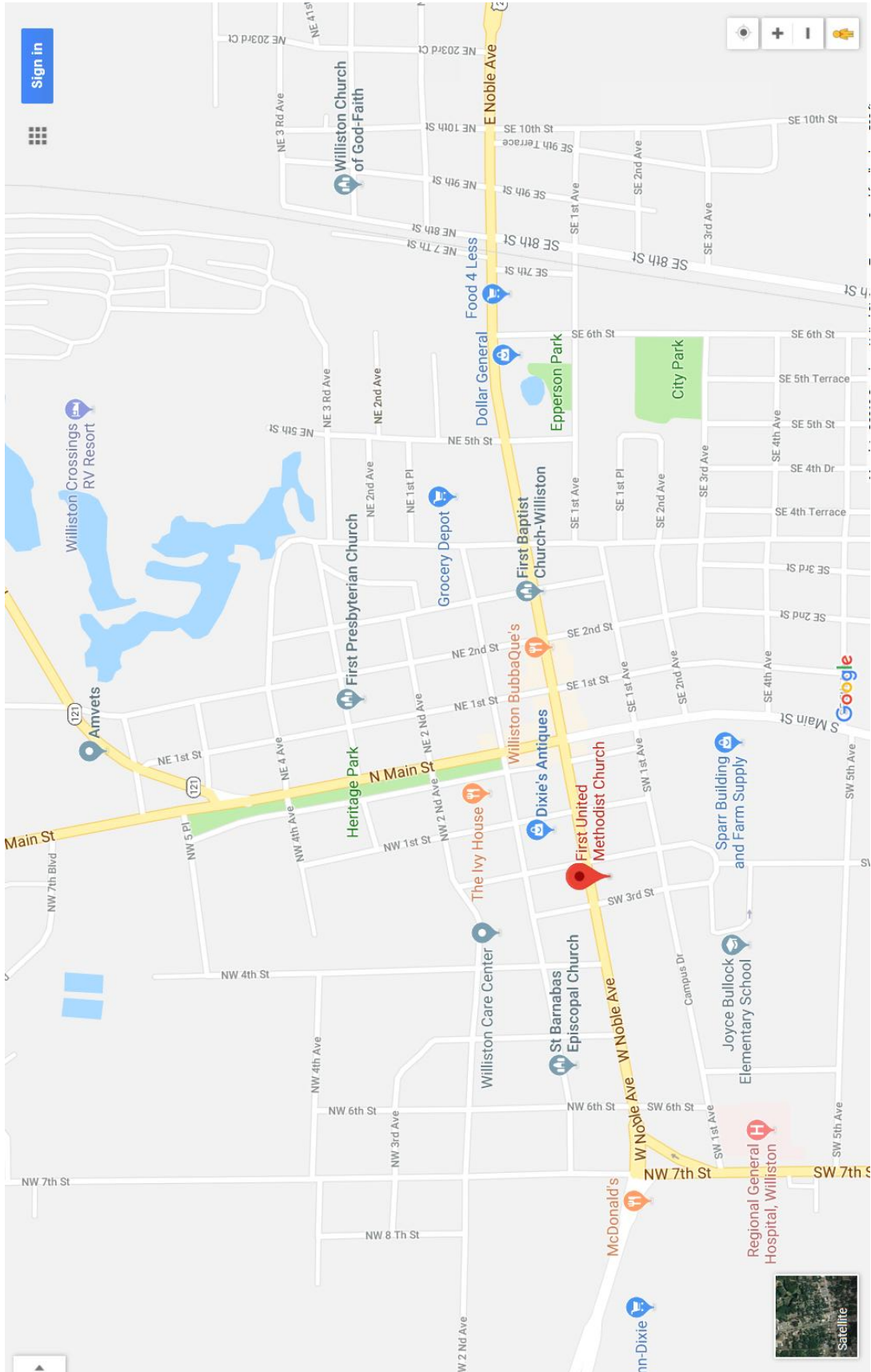


MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **May 17, 2018**. The meeting will be held at **Fellowship Hall, First United Methodist Church, 213 West Noble Avenue, Williston, Florida** beginning at **10:00 a.m.**

(Location Map on Back)



The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Visit Natural
NORTH FLORIDA

Fellowship Hall, First United Methodist Church
213 West Noble Avenue, Williston, FL
Levy County

May 17, 2018
Thursday, 10:00 a.m.

	PAGE NO.
I. Call to Order, Introductions	
II. Approval of the Agenda	3
III. Approval of the April 19, 2018 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee Report	
a. Monthly Financial Report, February 2018, Revised - For Your Information	13
a. Monthly Financial Report Review and Approval, March 2018	35
2. Video Committee Report	57
B. Fiscal Year 2017-18 Regional Rural Development Grant	
1. Approval of 1st Quarter Report and Reimbursement Submittal Package	63
2. Scope of Work	81
a. Deliverables and Cost Estimates, May 10, 2018	87
b. Website Maintenance and Hosting Addition of Videos to Attractions Pages	
c. 2018 Marketing Project	
d. Paddling and Parks Microsites	
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g. Springs Guide - Review and Update	
h. VisaVues, Domestic and International Editions	
i. In-house Brochure Printing	
j. Domestic Travel Shows Georgia RV and Camper Show	
k. Advertising Campaign	
1. UnDiscovered Florida Co-op Advertisement	
2. Florida Park Ranger App Advertisement	
3. VISIT FLORIDA Transportation Map Advertisement	91
4. VISIT FLORIDA Travel Planner Co-op Advertisement Selection of Co-op Participants (\$1,416.67 per 1/6th Panel)	
l. Brochure Distribution	
m. Southeast Tourism Society Marketing College and 2018 Florida Governor's Tourism Conference	
n. Professional Organization Memberships	93

- C. VISIT FLORIDA Grants
 - 1. VISIT FLORIDA - North Central Florida Fiscal Year 2017-18 Rural Area of Opportunity Partnership Program
 - a. Midwest Mountaineering Expo Report
 - b. Bike Expo New York Report
- D. 2018-19 Travel Show Season Travel Shows and Estimated Costs 95
- D. VISIT FLORIDA Monthly Report, Brenna Dacks
- E. Staff Items
 - 1. Fiscal Year 2018-19 Regional Rural Development Grant Deliverables 97
 - 2. VISIT FLORIDA Regional Meetings 99
 - 3. Identification of Graphic Artists Used by Task Force Members
- F. Other Old Business
 - 1. Updated Task Force Member Contact Information 101
 - 2. 2018 Meeting Dates and Locations 105
- V. Leadership Forum: The Honorable Matt Brooks Levy County Commissioner
- Things to Do and See in Levy County
- 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., June 21, 2018 at a location to be determined in Hamilton County.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Monticello/Jefferson Chamber of Commerce
Monticello, FL
Jefferson County

April 19, 2018
10:00 a.m.

MEMBERS PRESENT

Will Sexton, Bradford County
Patricia Watson, Gilchrist County
Carol McQueen, Levy County
Katrina Richardson, Jefferson County
Susan Ramsey, Hamilton County
Phyllis Williams, Madison County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer

OTHERS PRESENT

Betsy Barfield, Jefferson County
Board of County Commissioners
Donna Creamer, Task Force Travel Show
Coordinator
Roland Loog, Volunteer
Lois Nevins, By All Means Travel
Joanna Price, VISIT FLORIDA
Tommy Thompson, Two Tree, Inc.

MEMBERS ABSENT

Ron Gromoll, Alachua County
Julie Waldman, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Paula Vann, Columbia County
Nancy Bednarek, Dixie County
Russ McCallister, Dixie County
Susie Page, Lafayette County, Vice-Chair
Nancy Wideman, Jefferson County
Tisha Whitehurst, Levy County
Trent Abbott, Madison County
Alvin Jackson, Suwannee County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County
Gail Gilman, Wakulla County

STAFF PRESENT

Steven Dopp
Lorenza Ponder

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor called the meeting to order at 10:03 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

ACTION: Katrina Richardson moved and Pat Watson seconded to approve the agenda as circulated. The motion passed unanimously.

III. APPROVAL OF THE MARCH 15, 2018 MINUTES

Chair Taylor asked for approval of the March 15, 2018 meeting minutes.

ACTION: Will Sexton moved and Dave McCusker seconded to approve the March 15, 2018 minutes as circulated. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report Review and Approval, February 28, 2018

Treasurer Dave McCusker presented the February 28, 2018 monthly financial report.

ACTION: Treasurer McCusker moved and Ms. Richardson seconded to amend the February 28, 2018 monthly financial report so that the Balance Sheet Checking/Savings/Cash in Bank equals the February 28, 2018 Capital City Bank statement and to approve the February 28, 2018 monthly financial report as amended. The motion passed unanimously.

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

1. 2017 Annual VisaVues Report, Domestic and International Editions

Mr. Dopp reported on the 2017 annual VisaVues reports.

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

1. Scope of Work

No action was taken regarding this agenda item.

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 funding changes the Task Force has made since the submittal of the grant application.

It was agreed by consensus to increase funds for the new Task Force video from \$5,000 to \$10,000, reduce funding for publication of the bicycle guide from \$5,000 to \$2,000, expend \$8,500 for a co-op ad in the 2019 VISIT FLORIDA Vacation Planner, to allocate \$6,000 for a 2019 VISIT FLORIDA transportation map advertisement and to allocate \$3,000 to contract with Nancy Moreland to publish 15 blogs on the Task Force website.

3. 2018 Marketing Project

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

4. Pseudo Reservation System

No action was taken regarding this agenda item.

5. Parks and Paddling Microsites

Mr. Dopp stated that Jumpem, LLC is developing the parks microsite.

6. Task Force Video

Chair Taylor recommended the creation of a Video Committee to develop the new Task Force video.

ACTION: Ms. Watson moved and Mr. McCusker seconded to create a Video Committee consisting of Dawn Taylor, Susan Ramsey and Will Sexton to create a Video Request for Proposals, Authorize the Video Committee to rank and select the winning proposer, to authorize staff to enter into a contract with the highest-ranking proposer, and if unable to enter into a contract with the highest-ranking proposer, to enter into a contract with the next highest-ranking proposer, repeating this process until a contract with the highest-ranking proposer with which a contract can be executed. The motion passed unanimously.

7. Website Blogs -

Mr. Dopp reported that Tommy Thompson is continuing to post blogs on the Task Force website.

8. Bicycle Routes - Review and Update

No action was taken regarding this agenda item.

9. Springs Guide - Review and Update

No action was taken regarding this agenda item.

10. VisaVue, Domestic and International Editions

Mr. Dopp stated that VISIT FLORIDA has not yet provided a contract to the Task Force for the purchase of VisaVues, domestic and international editions for 2018.

11. In-house Brochure Printing

No action was taken regarding this agenda item.

12. Domestic Travel Shows

The Task Force agreed by consensus to exhibit at the Georgia RV and Camper Show, September 14-16, 2018.

13. Advertising Campaign

a. unDiscovered Florida Co-op Advertisement

Mr. Dopp reported that he expects to receive email lists of interested persons from the UnDiscovered Florida advertisement in the near future.

b. Florida Park Ranger Proposal - Parks by Nature

Mr. Dopp presented a proposal from Parks by Nature to purchase advertising on the Florida Pocket Ranger app.

ACTION: Mr. Sexton moved and Ms. Richardson seconded to expend \$1,000 for a digital advertisement on the Florida Pocket Ranger app. The motion passed unanimously.

c. OrlandoAttractions.com Proposal - U.K. Marketing Website

No action was taken on this agenda item.

14. Brochure Distribution

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

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

Mr. Dopp requested that members wishing to receive scholarships to attend the Southeast Tourism Society Marketing College to submit their applications to him.

16. 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

a. Washington, DC Travel and Adventure Show Report

Donna Creamer reported on the Washington, DC Travel and Adventure Show.

b. F.re.e Messe Munich Travel Show Report

Ms. Creamer and Tommy Thompson reported on F.re.e Messe Munich.

c. ITB Berlin Travel Show Report

Ms. Creamer and Ms. Richardson reported on ITB Berlin.

d. Canoecopia Report

Mr. Thompson reported on Canoecopia.

e. Philadelphia Travel and Adventure Show Report

Chair Taylor reported on Philadelphia Travel and Adventure Show.

f. Travel Shows and Travel Show Assignments

No discussion occurred regarding this agenda item.

2. VISIT FLORIDA - North Central Florida Fiscal Year 2018-19 Rural Area of Opportunity Partnership Program.

a. Tentative Travel Show Selections

Mr. Dopp presented the following listing of proposed travel shows for the 2018-19 travel show season.

Show	Show Dates
Georgia RV and Camping Show	September 14 - 16, 2018
Midwest Mountaineering Winter Expo	November 16 - 18, 2018
CMT Messe Stuttgart	January 12 - 20, 2019
Chicago Travel and Adventure Show	January 12-13, 2019
Atlanta Camping and RV Show	January 25 - 27, 2019
New York Times Travel Show	January 25 - 27, 2019
London Times Destinations Show	January 31 - February 3, 2019
Houston RV Show	February 6 - 10, 2019
Boston Travel and Adventure Show	February 9-10, 2019
Chicago RV and Camping Show	February 14 - 17, 2019
F.re.e Messe Munich	February 20 - 24, 2019
Toronto Outdoor Adventure Show	February 22 - 24, 2019
Canoecopia	March 8 - 10, 2019
Philadelphia Travel and Adventure Show	March 9-10, 2019
Washington, DC Travel and Adventure Show	March 16-17, 2019
Ottawa Outdoor and Travel Adventue Show	April 20-21, 2019
Midwest Mountaineering Spring Expo	April 26 - 27, 2019
Bike Expo New York	May 3 - 4, 2019

ACTION: Carol McQueen moved and Ms. Richardson seconded to approve the 2018-19 travel shows recommended by Mr. Dopp. The motion passed unanimously.

E. VISIT FLORIDA Monthly Report

Joanna Price presented the monthly VISIT FLORIDA report.

F. Staff Items

1. 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.

G. Other Old Business

1. Updated Task Force Member Contact Information

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

2. 2018 Meeting Dates and Location

No changes were made to meeting dates and locations.

V. Leadership Forum:

The Honorable Betsy Barfield, Jefferson County Commissioner, discussed gravel bicycle riding in Jefferson County.

VI. New Business

A. Announcements

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

B. Other New Business

No other new business was discussed.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., May 17, 2018 at a location to be determined in Levy County.

