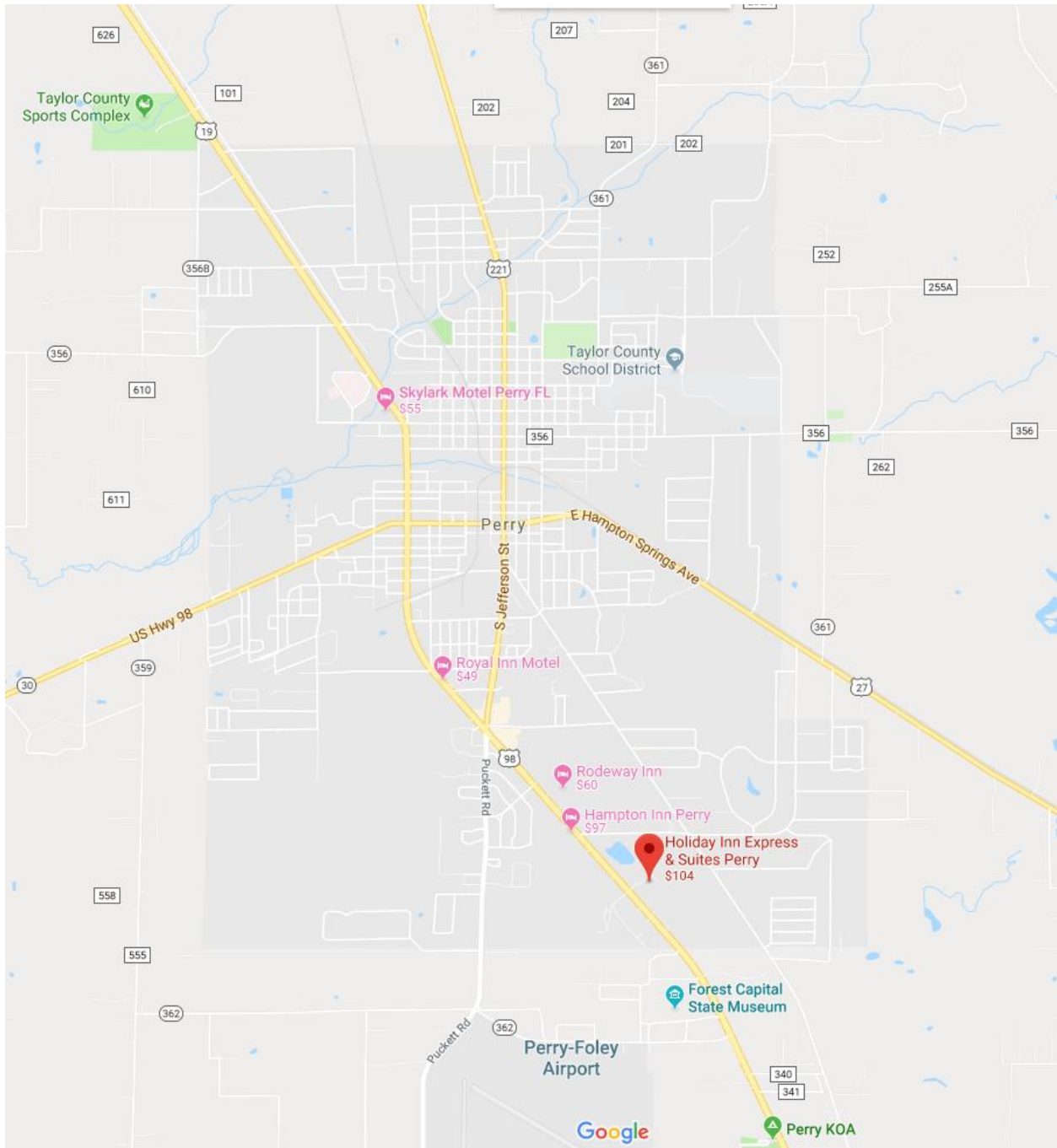


## MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **October 18, 2018**. The meeting will be held at the **Holiday Inn Express and Suites, 60 Everett Way, Perry, Florida** beginning at **10:00 a.m.**

(Location Map on Back)



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

*Visit Natural*  
**NORTH FLORIDA**

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

**October 18, 2018**  
**Thursday 10:00 a.m.**

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I. Call to Order, Introductions	
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a. Monthly Financial Report Review and Approval, August 2018	9
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F. Fiscal Year 2017-18 Regional Rural Development Grant	
1. Paddling, Fishing, Bikes and Springs Microsites	
2. Advertising Campaign	
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- H. VISIT FLORIDA Grants
  - 1. VISIT FLORIDA - Fiscal Year 2018-19 North Central Florida Rural Area of Opportunity Partnership Program
    - a. Posters
    - b. Selection of Towns/Counties for Video Shoots
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- I. VISIT FLORIDA Monthly Report, Brenna Dacks
- J. Staff Items
  - 1. JUMPEM In-State Digital Advertising Campaign, July 1 through September 30, 2018 57
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- K. Other Old Business
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- 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., November 15, 2018 at a location to be determined in Dixie County.

**MINUTES OF**  
*The Original Florida*  
**TOURISM TASK FORCE**

VISIT FLORIDA Multi-Purpose Room  
2540 Executive Circle West, Tallahassee, FL  
Leon County

September 20, 2018  
10:00 a.m.

**MEMBERS PRESENT**

Sean Plemons, Alachua County  
Will Sexton, Bradford County, Vice-Chair  
Paula Vann, Columbia County  
Patricia Watson, Gilchrist County  
Katrina Richardson, Jefferson County  
Susan Ramsey, Hamilton County  
Mariela Garcia-Rendon, Hamilton County  
Nancy Wideman, Jefferson County  
Carol McQueen, 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**

Doug Alderson, Office of Greenways and Trails  
Donna Creamer, Task Force  
Travel Show Coordinator  
Stephanie Curlli, VISIT FLORIDA  
Brenna Dacks, VISIT FLORIDA  
Roland Loog, Volunteer  
Britney Moore, Office of Greenways and Trails  
Lois Nevins, By All Means Travel  
Joanna Price, VISIT FLORIDA

**STAFF PRESENT**

Steven Dopp

**MEMBERS ABSENT**

Ron Gromoll, Alachua County  
Daniel Riddick, Bradford County  
Rod Butler, Columbia County  
Nancy Bednarek, Dixie County  
Russ McCallister, Dixie County  
Tisha Whitehurst, Levy County  
Trent Abbott, Madison County  
Teena Peavey, Suwannee County  
Sandy Beach, Taylor County  
Gail Gilman, Wakulla County

**I. CALL TO ORDER, INTRODUCTIONS**

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

## II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

Due to the limited time available, Chair Taylor recommended that agenda items be reviewed in the following order:

- II. Approval of Agenda
- III. Approval of August 23, 2018 Minutes
- IV.C.2. Video Committee Report – Review of new Task Force video
- IV.C.1. July 2018 Financial Report
- IV.F.1.a Travel Show Schedule and Travel Show Assignments
- IV.E.1. Fiscal Year 2018-19 Regional Rural Development Grant Deliverables - Authorization to Submit Application
- IV.D.5. Review of Paddling, Fishing, Bikes and Springs Microsites

Chair Taylor recommended that all other agenda items to be considered by the Task Force following the previously listed items.

**ACTION:** Dave Mecusker moved and Nancy Wideman seconded that agenda items be taken in the following order: II, Approval of Agenda; III., Approval of August 23, 2018 Minutes; IV.C.2., Video Committee Report – Review of new Task Force video; IV.C.1., July 2018 Financial Report; IV.F.1.a, Travel Show Schedule and Travel Show Assignments; IV.E.1., Fiscal Year 2018-19 Regional Rural Development Grant Deliverables - Authorization to submit application; IV.D.5., Review of Paddling, Fishing, Bikes and Springs Microsites; with all other agenda items to be considered by the Task Force following the previously listed items. The motion passed unanimously.

## III. APPROVAL OF THE AUGUST 23, 2018 MINUTES

Chair Taylor asked for approval of the August 23, 2018 meeting minutes.

**ACTION:** Mr. Mecusker moved and Katrina Richardson seconded to approve the August 23, 2018 minutes as circulated. The motion passed unanimously.

## IV. OLD BUSINESS

### C. Committee Reports

#### 2. Video Committee Report

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

**ACTION:** Carol McQueen moved and Ms. Richardson seconded to approve the video subject to an increase in volume, the inclusion of the Task Force tagline “Nature is Our Theme Park,” the inclusion of the Task Force website Uniform Resource Locator, the inclusion of campground footage and the inclusion racial diversity footage. The motion passed unanimously.

1. Finance Committee Report

a. Monthly Financial Report Review and Approval, July 2018

Treasurer Mecusker presented the July 2018 monthly financial report.

**ACTION: Ms. Richardson moved and Pat Watson seconded to approve the July 2018 monthly financial report as circulated. The motion passed unanimously.**

F. VISIT FLORIDA Grants

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

a. Travel Show Schedule and Travel Show Assignments

**ACTION: Ms. Wideman moved and Ms. Richardson seconded to name Aldon Rosner of the Columbia County Tourist Development Council as an authorized travel show staff representative of the Task Force and to assign Mr. Rosner as the booth staff lead to Bike Expo New York in place of Donna Creamer. The motion passed with 13 ayes and 1 nay.**

Chair Taylor left the meeting at this time.

E. Fiscal Year 2018-19 Regional Rural Development Grant

1. Fiscal Year 2018-19 Regional Rural Development Grant Deliverables

Mr. Dopp presented the revised list of proposed deliverables which was distributed at the meeting. He noted that VISIT FLORIDA was willing to contribute up to \$15,000 for the creation of local government videos, thereby making \$12,000 of Regional Rural Development Grant funds previously slated by the Task Force for this purpose, to be re-allocated for other deliverables. Mr. Dopp recommended the Task Force re-allocate \$8,000 for the VISIT FLORIDA re-targeting campaign program, \$1,400 for annual memberships in Visit USA United Kingdom and the Visit USA Germany Committees, an additional \$1,100 for designing and printing of collateral material and an additional \$1,500 for the digital advertising campaign.

**ACTION: Ms. Wideman moved and Ms. Richardson seconded to approve the proposed revised Fiscal Year 2018-19 Regional Rural Development Grant deliverables as distributed at the meeting and to authorize staff to submit the application. The motion passed unanimously.**

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

9. Domestic Travel Shows

Ms. Creamer stated that the I-75 Welcome Center will be hosting the 2018 Fall Festival October 26, 2018. She asked if the Task Force would like to staff a booth at the event.

Mr. Dopp stated that the Task Force has sufficient funds to cover the associated costs.

**ACTION: Ms. McQueen moved and Ms. Richardson seconded to authorize the expenditure of up to \$200 for the Task Force to attend the I-75 Welcome Center Fall Festival and to authorize Charissa Setzer to staff the booth. The motion passed unanimously.**

**The meeting adjourned at 11:05 a.m.**

---

Dawn Taylor, Chair

10/18/18  
Date

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

11:06 AM  
10/09/18  
Accrual Basis

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

	<u>Aug 31, 18</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	57,540.55
Total Checking/Savings	57,540.55
Accounts Receivable	
Accounts Receivable	101,939.09
Total Accounts Receivable	101,939.09
Other Current Assets	
Prepaid Expense	2,873.00
Prepaid Registration Fees	19,966.55
Prepaid Travel	359.00
Total Other Current Assets	23,198.55
Total Current Assets	182,678.19
<b>TOTAL ASSETS</b>	<b><u>182,678.19</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	42,812.48
Total Accounts Payable	42,812.48
Other Current Liabilities	
Contract Advance	50,000.00
Total Other Current Liabili...	50,000.00
Total Current Liabilities	92,812.48
Total Liabilities	92,812.48
Equity	
Unrestricted Earnings	71,932.31
Net Income	17,933.40
Total Equity	89,865.71
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>182,678.19</u></b>

4:45 PM

09/19/18

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 08/31/2018**

	<u>Aug 31, 18</u>	
Beginning Balance	20,363.91	✓
Cleared Transactions		
Checks and Payments - 12 items	-12,741.54	✓
Deposits and Credits - 2 items	69,912.73	✓
Total Cleared Transactions	<u>57,171.19</u>	
Cleared Balance	<u>77,535.10</u>	✓
Uncleared Transactions		
Checks and Payments - 6 items	-19,994.55	
Total Uncleared Transactions	<u>-19,994.55</u>	
Register Balance as of 08/31/2018	<u>57,540.55</u>	
New Transactions		
Checks and Payments - 4 items	-9,021.68	
Total New Transactions	<u>-9,021.68</u>	
Ending Balance	<u>48,518.87</u>	

*B/O*  
*9-19-18*

4:45 PM

09/19/18

**The Original Florida Tourism Task Force  
Reconciliation Detail  
Cash in Bank - Capital City, Period Ending 08/31/2018**

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						20,363.91
<b>Cleared Transactions</b>						
<b>Checks and Payments - 12 items</b>						
Bill Pmt -Check	07/05/2018	1315	Gromoll, Ron	X	-412.44	-412.44
Bill Pmt -Check	07/23/2018	1327	Running Man Pictur...	X	-5,000.00	-5,412.44
Bill Pmt -Check	07/23/2018	1323	Columbia County T...	X	-373.28	-5,785.72
Bill Pmt -Check	07/23/2018	1328	Southeast Tourism ...	X	-125.00	-5,910.72
Bill Pmt -Check	07/23/2018	1330	United Parcel Service	X	-13.94	-5,924.66
Bill Pmt -Check	08/02/2018	1332	Columbia County T...	X	-1,850.41	-7,775.07
Bill Pmt -Check	08/02/2018	1333	Florida Suncoast T...	X	-1,500.00	-9,275.07
Bill Pmt -Check	08/02/2018	1334	Two Tree, Inc.	X	-680.00	-9,955.07
Bill Pmt -Check	08/02/2018	1335	Vann, Paula	X	-287.47	-10,242.54
Bill Pmt -Check	08/16/2018	1336	CTM Media Group I...	X	-1,299.00	-11,541.54
Bill Pmt -Check	08/16/2018	1337	Spirit of the Suwann...	X	-1,190.00	-12,731.54
Check	08/22/2018			X	-10.00	-12,741.54
Total Checks and Payments					-12,741.54	-12,741.54
<b>Deposits and Credits - 2 items</b>						
Deposit	08/14/2018			X	69,822.73	69,822.73
Deposit	08/21/2018			X	90.00	69,912.73
Total Deposits and Credits					69,912.73	69,912.73
Total Cleared Transactions					57,171.19	57,171.19
Cleared Balance					57,171.19	77,535.10
<b>Uncleared Transactions</b>						
<b>Checks and Payments - 6 items</b>						
Bill Pmt -Check	08/30/2018	1342	Unicomm, LLC		-10,785.00	-10,785.00
Bill Pmt -Check	08/30/2018	1340	National Event Man...		-4,333.55	-15,118.55
Bill Pmt -Check	08/30/2018	1341	RVEx Recreational ...		-2,498.00	-17,616.55
Bill Pmt -Check	08/30/2018	1339	Hardman Productio...		-1,350.00	-18,966.55
Bill Pmt -Check	08/30/2018	1338	BK Productions		-1,000.00	-19,966.55
Bill Pmt -Check	08/30/2018	1343	NCFRPC		-28.00	-19,994.55
Total Checks and Payments					-19,994.55	-19,994.55
Total Uncleared Transactions					-19,994.55	-19,994.55
Register Balance as of 08/31/2018					37,176.64	57,540.55
<b>New Transactions</b>						
<b>Checks and Payments - 4 items</b>						
Bill Pmt -Check	09/13/2018	1344	Clarion Events		-3,514.53	-3,514.53
Bill Pmt -Check	09/13/2018	1346	Ottawa Outdoors		-2,269.15	-5,783.68
Bill Pmt -Check	09/13/2018	1347	Rutabaga Paddlesp...		-1,638.00	-7,421.68
Bill Pmt -Check	09/13/2018	1345	Communitron Mana...		-1,600.00	-9,021.68
Total Checks and Payments					-9,021.68	-9,021.68
Total New Transactions					-9,021.68	-9,021.68
<b>Ending Balance</b>					<b>28,154.96</b>	<b>48,518.87</b>



P.O. Box 900  
Tallahassee, FL 32302

ACCOUNT STATEMENT

SK AD



00003107 FCC31545090118154030 01 000000000  
THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PLACE  
GAINESVILLE FL 32653-1603

Date 8/31/18  
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 [ccbq.com/equity](http://ccbq.com/equity). \*Equal Housing Lender

CHECKING ACCOUNT

ANALYZED BUS CHECKING	Images	13
Account Number	XXXXXXX2204	Statement Dates 8/01/18 thru 9/03/18
Previous Balance	20,363.91 ✓	Days in this Statement Period 34
2 Deposits/Credits	69,912.73 ✓	Avg Ledger Balance 54,506.91
12 Checks/Debits	12,741.54 ✓	Avg Collected Balance 52,453.30
Service Charges	.00	
Interest Paid	.00	
Ending Balance	77,535.10 ✓	

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
8/14	Deposit	69,822.73 ✓ ✓
8/21	Deposit	90.00 ✓

OTHER DEBITS

Date	Description	Amount
8/22	COLLECTION SERVICES CANADIAN ITEM COLLECTION FEE	10.00- ✓ ✓

RECEIVED

SEP 06 2018

NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL



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

Date 8/31/18  
Primary Account

Page 2  
XXXXXXXX2204

## ANALYZED BUS CHECKING

XXXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER					
Date	Check No	Amount	Date	Check No	Amount
8/08	1315	412.44 ✓	8/16	1333	1,500.00 ✓
8/03	1323*	373.28 ✓	8/08	1334	680.00 ✓
8/01	1327*	5,000.00 ✓	8/22	1335	287.47 ✓
8/08	1328	125.00 ✓	8/21	1336	1,299.00 ✓
8/02	1330*	13.94 ✓	8/24	1337	1,190.00 ✓
8/20	1332*	1,850.41 ✓			

\* Denotes missing check numbers

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
8/01	15,363.91	8/14	83,581.98	8/22	78,725.10
8/02	15,349.97	8/16	82,081.98	8/24	77,535.10
8/03	14,976.69	8/20	80,231.57		
8/08	13,759.25	8/21	79,022.57		

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

00003107-0005756-0002-0005-FCC31545090118154030-01-L



REPORT TICKET

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT IS REQUIRED FOR CASH REFUND (See Refund Policy)

Capital City Bank

DATE: 08/14/2018

AMOUNT: \$ 69,822.73

0 08/14/2018 \$69,822.73

REPORT TICKET

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT IS REQUIRED FOR CASH REFUND (See Refund Policy)

Capital City Bank

DATE: 08/21/2018

AMOUNT: \$ 90.00

0 08/21/2018 \$90.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT IS REQUIRED FOR CASH REFUND (See Refund Policy)

Capital City Bank

DATE: 08/08/2018

AMOUNT: \$ 412.44

1315 08/08/2018 \$412.44

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT IS REQUIRED FOR CASH REFUND (See Refund Policy)

Capital City Bank

DATE: 08/03/2018

AMOUNT: \$ 373.28

1323 08/03/2018 \$373.28

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT IS REQUIRED FOR CASH REFUND (See Refund Policy)

Capital City Bank

DATE: 08/01/2018

AMOUNT: \$ 5,000.00

1327 08/01/2018 \$5,000.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT IS REQUIRED FOR CASH REFUND (See Refund Policy)

Capital City Bank

DATE: 08/08/2018

AMOUNT: \$ 125.00

1328 08/08/2018 \$125.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT IS REQUIRED FOR CASH REFUND (See Refund Policy)

Capital City Bank

DATE: 08/02/2018

AMOUNT: \$ 13.94

1330 08/02/2018 \$13.94

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT IS REQUIRED FOR CASH REFUND (See Refund Policy)

Capital City Bank

DATE: 08/20/2018

AMOUNT: \$ 1,850.41

1332 08/20/2018 \$1,850.41

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT IS REQUIRED FOR CASH REFUND (See Refund Policy)

Capital City Bank

DATE: 08/16/2018

AMOUNT: \$ 1,500.00

1333 08/16/2018 \$1,500.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT IS REQUIRED FOR CASH REFUND (See Refund Policy)

Capital City Bank

DATE: 08/08/2018

AMOUNT: \$ 680.00

1334 08/08/2018 \$680.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT IS REQUIRED FOR CASH REFUND (See Refund Policy)

Capital City Bank

DATE: 08/22/2018

AMOUNT: \$ 287.47

1335 08/22/2018 \$287.47

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT IS REQUIRED FOR CASH REFUND (See Refund Policy)

Capital City Bank

DATE: 08/21/2018

AMOUNT: \$ 1,299.00

1336 08/21/2018 \$1,299.00



Visit **Natural North Florida** THE DIGITAL FLORIDA TOURISM MARKETING CENTER  
1000 N.W. 17TH PLAZA  
GAINESVILLE, FL 32609-1000  
JULY 2018

Capital City 1337

6/16/2018

Pay to the order of **Split of the Suwannee Music Park** \$1,190.00

One Thousand One Hundred Ninety and 00/100 DOLLARS

Split of the Suwannee Music Park  
3078 55th Drive  
Lynn Oak, FL 32560

MEND

⑆001337⑆ ⑆063100688⑆ 0224792204⑆

1337 08/24/2018 \$1,190.00

00003107-0005757-0004-0005-FCC31545090118154030-01-L





8/9/2018 10:45 AM

Tourism Task Force

\*\*\*\*\*2204

Visit **Natural North Florida** THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 N.W. 87TH PLACE  
GAINESVILLE, FLORIDA 32653-1603  
352.956.2200

Capital City Bank 1315  
63-68/631  
7/5/2018

PAY TO THE ORDER OF Ron Gromoli \$ \*\*412.44

Four Hundred Twelve and 44/100 DOLLARS

Ron Gromoli  
Alachua County Parks and Rec Dept  
12 SE 1st Street, 2nd Floor  
Gainesville, FL 32606-6826

MEMO

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

001315 063100688 0224792204

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE

Amount: -412.44

Description: Check

Check Number: 1315

Posted Date: 8/8/2018

Transaction Type: History



Tourism Task Force

\*\*\*\*\*2204

9/27/2018 10:55 AM

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

1323

7/23/2018

PAY TO THE ORDER OF Columbia County TDC

\$ \*\*373.28

Three Hundred Seventy-Three and 28/100 DOLLARS

Columbia County TDC  
PO Box 1847  
Lake City, FL 32056-1847

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001323 063100688 0224792204

S S R. K.

