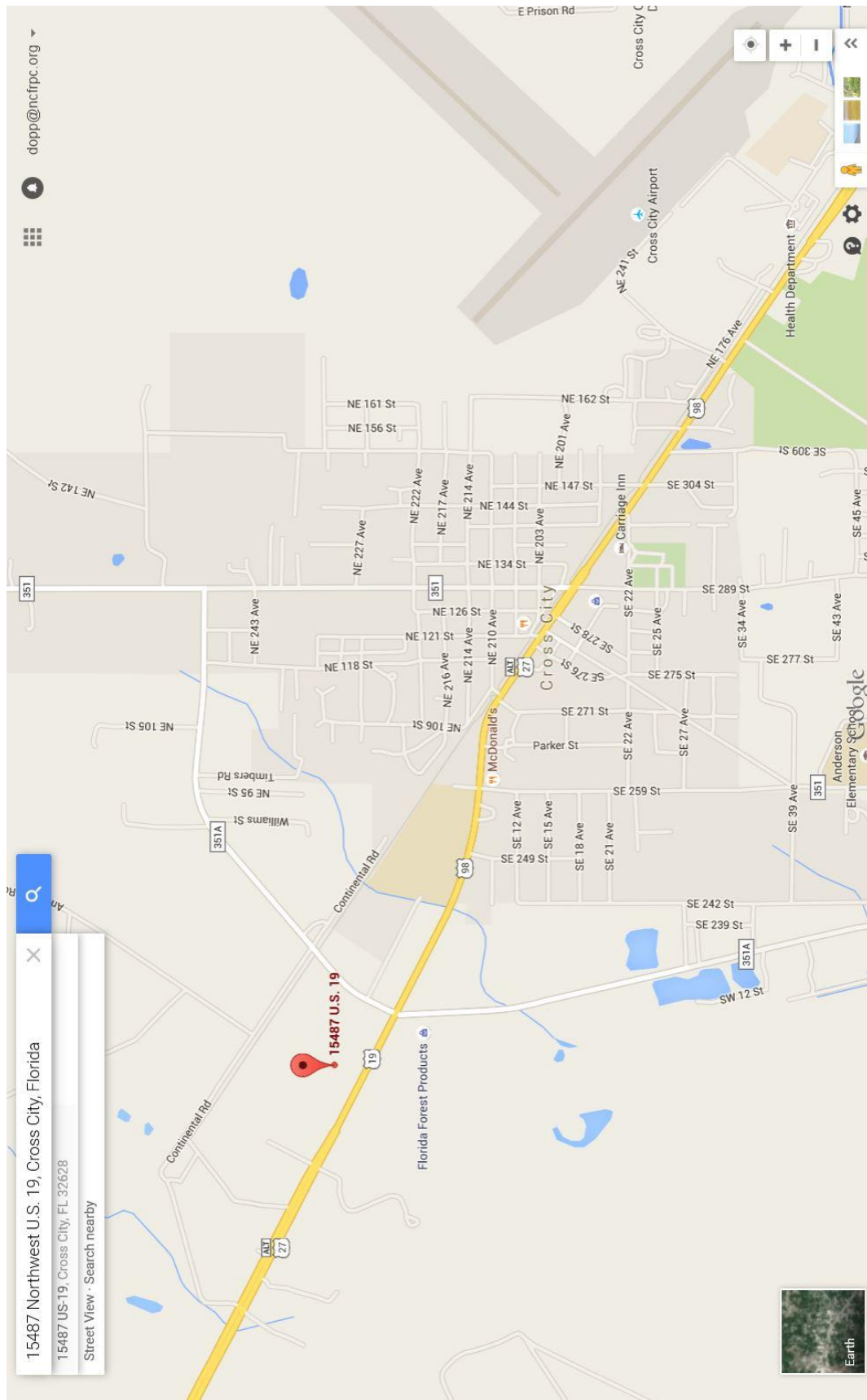


## MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **November 15, 2018**. The meeting will be held at the **Putnam Lodge, 15487 U.S. Highway 19, Cross City, Florida** beginning at **10:00 a.m.**

(Location Map on Back)



*The Original Florida*  
**TOURISM TASK FORCE**  
**Meeting Agenda**

*Visit Natural*  
**NORTH FLORIDA**

**Putnam Lodge**  
**15487 U.S. Highway 19, Cross City, FL**  
**Dixie County**

**November 15, 2018**  
**Thursday 10:00 a.m.**

	<b>PAGE NO.</b>
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III. Approval of the October 18, 2018 Meeting Minutes	5
IV. Old Business	
A. The Original Florida Tourism Task Force Overview Presentation	
B. Regional Rural Development Grant Proposed Legislation	
C. Committee Reports	
1. Finance Committee Report	
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b. Revised Fiscal Year 2017-18 Budget Review and Approval	35
D. Fiscal Year 2017-18 Regional Rural Development Grant	
1. Approval of Third Quarter Report and Reimbursement Submittal Package	39
2. Scope of Work	
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b. In-House Brochure Printing - Authorization to Print In-House Brochures	
c. UnDiscovered Florida Co-op Advertisement	
d. Florida Park Ranger App Advertisement	
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E. Fiscal Year 2018-19 Regional Rural Development Grant	
1. Deliverables and Costs	69
2. Selection of Six Towns for Blog Write-ups and Additional Town Landing Pages	
3. Authorization to Issue a Request for Proposals for the 2019 Marketing Project and Authorize Marketing Committee to Rank Proposers, Authorization to Enter into a Contract with Highest-Ranking Proposer	71
4. Proposed Changes to Website Home Page	79
5. Authorization to Enter into a Contract with Two Tree, Inc. for 2019 Blog Postings on Task Force Website	

5. Authorization to Enter into a Contract with Nancy Moreland for Six Town Blogs	
6. Authorization to Enter into Contracts with Florida Suncoast Distributors and CTM Media Group for Distribution of Task Force Brochures	
7. Authorization to Enter into a Contract with Steven Dopp for Website Maintenance and Enhancements	
F. Fiscal Year 2019-20 Regional Rural Development Grant	
1. Proposed Deliverables and Costs	83
G. VISIT FLORIDA Grants	
1. VISIT FLORIDA - Fiscal Year 2018-19 North Central Florida Rural Area of Opportunity Partnership Program	
a. Posters, Media Kits, GoPros, Table Runners and Cardboard Brochure Holders	
b. Selection of Three Towns/Counties for Video Shoots	
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J. Other Old Business	
1. 2019 Task Force Meeting Schedule and County Assignments	99
2. Updated Task Force Member Contact Information	101
3. 2018 Meeting Dates and Locations	105
V. Leadership Forum: The Honorable Bill Montford, Florida State Senate, District 3	
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., January 17, 2019 at a location to be determined in Alachua County.



MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

Holiday Inn Express and Suites  
60 Everett Way, Perry, FL  
Taylor County

October 18, 2018  
10:00 a.m.

MEMBERS PRESENT

Ron Gromoll, Alachua County  
Sean Plemons, Alachua County  
Will Sexton, Bradford County, Vice-Chair  
Paula Vann, Columbia County  
Katrina Richardson, Jefferson County  
Susan Ramsey, Hamilton County  
Mariela Garcia-Rendon, Hamilton County  
Carol McQueen, Levy County  
Tisha Whitehurst, Levy County  
Phyllis Williams, Madison County  
Charissa Setzer, Suwannee County  
Dawn Taylor, Taylor County, Chair  
Dave Mecusker, Union County, Treasurer  
Thomas Herndon, Wakulla County

OTHERS PRESENT

Craig Colton, Suwannee River Rendezvous  
Donna Creamer, Task Force  
Travel Show Coordinator  
Cody Gray, Columbia County  
Tourist Development Council  
Roland Loog, Volunteer  
Lois Nevins, By All Means Travel  
Alden Rosner, Columbia County  
Tourist Development Council  
Tommy Thompson, Two Tree, Inc.

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Daniel Riddick, Bradford County  
Rod Butler, Columbia County  
Nancy Bednarek, Dixie County  
Russ McCallister, Dixie County  
Patricia Watson, Gilchrist County  
Nancy Wideman, Jefferson County  
Trent Abbott, Madison County  
Teena Peavey, Suwannee County  
Sandy Beach, Taylor County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor called the meeting to order at 10:02 a.m. and called for introductions.

## II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

Steven Dopp, Senior Planner, recommended that items IV.A, The Original Florida Tourism Task Force Overview Presentation; IV.B., Regional Rural Development Grant Proposed Legislation be removed from the agenda and that IV.E., Travel Show Booth Training - How to Staff a Booth at a Travel Show replace Senator Bill Montford under item V. Leadership Forum.

**ACTION: Ron Gromoll moved and Paula Vann seconded to remove agenda items IV.A., The Original Florida Tourism Task Force Overview Presentation; and IV.B., Regional Rural Development Grant Proposed Legislation, from the agenda and to replace Senator Bill Montford under item V., Leadership Forum, with item IV.E., Travel Show Booth Training - How to Staff a Booth at a Travel Show, and to approve the agenda as amended. The motion passed unanimously.**

## III. APPROVAL OF THE SEPTEMBER 20, 2018 MINUTES

Chair Taylor asked for approval of the September 20, 2018 meeting minutes.

**ACTION: Ms. Vann moved and Sean Plemons seconded to approve the September 20, 2018 minutes as circulated. The motion passed unanimously.**

## IV. OLD BUSINESS

### C. Committee Reports

#### 1. Finance Committee Report

##### a. Monthly Financial Report Review and Approval, August 2018

Treasurer Mecusker presented the August 2018 monthly financial report.

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

#### 2. Video Committee Report

The Task Force reviewed the revised video created for the Task Force by Running Man Pictures.

**ACTION: Carol McQueen moved and Mr. Mecusker seconded to accept the video and authorize staff to pay the vendor, Running Man Pictures, the outstanding balance due. The motion passed unanimously.**

D. 2019 Task Force Meeting Schedule and County Assignments

Task Force members agreed by consensus to the following meeting location schedule for 2019

January 17, 2019:	Alachua County
February 21, 2019	Not Yet Assigned
March 21, 2019	Taylor County
April 18, 2019	Levy County
May 16, 2019	Jefferson County
June 20, 2019	Wakulla County
July 18, 2019	Bradford County
August 15, 2019	Gilchrist County
September 19, 2019	VISIT FLORIDA
October 17, 2019	Hamilton County
November 21, 2019	Columbia County
December 19, 2019	Alachua County (if needed)

F. Fiscal Year 2017-18 Regional Rural Development Grant

1. Paddling, Fishing, Bikes and Springs Microsites

Mr. Dopp presented the revised bicycle and springs microsites as well as the new paddling and fishing microsites. He recommended that the Task Force accept the microsites and authorize staff to pay the vendor, Jumpem, LLC, for the microsites.

**ACTION: Mr. Gromoll moved and Mr. Mecusker seconded to accept the revised bicycle and springs microsites, the new paddling and fishing microsites and authorize staff to pay the vendor, Jumpem, LLC, the outstanding balance due. The motion passed unanimously.**

2. Advertising Campaign

a. UnDiscovered Florida Co-op Advertisement

Mr. Dopp stated that he is continuing to forward email addresses received to Task Force members from the UnDiscovered Florida Co-op advertisement.

b. Florida Park Ranger App Advertisement

Mr. Dopp stated that he is anticipating metrics from the Florida Park Ranger app advertisement during October 2018.

c. VISIT FLORIDA Transportation Map Advertisement

Ms. Vann stated that the new VISIT FLORIDA transportation map featuring the Task Force advertisement are scheduled to be released in November 2018.

d. VISIT FLORIDA Travel Planner Co-op Advertisement.

Task Force members agreed by consensus for Mr. Dopp to contact Miles Partnership and ask them to either place a grey mask over the background photo or to use a different background photo which better compliments the individual advertisements featured on the page.

G. Fiscal Year 2018-19 Regional Rural Development Grant

1. Letters of Support

Mr. Dopp requested letters of support for the Fiscal Year 2018-19 Regional Rural Development Grant application from those members which have not yet submitted their letters.

2. Website Enhancements

Mr. Dopp presented proposed additional website enhancements which will result in the header pages of individual attractions containing either a Google map showing the location of the attraction or, at the option of the Task Force, a graphic image selected by the Task Force which is unique to the featured attraction.

Mr. Dopp also recommended that the website be modified to allow the Task Force the option to use either the default featured photograph or a different image for the thumbnail graphic for individual attractions.

The Task Force agreed by consensus to include these enhancements as part of its 2018-19 Regional Rural Development Grant work program.

H. VISIT FLORIDA Grants

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

a. Posters

The Task Force reviewed posters prepared by Mr. Dopp for printing on fire-retardant fabric.

Ms. Vann stated that her office is willing to redesign the posters using a photograph edge-to-edge, no-white-border format.

**ACTION:** Ms. McQueen moved and Ms. Richardson seconded to a request the Columbia County Tourist Development Council to redesign the posters using an all-image, no white border layout and to authorize staff to purchase fire-retardant fabric posters of the designs developed by the Columbia County Tourist Development Council. The motion passed unanimously.

b. Selection of Towns/Counties for Video Shoots

Mr. Dopp stated that he had contacted two video production companies for estimates of the maximum number of town/county videos they could produce for \$12,000. Based on the responses he received, Mr. Dopp recommended requesting \$15,000 from VISIT FLORIDA for the creation of two town/county videos at a cost of \$7,500 each.

**ACTION: Will Sexton moved and Mr. Mecusker seconded to authorize staff to:**

**1) Request \$15,000 from VISIT FLORIDA for the creation of three town or county videos at a cost of \$5,000 each with each video consisting of approximately two to three minutes in length as well as a 30-second video summary of each full-length video; and**

**2) Request VISIT FLORIDA to contract directly with a vendor for the production of the videos and, should VISIT FLORIDA desire the Task Force to directly contract with a vendor to authorize staff to prepare and distribute a request for proposals for the creation of the videos; and**

**3) 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.**

I. VISIT FLORIDA Monthly Report, Brenna Dacks

No report was received from VISIT FLORIDA.

J. Staff Items

1. Jumpem, LLC In-State Digital Advertising Campaign, July 1, 2018 through September 30, 2018

Mr. Dopp presented metrics from Google Analytics prepared by Jumpem, LLC for the digital advertising campaign.

2. Google Analytics - June 1, 2018 through September 30, 2018

Mr. Dopp presented metrics from Google Analytics for the website from June 1, 2018 through September 30, 2018

Ms. Vann requested the Task Force to allow her office to contact Jumpem, LLC regarding the metrics.

The Task Force agreed by consensus to authorize Ms. Vann and her staff to contact Jumpem, LLC regarding the Google Analytics metrics.

K. Other Old Business

1. Updated Task Force Member Contact Information

Task Force member contact information was updated based on requests by Task Force members.

2. 2018 Meeting Dates and Location

No changes were made to meeting dates and locations.

V. Leadership Forum: Travel Show Booth Training - How to Staff a Booth at a Travel Show

Donna Creamer, Roland Loog and Chair Taylor led a training session on the dos and don'ts of staffing a travel show booth.

The meeting adjourned at 1:50 p.m.

---

Dawn Taylor, Chair

11/15/18  
Date

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

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

	Sep 30, 18
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	104,423.97
Total Checking/Savings	104,423.97
Accounts Receivable	
Accounts Receivable	17,992.57
Total Accounts Receivable	17,992.57
Other Current Assets	
Prepaid Expense	1,370.00
Prepaid Registration Fees	28,988.23
Total Other Current Assets	30,358.23
Total Current Assets	152,774.77
<b>TOTAL ASSETS</b>	<b>152,774.77</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	8,398.26
Total Accounts Payable	8,398.26
Other Current Liabilities	
Contract Advance	50,000.00
Total Other Current Liabili...	50,000.00
Total Current Liabilities	58,398.26
Total Liabilities	58,398.26
Equity	
Unrestricted Earnings	71,932.31
Net Income	22,444.20
Total Equity	94,376.51
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>152,774.77</b>

2:22 PM  
11/09/18  
Accrual Basis

**The Original Florida Tourism Task Force**  
**Profit & Loss**  
**September 2018**

	Sep 18
<b>Income</b>	
Miscellaneous Revenue	10.07
FDEO-Regional Dev. Grant 17/18	17,992.57
<b>Total Income</b>	<b>18,002.64</b>
<b>Gross Profit</b>	<b>18,002.64</b>
<b>Expense</b>	
Miscellaneous	0.03
Bank Charges	75.00
Professional Enhancements	
Governor's Conference	902.82
<b>Total Professional Enhanceme...</b>	<b>902.82</b>
<b>Marketing</b>	
Website	
Bloggers Fees	765.00
<b>Total Website</b>	<b>765.00</b>
Collateral Materials	
Distribution	933.00
<b>Total Collateral Materials</b>	<b>933.00</b>
Trade Shows	
Georgia RV & Camper	2,961.55
<b>Total Trade Shows</b>	<b>2,961.55</b>
<b>Total Marketing</b>	<b>4,659.55</b>
<b>NCFRPC Contractual Services</b>	<b>7,854.44</b>
<b>Total Expense</b>	<b>13,491.84</b>
<b>Net Income</b>	<b>4,510.80</b>



2:13 PM

10/08/18

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 09/30/2018**

	<u>Sep 30, 18</u>
Beginning Balance	77,535.10 ✓
Cleared Transactions	
Checks and Payments - 7 items	-15,736.03
Deposits and Credits - 3 items	101,949.16
Total Cleared Transactions	<u>86,213.13</u>
Cleared Balance	<u><u>163,748.23</u></u> ✓
Uncleared Transactions	
Checks and Payments - 9 items	-59,324.26
Total Uncleared Transactions	<u>-59,324.26</u>
Register Balance as of 09/30/2018	<u>104,423.97</u>
Ending Balance	<u>104,423.97</u>

*ADD*  
*10-8-18*



P.O. Box 900  
Tallahassee, FL 32302

ACCOUNT STATEMENT

SKAD

00002629 FCC31545092918114728 01 000000000  
THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PLACE  
GAINESVILLE FL 32653-1603

Date 9/28/18  
Primary Account

Page 1  
XXXXXXX2204



With a Home Equity Line of Credit, you'll see how the return on your investment can fund a dream vacation, home improvements or college expenses. Apply today or learn more at [ccbg.com/equity](http://ccbg.com/equity). \*Equal Housing Lender

CHECKING ACCOUNT

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

XXXXXXX2204  
77,535.10  
101,949.13  
15,736.00  
.00  
.00  
163,748.23  
Images  
Statement Dates 9/04/18 thru 9/30/18  
Days in this Statement Period 27  
Avg Ledger Balance 110,315.65  
Avg Collected Balance 106,540.12

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
9/13	Deposit	51,939.06
9/20	CANADIAN DIFF IN EXCHANGE	10.07
9/24	Deposit	50,000.00

OTHER DEBITS

Date	Description	Amount
9/20	COLLECTION SERVICES OUTGOING	75.00
	INTERNATIONAL ITEM FEE	

RECEIVED

OCT 03 2018

NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL

00002629-0003763-0001-0004-FCC31545092918114728-01-L





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

Date 9/28/18  
Primary Account

Page 2  
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER					
Date	Check No	Amount	Date	Check No	Amount
9/05	1338	1,000.00	9/05	1342	10,785.00 ✓
9/11	1339	1,350.00	9/04	1343	28.00 ✓
9/05	1341*	2,498.00			

\* Denotes missing check numbers

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
9/04	77,507.10	9/11	61,874.10	9/20	113,748.23
9/05	63,224.10	9/13	113,813.16	9/24	163,748.23

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

DEPOSIT TICKET

THE ORIGINAL FLORIDA TREASURY NOTE (FNT) IS REQUIRED FOR DEPOSIT. IF YOU HAVE A FNT, IT MUST BE DEPOSITED WITHIN 90 DAYS OF THE DATE OF THE FNT.