The meeting adjourned at 1:40 p.m.

Dawn Taylor, Chair

5/17/18
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 February 28, 2018

	<u>Feb 28, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital ...	41,903.20
Total Checking/Savings	41,903.20
Accounts Receivable	
Accounts Receivable	63,638.08
Total Accounts Receivable	63,638.08
Other Current Assets	
Prepaid Expense	3,567.28
Prepaid Registration Fe...	5,230.25
Total Other Current Assets	8,797.53
Total Current Assets	114,338.81
TOTAL ASSETS	<u>114,338.81</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	35,051.52
Total Accounts Payable	35,051.52
Total Current Liabilities	35,051.52
Total Liabilities	35,051.52
Equity	
Unrestricted Earnings	71,932.31
Net Income	7,354.98
Total Equity	79,287.29
TOTAL LIABILITIES & EQUITY	<u>114,338.81</u>

The Original Florida Tourism Task Force

Profit & Loss

February 2018

	Feb 18
Income	
FDEO-Regional Dev. Grant 16/17	60,638.08
Total Income	60,638.08
Gross Profit	60,638.08
Expense	
Marketing	
Collateral Materials	
Distribution	2,799.00
Total Collateral Materials	2,799.00
Trade Shows	
Boston Globe Travel Show	6,762.59
Chicago RV & Camping	7,529.20
Chicago Travel & Adventure	7,344.17
London Telegraph Bike Travel	11,894.11
Messe Munich Travel Show	13,188.70
Promotional Materials	4,853.78
Toronto Outdoor Adventure Sh...	8,894.51
Washington DC Travel Advent...	3,644.73
Total Trade Shows	64,111.79
Marketing - Other	0.00
Total Marketing	66,910.79
Total Expense	66,910.79
Net Income	-6,272.71

8:37 AM

03/19/18

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 02/28/2018

	<u>Feb 28, 18</u>
Beginning Balance	73,589.88 ✓
Cleared Transactions	
Checks and Payments - 10 items	-18,008.86 ✓
Deposits and Credits - 2 items	1,000.00 ✓
Total Cleared Transactions	<u>-17,008.86</u>
Cleared Balance	<u>56,581.02</u> ✓
Uncleared Transactions	
Checks and Payments - 3 items	-10,472.87
Total Uncleared Transactions	<u>-10,472.87</u>
Register Balance as of 02/28/2018	<u>46,108.15</u>
New Transactions	
Checks and Payments - 18 items	-49,420.01
Deposits and Credits - 1 item	60,638.08
Total New Transactions	<u>11,218.07</u>
Ending Balance	<u>57,326.22</u>

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AP
3-19-18

8:37 AM

03/19/18

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 02/28/2018

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						73,589.88
Cleared Transactions						
Checks and Payments - 10 items						
Bill Pmt -Check	02/01/2018	1252	Donna Creamer	X	-6,278.62	-6,278.62
Bill Pmt -Check	02/01/2018	1255	LoogR	X	-1,390.19	-7,668.81
Bill Pmt -Check	02/01/2018	1257	Alvin Jackson	X	-1,384.87	-9,053.68
Bill Pmt -Check	02/01/2018	1254	Lois Nevins	X	-827.00	-9,880.68
Bill Pmt -Check	02/01/2018	1253	Fish & Wildlife Fou...	X	-800.00	-10,680.68
Bill Pmt -Check	02/01/2018	1256	United Parcel Service	X	-154.13	-10,834.81
Bill Pmt -Check	02/15/2018	1259	Donna Creamer	X	-3,533.06	-14,367.87
Bill Pmt -Check	02/15/2018	1261	Sandy Beach	X	-1,922.40	-16,290.27
Bill Pmt -Check	02/15/2018	1258	David Mecusker	X	-1,342.38	-17,632.65
Bill Pmt -Check	02/15/2018	1262	United Parcel Service	X	-376.21	-18,008.86
Total Checks and Payments					-18,008.86	-18,008.86
Deposits and Credits - 2 items						
Bill Pmt -Check	01/04/2018	1240	JUMPEM	X	0.00	0.00
Deposit	02/06/2018			X	1,000.00	1,000.00
Total Deposits and Credits					1,000.00	1,000.00
Total Cleared Transactions					-17,008.86	-17,008.86
Cleared Balance					-17,008.86	56,581.02
Uncleared Transactions						
Checks and Payments - 3 items						
Bill Pmt -Check	01/18/2018	1250	Worth International ...		-6,680.00	-6,680.00
Bill Pmt -Check	02/01/2018	1251	Dawn Taylor		-2,292.87	-8,972.87
Bill Pmt -Check	02/15/2018	1260	Florida Suncoast T...		-1,500.00	-10,472.87
Total Checks and Payments					-10,472.87	-10,472.87
Total Uncleared Transactions					-10,472.87	-10,472.87
Register Balance as of 02/28/2018					-27,481.73	46,108.15
New Transactions						
Checks and Payments - 18 items						
Bill Pmt -Check	03/01/2018	1266	Donna Creamer		-8,604.95	-8,604.95
Bill Pmt -Check	03/01/2018	1270	Two Tree, Inc.		-4,183.75	-12,788.70
Bill Pmt -Check	03/01/2018	1264	Bike New York, Inc		-2,757.00	-15,545.70
Bill Pmt -Check	03/01/2018	1269	Top Tier Graphics		-2,488.78	-18,034.48
Bill Pmt -Check	03/01/2018	1271	United Parcel Service		-2,230.38	-20,264.86
Bill Pmt -Check	03/01/2018	1263	Alvin Jackson		-1,808.68	-22,073.54
Bill Pmt -Check	03/01/2018	1265	CTM Media Group I...		-1,299.00	-23,372.54
Bill Pmt -Check	03/01/2018	1268	Phyllis G. Williams		-999.49	-24,372.03
Bill Pmt -Check	03/01/2018	1267	KoonsS		-948.69	-25,320.72
Bill Pmt -Check	03/15/2018	1272	Donna Creamer		-7,450.22	-32,770.94
Bill Pmt -Check	03/15/2018	1275	LoogR		-4,652.57	-37,423.51
Bill Pmt -Check	03/15/2018	1274	Katrina Richardson		-4,041.19	-41,464.70
Bill Pmt -Check	03/15/2018	1277	Ron Gromoll		-2,302.94	-43,767.64
Bill Pmt -Check	03/15/2018	1279	Teena Peavey 1		-1,925.40	-45,693.04
Bill Pmt -Check	03/15/2018	1276	Pat Watson		-1,871.37	-47,564.41
Bill Pmt -Check	03/15/2018	1278	Sean Plemons		-1,151.10	-48,715.51
Bill Pmt -Check	03/15/2018	1280	United Parcel Service		-643.25	-49,358.76
Bill Pmt -Check	03/15/2018	1273	Florida Department ...		-61.25	-49,420.01
Total Checks and Payments					-49,420.01	-49,420.01
Deposits and Credits - 1 item						
Deposit	03/07/2018				60,638.08	60,638.08
Total Deposits and Credits					60,638.08	60,638.08
Total New Transactions					11,218.07	11,218.07
Ending Balance					-16,263.66	57,326.22



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SK AD

00001615 FCC31545030118193257 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PLACE
GAINESVILLE FL 32653-1603

Date 2/28/18
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		Images	11
Account Number	XXXXXXXX2204	Statement Dates	2/01/18 thru 2/28/18
Previous Balance	73,589.88 ✓	Days in this Statement Period	28
1 Deposits/Credits	1,000.00	Avg Ledger Balance	63,777.10
10 Checks/Debits	18,008.86	Avg Collected Balance	63,741.39
Service Charges	.00		
Interest Paid	.00		
Ending Balance	56,581.02 ✓		

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
2/07	Deposit	1,000.00 ✓

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
2/02	1252	6,278.62 ✓	2/02	1257	1,384.87 ✓
2/09	1253	800.00 ✓	2/21	1258	1,342.38 ✓
2/09	1254	827.00 ✓	2/27	1259	3,533.06 ✓
2/05	1255	1,390.19 ✓	2/28	1261*	1,922.40 ✓
2/09	1256	154.13 ✓	2/26	1262	376.21 ✓

* Denotes missing check numbers

RECEIVED

MAR 05 2018

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL





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

Date 2/28/18
Primary Account

Page 2
XXXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXXX2204 (Continued)

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
2/01	73,589.88	2/07	65,536.20	2/26	62,036.48
2/02	65,926.39	2/09	63,755.07	2/27	58,503.42
2/05	64,536.20	2/21	62,412.69	2/28	56,581.02

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

00001615-0002652-0002-0004-FCC31545030118193257-01-L



Capital City Bank
THE ORIGINAL FLORIDA TOURISM TRAIL FORCE
200 N.W. 57TH PLACE
GAINESVILLE, FLORIDA 32609-1400
352.399.2700

1252

2/1/2018

Pay to the order of: Donna Cramer

Six Thousand Two Hundred Seventy-Eight and 00/100

Donna Cramer
4889 NW 50th Ave
Oak, FL 32618

MEMO: S.S.P.K.

02/07/2018 \$1,000.00

Capital City Bank
THE ORIGINAL FLORIDA TOURISM TRAIL FORCE
200 N.W. 57TH PLACE
GAINESVILLE, FLORIDA 32609-1400
352.399.2700

1253

2/1/2018

Pay to the order of: Fish & Wildlife Foundation of Florida

Eight Hundred and 00/100

Fish & Wildlife Foundation of Florida
P.O. Box 11010
Tallahassee, FL 32302

MEMO: S.S.P.K.

02/09/2018 \$800.00

Capital City Bank
THE ORIGINAL FLORIDA TOURISM TRAIL FORCE
200 N.W. 57TH PLACE
GAINESVILLE, FLORIDA 32609-1400
352.399.2700

1254

2/1/2018

Pay to the order of: Lois Nevins

Eight Hundred Twenty-Seven and 00/100

Lois Nevins
7613 NW County Rd 235
Alicia, FL 32516

MEMO: S.S.P.K.

02/09/2018 \$827.00

Capital City Bank
THE ORIGINAL FLORIDA TOURISM TRAIL FORCE
200 N.W. 57TH PLACE
GAINESVILLE, FLORIDA 32609-1400
352.399.2700

1255

2/1/2018

Pay to the order of: Roland Long

One Thousand Three Hundred Ninety and 10/100

Roland Long
1607 NW 10th Avenue
Gainesville, FL 32605-5113

MEMO: S.S.P.K.

02/05/2018 \$1,390.19

Capital City Bank
THE ORIGINAL FLORIDA TOURISM TRAIL FORCE
200 N.W. 57TH PLACE
GAINESVILLE, FLORIDA 32609-1400
352.399.2700

1256

2/1/2018

Pay to the order of: United Parcel Service

One Hundred Fifty-Four and 13/100

United Parcel Service
P.O. Box 7247-0246
Philadelphia, PA 19170-001

MEMO: S.S.P.K.

02/09/2018 \$154.13

Capital City Bank
THE ORIGINAL FLORIDA TOURISM TRAIL FORCE
200 N.W. 57TH PLACE
GAINESVILLE, FLORIDA 32609-1400
352.399.2700

1257

2/1/2018

Pay to the order of: Alvin Jackson

One Thousand Three Hundred Eighty-Four and 87/100

Alvin Jackson
18307 80th Terr
Live Oak, FL 32060

MEMO: S.S.P.K.

02/02/2018 \$1,384.87

Capital City Bank
THE ORIGINAL FLORIDA TOURISM TRAIL FORCE
200 N.W. 57TH PLACE
GAINESVILLE, FLORIDA 32609-1400
352.399.2700

1258

2/1/2018

Pay to the order of: David Mecusker

One Thousand Three Hundred Forty-Two and 38/100

David Mecusker
11496 SW 77th Way
Lake Butler, FL 32054

MEMO: S.S.P.K.

02/21/2018 \$1,342.38

Capital City Bank
THE ORIGINAL FLORIDA TOURISM TRAIL FORCE
200 N.W. 57TH PLACE
GAINESVILLE, FLORIDA 32609-1400
352.399.2700

1259

2/1/2018

Pay to the order of: Donna Cramer

Three Thousand Five Hundred Thirty-Three and 00/100

Donna Cramer
4889 NW 50th Ave
Oak, FL 32618

MEMO: S.S.P.K.

02/27/2018 \$3,533.06

Capital City Bank
THE ORIGINAL FLORIDA TOURISM TRAIL FORCE
200 N.W. 57TH PLACE
GAINESVILLE, FLORIDA 32609-1400
352.399.2700

1261

2/1/2018

Pay to the order of: Sandy Beach

One Thousand Nine Hundred Twenty-Two and 40/100

Sandy Beach
22845 Nealon Beach Dr.
Perry, FL 32349

MEMO: S.S.P.K.

02/28/2018 \$1,922.40

Capital City Bank
THE ORIGINAL FLORIDA TOURISM TRAIL FORCE
200 N.W. 57TH PLACE
GAINESVILLE, FLORIDA 32609-1400
352.399.2700

1262

2/1/2018

Pay to the order of: United Parcel Service

Three Hundred Seventy-Six and 21/100

United Parcel Service
P.O. Box 7247-0246
Philadelphia, PA 19170-001

MEMO: S.S.P.K.