440737344875 154213 20180802 000000000224792204  
TRN\_DEBIT JFRAZIE3 37328  
Main Boulevard 0440 94004 4407 1 0081

FOR DEPOSIT ONLY  
COL. CO. BGC

Amount: -373.28

Description: Check

Check Number: 1323

Posted Date: 8/3/2018

Transaction Type: History



## Tourism Task Force

\*\*\*\*\*2204

9/27/2018 10:56 AM

Visit **Natural North Florida** THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 N.W. 67TH PLACE  
GAINESVILLE, FLORIDA 32653-1603  
352.955-2200

Capital City Bank 1327

63-68/631 7/23/2018

PAY TO THE ORDER OF Running Man Pictures \$\*\*5,000.00

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

Running Man-Pictures  
c/o Russell C. Mick  
1999 Sara Lee Lane  
Tallahassee, FL 32312

MEMO

Shield

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

001327 063100688 0224792204

ENCLOSURE HERE

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- Invisible Fibers
- Violet Fluorescence with Ultraviolet Light (VA)
- Chemicals that change color and color when heated
- One-Color / High Definition Area
- High Resolution Warning Band
- False Positive Test Area
- Anti-Copy Technology
- Laid Line Back Pattern

© Padlock Corporation 2004  
★ FEDERAL RESERVE BOARD OF GOVERNORS REG. NO.

**Amount: -5000.00**

**Description:** Check

**Check Number: 1327**

**Posted Date:** 8/1/2018

### Transaction Type: History



9/27/2018 10:56 AM

Tourism Task Force

\*\*\*\*\*2204

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

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

**Capital City Bank** 1328

63-68/631 7/23/2018

PAY TO THE ORDER OF Southeast Tourism Society

\$\*\*125.00

One Hundred Twenty-Five and 00/100\*\*\*\*\* DOLLARS

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

MEMO

SHIELD

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

0001328 00631006881 0224792204

ENDORSE HERE TO THE ORDER OF  
BANK OF AMERICA  
ATLANTA, GA 30339  
FOR DEPOSIT ONLY  
SOUTHEAST TOURISM SOCIETY  
000023168300  
PAY TO THE ORDER OF  
BANK OF AMERICA  
DO NOT WRITE, STAMP, OR SIGN BELOW THIS LINE  
RESERVED FOR FINANCIAL INSTITUTION USE  
SOUTH

Security Features:  
This security feature is not a bank security feature  
included in the industry standard

FEDERAL RESERVE BOARD OF GOVERNORS REG. NO. 100

Amount: -125.00

Description: Check

Check Number: 1328

Posted Date: 8/8/2018

Transaction Type: History



9/27/2018 10:57 AM

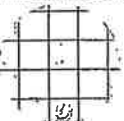
## Tourism Task Force

\*\*\*\*\*2204

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

Visit  
**Natural  
North Florida**

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



**Capital City  
Bank**

1330

63-68/631

7/23/2018

PAY TO THE  
ORDER OF United Parcel Service

\$\*\*13.94

Thirteen and 94/100 \*\*\*\*\* DOLLARS

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

*S.S.R.K.*

MEMO

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

00 1330 063 100688 0224792204

For >031100209< 08/01/18 DLW-UPS 7380  
Deposit Citibank N.A.  
Only New Castle DE 40705208  
7380 775945 079.000 775945-20-10-049/2770-040

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

ENDORSE HERE

Stamp:   
FEDERAL RESERVE NOTE  
ONE HUNDRED DOLLARS  
SERIAL 123456789  
DATE 08/01/18  
SIGNATURE: [Signature]  
TREASURER: [Signature]  
CITY: NEW CASTLE, DE  
STATE: DE  
ZIP: 19705

Stamp:   
UNITED STATES OF AMERICA  
ONE HUNDRED DOLLARS  
SERIAL 123456789  
DATE 08/01/18  
SIGNATURE: [Signature]  
TREASURER: [Signature]  
CITY: NEW CASTLE, DE  
STATE: DE  
ZIP: 19705

**Amount: -13.94**

**Description:** Check

**Check Number: 1330**

**Posted Date:** 8/2/2018

### Transaction Type: History



9/27/2018 10:57 AM

Tourism Task Force

\*\*\*\*\*2204

		<b>THE ORIGINAL FLORIDA TOURISM TASK FORCE</b> 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200		<b>1332</b>
PAY TO THE ORDER OF Columbia County TDC		63-68/631	8/20/2018	\$**1,850.41
One Thousand Eight Hundred Fifty and 41/100		DOLLARS		
Columbia County TDC PO Box 1847 Lake City, FL 32056-1847				
MEMO				
TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW    PAPER CONTAINS TONER ADHESION PROPERTIES    HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT				
⑈001332⑈ ⑈063100688⑈ 0224792204⑈				

440738526182 131134 20180817 000000000224792204  
 TRN\_DEBIT RWILLI9 185041  
 Main Boulevard 0440 94004 4407 5 0087

FOR DEPOSIT ONLY  
 COL. CO. BPO

Amount: -1850.41  
 Description: Check  
 Check Number: 1332  
 Posted Date: 8/20/2018  
 Transaction Type: History



9/27/2018 10:58 AM

Tourism Task Force

\*\*\*\*\*2204

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

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

63-68/631

1333

8/2/2018

PAY TO THE ORDER OF Florida Suncoast Tourism Promotions, Inc.

\$\*\*1,500.00

One Thousand Five Hundred and 00/100\*\*\*\*\* DOLLARS

Florida Suncoast Tourism Promotions, Inc.  
10750 75th Street  
Seminole, FL 33777-1422

MEMO

WATERMARK PAPER HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

0001333 0063100688 0224792204

ENCORSE HERE

DO NOT WRITE, STAMP OR SIGN BELOW THE LINE

FLORIDA SUNCOAST TOURISM

FOR DEPOSIT ONLY

STANOWUS BANK

063114166

0063100688

0001333 0063100688 0224792204

Amount: -1500.00

Description: Check

Check Number: 1333

Posted Date: 8/16/2018

Transaction Type: History



9/27/2018 10:58 AM

Tourism Task Force

\*\*\*\*\*2204

Visit **Natural North Florida**

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

Capital City Bank

1334

63-68/631

8/2/2018

PAY TO THE ORDER OF Two Tree, Inc.

\$\*\*680.00

Six Hundred Eighty and 00/100 DOLLARS

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

MEMO

SHIELD

DO NOT WRITE STAMP OR SIGN BELOW THIS LINE

0001334 00631006881 0224792204



DO NOT WRITE STAMP OR SIGN BELOW THIS LINE

SP-Deposit Only

Wells Fargo Online

Amount: -680.00

Description: Check

Check Number: 1334

Posted Date: 8/8/2018

Transaction Type: History



9/27/2018 10:58 AM

Tourism Task Force

\*\*\*\*\*2204

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

Visit **Natural North Florida** THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 N.W. 67TH PLACE  
GAINESVILLE, FLORIDA 32653-1603  
352.855.2200

Capital City Bank 1335

63-68/631 8/2/2018

PAY TO THE ORDER OF Paula Vann \$\*\*287.47

Two Hundred Eighty-Seven and 47/100 DOLLARS

Paula Vann  
Columbia County TDC  
P.O. Box 1847  
Lake City, FL 32056-1847

MEMO

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

0001335 063100688 0224792204

>063102152< 08/21/2018 0001426319

0720530 0004 00022

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

ENDORSE HERE  
Paula Vann

Amount: -287.47

Description: Check

Check Number: 1335

Posted Date: 8/22/2018

Transaction Type: History



9/27/2018 10:58 AM

Tourism Task Force

\*\*\*\*\*2204

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

Visit **Natural North Florida**

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

63-68/631

1336

8/16/2018

PAY TO THE ORDER OF **CTM Media Group Inc**

\$\*\*1,299.00

One Thousand Two Hundred Ninety-Nine and 00/100 DOLLARS

CTM Media Group Inc  
11 Largo Drive South  
Stamford, CT 06907

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001336 063100688 0224792204

The security features not listed, except as noted, are those of the Federal Reserve Bank of New York.

**Security Features:**

- Hologram
- Heat Sensitive Ink
- True Watermark
- Visible Fibers
- Intensive Fibers
- Void Penetration with Ultraviolet Light
- Chemical Reactive Area (VIA)
- Chemical Wash Detection Area
- Microprinting
- High Resolution Warning Band
- Fast Positioning Area
- Anti-Forgery Technology
- Latent Line Back Pattern

**FEDERAL RESERVE BANK OF NEW YORK**

**DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE**

**RESERVED FOR FEDERAL INSTITUTION USE**

Seq: 55  
Dep: 007926  
Date: 08/20/18

Deposited only to  
CTM Media Group Inc  
CTM MEDIA GROUP INC OPERATING ACCOUNT  
INC Operating AC  
Deposited by:

Amount: -1299.00  
Description: Check  
Check Number: 1336  
Posted Date: 8/21/2018  
Transaction Type: History



9/27/2018 10:59 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

63-68/631

Capital City Bank

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

000133700 10631006881 0224792204

**Security Features:**

Hologram

Heat Sensitive Ink

Tint Watermark

Visible Fiber

Inkjet Fluorescence

Chemical Reactions

Microprint

High Resolution Imaging Band

Electrically Conductive Ink

Lead 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  
001153678

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

11:07 AM

10/09/18

**The Original Florida Tourism Task Force**  
**Customer Balance Summary**  
**As of August 31, 2018**

	<u>Aug 31, 18</u>
FDEO	51,939.09
Visit Flori...	50,000.00
<b>TOTAL</b>	<b><u>101,939.09</u></b>

11:07 AM

10/09/18

**The Original Florida Tourism Task Force**  
**Vendor Balance Summary**  
**As of August 31, 2018**

	<u>Aug 31, 18</u>
NCFRPC	<u>42,812.48</u>
TOTAL	<u><u>42,812.48</u></u>

11:08 AM  
10/09/18  
Accrual Basis

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

	<u>Aug 18</u>
Expense	
Bank Charges	10.00
Marketing	
Collateral Materials	
Distribution	<u>933.00</u>
Total Collateral Materials	933.00
Trade Shows	
Messe Munich Travel Sh...	<u>-90.00</u>
Total Trade Shows	<u>-90.00</u>
Total Marketing	843.00
Professional Enhancements	<u>1,190.00</u>
Total Expense	<u>2,043.00</u>
Net Income	<u><u>-2,043.00</u></u>

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

As of August 31, 2018

(These financial statements are unaudited)

	Budget	August 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	0.00	79,136.09	(49,563.91)
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	17,300.00	0.00
Other	0.00	0.00	0.00	0.00
<b>Total Income</b>	<b>385,800.00</b>	<b>0.00</b>	<b>344,896.90</b>	<b>(40,903.10)</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	5,970.00	4,770.00
Update & Print Suwannee River Wilderness Guide	8,600.00	0.00	21,250.00	12,650.00
Print VNNF Paddling Guide	2,250.00	0.00	0.00	(2,250.00)
Purchase Big Bend Saltwater Paddling Guide	3,600.00	0.00	0.00	(3,600.00)
Print Suwannee River & Saltwater Trail Maps	450.00	0.00	0.00	(450.00)
<b>Total Collateral Materials</b>	<b>30,800.00</b>	<b>0.00</b>	<b>31,220.00</b>	<b>420.00</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 Pesudo-Reservation System	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	2,000.00	0.00	10,000.00	8,000.00
Website Blogs - Five Blog Categories	5,100.00	0.00	5,610.00	510.00
<b>Total Website</b>	<b>59,500.00</b>	<b>0.00</b>	<b>54,108.00</b>	<b>(5,392.00)</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	5,152.78	152.78
Popup 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 August 31, 2018

(These financial statements are unaudited)

	Budget	August 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	2,000.00	0.00
Shipping Berlin & London - VF In-Kind	1,000.00	0.00	1,000.00	0.00
VF Washington Travel & Adventure Show	7,050.00	0.00	6,816.41	(233.59)
VF Atlanta RV & Camping Show	4,425.00	0.00	3,517.19	(907.81)
VF New York Times Travel Show	5,200.00	0.00	4,973.95	(226.05)
New York Times Travel Show - VF In-Kind	3,500.00	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.f.e. Messe Munich	17,300.00	(90.00)	12,275.80	(5,024.20)
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	5,000.00	0.00
VF Canoecopia 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	5,080.25	(1,419.75)
<b>Total Trade Shows</b>	<b>144,475.00</b>	<b>-90.00</b>	<b>118,074.76</b>	<b>(26,400.24)</b>
<b>Advertising</b>				
Digital Advertising Campaign	13,500.00	0.00	26,250.00	12,750.00
Quarterly eNewsletters	4,000.00	0.00	0.00	(4,000.00)
Undiscovered Florida & Other Co-op Ads	12,750.00	0.00	6,680.00	(6,070.00)
Brochure Distribution	8,325.00	933.00	8,531.00	206.00
<b>Total Advertising</b>	<b>38,575.00</b>	<b>933.00</b>	<b>41,461.00</b>	<b>2,886.00</b>
<b>Total Marketing Expenses</b>	<b>282,200.00</b>	<b>843.00</b>	<b>249,923.76</b>	<b>(32,276.24)</b>
<b>Administration</b>				
NCFRPC - Admin VF & DEO 2016-2017	5,650.00	0.00	0.00	(5,650.00)
NCFRPC-Admin VF & DEO FY 2017-2018	18,850.00	0.00	1,950.00	(16,900.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	0.00	(12,500.00)
Bank Charges	200.00	10.00	48.61	(151.39)
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	2,891.40	891.40
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 August 31, 2018

(These financial statements are unaudited)

	Budget	August 2018	Year to Date	Over/(Under) Budget
<b>Total Administration</b>	<u>54,700.00</u>	<u>10.00</u>	<u>19,496.42</u>	<u>(35,203.58)</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)
<b>Total Memberships</b>	<u>1,200.00</u>	<u>0.00</u>	<u>865.00</u>	<u>(335.00)</u>
<b>Professional Enhancement</b>				
SE Tourism Society Marketing College	11,000.00	1,190.00	11,699.96	699.96
Governor's Tourism Conference	1,900.00	0.00	0.00	(1,900.00)
<b>Total Professional Enhancement</b>	<u>12,900.00</u>	<u>1,190.00</u>	<u>11,699.96</u>	<u>(1,200.04)</u>
<b>Internships</b>				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
<b>Total Internships</b>	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,500.00)</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>1,200.00</u>	<u>32,061.38</u>	<u>(71,538.62)</u>
<b>Total Expenses</b>	<u>385,800.00</u>	<u>2,043.00</u>	<u>281,985.14</u>	<u>(103,814.86)</u>
<b>Net Income</b>	<u>0.00</u>	<u>(2,043.00)</u>	<u>62,911.76</u>	<u>62,911.76</u>

**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>
<u><i>Cooperative Regional Marketing Program Fees:</i></u>	
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>
<u><i>Additional Revenue:</i></u>	
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>

2018 WEBSITE VIDEO PROJECT AGREEMENT  
BETWEEN  
THE ORIGINAL FLORIDA TOURISM TASK FORCE  
AND  
RUNNING MAN PICTURES

This Agreement is entered into this 19th day of July 2018 by and between Running Man Pictures, hereinafter referred to as Contractor, located at 1999 Sara Lee Lane, Tallahassee, FL 32312 and The Original Florida Tourism Task Force, hereinafter referred to as the Task Force, located at 2009 Northwest 67th Place, Gainesville, FL 32653.

THIS AGREEMENT/CONTRACT IS ENTERED BASED ON THE FOLLOWING FACTS:

WHEREAS, the Task Force in furtherance of its duties, desires to engage Contractor to render certain technical or professional services regarding the 2018 Website Video Project; and

WHEREAS, Contractor possesses the qualifications and expertise to perform the services required by the Task Force,

NOW THEREFORE, the parties hereto do mutually agree, as follows:

ARTICLE I - Scope of Work

Contractor agrees to provide services to the Task Force for the creation of a video for its website, [www.naturalnorthflorida.com](http://www.naturalnorthflorida.com), in accordance with the terms and conditions set forth in Appendix A which is attached hereto and made a part hereof to this Agreement.

ARTICLE II - Compensation

In consideration for services received, Task Force agrees to pay the Contractor a fixed payment amount of Ten Thousand dollars and no cents (\$10,000.00) in accordance with Appendix A. An advance payment of Five Thousand dollars and no cents (\$5,000.00) will be paid to the Contractor upon execution of this Agreement by both parties and the receipt of an appropriate invoice.

Task Force agrees to pay Contractor the balance due in full within sixty (60) days following receipt of an appropriate invoice and satisfactory work product.

ARTICLE III - Time of Completion

This Agreement shall begin on upon the date of execution of this contract and shall end on December 1, 2018.