Capital City Bank

DATE: 9/13/18

AMOUNT: \$51,939.06

ACCOUNT: 100631006881

0 09/13/2018 \$51,939.06

DEPOSIT TICKET

THE ORIGINAL FLORIDA TREASURY NOTE (FNT) IS REQUIRED FOR DEPOSIT. IF YOU HAVE A FNT, IT MUST BE DEPOSITED WITHIN 90 DAYS OF THE DATE OF THE FNT.

Capital City Bank

DATE: 09/24/2018

AMOUNT: \$50,000.00

ACCOUNT: 100631006881

0 09/24/2018 \$50,000.00

Natural North Florida

THE ORIGINAL FLORIDA TREASURY NOTE (FNT) IS REQUIRED FOR DEPOSIT. IF YOU HAVE A FNT, IT MUST BE DEPOSITED WITHIN 90 DAYS OF THE DATE OF THE FNT.

Capital City Bank

DATE: 9/05/2018

AMOUNT: \$1,000.00

ACCOUNT: 100631006881

1338 09/05/2018 \$1,000.00

Natural North Florida

THE ORIGINAL FLORIDA TREASURY NOTE (FNT) IS REQUIRED FOR DEPOSIT. IF YOU HAVE A FNT, IT MUST BE DEPOSITED WITHIN 90 DAYS OF THE DATE OF THE FNT.

Capital City Bank

DATE: 9/11/2018

AMOUNT: \$1,350.00

ACCOUNT: 100631006881

1339 09/11/2018 \$1,350.00

Natural North Florida

THE ORIGINAL FLORIDA TREASURY NOTE (FNT) IS REQUIRED FOR DEPOSIT. IF YOU HAVE A FNT, IT MUST BE DEPOSITED WITHIN 90 DAYS OF THE DATE OF THE FNT.

Capital City Bank

DATE: 9/05/2018

AMOUNT: \$2,498.00

ACCOUNT: 100631006881

1341 09/05/2018 \$2,498.00

Natural North Florida

THE ORIGINAL FLORIDA TREASURY NOTE (FNT) IS REQUIRED FOR DEPOSIT. IF YOU HAVE A FNT, IT MUST BE DEPOSITED WITHIN 90 DAYS OF THE DATE OF THE FNT.

Capital City Bank

DATE: 9/05/2018

AMOUNT: \$10,785.00

ACCOUNT: 100631006881

1342 09/05/2018 \$10,785.00

Natural North Florida

THE ORIGINAL FLORIDA TREASURY NOTE (FNT) IS REQUIRED FOR DEPOSIT. IF YOU HAVE A FNT, IT MUST BE DEPOSITED WITHIN 90 DAYS OF THE DATE OF THE FNT.

Capital City Bank

DATE: 9/04/2018

AMOUNT: \$28.00

ACCOUNT: 100631006881

1343 09/04/2018 \$28.00



9/27/2018 11:00 AM

Tourism Task Force

\*\*\*\*\*2204

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES & 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** 1343

63-68/631 8/30/2018

PAY TO THE ORDER OF N. Central Fl. Regional Planning Council \$\*\*28.00

Twenty-Eight and 00/100 DOLLARS

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

MEMO

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

001343 1063100688 0224792204

ENDORSE HERE

PAY TO THE ORDER OF  
CAPITAL CITY BANK  
FOR DEPOSIT ONLY  
NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL  
DO NOT WRITE IN THESE SPACES

Security Features:

1. The security watermark is visible when held to the light.

2. The security fibers are visible throughout the paper.

3. The security color is visible when the paper is held to the light.

4. The security color is visible when the paper is held to the light.

5. The security color is visible when the paper is held to the light.

6. The security color is visible when the paper is held to the light.

7. The security color is visible when the paper is held to the light.

8. The security color is visible when the paper is held to the light.

9. The security color is visible when the paper is held to the light.

10. The security color is visible when the paper is held to the light.

Amount: -28.00

Description: Check

Check Number: 1343

Posted Date: 9/4/2018

Transaction Type: History



9/27/2018 11:00 AM

Tourism Task Force

\*\*\*\*\*2204

Visit **Natural North Florida** THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 N.W. 87TH PLACE  
GAINESVILLE, FLORIDA 32653-1803  
352.966.2200

Capital City Bank 1342  
8/30/2018

PAY TO THE ORDER OF Unicomm, LLC \$\*\*10,785.00

Ten Thousand Seven Hundred Eighty-Five and 00/100 \*\*\*\*\* DOLLARS

Unicomm, LLC  
P.O. Box 5010  
Milford, CT 06460

MEMO

SSR.K

000134200 0063100688 0224792204

For Deposit Only  
1054584 021113251  
DO NOT WRITE STAMP OR SIGN BELOW THIS LINE

Amount: -10785.00

Description: Check

Check Number: 1342

Posted Date: 9/5/2018

Transaction Type: History



9/27/2018 10:59 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

63-08/631

Capital City Bank

1341

8/30/2018

PAY TO THE ORDER OF RVEx Recreational Vehicle Expositions Inc

\$\*\*2,498.00

Two Thousand Four Hundred Ninety-Eight and 00/100\*\*\*\*\* DOLLARS

PO Box 1025  
Palatine, IL 60078-1025

MEMO

001341 063100688 0224792204

46790001773672 - 090418  
BMO Harris Bank N.A. >071000288<

46790001773672


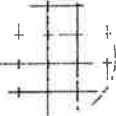


PAY TO THE ORDER OF  
HARRIS BANK PALATINE N.A.  
071921794  
FOR DEPOSIT ONLY  
RECREATIONAL  
VEHICLE EXPOSITIONS INC.  
071921794

Amount: -2498.00  
Description: Check  
Check Number: 1341  
Posted Date: 9/5/2018  
Transaction Type: History



## Tourism Task Force

\*\*\*\*\*2204

DOCUMENT INCLUDES: VIBRANT COLORS, CHEMICAL RESISTANT PROPERTIES AND FEATURES A FOIL HOLOGRAM			
	<b>THE ORIGINAL FLORIDA TOURISM TASK FORCE</b>		
	2009 N.W. 87TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.956.2200	63-68/631	1338
PAY TO THE ORDER OF BK Productions		8/30/2018	
One Thousand and 00/100*****		\$**1,000.00	
BK Productions 117 Westgate Kennett, MO 63857		DOLLARS	
MEMO		 <u>S S R. K.</u>	
TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW      PAPER CONTAINS TONER ADHESION PROPERTIES      HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT			
⑈001338⑈ ⑆063100688⑆		0224792204⑈	

Deposition

NOTICE OF DEPOSITION  
TO BE FILED WITH THE COURT  
RECEIVED

Br=4-BusDt=09/04/18-ItemNum=000239002661-TlrID=48

Br=4-BusDt=09/04/18-ItemNum=000239002661-TlrID=48

**Amount: -1000.00**

**Description:** Check

**Check Number: 1338**

**Posted Date:** 9/5/2018

### Transaction Type: History





9/27/2018 10:59 AM

Tourism Task Force

\*\*\*\*\*2204

1 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

1337

8/16/2018

PAY TO THE ORDER OF Spirit of the Suwannee Music Park \$\*\*1,190.00

One Thousand One Hundred Ninety and 00/100 DOLLARS

Spirit of the Suwannee Music Park  
3076 95th Drive  
Live Oak, FL 32060

MEMO

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

000133701 063100688 0224792204

**Security Features:**

**Hologram**

**Heat Sensitive Ink**

**True Watermark**

**Visible Fibers**

**Intaglio Printing**

**Chemical Reactions**

**Microprint**

**High Resolution Imaging Band**

**Face Detection**

**Anti-Copy**

**Laid Line Back Pattern**

**FEDERAL RESERVE BOARD OF GOVERNORS REG. CC**

The security features listed below as well as those not listed exceed industry standards

HC-3

BOFD >263184488<  
LO North Ohio BC  
2018-08-23  
0879059315

☐ ENDORSE HERE

PAY TO THE ORDER OF  
FIRST F.S.B. OF FLORIDA  
FOR DEPOSIT ONLY  
SPIRIT OF THE SUWANNEE MUSIC PARK  
00153678

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

Amount: -1190.00

Description: Check

Check Number: 1337

Posted Date: 8/24/2018

Transaction Type: History



Tourism Task Force

\*\*\*\*\*2204

9/27/2018 10:59 AM

DOCUMENT INCLUDES VISIBILE, INFRARED, CHEMICAL, & FLUORESCENT PROPERTIES AND FEATURES A FIDUCIARY MARK

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

1339

8/30/2018

PAY TO THE ORDER OF Hardman Productions, Inc.

\$\*\*1,350.00

One Thousand Three Hundred Fifty and 00/100\*\*\*\*\* DOLLARS

Hardman Productions, Inc.  
P.O. Box 3130  
Duluth, Ga 30096

MEMO

SHIELD

WATER MARK PAPER HOLD TO LIGHT TO VIEW PAPER CONTAINS TONER ADHESION PROPERTIES HEAT SENSITIVE RED IMAGE CHANGES WITH HEAT

001339 0631006881 0224792204

ENDORSE HERE

PAY TO THE ORDER OF  
UNITED COMMUNITY BANK  
FOR DEPOSIT ONLY  
HARDMAN PRODUCTIONS INC DBA  
ATLANTA CAMPING & RV SHOW  
DO NOT WRITE BELOW THIS LINE  
202610451001

UCBI >061112843<  
2018-09-10 0261798419

0261798419 2018-09-10

FEDERAL RESERVE NOTE  
BANK OF AMERICA  
SECURITY FEATURES

Amount: -1350.00

Description: Check

Check Number: 1339

Posted Date: 9/11/2018

Transaction Type: History

# The Original Florida Tourism Task Force Transactions by Account As of September 30, 2018

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
<b>Prepaid Registration Fees</b>									
Bill	08/30/2018	UC0...	Unicomm, LLC	Boston Tra...	83023	-..	Accounts Pa...	3,595.00	0.00
Bill	08/30/2018	UC0...	Unicomm, LLC	Philadelphi...	83023	-..	Accounts Pa...	3,595.00	3,595.00
Bill	08/30/2018	BK0...	BK Productions	Nashville R...	83023	-..	Accounts Pa...	1,000.00	7,190.00
Bill	08/30/2018	HPO...	Hardman Produc...	Atlanta Ca...	83023	-..	Accounts Pa...	1,350.00	8,190.00
Bill	08/30/2018	NEM...	National Event M...	Toronto Ou...	83023	-..	Accounts Pa...	4,333.55	9,540.00
Bill	08/30/2018	UC0...	Unicomm, LLC	Washingto...	83023	-..	Accounts Pa...	3,595.00	13,873.55
Bill	08/31/2018	RVE...	RVEx Recreation...	Chicago R...	83023	-..	Accounts Pa...	2,498.00	17,468.55
Bill	09/04/2018	OO0...	Ottawa Outdoors	C.A.M.P. A...	83023	-..	Accounts Pa...	2,269.15	19,966.55
Bill	09/08/2018	TOF...	Clarion Events	London Ti...	83023	-..	Accounts Pa...	3,514.53	22,235.70
Bill	09/11/2018	OFT...	Communitron Ma...	Houston R...	83023	-..	Accounts Pa...	1,600.00	25,750.23
Bill	09/11/2018	0000...	Rutabaga Paddle...	Canoeconpl...	83023	-..	Accounts Pa...	1,638.00	27,350.23
Total Prepaid Registration Fees								28,988.23	28,988.23
<b>TOTAL</b>								<b>28,988.23</b>	<b>28,988.23</b>

2:28 PM

11/09/18

Accrual Basis

The Original Florida Tourism Task Force  
Transactions by Account  
As of September 30, 2018

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
<b>Prepaid Expense</b>									
General Journal	09/16/2018	1628		Registratio...	8208 - ...		Georgia RV ...	-570.00	2,873.00
General Journal	09/30/2018	1632		Brochure D...	8208 - ...		Distribution	-500.00	2,303.00
General Journal	09/30/2018	1619		Brochure D...	8208 - ...		Distribution	-433.00	1,803.00
Total Prepaid Expense								-1,503.00	1,370.00
<b>TOTAL</b>								<b>-1,503.00</b>	<b>1,370.00</b>

3:04 PM

11/09/18

**The Original Florida Tourism Task Force**  
**Vendor Balance Summary**  
As of September 30, 2018

	<u>Sep 30, 18</u>
NCFRPC	<u>8,398.26</u>
TOTAL	<u><u>8,398.26</u></u>

3:03 PM  
11/09/18

**The Original Florida Tourism Task Force**  
**Customer Balance Summary**  
As of September 30, 2018

	<u>Sep 30, 18</u>
FDEO	<u>-17,992.57</u>
TOTAL	<u><u>17,992.57</u></u>

2:26 PM

11/09/18

Accrual Basis

**The Original Florida Tourism Task Force**  
**GL Revenue by Class**  
**September 2018**

Account	Type	Date	Name	Memo	Amount
<b>8208 - FDEO 17/18</b>					
FDEO-Regi...	Invo...	09/30/20	FDEO	Revenue for Third Quarter - Rural Regional Develo...	-595.00
FDEO-Regi...	Invo...	09/30/20	FDEO	Revenue for Third Quarter - Rural Regional Develo...	-60.00
FDEO-Regi...	Invo...	09/30/20	FDEO	Revenue for Third Quarter - Rural Regional Develo...	31,676.67
FDEO-Regi...	Invo...	09/30/20	FDEO	Revenue for Third Quarter - Rural Regional Develo...	-433.00
FDEO-Regi...	Invo...	09/30/20	FDEO	Revenue for Third Quarter - Rural Regional Develo...	-7,000.00
FDEO-Regi...	Invo...	09/30/20	FDEO	Revenue for Third Quarter - Rural Regional Develo...	-67.19
FDEO-Regi...	Invo...	09/30/20	FDEO	Revenue for Third Quarter - Rural Regional Develo...	-5,000.00
FDEO-Regi...	Invo...	09/30/20	FDEO	Revenue for Third Quarter - Rural Regional Develo...	-28.91
FDEO-Regi...	Invo...	09/30/20	FDEO	Revenue for Third Quarter - Rural Regional Develo...	-500.00
Total 8208 - FDEO 17/18					17,992.57
<b>83011 - General</b>					
Miscellaneo...	Dep...	09/20/20		Canadian Diff In Exchange Rate	10.07
Total 83011 - General					10.07
<b>TOTAL</b>					<b>18,002.64</b>

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11/09/18

Accrual Basis

**The Original Florida Tourism Task Force**  
**GL Expenses by Class**  
**September 2018**

Account	Type	Date	Name	Memo	Amount
<b>8208 - FDEO 17/18</b>					
Bloggers F...	Bill	09/09/20	Two Tree, I...	Travel blog posts - August 2...	765.00
Distribution	Gen...	09/30/20		Brochure Distribution	500.00
Distribution	Gen...	09/30/20		Brochure Distribution Sept.	433.00
Georgia RV...	Gen...	09/16/20		Registration for Georgia RV ...	570.00
Georgia RV...	Bill	09/17/20	Mecusker, ...	Travel Reimbursement for G...	966.22
Georgia RV...	Bill	09/18/20	Loog, Roland	Travel Reimbursement for G...	1,291.33
Governor's ...	Gen...	09/14/20		Registration for 2018 Gover...	359.00
Governor's ...	Bill	09/14/20	NCFRPC	Professional Enhancement ...	522.02
NCFRPC C...	Bill	09/30/20	NCFRPC	Florida Dept. of Economic O...	1,000.00
NCFRPC C...	Bill	09/30/20	NCFRPC	FL Dept of Economic Op. To...	5,625.00
Total 8208 - FDEO 17/18					12,031.57
<b>83011 - General</b>					
Bank Charg...	Che...	09/20/20		Collection Services Canadia...	75.00
Georgia RV...	Bill	09/17/20	Mecusker, ...	Travel Reimbursement for G...	60.00
Georgia RV...	Bill	09/18/20	Loog, Roland	Travel Reimbursement for G...	74.00
Governor's ...	Bill	09/14/20	NCFRPC	Professional Enhancement ...	21.80
Miscellaneo...	Che...	09/13/20	Cash	Adjustment to bank deposit ...	0.03
NCFRPC C...	Bill	09/30/20	NCFRPC	Intern Staffing Services July...	1,149.80
NCFRPC C...	Bill	09/30/20	NCFRPC	Florida Dept. of Economic O...	3,079.64
NCFRPC C...	Credit	09/30/20	NCFRPC	Florida Dept. of Economic O...	-1,000.00
NCFRPC C...	Credit	09/30/20	NCFRPC	Florida Dept. of Economic O...	-1,000.00
NCFRPC C...	Credit	09/30/20	NCFRPC	Florida Dept. of Economic O...	-1,000.00
Total 83011 - General					1,460.27
<b>TOTAL</b>					<b>13,491.84</b>



# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

As of September 30, 2018

(These financial statements are unaudited)

	Budget	September 2018	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	53,000.00	0.00	53,000.00	0.00
DEO Rural Development Grant 16/17	57,800.00	0.00	85,638.08	27,838.08
DEO Rural Development Grant 17/18	128,700.00	17,992.57	97,128.66	(31,571.34)
VisitFlorida Rural Area Opportunity Grant 17/18	129,000.00	0.00	109,822.73	(19,177.27)
VisitFlorida Rural Area Opportunity 17/18 In-Kind	17,300.00	0.00	15,800.00	(1,500.00)
Other	0.00	10.07	100.07	100.07
<b>Total Income</b>	<b>385,800.00</b>	<b>18,002.64</b>	<b>361,489.54</b>	<b>(24,310.46)</b>
<b>Expenses</b>				
<b>Marketing</b>				
<b>Planning</b>				
VisaVues Domestic & International	5,100.00	0.00	5,060.00	(40.00)
<b>Total Planning</b>	<b>5,100.00</b>	<b>0.00</b>	<b>5,060.00</b>	<b>(40.00)</b>
<b>Collateral Materials</b>				
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	3,633.00	2,433.00
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)
<b>Total Collateral Materials</b>	<b>30,800.00</b>	<b>0.00</b>	<b>28,883.00</b>	<b>(1,917.00)</b>
<b>Website</b>				
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 (Other)	13,000.00	0.00	2,498.00	(10,502.00)
Web Hosting Services	8,000.00	0.00	6,000.00	(2,000.00)
Photography/Video	2,000.00	0.00	10,000.00	8,000.00
Website Blogs - Five Blog Categories	5,100.00	765.00	6,375.00	1,275.00
<b>Total Website</b>	<b>59,500.00</b>	<b>765.00</b>	<b>54,873.00</b>	<b>(4,627.00)</b>
<b>Public Relations</b>				
Tours for Out-of-State & Foreign Media	3,750.00	0.00	0.00	(3,750.00)
<b>Total Public Relations</b>	<b>3,750.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(3,750.00)</b>
<b>Trade Shows</b>				
Whistles & Other Promotional Items	5,000.00	0.00	7,517.78	2,517.78
Pop-up and/or Cloth Displays - VF In-Kind	5,000.00	0.00	5,000.00	0.00

# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

### As of September 30, 2018

(These financial statements are unaudited)

	Budget	September 2018	Year to Date	Over/(Under) Budget
Welcome Center Rack Space - VF In-Kind	800.00	0.00	800.00	0.00
State Park Guides & State Maps-VF In-Kind	2,000.00	0.00	2,500.00	500.00
Shipping Berlin & London - VF In-Kind	1,000.00	0.00	0.00	(1,000.00)
VF Washington Travel & Adventure Show	7,050.00	0.00	6,816.41	(233.59)
VF Atlanta RV & Camping Show	4,425.00	0.00	3,517.19	(907.81)
VF New York Times Travel Show	5,200.00	0.00	4,973.95	(226.05)
New York Times Travel Show - VF In-Kind	3,500.00	0.00	3,500.00	0.00
VF Boston Globe Travel Show	8,800.00	0.00	6,762.59	(2,037.41)
VF Chicago Travel & Adventure Show	7,825.00	0.00	6,244.17	(1,580.83)
VF Chicago RV & Camping Show	8,400.00	0.00	6,429.20	(1,970.80)
VF F.re.e. Messe Munich	17,300.00	0.00	12,365.80	(4,934.20)
VF London Telegraph Bike & Travel Show	13,000.00	0.00	10,794.11	(2,205.89)
VF Toronto Outdoor Adventure Show	9,825.00	0.00	7,794.51	(2,030.49)
VF Berlin ITB Trade Show	9,450.00	0.00	8,463.13	(986.87)
Berlin ITB Trade Show - VF In-Kind	5,000.00	0.00	4,000.00	(1,000.00)
VF Canoeecopia Madison, WI	5,725.00	0.00	5,497.54	(227.46)
VF Philadelphia Travel Expo	7,650.00	0.00	6,918.80	(731.20)
VF Midwest Mountaineering Spring Expo	4,525.00	0.00	4,054.33	(470.67)
Hershey RV Show	6,500.00	0.00	0.00	(6,500.00)
Bike Expo New York	6,500.00	0.00	7,218.13	718.13
Georgia RV & Camper Show	0.00	2,961.55	2,961.55	2,961.55
<b>Total Trade Shows</b>	<b>144,475.00</b>	<b>2,961.55</b>	<b>124,129.19</b>	<b>(20,345.81)</b>
<b>Advertising</b>				
Digital Advertising Campaign	13,500.00	0.00	26,250.00	12,750.00
Quarterly eNewsletters	4,000.00	1,000.00	4,000.00	0.00
Undiscovered Florida & Other Co-op Ads	12,750.00	0.00	6,680.00	(6,070.00)
Brochure Distribution	8,325.00	933.00	9,464.00	1,139.00
<b>Total Advertising</b>	<b>38,575.00</b>	<b>1,933.00</b>	<b>46,394.00</b>	<b>7,819.00</b>
<b>Total Marketing Expenses</b>	<b>282,200.00</b>	<b>5,659.55</b>	<b>259,339.19</b>	<b>(22,860.81)</b>
<b>Administration</b>				
NCFRPC - Admin VF & DEO 2016-2017	5,650.00	0.00	5,625.00	(25.00)
NCFRPC-Admin VF & DEO FY 2017-2018	18,850.00	5,625.00	18,825.00	(25.00)
NCFRPC - Admin Program Fees	12,500.00	79.64	12,541.99	41.99
Bank Charges	200.00	75.00	123.61	(76.39)
Legal Advertising	300.00	0.00	106.82	(193.18)
Legal Expenses	300.00	0.00	61.25	(238.75)
Other Admin Expenses Miscellaneous	2,000.00	0.00	2,641.43	641.43
Postage	300.00	0.00	138.34	(161.66)
VF Travel Show Service Program Fee	14,300.00	0.00	14,300.00	0.00
Telephone	300.00	0.00	0.00	(300.00)

**The Original Florida Tourism Task Force**  
**Income and Expenses - Budget vs. Actual**  
**As of September 30, 2018**

(These financial statements are unaudited)

	<b>Budget</b>	<b>Septemebr 2018</b>	<b>Year to Date</b>	<b>Over/(Under) Budget</b>
<b>Total Administration</b>	<u>54,700.00</u>	<u>5,779.64</u>	<u>54,363.44</u>	<u>(336.56)</u>
<b>Memberships</b>				
Visit Florida	500.00	0.00	395.00	(105.00)
Southeast Tourism Society	350.00	0.00	295.00	(55.00)
Florida Outdoor Writers Association	350.00	0.00	175.00	(175.00)
Ride With GPS	0.00	0.00	250.00	250.00
<b>Total Memberships</b>	<u>1,200.00</u>	<u>0.00</u>	<u>1,115.00</u>	<u>(85.00)</u>
<b>Professional Enhancement</b>				
SE Tourism Society Marketing College	11,000.00	0.00	11,699.96	699.96
Governor's Tourism Conference	1,900.00	902.82	902.82	(997.18)
<b>Total Professional Enhancement</b>	<u>12,900.00</u>	<u>902.82</u>	<u>12,602.78</u>	<u>(297.22)</u>
<b>Internships</b>				
Harvey Campbell Memorial Internship	6,250.00	574.90	5,812.46	(437.54)
Dean Fowler Internship	6,250.00	574.90	5,812.47	(437.53)
<b>Total Internships</b>	<u>12,500.00</u>	<u>1,149.80</u>	<u>11,624.93</u>	<u>(875.07)</u>
<b>Retained Reserves</b>				
Retained Reserves	22,300.00	0.00	0.00	(22,300.00)
<b>Total Retained Reserves</b>	<u>22,300.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(22,300.00)</u>
<b>Total NonMarketing Expenses</b>	<u>103,600.00</u>	<u>7,832.26</u>	<u>79,706.15</u>	<u>(23,893.85)</u>
<b>Total Expenses</b>	<u>385,800.00</u>	<u>13,491.81</u>	<u>339,045.34</u>	<u>(46,754.66)</u>
<b>Net Income</b>	<u>0.00</u>	<u>4,510.83</u>	<u>22,444.20</u>	<u>22,444.20</u>

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*Visit Natural*  
NORTH FLORIDA

**Original Florida Tourism Task Force**  
**Budget FY 2018-19 (10/1/18 to 9/30/19)**

Adopted 8/16/2018

<b><i>Revenues</i></b>	<b>Total</b>
<b><i>Cooperative Regional Marketing Program Fees:</i></b>	
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
<b>Subtotal</b>	<b>\$53,000</b>
<b><i>Additional Revenue:</i></b>	
Department of Economic Opportunity Rural Development Grant, FY 2017-18	\$48,700
Department of Economic Opportunity Rural Development Grant, FY 2018-19	\$120,600
VISIT FLORIDA FY 2018-19 Rural Area of Opportunity Grant - Cash	\$126,000
<b>Subtotal - Cash</b>	<b>\$295,300</b>
<b>TOTAL REVENUES - CASH</b>	<b>\$348,300</b>
VISIT FLORIDA FY 2018-19 Rural Area of Opportunity Grant - In-Kind	\$12,800
<b>TOTAL REVENUES - CASH AND IN-KIND</b>	<b>\$361,100</b>
<b><i>Expenditures</i></b>	
Bank Charges	\$200
Governor's Conference on Tourism	\$1,700
Legal Advertising	\$300
Legal Expenses	\$300
(1) Marketing Program for FY 2018-19 (less in-kind)	\$242,900
(2) Memberships	\$900
Miscellaneous	\$2,000
North Central Florida Regional Planning Council - Admin/Internships	\$49,600
Postage Expenses	\$300
Service Fee - VISIT FLORIDA Travel Show Program	\$15,400
Southeast Tourism Society Marketing College	\$11,600
Telephone	\$300
Unrestricted Reserve Fund - Contribution	\$22,800
<b>TOTAL EXPENDITURES - CASH</b>	<b>\$348,300</b>
(1) Marketing Program for FY 2018-19 - In-Kind	\$12,800
<b>TOTAL EXPENDITURES - CASH AND IN-KIND</b>	<b>\$361,100</b>
<b><i>Reserve Funds</i></b>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$117,000
<b>TOTAL RESERVE FUNDS</b>	<b>\$117,000</b>

(1) See Marketing Budget Detail

(2) See Memberships Detail

**Original Florida Tourism Task Force  
Budget FY 2018-19 (10/1/18 to 9/30/19)**

Adopted 8/16/2018

<b>Marketing Budget Detail</b>	<b>Total</b>
<b>Collateral Material:</b>	
2018-19 Revise and Print Ultimate Bicycle Guide	\$3,000
<b>Website:</b>	
2017-18 Fishing, Paddling, Bike & Springs Microsites - Updates and New	\$7,000
2017-18 New Website Regional Video	\$5,000
2017-18 Website Blogs - 15 Blogs	\$1,275
2018-19 Website Hosting & Maintenance	\$6,000
2018-19 New County/Town Website Videos - (6 Videos)	\$12,000
2018-19 New Topic-Centered Landing Pages (3 Landing Pages)	\$10,000
2018-19 New Town Landing Pages (5 Town Pages)	\$2,500
2018-19 Website Blogs - 35 Blogs	\$3,825
2018-19 Ultimate Bicycle Guide Landing Page Maintenance & Updates	\$100
2018-19 Ultimate Springs Guide Landing Maintenance & Updates	\$100
2018-19 Paddling Landing Page Maintenance and Updates	\$100
2018-19 Fl. State Parks Page Maintenance & Updates	\$100
2018-19 Fishing Page Maintenance & Updates	\$100
2018-19 Places to Stay, Eat & Things to Do Maintenance & Updates	\$2,000
<b>Trade Shows:</b>	
Whistles and Other Promotional Items	\$5,000
Pop-up and/or Cloth Displays (in-kind)	\$5,000
VISIT FLORIDA Welcome Center Rack Space (in-kind)	\$800
State Parks Guides and State Road Maps (in-kind)	\$2,000
VISIT FLORIDA Dusseldorf & New York Times Travel Show Registrations (in-kind)	\$5,000
2017-18 Georgia RV & Camper Show	\$4,200
VISIT FLORIDA - Boot Dusseldorf	\$6,300
VISIT FLORIDA - Atlanta Camping & RV Show	\$3,800
VISIT FLORIDA - Nashville RV Super Show	\$5,100
VISIT FLORIDA - New York Times Travel Show	\$3,000
VISIT FLORIDA - London Times Destinations Show	\$15,200
VISIT FLORIDA - Houston RV Show	\$7,300
VISIT FLORIDA - Chicago RV & Camping Show	\$7,100
VISIT FLORIDA - Boston Travel & Adventure Show	\$7,700
VISIT FLORIDA - F.re.e Messe Munich	\$12,600
VISIT FLORIDA - Toronto Outdoor Adventure Show	\$8,300
VISIT FLORIDA - Canoecon	\$6,300
VISIT FLORIDA - Philadelphia Travel & Adventure Show	\$7,300
VISIT FLORIDA - Ottawa Outdoor and Travel Adventure Show	\$7,900
VISIT FLORIDA - Washington DC Travel & Adventure Show	\$7,000
2018-19 Midwest Mountaineering Spring Expo	\$6,700
2018-19 Bike Expo New York	\$7,700
<b>Advertising:</b>	
2017-18 Brochure Distribution	\$3,000
2017-18 Digital Advertising Campaign	\$13,500
2017-18 Florida Vacation Planner Print Advertisemen	\$8,300
2018-19 Brochure Distribution	\$9,000
2018-19 Digital Advertising Campaign	\$10,000
2018-19 Florida Transportation Map Print Advertisement	\$5,000
2018-19 UnDiscovered Florida Print Advertisement	\$8,200
Quarterly eNewsletters	\$4,300
<b>Total Marketing Expenditure</b>	<b>\$255,700</b>
<b>Administration</b>	
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2017-18	\$5,625
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2018-19	\$18,975
North Central Florida Regional Planning Council - Regional Marketing Program Fees FY 2018-19	\$12,500
Bank Charges	\$200
Legal Advertising	\$300
Legal Expenses	\$300
Other Administrative Expenses/Miscellaneous	\$2,000
Postage	\$300
Service Fee - VISIT FLORIDA Travel Show Program	\$15,400
Telephone	\$300
<b>Membership Organizations - Annual Dues</b>	
VISIT FLORIDA Annual Dues	\$400
Southeastern Tourism Society Annual Dues	\$300
Florida Outdoor Writers Association Annual Dues	\$200
<b>Professional Enhancement</b>	
Southeastern Tourism Society Marketing College	\$11,600
Governor's Tourism Conference	\$1,700
<b>Internships</b>	
Harvey Campbell Memorial Internship	\$6,250
Dean Fowler Internship	\$6,250
<b>Retained Reserves</b>	
Unrestricted Reserve Fund	\$22,800
<b>Total Non-Marketing Expenditure</b>	<b>\$105,400</b>
<b>Total Expenditure</b>	<b>\$361,100</b>

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

Proposed Final 11/15/2018

<b><i>Revenues</i></b>	<b>Total</b>
<b><i>Cooperative Regional Marketing Program Fees:</i></b>	
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	<b>\$53,000</b>
<b><i>Additional Revenue:</i></b>	
Department of Economic Opportunity Rural Development Grant, FY 2016-17	\$85,600
Department of Economic Oppotunity Rural Development Grant, FY 2017-18	\$97,200
VISIT FLORIDA FY 2017-18 Rural Area of Opportunity Grant - Cash	\$109,800
Subtotal - Cash	\$292,600
<b>TOTAL REVENUES - CASH</b>	<b>\$345,600</b>
VISIT FLORIDA FY 2017-18 Rural Area of Opportunity Grant - In-Kind	\$15,800
<b>TOTAL REVENUES - CASH AND IN-KIND</b>	<b>\$361,400</b>
<b><i>Expenditures</i></b>	
Bank Charges	\$200
Governor's Conference on Tourism	\$900
Legal Advertising	\$200
Legal Expenses	\$100
(1) Marketing Program for FY 2017-18	\$243,300
(2) Memberships	\$1,200
Miscellaneous	\$3,900
North Central Florida Regional Planning Council - Admin	\$48,500
Postage Expenses	\$100
Service Fee - VISIT FLORIDA Travel Show Program	\$14,300
Southeast Tourism Society Marketing College	\$10,500
Telephone	\$0
Unrestricted Reserve Fund - Constribution	\$22,400
<b>TOTAL EXPENDITURES - CASH</b>	<b>\$345,600</b>
(1) Marketing Program for FY 2017-18 - In-Kind	\$15,800
<b>TOTAL EXPENDITURES - CASH AND IN-KIND</b>	<b>\$361,400</b>
<b><i>Reserve Funds</i></b>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$94,300
<b>TOTAL RESERVE FUNDS</b>	<b>\$94,300</b>

(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)**  
Proposed Final 11/15/2018

