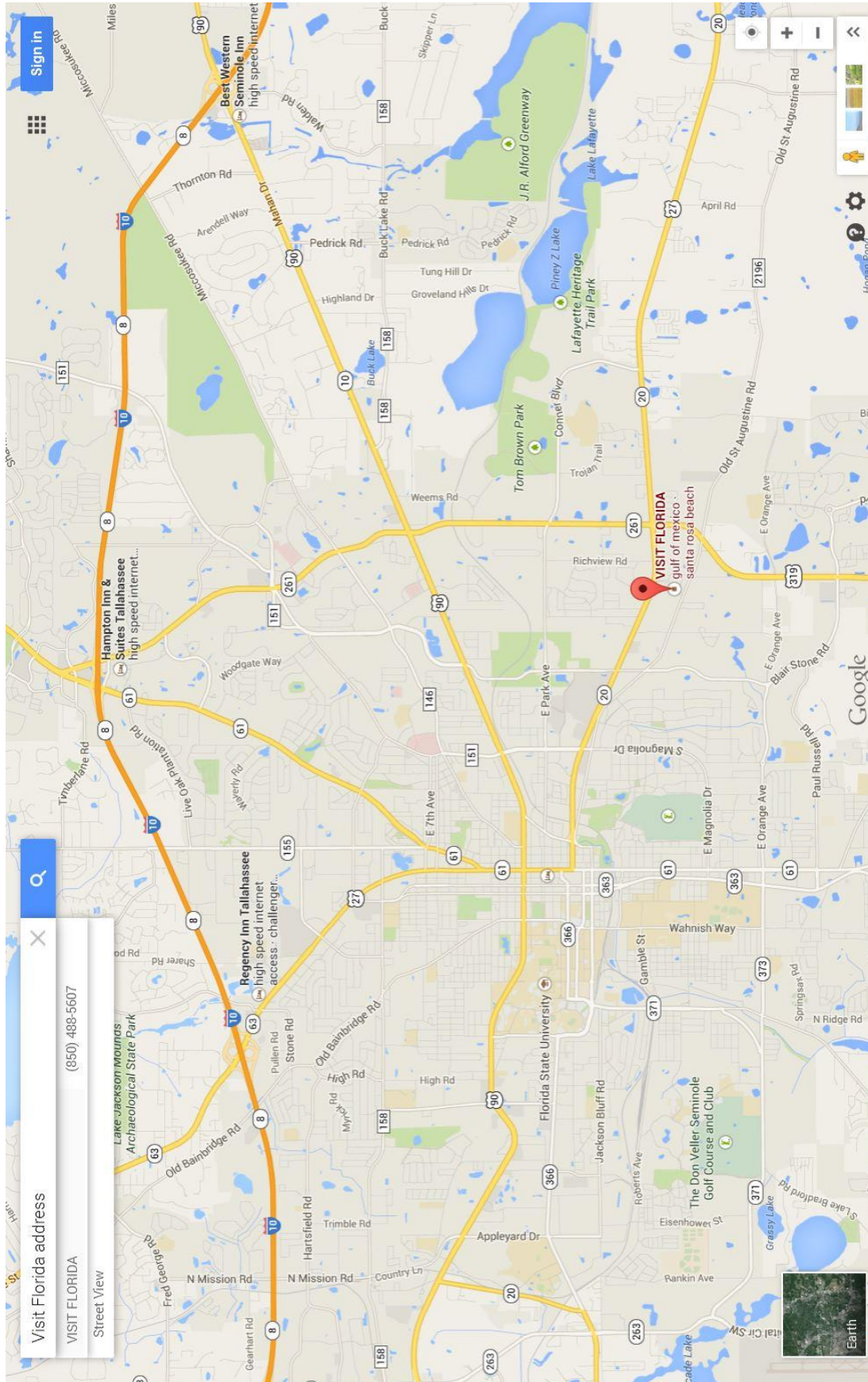
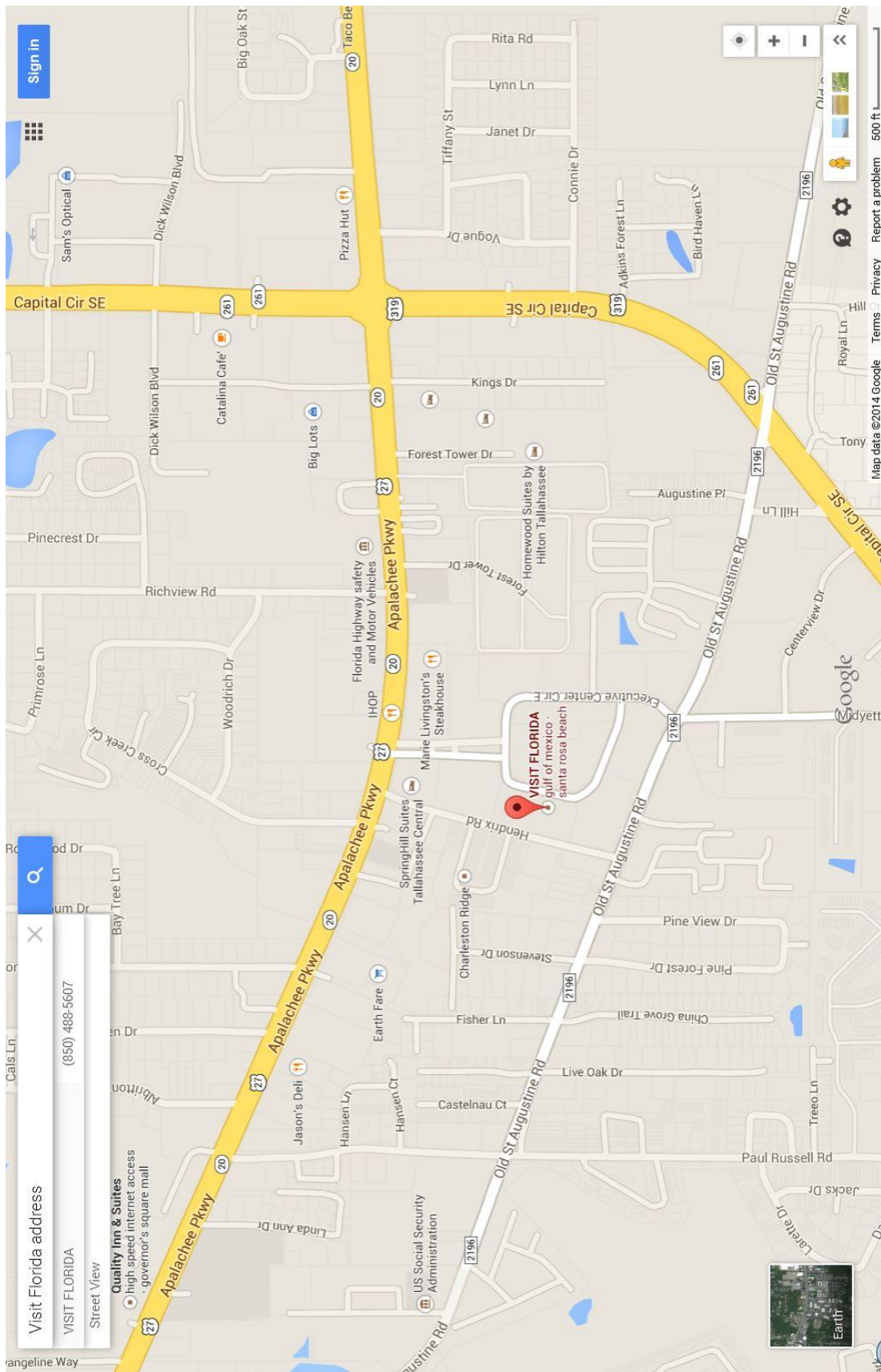


MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **September 20, 2018**. The meeting will be held at the **Multi-Purpose Room** at **VISIT FLORIDA, 2540 Executive Circle West, Suite 200, Tallahassee, Florida** beginning at **10:00 a.m.**

(Location Map on Back)





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The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Visit Natural
NORTH FLORIDA

VISIT FLORIDA

**2540 Executive Center Circle West, Suite 200, Tallahassee, FL
Leon County**

**September 20, 2018
Thursday 10:00 a.m.**

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10. Advertising Campaign	
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d. VISIT FLORIDA Travel Planner Co-op Advertisement	
Co-op Participants (\$1,383 per 1/6th Panel)	
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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., October 18, 2018 at a location to be determined in Taylor County.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Madison County Chamber of Commerce of Commerce and Tourism
182 College Loop, Madison, FL
Madison County

August 16, 2018
10:00 a.m.

MEMBERS PRESENT

Ron Gromoll, Alachua County
Sean Plemons, Alachua County
Will Sexton, Bradford County, Vice-Chair
Paula Vann, Columbia County
Russ McCallister, Dixie 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
Alvin Jackson, Suwannee County
Teena Peavey, Suwannee County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Lance Griffin, Bienville Plantation
Roland Loog, Volunteer
Lois Nevins, By All Means Travel
Charissa Setzer, Suwannee County
Tourist Development Council
Wanda Violet, Madison County Storytelling

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Daniel Riddick, Bradford County
Rod Butler, Columbia County
Nancy Bednarek, Dixie County
Tisha Whitehurst, Levy County
Trent Abbott, Madison 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 10:01 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

Due to the absence of Senator Montford, Chair Taylor recommended that items IV.A. The Original Florida Tourism Task Force Overview Presentation, and IV.B. Regional Rural Development Grant Proposed Legislation, be removed from the agenda, that item IV.J.1. Fiscal Year 2018-19 Regional Rural Development Grant Deliverables, be moved to IV.C.b. and that IV.C.1.b. Adoption of Fiscal Year 2018-19 Budget, be moved to IV.C.1.c.

ACTION: Katrina Richardson moved and Ron Gromoll seconded that items IV.A. The Original Florida Tourism Task Force Overview Presentation, and IV.B. Regional Rural Development Grant Proposed Legislation, be removed from the agenda, that item IV.J.1. Fiscal Year 2018-19 Regional Rural Development Grant Deliverables, be moved to IV.C.b. on the agenda and that IV.C.1.b. Adoption of Fiscal Year 2018-19 Budget, be moved to IV.C.1.c. on the agenda and to approve the agenda as amended. The motion passed unanimously.

III. APPROVAL OF THE JULY 19, 2018 MINUTES

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

ACTION: Carol McQueen moved and Nancy Wideman seconded to approve the July 19, 2018 minutes as circulated. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report Review and Approval, June 2018

Treasurer Mecusker presented the June 2018 monthly financial report.

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

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

Mr. Dopp presented the proposed revised budget for the Fiscal Year 2018-19 Regional Rural Development grant deliverables which was included in the meeting packet. He noted that the proposed budget adds \$12,000 for the creation of town and county website videos and reduces the domestic travel shows by \$7,000 as well as making other reductions in order to fund the addition of the videos.

ACTION: Ms. Richardson moved and Ms. Wideman seconded to approve the proposed revised Fiscal Year 2018-19 Regional Rural Development Grant deliverables as circulated. The motion passed unanimously.

c. Adoption of Fiscal Year 2018-19 Budget

Mr. Dopp presented a revised Task Force budget for Fiscal Year 2018-19 in the amount of \$361,100 which was distributed at the meeting. He noted that the revised budget included an additional \$600 for the F.re.e Messe Munich travel show.