Contractor agrees to perform the required services in accordance with the terms and conditions set forth in Appendix A which is attached hereto and made a part hereof by reference. Contractor also agrees to provide a signed videographer release (see Appendix B) and obtain model releases (see Appendix C) of any individuals featured in the video as well as all photographs and provide copies of all obtained model releases to Task Force.

Contractor agrees to perform the required services in accordance with the terms and conditions set forth in the Appendix A, which is attached hereto and made a part hereof by reference.

#### ARTICLE IV - Termination Without Cause

Either party may terminate this Agreement without cause by providing ten (10) business days written notice to the other. In such event, all finished or unfinished documents and other materials prepared by Contractor pursuant to this Agreement shall become the property of the Task Force.

#### ARTICLE V - Default and Termination

The failure of either party to comply with any provision of this Agreement shall place that party in default. Prior to terminating this Agreement, the non-defaulting party shall notify the defaulting party in writing. The notification shall make specific reference to the provision that gave rise to the default. The defaulting party shall then be entitled to a period often (10) days in which to cure the default. In the event said default is not cured within the ten (10) day period, the Agreement may be terminated. The failure of either party to exercise this right shall not be considered a waiver of such right in the event of any further default or noncompliance. Upon default and termination as provided in this Article, unfinished documents and other materials prepared by Contractor pursuant to this Agreement shall become the property of the Task Force.

#### ARTICLE VI - General Terms and Conditions

a. Term of Agreement. This Agreement shall begin on the date as referenced above written and shall end on December 1, 2018.

b. Non-Discrimination. In carrying out the work of this Agreement, the Contractor shall not discriminate against any employee or applicant for employment because of race, creed, color, sex, national origin or handicapped status. The Contractor shall take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, creed, color, sex, national origin or handicapped status. Such action shall include, but not be limited to the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising, layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause. The Contractor shall incorporate the foregoing requirement of this paragraph in all subcontracts for services covered by this Agreement.

c. Assignability. Contractor shall not assign any interest in this Agreement and shall not transfer any interest in the same (whether by assignment or novation), without the prior written consent of the Task Force.

d. Representative for the Parties. In all matters relating to the performance of this Agreement, the owner of Running Man Pictures shall represent and act for Contractor and the Executive Director of the North Central Florida Regional Planning Council shall represent and act for the Task Force.

e. Contractor is bound by all applicable state and federal laws and regulations.

f. Contractor agrees to hold the North Central Florida Regional Planning Council and the Task Force harmless against all claims of whatever nature arising out of Contractor's performance of work under this Agreement, to the extent allowed and required by law.

g. Venue and Jurisdiction for Litigation Between the Parties. This Agreement shall be construed according to the laws of the State of Florida. Venue shall be exclusively in Alachua County, Florida for all litigation between the parties and all issues litigated between the parties shall be litigated exclusively in a court of competent jurisdiction in Alachua County, Florida. If any provision of this Agreement is in conflict with any applicable statute or rule or is otherwise unenforceable, then such provision shall be deemed null and void to the extent of such conflict and shall be deemed severable, but shall not invalidate any other provision of this Agreement.

h. Amendment. The Contractor and the Task Force by mutual agreement may amend, extend, or modify this Agreement. Any such modification shall be mutually agreed upon by and between the Contractor and Task Force and shall be incorporated in a written amendment to this Agreement, duly signed by both parties.

i. Complete Contract. This Agreement, including Appendix A, Appendix B and Appendix C of this Agreement, which is incorporated by reference herein and considered as an integral part of this Agreement, constitutes the entire contract between the parties, and any changes, amendments or modifications hereof shall be void unless the same are reduced to writing and signed by the parties hereto.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the date as first above written.

RUNNING MAN PICTURES

By:   
Russell Mick, Owner

ATTEST

By:   
Steven C. Dopp

Type or Print Name

THE ORIGINAL FLORIDA TOURISM TASK FORCE

By:   
Dawn Taylor, Chair

ATTEST

By:   
Scott R. Koons, Executive Director

APPENDIX A  
AGREEMENT BETWEEN  
THE ORIGINAL FLORIDA TOURISM TASK FORCE  
AND  
RUNNING MAN PICTURES

The Contractor, in accordance with the duly executed Agreement of which this Appendix is a part, shall conduct the following services

1. The Contractor shall develop a video as described herein.
2. The Services: The Contractor shall complete the following work project with the final deliverable of the 2018 Website Video Project.

**Services**

The Contractor shall collaborate on ideas with the Task Force for the video. The video shall creatively illustrate the beauty, attributes, and uniqueness of the 14-county Visit Natural North Florida area. The video should contain several visually stunning oblique-angle aerial scenes of the coastline, rivers and other natural attributes of the region, possibly including kayaking and/or similar activities, underwater scenes showcasing one or more of the crystal-clear springs of the region, hiking, fishing, beach, wildlife, and other scenes. The Contractor must contain scenes of one or more events/festivals, restaurants, campgrounds, recreational vehicle parks, bed and breakfasts as well as other attractions within the region. The Contractor is encouraged to convey the video narrative in whatever style the Contractor feels most appropriate; including voiceover, interviews, testimonials, slow- or stop motion. Crowd shots and models used in the video must reflect racial, ethnic, gender and mobility diversity.

- A. The video must be three (3) minutes or less in length;
- B. The video must include music and creative graphics;
- C. The video must include voice-over narration, testimonials and/or interviews with tourists visiting the region;
- D. The video must be broadcast quality;
- E. The video must be able to be reduced in size without sacrificing quality; and
- F. The video must be able to be displayed on The Task Force website as well as multiple video and social media platforms.

G. The Contractor shall deliver the finished product in desired formats including, but not limited to: MP4, MPEG, and web compatible formats. The finished product must include one (1) broadcast quality video and one (1) high-definition version of the video posted to YouTube.

I. The Contractor shall secure its own production facilities and equipment. Any assignment or subcontracting by the Contractor for the work to be performed, or goods and/or services to be provided, in whole or in part, and any other interest in conjunction with this Agreement, shall not be permitted without the express written consent of the Task Force.

J. The Contractor shall consult with the Task Force regarding the exact form and content of the website video. All designs and content of the website video must be approved by the Task Force. The Contractor shall work closely with the Task Force through all phases of project execution. The Contractor will meet at least every other week with the Task Force to discuss the status of the development of the website video and to seek input from the Task Force on the development of the website video.

K. The Contractor shall produce all elements of the video, which may include, but are not limited to scripting, voicing, lighting, graphics, animation, editing, coding and music.

L. The Contractor shall provide a signed copy of the videographer release form contained in Appendix B.

M. The Contractor shall provide signed copies of video release forms, as contained in Appendix C, for persons featured in the video as well as all photographs.

3. **Timeline:** By signing this contract, both parties agree to commence this project. The final video shall be completed by December 1, 2018.

Checks shall be made payable to Running Man Pictures and sent to:

Attn: Russell Mick  
Running Man Pictures  
1999 Sara Lee Lane  
Tallahassee, FL 32312

4. **Ownership of Work:** The Task Force shall own all rights, title and interest in and to all final work products resulting from Contractor Services pursuant to this Agreement. The Task Force shall have the right, but not the duty, to use, adapt, edit, add to, subtract from, arrange, rearrange, revise and change any material supplied by the Contractor or any part thereof. Note that the Contractor may recommend images and media files for purchase by the Task Force, and that the Task Force shall only secure rights to these images and media files upon purchase of these assets under the terms and conditions set forth in the licensing agreements associated with these images and media files. The Task Force may request that the Contractor license or purchase these images and media files on behalf of the Task Force in which case the Task Force shall be assigned the rights purchased or licensed.

5. **Publicity:** The Task Force and the Contractor shall have the right to publicize this Agreement and any work product via advertising, publicity, articles, websites, marketing, promotional or sales collateral materials.

6. Liability: The Contractor warrants that the services provided to Task Force shall be performed in a good and professional manner consistent with the standards of the video services industry.

7. Term and Termination: Should the Task Force terminate the project for any reason during the course of its development, the financial obligation of the Task Force to the Contractor shall be limited to the professional fees for the portion (or portions) of the project completed by the termination date. This agreement shall be governed and construed in accordance with the laws of the State of Florida.

APPENDIX B

**The Original Florida Tourism Task Force**  
**Videographer Release Form**

Videographer: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

**License and Indemnification:** I certify that I am the videographer/photographer and owner of the video/photographs being submitted and am 18 years of age or older.

I hereby grant The Original Florida Tourism Task Force (Task Force) and the Florida Department of Economic Opportunity (Department) the royalty-free and non-exclusive right to distribute, publish and use the video(s) and photograph(s) submitted herewith ("the Work"). Uses may include, but are not limited to publications, including electronic media, internet, print publications, as distributed to the media, and in commercial products. The Task Force and/or the Department reserve the right to use/not use any Work as deemed appropriate by Task Force and/or the Department. No Work will be returned once submitted.

I hereby acknowledge that Task Force and/or the Department shall bear no responsibility whatsoever for protecting the Work against third party infringement of my copyright interest or other intellectual property rights or other rights I may hold in such Work, and in no way shall be responsible for any losses I may suffer as a result of any such infringement; and I hereby represent and warrant that the Work does not infringe the rights of any other individual or entity.

I hereby unconditionally release, hold harmless and indemnify the Task Force and the Department, its employees, volunteers, and representatives from all claims, liabilities and losses arising out of, or in connection with, Task Force's and the Department's use of the Work. This release and indemnification shall be binding upon me, and my heirs, executors, administrators and assignees. I have read and understand the terms of this release.

Videographer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Video Filename: \_\_\_\_\_

Location of Photo Shoot: \_\_\_\_\_

Name of Person Accepting Video: \_\_\_\_\_

## APPENDIX C

### **The Original Florida Tourism Task Force** **Model Release Form: Photo/Video/Audio**

#### **Photo Release for Adults**

I, being 18 years or older, hereby consent that the videotapes, photographs and/or motion picture film in which I appear, and/or audio recordings made of my voice, may be used by The Original Florida Tourism Task Force (Task Force) and the Florida Department of Economic Opportunity (Department), its assignees or successors, in whatever way they desire, including television, without compensation. Furthermore, I hereby consent that such photographs, films, negatives and recordings, and the plates and/or tapes from which they are made shall be the property of the Task Force and the Department, its assignees or successors. They shall have the right to sell, duplicate, reproduce, and make other lawful uses of such photographs, films, recordings, plates and tapes as they may desire, free and clear of any claim whatever on my part, in perpetuity.

**IN WITNESS WHEREOF** I have hereunto set my hand, in the State of Florida,

this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

Photo Location: \_\_\_\_\_

Signature: \_\_\_\_\_

Name (Print): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

#### **Photo Release for Minors**

I, being the Parent/Guardian of \_\_\_\_\_, hereby consent that the videotapes, photographs and/or motion picture film for which he/she posed, and/or audio recordings made of his/her voice, may be used by Task Force and the Department, its assigns or successors, in whatever way they desire, including television without compensation. Furthermore, I hereby consent that such photographs, films, negatives, and recordings and the plates and/or tapes or other medium from which they are made shall be the property of the Task Force and the Department, its assignees or successors, and they shall have the right to sell, duplicate, reproduce and make other uses of such photographs, films, recordings, plates, and tapes as they may desire free and clear of any claim whatsoever on my part or my child's part, or by anyone who may claim by or through my child, in perpetuity.

**IN WITNESS WHEREOF** I have hereunto set my hand, in the State of Florida,

this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

Photo Location: \_\_\_\_\_

Name of child (print): \_\_\_\_\_

Signature of parent: \_\_\_\_\_

Name of parent (print): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

2019  
Visit Natural North Florida  
Meeting Dates and Counties



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

January 17:	_____
February 21:	_____
March 21:	_____
April 18:	_____
May 16:	_____
June 20:	_____
July 18:	_____
August 15:	_____
September 19:	VISIT FLORIDA
October 17:	_____
November 21:	_____
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

# Nature is Our Theme Park.



[www.NaturalNorthFlorida.com](http://www.NaturalNorthFlorida.com)




**COLUMBIA COUNTY**  
FLORIDA'S GATEWAY SINCE 1832

**DIVE  
INTO OUR  
NATURAL  
FLORIDA**

[WWW.SPRINGSRUS.COM](http://WWW.SPRINGSRUS.COM)



SEE IT,  
DO IT,  
LOVE IT!

  
VISIT HISTORIC  
**JEFFERSON  
COUNTY**  
[WWW.VISITJEFFERSONCOUNTYFLORIDA.COM](http://WWW.VISITJEFFERSONCOUNTYFLORIDA.COM)

**"Springs Capital  
of the World"**



[VisitGilchristCounty.com](http://VisitGilchristCounty.com)  
**352-463-3198**

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*Visit Natural*  
NORTH FLORIDA

## Steve Dopp

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**From:** Brenna Dacks [bdacks@visitflorida.org]  
**Sent:** Friday, September 28, 2018 12:21 PM  
**To:** Steve Dopp  
**Cc:** Christiane@lieb-management.de; Ashley Abney  
**Subject:** Germany Marketing Opportunity - Time Sensitive

Hi Steve!

I hope you are well. It was great seeing you in Tallahassee last week!

Our International Team informed me that we still have a couple of spots available in our German Marketing Coop. I know that The Original Florida probably can't turn it around in time or allocate budget last minute, so maybe you could forward it along to some of your members?

It is an awesome opportunity. With the tour operator [America Unlimited](#) we are going to set up a brand new Microwebsite to highlight the "unknown" jewels of Central and North Florida.

An accompanying online campaign consisting of a Facebook theme, Facebook ads campaign, Google Adwords campaign and Instagram theme shall lead the consumer to the micro website with its individually designed subpages. Estimated gross impressions for the entire campaign is **1.7 million**.

If your region is not present in America Unlimited's portfolio yet, they are going to create new product for you.

The cost per partner is USD 2,900.

Please [click here](#) to view the information sheet.

The commitment deadline has been extended to October 3, with creative assets due October 8.

We can also help with translations for the text component (which should not exceed 1 page), and the team recommends supplying the optional video (preferably set to music). We may also be able to find a video from VISIT FLORIDA's YouTube channel that we could use.

I appreciate your help in pushing this information out to your members, as it is going to be a great program and affordable way to reach the German market.

Kindly,  
Brenna

---

Brenna Dacks | Regional Partnership and Sales Manager | VISIT FLORIDA  
2540 W. Executive Center Circle, Suite 200, Tallahassee, FL 32301  
850-205-3870 | email: [bdacks@visitflorida.org](mailto:bdacks@visitflorida.org)

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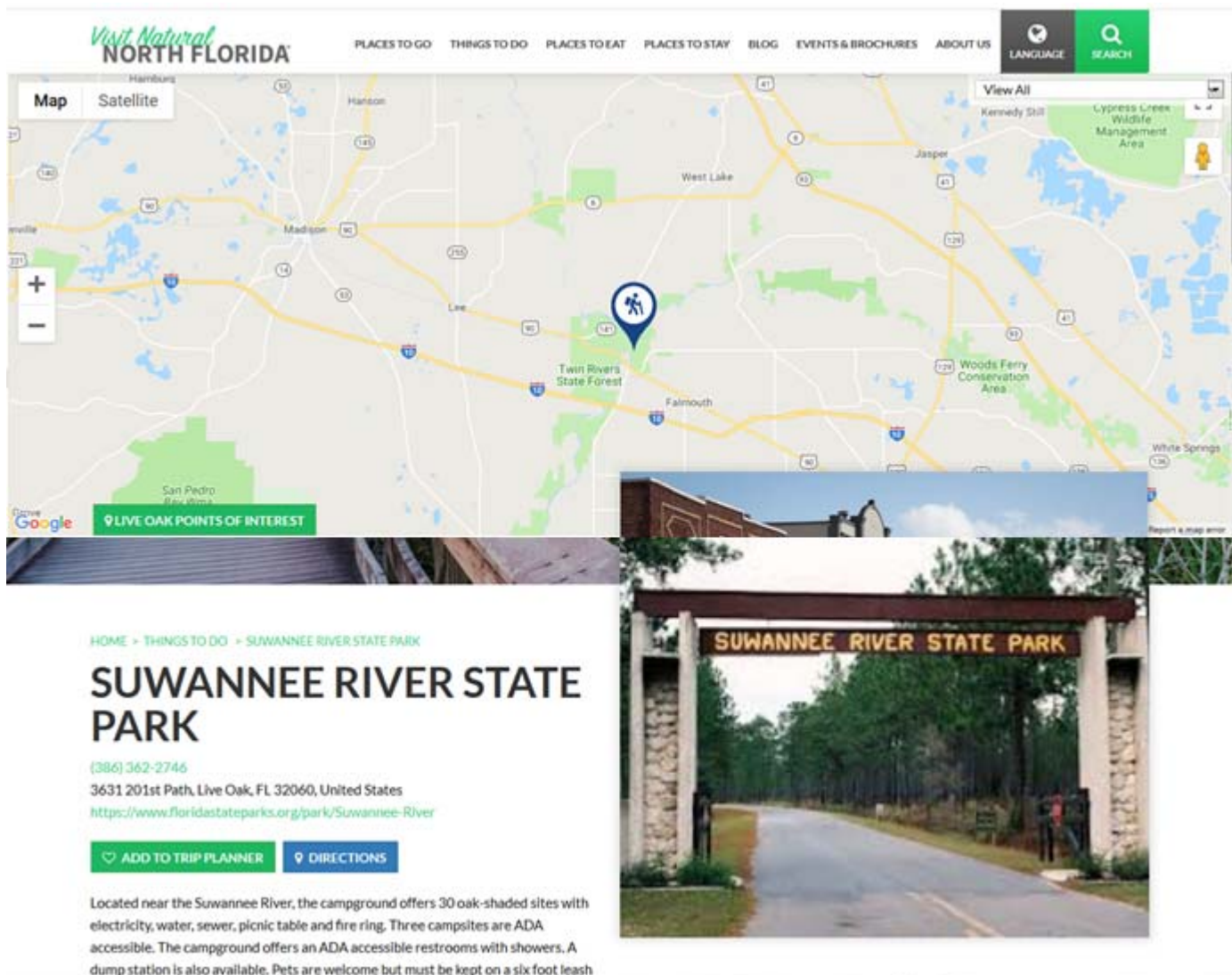
## Steve Dopp