<b>Marketing Budget Detail</b>	<b>Total</b>
<b>Planning:</b>	
VisaVues Domestic and International Editions	\$5,100
<b>Collateral Material:</b>	
Print Ultimate Bicycle Guide	\$0
Design and Print New Regional Brochure (adds Brad, Col, & Ham Counties)	\$4,000
Design and Print Ultimate Springs Guide	\$0
Design & Print Specialty Brochures	\$2,600
Update and Print Suwannee River Wilderness Trail Guide	\$21,300
Print Visit Natural North Florida Paddling Guide	\$0
Purchase Copies of the Big Bend Saltwater Paddling Trail Guide	\$800
Print Suwannee River Wilderness & Ft. Saltwater Trail Maps	\$300
Universal Serioa Bus Media Kits	\$2,400
<b>Website:</b>	
Revise Homepage	\$30,000
Ultimate Springs Guide Maintenance	\$0
Website Pseudo-Reservation System	\$0
Web Hosting Services	\$6,000
Photography	\$5,000
Parks Microsite	\$2,500
Website Video	\$5,000
Website Blogs - 5 Blogs Categories	\$6,400
<b>Public Relations:</b>	
Tours for Out-of-State & Foreign Travel Media	\$0
<b>Trade Shows:</b>	
Whistles and Other Promotional Items	\$5,200
Pop-up and/or Cloth Displays (in-kind)	\$5,000
VISIT FLORIDA Welcome Center Rack Space (in-kind)	\$800
State Parks Guides and State Road Maps (in-kind)	\$2,500
Shipping - Berlin and London (in-kind)	\$0
VISIT FLORIDA - Washington, DC Tavel & Adventure Show	\$6,800
VISIT FLORIDA - Atlanta RV & Camping Show	\$3,500
VISIT FLORIDA - New York Times Travel Show	\$4,900
VISIT FLORIDA - New York Times Travel Show (in-kind)	\$3,500
VISIT FLORIDA - Boston Globe Travel Show	\$6,700
VISIT FLORIDA - Chicago Travel & Adventure Show	\$6,200
VISIT FLORIDA - Chicago RV & Camping Show	\$6,400
VISIT FLORIDA - F.r.e.e Messe Munich	\$12,200
VISIT FLORIDA - London Telegraph Bike & Travel Show	\$10,800
VISIT FLORIDA - Toronto Outdoor Adventure Show	\$7,800
VISIT FLORIDA - Berlin - ITB Trade Show	\$8,400
VISIT FLORIDA - Berlin - ITB Trade Show (in-kind)	\$4,000
VISIT FLORIDA - Canoeconia, Madison, WI	\$5,500
VISIT FLORIDA - Philadelphia Travel Expo	\$6,900
VISIT FLORIDA - Midwest Mountaineering Spring Expo	\$4,000
Hershey RV Show	\$0
Georgia RV and Camper Show	\$2,900
Bike Expo New York	\$7,200
<b>Advertising:</b>	
Digital Advertising Campaign	\$26,200
Quarterly eNewsletters	\$4,000
Undiscovered Florida & Other Co-op Advertisements	\$6,900
Distribution of Exhilarating! Natural North Florida Brochure	\$9,400
<b>Total Marketing Expenditure</b>	<b>\$259,100</b>
<b>Administration</b>	
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2016-17	\$5,600
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2017-18	\$18,800
North Central Florida Regional Planning Council - Regional Marketing Program Fees FY 2017-18	\$12,500
Bank Charges	\$200
Legal Advertising	\$200
Legal Expenses	\$100
Other Administrative Expenses/Miscellaneous	\$3,900
Postage	\$100
Service Fee - VISIT FLORIDA Travel Show Program	\$14,300
Telephone	\$0
<b>Membership Organizations - Annual Dues</b>	
VISIT FLORIDA Annual Dues	\$400
Southeastern Tourism Society Annual Dues	\$300
Ride with GPS	\$300
Florida Outdoor Writers Association Annual Dues	\$200
<b>Professional Enhancement</b>	
Southeastern Tourism Society Marketing College	\$10,500
Governor's Tourism Conference	\$900
<b>Internships</b>	
Harvey Campbell Memorial Internship	\$5,800
Dean Fowler Internship	\$5,800
<b>Retained Reserves</b>	
Unrestricted Reserve Fund	\$22,400
<b>Total Non-Marketing Expenditure</b>	<b>\$102,300</b>
<b>Total Expenditure</b>	<b>\$361,400</b>



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

Adopted 8/17/2017

<b><i>Revenues</i></b>	<b>Total</b>
<i>Cooperative Regional Marketing Program Fees:</i>	
Alachua County	\$15,000
Bradford County	\$3,000
Columbia County	\$8,000
Dixie County	\$2,000
Gilchrist County	\$2,000
Hamilton County	\$1,000
Jefferson County	\$2,000
Lafayette County	\$1,000
Levy County	\$4,000
Madison County	\$3,000
Suwannee County	\$4,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$3,000
<b>Subtotal</b>	<b>\$53,000</b>
<i>Additional Revenue:</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
<b>Subtotal - Cash</b>	<b>\$315,500</b>
<b>TOTAL REVENUES - CASH</b>	<b>\$368,500</b>
VISIT FLORIDA FY 2017-18 Rural Area of Opportunity Grant - In-Kind	\$17,300
<b>TOTAL REVENUES - CASH AND IN-KIND</b>	<b>\$385,800</b>
<i>Expenditures</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
<b>TOTAL EXPENDITURES - CASH</b>	<b>\$368,500</b>
(1) Marketing Program for FY 2017-18 - In-Kind	\$17,300
<b>TOTAL EXPENDITURES - CASH AND IN-KIND</b>	<b>\$385,800</b>
<i>Reserve Funds</i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$85,000
<b>TOTAL RESERVE FUNDS</b>	<b>\$85,000</b>

(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

<b>Marketing Budget Detail</b>	<b>Total</b>
<b>Planning:</b>	
VisaVues Domestic and International Editions	\$5,100.00
<b>Collateral Material:</b>	
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
<b>Website:</b>	
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
<b>Public Relations:</b>	
Tours for Out-of-State & Foreign Travel Media	\$3,750.00
<b>Trade Shows:</b>	
Whistles and Other Promotional Items	\$5,000.00
Pop-up and/or Cloth Displays (in-kind)	\$5,000.00
VISIT FLORIDA Welcome Center Rack Space (in-kind)	\$800.00
State Parks Guides and State Road Maps (in-kind)	\$2,000.00
Shipping - Berlin and London (in-kind)	\$1,000.00
VISIT FLORIDA - Washington, DC Travel & Adventure Show	\$7,050.00
VISIT FLORIDA - Atlanta RV & Camping Show	\$4,425.00
VISIT FLORIDA - New York Times Travel Show	\$5,200.00
VISIT FLORIDA - New York Times Travel Show (in-kind)	\$3,500.00
VISIT FLORIDA - Boston Globe Travel Show	\$8,800.00
VISIT FLORIDA - Chicago Travel & Adventure Show	\$7,825.00
VISIT FLORIDA - Chicago RV & Camping Show	\$8,400.00
VISIT FLORIDA - F.r.e.e Messe Munich	\$17,300.00
VISIT FLORIDA - London Telegraph Bike & Travel Show	\$13,000.00
VISIT FLORIDA - Toronto Outdoor Adventure Show	\$9,825.00
VISIT FLORIDA - Berlin - ITB Trade Show	\$9,450.00
VISIT FLORIDA - Berlin - ITB Trade Show (in-kind)	\$5,000.00
VISIT FLORIDA - Canoeconia, Madison, WI	\$5,725.00
VISIT FLORIDA - Philadelphia Travel Expo	\$7,650.00
VISIT FLORIDA - Midwest Mountaineering Spring Expo	\$4,525.00
Hershey RV Show	\$6,500.00
Bike Expo New York	\$6,500.00
<b>Advertising:</b>	
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
<b>Total Marketing Expenditure</b>	<b>\$282,200.00</b>
<b>Administration</b>	
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
<b>Membership Organizations - Annual Dues</b>	
VISIT FLORIDA Annual Dues	\$500.00
Southeastern Tourism Society Annual Dues	\$350.00
Florida Outdoor Writers Association Annual Dues	\$350.00
<b>Professional Enhancement</b>	
Southeastern Tourism Society Marketing College	\$11,000.00
Governor's Tourism Conference	\$1,900.00
<b>Internships</b>	
Harvey Campbell Memorial Internship	\$6,250.00
Dean Fowler Internship	\$6,250.00
<b>Retained Reserves</b>	
Unrestricted Reserve Fund	\$22,300.00
<b>Total Non-Marketing Expenditure</b>	<b>\$103,600.00</b>
<b>Total Expenditure</b>	<b>\$385,800.00</b>

# Visit Natural NORTH FLORIDA

November 15, 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  
3rd Quarter Deliverables Report

Dear Mr. Gitzen:

At its November 15, 2018 meeting, The Original Florida Tourism Task Force reviewed and approved the third 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 \$31,676.67 for the period August 1, 2018 through October 31, 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



# INVOICE

Invoice No.: 3  
Date: November 15, 2018

**FOR:**  
The Original Florida Tourism Task Force  
2009 NW 67<sup>th</sup> Place  
Gainesville, FL 32653-1603  
352-955-2200

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

  
Dawn Taylor  
Chair

11/15/18  
Date



The Original Florida Tourism Task Force

Fiscal Year 2017-18 Regional Rural Development Grant

Third Payment Request

Listing of Invoices, Payments and Associated Checks

November 15, 2018

Name	Invoice Date	Invoice Number	Invoice Amount	Check Date	Check Number	Check Amount	Amount Charged to Grant
NATC	4/25/2018	n/a	\$570.00	4/26/2018	1295	\$570.00	\$570.00
VISIT FLORIDA	5/21/2018	58745	\$359.00	7/5/2018	1320	\$359.00	\$359.00
Running Man Pictures	7/20/2018	7192018	\$5,000.00	7/23/2018	1327	\$5,000.00	\$5,000.00
Florida Suncoast Tourism Promotions, Inc.	8/1/2018	8T027969	\$1,500.00	8/2/2018	1333	\$1,500.00	\$1,500.00
CTM Media Group	8/1/2018	01S-170850	\$1,299.00	8/16/2018	1336	\$1,299.00	\$1,299.00
North Central Florida Regional Planning Council	4/3/2018	8990	\$28.00	8/39/2018	1343	\$28.00	\$28.00
Roland Loog	9/19/2018	n/a	\$1,365.33	9/27/2018	1348	\$1,365.33	\$1,291.33
Dave Mecusker	9/19/2018	n/a	\$1,026.22	9/27/2018	1349	\$1,026.22	\$966.22
Two Tree, Inc.	9/9/2018	2017043	\$765.00	9/27/2018	1351	\$765.00	\$765.00
VISIT FLORIDA	9/24/2018	62572	\$60.00	10/11/2018	1352	\$60.00	\$60.00
Jumpem, LLC	10/19/2018	4134	\$7,000.00	10/25/2018	1353	\$7,000.00	\$7,000.00
Running Man Pictures	10/19/2018	9012018	\$5,000.00	10/25/2018	1354	\$5,000.00	\$5,000.00
Two Tree, Inc.	10/21/2018	2017048	\$595.00	10/25/2018	1355	\$595.00	\$595.00
North Central Florida Regional Planning Council	9/14/2018	8287	\$543.82	11/8/2018	1359	\$543.82	\$522.02
Lois Nevins	n/a	n/a	n/a	11/8/2018	1360	\$67.19	\$67.19
Charissa Setzer	n/a	n/a	n/a	11/8/2018	1362	\$28.91	\$28.91
North Central Florida Regional Planning Council	n/a	n/a	\$1,000.00	n/a	n/a	\$1,000.00	\$1,000.00
North Central Florida Regional Planning Council	n/a	n/a	\$5,625.00	n/a	n/a	\$5,625.00	\$5,625.00
Total			\$31,736.37			\$31,832.47	\$31,676.67

n/a = not applicable

\\Economic Development\Original Florida\Grants\DEO-Staffing Grants\2017-18\3rd Quarter Report\3rd Quarter Listing of Checks and Invoices.xlsx





Florida Department of Economic Opportunity  
Fiscal Year 2017-18  
Regional Rural Development Grant  
Third Quarter Report  
August 1, 2018 through October 31, 2018

Submitted November 15, 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**  
**THIRD QUARTER REPORT**  
**August 1, 2018 through October 31, 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 did not expend any funds during the third quarter on website maintenance and hosting.

**TOPIC-CENTERED MICROSITES**

The Task Force expended \$7,000.00 during the third quarter with Jumpem, LLC for the creation of a Fishing microsite a Paddling Trails microsite, as well as updating and maintaining the existing Springs and Bicycle microsites. The new Fishing microsite can be viewed at <https://www.naturalnorthflorida.com/fishing/>. The new Paddling Trails microsite can be viewed at <https://www.naturalnorthflorida.com/paddling-trails/>. The updated Springs microsite can be viewed at <https://www.naturalnorthflorida.com/springs/>. The updated Bicycle microsite can be viewed at <https://www.naturalnorthflorida.com/bike-trails/>. A copy of the invoice and cancelled check for the microsites is included in Part C.

**WEBSITE VIDEO**

The Task Force expended \$5,000.00 during the second quarter and an additional \$5,000.00 during the third quarter for the production of a new website video. The website video can be viewed from the Task Force website home page, [www.naturalnorthflorida.com](http://www.naturalnorthflorida.com). Click on the word “ENGLISH,” which overlays the header photograph carousel. Alternatively, the video may be viewed at <https://www.youtube.com/watch?v=oC-nss1va7Q&index=2&list=PLn6d0cEkGK5AVa0Ov8VvuHwShFRw4np10&t=43s>. A copy of the invoices and cancelled checks for the video is included in Part D.

**REVIEW AND UPDATE SPRINGS AND BICYCLE ROUTES**

See Topic Centered Microsites, above.

**MARKETING AND PROMOTION**

**ELECTRONIC NEWSLETTERS**

The Task Force created and distributed a third electronic newsletter during the third quarter to over 5,900 email addresses. The Task Force spent \$1,000.00 on this item during the third quarter.

A copy of the newsletter, timesheets documenting \$1,000.00 of staff time spent on the newsletter, as well as a Certificate of Indirect Costs are included in Part E.

### **WEBSITE BLOGS**

During the third quarter, the Task Force expended \$1,360.00 with Two Tree, Inc. for the posting of 16 website blogs. A listing of blogs with hyperlinks to each blog posting, vendor invoices and cancelled checks are included in Part F.

### **PREPRINTED MARKETING MATERIALS**

No expenditures were made by the Task Force on preprinted marketing materials during the third quarter.

### **VISAVUES**

The Task Force received its second quarter VISAVUES domestic and international expenditure reports during the third quarter. No expenditures were made during the third quarter for VISAVUES.

### **DOMESTIC TRAVEL SHOWS**

The Task Force exhibited at the Georgia RV and Camping Show, September 14-16, 2018. Two Task Force representatives staffed the booth. The Task Force expended \$570.00 for booth registration, \$1,291.33 of Regional Rural Development Grant funds to reimburse the expenses of Roland Loog, and \$966.22 of Regional Rural Development Grant funds to reimburse the expenses of Dave Mecusker for staffing the booth.

The Task Force also exhibited at the I-75 Welcome Center 2018 Fall Festival, October 26, 2018. The Task Force expended \$60.00 for booth registration, \$67.19 to reimburse the expenses of Lois Nevins and \$28.91 to reimburse the expenses of Charissa Setzer for staffing the booth. A copy of the travel show registrations, invoices, reimbursement statements and associated receipts and cancelled checks are included in Part G.

### **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 Task Force did not seek reimbursement of the expenditure until the third quarter. A copy of the flyer, invoice, and cancelled check is included in Part H.

### **ADVERTISING CAMPAIGN**

The Task Force continued with the second half of its digital advertising campaign during the third quarter. The second half of the campaign will be completed in the fourth quarter,

The Task Force continued to receive monthly leads from its full-page co-op advertisement in UnDiscovered Florida during the third quarter. The Task Force shared these leads with its members and added the leads to its electronic newsletter distribution list during the third quarter.

The Task Force entered into a contract with VISIT FLORIDA during the third quarter for \$8,305.24 for the placement of full-page co-op advertisement in the 2019 Official Travel Planner. The publication is anticipated to be published and distributed during the fourth quarter. A copy

of the contract between the Task Force and VISIT FLORIDA is included in Part I. The Task Force will seek reimbursement for the advertisement as part of its fourth quarter report and reimbursement request.

### **BROCHURE DISTRIBUTION**

During the third quarter, the Task Force expended \$1,299.00 with CTM Media for the distribution of 2,000 brochures during the third quarter. The Task Force also expended \$1,500.00 with Florida Suncoast Tourism Promotions, Inc. for the distribution of 12,500 brochures during the third quarter.

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

### **EMAIL DISTRIBUTION SERVICES**

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

## **PROFESSIONAL ENHANCEMENT**

### **PROFESSIONAL ASSOCIATIONS ANNUAL MEMBERSHIPS**

The Task Force did not expend any funds during the third quarter for annual memberships with professional associations.

### **PROFESSIONAL ENHANCEMENT SCHOLARSHIPS**

During the third quarter, the Task Force expended \$881.02 for one Task Force staff member to attend the 2018 Florida Governor's Conference on Tourism, September 12-14, 2018 at Omni Orlando Resort at ChampionsGate, Florida. Copies of the registration form, VISIT FLORIDA invoice, expense statement and cancelled checks are included in Part K.

## **ADMINISTRATION**

The North Central Florida Regional Planning Council provided \$5,625.00 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 first quarter report Part M, Proof of Financial Match.