ACTION: Teena Peavey moved and Mr. Gromoll seconded to approve the revised Task Force Fiscal Year 2018-19 budget in the amount of \$361,100 as circulated. The motion passed unanimously.

2. Marketing Committee Report

Ms. Richardson reported that the Marketing Committee met earlier today and approved the final vendor ranking for the 2018 Paddling, Bikes and Springs Project Marketing Project Proposals Marketing Project. She stated that Jumpem, LLC, was the highest ranking vendor and, as authorized by the Task Force at its May 17, 2018 meeting, staff will negotiate a contract with Jumpem, LLC.

3. Video Committee Report

Chair Taylor reported that she has been in contact with Russell Mick of Running Man Pictures. Ms. Taylor reported that Mr. Mick intends to highlight springs, coastline, bicycling, birding, fishing, events, rivers, quaint towns and paddling. Mr. Dopp recommended adding hiking the Florida National Scenic Trail to the list of attractions to be featured in the video. Ms. Taylor stated that Mr. Mick will soon be contacting Task Force members regarding filming.

Mr. Dopp stated that the Task Force has entered into a contract with Running Man Pictures and has made a \$5,000 advance payment in accordance with the contract to begin production of the video.

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

1. Approval of Second Quarter Report and Reimbursement Submittal Package

Mr. Dopp presented the second quarter report and reimbursement request included in the Task Force meeting packet.

ACTION: Ms. McQueen moved and Mr. Mecusker seconded to approve the Fiscal Year 2017-18 Florida Department of Economic Opportunity Regional Rural Development Grant second quarter report and reimbursement request. The motion passed unanimously.

2. Scope of Work

a. Deliverables and Cost Estimates

Mr. Dopp stated that he anticipates actual costs for deliverables will be approximately \$2,000 less than budgeted. He suggested the Task Force may wish to purchase additional pre-loaded Universal Serial Bus media kits with the anticipated unspent funds.

b. Website Maintenance and Hosting

Mr. Dopp stated that Jumpem, LLC discovered an out-of-date plug-in which resulted in blog pages not being counted by Google Analytics when accessed by website users. Mr. Dopp noted that Jumpem, LLC has remedied the issue. He noted that, as a result, the bounce rate has dropped approximately ten percentage points.

Mr. Dopp stated that he had received a request from a recreational vehicle park asking the Task Force to distribute their brochure at travel shows and/or posting their brochure on the Task Force website brochures page.

Donna Creamer recommended that individual businesses could donate a prize which could be given away at travel shows.

The Task Force agreed by consensus to not post brochures from individual businesses on the Task Force website brochures page and to limit the distribution of private camping/recreational vehicle park brochures at travel shows to those brochures which include a discount coupon. The Task Force further agreed by consensus that such brochures will be limited to 50 brochures per campground/recreational vehicle park per show.

c. 2018 Marketing Project

Mr. Dopp stated that Jumpem, LLC is continuing with the second half of the digital advertising campaign.

Ms. Vann agreed to look at the Google Analytics of the Task Force website.

d. Paddling, Fishing Bikes and Springs Microsite

No discussion occurred under this agenda item.

e. Website Blogs

No discussion occurred under this agenda item.

f. VisaVues, Domestic and International Editions

Mr. Dopp stated that the Task Force received its second quarter VisaVues reports. He noted that second quarter domestic spending was up 7.6 percent compared to the second quarter of 2017. Mr. Dopp also stated that international spending was up 5.9 percent but that spending from the United Kingdom and Germany was down 18.1 and 26.5 percent, respectively.

g. In-house Brochure Printing

No discussion occurred under this agenda item.

h. Domestic Travel Shows

No discussion occurred under this agenda item.

i. Advertising Campaign

(1) UnDiscovered Florida Co-op Advertisement

Mr. Dopp stated that he continues to forward leads from the advertisement to Task Force members.

(2) Florida Park Ranger App Advertisement

No discussion occurred under this agenda item.

(3) VISIT FLORIDA Transportation Map Advertisement

Mr. Dopp stated that he had submitted the Task Force advertisement to VISIT FLORIDA for publication.

(4) VISIT FLORIDA Travel Planner Co-op Advertisement

Mr. Dopp stated Irish Carol of Miles Media has not yet heard from all of the participants in the co-op advertisement.

j. Brochure Distribution

No discussion occurred under this agenda item.

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

No discussion occurred under this agenda item.

l. Professional Organization Memberships

No discussion occurred under this agenda item.

C. VISIT FLORIDA Grants

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

Mr. Dopp reported that the Task Force recently received its reimbursement check from VISIT FLORIDA for the 2017-18 Rural Area of Opportunity program.

D. 2018-19 Travel Show Season Tentative Travel Show Schedule

Mr. Dopp stated that VISIT FLORIDA has approved the travel show line-up included in the Task Force meeting packet.

Mr. Dopp encouraged Task Force members to submit their show requests to Ms. Creamer.

Ms. Creamer stated that the individuals selected to by her to staff travel show booths must also be approved by VISIT FLORIDA.

Roland Loog requested that the Task Force fund one extra day for the Boot Dusseldorf show to allow the Task Force booth staff representative to stay one extra day after the show using Task Force funds.

ACTION: Ms. Wideman moved and Ms. Richardson seconded to fund one extra day for the Boot Dusseldorf show to allow the Task Force booth staff representative to allow the Task Force booth staff representative to stay in Dusseldorf one extra day after the show before returning by using Task Force funds. The motion passed unanimously.

E. Display Runners and Posters for Travel Shows

Ms. Creamer recommended that the Task Force purchase four table runners with its VISIT FLORIDA 2018-19 Rural Area of Opportunity Promotional Items budget to replace existing table covers for the 2018-19 Travel Show Season.

Mr. Dopp recommended that \$2,500 of the promotional items budget be allocated for the purchase of Universal Serial Bus media kits, \$700 be allocated for the purchase of fabric posters, \$65 be allocated for the purchase of cardboard brochure holders and the remainder of promotional items budget be allocated for the purchase of GoPro cameras.