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

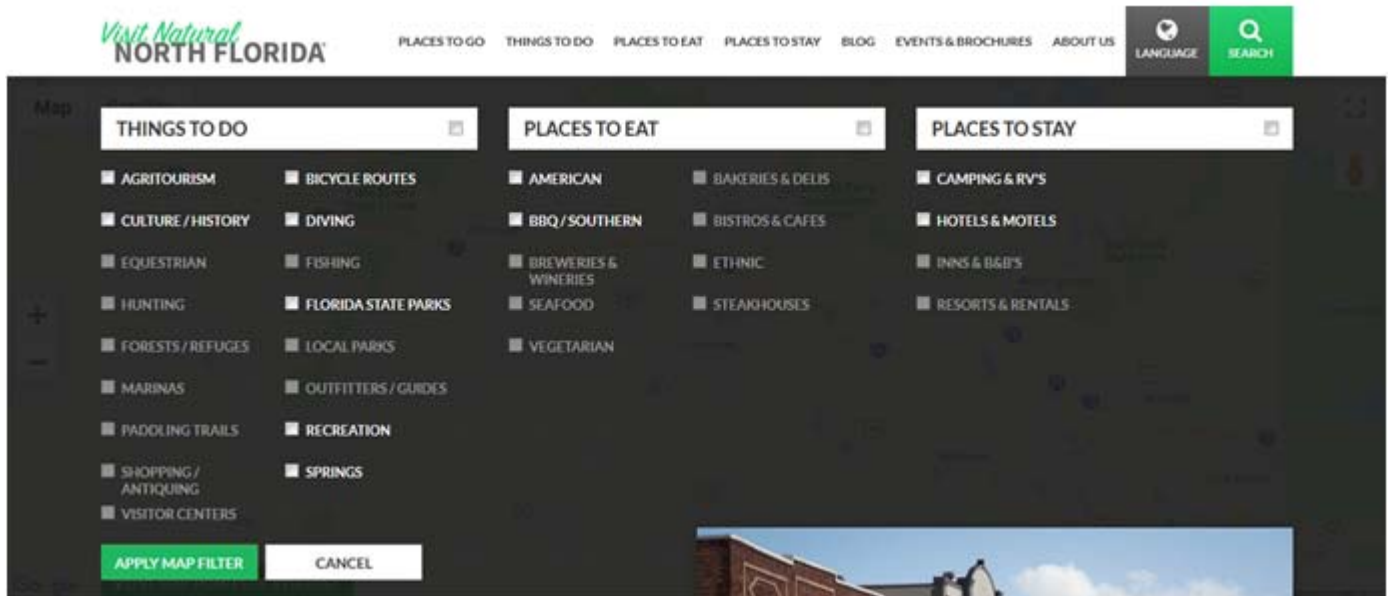
Kevin,

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

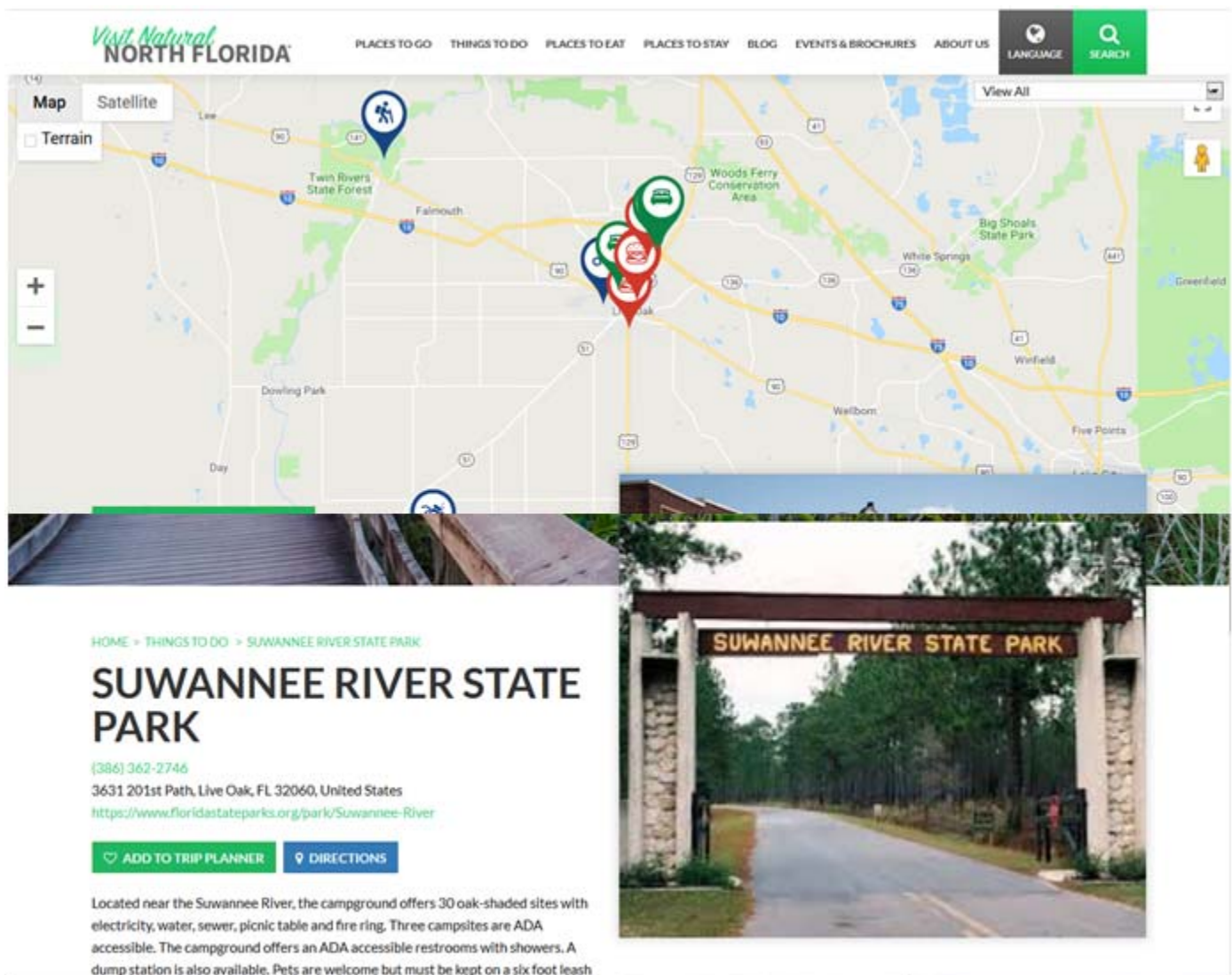
I am considering the option of replacing the header photo/default Things-to-Do header for individual attractions with a map of the attraction, similar to the following rough example for Suwannee River State Park. Notice how the map only shows the Suwannee River State Park pin?



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.

## Steve Dopp

---

**From:** Steve Dopp  
**Sent:** Tuesday, October 09, 2018 2:05 PM  
**To:** 'Kevin Awe'; 'Brandon Richmond'  
**Cc:** Scott Koons  
**Subject:** Question: Possible Modification for Next Year

Kevin:

I have slowly been converting to maps as the Featured Image for Florida State Parks on the Task Force website. The individual parks pages look nice with the map. The map image is also displayed in the thumbnails (see below). The map thumbnails do not look as inviting as photographs. Is it possible to design the site to provide me the option of selecting either the Featured Image or another image of my choice in the thumbnail? That way I could still use the map as the Featured Image on the individual pages while using a photograph in the thumbnail.



**SPOOKY SPRINGS**

**October 26th & 27th**  
6pm - 11pm

Ichetucknee Springs  
State Park, South Entrance  
12001 US Highway 17  
North Wilkes, FL 32918

**Park Admission:**  
\$6/vehicle (up to 8 people)

**TRAM RIDE**  
A 15-minute  
Tram Ride Along the  
Rocks at South Entrance  
from 6:00pm  
to 10:00pm

**HAUNTED  
HOUSE**  
A 15-minute  
Haunted House  
Experience from 6:00pm  
to 10:00pm

**CAROLIN  
GAMES**  
A 15-minute  
Carolina Game  
Experience from 6:00pm  
to 10:00pm

**FEATURING**  
Pumpkin Patch  
Halloween Parade  
Halloween Dinner

**SPOOKY SPRINGS 2018**  
(OCT 26-27)

Ichetucknee Springs State  
Park

EXPERIENCE  
**RECENT &  
UPCOMING  
EVENTS**  
[VIEW ALL](#)

## PLAN YOUR NEXT ESCAP



DEVIL'S DEN



EDWARD BALL  
WAKULLA SPRINGS  
STATE PARK



FANNING SPRINGS  
STATE PARK

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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

# JUMPEM In-State Digital Advertising Campaign July 1 through September 20, 2018

October 11, 2018


<div> <div>TARGETED</div> <div>EXCLUDED</div> <div>GEOGRAPHIC REPORT</div> </div> <div> <div>Custom</div> <div>Apr 1 – Oct 11, 2018</div> <div>&lt;</div> <div>&gt;</div> </div>						
						
<input type="checkbox"/> Targeted location	Bid adj.	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/> Miami-Ft. Lauderdale FL, Florida, United States	—	5,354	1,904,168	0.28%	\$0.36	\$1,906.45
<input type="checkbox"/> Orlando-Daytona Beach-Melbourne FL, Florida, United States	—	4,935	1,995,247	0.25%	\$0.36	\$1,758.36
<input type="checkbox"/> Tampa-St. Petersburg (Sarasota) FL, Florida, United States	—	3,693	1,530,492	0.24%	\$0.36	\$1,324.36
Total: Locations <a href="#">?</a>		13,982	5,429,907	0.26%	\$0.36	\$4,989.17
Total: Other Locations <a href="#">?</a>		0	0	—	—	\$0.00
Total: Campaign <a href="#">?</a>		13,982	5,429,907	0.26%	\$0.36	\$4,989.17

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Overview



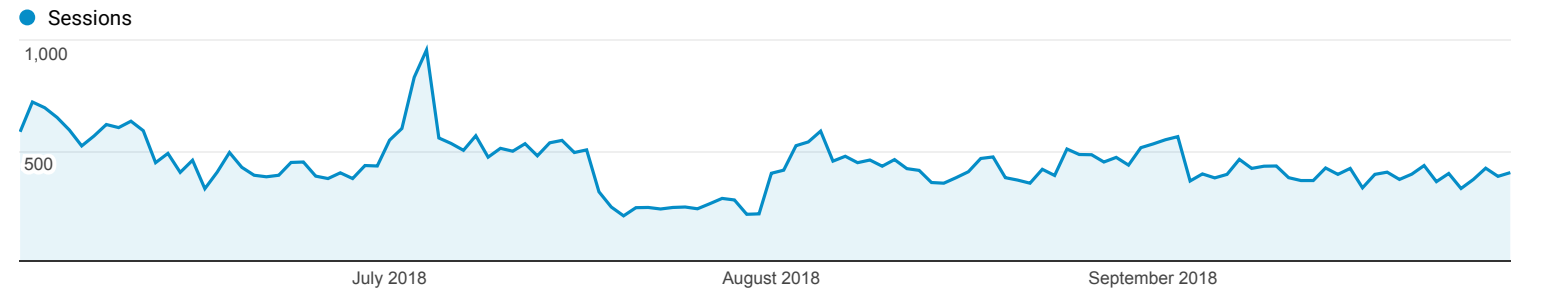
All Users

100.00% Sessions

Jun 1, 2018 - Sep 30, 2018

Explorer

Summary



Device Category	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>53,735</b> % of Total: 100.00% (53,735)	<b>84.53%</b> Avg for View: 84.53% (0.00%)	<b>45,423</b> % of Total: 100.00% (45,423)	<b>79.23%</b> Avg for View: 79.23% (0.00%)	<b>1.52</b> Avg for View: 1.52 (0.00%)	<b>00:01:03</b> Avg for View: 00:01:03 (0.00%)	<b>0.00%</b> Avg for View: 0.00% (0.00%)	<b>0</b> % of Total: 0.00% (0)	<b>\$0.00</b> % of Total: 0.00% (0.00%)
1. mobile	<b>33,441</b> (62.23%)	83.53%	<b>27,934</b> (61.50%)	81.83%	1.35	00:00:45	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
2. desktop	<b>13,805</b> (25.69%)	87.20%	<b>12,038</b> (26.50%)	72.01%	1.96	00:01:48	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
3. tablet	<b>6,489</b> (12.08%)	84.00%	<b>5,451</b> (12.00%)	81.17%	1.49	00:00:58	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)

Rows 1 - 3 of 3

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NORTH FLORIDA

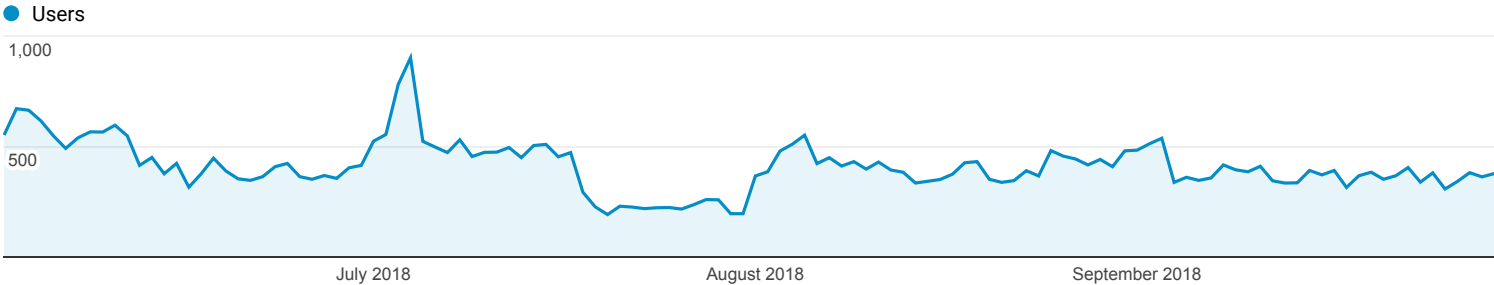


VNNF by State

All Users  
100.00% Users

Jun 1, 2018 - Sep 30, 2018

Report Tab



Region	Users	New Users	Sessions	Number of Sessions per User	Avg. Session Duration	Pages / Session	Pageviews	Pageviews	Avg. Time on Page	Bounce Rate
	45,886 % of Total: 99.96% (45,905)	45,423 % of Total: 100.00% (45,423)	53,735 % of Total: 100.00% (53,735)	1.17 % of Total: 100.04% (1.17)	00:01:03 Avg for View: 00:01:03 (0.00%)	1.52 Avg for View: 1.52 (0.00%)	81,765 % of Total: 100.00% (81,765)	81,765 % of Total: 100.00% (81,765)	00:02:00 Avg for View: 00:02:00 (0.00%)	79.23% Avg for View: 79.23% (0.00%)
1. Florida	25,551 (55.04%)	25,160 (55.39%)	30,356 (56.49%)	1.19 (102.64%)	00:01:22	1.66	50,430 (61.68%)	50,430 (61.68%)	00:02:03	74.93%
2. New York	2,739 (5.90%)	2,702 (5.95%)	3,007 (5.60%)	1.10 (94.85%)	00:00:22	1.21	3,634 (4.44%)	3,634 (4.44%)	00:01:45	89.52%
3. Georgia	2,376 (5.12%)	2,278 (5.02%)	2,704 (5.03%)	1.14 (98.32%)	00:01:10	1.63	4,420 (5.41%)	4,420 (5.41%)	00:01:49	72.86%
4. Wisconsin	1,826 (3.93%)	1,729 (3.81%)	2,434 (4.53%)	1.33 (115.16%)	00:00:18	1.12	2,717 (3.32%)	2,717 (3.32%)	00:02:32	93.22%
5. Pennsylvania	1,400 (3.02%)	1,387 (3.05%)	1,525 (2.84%)	1.09 (94.11%)	00:00:19	1.19	1,811 (2.21%)	1,811 (2.21%)	00:01:43	90.75%
6. Virginia	1,213 (2.61%)	1,183 (2.60%)	1,284 (2.39%)	1.06 (91.45%)	00:00:17	1.17	1,496 (1.83%)	1,496 (1.83%)	00:01:42	91.43%
7. Massachusetts	1,181 (2.54%)	1,162 (2.56%)	1,335 (2.48%)	1.13 (97.66%)	00:00:25	1.17	1,566 (1.92%)	1,566 (1.92%)	00:02:24	90.41%
8. District of Columbia	1,036 (2.23%)	1,015 (2.23%)	1,118 (2.08%)	1.08 (93.23%)	00:00:25	1.18	1,316 (1.61%)	1,316 (1.61%)	00:02:19	90.43%
9. Maryland	689 (1.48%)	677 (1.49%)	758 (1.41%)	1.10 (95.05%)	00:00:13	1.16	882 (1.08%)	882 (1.08%)	00:01:22	91.16%
10. New Jersey	634 (1.37%)	624 (1.37%)	683 (1.27%)	1.08 (93.07%)	00:00:23	1.24	846 (1.03%)	846 (1.03%)	00:01:38	87.99%
11. Alabama	631 (1.36%)	604 (1.33%)	702 (1.31%)	1.11 (96.12%)	00:01:11	1.56	1,092 (1.34%)	1,092 (1.34%)	00:02:06	72.51%
12. North Carolina	628 (1.35%)	597 (1.31%)	680 (1.27%)	1.08 (93.55%)	00:00:54	1.40	952 (1.16%)	952 (1.16%)	00:02:15	79.41%
13. Texas	565 (1.22%)	533 (1.17%)	621 (1.16%)	1.10 (94.96%)	00:00:59	1.80	1,119 (1.37%)	1,119 (1.37%)	00:01:13	79.71%
14. Illinois	479 (1.03%)	448 (0.99%)	597 (1.11%)	1.25 (107.68%)	00:00:50	1.53	911 (1.11%)	911 (1.11%)	00:01:35	83.08%
15. Tennessee	473 (1.02%)	454 (1.00%)	528 (0.98%)	1.12 (96.44%)	00:01:10	1.44	758 (0.93%)	758 (0.93%)	00:02:41	75.76%
16. California	377 (0.81%)	370 (0.81%)	402 (0.75%)	1.07 (92.13%)	00:00:55	1.42	570 (0.70%)	570 (0.70%)	00:02:12	79.85%
17. Minnesota	329 (0.71%)	322 (0.71%)	365 (0.68%)	1.11 (95.85%)	00:00:23	1.22	446 (0.55%)	446 (0.55%)	00:01:43	86.85%
18. Michigan	321 (0.69%)	315 (0.69%)	359 (0.67%)	1.12 (96.62%)	00:01:06	1.52	547 (0.67%)	547 (0.67%)	00:02:06	77.99%
19. South Carolina	284 (0.61%)	273 (0.60%)	301 (0.56%)	1.06 (91.57%)	00:01:00	1.53	462 (0.57%)	462 (0.57%)	00:01:52	78.07%
20. (not set)	281	275	293	1.04	00:00:40	1.84	538	538	00:00:47	91.13%