*Visit Natural*  
**NORTH FLORIDA**

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



<b>Grantee:</b> The Original Florida Tourism Task Force		
<b>Street Address:</b> 2009 NW 67th Place		
<b>City:</b> Gainesville	<b>ST:</b> FL	<b>Zip:</b> 32653-1603
<b>Phone:</b> 352.955.2200		<b>Email:</b> 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 #3 (attached)	August 1 to October 31, 2018
2 Topic-Centered Microsites and Maintenance & Update of 2 Topic-Centered Microsites	\$7,000.00
1 Website Video	\$10,000.00
1 Electronic Newsletter	\$1,000.00
16 Website Blogs	\$1,360.00
2 Domestic Travel Shows	\$2,983.65
Print 400 Copies of Bicycle Flyer	28.00
Brochure Distribution - Minimum of 14,500 Brochures Distributed	\$2,799.00
7 Professional Enhancement Scholarships	\$881.02
INVOICE AMOUNT	\$26,051.67

### 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: 11/15/2018

### 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 #:** 3      **Date:** 11/15/2018

**Contract Amount:** \$150,000

**MBE Participation Amount:** \$

**DV Participation Amount:** \$

**MBE Percentage:** 0%  
**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)
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
<b>TOTALS</b>				\$ -	\$ -	\$ -	\$ -	
							\$ -	

\*\*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)
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
<b>TOTALS</b>				\$ -	\$ -	\$ -	\$ -	
							\$ -	

\*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](http://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](http://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](http://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](http://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:

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

Agreement # *D0117*

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

Agreement # *D0117*

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



**Agreement # D0117**

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

**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/](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;

2017-18 Regional Rural Development Grant  
Actual and Projected Expenditures  
November 7, 2018

\$150,000.00	Grant Award
\$27,197.00	1st Quarter Reimbursement
\$51,939.09	2nd Quarter Reimbursement
\$31,676.67	3rd Quarter Reimbursement
\$39,187.24	Remainder
4th Quarter Reimbursement (Projected)	
\$1,000.00	enewsletter
\$5,625.00	Admin
\$13,250.00	Jumpem - digital ad campaign
\$5,000.00	VISIT FLORIDA Transportation Map Ad
\$8,303.25	Miles Partners - VISIT FLORIDA Travel Planner Ad
\$1,299.00	CTM Media
\$200.00	Mailchimp Credits
\$1,500.00	FI Suncoast
\$595.00	Two Tree
\$2,414.99	Remainder (Projected)

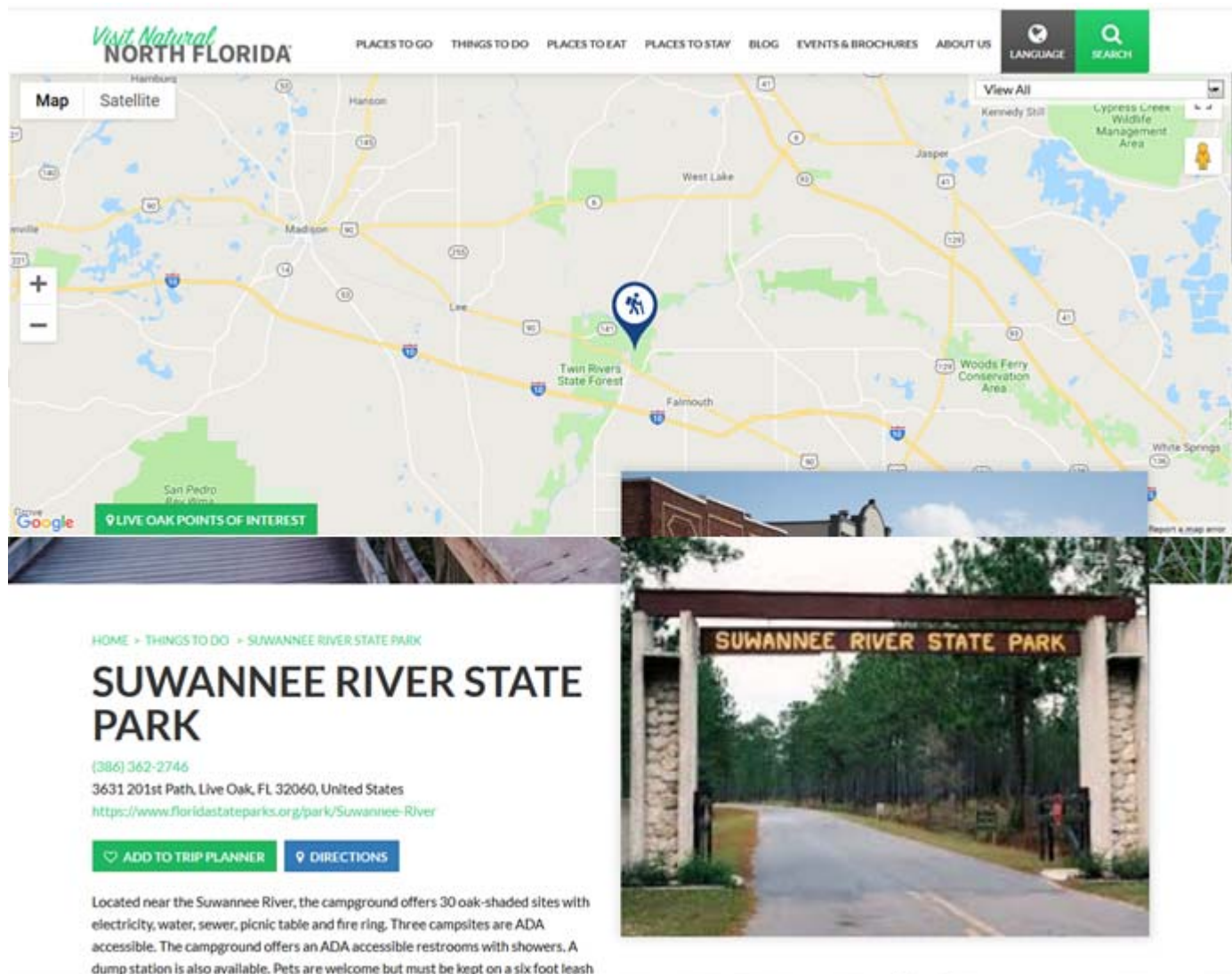
## Steve Dopp

To: Rachel Bomser  
Subject: RE: FW: NNF - Activity Page Header Pin Map - From Steve Dopp

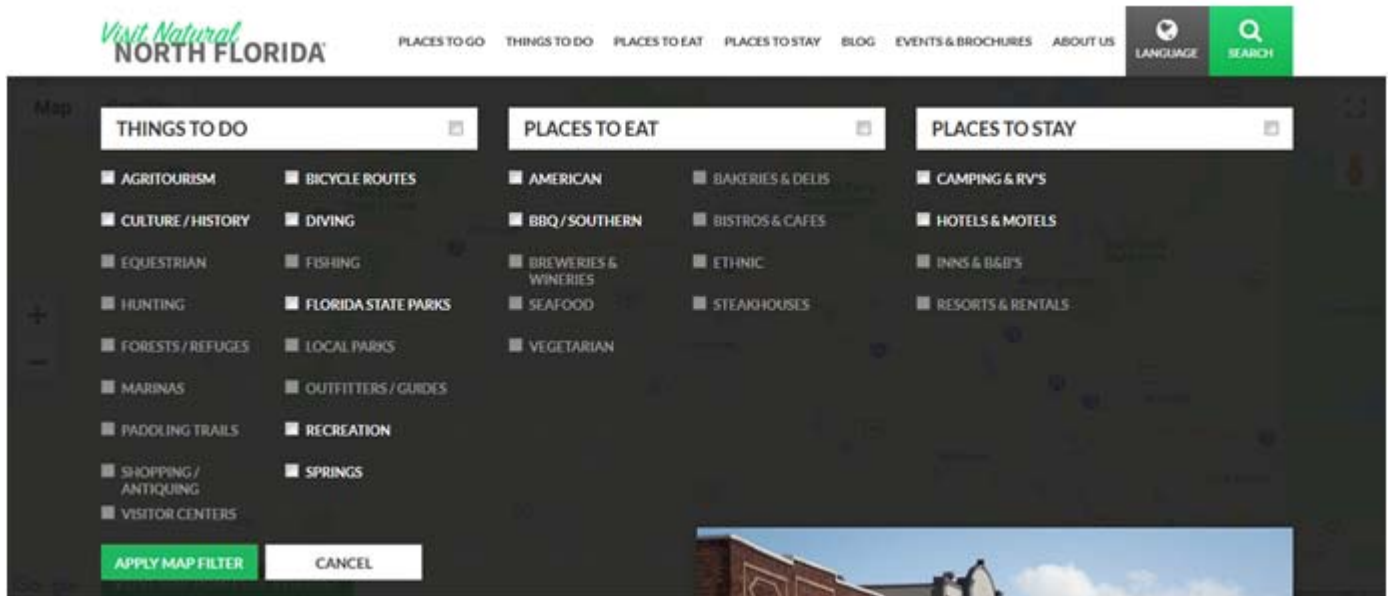
Kevin,

My computer is down so I am using someone else's computer today.

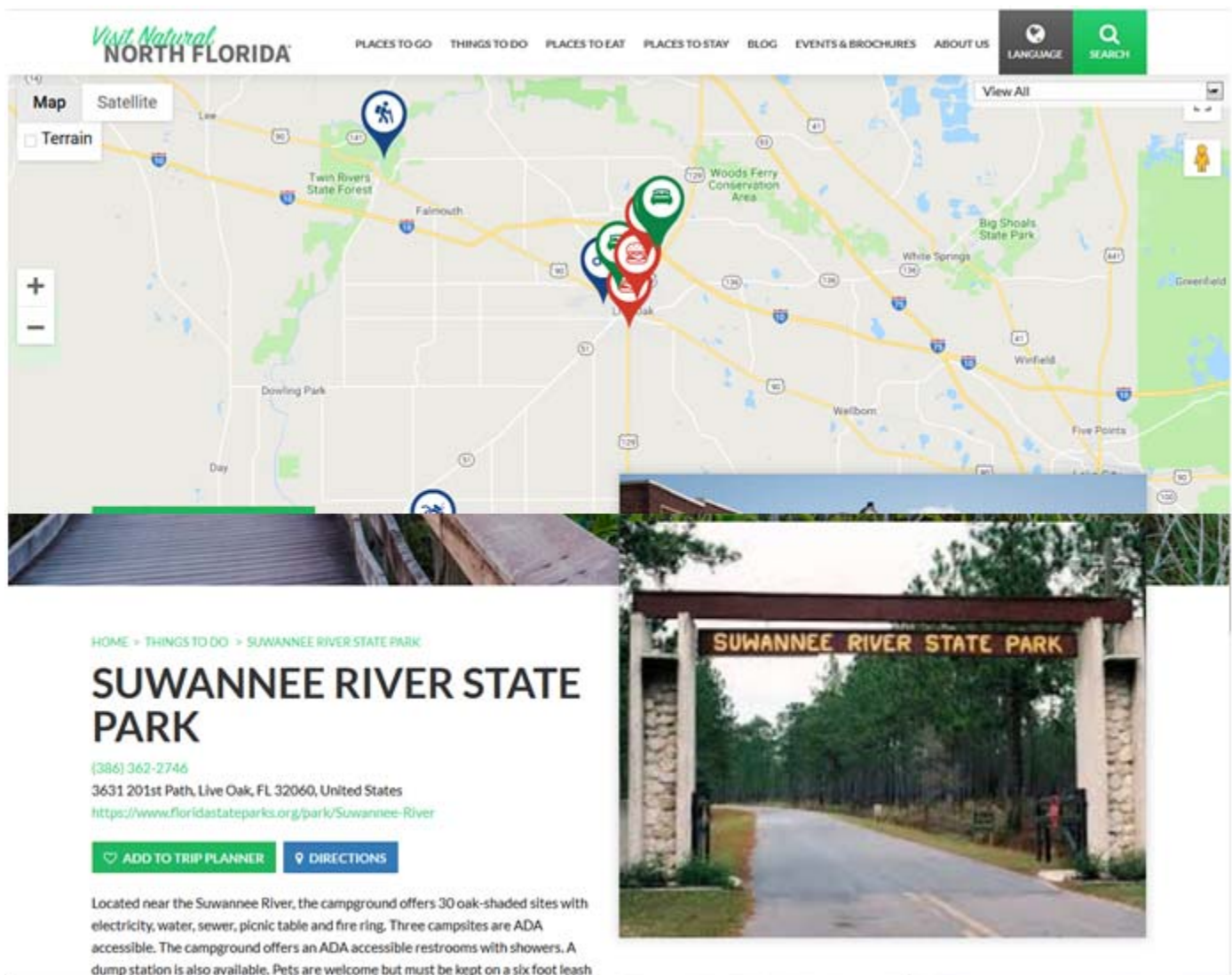
I am considering the option of replacing the header photo/default Things-to-Do header for individual attractions with a map of the attraction, similar to the following rough example for Suwannee River State Park. Notice how the map only shows the Suwannee River State Park pin?



Users would then have the ability to look at nearby “Local Points of Interest” using the same screen used for this purpose on the individual counties/towns pages (see below).



This would produce a map of nearby selected attractions which the user could then explore in more detail, similar to the following.





I'm not sure how you could limit the universe of pins. Perhaps a 60-mile radius could be placed around the selected attraction (in this case, Suwannee River State Park) and limit the available pins to whatever is within 60 miles of the park. Although I didn't do a good job of showing this in my example, my thinking is that the second map displayed (the one containing the pins of the selected categories as well as Suwannee River State Park) would not move or change in scale from the first map. Rather, the user could manually change the scale and move the map around with their cursor to see nearby pins which are not otherwise displayed. If we can't limit the pin universe, then consideration could be given to displaying all pins within the entire region while leaving the second map location and scale unchanged. The only problem with this approach, I think, is that users may become frustrated looking for a selected pin category where there is only one such pin and it is located far away from the selected attraction.

It would also be nice to retain the option to override the header map with a photo as every once in a while I find a great one. For example, look at Ichetucknee Springs State Park (<https://www.naturalnorthflorida.com/things-to-do/ichetucknee-springs/>). Great photo, isn't it? Hope you are looking at it using Mozilla with the bookmarks side bar open. Otherwise, the symbol legend on the left side of the map appears cut-off. (Odd. Don't know why it looks like that. The map doesn't look cut off when looking at it in the Media Library via the Admin side of the website). I tried a second photo where the map is but photo-on-photo appears to clash, in my opinion. A header photo and map goes together much better. I doubt I can present many attractions using a header photo and map as there are not that many great photos around – nor is there a large number of maps.

**Do not proceed with these changes at this time.** The Task Force must first review/approve the proposed change. We also need to make sure that the grant to pay for the changes is funded. Assuming the grant is funded, the Task Force cannot enter into a contract for the changes until the middle of January 2019.

The Task Force has budgeted a total of \$10,000 which can be used for this project but must also be used for creating the “do-it-yourself” universal Things to Do, Places to Eat, and Places to Stay topic-centered landing pages we discussed earlier. The universal landing pages take priority over the attractions header map.

Please do not hesitate to contact me if you have any questions concerning this matter.

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NORTH FLORIDA



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draped oaks on the banks of the Suwannee River.  
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crafts and performing arts throughout our small  
towns. Enjoy fishing, wildlife exploration,  
kayaking, bicycling and more.

For more information contact: Susan Ramsey  
Hamilton County Development Authority  
(386) 792-6828  
[www.hamiltoncda.org](http://www.hamiltoncda.org)

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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  
November 15, 2018

Cost Estimates	Deliverable
11/15/2018	
\$6,000.00	Website Hosting & Maintenance
\$10,000.00	Add Three Topic-Centered Landing Pages (1 Things to Do, 1 Places to Stay, 1 Places to Eat)
\$2,500.00	Add Six Town Landing Pages - Nancy Moreland
\$8,000.00	VISIT FLORIDA Retargeting Campaign
\$2,000.00	Places to Stay, Places to Eat, and Things to Do Database Development
\$100.00	Ultimate Bicycle Guide & Landing Page Maintenance and Updates
\$100.00	Ultimate Springs Guide & Landing Page Maintenance and Updates
\$100.00	Paddling Landing Page Maintenance & Updates
\$100.00	Ultimate Fishing Page Maintenance & Updates
\$100.00	Florida State Parks Landing Page Maintenance & Updates
\$5,100.00	Website Blogs (60 blogs per at \$85 per blog)
\$1,300.00	Design and Print Collateral Material
\$3,000.00	Revise and Print Ultimate Bicycle Guide
\$13,000.00	Domestic Travel Shows (2 shows -Bike Expo NY, Midwest Mountaineering Spring)
\$21,500.00	Print Advertising (UnDiscovered Florida, Florida Travel Planner, & Florida Transportation Map)
\$21,500.00	Digital Advertising Campaign - Facebook, Google Adword search, Retargeting
\$14,250.00	Scholarships (8 Scholarships @ \$1,781.25)
\$12,000.00	Brochure Distribution
\$1,200.00	Professional Organization Memberships
\$400.00	Visit USA UK Annual Membership
\$1,000.00	Visit USA Germany Annual Membership
\$4,250.00	Quarterly eNewsletters
\$22,500.00	Administration
\$150,000.00	Total

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*Visit Natural*  
NORTH FLORIDA

**The Original Florida Tourism Task Force**

2009 NW 67th Place

Gainesville, FL 32653-1603

**Request for Proposals**

**The Original Florida Tourism Task Force 2019 Marketing Project**

The Original Florida Tourism Task Force 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 natural, historic and cultural attractions of the 14-county region to increase the number of visitors and to extend their stay.

The Original Florida Tourism Task Force seeks one website design and marketing company or similarly-qualified company to design and create the following two products which together comprise The Original Florida Tourism Task Force 2019 Marketing Project:

- I. Website hosting and maintenance of its existing Wordpress website, [naturalnorthflorida.com](http://naturalnorthflorida.com), for a one-year period beginning January 18, 2019;
- II. Enhancements to the existing Task Force Wordpress website to allow the website administrator to create additional topic center landing main pages and sub-pages; to allow the website administrator to modify existing and new topic-centered landing main pages and sub-pages; to allow the website administrator to use either the current default image or a different image in thumbnails, and; to allow users to save their travel itineraries created using the existing website travel planner.
- III. A geographically-targeted digital advertising campaign, referred to as the Digital Advertising Campaign.

**I. Website Hosting and Maintenance**

The selected proposer will provide hosting and maintenance services to the existing Task Force website, [vnnf.org](http://vnnf.org).

**Scope of Work**

The prepaid hosting and maintenance period begins January 18, 2019 and ends January 17, 2020.

The proposer will provide hosting services with 99.9% uptime.

Third party hosting may be used for the Task Force website. If relying on a third party, the proposal shall identify the third party.

Periodically, Wordpress and associated plugins used by the Task Force website are to be updated to the latest versions (approximately once per quarter). The proposal must identify the frequency of update to Wordpress and the associated plugins.

The proposal must identify developmental hours per quarter for the website. The developmental hours are primarily to be used for routine maintenance.

The Task Force website will be backed up on a regular basis. The proposal shall identify the frequency of the database backup (posts, pages, Wordpress setting/options and post comments) as well as the frequency of full backups (content, theme files and images).