ACTION: Mr. Mecusker moved and Ms. Wideman seconded to allocate \$500 for the purchase of table runners from the VISIT FLORIDA 2018-19 Rural Area of Opportunity Promotional Items budget to replace its existing table covers for the 2018-19 Travel Show Season and to authorize staff to make the purchase. The motion passed unanimously.

ACTION: Mr. Gromoll moved and Ms. Richardson seconded to allocate from the VISIT FLORIDA 2018-19 Rural Area of Opportunity Promotional Items budget \$700 for the purchase of fabric posters, \$2,500 for the purchase of Universal Serial Bus media kits \$65 for the purchase of cardboard brochure holders and the remainder of the VISIT FLORIDA 2018-19 Rural Area of Opportunity Promotional Items budget be used to purchase GoPro cameras and to authorize staff to make the purchases. The motion passed unanimously.

Mr. Dopp stated that he would print copies of prospective posters for Task Force review and approval at the September 20, 2018 Task Force meeting.

- F. Adoption of 2018-19 Travel Show Season Description of Duties, Responsibilities and Requirements Agreements

Mr. Dopp recommended that the Task Force require travel show booth staff be required to sign the 2018-19 Travel Show Season Description of Duties, Responsibilities and Requirements Agreement included in the Task Force meeting packet.

ACTION: Mr. Mecusker moved and Ms. Wideman seconded to require Task Force representatives at Task Force travel shows to sign the 2018-19 Travel Show Season Description of Duties, Responsibilities and Requirements agreements as circulated. The motion passed unanimously.

- G. VISIT FLORIDA Monthly Report

Brenna Dacks presented the VISIT FLORIDA monthly update.

- H. Staff Items

1. Task Force Letter to the Honorable Halsey Beshears, Florida House of Representatives, District 7

Mr. Dopp stated that the Task Force sent a letter of appreciation to Representative Beshears for attending the August 23, 2018 Task Force meeting. He noted that a copy of the letter is included in the Task Force meeting packet.

2. County Brochures

Mr. Dopp requested Task Force members to provide him with county brochures for distribution at travel shows during the 2018-19 travel show season.

3. Clay County Request

Mr. Dopp reported that he had received a request from Clay County to join the Task Force.

ACTION: Ms. McQueen moved and Mr. Mecusker seconded to not accept Clay County as a member of The Original Florida Tourism Task Force at this time. The motion passed with ten ayes (McCallister, McQueen, Mecusker, Peavey, Ramsey, Garcia-Rendon, Richardson, Taylor, Watson and Williams) and six nays (Gromoll, Jackson, Plemons, Sexton, Vann and Wideman).

I. Other Old Business

1. Updated Task Force Member Contact Information

No changes were made to Task Force member contact information.

2. 2018 Meeting Dates and Location

No changes were made to meeting dates and locations.

V. Leadership Forum

Wanda Violet of Madison County Storytelling discussed the annual Madison County Storytelling event and presented a story to the Task Force.

VI. New Business

A. Announcements

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

B. Other New Business

No other new business was discussed.

VII. Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., September 20, 2018 at VISIT FLORIDA headquarters in Tallahassee.

The meeting adjourned at 1:03 p.m.

Dawn Taylor, Chair

9/20/18
Date

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



North Central Florida
Regional Planning Council



1

Visit Natural North Florida



Steven Dopp, Senior Planner

September 20, 2018

2

Visit Natural North Florida

Regional Tourism:



A Rising Tide Lifts All Boats!




3

Visit Natural North Florida

- Overview:
 - Organization
 - Results
 - Marketing Program
 - Top Markets
 - Travel Shows





4

Visit Natural North Florida

- Founded in 1993 as a result of a study conducted by the North Central Florida Regional Planning Council
- Market region as one destination to increase visibility and tourism offerings
- Mission: Enhance tourism while preserving historical, cultural and natural assets







5

Results

Bed Tax Increases FY 2013-14 through FY 2016-17

- 28.6% Statewide
- 33.7% Task Force Counties
- **52.8%** Task Force Counties, less Alachua County

6

Bed Tax Increases FY 2013-14 through FY 2016-17

County	Fiscal Year 2013-14	Fiscal Year 2014-15	Fiscal Year 2015-16	Fiscal Year 2016-17	Difference 2013-14 to 2016-17	Percentage Change 2013-14 to 2016-17
Alachua	\$3,904,499	\$4,225,711	\$4,782,947	\$4,794,489	\$889,991	22.8%
Baker	\$29,421	\$32,510	\$40,304	\$44,419	\$14,998	51.0%
Bradford	\$89,297	\$100,009	\$115,993	\$143,321	\$54,024	60.5%
Columbia	\$913,440	\$987,326	\$1,278,696	\$1,523,443	\$610,003	66.8%
Dade	\$23,879	\$29,791	\$38,152	\$46,417	\$22,538	94.3%
Galveston	\$29,461	\$39,898	\$40,709	\$51,739	\$22,278	75.6%
Hamilton	\$30,402	\$30,296	\$28,002	\$30,612	\$150	0.5%
Jefferson	\$30,473	\$30,205	\$33,069	\$37,019	\$6,546	21.5%
Lafayette	\$0	\$0	\$0	\$0	\$0	0.0%
Levy	\$189,105	\$189,174	\$211,920	\$212,998	\$43,893	23.2%
Madison	\$102,347	\$115,272	\$102,546	\$125,361	\$23,014	22.5%
Putnam	\$278,685	\$312,944	\$329,304	\$421,237	\$142,552	51.2%
Suwannee	\$193,133	\$219,495	\$239,440	\$278,054	\$84,921	44.0%
Taylor	\$231,205	\$229,088	\$235,048	\$340,054	\$108,299	47.3%
Union	\$0	\$0	\$0	\$0	\$0	0.0%
Volusia	\$112,838	\$139,945	\$148,845	\$159,125	\$46,287	41.0%
Total	\$6,138,239	\$6,691,644	\$7,624,975	\$8,207,733	\$2,069,494	33.7%
Two Alachua County	\$2,233,741	\$2,455,933	\$2,842,028	\$3,413,244	\$1,179,503	52.8%
State	\$662,536,505	\$746,013,814	\$813,112,676	\$851,732,560	\$189,196,055	28.6%