20.	(Not Set)	(0.61%)	(0.61%)	(0.55%)	(90.09%)	00:00:40	1.04	(0.66%)	(0.66%)	00:00:47	91.13%
21.	Ohio	258 (0.56%)	250 (0.55%)	282 (0.52%)	1.09 (94.43%)	00:01:02	1.55	436 (0.53%)	436 (0.53%)	00:01:53	78.72%
22.	Louisiana	197 (0.42%)	194 (0.43%)	210 (0.39%)	1.07 (92.10%)	00:01:20	1.49	312 (0.38%)	312 (0.38%)	00:02:45	77.62%
23.	New Hampshire	188 (0.40%)	179 (0.39%)	196 (0.36%)	1.04 (90.07%)	00:00:17	1.25	245 (0.30%)	245 (0.30%)	00:01:06	86.22%
24.	Indiana	152 (0.33%)	147 (0.32%)	165 (0.31%)	1.09 (93.79%)	00:00:42	1.45	240 (0.29%)	240 (0.29%)	00:01:32	76.36%
25.	Missouri	152 (0.33%)	145 (0.32%)	166 (0.31%)	1.09 (94.35%)	00:00:42	1.35	224 (0.27%)	224 (0.27%)	00:02:00	81.33%
26.	Colorado	138 (0.30%)	130 (0.29%)	149 (0.28%)	1.08 (93.28%)	00:01:01	1.62	242 (0.30%)	242 (0.30%)	00:01:37	81.21%
27.	Mississippi	137 (0.30%)	133 (0.29%)	151 (0.28%)	1.10 (95.23%)	00:00:34	1.43	216 (0.26%)	216 (0.26%)	00:01:18	80.13%
28.	Kentucky	124 (0.27%)	117 (0.26%)	131 (0.24%)	1.06 (91.27%)	00:01:04	1.55	203 (0.25%)	203 (0.25%)	00:01:56	72.52%
29.	England	117 (0.25%)	115 (0.25%)	129 (0.24%)	1.10 (95.26%)	00:01:26	1.67	215 (0.26%)	215 (0.26%)	00:02:08	73.64%
30.	Connecticut	106 (0.23%)	102 (0.22%)	116 (0.22%)	1.09 (94.55%)	00:00:48	1.22	142 (0.17%)	142 (0.17%)	00:03:28	82.76%
31.	Washington	104 (0.22%)	98 (0.22%)	117 (0.22%)	1.12 (97.20%)	00:00:50	1.38	162 (0.20%)	162 (0.20%)	00:02:09	87.18%
32.	Delaware	97 (0.21%)	96 (0.21%)	103 (0.19%)	1.06 (91.74%)	00:00:29	1.09	112 (0.14%)	112 (0.14%)	00:05:32	93.20%
33.	Ontario	87 (0.19%)	85 (0.19%)	95 (0.18%)	1.09 (94.34%)	00:00:40	1.40	133 (0.16%)	133 (0.16%)	00:01:38	80.00%
34.	Arkansas	77 (0.17%)	75 (0.17%)	80 (0.15%)	1.04 (89.76%)	00:00:54	1.44	115 (0.14%)	115 (0.14%)	00:02:01	78.75%
35.	Kansas	68 (0.15%)	67 (0.15%)	70 (0.13%)	1.03 (88.94%)	00:00:35	1.26	88 (0.11%)	88 (0.11%)	00:02:15	88.57%
36.	Nevada	61 (0.13%)	60 (0.13%)	66 (0.12%)	1.08 (93.48%)	00:01:11	1.36	90 (0.11%)	90 (0.11%)	00:03:15	81.82%
37.	Oregon	61 (0.13%)	60 (0.13%)	62 (0.12%)	1.02 (87.81%)	00:00:48	1.24	77 (0.09%)	77 (0.09%)	00:03:18	87.10%
38.	West Virginia	59 (0.13%)	58 (0.13%)	66 (0.12%)	1.12 (96.65%)	00:00:44	1.18	78 (0.10%)	78 (0.10%)	00:04:01	86.36%
39.	County Dublin	43 (0.09%)	43 (0.09%)	44 (0.08%)	1.02 (88.41%)	00:00:13	1.18	52 (0.06%)	52 (0.06%)	00:01:12	95.45%
40.	Quebec	42 (0.09%)	41 (0.09%)	46 (0.09%)	1.10 (94.62%)	00:01:23	1.91	88 (0.11%)	88 (0.11%)	00:01:31	63.04%
41.	Iowa	39 (0.08%)	36 (0.08%)	44 (0.08%)	1.13 (97.47%)	00:00:25	1.34	59 (0.07%)	59 (0.07%)	00:01:13	81.82%
42.	Oklahoma	37 (0.08%)	35 (0.08%)	40 (0.07%)	1.08 (93.40%)	00:00:50	1.58	63 (0.08%)	63 (0.08%)	00:01:26	80.00%
43.	Rhode Island	35 (0.08%)	34 (0.07%)	37 (0.07%)	1.06 (91.33%)	00:00:33	1.78	66 (0.08%)	66 (0.08%)	00:00:42	75.68%
44.	Arizona	34 (0.07%)	35 (0.08%)	37 (0.07%)	1.09 (94.02%)	00:00:24	1.57	58 (0.07%)	58 (0.07%)	00:00:42	86.49%
45.	Maine	31 (0.07%)	31 (0.07%)	31 (0.06%)	1.00 (86.40%)	00:00:22	1.39	43 (0.05%)	43 (0.05%)	00:00:56	74.19%
46.	Utah	29 (0.06%)	29 (0.06%)	30 (0.06%)	1.03 (89.38%)	00:01:05	1.30	39 (0.05%)	39 (0.05%)	00:03:37	83.33%
47.	Metro Manila	26 (0.06%)	26 (0.06%)	30 (0.06%)	1.15 (99.69%)	00:00:25	1.50	45 (0.06%)	45 (0.06%)	00:00:51	73.33%
48.	Nebraska	23 (0.05%)	23 (0.05%)	24 (0.04%)	1.04 (90.15%)	00:01:01	1.17	28 (0.03%)	28 (0.03%)	00:06:04	83.33%
49.	Vermont	22 (0.05%)	22 (0.05%)	23 (0.04%)	1.05 (90.32%)	00:00:34	1.04	24 (0.03%)	24 (0.03%)	00:13:10	95.65%
50.	State of Para	21 (0.05%)	21 (0.05%)	21 (0.04%)	1.00 (86.40%)	00:00:00	1.00	21 (0.03%)	21 (0.03%)	00:00:00	100.00%
51.	Idaho	21 (0.05%)	20 (0.04%)	24 (0.04%)	1.14 (98.74%)	00:00:00	1.00	24 (0.03%)	24 (0.03%)	00:00:00	100.00%
52.	British Columbia	19 (0.04%)	19 (0.04%)	19 (0.04%)	1.00 (86.40%)	00:00:14	1.32	25 (0.03%)	25 (0.03%)	00:00:44	78.95%
53.	Tokyo	19 (0.04%)	19 (0.04%)	19 (0.04%)	1.00 (86.40%)	00:00:17	1.05	20 (0.02%)	20 (0.02%)	62	94.74%
54.	Jeollabuk-do	18 (0.04%)	18 (0.04%)	18 (0.03%)	1.00 (86.40%)	00:00:00	1.00	18 (0.02%)	18 (0.02%)		100.00%

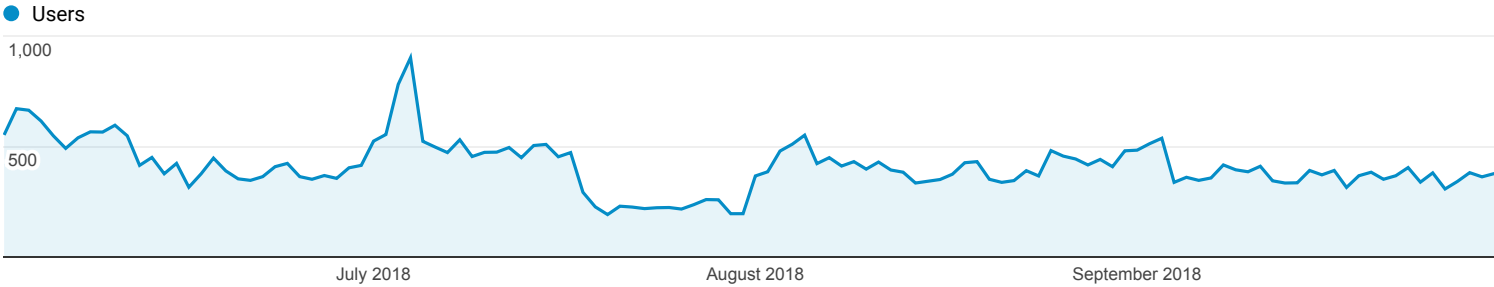


VNNF by Metro Area

All Users  
100.00% Users

Jun 1, 2018 - Sep 30, 2018


Report Table



Metro	Users	New Users	Sessions	Number of Sessions per User	Avg. Session Duration	Pages / Session	Pageviews	Avg. Time on Page	Bounce Rate
	45,886 % of Total: 99.96% (45,905)	45,423 % of Total: 100.00% (45,423)	53,735 % of Total: 100.00% (53,735)	1.17 % of Total: 100.04% (1.17)	00:01:03 Avg for View: 00:01:03 (0.00%)	1.52 Avg for View: 1.52 (0.00%)	81,765 % of Total: 100.00% (81,765)	00:02:00 Avg for View: 00:02:00 (0.00%)	79.23% Avg for View: 79.23% (0.00%)
1. Orlando-Daytona Beach-Melbourne FL	9,211 (19.53%)	8,856 (19.50%)	10,533 (19.60%)	1.14 (100.37%)	00:01:03	1.51	15,865 (19.40%)	00:02:05	77.58%
2. Tampa-St. Petersburg (Sarasota) FL	4,317 (9.15%)	4,208 (9.26%)	4,958 (9.23%)	1.15 (100.81%)	00:00:57	1.50	7,416 (9.07%)	00:01:56	78.36%
3. Miami-Ft. Lauderdale FL	3,570 (7.57%)	3,468 (7.63%)	4,130 (7.69%)	1.16 (101.54%)	00:00:52	1.44	5,963 (7.29%)	00:01:58	80.24%
4. Gainesville FL	2,939 (6.23%)	2,759 (6.07%)	3,798 (7.07%)	1.29 (113.43%)	00:03:05	2.37	8,990 (10.99%)	00:02:15	65.77%
5. Washington DC (Hagerstown MD)	2,712 (5.75%)	2,678 (5.90%)	2,933 (5.46%)	1.08 (94.93%)	00:00:16	1.14	3,338 (4.08%)	00:01:55	92.29%
6. Jacksonville FL	2,691 (5.71%)	2,550 (5.61%)	3,044 (5.66%)	1.13 (99.29%)	00:01:31	1.75	5,338 (6.53%)	00:01:59	69.68%
7. New York NY	2,194 (4.65%)	2,159 (4.75%)	2,436 (4.53%)	1.11 (97.45%)	00:00:25	1.24	3,018 (3.69%)	00:01:44	88.63%
8. (not set)	2,182 (4.63%)	2,086 (4.59%)	2,424 (4.51%)	1.11 (97.51%)	00:01:05	1.55	3,756 (4.59%)	00:01:58	79.21%
9. Philadelphia PA	1,801 (3.82%)	1,789 (3.94%)	1,955 (3.64%)	1.09 (95.28%)	00:00:15	1.14	2,221 (2.72%)	00:01:48	91.51%
10. Tallahassee FL-Thomasville GA	1,679 (3.56%)	1,599 (3.52%)	1,886 (3.51%)	1.12 (98.59%)	00:01:28	1.83	3,454 (4.22%)	00:01:46	67.13%
11. Madison WI	1,622 (3.44%)	1,521 (3.35%)	2,155 (4.01%)	1.33 (116.62%)	00:00:19	1.12	2,412 (2.95%)	00:02:36	93.18%
12. Atlanta GA	1,362 (2.89%)	1,303 (2.87%)	1,492 (2.78%)	1.10 (96.15%)	00:00:56	1.51	2,254 (2.76%)	00:01:50	76.01%
13. Boston MA-Manchester NH	1,333 (2.83%)	1,310 (2.88%)	1,496 (2.78%)	1.12 (98.51%)	00:00:24	1.18	1,771 (2.17%)	00:02:12	90.04%
14. West Palm Beach-Ft. Pierce FL	498 (1.06%)	484 (1.07%)	530 (0.99%)	1.06 (93.41%)	00:01:27	1.90	1,007 (1.23%)	00:01:37	68.11%
15. Chicago IL	415 (0.88%)	387 (0.85%)	525 (0.98%)	1.27 (111.04%)	00:00:52	1.53	804 (0.98%)	00:01:38	82.86%
16. Ft. Myers-Naples FL	378 (0.80%)	364 (0.80%)	426 (0.79%)	1.13 (98.92%)	00:01:30	1.81	770 (0.94%)	00:01:51	70.89%
17. Mobile AL-Pensacola (Ft. Walton Beach) FL	376 (0.80%)	364 (0.80%)	428 (0.80%)	1.14 (99.91%)	00:01:14	1.53	654 (0.80%)	00:02:19	76.17%
18. Birmingham (Ann and Tusc) AL	373 (0.79%)	349 (0.77%)	407 (0.76%)	1.09 (95.77%)	00:00:46	1.46	595 (0.73%)	00:01:37	76.41%
19. Panama City FL	372 (0.79%)	355 (0.78%)	417 (0.78%)	1.12 (98.39%)	00:01:26	1.68	700 (0.86%)	00:02:06	77.46%
20. Minneapolis-St. Paul MN	325	319	359	1.10	00:00:23	1.21	435	00:01:47	87.18%

60.	Minneapolis-St. Paul MN	302 (0.69%)	287 (0.70%)	331 (0.67%)	1.10 (96.96%)	00:00:23	1.21 (0.53%)	430 (0.53%)	00:01:47	87.19%
21.	Charlotte NC	302 (0.64%)	287 (0.63%)	331 (0.62%)	1.10 (96.20%)	00:00:40	1.30	430 (0.53%)	00:02:14	83.38%
22.	Nashville TN	259 (0.55%)	248 (0.55%)	287 (0.53%)	1.11 (97.26%)	00:01:08	1.40	402 (0.49%)	00:02:51	74.56%
23.	Detroit MI	228 (0.48%)	222 (0.49%)	253 (0.47%)	1.11 (97.40%)	00:00:59	1.40	355 (0.43%)	00:02:27	84.19%
24.	Dallas-Ft. Worth TX	223 (0.47%)	210 (0.46%)	244 (0.45%)	1.09 (96.04%)	00:00:59	1.49	363 (0.44%)	00:01:59	79.92%
25.	Buffalo NY	209 (0.44%)	207 (0.46%)	231 (0.43%)	1.11 (97.01%)	00:00:30	1.26	291 (0.36%)	00:01:56	89.18%
26.	Albany GA	195 (0.41%)	186 (0.41%)	222 (0.41%)	1.14 (99.93%)	00:01:00	1.58	350 (0.43%)	00:01:44	72.52%
27.	Albany-Schenectady-Troy NY	175 (0.37%)	165 (0.36%)	178 (0.33%)	1.02 (89.28%)	00:00:26	1.18	210 (0.26%)	00:02:23	90.45%
28.	Savannah GA	166 (0.35%)	152 (0.33%)	208 (0.39%)	1.25 (109.98%)	00:02:15	2.49	517 (0.63%)	00:01:31	61.06%
29.	Macon GA	158 (0.33%)	149 (0.33%)	170 (0.32%)	1.08 (94.44%)	00:01:56	1.73	294 (0.36%)	00:02:39	67.06%
30.	New Orleans LA	156 (0.33%)	152 (0.33%)	167 (0.31%)	1.07 (93.96%)	00:00:50	1.26	211 (0.26%)	00:03:11	80.84%
31.	Houston TX	145 (0.31%)	137 (0.30%)	168 (0.31%)	1.16 (101.70%)	00:00:57	1.43	240 (0.29%)	00:02:12	81.55%
32.	Rochester NY	142 (0.30%)	140 (0.31%)	148 (0.28%)	1.04 (91.48%)	00:00:09	1.20	177 (0.22%)	00:00:44	90.54%
33.	Raleigh-Durham (Fayetteville) NC	142 (0.30%)	134 (0.30%)	147 (0.27%)	1.04 (90.86%)	00:00:55	1.48	218 (0.27%)	00:01:54	78.23%
34.	Los Angeles CA	141 (0.30%)	139 (0.31%)	146 (0.27%)	1.04 (90.89%)	00:00:56	1.33	194 (0.24%)	00:02:52	80.82%
35.	Greenville-Spartanburg-Asheville-Anderson	137 (0.29%)	132 (0.29%)	158 (0.29%)	1.15 (101.23%)	00:00:59	1.40	221 (0.27%)	00:02:29	78.48%
36.	Syracuse NY	119 (0.25%)	119 (0.26%)	129 (0.24%)	1.08 (95.15%)	00:00:06	1.12	144 (0.18%)	00:00:52	90.70%
37.	San Francisco-Oakland-San Jose CA	118 (0.25%)	116 (0.26%)	133 (0.25%)	1.13 (98.93%)	00:00:56	1.59	212 (0.26%)	00:01:34	77.44%
38.	Denver CO	109 (0.23%)	106 (0.23%)	116 (0.22%)	1.06 (93.41%)	00:00:55	1.70	197 (0.24%)	00:01:18	82.76%
39.	St. Louis MO	95 (0.20%)	91 (0.20%)	101 (0.19%)	1.06 (93.32%)	00:00:47	1.23	124 (0.15%)	00:03:29	83.17%
40.	Indianapolis IN	90 (0.19%)	87 (0.19%)	97 (0.18%)	1.08 (94.60%)	00:00:35	1.43	139 (0.17%)	00:01:21	81.44%
41.	Seattle-Tacoma WA	84 (0.18%)	79 (0.17%)	97 (0.18%)	1.15 (101.36%)	00:00:34	1.33	129 (0.16%)	00:01:42	87.63%
42.	Charleston SC	83 (0.18%)	81 (0.18%)	88 (0.16%)	1.06 (93.06%)	00:01:27	1.64	144 (0.18%)	00:02:17	72.73%
43.	Milwaukee WI	81 (0.17%)	69 (0.15%)	98 (0.18%)	1.21 (106.19%)	00:00:23	1.12	110 (0.13%)	00:03:11	92.86%
44.	Cincinnati OH	80 (0.17%)	76 (0.17%)	88 (0.16%)	1.10 (96.55%)	00:01:19	1.45	128 (0.16%)	00:02:53	80.68%
45.	Hartford & New Haven CT	79 (0.17%)	77 (0.17%)	85 (0.16%)	1.08 (94.44%)	00:01:04	1.28	109 (0.13%)	00:03:36	78.82%
46.	Memphis TN	78 (0.17%)	74 (0.16%)	85 (0.16%)	1.09 (95.65%)	00:00:38	1.36	116 (0.14%)	00:01:44	83.53%
47.	Columbus OH	75 (0.16%)	71 (0.16%)	85 (0.16%)	1.13 (99.48%)	00:01:05	1.52	129 (0.16%)	00:02:06	78.82%
48.	Columbus GA	73 (0.15%)	66 (0.15%)	78 (0.15%)	1.07 (93.79%)	00:01:42	1.94	151 (0.18%)	00:01:49	64.10%
49.	Norfolk-Portsmouth-Newport News VA	73 (0.15%)	67 (0.15%)	79 (0.15%)	1.08 (94.99%)	00:01:26	1.48	117 (0.14%)	00:02:59	75.95%
50.	Knoxville TN	72 (0.15%)	66 (0.15%)	78 (0.15%)	1.08 (95.09%)	00:01:10	1.49	116 (0.14%)	00:02:23	74.36%
51.	Cleveland-Akron (Canton) OH	71 (0.15%)	69 (0.15%)	73 (0.14%)	1.03 (90.25%)	00:00:49	1.68	123 (0.15%)	00:01:12	73.97%
52.	Chattanooga TN	71 (0.15%)	69 (0.15%)	75 (0.14%)	1.06 (92.72%)	00:00:52	1.67	125 (0.15%)	00:01:17	73.33%
53.	Dothan AL	69 (0.15%)	65 (0.14%)	76 (0.14%)	1.10 (96.68%)	00:01:26	1.64	125 (0.15%)	00:02:13	67.11%
54.	Baltimore MD	68 (0.14%)	66 (0.15%)	70 (0.13%)	1.03 (90.35%)	00:00:36	1.29	90 (0.11%)	00:02:04	80.00%