02/26/2018 \$376.21



2/27/2018 11:27 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
352.966.2200

Capital City Bank 1254

63-68/631

2/1/2018

PAY TO THE ORDER OF Lois Nevins

\$**827.00

Eight Hundred Twenty-Seven and 00/100..... DOLLARS

Lois Nevins
7513 NW County Rd 235
Alachua, FL 32615

MEMO

Shield

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

00 1254 0631006881 0224792204

ENDORSE HERE

DEPOSIT ONLY
Lois Nevins
352-966-2206

02 30-1113 0179810068817900 >0031006881<

Amount: -\$827.00

Description: Check

Check Number: 1254

Posted Date: 2/9/2018

Transaction Type: History



2/27/2018 11:27 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

63-68/631

Capital City Bank 1253

2/1/2018

PAY TO THE ORDER OF Fish & Wildlife Foundation of Florida

\$**800.00

Eight Hundred and 00/100***** DOLLARS

Fish & Wildlife Foundation of Florida
P.O. Box 11010
Tallahassee, FL 32302

MEMO

Shield

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

001253 063100688 0224792204

2/3/2018 12:00 PM POST TO ALL FEES "ABSENCE ENDORSMENT GUARANTEED"

for deposit only

ENCLOSE HERE

Amount: -\$800.00

Description: Check

Check Number: 1253

Posted Date: 2/9/2018

Transaction Type: History



2/5/2018 11:07 AM

Tourism Task Force

*****2204

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

Visit **Natural North Florida**

THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 N.W. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1803
352.955.2200

63-68/631

Capital City Bank

1252

2/1/2018

PAY TO THE ORDER OF Donna Creamer

\$**6,278.62

Six Thousand Two Hundred Seventy-Eight and 62/100 DOLLARS

Donna Creamer
4869 NW 50th Ave
Bell, FL 32619

MEMO

SSR.V

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

00012521 0631006881 0224792204

END HERE

Donna Creamer

00012521 0631006881 0224792204

Amount: -\$6,278.62

Description: Check

Check Number: 1252

Posted Date: 2/2/2018

Transaction Type: History



2/27/2018 11:28 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

1256

2/1/2018

PAY TO THE ORDER OF United Parcel Service

\$**154.13

One Hundred Fifty-Four and 13/100***** DOLLARS

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

MEMO

Shield

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

000125611 00631006881 02247922041

For >03110Q209< 02/08/18 DLW-UPS 7380
Deposit Citibank N.A.
Only New Castle DE 40705208
7380 627451 042 000 627451-20-10-021/2909-021

ENDORSE HERE

Amount: -\$154.13

Description: Check

Check Number: 1256

Posted Date: 2/9/2018

Transaction Type: History



2/27/2018 11:28 AM

Tourism Task Force

*****2204

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES & FOL: HOLOGRAM

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

63-88/631

Capital City Bank 1255

2/1/2018

PAY TO THE ORDER OF Roland Loog \$**1,390.19

One Thousand Three Hundred Ninety and 19/100***** DOLLARS

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

MEMO

SSR.K

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

001255 063100688 0224792204

Engine: 20100123 20:00 Batch: 11 11/11/11 11:11:11

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

2/27/2018 11:28 AM
Deposit
2/27/2018 11:28 AM

Amount: -\$1,390.19
Description: Check
Check Number: 1255
Posted Date: 2/5/2018
Transaction Type: History



2/5/2018 11:07 AM

Tourism Task Force

*****2204

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOLIO HOLDGRAM

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 1257

2/1/2018

PAY TO THE ORDER OF Alvin Jackson \$**1,384.87

One Thousand Three Hundred Eighty-Four and 87/100***** DOLLARS

Alvin Jackson
13302 80th Terr
Live Oak, FL 32060

MEMO

Handwritten signature: S. S. R. K.

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

00012571 0631006881 0224792204

ENDORSE HERE

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE

Security Features

The security features of this check are as follows:

- 1. Microprint
- 2. Security Features
- 3. Toner Adhesion
- 4. Heat Sensitive ALO Image
- 5. True Watermark Paper
- 6. Hold to Light to View
- 7. Paper Contains Toner Adhesion Properties
- 8. Heat Sensitive ALO Image Disappears with Heat

Amount: -\$1,384.87

Description: Check

Check Number: 1257

Posted Date: 2/2/2018

Transaction Type: History



2/27/2018 11:28 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

63-68/631

1258

2/15/2018

PAY TO THE ORDER OF David Mecusker

\$**1,342.38

One Thousand Three Hundred Forty-Two and 38/100***** DOLLARS

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

MEMO

Stark

000125800631006880224792204

ENDORSE HERE

For Deposit only

210002659835<063106352<
0007-00210004 Community State Bank
022015 Stark, FL
1-904-964-7830

Amount: -\$1,342.38

Description: Check

Check Number: 1258

Posted Date: 2/21/2018

Transaction Type: History



3/28/2018 12:40 PM

Tourism Task Force

*****2204

DOCUMENT INCLUDES VISIBLE FIBER, CHEMICAL REACTIVE PROPERTIES AND FEATURED A FOR HOLOGRAM

Visit **Natural North Florida**

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

63-68/631

Capital City Bank

1259

2/15/2018

PAY TO THE ORDER OF Donna Creamer

\$**3,533.06

Three Thousand Five Hundred Thirty-Three and 06/100 DOLLARS

Donna Creamer
4869 NW 50th Ave
Bell, FL 32619

MEMO

Shield

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

0001259 063100688 0224792204

TELLER

02/27/2018 056301006581823 >063100688<

PLEASE HERE
Donna Creamer

Amount: -\$3,533.06

Description: Check

Check Number: 1259

Posted Date: 2/27/2018

Transaction Type: History



3/28/2018 12:41 PM

Tourism Task Force

*****2204

DOCUMENT INCLUDES VISIBLE FIBER TECHNICAL REACTIVE PROPERTIES AND FEATURES A FOLIO MICROFILM

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 1261

63-68/631 2/15/2018

PAY TO THE ORDER OF Sandy Beach \$**1,922.40

One Thousand Nine Hundred Twenty-Two and 40/100***** DOLLARS

Sandy Beach
20845 Keaton Beach Dr.
Perry, FL 32348

MEMO

Shield

TRUVAT/REAR PAPER NOLO TO LONT TO VIEW PAPER CONTAINS TONER ADHESION PROPERTIES HEAT-SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

00 1 26 1 0063 1006881 0 224 792 204

01630002507001 0063106501 0 22718

ENDORSE HERE

7100000665

Amount: -\$1,922.40

Description: Check

Check Number: 1261

Posted Date: 2/28/2018

Transaction Type: History



2/27/2018 11:29 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

Capital City Bank 1262

63-68/631 2/15/2018

PAY TO THE ORDER OF United Parcel Service \$**376.21

Three Hundred Seventy-Six and 21/100 ***** 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

00012621 00631006881 0224792204

For >031100209< 02/25/18 DLW-UPS 7380
Deposit Citibank N.A.
Only New Castle DE / 40705208
7380 641541 025 000 641541-20-10-013/2957-013

ELIOT SENES

Amount: -\$376.21

Description: Check

Check Number: 1262

Posted Date: 2/26/2018

Transaction Type: History

The Original Florida Tourism Task Force Transactions by Prepaid Expenses As of February 28, 2018

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
Prepaid Expense									
Bill	11/16/2017	OFT...	Midwest Mountai...	Midwest M...	83022	-...	Accounts Pa...	425.00	0.00
Bill	11/21/2017	13	KoonsS	CanoeCopi...	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...	2,645.24	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	01/27/2018	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
Bill	02/03/2018	0000...	United Parcel Se...	Chicago R...	83022	-...	Accounts Pa...	196.42	3,902.30
Bill	02/03/2018	0000...	United Parcel Se...	ITB Berlin ...	83022	-...	Accounts Pa...	31.71	4,098.72
General Journal	02/11/2018	1620		Chicago Tr...	83022	-...	Chicago Tra...	-106.62	4,130.43
General Journal	02/11/2018	1620		Boston Glo...	83022	-...	Boston Glob...	-409.50	4,023.81
General Journal	02/11/2018	1621		Boston Glo...	83022	-...	Boston Glob...	-66.31	3,614.31
General Journal	02/11/2018	1622		Fr.e.e. Mun...	83022	-...	Messe Muni...	-1,331.87	3,548.00
General Journal	02/11/2018	1622		London Tel...	83022	-...	Messe Muni...	-898.51	2,216.13
General Journal	02/15/2018	1619		Chicago R...	83022	-...	Chicago RV ...	-196.42	1,317.62
Bill	02/17/2018	0000...		Fr.e.e. Mun...	83022	-...	Accounts Pa...	1,331.87	1,121.20
Bill	02/17/2018	0000...	United Parcel Se...	London Tel...	83022	-...	Accounts Pa...	898.51	2,453.07
Bill	02/20/2018	VNN...	Bike New York, L...	Registratio...	8208	-...	Accounts Pa...	2,757.00	3,351.58
General Journal	02/21/2018	1617		f.r.e.e. 201...	83022	-...	Messe Muni...	-888.66	6,108.58
General Journal	02/21/2018	1617		Free 2018	83022	-...	Messe Muni...	-8.88	5,219.92
General Journal	02/21/2018	1617		Free 2018	83022	-...	Messe Muni...	-315.74	5,211.04
General Journal	02/21/2018	1617		Free 2018	83022	-...	Messe Muni...	-3.15	4,895.30
Bill	02/21/2018	22	KoonsS	CanoeCopi...	83022	-...	Accounts Pa...	173.69	4,892.15
General Journal	02/23/2018	1618		Toronto Ou...	83022	-...	Toronto Out...	-232.27	5,065.84
General Journal	02/23/2018	1618		Toronto Ou...	83022	-...	Toronto Out...	-2.32	4,833.57
General Journal	02/23/2018	1618		London Tel...	83022	-...	Toronto Out...	-111.16	4,720.09
General Journal	02/23/2018	1618		London Tel...	83022	-...	Toronto Out...	-1.11	4,718.98
General Journal	02/25/2018	1621		f.r.e.e. 201...	83022	-...	Messe Muni...	-1,140.30	3,578.68
General Journal	02/25/2018	1621		f.r.e.e. 201...	83022	-...	Messe Muni...	-11.40	3,567.28
Total Prepaid Expense								3,567.28	3,567.28
TOTAL								3,567.28	3,567.28

The Original Florida Tourism Task Force Transactions by Prepaid Registration Fees As of February 28, 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...	Canoeocopi...	83022	-...	Accounts Pa...	1,635.25	22,389.60
Bill	09/19/2017	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	01/21/2018	1628		Washingto...	83022	-...	Washington ...	-3,495.00	21,678.85
General Journal	01/28/2018	1624		Atlanta Ca...	83022	-...	Atlanta Cam...	-1,300.00	20,378.85
General Journal	02/11/2018	1622		Chicago Tr...	83022	-...	Chicago Tra...	-100.00	20,278.85
General Journal	02/11/2018	1625		Boston Glo...	83022	-...	Boston Glob...	-3,020.00	17,258.85
General Journal	02/11/2018	1629		Chicago Tr...	83022	-...	Chicago Tra...	-3,495.00	13,763.85
General Journal	02/18/2018	1632		Chicago R...	83022	-...	Chicago RV ...	-1,249.00	12,514.85
General Journal	02/18/2018	1633		Chicago R...	83022	-...	Chicago RV ...	-1,249.00	11,265.85
General Journal	02/25/2018	1623		London Tel...	83022	-...	London Tele...	-2,609.23	8,656.62
General Journal	02/25/2018	1626		Toronto Ou...	83022	-...	Toronto Out...	-3,426.37	5,230.25
Total Prepaid Registration Fees								5,230.25	5,230.25
TOTAL								5,230.25	5,230.25

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of February 28, 2018

(These financial statements are unaudited)

	Budget	February 2018	Year to Date	Over/(Under) Budget
Income				
Co-op Regional Marketing Program Fee	53,000.00	0.00	53,000.00	0.00
DEO Rural Development Grant 16/17	57,800.00	60,638.08	85,638.08	27,838.08
DEO Rural Development Grant 17/18	128,700.00	0.00	0.00	(128,700.00)
VisitFlorida Rural Area Opportunity Grant 17/18	129,000.00	0.00	0.00	(129,000.00)
VisitFlorida Rural Area Opportunity 17/18 In-Kind	17,300.00	0.00	0.00	(17,300.00)
Other	0.00	0.00	0.00	0.00
Total Income	385,800.00	60,638.08	138,638.08	(247,161.92)
Expenses				
Marketing				
Planning				
VisaVues Domestic & International	5,100.00	0.00	0.00	(5,100.00)
Total Planning	5,100.00	0.00	0.00	(5,100.00)
Collateral Materials				
Print Ultimate Bicycle Guide	2,750.00	0.00	0.00	(2,750.00)
Design/Print New Regional Brochure	8,500.00	0.00	4,000.00	(4,500.00)
Design/Print Ultimate Springs Guide	3,450.00	0.00	0.00	(3,450.00)
Print Speciality Brochures	1,200.00	2,365.00	5,970.00	4,770.00
Update & Print Suwannee River Wilderness Guide	8,600.00	0.00	21,250.00	12,650.00
Print VNNF Paddling Guide	2,250.00	0.00	0.00	(2,250.00)
Purchase Big Bend Saltwater Paddling Guide	3,600.00	0.00	0.00	(3,600.00)
Print Suwannee River & Saltwater Trail Maps	450.00	0.00	0.00	(450.00)
Total Collateral Materials	30,800.00	2,365.00	31,220.00	420.00
Website				
Revise Homepage	30,000.00	0.00	30,000.00	0.00
Ultimate Springs Guide Maintenance	1,400.00	0.00	0.00	(1,400.00)
Website Pseudo-Reservation System	13,000.00	0.00	0.00	(13,000.00)
Web Hosting Services	8,000.00	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	0.00	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	2,488.78	2,488.78	(2,511.22)
Popup and/or Cloth Displays - VF In-Kind	5,000.00	0.00	0.00	(5,000.00)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of February 28, 2018

(These financial statements are unaudited)

	Budget	February 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	3,644.73	7,853.54	803.54
VF Atlanta RV & Camping Show	4,425.00	0.00	4,617.19	192.19
VF New York Times Travel Show	5,200.00	0.00	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	6,762.59	6,762.59	(2,037.41)
VF Chicago Travel & Adventure Show	7,825.00	7,344.17	7,344.17	(480.83)
VF Chicago RV & Camping Show	8,400.00	7,529.20	7,529.20	(870.80)
VF F.r.e.e. Messe Munich	17,300.00	13,188.70	13,188.70	(4,111.30)
VF London Telegraph Bike & Travel Show	13,000.00	11,894.11	11,894.11	(1,105.89)
VF Toronto Outdoor Adventure Show	9,825.00	8,894.51	8,894.51	(930.49)
VF Berlin ITB Trade Show	9,450.00	0.00	0.00	(9,450.00)
Berlin ITB Trade Show - VF In-Kind	5,000.00	0.00	0.00	(5,000.00)
VF Canoecon Madison, WI	5,725.00	0.00	0.00	(5,725.00)
VF Philadelphia Travel Expo	7,650.00	0.00	0.00	(7,650.00)
VF Midwest Mountaineering Spring Expo	4,525.00	0.00	0.00	(4,525.00)
Hershey RV Show	6,500.00	0.00	0.00	(6,500.00)
Bike Expo New York	6,500.00	0.00	0.00	(6,500.00)
Total Trade Shows	144,475.00	61,746.79	76,306.14	(68,168.86)
Advertising				
Digital Advertising Campaign	13,500.00	0.00	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	0.00	6,680.00	(6,070.00)
Brochure Distribution	8,325.00	2,799.00	4,299.00	(4,026.00)
Total Advertising	38,575.00	2,799.00	22,979.00	(15,596.00)
Total Marketing Expenses	282,200.00	66,910.79	167,970.14	(114,229.86)
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	0.00	2,204.40	204.40
Postage	300.00	0.00	76.25	(223.75)
VF Travel Show Service Program Fee	14,300.00	0.00	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 February 28, 2018