7

Visit Natural North Florida

Membership Structure

- 14 Member Counties
- 1 Task Force member per County
- + 1 Member if County has a Tourist Development Council
- + 1 Member if County population greater than 50,000
- Members appointed by each County



8

Visit Natural North Florida

Dues Based on First Two Pennies of County Bed Tax Revenues

Annual 2-Penny Bed Tax Revenues

Annual 2-Penny Bed Tax Revenues	Dues
\$0 - \$25,000	\$1,000
\$25,001 - \$50,000	\$2,000
\$50,001 - \$100,000	\$3,000
\$100,001 - \$225,000	\$4,000
\$225,001 - \$400,000	\$6,000
\$400,001 - \$800,000	\$8,000
\$800,001 - \$1,200,000	\$11,000
\$1,200,000 - \$3,000,000	\$15,000



9

Visit Natural North Florida

Pools Talents and Resources of Members and Leverages Funding

- Task Force 2017-18 Budget: \$385,800
- County 2017-18 Co-op Regional Marketing Fees: \$53,000
- County Leverage: \$332,800

County "Leverage Ratio" Exceeds 6 to 1!



10

Visit Natural North Florida

- Tourism Marketing Program
 - Travel Shows
 - Advertising
 - eNewsletter
 - Market Research
 - Member Education
 - Website



11

Visit Natural North Florida

Website Revamp - January 2018

- Website redesign
- Mobile-friendly
- Town & County landing pages
- Things to Do landing pages
- Videos
- Trip planner
- Multi-language
- Events
- Travel blogs



12

Visit Natural North Florida

Brochures

"34 Percent of visitors to Florida Welcome Centers modify their travel plans based on information received at Florida Welcome Centers." VISIT FLORIDA

Brochure Distribution

- Florida Welcome Centers
- I-75, Florida & Georgia
- I-10, Florida
- U.S. Highway 19
- Florida American Automobile Association Offices
- County Tourism Information Centers
- Travel Shows



13

Visit Natural North Florida

Quarterly Electronic Newsletter

- Circulation approximately 5,500
- Email addresses obtained at travel shows, website & print advertisements



14

Visit Natural North Florida

Undiscovered Florida Co-op Advertisement

- Distributed by Smithsonian Magazine and at VISIT FLORIDA Welcome Centers

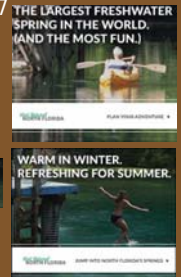


15

Visit Natural North Florida

Digital Advertising Campaign - 2017

Location	Impressions
Miami/Ft. Lauderdale	3,358,808
Orlando/Daytona	2,878,591
Tampa/St. Pete	2,170,544



16

Visit Natural North Florida

Market Research

Information on top feeder markets

- Google Analytics
- VisaVue, Domestic & International, 2017



17

Visit Natural North Florida

Member Education

- Scholarships to Task Force members and employees of member counties
- Southeast Tourism Society Marketing College
- Florida Governor's Conference on Tourism



18

Visit Natural North Florida

Where are Our Top Markets?

Top Countries
Top States
Top Out-of-State Metropolitan Areas



Visit Natural North Florida 19

Google Analytics

Visit Natural North Florida Website Usage by Top 10 Countries, 2017

1. United States
2. Canada
3. United Kingdom
4. Russia
5. Brazil
6. India
7. Germany
8. Australia
9. China
10. South Korea



Visit Natural North Florida 20

Google Analytics

Visit Natural North Florida Website Usage by Top 10 States, 2017

1. Florida
2. Georgia
3. Texas
4. North Carolina
5. Alabama
6. New York
7. California
8. Tennessee
9. Illinois
10. Virginia



Visit Natural North Florida 21

Google Analytics

Visit Natural North Florida Website Usage by
Top 10 Out-of-State Metro Areas, 2017

1. Atlanta, GA
2. New York, NY
3. Charlotte, NC
4. Washington, DC
5. Birmingham, AL
6. Houston, TX
7. Mobile, AL
8. Chicago, IL
9. Dallas-Ft. Worth, TX
10. Nashville, TN



Visit Natural North Florida 22

Google Analytics

Visit Natural North Florida Website Sessions
by Week, 2017



Visit Natural North Florida 23

Visit Natural North Florida

Why Travel Shows?

- Drives consumers to website
- Informs consumers on wide variety of products
- Places collateral in consumers hands and collects emails for marketing
- Allows direct interaction with, and provides expert advice to, potential consumers



Visit Natural North Florida 24

Visit Natural North Florida

Travel Shows

- ❑ Each county represented in marketing materials reaching thousands of travel consumers
- ❑ Booths staffed by Task Force
- ❑ 2017-18 Shows:
10 Out-of-state,
4 International
- ❑ 2018-19 Shows:
13 Out-of-state,
5 International