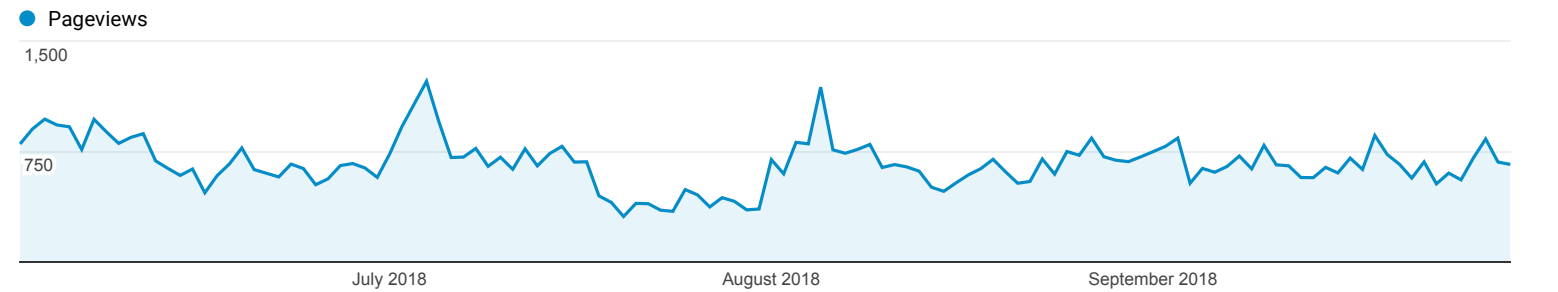
Pages



All Users  
100.00% Pageviews

Jun 1, 2018 - Sep 30, 2018

Explorer



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	81,765 % of Total: 100.00% (81,765)	67,821 % of Total: 100.00% (67,821)	00:02:00 Avg for View: 00:02:00 (0.00%)	53,701 % of Total: 100.00% (53,701)	79.23% Avg for View: 79.23% (0.00%)	65.68% Avg for View: 65.68% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	25,952 (31.74%)	22,285 (32.86%)	00:01:52	21,912 (40.80%)	84.80%	79.22%	\$0.00 (0.00%)
2. /things-to-do/rum-island-spring-and-park/	3,845 (4.70%)	3,244 (4.78%)	00:02:54	3,183 (5.93%)	70.33%	73.76%	\$0.00 (0.00%)
3. /blog/bay-scallops-the-best-of-floridas-big-bend/	2,736 (3.35%)	2,606 (3.84%)	00:10:30	2,596 (4.83%)	93.53%	94.44%	\$0.00 (0.00%)
4. /springs-guide/	2,260 (2.76%)	1,385 (2.04%)	00:01:25	798 (1.49%)	52.88%	38.36%	\$0.00 (0.00%)
5. /blog/10-wonderful-waters-in-natural-north-florida-to-cool-down-in-this-summer/	1,818 (2.22%)	1,612 (2.38%)	00:08:09	1,589 (2.96%)	73.71%	86.96%	\$0.00 (0.00%)
6. /places-to-stay/shired-island-campground/	1,532 (1.87%)	1,311 (1.93%)	00:03:43	1,290 (2.40%)	73.49%	79.57%	\$0.00 (0.00%)
7. /blog/wheres-the-beach-at-horseshoe-beach/	1,207 (1.48%)	1,115 (1.64%)	00:02:56	1,102 (2.05%)	89.30%	88.15%	\$0.00 (0.00%)
8. /blog/4-spectacular-florida-springs-for-beginner-scuba-divers/	1,057 (1.29%)	865 (1.28%)	00:03:03	854 (1.59%)	73.92%	71.05%	\$0.00 (0.00%)
9. /events/	849 (1.04%)	593 (0.87%)	00:00:36	153 (0.28%)	46.41%	21.08%	\$0.00 (0.00%)
10. /map/	823 (1.01%)	651 (0.96%)	00:01:33	197 (0.37%)	76.14%	38.27%	\$0.00 (0.00%)
11. /cedar-key/	709 (0.87%)	514 (0.76%)	00:01:29	381 (0.71%)	69.03%	53.60%	\$0.00 (0.00%)
12. /events/lake-city-4th-july-fireworks/	656 (0.80%)	579 (0.85%)	00:02:15	578 (1.08%)	84.78%	84.76%	\$0.00 (0.00%)
13. /things-to-do/devils-den-spring/	600 (0.73%)	546 (0.81%)	00:02:06	537 (1.00%)	83.05%	82.83%	\$0.00 (0.00%)
14. /events/city-willistons-4th-july-celebration/	586 (0.72%)	515 (0.76%)	00:02:40	513 (0.96%)	84.80%	84.13%	\$0.00 (0.00%)
15. /contact/	555 (0.68%)	479 (0.71%)	00:01:03	81 (0.15%)	76.83%	38.74%	\$0.00 (0.00%)
16. /cross-city/	555 (0.68%)	433 (0.64%)	00:02:37	384 (0.72%)	72.14%	61.80%	\$0.00 (0.00%)
17. /lake-city/	550 (0.67%)	428 (0.63%)	00:01:56	354 (0.66%)	68.08%	57.64%	\$0.00 (0.00%)
18. /spring-trails/rum-island-springs/	541 (0.66%)	498 (0.73%)	00:03:20	270 (0.50%)	74.54%	79.11%	\$0.00 (0.00%)
19. /bike-trails/	494 (0.60%)	290 (0.43%)	00:01:22	97 (0.18%)	44.33%	22.27%	\$0.00 (0.00%)
20. /panacea/	490	398	00:01:54	341	67.16%	59.50%	\$0.00

20.	<a href="#">/panacea/</a>	<b>438</b> (0.54%)	<b>294</b> (0.43%)	00:01:34	<b>59</b> (0.11%)	58.33%	27.63%	<b>\$0.00</b> (0.00%)
21.	<a href="#">/florida-state-parks/</a>	<b>406</b> (0.50%)	<b>333</b> (0.49%)	00:01:56	<b>314</b> (0.58%)	68.15%	71.18%	<b>\$0.00</b> (0.00%)
22.	<a href="#">/things-to-do/hagens-cove-park/</a>	<b>390</b> (0.48%)	<b>174</b> (0.26%)	00:02:30	<b>50</b> (0.09%)	52.00%	17.95%	<b>\$0.00</b> (0.00%)
23.	<a href="#">/paddling-trails/</a>	<b>370</b> (0.45%)	<b>321</b> (0.47%)	00:02:38	<b>288</b> (0.54%)	84.72%	80.81%	<b>\$0.00</b> (0.00%)
24.	<a href="#">/spring-trails/ginnie-springs/</a>	<b>363</b> (0.44%)	<b>303</b> (0.45%)	00:04:02	<b>301</b> (0.56%)	79.73%	76.03%	<b>\$0.00</b> (0.00%)
25.	<a href="#">/monticello/</a>	<b>346</b> (0.42%)	<b>255</b> (0.38%)	00:01:57	<b>206</b> (0.38%)	65.05%	54.34%	<b>\$0.00</b> (0.00%)
26.	<a href="#">/things-to-do/woodpecker-mud-bog/</a>	<b>340</b> (0.42%)	<b>277</b> (0.41%)	00:03:09	<b>276</b> (0.51%)	68.23%	77.35%	<b>\$0.00</b> (0.00%)
27.	<a href="#">/mayo/</a>	<b>339</b> (0.41%)	<b>256</b> (0.38%)	00:01:47	<b>213</b> (0.40%)	64.32%	53.39%	<b>\$0.00</b> (0.00%)
28.	<a href="#">/things-to-do/falling-creek-falls/</a>	<b>328</b> (0.40%)	<b>295</b> (0.43%)	00:02:45	<b>269</b> (0.50%)	78.81%	79.57%	<b>\$0.00</b> (0.00%)
29.	<a href="#">/levy-county/</a>	<b>321</b> (0.39%)	<b>245</b> (0.36%)	00:01:58	<b>216</b> (0.40%)	74.07%	60.12%	<b>\$0.00</b> (0.00%)
30.	<a href="#">/blog/sizzlin-summertime-fishing-cedar-key-levy-county-florida/</a>	<b>316</b> (0.39%)	<b>289</b> (0.43%)	00:08:00	<b>280</b> (0.52%)	87.14%	87.03%	<b>\$0.00</b> (0.00%)
31.	<a href="#">/map/?category=camping</a>	<b>315</b> (0.39%)	<b>248</b> (0.37%)	00:01:57	<b>34</b> (0.06%)	47.22%	33.65%	<b>\$0.00</b> (0.00%)
32.	<a href="#">/spring-trails/little-river-springs/</a>	<b>312</b> (0.38%)	<b>279</b> (0.41%)	00:05:19	<b>262</b> (0.49%)	83.59%	83.33%	<b>\$0.00</b> (0.00%)
33.	<a href="#">/starke/</a>	<b>297</b> (0.36%)	<b>201</b> (0.30%)	00:01:51	<b>159</b> (0.30%)	67.92%	51.85%	<b>\$0.00</b> (0.00%)
34.	<a href="#">/events/36th-annual-pioneer-day-festival/</a>	<b>291</b> (0.36%)	<b>215</b> (0.32%)	00:01:55	<b>212</b> (0.39%)	48.58%	64.95%	<b>\$0.00</b> (0.00%)
35.	<a href="#">/trip-planner/</a>	<b>288</b> (0.35%)	<b>164</b> (0.24%)	00:00:27	<b>24</b> (0.04%)	65.22%	18.75%	<b>\$0.00</b> (0.00%)
36.	<a href="#">/live-oak/</a>	<b>275</b> (0.34%)	<b>209</b> (0.31%)	00:01:52	<b>122</b> (0.23%)	67.21%	46.91%	<b>\$0.00</b> (0.00%)
37.	<a href="#">/things-to-do/alligator-lake-park/</a>	<b>273</b> (0.33%)	<b>238</b> (0.35%)	00:02:46	<b>225</b> (0.42%)	78.22%	80.22%	<b>\$0.00</b> (0.00%)
38.	<a href="#">/blog/dont-miss-the-annual-smokin-in-the-pines-bbq-and-music-festival-perry-florida-september-21-and-22-2018/</a>	<b>272</b> (0.33%)	<b>207</b> (0.31%)	00:01:45	<b>180</b> (0.34%)	78.89%	67.28%	<b>\$0.00</b> (0.00%)
39.	<a href="#">/brochure-center/</a>	<b>270</b> (0.33%)	<b>226</b> (0.33%)	00:02:03	<b>43</b> (0.08%)	76.74%	42.59%	<b>\$0.00</b> (0.00%)
40.	<a href="#">/minutes-notice-agenda/</a>	<b>269</b> (0.33%)	<b>232</b> (0.34%)	00:01:43	<b>41</b> (0.08%)	80.49%	42.75%	<b>\$0.00</b> (0.00%)
41.	<a href="#">/perry/</a>	<b>267</b> (0.33%)	<b>200</b> (0.29%)	00:01:57	<b>150</b> (0.28%)	70.00%	54.31%	<b>\$0.00</b> (0.00%)
42.	<a href="#">/things-to-do/historic-district-downtown-lake-city/</a>	<b>263</b> (0.32%)	<b>219</b> (0.32%)	00:01:16	<b>205</b> (0.38%)	65.85%	68.82%	<b>\$0.00</b> (0.00%)
43.	<a href="#">/things-to-do/gornto-springs/</a>	<b>261</b> (0.32%)	<b>231</b> (0.34%)	00:03:58	<b>218</b> (0.41%)	75.69%	78.54%	<b>\$0.00</b> (0.00%)
44.	<a href="#">/suwannee-county/</a>	<b>259</b> (0.32%)	<b>187</b> (0.28%)	00:02:26	<b>159</b> (0.30%)	78.12%	60.62%	<b>\$0.00</b> (0.00%)
45.	<a href="#">/gainesville/</a>	<b>258</b> (0.32%)	<b>149</b> (0.22%)	00:02:07	<b>26</b> (0.05%)	46.15%	18.99%	<b>\$0.00</b> (0.00%)
46.	<a href="#">/where-are-we/</a>	<b>255</b> (0.31%)	<b>166</b> (0.24%)	00:01:53	<b>21</b> (0.04%)	61.90%	20.39%	<b>\$0.00</b> (0.00%)
47.	<a href="#">/map/?category=lodging</a>	<b>254</b> (0.31%)	<b>208</b> (0.31%)	00:01:41	<b>36</b> (0.07%)	63.89%	42.13%	<b>\$0.00</b> (0.00%)
48.	<a href="#">/spring-trails/wacissa-river-springs/</a>	<b>239</b> (0.29%)	<b>212</b> (0.31%)	00:01:47	<b>140</b> (0.26%)	79.29%	62.34%	<b>\$0.00</b> (0.00%)
49.	<a href="#">/events/?month=10&amp;year=2018</a>	<b>227</b> (0.28%)	<b>148</b> (0.22%)	00:00:37	<b>8</b> (0.01%)	75.00%	14.10%	<b>\$0.00</b> (0.00%)
50.	<a href="#">/forests-and-wildlife-refuges/</a>	<b>214</b> (0.26%)	<b>158</b> (0.23%)	00:01:22	<b>22</b> (0.04%)	68.18%	24.30%	<b>\$0.00</b> (0.00%)
51.	<a href="#">/things-to-do/henry-beck-park/</a>	<b>207</b> (0.25%)	<b>171</b> (0.25%)	00:02:30	<b>168</b> (0.31%)	70.24%	76.81%	<b>\$0.00</b> (0.00%)
52.	<a href="#">/blog/fossilized-florida-a-guide-to-finding-fossils-in-florida-creeks/</a>	<b>191</b> (0.23%)	<b>172</b> (0.25%)	00:02:34	<b>171</b> (0.32%)	87.13% 66	86.39%	<b>\$0.00</b> (0.00%)
53.	<a href="#">/blog/steinhatchee-fishing-forecast-for-september-and-october-2018/</a>	<b>184</b> (0.23%)	<b>160</b> (0.24%)	00:02:37	<b>142</b> (0.26%)	85.21%	78.26%	<b>\$0.00</b> (0.00%)

55.	<a href="#">/madison/</a>	<b>174</b> (0.21%)	<b>132</b> (0.19%)	00:02:13	<b>80</b> (0.15%)	73.75%	44.83%	<b>\$0.00</b> (0.00%)
56.	<a href="#">/about/</a>	<b>168</b> (0.21%)	<b>141</b> (0.21%)	00:00:53	<b>22</b> (0.04%)	59.09%	30.36%	<b>\$0.00</b> (0.00%)
57.	<a href="#">/map/?category=paddling</a>	<b>168</b> (0.21%)	<b>137</b> (0.20%)	00:01:37	<b>21</b> (0.04%)	52.38%	27.98%	<b>\$0.00</b> (0.00%)
58.	<a href="#">/things-to-do/lake-alto-park/</a>	<b>167</b> (0.20%)	<b>146</b> (0.22%)	00:02:26	<b>144</b> (0.27%)	71.53%	84.43%	<b>\$0.00</b> (0.00%)
59.	<a href="#">/blog/wade-for-bay-scallops-at-taylor-countys-hagens-cove-park/</a>	<b>166</b> (0.20%)	<b>131</b> (0.19%)	00:04:57	<b>110</b> (0.20%)	72.73%	67.47%	<b>\$0.00</b> (0.00%)
60.	<a href="#">/blog/</a>	<b>165</b> (0.20%)	<b>110</b> (0.16%)	00:01:07	<b>30</b> (0.06%)	48.28%	22.42%	<b>\$0.00</b> (0.00%)
61.	<a href="#">/search/?q=ginnie</a>	<b>160</b> (0.20%)	<b>121</b> (0.18%)	00:01:19	<b>62</b> (0.12%)	48.39%	45.00%	<b>\$0.00</b> (0.00%)
62.	<a href="#">/blog/a-closer-look-at-cross-citys-historic-putnam-lodge/</a>	<b>154</b> (0.19%)	<b>136</b> (0.20%)	00:05:49	<b>134</b> (0.25%)	87.31%	85.06%	<b>\$0.00</b> (0.00%)
63.	<a href="#">/blog/fish-shired-island-near-horseshoe-beach-in-dixie-county-florida/</a>	<b>147</b> (0.18%)	<b>137</b> (0.20%)	00:04:46	<b>117</b> (0.22%)	80.17%	78.91%	<b>\$0.00</b> (0.00%)
64.	<a href="#">/map/?category=fishing</a>	<b>147</b> (0.18%)	<b>114</b> (0.17%)	00:01:52	<b>25</b> (0.05%)	72.00%	28.57%	<b>\$0.00</b> (0.00%)
65.	<a href="#">/events/?month=9&amp;year=2018</a>	<b>145</b> (0.18%)	<b>107</b> (0.16%)	00:00:13	<b>0</b> (0.00%)	0.00%	10.34%	<b>\$0.00</b> (0.00%)
66.	<a href="#">/events/49th-annual-cedar-key-seafood-festival/</a>	<b>144</b> (0.18%)	<b>124</b> (0.18%)	00:02:23	<b>83</b> (0.15%)	79.52%	65.28%	<b>\$0.00</b> (0.00%)
67.	<a href="#">/map/?category=rentals</a>	<b>139</b> (0.17%)	<b>118</b> (0.17%)	00:02:03	<b>21</b> (0.04%)	54.55%	29.50%	<b>\$0.00</b> (0.00%)
68.	<a href="#">/vnnp-publications/</a>	<b>139</b> (0.17%)	<b>99</b> (0.15%)	00:00:32	<b>30</b> (0.06%)	50.00%	34.53%	<b>\$0.00</b> (0.00%)
69.	<a href="#">/blog/natural-north-floridas-gilchrist-blue-springs-now-floridas-newest-state-park-11117/</a>	<b>136</b> (0.17%)	<b>117</b> (0.17%)	00:01:49	<b>61</b> (0.11%)	80.33%	52.94%	<b>\$0.00</b> (0.00%)
70.	<a href="#">/jasper/</a>	<b>136</b> (0.17%)	<b>110</b> (0.16%)	00:01:27	<b>56</b> (0.10%)	71.43%	41.91%	<b>\$0.00</b> (0.00%)
71.	<a href="#">/blog/three-natural-north-florida-springs-free/</a>	<b>134</b> (0.16%)	<b>119</b> (0.18%)	00:03:13	<b>90</b> (0.17%)	83.33%	72.39%	<b>\$0.00</b> (0.00%)
72.	<a href="#">/blog/category/one-day-trips/</a>	<b>133</b> (0.16%)	<b>101</b> (0.15%)	00:00:47	<b>10</b> (0.02%)	40.00%	18.80%	<b>\$0.00</b> (0.00%)
73.	<a href="#">/map/?category=resorts</a>	<b>133</b> (0.16%)	<b>107</b> (0.16%)	00:01:00	<b>15</b> (0.03%)	68.75%	28.57%	<b>\$0.00</b> (0.00%)
74.	<a href="#">/blog/gainesvilles-best-2018-festival-schedule-save-dates/</a>	<b>132</b> (0.16%)	<b>113</b> (0.17%)	00:01:49	<b>110</b> (0.20%)	77.27%	83.33%	<b>\$0.00</b> (0.00%)
75.	<a href="#">/blog/scuba-diving-at-its-best-at-devils-den-and-blue-grotto-springs-in-levy-county-florida/</a>	<b>130</b> (0.16%)	<b>113</b> (0.17%)	00:05:06	<b>110</b> (0.20%)	82.73%	85.38%	<b>\$0.00</b> (0.00%)
76.	<a href="#">/lake-butler/</a>	<b>130</b> (0.16%)	<b>97</b> (0.14%)	00:01:33	<b>39</b> (0.07%)	66.67%	33.08%	<b>\$0.00</b> (0.00%)
77.	<a href="#">/dixie-county/</a>	<b>127</b> (0.16%)	<b>72</b> (0.11%)	00:02:16	<b>46</b> (0.09%)	54.35%	33.07%	<b>\$0.00</b> (0.00%)
78.	<a href="#">/hamilton-county/</a>	<b>126</b> (0.15%)	<b>86</b> (0.13%)	00:01:38	<b>50</b> (0.09%)	70.00%	42.06%	<b>\$0.00</b> (0.00%)
79.	<a href="#">/map/?category=seafood</a>	<b>126</b> (0.15%)	<b>115</b> (0.17%)	00:01:26	<b>21</b> (0.04%)	66.67%	37.30%	<b>\$0.00</b> (0.00%)
80.	<a href="#">/alachua-county/</a>	<b>124</b> (0.15%)	<b>89</b> (0.13%)	00:02:02	<b>40</b> (0.07%)	57.50%	37.10%	<b>\$0.00</b> (0.00%)
81.	<a href="#">/blog/expect-great-fall-fishing-action-at-cedar-keys-seahorse-reef/</a>	<b>124</b> (0.15%)	<b>91</b> (0.13%)	00:02:32	<b>86</b> (0.16%)	54.65%	58.87%	<b>\$0.00</b> (0.00%)
82.	<a href="#">/things-to-do/lake-desoto/</a>	<b>124</b> (0.15%)	<b>111</b> (0.16%)	00:07:29	<b>101</b> (0.19%)	78.22%	79.84%	<b>\$0.00</b> (0.00%)
83.	<a href="#">/trenton/</a>	<b>123</b> (0.15%)	<b>82</b> (0.12%)	00:00:53	<b>47</b> (0.09%)	61.70%	39.84%	<b>\$0.00</b> (0.00%)
84.	<a href="#">/map/?category=culture</a>	<b>122</b> (0.15%)	<b>102</b> (0.15%)	00:00:57	<b>20</b> (0.04%)	95.00%	42.62%	<b>\$0.00</b> (0.00%)
85.	<a href="#">/map/?category=diving</a>	<b>120</b> (0.15%)	<b>106</b> (0.16%)	00:01:25	<b>28</b> (0.05%)	75.00%	37.50%	<b>\$0.00</b> (0.00%)
86.	<a href="#">/things-to-do/lake-montgomery-lake-hamburg/</a>	<b>120</b> (0.15%)	<b>106</b> (0.16%)	00:02:01	<b>104</b> (0.19%)	83.65%	83.33%	<b>\$0.00</b> (0.00%)
87.	<a href="#">/things-to-do/manatee-springs-state-park-2/</a>	<b>114</b> (0.14%)	<b>101</b> (0.15%)	00:03:47	<b>44</b> (0.08%)	77.27%	62.28%	<b>\$0.00</b> (0.00%)
88.	<a href="#">/blog/party-in-the-pines-october-19-20-2018-music-camping-and-fun-at-bienville-p-lantation-in-hamilton-county-florida/</a>	<b>111</b> (0.14%)	<b>94</b> (0.14%)	00:01:37	<b>81</b> (0.15%)	83.95%	72.07%	<b>\$0.00</b> (0.00%)