(These financial statements are unaudited)

	Budget	February 2018	Year to Date	Over/(Under) Budget
Total Administration	54,700.00	0.00	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	0.00	175.00	(175.00)
Total Memberships	1,200.00	0.00	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	0.00	2,511.28	(101,088.72)
Total Expenses	385,800.00	66,910.79	170,481.42	(215,318.58)
Net Income	0.00	(6,272.71)	(31,843.34)	(31,843.34)

3:40 PM
05/08/18
Accrual Basis

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

	<u>Mar 31, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital ...	<u>54,829.39</u>
Total Checking/Savings	<u>54,829.39</u>
Other Current Assets	
Prepaid Expense	<u>3,182.00</u>
Total Other Current Assets	<u>3,182.00</u>
Total Current Assets	<u>58,011.39</u>
TOTAL ASSETS	<u>58,011.39</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	<u>4,064.82</u>
Total Accounts Payable	<u>4,064.82</u>
Total Current Liabilities	<u>4,064.82</u>
Total Liabilities	<u>4,064.82</u>
Equity	
Unrestricted Earnings	<u>71,932.31</u>
Net Income	<u>-17,985.74</u>
Total Equity	<u>53,946.57</u>
TOTAL LIABILITIES & EQUITY	<u>58,011.39</u>

3:19 PM
05/08/18
Accrual Basis

The Original Florida Tourism Task Force
Profit & Loss
March 2018

	<u>Mar 18</u>
Expense	
Legal Expenses	61.25
Marketing	
Trade Shows	
Berlin	9,563.13
Canoecopia	6,597.54
Philadelphia Travel Advent...	8,018.80
Total Trade Shows	<u>24,179.47</u>
Total Marketing	<u>24,179.47</u>
Total Expense	<u>24,240.72</u>
Net Income	<u><u>-24,240.72</u></u>

The Original Florida Tourism Task Force

Prepaid Expenses

As of March 31, 2018

Type	Date	Num	Name	Memo	Class	Cir	Split	Amount	Balance
Prepaid Expense									
Bill	11/16/2017	OFT...	Midwest Mountai...	Midwest M...	83022	---	Accounts Pa...	425.00	0.00
Bill	11/21/2017	13	KoonsS	Canoeconpl...	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...	2,645.24	2,645.24
Bill	12/06/2017	15	KoonsS	Free 2018 ...	83022	---	Accounts Pa...	8.88	2,654.12
Bill	12/14/2017	15	KoonsS	Foriegn Tra...	83022	---	Accounts Pa...	315.74	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
Bill	02/03/2018	0000...	United Parcel Se...	Chicago R...	83022	---	Accounts Pa...	196.42	3,902.30
Bill	02/03/2018	0000...	United Parcel Se...	ITB Berlin ...	83022	---	Accounts Pa...	31.71	4,098.72
General Journal	02/11/2018	1620		Chicago Tr...	83022	---	Chicago Tra...	-106.52	4,130.43
General Journal	02/11/2018	1620		Boston Glo...	83022	---	Boston Glob...	-409.50	4,023.81
General Journal	02/11/2018	1621		Boston Glo...	83022	---	Boston Glob...	-66.31	3,614.31
General Journal	02/11/2018	1622		Fre.e. Mun...	83022	---	Messe Muni...	-1,331.87	3,548.00
General Journal	02/11/2018	1622		London Tel...	83022	---	Messe Muni...	-898.51	2,216.13
General Journal	02/15/2018	1619		Chicago R...	83022	---	Chicago RV ...	-196.42	1,317.62
Bill	02/17/2018	0000...	United Parcel Se...	Fre.e. Mun...	83022	---	Accounts Pa...	1,331.87	1,121.20
Bill	02/17/2018	0000...	United Parcel Se...	London Tel...	83022	---	Accounts Pa...	898.51	2,453.07
Bill	02/20/2018	VNN...	Bike New York, I...	Registratio...	8208	---	Accounts Pa...	2,757.00	3,351.58
General Journal	02/21/2018	1617		f.r.e.e. 201...	83022	---	Messe Muni...	-888.66	6,108.58
General Journal	02/21/2018	1617		Free 2018 ...	83022	---	Messe Muni...	-8.88	5,219.92
General Journal	02/21/2018	1617		Free 2018 ...	83022	---	Messe Muni...	-315.74	5,211.04
General Journal	02/21/2018	1617		Free 2018 ...	83022	---	Messe Muni...	-3.15	4,895.30
Bill	02/21/2018	22	KoonsS	Canoeconpl...	83022	---	Accounts Pa...	173.69	4,892.15
General Journal	02/23/2018	1618		Toronto Ou...	83022	---	Toronto Out...	-232.27	5,065.84
General Journal	02/23/2018	1618		Toronto Ou...	83022	---	Toronto Out...	-2.32	4,833.57
General Journal	02/23/2018	1618		London Tel...	83022	---	Toronto Out...	-111.16	4,831.25
General Journal	02/23/2018	1618		London Tel...	83022	---	Toronto Out...	-1.11	4,720.09
General Journal	02/25/2018	1621		f.r.e.e. 201...	83022	---	Messe Muni...	-1,140.30	4,718.98
General Journal	02/25/2018	1621		f.r.e.e. 201...	83022	---	Messe Muni...	-11.40	3,578.68
General Journal	03/11/2018	1620		Canoeconpl...	83022	---	Canoeconpia	-179.88	3,567.28
General Journal	03/11/2018	1619		ITB Berlin ...	83022	---	Berlin	-31.71	3,387.40
General Journal	03/11/2018	1624		Canoeconpl...	83022	---	Canoeconpia	-173.69	3,355.69
Total Prepaid Expense									3,182.00
TOTAL									3,182.00

11:10 AM

04/10/18

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 03/31/2018

	<u>Mar 31, 18</u>	
Beginning Balance	56,581.02	✓
Cleared Transactions		
Checks and Payments - 19 items	-57,742.29	✓
Deposits and Credits - 3 items	63,638.08	✓
Total Cleared Transactions	<u>5,895.79</u>	
Cleared Balance	<u><u>62,476.81</u></u>	✓
Uncleared Transactions		
Checks and Payments - 10 items	<u>-7,647.42</u>	
Total Uncleared Transactions	<u>-7,647.42</u>	
Register Balance as of 03/31/2018	<u><u>54,829.39</u></u>	
Ending Balance	<u>54,829.39</u>	

4-10-18
KDJ

11:10 AM

04/10/18

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 03/31/2018

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						56,581.02
Cleared Transactions						
Checks and Payments - 19 items						
Bill Pmt -Check	01/18/2018	1250	Worth International ...	X	-6,680.00	-6,680.00
Bill Pmt -Check	02/01/2018	1251	Dawn Taylor	X	-2,292.87	-8,972.87
Bill Pmt -Check	02/15/2018	1260	Florida Suncoast T...	X	-1,500.00	-10,472.87
Bill Pmt -Check	03/01/2018	1266	Donna Creamer	X	-8,604.95	-19,077.82
Bill Pmt -Check	03/01/2018	1270	Two Tree, Inc.	X	-4,183.75	-23,261.57
Bill Pmt -Check	03/01/2018	1264	Bike New York, Inc	X	-2,757.00	-26,018.57
Bill Pmt -Check	03/01/2018	1269	Top Tier Graphics	X	-2,488.78	-28,507.35
Bill Pmt -Check	03/01/2018	1271	United Parcel Service	X	-2,230.38	-30,737.73
Bill Pmt -Check	03/01/2018	1263	Alvin Jackson	X	-1,808.68	-32,546.41
Bill Pmt -Check	03/01/2018	1265	CTM Media Group I...	X	-1,299.00	-33,845.41
Bill Pmt -Check	03/01/2018	1267	KoonsS	X	-948.69	-34,794.10
Bill Pmt -Check	03/15/2018	1272	Donna Creamer	X	-7,450.22	-42,244.32
Bill Pmt -Check	03/15/2018	1275	LoogR	X	-4,652.57	-46,896.89
Bill Pmt -Check	03/15/2018	1274	Katrina Richardson	X	-4,041.19	-50,938.08
Bill Pmt -Check	03/15/2018	1277	Ron Gromoll	X	-2,302.94	-53,241.02
Bill Pmt -Check	03/15/2018	1279	Teena Peavey 1	X	-1,925.40	-55,166.42
Bill Pmt -Check	03/15/2018	1276	Pat Watson	X	-1,871.37	-57,037.79
Bill Pmt -Check	03/15/2018	1280	United Parcel Service	X	-643.25	-57,681.04
Bill Pmt -Check	03/15/2018	1273	Florida Department ...	X	-61.25	-57,742.29
Total Checks and Payments					-57,742.29	-57,742.29
Deposits and Credits - 3 items						
Bill Pmt -Check	03/01/2018	1268	Phyllis Williams	X	0.00	0.00
Deposit	03/07/2018			X	60,638.08	60,638.08
Deposit	03/15/2018			X	3,000.00	63,638.08
Total Deposits and Credits					63,638.08	63,638.08
Total Cleared Transactions					5,895.79	5,895.79
Cleared Balance					5,895.79	62,476.81
Uncleared Transactions						
Checks and Payments - 10 items						
Bill Pmt -Check	03/15/2018	1278	Sean Plemons		-1,151.10	-1,151.10
Bill Pmt -Check	03/29/2018	1287	Russ McCallister		-1,710.15	-2,861.25
Bill Pmt -Check	03/29/2018	1288	Two Tree, Inc.		-1,566.46	-4,427.71
Bill Pmt -Check	03/29/2018	1289	LoogR		-1,423.82	-5,851.53
Bill Pmt -Check	03/29/2018	1285	Phyllis Williams		-999.49	-6,851.02
Bill Pmt -Check	03/29/2018	1283	KoonsS		-538.80	-7,389.82
Bill Pmt -Check	03/29/2018	1286	Ron Gromoll		-109.43	-7,499.25
Bill Pmt -Check	03/29/2018	1284	LoogR		-109.16	-7,608.41
Bill Pmt -Check	03/29/2018	1282	Katrina Richardson		-37.01	-7,645.42
Bill Pmt -Check	03/29/2018	1281	David Mecusker		-2.00	-7,647.42
Total Checks and Payments					-7,647.42	-7,647.42
Total Uncleared Transactions					-7,647.42	-7,647.42
Register Balance as of 03/31/2018					-1,751.63	54,829.39
Ending Balance					-1,751.63	54,829.39



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SKAD

00001426 FCC31545033118154620 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PLACE
GAINESVILLE FL 32653-1603

Date 3/30/18
Primary Account

Page 1
XXXXXXXX2204



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CHECKING ACCOUNT

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

XXXXXXXX2204
56,581.02 ✓
63,638.08 ✓
57,742.29 ✓
.00
.00
62,476.81 ✓

Images
Statement Dates 3/01/18 thru 4/01/18
Days in this Statement Period 32
Avg Ledger Balance 69,846.19
Avg Collected Balance 67,857.50

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
3/07	Deposit	60,638.08 ✓
3/15	Deposit	3,000.00 ✓

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
3/08	1250	6,680.00 ✓	3/09	1264	2,757.00 ✓
3/21	1251	2,292.87 ✓	3/07	1265	1,299.00 ✓
3/02	1260*	1,500.00 ✓	3/02	1266	8,604.95 ✓
3/06	1263*	1,808.68 ✓	3/05	1267	948.69 ✓

* Denotes missing check numbers

RECEIVED

APR 04 2018

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



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

Date 3/30/18
Primary Account

Page 2
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER					
Date	Check No	Amount	Date	Check No	Amount
3/08	1269*	2,488.78 ✓	3/19	1275	4,652.57 ✓
3/02	1270	4,183.75 ✓	3/26	1276	1,871.37 ✓
3/12	1271	2,230.38 ✓	3/23	1277	2,302.94 ✓
3/16	1272	7,450.22 ✓	3/21	1279*	1,925.40 ✓
3/26	1273	61.25 ✓	3/26	1280	643.25 ✓
3/26	1274	4,041.19 ✓			

* Denotes missing check numbers

DAILY BALANCE INFORMATION

Date	Balance	Date	Balance	Date	Balance
3/01	56,581.02	3/08	89,705.25	3/19	75,615.08
3/02	42,292.32	3/09	86,948.25	3/21	71,396.81
3/05	41,343.63	3/12	84,717.87	3/23	69,093.87
3/06	39,534.95	3/15	87,717.87	3/26	62,476.81
3/07	98,874.03	3/16	80,267.65		

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





Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
2004 NW 87TH PLACE
GAINESVILLE, FLORIDA 32609-1000
352.369.2299

Capital City Bank 1271

3/12/2018

PAY TO THE ORDER OF United Parcel Service \$7,230.38

Two Thousand Two Hundred Thirty and 35/100 DOLLARS

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

MEMO S.S.R.K.

⑈001271⑈ ⑆063100688⑆ 0224792204⑈

1271 03/12/2018 \$2,230.38

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
2004 NW 87TH PLACE
GAINESVILLE, FLORIDA 32609-1000
352.369.2299

Capital City Bank 1272

3/16/2018

PAY TO THE ORDER OF Donna Greenier \$7,450.22

Seven Thousand Four Hundred Fifty and 22/100 DOLLARS

Donna Greenier
4000 NW 50th Ave
Oak, FL 32118

MEMO S.S.R.K.

⑈001272⑈ ⑆063100688⑆ 0224792204⑈

1272 03/16/2018 \$7,450.22

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
2004 NW 87TH PLACE
GAINESVILLE, FLORIDA 32609-1000
352.369.2299

Capital City Bank 1273

3/15/2018

PAY TO THE ORDER OF Florida Department of State \$61.25

Sixty-One and 25/100 DOLLARS

Florida Department of State
Division of Corporations
P.O. Box 6189
Tallahassee, FL 32314

MEMO S.S.R.K.