## **II. Website Enhancements**

The selected proposer will modify the Task Force website to allow the Task Force website administrator, using the Administrator page(s) of the website, to create, modify, or delete Topic-Centered Landing Pages for its Things to Do, Places to Eat and Places to Stay headings/categories.

### **Topic-Centered Landing Pages**

- A. The main pages shall be designed similar to the existing Florida State Parks topic-centered landing main page and subpages of the Task Force website (see <https://www.naturalnorthflorida.com/florida-state-parks/>). The main page will consist of a header section featuring a pin map of attractions applicable to the topic, a text section and a featured graphic image, the ability to feature a YouTube Playlist from the Task Force YouTube Playlists, a counter bar featuring quantitative data applicable to the topic, a section which displays thumbnails and links to blogs applicable to the topic, a section which displays events applicable to the topic, a section which displays thumbnails containing graphic images of the pins displayed in the Google header row pin map, a section which displays a downloadable app (including text and photo), and a footer section containing the same links and graphic images as the existing footer section of the Task Force website.
- B. The sub-pages shall be designed similar to the existing Dudley Farm Historic State Park topic-centered landing sub-page of the Task Force website (see <https://www.naturalnorthflorida.com/things-to-do/dudley-farm-historic-state-park/>).

The sub-pages will consist of:

1. A header section featuring, at the option of the website administrator;
    - a. Either a Google pin map featuring the pin of the selected attraction (in this example, Dudley Farm Historic State Park) with the ability for users to then select and view nearby attractions/pins located within a 30-mile radius of the pin of the selected attraction (see the header section map <https://www.naturalnorthflorida.com/cedar-key/>, and select Cedar Key Points of Interest); or
    - b. A graphic image.
  2. A text section with a featured graphic image;
  3. A YouTube video; and
  4. A footer section containing the same links and graphic images as the existing footer section of the Task Force website.
- C. The Posts, Events and Natural North Florida administration sections of the administration page of the website shall be modified to easily allow the website administrator to assign applicable blogs, attractions and events to topic centered landing main pages so that thumbnails of these items appear on the selected topic-centered landing main pages.
- D. The administration page of the website shall be modified to easily allow the Website Administrator to link Topic-Centered Landing Pages to the Things to Do, Places to Eat, and Places to Stay tabs of the header menu of the Task Force website.

### **Thumbnails**

The administration page of the website shall be modified to easily allow the Website Administrator to use either the default thumbnail image or to select an alternative image for all thumbnails displayed on the website.

### Travel Planner

The travel planner section of the website home page shall be modified to allow users to save their travel itineraries created through use of their email address and/or password. The itineraries will be saved for a period of up to six months to one year before automatic deletion.

### **III. Digital Advertising Campaign**

The Task Force seeks to drive substantial additional traffic to the organization's website, [naturalnorthflorida.com](http://naturalnorthflorida.com), and to drive consumers to the Task Force booth at various travel shows at which it is exhibiting through a geographically-targeted digital advertising campaign to increase awareness of tourist-oriented activities and resources located within the Natural North Florida region. Therefore, the digital advertising campaign will consist of three phases.

In Phase 1, the Task Force desires to target residents of specific metropolitan areas in which it exhibits at tourist-oriented domestic travel expos and shows. The digital advertisements should highlight activities, attractions and events within Natural North Florida to drive viewers to the Task Force website.

In Phase 2, the Task Force desires to target residents of specific metropolitan areas and/or states in which it exhibits at tourist-oriented international travel expos and shows. The digital advertisements should highlight activities, attractions and events within Natural North Florida to drive viewers to the Task Force website.

In Phase 3, the Task Force also desires to target residents of specific metropolitan areas within the state of Florida. The digital advertisements should highlight activities, attractions and events within Natural North Florida to drive viewers to the Task Force website.

The digital advertising campaign should focus on strategic purchases of advertising on social websites such as Facebook as well as websites oriented towards outdoor adventure travelers, recreational vehicles, paddling, fishing and similar recreational activities, provided that such advertisements are targeted to specific metropolitan areas. The selected proposer shall work with the Task Force to design and implement the campaign, including publisher strategy, bidding strategy, keyword strategy, advertising strategy, as well as a measurement and evaluation strategy. As the campaign progresses, the selected proposer shall be responsible for monitoring campaign performance, analyzing click-thru patterns and making adjustments to the advertisement placements to maximize the volume of impressions and click-thrus to the Task Force website. Upon completion of the advertising campaign, analytics shall be provided by the selected proposer to determine the overall effectiveness of the campaign. The period of time of the campaign shall be the date of an executed contract between the selected proposer and the Task Force through December 31, 2019.

For Phase 1, the selected domestic travel shows, metropolitan areas, and time periods of the shows are, as follows:

Show Name	Show Dates
Georgia RV and Camping Show	September 14-16, 2018
<u>Atlanta Camping &amp; RV Show</u>	<u>January 25 - 27, 2019</u>
<u>Nashville RV Supershow</u>	<u>January 25 - 27, 2019</u>
New York Times Travel Show	January 25 - 27, 2019
<u>Houston RV Show</u>	<u>February 6 - 10, 2019</u>
<u>Chicago RV and Camping Show</u>	<u>February 7 - 10, 2019</u>
Boston Travel and Adventure Show	February 9 - 10, 2019
<u>Canoecopia</u>	<u>March 8 - 10, 2019</u>
Philadelphia Travel and Adventure Show	March 9 - 10, 2019
Washington DC Travel and Adventure Show	March 16 - 17, 2019
Midwest Mountaineering Spring Expo	April 26 - 28, 2019
Bike Expo New York	May 3 - 4, 2019

For Phase 2, the selected international travel shows, metropolitan areas, and time periods of the shows are, as follows:

Show Name	Show Dates
Boot Dusseldorf	January 19 - 27, 2019
London Times Destinations Show	Jan 31 - Feb 3, 2019
F.re.e Messe Munich	February 20 - 24, 2019
Toronto Outdoor Adventure Show	February 22 - 24, 2019
Ottawa Outdoor and Travel Adventure Show	April 6 - 7, 2019

For Phase 3, the selected proposer will consult with the Task Force regarding the selection of metropolitan areas.

The phases may be conducted simultaneously.

### **Scope of Work**

A. The selected proposal must:

1. Demonstrate familiarity with the tourism products of The Original Florida Tourism Task Force and its member counties, the Task Force website and the Task Force Facebook page;
2. Describe a digital advertising strategy which maximizes impressions and conversions to the Task Force website and Facebook page;
3. Demonstrate creative campaign design and implementation approaches;
4. Identify the maximum number of metropolitan areas to be included in the Digital Advertising Campaign; and
5. Provide analytics every three months to the Task Force, on campaign performance including;
  - a. Number of impressions, click-thrus and click-thru rates to the Task Force website for the duration of the campaign for each targeted metropolitan area and/or state;
  - b. Analytics of each advertisement displayed, including number of impressions, click-thrus and click-thru rates, frequency and display report listing websites where the advertisement is being displayed/delivered; and
6. Task Force Involvement. The selected proposer shall work with the Task Force to design and implement the advertising campaign, including advertising strategy, publisher strategy and bidding strategy as applicable.

B. The Task Force shall approve:

1. The websites on which the advertisements shall be displayed;
2. The timing and length of time the advertisements shall run; and
3. All advertisements prior to publication.

C. The selected proposer shall provide to the Task Force copies of all advertisements placed, the name of the websites on which they were placed and the period of times that the advertisements were run.

D. The Task Force reserves the right to divert impressions to target another audience, website, metropolitan or state area throughout the campaign.

- E. Advertisements placed on social media and other websites should include photographs from the region depicting tourism products, associated text, and a link to the Task Force website ([www.vnnf.org](http://www.vnnf.org)). All such advertisements shall be approved prior to placement by the Task Force Marketing Committee. Creativity is encouraged in the design of the advertisements.
- F. The selected proposer may use multiple advertisement exchanges and real time bidding to place display advertising, which may include mobile. The proposal shall specify the specific advertisement exchanges to be used.

### **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 shall work closely with the Task Force regarding to the Digital Advertising Campaign, including but not limited to the selection of metropolitan areas, the design and development of the advertisements, and the selection of websites for publication of the advertisements.
- C. The Task Force website, including the code used for changes to the website, as well as all content on the website, shall be exclusively owned by the Task Force. All content produced for the Digital Advertising Campaign shall be exclusively owned by the Task Force.
- D. In addition to the items described herein, the Task Force shall give consideration to other concepts for the Digital Advertising Campaign. Proposers are therefore encouraged to present other concepts and features not contained herein.
  - 1. The budget for Website Hosting and Maintenance is a maximum of \$6,000.
  - 2. The budget for Website Enhancements is a maximum of \$10,000.
  - 3. The budget for the Digital Advertising Campaign is a maximum of \$21,500.
- E. Upon execution of a contract between the selected proposer and the Task Force, the Task Force shall make one payment of \$6,000 for Website Hosting and Maintenance during the first quarter of the 2019 calendar year; one partial payment of \$5,000 during the first quarter of the 2019 calendar year for Website Enhancements and one final payment of \$5,000 after completion and acceptance of the Website Enhancements by the Task Force; and one partial payment of \$8,750 for the Digital Advertising Campaign after the completion of Phase 1 and submittal of a Phase 1 campaign report; one partial payment of \$4,000 after the completion of Phase 2 of the Digital Advertising Campaign and submittal of a Phase 2 campaign report; and one final payment of \$8,750 after the completion of Phase 3 of the Digital Advertising Campaign and submittal of the final campaign report. All payments for the project shall be as specified by contract between the Task Force and the selected proposer.

### **IV. Responses**

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

- A. A description of how the above scope of work shall be implemented for the project.
- B. An explanation of coordination and communication with the Task Force throughout the development and implementation of the project.
- C. A detailed implementation timeline for the project.
- D. A complete proposal summary page for each project covering each item, for each project cost and/or a total overall cost for the project.

- E. A description of your company, the year it was founded, and information about your philosophy for successful Internet marketing.
- F. A list of previous/current clients in the travel and tourism sector and a description of the work you have performed for them, to include success stories and statistics demonstrating the impact of your services. Please provide relevant Uniform Resource Locators (URLs).
- G. An organization chart naming the key players in your organization, their professional backgrounds and areas of expertise.
- H. Specifically state which staff would be assigned to manage the Task Force account.
- I. Describe the specific expertise your organization offers in each of the following areas:
  - 1. Website hosting and maintenance; and
  - 2. Geographically-targeted digital advertising campaigns for destination marketing organizations.
- J. Three letters of reference from clients familiar with your website development and digital advertising capabilities.
- K. A list of all subcontracted vendors and third-party software 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.
- L. Project budget.
- M. Any terms and conditions that might affect the project.
- N. For on-going support for Website Hosting and Maintenance, please list any project fees and administration fees, if any. Please list any other anticipated fees.

#### **V. Ranking and Selection Criteria**

**Preliminary Ranking:** All proposals received shall be reviewed and ranked by the Task Force Marketing Committee using the following criteria based upon a total of 100 points, as follows: (a) capacity to complete the work by December 31, 2019 (25 points); (b) past experience with tourism-oriented digital advertising campaigns (25 points); (c) quality of proposal and ability to implement items listed under Scope of Work as well as other proposed features not contained herein (25 points); and (d) commitment to provide maintenance and support for maintenance and hosting of the Task Force website (25 points). The total score from these criteria shall be used to establish the rank order for the selection of the proposals by Task Force Marketing Committee members. The rankings, as established by the individual Task Force Marketing Committee members, shall be combined to result in a Task Force Marketing Committee ranking of proposers based on the average rank order of proposals assigned by individual Task Force Marketing Committee members, not the total number of points assigned by individual Task Force Marketing Committee members.

**Final Ranking:** Unless oral presentations are requested by the Task Force Marketing Committee, the Preliminary Ranking shall be the Final Ranking. Should the Task Force Marketing 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 Marketing 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 Standard Time, December 28, 2018.**

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

2019 Marketing 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 finalists shall 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](mailto:dopp@ncfrpc.org) or by telephone at 352.955.2200, extension 109.

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*Visit Natural*  
NORTH FLORIDA

PROPOSED REVISED HOME PAGE  
November 15, 2018

Visit Natural  
NORTH FLORIDA

PLACES TO GO | THINGS TO DO | PLACES TO EAT | PLACES TO STAY | BLOG | EVENTS & BROCHURES | ABOUT US

LANGUAGE | SEARCH

EXPLORE  
UNCHARTED  
TERRITORIES

ENGLISH | DEUTSCHE

NATURAL NORTH FLORIDA

Welcome to Natural North Florida, the original Florida tourism destination. Home to the world's largest collection of first-magnitude springs, endless hiking and biking trails, and year-round cultural events, Natural North Florida offers excursions for every type of adventure seeker. Discover Natural North Florida today—where your adventure awaits.

170+  
Miles of Coastline

19+  
First Magnitude Springs

25  
State Parks

390+  
Things To Do

WELCOME TO  
NATURAL NORTH FLORIDA

Nature is our theme park. Natural North Florida welcomes anyone and everyone looking for an adventure. Some seek a one-day excursion to recharge at a world-renowned first-magnitude spring. Others paddle, hike or pedal along the many miles of land and water trails crisscrossing the region. Camping? We have thousands of RV and tent campsites. Whatever adventure you seek, Natural North Florida holds it any day of the year.

Fall Fest  
2018 FALL FESTIVAL  
SHOW 05  
Gainesville

GET HOOKED  
Gulf Coast Kayak Fishing Tournament  
SHOW 07  
Perry

EXPERIENCE  
RECENT &  
UPCOMING  
EVENTS  
VIEW ALL

StoreKilling  
Tollabration™  
November 17, 2018  
The Saturday before Thanksgiving at the Wally Davis Farm in Madison, Florida  
Madison County Storytelling Festival  
SHOW 07  
Madison

37th ANNUAL YANKEETOWN ARTS & CRAFTS & SEAFOOD FESTIVAL  
November 17th-18th, 2018  
ANNUAL YANKEETOWN ART CRAFT AND SEAFOOD FESTIVAL  
SHOW 17-18  
Yankeetown

TRAVEL BLOGS

ENJOY YOUR R/V ADVENTURE ALONG THE MIGHTY SUWANNEE RIVER

FREE KAYAK ECO TOURS AT CEDAR KEY

SPEND A LEISURELY DAY IN UNION COUNTY AND LAKE BUTLER, FLORIDA

GREAT SOUTHERN BISCUIT COMPANY OPENS NEW LOCATION IN HIGH SPRINGS, FLORIDA

VIEW ALL

INTERESTING & FUN  
THINGS TO DO

+ SPRINGS GUIDE

+ CYCLING GUIDE

+ ONE-DAY EXCURSIONS

+ LONGER EXCURSIONS

+ TRAVEL BLOGS

+ SUWANNEE RIVER WILDERNESS TRAIL

+ SALTWATER PADDLING

+ BIG BEND SHELLFISH TRAIL

+ FLORIDA STATE PARKS

+ GREAT FLORIDA BIRDING TRAIL

+ FORESTS & WILDLIFE REFUGES

GREAT FLORIDA BIRDING TRAIL

Enjoy the sights and sounds of Natural North Florida along the Great Florida Birding Trail.

WHERE ARE WE?

LOCATION

Visit Natural North Florida consists of 14 counties encompassing approximately 14,000 square miles/36,260 square kilometers and includes the Florida Big Bend coastal area which spans Sopchoppy (yes, Sopchoppy!) to the west down to Cedar Key to the south, east to Gainesville, and north to the Florida-Georgia state line. We are located approximately 75 miles/120 kilometers west of Jacksonville and approximately 50 miles/80 kilometers east of Tallahassee. Tampa and Orlando are approximately 100 miles/160 kilometers to the south while Atlanta, Georgia is approximately 200 miles/320 kilometers to the north.

PREPARE YOUR ADVENTURE  
PLAN YOUR TRIP IN 3 EASY STEPS

Planning your next Natural North Florida adventure doesn't have to be overwhelming. The hardest part is choosing which of the year-round activities to experience during your trip. Whether you're a lifelong Natural North Florida resident or one of the millions of visitors to our state each year, you can plan an organized adventure using our helpful Trip Planner tool. Natural North Florida's Trip Planner simplifies everything down to a detailed itinerary so the only thing left to do is start packing.

1. PLAN ACTIVITIES  
Hiking, biking, kayaking, canoeing, or sightseeing, the Natural North Florida activity is yours to choose.

2. PICK ACCOMMODATIONS  
Stay a night or several at the many accommodation options during your trip.

3. VIEW ITINERARY  
Once planned, view, print, or email your itinerary before packing for a Natural North Florida adventure!

JOIN OUR NEWSLETTER

Receive updates on all upcoming events and other happenings in Natural North Florida

Email Address | SIGNUP

Visit Natural  
NORTH FLORIDA

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PROPOSED REVISED HOME PAGE  
November 15, 2018

Visit Natural  
NORTH FLORIDA

PLACES TO GO | THINGS TO DO | PLACES TO EAT | PLACES TO STAY | BLOG | EVENTS & BROCHURES | ABOUT US

LANGUAGE | SEARCH

EXPLORE  
UNCHARTED  
TERRITORIES

ENGLISH | DEUTSCHE

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170+  
Miles of Coastline

19+  
First Magnitude Springs

25  
State Parks

390+  
Things To Do

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+

WHERE ARE WE?