123.	<a href="#">/blog/things-to-do-in-bradford-county/</a>	<b>73</b> (0.09%)	<b>53</b> (0.10%)	00:00:59	<b>8</b> (0.01%)	75.00%	38.16%	<b>\$0.00</b> (0.00%)
124.	<a href="#">/things-to-do/the-original-florida-tourism-task-force/</a>	<b>75</b> (0.09%)	<b>60</b> (0.09%)	00:01:55	<b>55</b> (0.10%)	34.55%	30.67%	<b>\$0.00</b> (0.00%)
125.	<a href="#">/map/?category=american</a>	<b>74</b> (0.09%)	<b>69</b> (0.10%)	00:00:45	<b>14</b> (0.03%)	71.43%	36.49%	<b>\$0.00</b> (0.00%)
126.	<a href="#">/map/?category=equestrian</a>	<b>74</b> (0.09%)	<b>63</b> (0.09%)	00:00:33	<b>12</b> (0.02%)	75.00%	36.49%	<b>\$0.00</b> (0.00%)
127.	<a href="#">/things-to-do/suwannee-river-wilderness-trail/</a>	<b>74</b> (0.09%)	<b>44</b> (0.06%)	00:04:14	<b>6</b> (0.01%)	16.67%	24.32%	<b>\$0.00</b> (0.00%)
128.	<a href="#">/blog/the-best-fishing-at-suwannee-and-maybe-at-cedar-key-suwannee-sound/</a>	<b>73</b> (0.09%)	<b>66</b> (0.10%)	00:07:52	<b>63</b> (0.12%)	64.06%	79.45%	<b>\$0.00</b> (0.00%)
129.	<a href="#">/lafayette-county/</a>	<b>72</b> (0.09%)	<b>56</b> (0.08%)	00:01:20	<b>42</b> (0.08%)	78.57%	54.17%	<b>\$0.00</b> (0.00%)
130.	<a href="#">/map/?category=marinas</a>	<b>72</b> (0.09%)	<b>64</b> (0.09%)	00:00:41	<b>17</b> (0.03%)	77.78%	44.44%	<b>\$0.00</b> (0.00%)
131.	<a href="#">/map/?category=outfitters</a>	<b>72</b> (0.09%)	<b>52</b> (0.08%)	00:01:46	<b>9</b> (0.02%)	88.89%	18.06%	<b>\$0.00</b> (0.00%)
132.	<a href="#">/map/?category=shopping</a>	<b>72</b> (0.09%)	<b>65</b> (0.10%)	00:02:53	<b>15</b> (0.03%)	66.67%	48.61%	<b>\$0.00</b> (0.00%)
133.	<a href="#">/places-to-stay/panacea-motel/</a>	<b>72</b> (0.09%)	<b>50</b> (0.07%)	00:01:42	<b>43</b> (0.08%)	65.12%	59.72%	<b>\$0.00</b> (0.00%)
134.	<a href="#">/blog/big-grass-island-a-landmark-for-steinhatchee-and-keaton-beach-anglers/</a>	<b>71</b> (0.09%)	<b>66</b> (0.10%)	00:05:12	<b>64</b> (0.12%)	90.62%	90.14%	<b>\$0.00</b> (0.00%)
135.	<a href="#">/blog/follow-that-dream-down-highway-40-to-yankeetown/</a>	<b>71</b> (0.09%)	<b>64</b> (0.09%)	00:03:42	<b>58</b> (0.11%)	81.03%	78.87%	<b>\$0.00</b> (0.00%)
136.	<a href="#">/blog/scallop-harvest-forecast-numbers-will-be-released-at-the-2018-scallop-seminar-at-steinhatchee-june-15-7pm/</a>	<b>70</b> (0.09%)	<b>64</b> (0.09%)	00:01:54	<b>57</b> (0.11%)	89.47%	82.86%	<b>\$0.00</b> (0.00%)
137.	<a href="#">/spring-trails/madison-blue-springs/</a>	<b>70</b> (0.09%)	<b>61</b> (0.09%)	00:02:44	<b>22</b> (0.04%)	81.82%	54.29%	<b>\$0.00</b> (0.00%)
138.	<a href="#">/things-to-do/eugene-l-matthews-historical-museum/</a>	<b>68</b> (0.08%)	<b>59</b> (0.09%)	00:04:18	<b>52</b> (0.10%)	80.77%	69.12%	<b>\$0.00</b> (0.00%)
139.	<a href="#">/blog/fort-white-good-jumping-off-spot-ichetucknee-springs-state-park/</a>	<b>67</b> (0.08%)	<b>58</b> (0.09%)	00:01:42	<b>13</b> (0.02%)	92.31%	31.34%	<b>\$0.00</b> (0.00%)
140.	<a href="#">/blog/kayak-shell-mound-near-cedar-key-florida/</a>	<b>67</b> (0.08%)	<b>61</b> (0.09%)	00:11:36	<b>59</b> (0.11%)	67.80%	85.07%	<b>\$0.00</b> (0.00%)
141.	<a href="#">/things-to-do/devils-den-spring/www.devilsden.com</a>	<b>67</b> (0.08%)	<b>44</b> (0.06%)	00:00:37	<b>8</b> (0.01%)	87.50%	43.28%	<b>\$0.00</b> (0.00%)
142.	<a href="#">/spring-trails/ichetucknee-springs/</a>	<b>66</b> (0.08%)	<b>43</b> (0.06%)	00:02:37	<b>21</b> (0.04%)	71.43%	48.48%	<b>\$0.00</b> (0.00%)
143.	<a href="#">/events/?month=12&amp;year=2018</a>	<b>65</b> (0.08%)	<b>45</b> (0.07%)	00:00:32	<b>1</b> (0.00%)	0.00%	13.85%	<b>\$0.00</b> (0.00%)
144.	<a href="#">/spring-trails/manatee-springs/</a>	<b>65</b> (0.08%)	<b>59</b> (0.09%)	00:00:58	<b>8</b> (0.01%)	87.50%	36.92%	<b>\$0.00</b> (0.00%)
145.	<a href="#">/blog/dont-have-a-boat-give-cedar-keys-fishing-pier-a-try/</a>	<b>64</b> (0.08%)	<b>61</b> (0.09%)	00:04:21	<b>58</b> (0.11%)	89.66%	89.06%	<b>\$0.00</b> (0.00%)
146.	<a href="#">/blog/head-down-dixie-countys-road-to-nowhere-for-some-excellent-paddling/</a>	<b>64</b> (0.08%)	<b>57</b> (0.08%)	00:03:16	<b>54</b> (0.10%)	79.63%	78.12%	<b>\$0.00</b> (0.00%)
147.	<a href="#">/blog/natural-north-florida-springs-cool-in-summer-warm-in-winter/</a>	<b>64</b> (0.08%)	<b>57</b> (0.08%)	00:00:57	<b>48</b> (0.09%)	89.58%	81.25%	<b>\$0.00</b> (0.00%)
148.	<a href="#">/things-to-do/lake-city-columbia-county-historical-museum/</a>	<b>64</b> (0.08%)	<b>54</b> (0.08%)	00:02:16	<b>50</b> (0.09%)	58.00%	71.88%	<b>\$0.00</b> (0.00%)
149.	<a href="#">/places-to-stay/riverside-marina-and-cottages/</a>	<b>63</b> (0.08%)	<b>49</b> (0.07%)	00:02:10	<b>48</b> (0.09%)	50.00%	68.25%	<b>\$0.00</b> (0.00%)
150.	<a href="#">/blog/look-for-redfish-at-yankeetown-and-the-mouth-of-the-withlacoochee-river/</a>	<b>62</b> (0.08%)	<b>57</b> (0.08%)	00:03:35	<b>52</b> (0.10%)	84.62%	83.87%	<b>\$0.00</b> (0.00%)
151.	<a href="#">/spring-trails/bronson-blue-springs/</a>	<b>62</b> (0.08%)	<b>57</b> (0.08%)	00:01:39	<b>36</b> (0.07%)	72.22%	59.68%	<b>\$0.00</b> (0.00%)
152.	<a href="#">/things-to-do/sopchoppy-river/</a>	<b>61</b> (0.07%)	<b>29</b> (0.04%)	00:02:33	<b>6</b> (0.01%)	66.67%	22.95%	<b>\$0.00</b> (0.00%)
153.	<a href="#">/blog/kayak-and-fish-cedar-keys-backwaters/</a>	<b>60</b> (0.07%)	<b>58</b> (0.09%)	00:11:59	<b>54</b> (0.10%)	85.19%	95.00%	<b>\$0.00</b> (0.00%)
154.	<a href="#">/things-to-do/bronson-blue-springs/</a>	<b>60</b> (0.07%)	<b>57</b> (0.08%)	00:01:15	<b>41</b> (0.08%)	71.43%	80.00%	<b>\$0.00</b> (0.00%)
155.	<a href="#">/things-to-do/camp-crystal-lake/</a>	<b>60</b> (0.07%)	<b>53</b> (0.08%)	00:02:23	<b>43</b> (0.08%)	76.74%	73.33%	<b>\$0.00</b> (0.00%)
156.	<a href="#">/events/free-fireworks-around-gorgeous-north-florida-lake/</a>	<b>59</b> (0.07%)	<b>51</b> (0.08%)	00:01:50	<b>50</b> (0.09%)	84.00%	83.05%	<b>\$0.00</b> (0.00%)
157.	<a href="#">/places-to-stay/ginnie-springs-outdoors/</a>	<b>59</b> (0.07%)	<b>51</b> (0.08%)	00:03:08	<b>34</b> (0.06%)	88.24%	71.19%	<b>\$0.00</b> (0.00%)

158.	<a href="#">/things-to-do/fishing-in-madison-county/</a>	<b>59</b> <small>(0.07%)</small>	<b>53</b> <small>(0.08%)</small>	00:03:16	<b>46</b> <small>(0.09%)</small>	73.91%	72.88%	<b>\$0.00</b> <small>(0.00%)</small>
159.	<a href="#">/things-to-do/scuba-monkey-dive-center/</a>	<b>59</b> <small>(0.07%)</small>	<b>50</b> <small>(0.07%)</small>	00:02:39	<b>28</b> <small>(0.05%)</small>	67.86%	54.24%	<b>\$0.00</b> <small>(0.00%)</small>
160.	<a href="#">/things-to-do/watertown-lake/</a>	<b>59</b> <small>(0.07%)</small>	<b>53</b> <small>(0.08%)</small>	00:02:34	<b>43</b> <small>(0.08%)</small>	79.07%	76.27%	<b>\$0.00</b> <small>(0.00%)</small>
161.	<a href="#">/bike-trail/steinhatchee-perry-via-keaton-beach/</a>	<b>57</b> <small>(0.07%)</small>	<b>55</b> <small>(0.08%)</small>	00:06:18	<b>50</b> <small>(0.09%)</small>	88.00%	82.46%	<b>\$0.00</b> <small>(0.00%)</small>
162.	<a href="#">/blog/catch-suwannee-bass-santa-fe-river/</a>	<b>57</b> <small>(0.07%)</small>	<b>48</b> <small>(0.07%)</small>	00:07:34	<b>47</b> <small>(0.09%)</small>	89.36%	82.46%	<b>\$0.00</b> <small>(0.00%)</small>
163.	<a href="#">/blog/fehrenbachers-artisan-sausages-and-butcher-shop-a-taste-of-europe-in-downtown-gainesville-fl/</a>	<b>57</b> <small>(0.07%)</small>	<b>54</b> <small>(0.08%)</small>	00:03:07	<b>45</b> <small>(0.08%)</small>	91.11%	78.95%	<b>\$0.00</b> <small>(0.00%)</small>
164.	<a href="#">/events/folk-in-the-springs-2/</a>	<b>56</b> <small>(0.07%)</small>	<b>51</b> <small>(0.08%)</small>	00:02:00	<b>7</b> <small>(0.01%)</small>	100.00%	35.71%	<b>\$0.00</b> <small>(0.00%)</small>
165.	<a href="#">/events/high-springs-annual-fall-festival/</a>	<b>56</b> <small>(0.07%)</small>	<b>43</b> <small>(0.06%)</small>	00:01:18	<b>42</b> <small>(0.08%)</small>	64.29%	75.00%	<b>\$0.00</b> <small>(0.00%)</small>
166.	<a href="#">/things-to-do/lochloosa-park/</a>	<b>56</b> <small>(0.07%)</small>	<b>51</b> <small>(0.08%)</small>	00:01:17	<b>51</b> <small>(0.09%)</small>	80.39%	83.93%	<b>\$0.00</b> <small>(0.00%)</small>
167.	<a href="#">/events/spirit-greenville-4th-july-fireworks-show-haffye-hays-park/</a>	<b>55</b> <small>(0.07%)</small>	<b>44</b> <small>(0.06%)</small>	00:01:38	<b>32</b> <small>(0.06%)</small>	71.88%	56.36%	<b>\$0.00</b> <small>(0.00%)</small>
168.	<a href="#">/map/?view=outline</a>	<b>55</b> <small>(0.07%)</small>	<b>9</b> <small>(0.01%)</small>	00:02:36	<b>6</b> <small>(0.01%)</small>	16.67%	14.55%	<b>\$0.00</b> <small>(0.00%)</small>
169.	<a href="#">/places-to-stay/river-run-campground/</a>	<b>55</b> <small>(0.07%)</small>	<b>45</b> <small>(0.07%)</small>	00:02:00	<b>45</b> <small>(0.08%)</small>	60.00%	69.09%	<b>\$0.00</b> <small>(0.00%)</small>
170.	<a href="#">/spring-trails/poesprings/</a>	<b>55</b> <small>(0.07%)</small>	<b>52</b> <small>(0.08%)</small>	00:00:58	<b>29</b> <small>(0.05%)</small>	86.21%	67.27%	<b>\$0.00</b> <small>(0.00%)</small>
171.	<a href="#">/things-to-do/sopchoppy-iii/</a>	<b>55</b> <small>(0.07%)</small>	<b>23</b> <small>(0.03%)</small>	00:03:59	<b>4</b> <small>(0.01%)</small>	25.00%	12.73%	<b>\$0.00</b> <small>(0.00%)</small>
172.	<a href="#">/blog/autumn-activities/</a>	<b>54</b> <small>(0.07%)</small>	<b>52</b> <small>(0.08%)</small>	00:02:01	<b>47</b> <small>(0.09%)</small>	87.23%	81.48%	<b>\$0.00</b> <small>(0.00%)</small>
173.	<a href="#">/blog/category/off-the-beaten-path/</a>	<b>54</b> <small>(0.07%)</small>	<b>41</b> <small>(0.06%)</small>	00:00:52	<b>16</b> <small>(0.03%)</small>	93.75%	37.04%	<b>\$0.00</b> <small>(0.00%)</small>
174.	<a href="#">/places-to-stay/mcculley-farms-campground/</a>	<b>54</b> <small>(0.07%)</small>	<b>45</b> <small>(0.07%)</small>	00:02:14	<b>44</b> <small>(0.08%)</small>	68.18%	75.93%	<b>\$0.00</b> <small>(0.00%)</small>
175.	<a href="#">/bradford-county/</a>	<b>53</b> <small>(0.06%)</small>	<b>40</b> <small>(0.06%)</small>	00:02:14	<b>24</b> <small>(0.04%)</small>	70.83%	45.28%	<b>\$0.00</b> <small>(0.00%)</small>
176.	<a href="#">/places-to-stay/rock-island-house-cottages/</a>	<b>53</b> <small>(0.06%)</small>	<b>43</b> <small>(0.06%)</small>	00:03:46	<b>40</b> <small>(0.07%)</small>	50.00%	71.70%	<b>\$0.00</b> <small>(0.00%)</small>
177.	<a href="#">/things-to-do/ginnie-springs-outdoors/</a>	<b>53</b> <small>(0.06%)</small>	<b>44</b> <small>(0.06%)</small>	00:03:39	<b>30</b> <small>(0.06%)</small>	56.67%	67.92%	<b>\$0.00</b> <small>(0.00%)</small>
178.	<a href="#">/blog/hart-springs-park-gilchrist-county-florida-new-and-improved-for-2018/</a>	<b>52</b> <small>(0.06%)</small>	<b>42</b> <small>(0.06%)</small>	00:01:21	<b>23</b> <small>(0.04%)</small>	82.61%	57.69%	<b>\$0.00</b> <small>(0.00%)</small>
179.	<a href="#">/things-to-do/dark-island-public-boat-ramp/</a>	<b>52</b> <small>(0.06%)</small>	<b>48</b> <small>(0.07%)</small>	00:04:49	<b>44</b> <small>(0.08%)</small>	81.82%	82.69%	<b>\$0.00</b> <small>(0.00%)</small>
180.	<a href="#">/things-to-do/edward-ball-wakulla-springs-state-park/</a>	<b>52</b> <small>(0.06%)</small>	<b>48</b> <small>(0.07%)</small>	00:03:39	<b>41</b> <small>(0.08%)</small>	85.37%	75.00%	<b>\$0.00</b> <small>(0.00%)</small>
181.	<a href="#">/blog/dont-miss-the-63rd-annual-florida-forest-festival-and-free-fish-fry-in-perry-october-27-2018/</a>	<b>51</b> <small>(0.06%)</small>	<b>44</b> <small>(0.06%)</small>	00:01:45	<b>39</b> <small>(0.07%)</small>	82.05%	74.51%	<b>\$0.00</b> <small>(0.00%)</small>
182.	<a href="#">/spring-trails/devils-den/</a>	<b>51</b> <small>(0.06%)</small>	<b>48</b> <small>(0.07%)</small>	00:02:10	<b>10</b> <small>(0.02%)</small>	80.00%	43.14%	<b>\$0.00</b> <small>(0.00%)</small>
183.	<a href="#">/blog/along-the-santa-fe-at-chastain-seay/</a>	<b>50</b> <small>(0.06%)</small>	<b>39</b> <small>(0.06%)</small>	00:02:42	<b>38</b> <small>(0.07%)</small>	71.05%	74.00%	<b>\$0.00</b> <small>(0.00%)</small>
184.	<a href="#">/events/40th-annual-wild-hog-canoe-kayak-race/</a>	<b>50</b> <small>(0.06%)</small>	<b>34</b> <small>(0.05%)</small>	00:00:53	<b>34</b> <small>(0.06%)</small>	61.76%	66.00%	<b>\$0.00</b> <small>(0.00%)</small>
185.	<a href="#">/map-new/</a>	<b>50</b> <small>(0.06%)</small>	<b>4</b> <small>(0.01%)</small>	00:01:47	<b>1</b> <small>(0.00%)</small>	0.00%	6.00%	<b>\$0.00</b> <small>(0.00%)</small>
186.	<a href="#">/map/?category=wineries</a>	<b>49</b> <small>(0.06%)</small>	<b>42</b> <small>(0.06%)</small>	00:01:10	<b>1</b> <small>(0.00%)</small>	0.00%	26.53%	<b>\$0.00</b> <small>(0.00%)</small>
187.	<a href="#">/spring-trails/gornto-springs/</a>	<b>49</b> <small>(0.06%)</small>	<b>46</b> <small>(0.07%)</small>	00:02:35	<b>26</b> <small>(0.05%)</small>	80.77%	61.22%	<b>\$0.00</b> <small>(0.00%)</small>
188.	<a href="#">/things-to-do/wes-skiles-peacock-springs-state-park/</a>	<b>49</b> <small>(0.06%)</small>	<b>42</b> <small>(0.06%)</small>	00:01:37	<b>13</b> <small>(0.02%)</small>	84.62%	48.98%	<b>\$0.00</b> <small>(0.00%)</small>
189.	<a href="#">/blog/category/fishingandboating/</a>	<b>48</b> <small>(0.06%)</small>	<b>38</b> <small>(0.06%)</small>	00:02:27	<b>4</b> <small>(0.01%)</small>	25.00%	25.00%	<b>\$0.00</b> <small>(0.00%)</small>
190.	<a href="#">/blog/natural-north-floridas-bay-scallop-harvest-underway-good-2018-mid-season-catches-in-taylor-jefferson-dixie-and-wakulla-counties/</a>	<b>48</b> <small>(0.06%)</small>	<b>39</b> <small>(0.06%)</small>	00:01:13	<b>7</b> <small>(0.01%)</small>	85.71% <b>70</b>	37.50%	<b>\$0.00</b> <small>(0.00%)</small>
191.	<a href="#">/bike-trail/mayo-loop-peacock-springs-state-park-convict-springs/</a>	<b>47</b> <small>(0.06%)</small>	<b>46</b> <small>(0.07%)</small>	00:04:40	<b>46</b> <small>(0.09%)</small>	91.30%	93.62%	<b>\$0.00</b> <small>(0.00%)</small>