⑈001273⑈ ⑆063100688⑆ 0224792204⑈

1273 03/26/2018 \$61.25

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
2004 NW 87TH PLACE
GAINESVILLE, FLORIDA 32609-1000
352.369.2299

Capital City Bank 1274

3/19/2018

PAY TO THE ORDER OF Katrina Richardson \$4,041.19

Four Thousand Forty-One and 19/100 DOLLARS

Katrina Richardson
P.O. Box 1294
Monticello, FL 32545

MEMO S.S.R.K.

⑈001274⑈ ⑆063100688⑆ 0224792204⑈

1274 03/26/2018 \$4,041.19

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
2004 NW 87TH PLACE
GAINESVILLE, FLORIDA 32609-1000
352.369.2299

Capital City Bank 1275

3/15/2018

PAY TO THE ORDER OF Roland Long \$4,652.57

Four Thousand Six Hundred Fifty-Two and 57/100 DOLLARS

Roland Long
1507 NW 10th Avenue
Gainesville, FL 32605-5313

MEMO S.S.R.K.

⑈001275⑈ ⑆063100688⑆ 0224792204⑈

1275 03/19/2018 \$4,652.57

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
2004 NW 87TH PLACE
GAINESVILLE, FLORIDA 32609-1000
352.369.2299

Capital City Bank 1276

3/15/2018

PAY TO THE ORDER OF Pat Watson \$1,871.37

One Thousand Eight Hundred Seventy-One and 37/100 DOLLARS

Pat Watson
City of Trenton
114 N. Main Street
Trenton, FL 32853

MEMO S.S.R.K.

⑈001276⑈ ⑆063100688⑆ 0224792204⑈

1276 03/26/2018 \$1,871.37

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
2004 NW 87TH PLACE
GAINESVILLE, FLORIDA 32609-1000
352.369.2299

Capital City Bank 1277

3/15/2018

PAY TO THE ORDER OF Ron Gromoll \$2,302.94

Two Thousand Three Hundred Two and 94/100 DOLLARS

Ron Gromoll
5304 NW 32nd LN
Gainesville, FL 32609-7028

MEMO S.S.R.K.

⑈001277⑈ ⑆063100688⑆ 0224792204⑈

1277 03/23/2018 \$2,302.94

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
2004 NW 87TH PLACE
GAINESVILLE, FLORIDA 32609-1000
352.369.2299

Capital City Bank 1278

3/15/2018

PAY TO THE ORDER OF Teena Peasery \$1,925.40

One Thousand Nine Hundred Twenty-Five and 40/100 DOLLARS

Teena Peasery
277 SE Whiskey Loop
Lake City, FL 32025

MEMO S.S.R.K.

⑈001278⑈ ⑆063100688⑆ 0224792204⑈

1279 03/21/2018 \$1,925.40

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX CHECK
2004 NW 87TH PLACE
GAINESVILLE, FLORIDA 32609-1000
352.369.2299

Capital City Bank 1280

3/15/2018

PAY TO THE ORDER OF United Parcel Service \$643.25

Six Hundred Forty-Three and 25/100 DOLLARS

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

MEMO S.S.R.K.

⑈001280⑈ ⑆063100688⑆ 0224792204⑈

1280 03/26/2018 \$643.25

00001426-0072504-0004-0009-FCC31545033118154620-05-L





Tourism Task Force

*****2204

3/28/2018 12:45 PM



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



63-68/631



1271

3/1/2018

PAY TO THE
ORDER OF United Parcel Service

\$**2,230.38

Two Thousand Two Hundred Thirty and 38/100 ***** DOLLARS

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

S.S.P.K.

MEMO



TRUE WATERMARK PAPER

ADHESION CAN BE REMOVED WITHOUT DAMAGING THE PAPER. SENSITIVE RED IMAGE DISAPPEARS WITH HEAT.

001271 063100688 0224792204

For >031100209< 03/09/18 DLW-UPS 7380
Deposit Citibank N.A.
Only New Castle DE 40705208
7380 653485 051 000 653485-20-10-025/2829-025

Amount: -\$2,230.38
Description: Check
Check Number: 1271
Posted Date: 3/12/2018
Transaction Type: History



3/28/2018 12:46 PM

Tourism Task Force

*****2204

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

Visit Natural North Florida THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 N.W. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1803
352.955.2200

Capital City Bank 1272

63-68/631 3/15/2018

PAY TO THE ORDER OF Donna Creamer \$**7,450.22

Seven Thousand Four Hundred Fifty and 22/100***** DOLLARS

Donna Creamer
4869 NW 50th Ave
Bell, FL 32619

MEMO

SHIELD

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

00012720 0631006888 0224792204

ENDORSE HERE

Donna Creamer

00012720 0631006888 0224792204

Amount: -\$7,450.22

Description: Check

Check Number: 1272

Posted Date: 3/16/2018

Transaction Type: History



3/28/2018 12:46 PM

Tourism Task Force

*****2204

		THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200			1273 3/15/2018
PAY TO THE ORDER OF Florida Department of State		\$**61.25		DOLLARS	
Sixty-One and 25/100*****		S S R. K.		MEMO	
Florida Department of State Division of Corporations P.O. Box 6198 Tallahassee, FL 32314		0001273 063100688 0224792204		ENDORSE HERE	

WELLS FARGO BANK NA ORD
 20180323 E0007 FKT 03
 0910-0001-9
 0451755010

005-4500453-4835443755
 DEPOSIT ONLY 61.25
 03/21/18--800-47-022

Amount: -\$61.25

Description: Check

Check Number: 1273

Posted Date: 3/26/2018

Transaction Type: History

3/28/2018 12:46 PM



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**

63-68/631

3/15/2018

\$**4,041.19

PAY TO THE ORDER OF Katrina Richardson

Four Thousand Forty-One and 19/100

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

MEMO

TRUS WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

0224792204

11001274 1063100688

ENDORSE HERE

NOT VALID FOR FINANCIAL INSTITUTIONS

0507 2 2506

Report only

063101111<20180323
FARMERS AND MERCHANTS BANK
ALL FEDERAL RESERVE BOARD OF GOVERNORS REG. NO.

Amount: -\$4,041.19
Description: Check
Check Number: 1274
Posted Date: 3/26/2018
Transaction Type: History

3/28/2018 12:47 PM



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

1275

3/15/2018

\$**4,652.57

PAY TO THE ORDER OF Roland Loog

Four Thousand Six Hundred Fifty-Two and 57/100

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

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001275 1063100688 0224792204

DETECT FOR CIRCLE MARKS A LOCK WHEN TESTED

DEFENSE PAPER - INCLUDES

DATE IS ON FACE

SHIELD

S S R. K.

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

POST HERE
2033491

Amount: -\$4,652.57
Description: Check
Check Number: 1275
Posted Date: 3/19/2018
Transaction Type: History




Tourism Task Force


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3/28/2018 12:47 PM

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**

1276

63-68/631


3/15/2018

PAY TO THE
ORDER OF Pat Watson

\$**1,871.37

One Thousand Eight Hundred Seventy-One and 37/100..... DOLLARS

Pat Watson
City of Trenton
114 N. Main Street
Trenton, FL 32693



S. S. R. K.

MEMO

11"00 1276" 10631006881 022479220411"

Amount: -\$1,871.37

Description: Check

Check Number: 1276

Posted Date: 3/26/2018

Transaction Type: History



Tourism Task Force

*****2204

3/28/2018 12:48 PM

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

Visit Natural North Florida

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

Capital City Bank

63-68/631

1277

3/15/2018

PAY TO THE ORDER OF Ron Gromoll

Two Thousand Three Hundred Two and 94/100

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

\$**2,302.94

DOLLARS

SSP.K

MEMO

TRUE WATERMARK PAPER • HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

11001277 1063100688 0224792204

20180322008535405367302

20180322008535405367302

For Deposit only

Amount: -\$2,302.94
Description: Check
Check Number: 1277
Posted Date: 3/23/2018
Transaction Type: History



Tourism Task Force

*****2204

3/28/2018 12:48 PM

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 1279

63-68/631 3/15/2018

PAY TO THE ORDER OF Teena Peavey \$**1,925.40

One Thousand Nine Hundred Twenty-Five and 40/100 DOLLARS

Teena Peavey
277 SE Whistle Loop
Lake City, FL 32025

MEMO

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

0001279 1063100688 0224792204

Security Feature

Horizontal

Vertical

Microprint

Color Shift

Latent Image

Fluorescence

Security Feature

Horizontal

Vertical

Microprint

Color Shift

Latent Image

Fluorescence

BOFD >263184488<
Lake City Main B
2018-03-20
0674450755

0674450755 2018-03-20 BOFD263184488

DO NOT WRITE STAMP OR SIGN BELOW THIS LINE

END USE HERE

Teena Peavey

Amount: -\$1,925.40
Description: Check
Check Number: 1279
Posted Date: 3/21/2018
Transaction Type: History



3/28/2018 12:48 PM

Tourism Task Force

*****2204

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

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 1280

63-68/631 3/15/2018

PAY TO THE ORDER OF United Parcel Service

\$ **643.25

Six-Hundred Forty-Three and 25/100 ***** DOLLARS

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

MEMO

00012801 00531006881 02247922041

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

For >031100209< 03/25/18 DLW-UPS 7380
Deposit Citibank N.A.
Only New Castle DE 40705208
7380 667283 039 000 667283-20-10-020/2844-020

ATMPOSE MENE

Amount: -\$643.25

Description: Check

Check Number: 1280

Posted Date: 3/26/2018

Transaction Type: History

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of March 31, 2018

(These financial statements are unaudited)

	Budget	March 2018	Year to Date	Over/(Under) Budget
Income				
Co-op Regional Marketing Program Fee	53,000.00	0.00	53,000.00	0.00
DEO Rural Development Grant 16/17	57,800.00	0.00	85,638.08	27,838.08
DEO Rural Development Grant 17/18	128,700.00	0.00	0.00	(128,700.00)
VisitFlorida Rural Area Opportunity Grant 17/18	129,000.00	0.00	0.00	(129,000.00)
VisitFlorida Rural Area Opportunity 17/18 In-Kind	17,300.00	0.00	0.00	(17,300.00)
Other	0.00	0.00	0.00	0.00
Total Income	385,800.00	0.00	138,638.08	(247,161.92)
Expenses				
Marketing				
Planning				
VisaVues Domestic & International	5,100.00	0.00	0.00	(5,100.00)
Total Planning	5,100.00	0.00	0.00	(5,100.00)
Collateral Materials				
Print Ultimate Bicycle Guide	2,750.00	0.00	0.00	(2,750.00)
Design/Print New Regional Brochure	8,500.00	0.00	4,000.00	(4,500.00)
Design/Print Ultimate Springs Guide	3,450.00	0.00	0.00	(3,450.00)
Print Speciality Brochures	1,200.00	0.00	5,970.00	4,770.00
Update & Print Suwannee River Wilderness Guide	8,600.00	0.00	21,250.00	12,650.00
Print VNNF Paddling Guide	2,250.00	0.00	0.00	(2,250.00)
Purchase Big Bend Saltwater Paddling Guide	3,600.00	0.00	0.00	(3,600.00)
Print Suwannee River & Saltwater Trail Maps	450.00	0.00	0.00	(450.00)
Total Collateral Materials	30,800.00	0.00	31,220.00	420.00
Website				
Revise Homepage	30,000.00	0.00	30,000.00	0.00
Ultimate Springs Guide Maintenance	1,400.00	0.00	0.00	(1,400.00)
Website Pseudo-Reservation System	13,000.00	0.00	0.00	(13,000.00)
Web Hosting Services	8,000.00	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	0.00	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	2,488.78	(2,511.22)
Popup and/or Cloth Displays - VF In-Kind	5,000.00	0.00	0.00	(5,000.00)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of March 31, 2018

(These financial statements are unaudited)

	Budget	March 2018	Year to Date	Over/(Under) Budget
Welcome Center Rack Space - VF In-Kind	800.00	0.00	0.00	(800.00)
State Park Guides & State Maps-VF In-Kind	2,000.00	0.00	0.00	(2,000.00)
Shipping Berlin & London - VF In-Kind	1,000.00	0.00	0.00	(1,000.00)
VF Washington Travel & Adventure Show	7,050.00	0.00	7,853.54	803.54
VF Atlanta RV & Camping Show	4,425.00	0.00	4,617.19	192.19
VF New York Times Travel Show	5,200.00	0.00	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	6,762.59	(2,037.41)
VF Chicago Travel & Adventure Show	7,825.00	0.00	7,344.17	(480.83)
VF Chicago RV & Camping Show	8,400.00	0.00	7,529.20	(870.80)
VF F.re.e. Messe Munich	17,300.00	0.00	13,188.70	(4,111.30)
VF London Telegraph Bike & Travel Show	13,000.00	0.00	11,894.11	(1,105.89)
VF Toronto Outdoor Adventure Show	9,825.00	0.00	8,894.51	(930.49)
VF Berlin ITB Trade Show	9,450.00	9,563.13	9,563.13	113.13
Berlin ITB Trade Show - VF In-Kind	5,000.00	0.00	0.00	(5,000.00)
VF Canoeecopia Madison, WI	5,725.00	6,597.54	6,597.54	872.54
VF Philadelphia Travel Expo	7,650.00	8,018.80	8,018.80	368.80
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	24,179.47	100,485.61	(43,989.39)
Advertising				
Digital Advertising Campaign	13,500.00	0.00	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	0.00	6,680.00	(6,070.00)
Brochure Distribution	8,325.00	0.00	4,299.00	(4,026.00)
Total Advertising	38,575.00	0.00	22,979.00	(15,596.00)
Total Marketing Expenses	282,200.00	24,179.47	192,149.61	(90,050.39)
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	61.25	61.25	(238.75)
Other Admin Expenses Miscellaneous	2,000.00	0.00	2,204.40	204.40
Postage	300.00	0.00	76.25	(223.75)
VF Travel Show Service Program Fee	14,300.00	0.00	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 March 31, 2018

(These financial statements are unaudited)