Visit Natural
NORTH FLORIDA 25

2017-18 Travel Show Schedule

- | | |
|------------------------------------------|---------------|
| 1. Washington DC Travel & Adventure Show | January 2018 |
| 2. Atlanta Camping & RV Show | January 2018 |
| 3. New York Times Travel Show | January 2018 |
| 4. Boston Globe Travel Show | February 2018 |
| 5. Chicago Travel & Adventure Show | February 2018 |
| 6. Chicago RV & Camping Show | February 2018 |
| 7. F.re.e Messe Munich | February 2018 |
| 8. London Telegraph Travel Show | February 2018 |
| 9. Toronto Outdoor Adventure Show | February 2018 |
| 10. ITB-Berlin | March 2018 |
| 11. Canoeconia | March 2018 |
| 12. Philadelphia Travel & Adventure Show | March 2018 |
| 13. Midwest Mountaineering Spring Expo | April 2018 |
| 14. Bike Expo New York | May 2018 |



Visit Natural
NORTH FLORIDA 26

Visit Natural North Florida

F.re.e Messe Munich, February 21 - 25, 2018

- ❑ 135,000 attendees
- ❑ Strongest economy in Europe/Affluent German market
- ❑ 30 days paid vacation per year
- ❑ Strong outdoors orientation
- ❑ Four presentation opportunities
- ❑ Only real Florida/U.S. presence at show
- ❑ They speak English
- ❑ Munich is cold in February!



Visit Natural
NORTH FLORIDA 27



2018-19 Travel Show Schedule

- | | |
|------------------------------------|----------------|
| Georgia RV & Camping Show | September 2018 |
| Midwest Mountaineering Winter Expo | November 2018 |
| CMT Messe Stuttgart | January 2019 |
| Chicago Travel & Adventure Show | January 2019 |
| Atlanta Camping & RV Show | January 2019 |
| New York Times Travel Show | January 2019 |
| London Times Destinations Show | Jan/Feb 2019 |
| Houston RV Show | February 2019 |
| Boston Travel & Adventure Show | February 2019 |



Visit Natural
NORTH FLORIDA 29

2018-19 Travel Show Schedule, Cont'd

- | | |
|----------------------------------------|---------------|
| Chicago RV & Camping Show | February 2019 |
| F.re.e Messe Munich | February 2019 |
| Toronto Outdoor Adventure Show | February 2019 |
| Canoeconia, Madison, WI | March 2019 |
| Philadelphia Travel & Adventure Show | March 2019 |
| Washington, DC Travel & Adventure Show | March 2019 |
| Ottawa Outdoor & Travel Adventure Show | April 2019 |
| Midwest Mountaineering Spring Expo | April 2019 |
| Bike Expo New York | May 2019 |



Visit Natural
NORTH FLORIDA 30

Summary

- Visit Natural North Florida
 - Regional tourism promotional organization
 - Branding "Natural North Florida" as a destination



31

Steven Dopp
Senior Planner
352.955.2200, ext. 109
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www.vnnf.org



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North Central Florida Regional Planning Council
2009 NW 67th Place
Gainesville, FL 32653-1603
352.955.2200
www.ncfrpc.org



33

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

	<u>Jul 31, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	14,439.25
Total Checking/Savings	<u>14,439.25</u>
Accounts Receivable	
Accounts Receivable	121,761.82
Total Accounts Receivable	<u>121,761.82</u>
Other Current Assets	
Prepaid Expense	1,007.00
Prepaid Travel	359.00
Total Other Current Assets	<u>1,366.00</u>
Total Current Assets	<u>137,567.07</u>
TOTAL ASSETS	<u>137,567.07</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	2,845.88
Total Accounts Payable	<u>2,845.88</u>
Total Current Liabilities	<u>2,845.88</u>
Total Liabilities	2,845.88
Equity	
Unrestricted Earnings	71,932.31
Net Income	62,788.88
Total Equity	<u>134,721.19</u>
TOTAL LIABILITIES & EQUITY	<u>137,567.07</u>

5:23 PM

09/06/18

Accrual Basis

The Original Florida Tourism Task Force
Profit & Loss
July 2018

	Jul 18
Income	
FDEO-Regional Dev. Grant 17/18	51,939.09
Total Income	51,939.09
Gross Profit	51,939.09
Expense	
Bank Charges	4.29
Legal Advertising	39.48
Marketing	
Collateral Materials	
Distribution	1,433.00
Total Collateral Materials	1,433.00
Public Relations	
Advertising	
Digital Ad Campaign	13,250.00
Total Advertising	13,250.00
Total Public Relations	13,250.00
Website	
Bloggers Fees	1,275.00
Website Video	5,000.00
Total Website	6,275.00
Total Marketing	20,958.00
Memberships	250.00
Postage	13.94
Professional Enhancements	125.00
Total Expense	21,390.71
Net Income	30,548.38

5:29 PM
09/06/18

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

	<u>Jul 31, 18</u>
Columbia County TDC	1,850.41
NCFRPC	28.00
Two Tree, Inc.	680.00
Vann, Paula	287.47
TOTAL	<u><u>2,845.88</u></u>

5:25 PM
09/06/18

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

	<u>Jul 31, 18</u>
FDEO	51,939.09
Visit Florida	69,822.73
TOTAL	<u>121,761.82</u>

10:53 AM

08/15/18

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 07/31/2018

	<u>Jul 31, 18</u>	
Beginning Balance	37,596.07	✓
Cleared Transactions		
Checks and Payments - 14 items	<u>-17,232.16</u>	✓
Total Cleared Transactions	<u>-17,232.16</u>	
Cleared Balance	<u>20,363.91</u>	✓
Uncleared Transactions		
Checks and Payments - 5 items	<u>-5,924.66</u>	
Total Uncleared Transactions	<u>-5,924.66</u>	
Register Balance as of 07/31/2018	<u>14,439.25</u>	
New Transactions		
Checks and Payments - 6 items	<u>-6,806.88</u>	
Total New Transactions	<u>-6,806.88</u>	
Ending Balance	<u>7,632.37</u>	