192.	<a href="#">/blog/poe-springs-park-in-alachua-county-fl-recently-upgraded-and-more-fun-than-ever/</a>	<b>47</b> (0.06%)	43 (0.06%)	00:01:39	39 (0.07%)	84.62%	76.60%	\$0.00 (0.00%)
193.	<a href="#">/things-to-do/rum-island-springs/</a>	<b>47</b> (0.06%)	43 (0.06%)	00:03:13	23 (0.04%)	69.57%	85.11%	\$0.00 (0.00%)
194.	<a href="#">/blog/scalloping-horseshoe-beach/</a>	<b>46</b> (0.06%)	42 (0.06%)	00:06:02	41 (0.08%)	75.61%	80.43%	\$0.00 (0.00%)
195.	<a href="#">/blog/mermaids-discovered-natural-north-floridas-freshwater-springs/</a>	<b>45</b> (0.06%)	39 (0.06%)	00:01:10	24 (0.04%)	87.50%	57.78%	\$0.00 (0.00%)
196.	<a href="#">/paddling-trails-custom/</a>	<b>45</b> (0.06%)	20 (0.03%)	00:03:12	5 (0.01%)	0.00%	11.11%	\$0.00 (0.00%)
197.	<a href="#">/events/paw-patrol-live-great-pirate-adventure/</a>	<b>44</b> (0.05%)	40 (0.06%)	00:00:45	4 (0.01%)	75.00%	45.45%	\$0.00 (0.00%)
198.	<a href="#">/events/seahorse-key-open-houses/</a>	<b>44</b> (0.05%)	40 (0.06%)	00:02:19	5 (0.01%)	80.00%	27.27%	\$0.00 (0.00%)
199.	<a href="#">/springs-guide2/</a>	<b>44</b> (0.05%)	12 (0.02%)	00:01:20	8 (0.01%)	0.00%	9.09%	\$0.00 (0.00%)
200.	<a href="#">/blog/steinhatchee-springs-wma-explorers-and-photographers-welcome/</a>	<b>43</b> (0.05%)	38 (0.06%)	00:01:03	14 (0.03%)	85.71%	39.53%	\$0.00 (0.00%)
201.	<a href="#">/blog/boat-rentals-at-st-marks-and-steinhatchee-on-floridas-natural-north-florida-gulf-coast/</a>	<b>42</b> (0.05%)	35 (0.05%)	00:06:44	35 (0.07%)	57.14%	69.05%	\$0.00 (0.00%)
202.	<a href="#">/blog/category/longer-trips/</a>	<b>42</b> (0.05%)	35 (0.05%)	00:00:29	5 (0.01%)	80.00%	19.05%	\$0.00 (0.00%)
203.	<a href="#">/blog/fish-suwannee-town-and-the-mouth-of-the-suwannee-river/</a>	<b>42</b> (0.05%)	36 (0.05%)	00:01:53	34 (0.06%)	73.53%	71.43%	\$0.00 (0.00%)
204.	<a href="#">/events/sweet-land-liberty-independence-day-2018/</a>	<b>41</b> (0.05%)	30 (0.04%)	00:01:42	11 (0.02%)	63.64%	46.34%	\$0.00 (0.00%)
205.	<a href="#">/things-to-do/dixie-county-tourist-development-council/</a>	<b>41</b> (0.05%)	27 (0.04%)	00:02:27	17 (0.03%)	23.53%	29.27%	\$0.00 (0.00%)
206.	<a href="#">/things-to-do/impact-zone-baseball-and-softball-training-facility/</a>	<b>41</b> (0.05%)	40 (0.06%)	00:01:49	38 (0.07%)	89.47%	92.68%	\$0.00 (0.00%)
207.	<a href="#">/things-to-do/suwannee-marina-inc/</a>	<b>41</b> (0.05%)	35 (0.05%)	00:03:45	31 (0.06%)	74.19%	73.17%	\$0.00 (0.00%)
208.	<a href="#">/blog/2018-florida-folk-festival-may-25-27-along-suwannee-river-stephen-foster-folk-culture-center-state-park/</a>	<b>40</b> (0.05%)	35 (0.05%)	00:03:28	33 (0.06%)	81.82%	80.00%	\$0.00 (0.00%)
209.	<a href="#">/spring-trails/blue-springs/</a>	<b>40</b> (0.05%)	36 (0.05%)	00:03:46	23 (0.04%)	82.61%	65.00%	\$0.00 (0.00%)
210.	<a href="#">/thank-you/</a>	<b>40</b> (0.05%)	32 (0.05%)	00:00:20	1 (0.00%)	100.00%	22.50%	\$0.00 (0.00%)
211.	<a href="#">/events/smokin-pines-bbq-festival/</a>	<b>39</b> (0.05%)	34 (0.05%)	00:01:35	29 (0.05%)	75.86%	79.49%	\$0.00 (0.00%)
212.	<a href="#">/map/?category=visitors</a>	<b>39</b> (0.05%)	28 (0.04%)	00:01:43	5 (0.01%)	60.00%	20.51%	\$0.00 (0.00%)
213.	<a href="#">/things-to-do/the-marina-in-horseshoe-beach/</a>	<b>39</b> (0.05%)	34 (0.05%)	00:02:47	32 (0.06%)	81.25%	79.49%	\$0.00 (0.00%)
214.	<a href="#">/blog/beauty-berry-not-just-a-weed-insecticide-jams-and-native-landscaping/</a>	<b>38</b> (0.05%)	34 (0.05%)	00:02:57	34 (0.06%)	91.18%	89.47%	\$0.00 (0.00%)
215.	<a href="#">/blog/float-down-the-chipola-river-with-bear-paw/</a>	<b>38</b> (0.05%)	34 (0.05%)	00:05:01	32 (0.06%)	59.38%	78.95%	\$0.00 (0.00%)
216.	<a href="#">/blog/gainesville-farmers-markets-saturday-monday-and-wednesday/</a>	<b>38</b> (0.05%)	32 (0.05%)	00:01:41	32 (0.06%)	68.75%	71.05%	\$0.00 (0.00%)
217.	<a href="#">/blog/visit-the-la-chua-trail-and-alachua-sink-at-paynes-prairie-state-park/</a>	<b>38</b> (0.05%)	30 (0.04%)	00:00:43	29 (0.05%)	79.31%	71.05%	\$0.00 (0.00%)
218.	<a href="#">/bike-trail/perry-econfina-river-state-park/</a>	<b>37</b> (0.05%)	30 (0.04%)	00:02:02	19 (0.04%)	84.21%	56.76%	\$0.00 (0.00%)
219.	<a href="#">/blog/birding-and-bird-photography-in-natural-north-florida/</a>	<b>37</b> (0.05%)	17 (0.03%)	00:00:27	8 (0.01%)	50.00%	24.32%	\$0.00 (0.00%)
220.	<a href="#">/map/?category=southern</a>	<b>37</b> (0.05%)	35 (0.05%)	00:00:52	3 (0.01%)	66.67%	24.32%	\$0.00 (0.00%)
221.	<a href="#">/blog/attention-equestrians-visit-floridas-r-o-ranch-equestrian-park/</a>	<b>36</b> (0.04%)	26 (0.04%)	00:02:28	21 (0.04%)	57.14%	58.33%	\$0.00 (0.00%)
222.	<a href="#">/blog/explore-cedar-key-cedar-key-boat-rentals-island-tours/</a>	<b>36</b> (0.04%)	34 (0.05%)	00:03:12	33 (0.06%)	72.73%	80.56%	\$0.00 (0.00%)
223.	<a href="#">/blog/the-green-giants-of-goethe-state-forest/</a>	<b>36</b> (0.04%)	33 (0.05%)	00:01:04	29 (0.05%)	86.21%	80.56%	\$0.00 (0.00%)
224.	<a href="#">/events/?month=1&amp;year=2019</a>	<b>36</b> (0.04%)	26 (0.04%)	00:00:06	0 (0.00%)	0.00%	5.56%	\$0.00 (0.00%)
225.	<a href="#">/fishing-custom/</a>	<b>36</b> (0.04%)	20 (0.03%)	00:02:28	6 (0.01%)	33.33%	19.44%	\$0.00 (0.00%)

226.	<a href="#">/things-to-do/apalachicola-national-forest/</a>	<b>36</b> (0.04%)	<b>29</b> (0.04%)	00:01:06	<b>20</b> (0.04%)	80.00%	61.11%	\$0.00 (0.00%)
227.	<a href="#">/blog/millers-marina-suwannee-to-become-gateway-marina-march-2016/</a>	<b>35</b> (0.04%)	<b>32</b> (0.05%)	00:09:05	<b>31</b> (0.06%)	74.19%	80.00%	\$0.00 (0.00%)
228.	<a href="#">/blog/southbound-to-yankeetown-florida-that-is/</a>	<b>35</b> (0.04%)	<b>30</b> (0.04%)	00:04:30	<b>28</b> (0.05%)	78.57%	71.43%	\$0.00 (0.00%)
229.	<a href="#">/jefferson-county/</a>	<b>35</b> (0.04%)	<b>24</b> (0.04%)	00:00:37	<b>10</b> (0.02%)	80.00%	28.57%	\$0.00 (0.00%)
230.	<a href="#">/privacy-policy/</a>	<b>35</b> (0.04%)	<b>32</b> (0.05%)	00:02:02	<b>9</b> (0.02%)	100.00%	60.00%	\$0.00 (0.00%)
231.	<a href="#">/things-to-do/ray-charles-childhood-home/</a>	<b>35</b> (0.04%)	<b>31</b> (0.05%)	00:03:18	<b>30</b> (0.06%)	86.67%	85.71%	\$0.00 (0.00%)
232.	<a href="#">/blog/skip-lunch-before-heading-to-fiddlers-restaurant-in-steinhatchee-for-the-wee-kend-evening-buffet-2/</a>	<b>34</b> (0.04%)	<b>33</b> (0.05%)	00:03:06	<b>32</b> (0.06%)	93.75%	94.12%	\$0.00 (0.00%)
233.	<a href="#">/places-to-stay/royal-inn-motel/</a>	<b>34</b> (0.04%)	<b>29</b> (0.04%)	00:00:59	<b>26</b> (0.05%)	84.62%	76.47%	\$0.00 (0.00%)
234.	<a href="#">/things-to-do/aucilla-river-boat-ramp-at-mandalay/</a>	<b>34</b> (0.04%)	<b>28</b> (0.04%)	00:03:31	<b>26</b> (0.05%)	65.38%	82.35%	\$0.00 (0.00%)
235.	<a href="#">/things-to-do/steinhatchee-river/</a>	<b>34</b> (0.04%)	<b>20</b> (0.03%)	00:02:58	<b>3</b> (0.01%)	33.33%	17.65%	\$0.00 (0.00%)
236.	<a href="#">/blog/hungry-for-spanish-mackerel-fish-cedar-keys-seahorse-reef-and-the-hook/</a>	<b>33</b> (0.04%)	<b>32</b> (0.05%)	00:06:12	<b>21</b> (0.04%)	71.43%	75.76%	\$0.00 (0.00%)
237.	<a href="#">/blog/snook-becoming-popular-fish-species-near-cedar-key-florida/</a>	<b>33</b> (0.04%)	<b>32</b> (0.05%)	00:04:38	<b>31</b> (0.06%)	80.65%	81.82%	\$0.00 (0.00%)
238.	<a href="#">/blog/stop-and-smell-the-roses-floridas-wildflowers/</a>	<b>33</b> (0.04%)	<b>29</b> (0.04%)	00:09:10	<b>29</b> (0.05%)	86.21%	87.88%	\$0.00 (0.00%)
239.	<a href="#">/map/?category=steakhouses</a>	<b>33</b> (0.04%)	<b>29</b> (0.04%)	00:00:20	<b>4</b> (0.01%)	100.00%	33.33%	\$0.00 (0.00%)
240.	<a href="#">/bike-trail/suwannee-river-greenway/</a>	<b>32</b> (0.04%)	<b>24</b> (0.04%)	00:02:18	<b>21</b> (0.04%)	71.43%	62.50%	\$0.00 (0.00%)
241.	<a href="#">/blog/drive-floridas-dixie-mainline-hardly-a-road-to-nowhere/</a>	<b>32</b> (0.04%)	<b>28</b> (0.04%)	00:01:35	<b>22</b> (0.04%)	77.27%	78.12%	\$0.00 (0.00%)
242.	<a href="#">/blog/fish-natural-north-floridas-dog-head-in-taylor-county-gulf-waters/</a>	<b>32</b> (0.04%)	<b>28</b> (0.04%)	00:04:44	<b>28</b> (0.05%)	89.29%	84.38%	\$0.00 (0.00%)
243.	<a href="#">/blog/fishing-october-cooling-waters-heat-big-bend-inshore-bite/</a>	<b>32</b> (0.04%)	<b>28</b> (0.04%)	00:08:11	<b>26</b> (0.05%)	84.62%	78.12%	\$0.00 (0.00%)
244.	<a href="#">/events/annual-quilt-day/</a>	<b>32</b> (0.04%)	<b>27</b> (0.04%)	00:01:06	<b>3</b> (0.01%)	100.00%	21.88%	\$0.00 (0.00%)
245.	<a href="#">/events/wild-blackberry-festival-2/</a>	<b>32</b> (0.04%)	<b>29</b> (0.04%)	00:00:55	<b>4</b> (0.01%)	100.00%	46.88%	\$0.00 (0.00%)
246.	<a href="#">/organized-bicycle-rides-local-bicycle-clubs/</a>	<b>32</b> (0.04%)	<b>32</b> (0.05%)	00:01:56	<b>29</b> (0.05%)	79.31%	90.62%	\$0.00 (0.00%)
247.	<a href="#">/places-to-stay/el-sea-s-fish-camp/</a>	<b>32</b> (0.04%)	<b>28</b> (0.04%)	00:01:56	<b>16</b> (0.03%)	62.50%	68.75%	\$0.00 (0.00%)
248.	<a href="#">/spring-trails/wakulla-springs/</a>	<b>32</b> (0.04%)	<b>31</b> (0.05%)	00:01:22	<b>6</b> (0.01%)	100.00%	40.62%	\$0.00 (0.00%)
249.	<a href="#">/springs-guide/?test=spring</a>	<b>32</b> (0.04%)	<b>3</b> (0.00%)	00:01:08	<b>1</b> (0.00%)	0.00%	3.12%	\$0.00 (0.00%)
250.	<a href="#">/things-to-do/earl-p-powers-park-boat-ramp/</a>	<b>32</b> (0.04%)	<b>30</b> (0.04%)	00:01:26	<b>29</b> (0.05%)	86.21%	93.75%	\$0.00 (0.00%)

## **The Original Florida Tourism Task Force 2018 MEMBERS as of 8/1/2018**

### **ALACHUA COUNTY**

(\$15,000 - 3 votes)

#### ***Vacant***

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

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### **BRADFORD COUNTY**

(\$3,000 - 2 votes)

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

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

Bradford County Board of County  
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### **COLUMBIA COUNTY**

(\$8,000 3 votes)

#### ***Vacant***

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

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

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### **DIXIE COUNTY**

(\$2,000 - 2 votes)

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

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[www.visitdixie.com](http://www.visitdixie.com)  
[www.suwanneeguides.com](http://www.suwanneeguides.com)

**GILCHRIST COUNTY**

(\$2,000 - 2 votes)

*Vacant****Pat Watson***

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**HAMILTON COUNTY**

(\$1,000 - 2 votes)

***Mariela Garcia-Rendon***

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Hamilton County Tourist Development Council  
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**JEFFERSON COUNTY**

(\$2,000 - 2 votes)

***Katrina Richardson***

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**LAFAYETTE COUNTY**

(\$1,000 - 1 vote)

*Vacant***LEVY COUNTY**

(\$4,000 - 2 votes)

***Carol McQueen***

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**MADISON COUNTY**

(\$3,000 - 2 votes)

***Phyllis Williams***

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Chamber of Commerce and Tourism  
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**SUWANNEE COUNTY**

(\$4,000 - 2 votes)

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**TAYLOR COUNTY**

(\$4,000 - 2 votes)

***Dawn Taylor, Chair***

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**UNION COUNTY**

(\$1,000 - 1 vote)

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**WAKULLA COUNTY**

(\$3,000 - 2 votes)

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***The Honorable Gail Gilman***

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

**as of 7/12/2018**

**VOLUNTEERS, CONSULTANTS AND OTHERS**

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2018  
Visit Natural North Florida  
Meeting Dates and Counties



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

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