	Budget	March 2018	Year to Date	Over/(Under) Budget
Total Administration	<u>54,700.00</u>	<u>61.25</u>	<u>2,397.53</u>	<u>(52,302.47)</u>
Memberships				
Visit Florida	500.00	0.00	0.00	(500.00)
Southeast Tourism Society	350.00	0.00	0.00	(350.00)
Florida Outdoor Writers Association	350.00	0.00	175.00	(175.00)
Total Memberships	<u>1,200.00</u>	<u>0.00</u>	<u>175.00</u>	<u>(1,025.00)</u>
Professional Enhancement				
SE Tourism Society Marketing College	11,000.00	0.00	0.00	(11,000.00)
Governor's Tourism Conference	1,900.00	0.00	0.00	(1,900.00)
Total Professional Enhancement	<u>12,900.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,900.00)</u>
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
Total Internships	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,500.00)</u>
Retained Reserves				
Retained Reserves	22,300.00	0.00	0.00	(22,300.00)
Total Retained Reserves	<u>22,300.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(22,300.00)</u>
Total NonMarketing Expenses	<u>103,600.00</u>	<u>61.25</u>	<u>2,572.53</u>	<u>(101,027.47)</u>
Total Expenses	<u>385,800.00</u>	<u>24,240.72</u>	<u>194,722.14</u>	<u>(191,077.86)</u>
Net Income	<u>0.00</u>	<u>(24,240.72)</u>	<u>(56,084.06)</u>	<u>(56,084.06)</u>

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

Adopted 8/17/2017

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

(1) See Marketing Budget Detail

(2) See Memberships Detail

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

Adopted 8/17/2017

Marketing Budget Detail	Total
Planning:	
VisaVues Domestic and International Editions	\$5,100.00
Collateral Material:	
Print Ultimate Bicycle Guide	\$2,750.00
Design and Print New Regional Brochure (adds Brad, Col, & Ham Counties)	\$8,500.00
Design and Print Ultimate Springs Guide	\$3,450.00
Design & Print Specialty Brochures	\$1,200.00
Update and Print Suwannee River Wilderness Trail Guide	\$8,600.00
Print Visit Natural North Florida Paddling Guide	\$2,250.00
Purchase Copies of the Big Bend Saltwater Paddling Trail Guide	\$3,600.00
Print Suwannee River Wilderness & Fl. Saltwater Trail Maps	\$450.00
Website:	
Revise Homepage	\$30,000.00
Ultimate Springs Guide Maintenance	\$1,400.00
Website Pseudo-Reservation System	\$13,000.00
Web Hosting Services	\$8,000.00
Photography	\$2,000.00
Website Blogs - 5 Blogs Categories	\$5,100.00
Public Relations:	
Tours for Out-of-State & Foreign Travel Media	\$3,750.00
Trade Shows:	
Whistles and Other Promotional Items	\$5,000.00
Pop-up and/or Cloth Displays (in-kind)	\$5,000.00
VISIT FLORIDA Welcome Center Rack Space (in-kind)	\$800.00
State Parks Guides and State Road Maps (in-kind)	\$2,000.00
Shipping - Berlin and London (in-kind)	\$1,000.00
VISIT FLORIDA - Washington, DC 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

The Original Florida Tourism Task Force

2009 NW 67th Place
Gainesville, FL 32653-1603

Request for Proposals

The Original Florida Tourism Task Force 2018 Website Video Project

The Original Florida Tourism Task Force, hereinafter referred to as the Task Force, (dba Visit Natural North Florida) is a governmental entity consisting of member counties located in north central Florida. Current member counties consist of Alachua County, Bradford County, Columbia County, Dixie County, Gilchrist County, Hamilton County, Jefferson County, Lafayette County, Levy County, Madison County, Suwannee County, Taylor County, Union County and Wakulla County. The Task Force seeks to promote the natural, historic and cultural attractions of the 14-county region to increase the number of visitors and to extend their stays.

I. Project Description

The Task Force seeks one video production company or similarly-qualified company to design, create and produce a high definition online video to promote the Visit Natural North Florida region to potential visitors and to post the video on the Visit Natural North Florida website (www.naturalnorthflorida.com). The video may also be displayed to attendees at travel shows located throughout the eastern United States at which the Task Force exhibits.

It is anticipated that the video must contain several visually stunning oblique-angle aerial scenes of the coastline, rivers and other natural attributes of the region, including kayaking and/or similar activities, underwater scenes showcasing one or more of the crystal-clear springs of the region, hiking, beach, wildlife, and other scenes. The video must contain scenes of one (1) or more events/festivals, restaurants, campgrounds, recreational vehicle parks, bed and breakfasts as well as other attractions within the region. The video producer is encouraged to convey the video narrative in whatever style the video producer feels most appropriate, including voiceover, interviews, testimonials, slow- or stop motion.

- A. The video must be three (3) minutes or less in length;
- B. The video must include music and creative graphics;
- C. The video must include voice-over narration, testimonials and/or interviews with tourists visiting the region;
- D. The video must be broadcast quality;
- E. The video must be able to be reduced in size without sacrificing quality;
- F. The video must be able to be displayed on the Task Force website as well as multiple video and social media platforms;
- G. The final video must be completed by December 1, 2018;
- H. The video producer will deliver the finished product in desired formats including, but not limited to: MP4, MPEG, and web-compatible formats. The finished product must include one (1) broadcast quality video, and one (1) high-definition version of the video posted to YouTube; and
- I. The budget for the video is ten thousand dollars (\$10,000).

II. Responses

If you would like to respond to this Request for Proposals, please provide the following:

- A. A description of your company, the year it was founded, and a summary your production resources relevant experience, and references from past projects;
- B. Examples and samples of past projects, preferably of a similar size and scope. Such examples and samples can be satisfied by providing links to online videos;

- C. Proposed vision for the video (i.e. broad concepts on what the final product may look like);
- D. An explanation of coordination and communication with the Task Force throughout the development and implementation of the project;
- E. Proposed budget for the project. The proposed budget should include a suggested work plan, schedule, and a breakdown of fees for professional services, hours, and administrative services;
- F. Your company's point of contact, including name, title, phone, mailing address, and e-mail address;
- G. An organization chart naming the key players in your organization, their professional backgrounds and areas of expertise. Specifically state which staff would be assigned to manage the Task Force project;
- H. A list of all subcontracted vendors to be included in the proposed project, including a description of your work experience with them and the specific role each shall have in the project; and
- I. Any terms and conditions that might affect the project.

III. General

- A. The Task Force is not liable for costs incurred by proposers prior to execution of a contract. All costs incurred as a result of this request for proposals, including travel and personnel costs, are the sole responsibility of the proposer.
- B. The selected proposer will be required to secure its own production facilities and equipment. Any assignment or subcontracting by the selected proposer for the work to be performed, or goods and/or services to be provided, in whole or in part, and any other interest in conjunction with this request for proposal, shall not be permitted without the express written consent of the Task Force.
- C. The selected proposer will be expected to work closely with the Task Force through all phases of project execution, meeting as needed in person or by telephone or e-mail and providing weekly written progress updates. The selected proposer will be expected to produce all elements of the video, which may include, but are not limited to scripting, voicing, lighting, graphics, animation, editing, coding and music.
- D. The video shall be exclusively owned by the Task Force. All content produced for the video shall be exclusively owned by the Task Force.
- E. The selected proposer will provide copies of video release forms, as furnished by the Task Force, for persons featured in the video.
- F. In addition to the items described herein, the Task Force shall give consideration to other concepts for the video. Proposers are therefore encouraged to present other concepts and features not contained herein.
- G. Upon execution of a contract between the selected proposer and the Task Force, the Task Force shall make one (1) advance payment of five thousand dollars (\$5,000) and a final payment of five thousand dollars (\$5,000) upon receipt of the final product. All payments for the project shall be as specified by contract between the Task Force and the selected proposer.

IV. Ranking and Selection Criteria

Preliminary Ranking: All proposals received shall be reviewed and ranked by the Task Force Video Committee using the following criteria based upon a total of one hundred (100) points, as follows: (a) Experience and excellence in online video production – concepts, scripting, production, editing and web optimization forty (40) points; (b) Professional in house project team with project manager to meet all project deadlines thirty (30) points; (c) Knowledge of current technologies, standards, and best practices twenty (20) points; and (d) Knowledge of the area ten (10) points. The total score from these criteria shall be used to establish the rank order for the selection of the proposals by Task Force Video Committee members. The rankings, as established by the individual Task Force Video Committee members, shall be combined to result in a Task Force Video Committee ranking of proposers based on the average rank order of proposals assigned by individual Task Force Video Committee members, not the total number of points assigned by individual Task Force Video Committee members.

Final Ranking: Unless oral presentations are requested by the Task Force Video Committee, the Preliminary Ranking shall be the Final Ranking. Should the Task Force Video Committee request oral presentations from the highest-ranking proposers, the finalists shall be re-reviewed and re-ranked after the oral presentations by the Task Force Video Committee using the same criteria and method used for the Preliminary Ranking.

An attempt shall be made to reach an agreement with the highest ranking proposer, the second highest, and so on until a satisfactory agreement is reached.

Responses are due by 5:00 p.m. Eastern Daylight Savings Time, June 15, 2018.

Submit two hard (paper) copies of your proposal in writing to:

2018 Task Force Video Project Proposal
c/o Scott R. Koons, Executive Director
The Original Florida Tourism Task Force
2009 NW 67th Place
Gainesville, Florida 32653-1603

Electronic and facsimile copies shall not be accepted.

A maximum of three (3) finalists may be selected from submitted proposals and may be requested to give oral presentations.

If you have any questions concerning the request for proposals, please contact Steven Dopp, Senior Planner, by email at dopp@ncfrpc.org or by telephone at 352.955.2200, extension 109.

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The Original Florida Tourism Task Force
Task Force 2018 Website Video Project
List of Potential Proposers

May 1, 2018

Two Head Video
Attn: MaryBeth Head
5011 SW 177th Street
Archer, Florida 32618
Phone: 352.372.5625
352.495.6720

mb@two-head.com
www.two-head.com

Running Man Pictures
Attn: Russell C. Mick
1999 Sara Lee Lane
Tallahassee, FL 32312
Phone: 850.591.3393
Russell@runningmanpictures.net
www.runningmanpictures.net

Reefhouse Media
Attn: Ronny Herera
260 1st Avenue South, Suite 200 #153 St
St. Petersburg, FL 33701
Phone: 786.853.4837
ronny@reefhousemedia.com
www.reefhousemedia.com

Parisleaf
Attn: Chad Paris
107 SW 7th Street
Gainesville, FL 32601
Phone: 352.377.5560
chad@parisleaf.com
<https://parisleaf.com/>

Studio 601
6911 NW 22nd Street
Gainesville, FL 32653
Phone: 352.335.4424
<http://studio601.com>

Aqueous Films
37 N. Orange Avenue #910E
Orlando, FL 32801
Phone: 386.585.0357
<https://www.aqueousfilms.com/>

Betterme Productions
978 SW 2nd Avenue
Gainesville, FL 32601
Phone: 3532.356.8178
<http://bettermeproductions.com/>

Jellyfish Smack Productions
Attn: Eric Flagg
1418 NW 16th Terrace
Gainesville, FL 32605
Phone: 352.278.2287
eric.flagg@gmail.com
<http://www.jellyfishsmack.com/>

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May18, 2018

Mr. Robert Gitzen, Development Representative III
Florida Department of Economic Opportunity
Division of Community Development
107 East Madison Street, MSC 160
Tallahassee, FL 32399-4120

RE: Fiscal Year 2017-18
Regional Rural Development Grant
1st Quarter Deliverables Report

Dear Mr. Gitzen:

At its May 17, 2018 meeting, The Original Florida Tourism Task Force reviewed and approved the first quarter report and reimbursement request for its Fiscal Year 2017-18 Regional Rural Development Grant.

Please find enclosed the first quarter Deliverables Report and an invoice in the amount of \$27,197.00 for the period January 17, 2018 through April 30, 2018 relative to the contract between **The Original Florida Tourism Task Force** and the Florida Department of Economic Opportunity. Also enclosed are a completed Minority and Service-Disabled Veteran Business Enterprise Report and a Compliance Certification form.

Thank you for your continuing support of the Original Florida Tourism Task Force and their mission of providing economic development opportunities through rural tourism development.

If you have any questions concerning this matter, please contact Steven Dopp, Senior Planner, at 352.955.2200, ext. 109.

Sincerely,



Dawn Taylor
Chair

Enclosures

The Original Florida Tourism Task Force
2009 NW 67th Place
Gainesville, FL 32653-1603
352.955.2200 · 877.955.2199

The Original Florida Tourism Task Force
FEID # 59-3534835

INVOICE

Agreement #: D0104

Invoice No.: 1
Date: May 18, 2018

TO:

Florida Dept. of Economic Opportunity
Division of Community Development
Attn: Robert Gitzen
107 E. Madison Street,
Caldwell Bldg. MSC 160
Tallahassee, FL 32399-1160

FOR:

The Original Florida Tourism Task Force
2009 NW 67th Place
Gainesville, FL 32653-1603
352-955-2200

DESCRIPTION	AMOUNT
Dates of Service: January 17, 2018 to April 30, 2018	
Deliverable 2.1 Website Maintenance and Enhancements	
Task 2.1.1 Website Maintenance and Hosting	
Secured Website Maintenance and Hosting Agreement (Contractual Services)	
Deliverable 2.2 Marketing and Promotion	
Task 2.2.1 Electronic Newsletter	
Created and Distributed One Electronic Newsletter (Staff Time)	
Task 2.2.4 Purchase Marketing Materials	
Purchased 500 copies of Preprinted Marketing Materials	
(Contractual Services)	
Task 2.2.6 Domestic Travel Shows	
Attended One Domestic Travel Show (Travel)	
Task 2.2.7 Advertising Campaigns	
Purchased One Print Advertisement (Contractual Services)	
Purchased One Digital Advertisement (Contractual Services)	
Task 2.2.8 Distribute Literature	
Distributed a minimum of 10,000 Brochures (Contractual Services)	
Deliverable 2.3 Professional Enhancement	
Task 2.3.2 Professional Association Memberships	
Renewed One Professional Association Membership (Memberships)	
Expenditures	
Staff time	\$ 6,625.00
Contractual Services	19,644.00
Memberships	175.00
Travel	753.00
Registrations	0.00
Shipping	0.00
Scholarships	0.00
TOTAL	\$ 21,197.00

Make all checks payable to The Original Florida Tourism Task Force FEID # 59-3534835

I certify, by evidence of my signature below, the above information is true and correct; the goods and services have been satisfactorily delivered and payment is now due. I understand that DEO and other state personal have authority to require additional documentation and/or conduct audits or inspections of grant records.