Fall Fest  
MARKET NOVEMBER  
2018  
Gainesville

GET HOODS  
in the heart of  
Perry  
OCTOBER 13  
GULF COAST KAYAK  
FISHING TOURNAMENT

RECENT &  
UPCOMING  
EVENTS  
VIEW ALL

Storytelling  
at the heart of the event  
November 17, 2018  
The Saturday before  
Thanksgiving  
at the Wally Davis Farm  
in Madison, Florida  
Florida Festival of Family Fun!  
Join us under one  
MADISON COUNTY  
STORYTELLING  
FESTIVAL  
NOVEMBER 17  
Madison

37th  
ANNUAL  
YANKEETOWN  
ARTS & CRAFT  
SEAFOOD  
FESTIVAL  
JUNE 15-16, 2018  
Yankeetown

TRAVEL BLOGS

ENJOY YOUR R/V  
ADVENTURE ALONG THE  
MIGHTY SUWANNEE RIVER

MAKE A RESERVATION  
FREE\* KAYAK ECO TOURS AT  
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SPEND A LEISURELY DAY IN  
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+ FORESTS & WILDLIFE REFUGES

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PROPOSED REVISED HOME PAGE  
November 15, 2018



170+	19+	25	390+
Miles of Coastline	First Magnitude Springs	State Parks	Things To Do

WELCOME TO  
NATURAL NORTH FLORIDA

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INSPIRING  
TRAVEL BLOGS



[VIEW ALL](#)

INTERESTING & FUN  
THINGS TO DO

- + SPRINGS GUIDE
- + CYCLING GUIDE
- + ONE-DAY EXCURSIONS
- + LONGER EXCURSIONS
- + TRAVEL BLOGS
- + SUWANNEE RIVER WILDERNESS TRAIL
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*Visit Natural*  
NORTH FLORIDA

Florida Department of Economic Opportunity  
Fiscal Year 2019-20 Regional Rural Development Grant  
(January 17, 2020 - January 16, 2021)  
Proposed Deliverables and Cost Estimates  
November 15, 2018

Cost Estimates	
11/15/2018	Deliverable
\$6,000.00	Website Hosting & Maintenance
\$8,000.00	VISIT FLORIDA Retargeting Campaign
\$2,500.00	Website Database Maintenance & Enhancement (Updating Pins, Bike Routes, etc.)
\$5,100.00	Website Blogs (60 blogs per at \$85 per blog)
\$1,300.00	Design and Print Collateral Material
\$2,500.00	Revise and Print Ultimate Bicycle Guide
\$13,000.00	Domestic Travel Shows (2_shows -Bike Expo NY, Midwest Mountaineering Spring)
\$21,500.00	Print Advertising (UnDiscovered Florida, Florida Transportation Map, Florida Travel Planner)
\$16,400.00	Digital Advertising Campaign (Facebook, Google Adword search)
\$13,000.00	Euorpean Print/Digital Advertisements (Nat. Geo Traveller UK, Visit Florida, America)
\$14,000.00	Scholarships (8 Scholarships @ \$1,750)
\$12,000.00	Brochure Distribution
\$5,100.00	VisaVues
\$2,600.00	Professional Organization Memberships
\$4,500.00	Quarterly eNewsletters
\$22,500.00	Administration
\$150,000.00	Total

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*Visit Natural*  
NORTH FLORIDA



The Original Florida Tourism Task Force  
Travel Shows and Show Dates, 2018-19 Travel Show Season  
September 26, 2018

Number	Show Name	Lead	Assistant	Alternate	Tentative Dates			
					Leader Departure Date	Assistant Departure Date	Show Dates	Return Travel Date
1	<i>Georgia RV and Camping Show</i>	<i>Roland Loog</i>	<i>Dave Mecusker</i>		<i>September 12, 2018</i>	<i>September 13, 2018</i>	<i>September 14-16, 2018</i>	<i>September 17, 2018</i>
2	<i>Boot Dusseldorf*</i>	<i>Roland Loog</i>	<i>-</i>	<i>Sandy Beach</i>	January 15, 2019	n/a	January 19 - 27, 2019	January 29, 2019
3	<u>Atlanta Camping &amp; RV Show</u>	<u>Steve Dopp</u>	<u>Russ McCallister</u>	<u>Dave Mecusker</u>	<u>January 23, 2019</u>	<u>January 24, 2019</u>	<u>January 25 - 27, 2019</u>	<u>January 28, 2019</u>
4	<u>Nashville RV Supershow</u>	<u>Katrina Richardson</u>	<u>Phyllis Williams</u>	<u>Roland Loog</u>	<u>January 23, 2019</u>	<u>January 24, 2019</u>	<u>January 25 - 27, 2019</u>	<u>January 28, 2019</u>
5	New York Times Travel Show*	Dawn Taylor	-	Carol McQueen	January 23, 2019	n/a	January 25 - 27, 2019	January 28, 2019
6	London Times Destinations Show	Donna Creamer	Sandy Beach	Ron Gromoll	January 27, 2019	January 27, 2019	Jan 31 - Feb 3, 2019	February 4, 2019
7	<u>Houston RV Show</u>	<u>Phyllis Williams</u>	<u>Mariela Garcia-Rendon</u>	<u>Dawn Taylor</u>	<u>February 4, 2019</u>	<u>February 5, 2019</u>	<u>February 6 - 10, 2019</u>	<u>February 11, 2019</u>
8	<u>Chicago RV and Camping Show</u>	<u>Sean Plemons</u>	<u>Pat Watson</u>	<u>Roland Loog</u>	<u>February 7, 2019</u>	<u>February 8, 2019</u>	<u>February 7 - 10, 2019</u>	<u>February 11, 2019</u>
9	Boston Travel and Adventure Show	Steve Dopp	Nancy Bednarek	Russ McCallister	February 7, 2019	February 8, 2019	February 9 - 10, 2019	February 11, 2019
10	F.re.e Messe Munich	<u>Tommy Thompson</u>	<u>Steve Dopp</u>	<u>Katrina Richardson</u>	February 16, 2019	February 16, 2019	February 20 - 24, 2019	February 25, 2019
11	<u>Toronto Outdoor Adventure Show</u>	<u>Teena Peavey</u>	<u>Cody Gray</u>	<u>Donna Creamer</u>	<u>February 20, 2019</u>	<u>February 21, 2019</u>	<u>February 22 - 24, 2019</u>	<u>February 25, 2019</u>
12	<u>Canoeconia</u>	<u>Tommy Thompson</u>	<u>Russ McCallister</u>	<u>Nancy Bednarek</u>	<u>March 6, 2019</u>	<u>March 7, 2019</u>	<u>March 8 - 10, 2019</u>	<u>March 11, 2019</u>
13	Philadelphia Travel and Adventure Show	Dawn Taylor	Ron Gromoll	Phyllis Williams	March 7, 2019	March 8, 2019	March 9 - 10, 2019	March 11, 2019
14	Washington DC Travel and Adventure Show	Katrina Richardson	Mariela Garcia-Rendon	Carol McQueen	March 14, 2019	March 15, 2019	March 16 - 17, 2019	March 18, 2019
15	<u>Ottawa Outdoor and Travel Adventure Show</u>	Donna Creamer	Katrina Richardson	Pat Watson	<u>April 4, 2019</u>	<u>April 5, 2019</u>	<u>April 6 - 7, 2019</u>	<u>April 8, 2019</u>
16	<i>Midwest Mountaineering Spring Expo</i>	<i>Tommy Thompson</i>	<i>Ron Gromoll</i>	<i>Dave Mecusker</i>	<i>April 24, 2019</i>	<i>April 25, 2019</i>	<i>April 26 - 28, 2019</i>	<i>April 29, 2019</i>
17	<i>Bike Expo New York</i>	<i>Donna Creamer</i>	<i>Alden Rosner</i>	<i>Katrina Richardson</i>	<i>May 1, 2019</i>	<i>May 2, 2019</i>	<i>May 3 - 4, 2019</i>	<i>May 5, 2019</i>

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

Underlined shows are combined shows with Riverway South.

\*One staff person only at this show.

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NORTH FLORIDA

USD

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View on map

### Walter E. Washington Convention Center, Washington, District of Columbia, United States of America

Thu March 14 - Mon March 18, 2019, 4 nights, 1 room, 1 adult

Destination, property, or landmark

Washington, District of Columbia, United States of Ame

Check in

03/14/19  
Thursday

Check out

03/18/19  
Monday

Rooms

4  
nights

Adults

1  
Aged 18+

Children

0  
0-17

Search

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#### Narrow results:

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838 hotels and vacation rentals

Name contains

Property name...

Popular filters

☐ Free Breakfast
 ☐ Pool
 ☐ Free WiFi
 ☐ Free Parking
 ☐ Pet Friendly

Nightly Price

\$0 to \$500+

Star rating

☐ ★★★★★
 ☒ ★★★★
 ☐ ★★★
 ☐ ★★
 ☐ ★

Guest rating

☐ Exceptional 9.5 or higher
 ☐ Superb 9.0 or higher
 ☐ Very Good 8.0 or higher
 ☐ Good 6.0 or higher
 ☐ Fair 4.0 or higher

Payment & cancellation

Hotels.com Rewards

Neighborhood

Landmarks

0.5 miles

City center

Washington Dulles International Airport (IAD)

Ronald Reagan National Airport (DCA)

National Mall

United States Capitol

Union Station Shopping Center

White House

Nationals Park

Vietnam Veterans Memorial

Walter E. Washington Convention Center

FedEx Field

National Museum of African American History and Culture

Sort by

Featured

Star rating

Distance

Guest rating

Price (high to low)

#### Bluebird Suites at Mt. Vernon Triangle

425 Massachusetts Ave NW, Washington, DC, 20001, United States, 866-573-4235

4-star

Chinatown
 

- 0.5 miles to Walter E. Washington Convention Center
- 0.3 miles to City center

Collect nights

Exceptional 10.0

1 Hotels.com guest review

We have 1 left at

\$319

nightly price per unit

Choose Apartment

#### Global Luxury Suites at The Convention Center

425 Massachusetts Ave NW, Washington, DC, 20001, United States, 866-925-8676

4-star

Chinatown
 

- 0.5 miles to Walter E. Washington Convention Center
- 0.3 miles to City center

Collect nights

Very Good 8.2

65 Hotels.com guest reviews

We have 2 left at

\$349 ~~\$314~~

nightly price per unit

Choose Apartment

#### Fully Furnished Apartment in Washington near Logan Circle

M & 13th Street, NW, Washington, DC, 20005, United States, 866-538-1314

4-star

Mount Vernon Square
 

- 0.3 miles to Walter E. Washington Convention Center
- 0.4 miles to City center

Collect nights

Very Good 8.2

37 Hotels.com guest reviews

Fully booked! We're sold out for your travel dates on our site.

#### Stay Alfred Apartments on M Street

1301 M Street NW, Washington, DC, 20005, United States, 866-767-0278

4-star

Logan Circle
 

- 0.3 miles to Walter E. Washington Convention Center
- 0.5 miles to City center

Collect nights

Fabulous 8.6

24 Hotels.com guest reviews

1 review

We have 2 left at

\$306

nightly price per unit

Choose Apartment

Unlock instant savings with Secret Prices!

Save more with Secret Prices

Unlock now

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*Visit Natural*  
NORTH FLORIDA

## Steve Dopp

---

**From:** DETLEF Fox [detleffox@comcast.net]  
**Sent:** Tuesday, October 30, 2018 11:09 AM  
**To:** Steve Dopp  
**Subject:** Re: Florida in AMERICA Journal, the German travel magazine just focused on travel to the US  
**Attachments:** Editorial Topics America Journal 2019.pdf; AMERICA Journal 2018 rate card.pdf

Hi Steve,

Just a quick email to remind you on the annual Florida sections published in the January-February and May-June 2019 issues.

The January-February issue is published on December 14 and closes for space on November 15,

The May-June issue is published on April 26 and closes for space on March 22.

The other issues are of course also available for advertising.

I would be delighted to answer further questions.

Best regards,

Detlef

Detlef Fox  
AMERICA Journal  
D.A. Fox Advertising Sales, Inc.  
5 Penn Plaza, 19th Floor  
New York, NY 10001  
Tel: 212 896 3881  
Fax: 212 629 3988  
email: [detleffox@comcast.net](mailto:detleffox@comcast.net)

*AMERICA Journal* is published six times a year, has a circulation of 40,000 copies, and 200,000 readers. Our readers are affluent (35% have a household income of US\$ 60,000 to 120,000, 40% have a household income of more than US\$ 120,000). Among their family, friends and coworkers they are opinion formers and advisers for vacation in the US. On average our readers stay for 22 days per visit and they visit the US once a year. They have already been to the US approximately 8 times. Therefore, this would be a good multiplier to help spread the word about your region. *AMERICA Journal* presents its readers through beautiful pictures and exclusive editorial (written by German writers traveling to those destinations with a German point of view) the newest attractions, the scenic drives and trends in shopping and lifestyle. Basically *America Journal* tells its readers where to go, what to visit, where to stay and eat, and what to do.

And your ad would also participate in our reader response service, which will provide you with leads and generate business for you. This service as well as translation and typesetting is included in our rates.

# AMERICA Journal

## Editorial Program

Advertising contact: Detlef Fox, Five Penn Plaza, 19<sup>th</sup> Floor,  
New York, NY 10001

Tel: 212 896 3881, Fax: 212 629 3988, email:  
detleffox@comcast.net



I/19 January-February, Space closing Nov 15, 2018 \* Publication date: Dec 14, 2018

### Destination & Travel

Destination & TRAVEL	Destination & TRAVEL	Insight & Lifestyle
Alaska, Artic & Cruises	Top Wine Destinations	Shopping Americana
Small Towns	New England	Maritime Outdoor Adventures
Great Lakes Travel Planner	Florida Update	Native Culture

II/19 March-April (ITB), Space closing Jan 18, 2019 \* Publication date: Feb 22, 2019

### Best of North America

Destination & TRAVEL	Destination & TRAVEL	Insight & Lifestyle
Top Destinations	Grand Ol' South	Culinary Trends
Colorful South West	Series: Best Museums	American Dream: How to
Best of Drivin' California	City Breaks	live in America

III/19 May-June, Space closing March 22, 2019 \* Publication date: April 26, 2019

### America on Wheels

Destination & TRAVEL	Destination & TRAVEL	Insight & Lifestyle
American Road Trips	Camper Travel	Outdoor Living
Florida Update	Train Travel	Learning English
Chicago & Illinois	Heartland KS & OK	Music & Festivals

IV/19 July-August, Space closing May 17, 2019 \* Publication date: June 21, 2019

### Summer Travel Issue

Destination & TRAVEL	Destination & TRAVEL	Insight & Lifestyle
Top Adventure Travel	Cruising 2019/2020	Outdoor Summer Shopping
America's Wild Lands	Oregon	BBQ Special
Canada Special	Caribbean Colors	Series: American Brands

V/18 September-October, Space closing August 2, 2019 \* Publication date: Sept 6, 2019

### Travel Trends 2017

Destination & TRAVEL	Destination & TRAVEL	Insight & Lifestyle
Southern Charm	Aloha Hawaii	American History
Small Towns	Best of Beaches	American Cuisine
New York & Beyond	Ski USA/CANADA	Top Culture Destination

VI/19 November-December, Space closing Sept 21, 2019 \* Publication date: Oct 26, 2019

### The West Issue

Destination & TRAVEL	Destination & TRAVEL	Insight & Lifestyle
Pacific Northwest	Small Group Travel	Tour Operator News
Ranch Holiday Special	Texas Update	Holiday Shopping
Rocky Mountains	California	Outdoor Trends

# AMERICA

## Media Facts 2018

Fact Sheet No. 29, valid as of January 1<sup>st</sup>, 2018

JOURNAL FOR TRAVEL, LIFESTYLE AND CULTURE IN NORTH AMERICA

### Your advertising contact:

D.A. Fox Advertising Sales Inc.  
5 Penn Plaza, 19<sup>th</sup> Floor New York  
NY 10001 · Phone: (212) 896 3881  
Telefax: (212) 629 3988  
E-Mail: [detleffox@comcast.net](mailto:detleffox@comcast.net)

More than  
**25**  
Years





# Facts & Figures

**Publisher:** J.Latka Verlag GmbH  
Heilsbachstr. 17-19, 53123 Bonn, Germany  
Phone: +49 (228) 919 320,  
Telefax: +49 (228) 919 32 17

**E-Mail:** info@latka.de

**Website:** www.americajournal.de

**Publication dates:** see schedule

**Deadlines:** see schedule; cancellations will not be accepted after advertising deadline.

**Average print run:** 36,500 copies per issue

**Frequency:** bimonthly

**Distribution:** Germany, Austria, Switzerland, Benelux

**Final trim size:** 8 3/8" x 10 7/8"

**Printing area:** 7 1/4" x 10",  
MARKETPLACE 2 3/16" x 2 3/8"

**Columns:** 3 columns at 2 1/4" within editorial section,  
add a minimum of 1/4" on all sides

**Gutter/bleed:** four color offset printing (screen: 4c 150/60;  
b/w 135/54)

**Printing:**

**Binding:** perfect bound

**Printing material:** files only, high resolution .pdf-files preferred,  
can be sent on disc (CD, DVD) or via E-Mail.  
European color scale. Please contact your local  
representative for details.

**Color ads:** matched colors other than derived from European  
color scale can not be printed. Not using the black  
color in an ad has no effect on charges. These  
ads will be billed at regular color rate. Slight  
differences in color match are subject to the offset  
printing process and do not result in discounts or  
reimbursement.

**Paper Coating:** ISO Coated v2 (ECI)

**Discounts:** insertions per calendar year  
advertisements of same size:  
2 x 5%, 3-4 x 10%, 5 x 15%  
Discounts are only valid per calendar year. Changes  
of discounts will be billed or reimbursed on the  
basis of all insertions at the end of the year.

**Inserts:** only machine processing, minimum number  
(postage incl.) 9,000  
minimum format: 4 1/8" x 5 13/16"  
maximum format: 7 7/8" x 10 5/8"  
cost per 1,000 inserts, up to 15 grams:  
\$ 190 + postal charge and freight  
Please send ten samples suitable for automated  
insertion when placing order to the Publisher's  
office in Bonn, Germany.

**Delivery address:** available on request

**Response postcard:** front 4c/back b/w; width x height: 5 3/8" x 3 9/16"  
incl. printing: \$ 3,650  
in combination with ad (min. 1/2 page 4c): \$ 2,580

**Attached postcard  
/sticker:** only in combination with 1/1 page 4c, placed  
where suitable,  
Base rate of ad \$ 7,410 plus postcard/sticker  
per 1,000: \$ 98 (plus additional postal charges and  
freight where applicable).  
minimum format for postcards: 5 13/16" x 3 5/8",  
maximum: 7" x 7".  
No discounts available for all inserts and  
attachments.