Handwritten:
2018
8-15-18

10:53 AM

08/15/18

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 07/31/2018

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						37,596.07
Cleared Transactions						
Checks and Payments - 14 items						
Bill Pmt -Check	06/21/2018	1314	United Parcel Service	X	-48.15	-48.15
Bill Pmt -Check	07/05/2018	1316	JUMPEM	X	-13,250.00	-13,298.15
Bill Pmt -Check	07/05/2018	1321	Watson, Pat	X	-445.68	-13,743.83
Bill Pmt -Check	07/05/2018	1319	Setzer Charissa	X	-371.52	-14,115.35
Bill Pmt -Check	07/05/2018	1318	Richardson, Katrina	X	-366.48	-14,481.83
Bill Pmt -Check	07/05/2018	1320	VisitFlorida	X	-359.00	-14,840.83
Bill Pmt -Check	07/05/2018	1322	Williams, Phyllis	X	-355.48	-15,196.31
Bill Pmt -Check	07/05/2018	1317	Koons, Scott	X	-250.00	-15,446.31
Bill Pmt -Check	07/23/2018	1329	Two Tree, Inc.	X	-595.00	-16,041.31
Bill Pmt -Check	07/23/2018	1326	Hub International Fl...	X	-437.00	-16,478.31
Bill Pmt -Check	07/23/2018	1325	Garcia-Rendon Mar...	X	-356.68	-16,834.99
Bill Pmt -Check	07/23/2018	1331	Walker, Kristina	X	-353.40	-17,188.39
Bill Pmt -Check	07/23/2018	1324	FL Dept of State	X	-39.48	-17,227.87
Check	07/24/2018		Capital City Bank	X	-4.29	-17,232.16
Total Checks and Payments					-17,232.16	-17,232.16
Total Cleared Transactions					-17,232.16	-17,232.16
Cleared Balance					-17,232.16	20,363.91
Uncleared Transactions						
Checks and Payments - 5 items						
Bill Pmt -Check	07/05/2018	1315	Gromoll, Ron		-412.44	-412.44
Bill Pmt -Check	07/23/2018	1327	Running Man Pictur...		-5,000.00	-5,412.44
Bill Pmt -Check	07/23/2018	1323	Columbia County T...		-373.28	-5,785.72
Bill Pmt -Check	07/23/2018	1328	Southeast Tourism ...		-125.00	-5,910.72
Bill Pmt -Check	07/23/2018	1330	United Parcel Service		-13.94	-5,924.66
Total Checks and Payments					-5,924.66	-5,924.66
Total Uncleared Transactions					-5,924.66	-5,924.66
Register Balance as of 07/31/2018					-23,156.82	14,439.25
New Transactions						
Checks and Payments - 6 items						
Bill Pmt -Check	08/02/2018	1332	Columbia County T...		-1,850.41	-1,850.41
Bill Pmt -Check	08/02/2018	1333	Florida Suncoast T...		-1,500.00	-3,350.41
Bill Pmt -Check	08/02/2018	1334	Two Tree, Inc.		-680.00	-4,030.41
Bill Pmt -Check	08/02/2018	1335	Vann, Paula		-287.47	-4,317.88
Bill Pmt -Check	08/16/2018	1336	CTM Media Group L...		-1,299.00	-5,616.88
Bill Pmt -Check	08/16/2018	1337	Spirit of the Suwann...		-1,190.00	-6,806.88
Total Checks and Payments					-6,806.88	-6,806.88
Total New Transactions					-6,806.88	-6,806.88
Ending Balance					-29,963.70	7,632.37



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SKAD

00001637 FCC31545080118153810 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PLACE
GAINESVILLE FL 32653-1603

Date 7/31/18
Primary Account

Page 1
XXXXXXXX2204



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CHECKING ACCOUNT

ANALYZED BUS CHECKING		Images	12
Account Number	XXXXXXXX2204	Statement Dates	7/02/18 thru 7/31/18
Previous Balance	37,596.07 ✓	Days in this Statement Period	30
Deposits/Credits	.00	Avg Ledger Balance	29,028.59
14 Checks/Debits	17,232.16 ✓	Avg Collected Balance	29,028.59
Service Charges	.00		
Interest Paid	.00		
Ending Balance	20,363.91 ✓		

OTHER DEBITS

Date	Description	Amount
7/24	Account Analysis Charge	4.29- ✓
7/26	AUTO-OWNERS INS. PREM TEL	437.00- ✓

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
7/02	1314	48.15 ✓	7/16	1319	371.52 ✓
7/16	1316*	13,250.00 ✓	7/11	1320	359.00 ✓
7/09	1317	250.00 ✓	7/16	1321	445.68 ✓
7/16	1318	366.48 ✓	7/27	1322	355.48 ✓

* Denotes missing check numbers

RECEIVED

AUG 07 2018

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL





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

Date 7/31/18
Primary Account

Page 2
XXXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER					
Date	Check No	Amount	Date	Check No	Amount
7/31	1324*	39.48	7/27	1329*	595.00 ✓
7/27	1325	356.68	7/26	1331*	353.40 ✓

* Denotes missing check numbers

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
7/02	37,547.92	7/16	22,505.24	7/27	20,403.39
7/09	37,297.92	7/24	22,500.95	7/31	20,363.91
7/11	36,938.92	7/26	21,710.55		

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

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX REFERENCE
200 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1000
352.336.8300

Capital City Bank

1314

5/21/2018

PAY TO THE ORDER OF United Parcel Service

\$ 48.15

Forty-eight and 15/100

United Parcel Service
P.O. Box 7247-0264
Philadelphia, PA 19170-0021

MEMO

SSPK

⑆001314⑆ ⑆063100688⑆ 0224792204⑆

1314

07/02/2018

\$48.15

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX REFERENCE
200 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1000
352.336.8300