Dawn Taylor
Chair

Date 5/18/18

The Original Florida Tourism Task Force

Fiscal Year 2017-18 Regional Rural Development Grant
First Payment Request
Listing of Invoices, Payments and Associated Checks
May 18, 2018

Name	Invoice Date	Invoice Number	Invoice Amount	Check Date	Check Number	Check Amount	Amount Charged to Grant
Jumpem, LLC	4/11/2018	3432	\$6,000.00	4/27/2017	1291	\$6,000.00	\$6,000.00
Lois Nevins	1/3/2018	n/a	\$827.00	2/1/2018	1254	\$827.00	\$753.00
CTM Media Group, Inc.	2/1/2018	01S-165215	\$1,299.00	3/1/2018	1265	\$1,299.00	\$1,299.00
Florida Suncoast Tourism Promotions, Inc.	2/1/2018	2T027307	\$1,500.00	2/15/2018	1260	\$1,500.00	\$1,500.00
Florida Outdoor Wirters Association	12/5/2017	2018-125	\$175.00	1/18/2018	1243	\$175.00	\$175.00
Worth Internatinal Media	3/1/2018	1118190	\$6,680.00	1/18/2018	1250	\$6,680.00	\$6,680.00
Flashbay	1/31/2018	IN809899	\$2,365.00	4/12/2018	1293	\$2,365.00	\$2,365.00
North Central Florida Regional Planning Council - eNewsletter	3/31/2018	n/a	\$1,000.00	n/a	n/a	\$1,000.00	\$1,000.00
Fish and Wildlife Foundation of Florida	1/19/2018	501	\$800.00	2/1/2018	1253	\$800.00	\$800.00
PBN Holdings, LLC	4/23/2018	20011	\$1,000.00	4/26/2018	1296	\$1,000.00	\$1,000.00
North Central Florida Regional Planning Council - Administration	3/31/2018	n/a	\$5,625.00	n/a	n/a	\$5,625.00	\$5,625.00
Total			\$27,271.00			\$27,271.00	\$27,197.00

n/a = not applicable

\\Economic Development\Original Florida\Grants\DEO-Staffing Grants\2017-18\1st Quarter Report\1st Quarter Listing of Checks and Invoices.xlsx

Florida Department of Economic Opportunity
Fiscal Year 2017-18
Regional Rural Development Grant
First Quarter Report
January 17, 2018 through April 30, 2018

Submitted May 18, 2018 by

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

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**NARRATIVE
REGIONAL RURAL DEVELOPMENT GRANT
FISCAL YEAR 2017-18
FIRST QUARTER REPORT
January 17, 2018 through April 30, 2018**

COMPLIANCE CERTIFICATION FORM, QUARTERLY MINORITY VENDOR AND SERVICE-DISABLED VETERAN BUSINESS REPORT

Please find attached the Compliance Certification from and Minority Vendor and disabled veterans business report in Part B.

WEBSITE UPDATES AND ENHANCEMENTS

WEBSITE MAINTENANCE AND HOSTING

The Task Force published a Request For Proposals in the Florida Administrative Register on November 29, 2017 for a 2018 Marketing Project which consisted of a digital advertising campaign as well as website maintenance and hosting. The Task Force entered into a contract on March 7, 2018 with Jumpem, LLC for the 2018 Marketing Project and expended \$6,000 during the first quarter for website maintenance and hosting. A copy of the Request for Proposals and the Florida Administrative Register advertisement, executed contract, invoice for website maintenance and hosing as well as a cancelled check are included in Part C.

TOPIC-CENTERED MICROSITES

The Task Force entered into a contract on March 7, 2018 with Jumpem, LLC, to create a Parks topic-centered microsite. A copy of the executed contract is included in Part D. No funds were expended on this project during the first quarter.

WEBSITE VIDEO

The Task Force did not expend any funds during the first quarter for the development of a new website video.

REVIEW AND UPDATE SPRINGS AND BICYCLE ROUTES

The Task Force did not expend any funds during the first quarter on the review and update of springs and bicycle routes.

MARKETING AND PROMOTION

ELECTRONIC NEWSLETTERS

The Task Force created and distributed one electronic newsletter during the first quarter to over 5,500 email addresses. The Task Force spent \$1,000 on this item during the first quarter. A copy of the newsletter, timesheets documenting \$1,000 of staff time spent on the newsletter, as well as a Certificate of Indirect Costs are included in Part E.

WEBSITE BLOGS

During the first quarter, the Task Force entered into a contract on January 17, 2018 with Two Tree, Inc., for the posting of 60 blogs during the course of the contract year. No funds were expended on website blogs during the first quarter. A copy of the contract is included in Part F.

PREPRINTED MARKETING MATERIALS

During the first quarter, the Task Force expended \$2,365 for the purchase of 400 preloaded wafer Universal Serial Bus cards. The wafer cards are loaded by the exhibitor with photographs, articles and similar collateral material regarding tourist attractions located within the region. The wafer cards are distributed by the Task Force to media representatives at travel shows at which the Task Force exhibits. A copy of the file contents of the wafer card, an invoice and cancelled check are included in Part G.

The Task Force expended \$800 for the purchase of 100 copies of the Big Bend Saltwater Paddling Trail Guide. The paddling trail guides are distributed by the Task Force to interested persons at travel shows. A copy of the guide cover, an invoice and cancelled check are included in Part G.

VISAVUES

No expenditures were made by the Task Force during the first quarter for the purchase of VISAVUES annual subscriptions. It is anticipated that the Task Force will purchase the VISAVUES domestic and international subscriptions and seek reimbursement of expenses incurred for the purchase as part of the second quarter reimbursement request.

DOMESTIC TRAVEL SHOWS

The Task Force exhibited at the Atlanta Camping and RV Show January 24-25, 2018. Two Task Force representatives staffed the booth. The Task Force expended \$753 of Regional Rural Development Grant funds to reimburse the expenses of one of the Task Force representatives. A copy of the travel show registration, reimbursement statement, receipts and cancelled check for the Task Force representative whom was reimbursed using Regional Rural Development Grant funds are included in Part H.

DESIGN AND PRODUCE MARKETING MATERIALS

The Task Force printed 400 copies of a 4.25" x 5.5" bicycle flyer during the first quarter. The flyers were distributed by the Task Force at various travel shows at which it exhibited during the first quarter. It is anticipated that the Task Force will seek reimbursement of expenses incurred for these items as part of the second quarter reimbursement request.

ADVERTISING CAMPAIGN

The Task Force published a Request For Proposals in the Florida Administrative Register on November 29, 2017 for the 2018 Marketing Project. The marketing project consists of a digital advertising campaign as well as website maintenance and hosting. The Task Force entered into a contract on March 7, 2018 with Jumpem, LLC for the 2018 Marketing Project. No expenditures were made by the Task Force during the first quarter on the digital advertising campaign. A copy of the Request for Proposals, the Florida Administrative Register advertisement and executed contract are included beginning in Part C.

The Task Force expended \$1,000 during the first quarter for the purchase of a digital banner advertisement on the Florida Pocket Ranger app. The advertisement will run through January 16, 2019. The app provides information on Florida State Parks and is the official app of the Florida State Parks System. A copy of the banner advertisement, contract and cancelled check are included beginning in Part I.

The Task Force entered into an agreement with Worth Advertising for a full-page co-op advertisement in UnDiscovered Florida during the first quarter. The Task Force expended \$6,680 for the advertisement during the first quarter. The magazine was published in March 2018 and distributed in April 2018. The advertisement can be found on page 5 of the following link: <http://www.nxtbook.com/worth/SUPPLEMENTS/UndiscoveredFlorida2018/index.php>. A copy of the advertisement, contract and cancelled check are also included in Part I.

BROCHURE DISTRIBUTION

The Task Force entered into a contract with CTM Media for the distribution of brochures along I-75 from Atlanta to Lake City. The Task Force renewed its contract from last year with Florida Suncoast Tourism Promotions, Inc. to distribute a minimum of 50,000 brochures along I-10 from Marianna to I-75, U.S. Highway 19 from Tallahassee to Tampa Bay, I-75 from Lake City to Venice, I-4 from Tampa to Haines City, and at American Automobile Association Autoclub South offices statewide.

The contract with CTM Media is for \$5,196 for the year. During the first quarter, the Task Force expended \$1,299 with CTM Media for the distribution of brochures. The Task Force expended \$1,500 with Florida Suncoast Tourism Promotions, Inc., for the distribution of 12,500 brochures during the first quarter.

Copies of the CTM Media contract, distribution locations, invoice and cancelled check to CTM Media can be found Part J. Copies of the Florida Suncoast Tourism Promotions, Inc., contract, distribution locations, invoice and cancelled check can also be found in Part J. A copy of the brochure which was distributed is included in Part J as well.

EMAIL DISTRIBUTION SERVICES

No expenditures were made by the Task Force during the first quarter for email distribution services.

PROFESSIONAL ENHANCEMENT

PROFESSIONAL ASSOCIATIONS ANNUAL MEMBERSHIPS

The Task Force expended \$175 for its annual membership with the Florida Outdoor Writers Association. A copy of the invoice and cancelled check are included in Part K.

PROFESSIONAL ENHANCEMENT SCHOLARSHIPS

Ten Task Force members were awarded scholarships to attend the Southeast Tourism Society Marketing College June 24-29, 2018 at the University of North Georgia, Dahlonega, Georgia. It is anticipated that the Task Force will seek reimbursement for the scholarships as part of the second quarter reimbursement request.

ADMINISTRATION

The North Central Florida Regional Planning Council provided \$5,625 in staff services to the Task Force in the administration of its Regional Rural Development grant. Copies of North Central Florida Regional Planning Council employee time sheets, pay stubs and Certificate of Indirect Costs are included in Part L.

PROOF OF FINANCIAL MATCH

See Part M, Proof of Financial Match.

Visit Natural
NORTH FLORIDA

**COMPLIANCE CERTIFICATION FORM AND
MINORITY VENDOR AND DISABLED VETERANS
BUSINESS REPORT**

Grantee: The Original Florida Tourism Task Force		
Street Address: 2009 NW 67th Place		
City: Gainesville	ST: FL	Zip: 32653-1603
Phone: 352.955.2200	Email: taylorchamber@fairpoint.net	

COMPLIANCE CERTIFICATION FORM

TO:
Department of Economic Opportunity
Bureau of Economic Development
The Caldwell Bldg.
107 East Madison Street, MSC 160
Tallahassee, FL 32399

DESCRIPTION: Deliverables Including Minimum Performance Standards	Invoice Period: (dates)
Invoice #1 (attached)	January 17 to April 30, 2018
1 Electronic Newsletter	\$1,000.00
Website Hosting and Maintenance - Through January 17, 2019	\$6,000.00
1 Travel Show - Lois Nevins Reimbursement	\$753.00
Brochure Distribution of a Minimum of 10,000 Brochures	\$2,799.00
1 Print Advertisement	\$6,680.00
500 Copies of Preprinted Marketing Materials	\$3,165.00
1 Professional Association Membership	\$175.00
1 Digital Advertisement	\$1,000.00
INVOICE AMOUNT	\$21,572.00

Recipient Certification:

I certify, by evidence of my signature below, the above information is true and correct; the goods and services have been satisfactorily delivered and payment is now due. I understand that DEO and other state personnel have authority to require additional documentation and/or conduct audits or inspections of grant records.

Name Printed: Dawn Taylor Title: Chair

Signature: _____ Date: 5/18/2018

DEO Agreement Manager Certification:

I certify, by evidence of my signature below, the above information is true and correct to the best of my knowledge; the goods and services have been satisfactorily received and payment is now due.

DEO Agreement Manager Signature: _____

Title: _____ Date: _____

**DEPARTMENT OF ECONOMIC OPPORTUNITY
MINORITY SERVICE-DISABLED VETERAN BUSINESS ENTERPRISE REPORT**

Company Name: The Original Florida Tourism Task Force **Invoice #:** 1 **Date:** 5/18/2018

Contract Amount: \$150,000

MBE Participation Amount: \$ MBE Percentage: 0%

DV Participation Amount: \$ DV Percentage: 0%

MINORITY BUSINESS ENTERPRISE (MBE)

**Include consultants, sub-contractors, travel agents, etc. who provided services on this project

**Minority Business Enterprise	Description	** MBE Status	State Certified MBE (Yes or No)	MBE Contract \$ Amount	\$ Amount this Invoice	Total Paid	Balance Due	Project Type (Commodities or Contractual Services)
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
TOTALS				\$ -	\$ -	\$ -	\$ -	
								\$ -

Certified MBE: **H - African American **I** - Hispanic **J** - Asian/Hawaiian **K** - Native American **M** - American Women
Non-Certified MBE: **N** - African American **O** - Hispanic **P** - Asian/Hawaiian **Q** - Native American **R** - American Women

SERVICE-DISABLED VETERAN (DV) BUSINESS ENTERPRISE

**Include consultants, sub-contractors, travel agents, etc. who provided services on this project

**Service-Disabled Veteran Business Enterprise	Description	** DV Status	State Certified DV (Yes or No)	DV Contract \$ Amount	\$ Amount this Invoice	Total Paid	Balance Due	Project Type (Commodities or Contractual Services)
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
TOTALS				\$ -	\$ -	\$ -	\$ -	
								\$ -

*Certified DV: **W** - Service-Disabled Veteran Business

Non-Certified DV: **Y - Service-Disabled Veteran Business

Attachment 1**SCOPE OF WORK**

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

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

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

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

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

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

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

2.2 Marketing and Promotion:

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

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

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

Agreement # D0117

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

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

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

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

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

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

2.3 Professional Enhancement:

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

2.3.2 Maintain memberships in or join professional organizations.

3.DEO'S RESPONSIBILITIES:

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

3.2 Perform Agreement management responsibilities as stated herein;

3.3 Reply to reasonable inquiries pursuant to the Agreement and,

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

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

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

Agreement # *D0117*

Add Topic centered microsites to Grantee's website in accordance with Scope of Work 2.1.2	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

Agreement # D0117

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

Agreement # D0117

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

5. REPORTING:

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

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

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

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

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

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

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

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Florida Department of Economic Opportunity
Fiscal Year 2017-18 Regional Rural Development Grant
(January 17, 2018 - January 17, 2019)
Deliverables and Cost Estimates
May 10, 2018 Draft