**Payments:** net upon receipt of invoice

**Agency commission:** 15% on net (excluding production charges).  
Registered advertising agencies only.

**Head office USA:** JL Media & Marketing Inc.  
1101 Pennsylvania Ave, N.W., 3<sup>rd</sup> Floor  
Washington, DC 20004

The product family of J.Latka Verlag  
also includes KANADA Magazin

### General Ad Rates

#### DISPLAY ADVERTISING 4c

incl. Reader Response Service via Post/Internet

1/1 page	\$ 7,410
2/3 page v	\$ 4,990
1/2 page v/h	\$ 3,780
1/3 page v/h	\$ 2,540
1/6 page v/h	\$ 1,290

#### COVER POSITIONS 4c (only 1/1 page)

incl. Reader Response Service via mail/Internet

inside front/back cover (IFC/IBC), trim or bleed	\$ 8,270
back cover (BC), trim or bleed	\$ 8,980

#### SPECIAL FORMATS

incl. Reader Response Service via Post/Internet

2/1 through gutter	\$ 14,080
2 x 1/3 through gutter	\$ 4,950

#### MARKETPLACE 4c

without Reader Response Service

1/12 (= 2 3/16" x 2 3/8")	\$ 490
---------------------------	--------

For bleed advertisements please add an additional 0,15 inches on all sides for trimming.

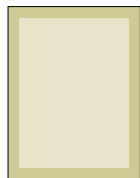
#### Width x height in inches

TA: Type area

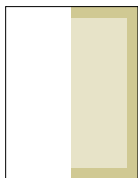
T: Trim size

B: Bleed size

**SPECIAL ADVERTISING FORMATS,**  
e.g. gate folder, insert etc, on request



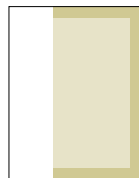
**1/1**  
TA: 7 1/4" x 10 1/8"  
T: 8 3/8" x 10 7/8"  
B: 8 5/8" x 11 1/8"



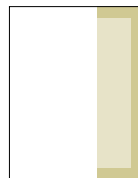
**1/2 v**  
TA: 3 9/16" x 10 1/8"  
T: 4" x 10 7/8"  
B: 4 15/16" x 11 1/8"



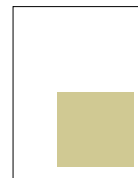
**1/2 h**  
TA: 7 1/4" x 4 15/16"  
T: 8 3/8" x 5 1/2"  
B: 8 5/8" x 5 11/16"



**2/3 v**  
TA: 4 5/8" x 10 1/8"  
T: 5 1/8" x 10 7/8"  
B: 5 3/8" x 11 1/8"



**1/3 v**  
TA: 2 3/16" x 10 1/8"  
T: 2 11/16" x 10 7/8"  
B: 3" x 11 1/8"



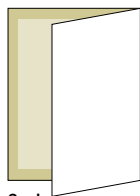
**1/3 h**  
TA: 4 5/8" x 4 15/16"



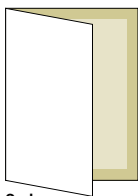
**1/6 v**  
TA: 2 3/16" x 4 15/16"



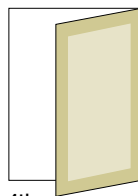
**1/6 h**  
TA: 4 5/8" x 2 5/16"



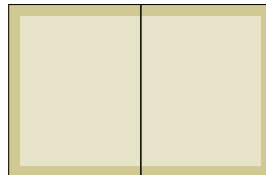
**2nd**  
(1/1)



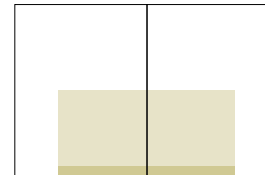
**3rd**  
(1/1)



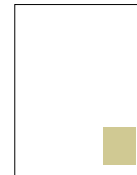
**4th**  
(1/1)



**2/1**  
TA: 15 3/4" x 10 1/8"  
T: 16 3/4" x 10 7/8"  
B: 17" x 11 1/8"



**2 x 1/3**  
T: 10 1/4" x 5 1/8"  
B: 10 1/4" x 5 11/16"



**MARKETPLACE 1/12**  
TA: 2 3/16" x 2 3/8"

## Digital and Crossmedia

Our digital offer for AMERICA Journal includes:

- Social Media, e.g. Facebook
- Digital Publishing, e.g. Flipbooks
- own website with editorial content

### Offers for your crossmedia campaign on request

[www.americajournal.de](http://www.americajournal.de)

Wallpaper (728 x 90 + 160 x 600 pixel)	\$ 1,620
Skyscraper (160 x 600 pixel)	\$ 960
Leaderboard (728 px x 90 pixel)	\$ 750
Web Link	\$ 280

Duration for publication period of respective issue = ca. 8 weeks, only in combination with print advertising.

**Monthly average: 94,000 PIs/13,400 Visits**

## COPY AND CONTRACT CONDITIONS

1. J.Latka Verlag GmbH, the publisher of AMERICA Journal (hereafter referred to as „Publisher“) is not responsible for errors in key numbers or other type set.
2. Advertising orders are referred to as accepted only with written consent to the Publisher in Bonn, Germany, or his authorized representatives in North America. Cancellations will not be accepted after order closing date and may not be considered executed unless acknowledged by the Publisher.
3. By submitting advertisements, advertisers and advertising agencies each represent that they are authorized to publish the entire contents and subject of matter of such advertising.
4. Advertisers and advertising agencies jointly and severally agree to be responsible for payment to the Publisher for all space purchased under this rate card. Disclaimers are not permitted. Sequential liability is not accepted.
5. Advertisers and advertising agencies jointly and severally agree to protect, indemnify and hold harmless the Publisher from all third party claims or actions arising out of or based on advertising purchased according to the terms of this rate card, including but not limited to claims or actions alleging the unauthorized use of any persons name or photograph, or of any sketch, label, map, photograph, word, trademark, brand, copyright or other matter of alleging any false, misleading or libellous statement or representation.
6. The Publisher will not hold advertising materials for more than three months after date of insertion.
7. The Publisher or his authorized representatives in North America, however, reserve the unrestricted right to reject any advertising.
8. The Publisher will not be bound by any conditions, printed or otherwise, appearing on contract, insertion orders, or copy instructions when such conditions conflict with the rates, conditions, and other terms set forth in this rate card.
9. The Publishers liability to the advertiser does not exceed the money value of the advertisement.
10. Rate base figures are Publisher's estimates of average print run for the period of time covered by the rate card and are not guarantees of individual issues.
11. This fact sheet is valid as of January 1st, 2014 until further notice. Any rate changes will inflict all standing orders published after the date of change.

## POSITIONING

### Wallpaper:

Homepage top and right hand side

### Skyscraper:

Homepage right hand side, rotation

### Leaderboard:

Homepage bottom, rotation

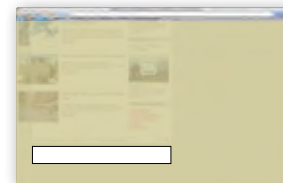
Positioning on subpages on request.



**Wallpaper**  
728 x 90 + 160 x 600 pixel  
Homepage top and right hand side



**Wide Skyscraper** 160 x 600 pixel



**Wide Skyscraper** 160 x 600 pixel

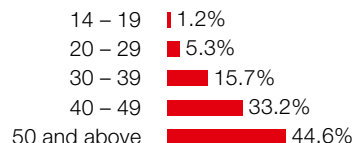
## Percentage of AMERICA Readership

### READER SURVEY\*

#### Gender



#### Age



#### Occupation



#### Annual Household Income

(exchange rate €/€ as of 10/13)



\* Based upon an independent reader survey 2012/13 with 1,242 interviews performed between 07/2012 and 08/2012 and samples 2014/15.

### AMERICA readers are frequent travellers

More than 90% of all readers visit North America once a year, 21% twice or more often per year. The average reader stays for 22 days per visit. More than 85% of all AMERICA readers travel with a partner, family or group.

### AMERICA readers are financially well off and influential

More than half of our 145,000 readers have a qualified college or university level education and a substantial net household income (about twice the German average). They hold important positions in industry or government, or they are self employed professionals. Approximately 8% of their annual net income is spent for their travel to North America. Almost one third of all AMERICA readers are business travellers.

### AMERICA readers are young and active

AMERICA readers are statistically younger than the German average, with a focus on the active age group between 30 and 50 years.

### AMERICA readers are independent travellers

More than 75% plan their trips on their own and 60% book their hotel accommodations, airline tickets and rental cars directly. Their main source of information for planning and booking their trips is AMERICA Journal.

### AMERICA readers are loyal

The average reader keeps the AMERICA Journal issues for more than four years in the bookshelf, constantly referring to them when the next trip is planned. 75% of the readers collect every issue. 95% of the readers are considered as experts on North America among their friends and colleagues, helping to shape a positive public opinion about North America.



# Florida

## MEDIA INFORMATION

OFFICIAL TRAVEL GUIDE 2019

Completely  
revamped and  
updated  
2019 edition



# The VISIT FLORIDA Official Travel Guide produced in English, French and German for its international markets.

- VISIT FLORIDA's annual fulfillment and distribution piece
- Distributed by VISIT FLORIDA at trade shows and events, including sales calls, missions, roadshows and signature events as well as the five in-state welcome centers
- Reaches VISIT FLORIDA's top producing travel markets - UK, Canada and Germany
- Three language editions – English, French and German
- Distributed directly to people who are planning a trip to Florida - targeted distribution
- Completely revamped and updated with new feature content, styles and design
- Online edition with live links
- Inspires readers to visit Florida through a positive and comprehensive editorial environment
- Written by UK/European-based Florida travel experts and published by an award-winning publishing team
- Produced in collaboration with VISIT FLORIDA



Sample pages from 2018 edition

2019  
Visit Natural North Florida  
Meeting Dates and Counties



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

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

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

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*Visit Natural*  
NORTH FLORIDA



## **The Original Florida Tourism Task Force 2018 MEMBERS as of 11/8/2018**

### **ALACHUA COUNTY**

(\$15,000 - 3 votes)

#### ***Vacant***

#### ***Ron Gromoll***

Marketing and Events Coordinator  
Alachua County Fair  
12 SE 1st Street, 2nd Floor  
Gainesville, FL 32601  
(w) 352.264.6907  
[rgromoll@alachuacounty.us](mailto:rgromoll@alachuacounty.us)

#### ***Sean Plemons***

Content Manager  
Visit Gainesville/Alachua County  
30 East University Ave  
Gainesville, FL 32601  
(w) 352.374.5260  
[splemons@alachuacounty.us](mailto:splemons@alachuacounty.us)

### **BRADFORD COUNTY**

(\$3,000 - 2 votes)

#### ***William Sexton***

Bradford County Attorney  
945 North Temple Avenue  
Starke, FL 32091-2210  
[will\\_sexton@bradfordcountyfl.gov](mailto:will_sexton@bradfordcountyfl.gov)  
(w) 904.368.3902

#### ***The Honorable Daniel Riddick***

Bradford County Board of County  
Commissioners  
945 North Temple Avenue  
Starke, FL 32091  
(w) 352.473.7033  
(o) 904.966.6327  
(f) 352.473.5907  
[bccriddick@yahoo.com](mailto:bccriddick@yahoo.com)

### **COLUMBIA COUNTY**

(\$8,000 3 votes)

#### ***Vacant***

#### ***Rod Butler***

General Manager  
Holiday Inn Hotel and Suites  
213 NW Commerce Drive  
Lake City, FL 32025-1501  
(w) 386.487.1080  
[gm@hilakecityfl.com](mailto:gm@hilakecityfl.com)

#### ***Paula R. Vann***

Executive Director  
Columbia County  
Tourism Development Council  
P.O. Box 1847  
Lake City, FL 32056  
(w) 386.758.1312  
[pvann@columbiacountyfla.com](mailto:pvann@columbiacountyfla.com)  
[www.springsrus.com](http://www.springsrus.com)

### **DIXIE COUNTY**

(\$2,000 - 2 votes)

#### ***Nancy Bednarek***

Springs to Sea Paddlesports  
25867 SE Hwy 19  
Old Town, FL 32680  
(w) 352.318.1978  
[nbbdnarek@aol.com](mailto:nbbdnarek@aol.com)

#### ***Russ McCallister***

Suwannee Guides and Outfitters  
PO Box 1345  
Old Town, FL 32680  
(w) 352.542.8331  
(h) 352.325.1520  
(c) 352.258.0189  
[russ776@bellsouth.net](mailto:russ776@bellsouth.net)  
[www.visitdixie.com](http://www.visitdixie.com)  
[www.suwanneeguides.com](http://www.suwanneeguides.com)

**GILCHRIST COUNTY**

(\$2,000 - 2 votes)

***The Honorable Lee Deen***

Mayor, City of Trenton  
114 North Main Street  
Trenton, FL 32693-3440  
(o) 352.463.4007  
[WLDeen6757@gmail.com](mailto:WLDeen6757@gmail.com)

***Pat Watson***

Executive Administrative Assistant  
City of Trenton  
114 North Main Street  
Trenton, FL 32693  
(w) 352.463.4000  
[pwatson@trentonflorida.org](mailto:pwatson@trentonflorida.org)

**HAMILTON COUNTY**

(\$1,000 - 2 votes)

***Mariela Garcia-Rendon***

Executive Director  
Hamilton County Tourist Development Council  
1153 U.S. Hwy 41 NW  
Jasper, FL 32052  
Work: (386) 792-6829  
Fax: (386) 792 6808  
Cell: (386) 855-1481  
[hamiltontdc@windsteam.net](mailto:hamiltontdc@windsteam.net)

***Susan Ramsey***

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

**JEFFERSON COUNTY**

(\$2,000 - 2 votes)

***Katrina Richardson***

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

***Nancy Wideman***

1100 Pearl Street  
Monticello, FL 32344  
(h) 850.997.0517  
(c) 850.528.7362  
[nancywideman48@gmail.com](mailto:nancywideman48@gmail.com)

**LAFAYETTE COUNTY**

(\$1,000 - 1 vote)

***Craig Colton***

Suwannee River Rendezvous  
828 NE Primrose Road  
Mayo, FL 32066  
(w) 386.295.2510  
[srrrstaff@gmail.com](mailto:srrrstaff@gmail.com)

**LEVY COUNTY**

(\$4,000 - 2 votes)

***Carol McQueen***

9207 Florida Street  
Fanning Springs, FL 32693  
(h) 352.221.2946  
[carolmcqueen44@gmail.com](mailto:carolmcqueen44@gmail.com)

***Tisha Whitehurst***

Director  
Levy County Visitors Bureau  
620 North Hathaway Avenue  
Bronson, FL  
(w) 352.486.3396  
[tourism@visitnaturecoast.com](mailto:tourism@visitnaturecoast.com)

**MADISON COUNTY**

(\$3,000 - 2 votes)

***Phyllis Williams***

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

***Trent Abbott***

Jellystone Park of Madison, Florida  
1051 Old St. Augustine Road  
Madison, FL 32340  
(w) 850.973.8269  
[tacountry@hotmail.com](mailto:tacountry@hotmail.com)

## **SUWANNEE COUNTY**

(\$4,000 - 2 votes)

Charissa Setzer  
Marketing Coordinator  
Suwannee County Economic Development  
100 Court Street SE, Suite 214  
Live Oak, FL 32064  
(w) 386.330.2220  
(c) 386.688.5366  
[charissas@suwgov.org](mailto:charissas@suwgov.org)  
[www.visitsuwannee.com](http://www.visitsuwannee.com)

### ***Teena Peavy***

Marketing Director  
Spirit of the Suwannee Music Park  
3076 95th Drive  
Live Oak, Florida 32060  
(w) 386.364.1683  
[teena@musicliveshere.com](mailto:teena@musicliveshere.com)  
[www.musicliveshere.com](http://www.musicliveshere.com)

## **TAYLOR COUNTY**

(\$4,000 - 2 votes)

### ***Dawn Taylor, Chair***

Executive Director  
Taylor County Chamber of Commerce  
428 North Jefferson Street  
Perry, FL 32347  
(w) 850.584.5366  
(c) 850.843.0992  
[taylorchamber@fairpoint.net](mailto:taylorchamber@fairpoint.net)  
[www.taylorcountychamber.com](http://www.taylorcountychamber.com)

### ***Sandy Beach***

20845 Keaton Beach Drive  
Perry, FL 32348  
850.578.2898  
(c) 850.843.1546  
[sandybeach8431546@gmail.com](mailto: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](mailto:dmecusker@live.com)

## **WAKULLA COUNTY**

(\$3,000 - 2 votes)

### ***Vacant***

### ***Thomas Herndon***

Outreach Coordinator  
Wakulla County Tourist Development Council  
P.O. Box 1263  
Crawfordville, FL 32327  
(w) 850.926.7713  
[therndon@mywakulla.com](mailto:therndon@mywakulla.com)  
[www.visitwakulla.com](http://www.visitwakulla.com)

## **STAFF**

### ***Steve Dopp***

Senior Planner  
Visit Natural North Florida  
2009 NW 67th Place  
Gainesville, FL 32653  
(w) 352.955.2200 ext. 109  
[dopp@ncfrpc.org](mailto:dopp@ncfrpc.org)  
[www.visitnaturalnorthflorida.com](http://www.visitnaturalnorthflorida.com)

### ***Scott R. Koons***

Executive Director  
Visit Natural North Florida  
2009 NW 67th Place  
Gainesville, FL 32653  
(w) 352.955.2200 ext. 101  
[Koons@ncfrpc.org](mailto:Koons@ncfrpc.org)

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

**as of 10/25/2018**

**VOLUNTEERS, CONSULTANTS AND OTHERS**

***Donna Creamer***

Staff Assistant  
Gilchrist County Tourist Development Council  
209 SE 1st Street  
Trenton, FL 32693  
(w) 352.463.3198  
(c) 352.210.1827  
[dcreamer@gilchrist.fl.us](mailto:dcreamer@gilchrist.fl.us)  
[www.VisitGilchristCounty.com](http://www.VisitGilchristCounty.com)

***Roland Loog - Volunteer***

1907 NW 10th Avenue  
Gainesville, FL 32605  
(h) 352.375.2060  
(c) 352.231.2077

***Lois Nevins***

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

***Tommy Thompson***

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

2018  
Visit Natural North Florida  
Meeting Dates and Counties



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

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

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

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