Cost Estimates				Deliverable
As of 10/20/16	As of 4/20/18	As of /5/7/18	Proposed 5/8/18	
\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	Website Hosting & Maintenance
\$1,900.00	\$1,900.00	\$1,900.00	\$1,000.00	Ultimate Bicycle Guide Maintenance and Updates
\$1,500.00	\$1,500.00	\$1,500.00	\$1,000.00	Ultimate Springs Guide Maintenance and Updates
\$15,000.00	\$0.00	\$0.00	\$0.00	Website Reservation/Pseudo-Reservation System
\$1,000.00	\$2,500.00	\$2,500.00	\$2,500.00	Ultimate Paddling Guide - Website Microsite
\$0.00	\$2,500.00	\$2,500.00	\$2,500.00	Ultimate Parks Guide - Website Microsite
\$5,000.00	\$10,000.00	\$10,000.00	\$10,000.00	Website Video
\$5,100.00	\$5,100.00	\$5,100.00	\$5,100.00	Website Blogs (60 blogs at \$85 per blog)
\$0.00	\$3,000.00	\$3,000.00	\$0.00	Website Blogs - Nancy Moreland
\$15,100.00	\$12,000.00	\$12,000.00	\$11,635.00	Travel Shows (Atlanta Camping & RV, Bike Expo NY, Georgia RV & Camper)
\$16,650.00	\$26,500.00	\$26,500.00	\$26,500.00	Digital Advertising Campaign - Facebook, Google Adword search, Retargeting, Other
\$4,250.00	\$4,250.00	\$4,250.00	\$4,250.00	Quarterly eNewsletters
\$17,000.00	-	-	-	Print Media Advertising
-	\$6,680.00	\$6,680.00	\$6,680.00	Print Media Advertising - UnDiscovered Florida Co-op
-	\$6,000.00	\$6,000.00	\$6,000.00	Print Media Advertising - Visit Florida Road Map
-	\$8,500.00	\$8,500.00	\$8,500.00	Print Media Advertising - Visit Florida Official Vacation Guide Co-op
-	\$2,500.00	\$2,500.00	\$2,365.00	Media Kits
\$1,600.00	\$1,550.00	\$1,000.00	\$0.00	Design & Print Regional Specialty Brochures
\$3,600.00	\$800.00	\$800.00	\$800.00	Purchase Copies of Big Bend Saltwater Paddling Guide
\$8,500.00	\$11,200.00	\$11,200.00	\$11,200.00	Brochure Distribution
\$5,000.00	\$2,000.00	\$2,000.00	\$0.00	Revise & Print Ultimate Bicycle Guide
\$5,100.00	\$5,100.00	\$5,100.00	\$5,060.00	VISAVUE - Domestic and International Editions
\$14,000.00	\$12,600.00	\$15,810.00	\$15,210.00	Scholarships (10 scholarships @ \$1,700 each, less credit from previous year)
\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	Organizational Annual Memberships
\$22,500.00	\$22,500.00	\$22,500.00	\$22,500.00	Administration
\$150,000.00	\$155,880.00	\$158,540.00	\$150,000.00	Total

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Steve Dopp

From: nmoreland@conveymore.com
Sent: Wednesday, May 09, 2018 1:44 PM
To: Steve Dopp
Subject: VNNF Blogs

Importance: High

Hi Steve,

Wanted to touch base on the blogging project. Based on my initial communication with Carol McQueen, I inadvertently assumed the board was ready to proceed with the project. After getting more clarification, I realized they needed to seek additional bids. While I completely understand, my schedule tends to fill quickly and in the interim, my work load has grown. Additionally, I may be moving to Tallahassee this summer. In light of these developments, I need to withdraw my name from the bids. I do appreciate the opportunity and perhaps we can work together in the future. For now, I hope to continue spreading the word on North Florida through other publications.

Two recent stories:

<http://www.orlandosentinel.com/travel/destinations/florida/os-exfl-jefferson-county-20180506-story.html>

<http://www.orlandosentinel.com/travel/destinations/florida/os-exfl-dixie-county-20180506-story.html>

Best regards,

Nancy

Nancy Moreland
ConveyMore Communications
904-797-9484 • www.ConveyMore.com




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Proposed VISIT FLORIDA One-Half Panel Transportation Map Advertisement
May 1, 2018

Alternative 1


Visit Natural
NORTH FLORIDA®
Where Nature is Our Theme Park



www.naturalnorthflorida.com

Alternative 2


Visit Natural
NORTH FLORIDA®
Nature is Our Theme Park



www.naturalnorthflorida.com

Alternative 3


Visit Natural
NORTH FLORIDA®
Where Nature is Our Theme Park



www.naturalnorthflorida.com

Alternative 4

Visit Natural
NORTH FLORIDA®
Nature is Our Theme Park



www.naturalnorthflorida.com

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2018 Southeast Tourism Society Marketing College Scholarships

May 8, 2018

Recipients

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

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The Original Florida Tourism Task Force

Travel Shows and Estimated Costs, 2018-19 Travel Show Season
May 10, 2018

Show	Show Dates	Tavel Show Season			
		2017-18 Season		2018-19	
				Recommended Budget	
		Budget	Expended	VISIT FLORIDA	Other Funds
1 Georgia RV and Camping Show	September 14 - 16, 2018	-	-	-	\$4,000
2 Midwest Mountaineering Winter Expo	November 16 - 18, 2018	-	-	\$4,300	-
3 CMT Messe Stuttgart	January 12 - 20, 2019	-	-	\$14,500	-
4 Chicago Travel and Adventure Show	January 12-13, 2019	\$8,574.00	\$6,175.63	\$6,300	-
5 Atlanta Camping and RV Show	January 25 - 27, 2019	\$4,266.00	\$2,616.19	\$3,850	-
6 New York Times Travel Show	January 25 - 27, 2019	\$8,546.00	\$7,977.35	\$8,300	-
7 London Times Destinations Show	January 31 - February 3, 2019	-	-	\$12,500	-
8 Houston RV Show	February 6 - 10, 2019	-	-	\$6,000	-
9 Boston Travel and Adventure Show	February 9-10, 2019	-	-	\$6,800	-
10 Chicago RV and Camping Show	February 14 - 17, 2019	\$8,318.00	\$6,277.20	\$6,500	-
11 F.re.e Messe Munich	February 20 - 24, 2019	\$15,434.00	\$12,060.70	\$12,500	-
12 Toronto Outdoor Adventure Show	February 22 - 24, 2019	\$9,819.00	\$7,772.51	\$8,000	-
13 Canoecopia	March 8 - 10, 2019	\$5,566.00	\$5,369.54	\$5,700	-
14 Philadelphia Travel and Adventure Show	March 9-10, 2019	\$7,514.00	\$6,806.80	\$7,100	-
15 Washington, DC Travel and Adventure Show	March 16-17, 2019	\$6,914.00	\$6,471.81	\$6,700	-
16 Ottawa Outdoor and Travel Adventue Show	April 20-21, 2019	-	-	\$6,000	-
17 Midwest Mountaineering Spring Expo	April 26 - 27, 2019	\$3,988.87	-	-	\$5,000
18 Bike Expo New York	May 3 - 4, 2019	\$7,000.00	-	-	\$7,000
Total				\$115,050	\$16,000

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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
May 10, 2018

Cost Estimates			Deliverable
as of 4/12/18	as of 4/20/18	Proposed 5/8/18	
\$1,000.00	\$1,000.00	\$500.00	Ultimate Bicycle Guide Maintenance and Updates
\$1,000.00	\$1,000.00	\$500.00	Ultimate Springs Guide Maintenance and Updates
\$1,000.00	\$1,000.00	\$500.00	Ultimate Paddling Guide Maintenance & Updates
\$1,000.00	\$1,000.00	\$500.00	Ultimate Parks Guide Maintenance & Updates
\$2,400.00	\$2,400.00	\$1,000.00	Revise Descriptions on County and Town Landing Pages
-	-	\$5,000.00	Create Two Topic-Centred Landing Pages (Hiking, RV Parks & Campgrounds)
\$5,100.00	\$5,100.00	\$5,100.00	Website Blogs (60 blogs per at \$85 per blog)
-	\$5,100.00	\$2,400.00	Website Blogs - Nancy Moreland
\$3,000.00	\$3,000.00	\$2,000.00	Print VNNF Specialty Brochures (RV Guide, Outfitters Guide, Lodging Guide, Paddling Maps)
\$3,000.00	\$3,000.00	\$3,000.00	Revise & Print Ultimate Bicycle Guide
\$0.00	\$1,500.00	\$1,500.00	Purchase Copies of Big Bend Saltwater Paddling Guide
\$21,500.00	\$21,500.00	\$16,000.00	Domestic Travel Shows (3_shows)
\$16,000.00	\$22,500.00	\$22,500.00	Print Advertising (co-op ads)
\$20,000.00	\$20,000.00	\$26,000.00	Digital Advertising Campaign - Facebook, Google Adword search, Retargeting, Other
-	-	\$1,000.00	Florida Pocket Ranger Digital Banner Advertisement
\$6,000.00	\$6,000.00	\$6,000.00	Website Hosting & Maintenance
\$18,000.00	\$0.00	\$0.00	Connect Travel - Complete
\$12,000.00	\$12,000.00	\$16,550.00	Scholarships (10 Scholarships @ \$1,655)
\$12,000.00	\$12,000.00	\$12,000.00	Brochure Distribution
\$1,200.00	\$1,200.00	\$1,200.00	Professional Organization Memberships
\$5,100.00	\$0.00	\$0.00	VISAVUE - Domestic and International Editions
\$4,250.00	\$4,250.00	\$4,250.00	Quarterly eNewsletters
\$22,500.00	\$22,500.00	\$22,500.00	Administration
\$156,050.00	\$146,050.00	\$150,000.00	Total

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Steve Dopp

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



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



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

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

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

Roundtable Agenda

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

Regional Dates & Locations

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

Hilton Orlando
6001 Destination Parkway, Orlando, FL 32819

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

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

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

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

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

Omni Jacksonville Hotel
245 Water Street, Jacksonville, FL 32202

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

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

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

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

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

Stay Connected

Questions?

Contact your [Regional Partnership Manager](#).

Talk to a [VISIT FLORIDA Team Member](#).

Industry Hotline: (877) 435-2872 | Email: partner@VISITFLORIDA.org



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The Original Florida Tourism Task Force 2018 MEMBERS as of 5/8/2018

ALACHUA COUNTY

(\$15,000 - 3 votes)

Vacant

Ron Gromoll

Marketing and Events Coordinator
Alachua County Fair
12 SE 1st Street, 2nd Floor
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Julie Waldman

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BRADFORD COUNTY

(\$3,000 - 2 votes)

William Sexton

Bradford County Attorney
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The Honorable Daniel Riddick

Bradford County Board of County
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COLUMBIA COUNTY

(\$8,000 3 votes)

Vacant

Rod Butler

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Paula R. Vann

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Council
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DIXIE COUNTY

(\$2,000 - 2 votes)

Nancy Bednarek

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Russ McCallister

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www.suwanneeguides.com

GILCHRIST COUNTY

(\$2,000 - 2 votes)

Vacant***Pat Watson***

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HAMILTON COUNTY

(\$1,000 - 2 votes)

Vacant***Susan Ramsey***

Executive Director
Hamilton County Development Authority
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JEFFERSON COUNTY

(\$2,000 - 2 votes)

Katrina Richardson

Executive Director
Monticello/Jefferson Chamber of Commerce
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info@monticellojeffersonfl.com

Nancy Wideman

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LAFAYETTE COUNTY

(\$1,000 - 1 vote)

Susie Page, Vice-Chair

Suwannee River Rendezvous LLC
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(f) 386.294.1133
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www.suwanneeriverrendezvous.com

LEVY COUNTY

(\$4,000 - 2 votes)

Carol McQueen

9207 Florida Street
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(h) 352 221-2946
carolmcqueen44@gmail.com

Tisha Whitehurst

Director
Levy County Visitors Bureau
620 N. Hathaway Avenue
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tourism@visitnaturecoast.com

MADISON COUNTY

(\$3,000 - 2 votes)

Phyllis Williams

Executive Director
Madison County Chamber of Commerce
and Tourism
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(f) 850.973.8863
phyllis@madisonfl.org

Trent Abbott

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SUWANNEE COUNTY

(\$4,000 - 2 votes)

Alvin Jackson

Executive Director
Suwannee County Economic Development
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www.suwanneechamber.com

Teena Peavy

Marketing Director
Spirit of the Suwannee Music Park
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Live Oak, Florida 32060
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teena@musicliveshere.com
www.musicliveshere.com

TAYLOR COUNTY

(\$4,000 - 2 votes)

Dawn Taylor, Chair

Executive Director
Taylor County Chamber of Commerce
PO Box 892
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(f) 850.584.8030
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taylorchamber@gtcom.net
www.taylorcountychamber.com

Sandy Beach

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850.578.2898
Cell: 850.843.1546
sandybeach8431546@gmail.com

UNION COUNTY

(\$1,000 - 1 vote)

Dave Mecusker

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

WAKULLA COUNTY

(\$3,000 - 2 votes)

Outreach Coordinator
Wakulla County Tourist Development Council
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Crawfordville, FL 32327
(w) 850.926.0919 x 716
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www.visitwakulla.com

The Honorable Gail Gilman

City of St. Marks, Florida
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STAFF***Steve Dopp***

Senior Planner
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Scott R. Koons

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(f) 352.955.2209
Koons@ncfrpc.org

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

as of 1/8/2018

VOLUNTEERS, CONSULTANTS AND OTHERS

Donna Creamer

Staff Assistant
Gilchrist County Tourist Development Council
220 S. Main Street
Trenton, FL 32693
(w) 352.463.3467
(f) 352.463.3469
(c) 352.210.1827
dcreamer@gilchrist.fl.us
www.VisitGilchristCounty.com

Roland Loog - Volunteer

1907 NW 10th Avenue
Gainesville, Florida 32605-5313
(h) 352.375.2060
(c) 352.231.2077

Lois Nevins

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

Tommy Thompson

Two Tree, Inc.
24 NW 33rd Ct., Suite A
Gainesville, FL 32607
(w) 3532.284.1763

2018
Visit Natural North Florida
Meeting Dates and Counties



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

January 18:	<u>Alachua County</u>
February 15:	<u>Columbia County</u>
March 15:	<u>Suwannee County</u>
April 19:	<u>Jefferson County</u>
May 17:	<u>Levy County</u>
June 21:	<u>Hamilton County</u>
July 19:	<u>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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