Capital City Bank

1316

7/5/2018

PAY TO THE ORDER OF JUMPEM

\$ 13,250.00

Thirteen Thousand Two Hundred Fifty and 00/100

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

MEMO

SSPK

⑆001316⑆ ⑆063100688⑆ 0224792204⑆

1316

07/16/2018

\$13,250.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX REFERENCE
200 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1000
352.336.8300

Capital City Bank

1317

7/8/2018

PAY TO THE ORDER OF Scott R. Koon

\$ 250.00

Two Hundred Fifty and 00/100

Scott R. Koon
5210 NW 50th Terrace
Gainesville, FL 32606-4303

MEMO

SSPK

⑆001317⑆ ⑆063100688⑆ 0224792204⑆

1317

07/09/2018

\$250.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX REFERENCE
200 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1000
352.336.8300

Capital City Bank

1318

7/5/2018

PAY TO THE ORDER OF Katrina Richardson

\$ 366.48

Three Hundred Sixty-Six and 48/100

Katrina Richardson
Monticello/Renew Chain of Com
420 West Washington Street
Monticello, FL 32844

MEMO

SSPK

⑆001318⑆ ⑆063100688⑆ 0224792204⑆

1318

07/16/2018

\$366.48

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX REFERENCE
200 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1000
352.336.8300

Capital City Bank

1319

7/5/2018

PAY TO THE ORDER OF Charlotte Setzer

\$ 371.52

Three Hundred Seventy-One and 52/100

Charlotte Setzer
Suwannee County Econ Dev Dept
100 Court Street SE
Live Oak, FL 32066-3203

MEMO

SSPK

⑆001319⑆ ⑆063100688⑆ 0224792204⑆

1319

07/16/2018

\$371.52

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX REFERENCE
200 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1000
352.336.8300

Capital City Bank

1320

7/5/2018

PAY TO THE ORDER OF Visit Florida

\$ 359.00

Three Hundred Fifty-Nine and 00/100

Visit Florida
Accounting Department
2543 W. Esplanade Center Circle Ste 200
Tallahassee, FL 32301

MEMO

SSPK

⑆001320⑆ ⑆063100688⑆ 0224792204⑆

1320

07/11/2018

\$359.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX REFERENCE
200 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1000
352.336.8300

Capital City Bank

1321

7/5/2018

PAY TO THE ORDER OF Pat Watson

\$ 445.68

Four Hundred Forty-Five and 68/100

Pat Watson
City of Trenton
114 N. Main Street
Trenton, FL 32682

MEMO

SSPK

⑆001321⑆ ⑆063100688⑆ 0224792204⑆

1321

07/16/2018

\$445.68

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX REFERENCE
200 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1000
352.336.8300

Capital City Bank

1322

7/5/2018

PAY TO THE ORDER OF Phyllis Williams

\$ 355.48

Three Hundred Fifty-Five and 48/100

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

MEMO

SSPK

⑆001322⑆ ⑆063100688⑆ 0224792204⑆

1322

07/27/2018

\$355.48

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX REFERENCE
200 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1000
352.336.8300

Capital City Bank

1324

7/23/2018

PAY TO THE ORDER OF Florida Department of State

\$ 39.48

Thirty-Nine and 48/100

Florida Department of State
Division of Administrative Services
Bureau of Planning, Budget & Financial
900 South Browardway Street, 4th Floor
Tallahassee, FL 32399-0250

MEMO

SSPK

⑆001324⑆ ⑆063100688⑆ 0224792204⑆

1324

07/31/2018

\$39.48

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX REFERENCE
200 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1000
352.336.8300

Capital City Bank

1325

7/23/2018

PAY TO THE ORDER OF Marlene Gerda Randon

\$ 356.68

Three Hundred Fifty-Six and 68/100

Marlene Gerda Randon
Hawthorn County Tourism Dev
1183 S.E. Highway 41 N.W., Suite 6
Jasper, FL 32092

MEMO

SSPK

⑆001325⑆ ⑆063100688⑆ 0224792204⑆

1325

07/27/2018

\$356.68

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX REFERENCE
200 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1000
352.336.8300

Capital City Bank

1329

7/23/2018

PAY TO THE ORDER OF Two Tree, Inc.

\$ 595.00

Five Hundred Ninety-Five and 00/100

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

MEMO

SSPK

⑆001329⑆ ⑆063100688⑆ 0224792204⑆

1329

07/27/2018

\$595.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TAX REFERENCE
200 N.W. 87TH PLACE
GAINESVILLE, FLORIDA 32609-1000
352.336.8300

Capital City Bank

1331

7/23/2018

PAY TO THE ORDER OF Kristina Walker

\$ 353.40

Three Hundred Fifty-Three and 40/100

Kristina Walker
Perry/Taylor County Chamber of Commerce
P.O. Box 992
Perry, FL 32348

MEMO

SSPK

⑆001331⑆ ⑆063100688⑆ 0224792204⑆

1331

07/26/2018

\$353.40

7/16/2018 12:40 PM



Tourism Task Force

*****2204

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL RESISTIVE 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

1314

6/21/2018

\$**48.15

PAY TO THE ORDER OF United Parcel Service

Forty-Eight and 15/100

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

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

0001314 063100688 0224792204

SSR.K

For >031100209< 07/01/18 DLW-UPS 7380

Deposit Citibank N.A.

Only New Castle DE 40705208

7380 751356 067 000 751356-20-10-033/2699-033

ENCLOSURE HERE

Amount: -\$48.15
Description: Check
Check Number: 1314
Posted Date: 7/2/2018
Transaction Type: History

7/16/2018 12:41 PM



Tourism Task Force

*****2204

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

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

63-68/631

1317

7/5/2018

\$ **250.00

PAY TO THE ORDER OF Scott R. Koons

Two Hundred Fifty and 00/100

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

S. R. K.

MEMO

TRU WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHERENCY PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

00013171 063100688 0224792204

Amount: -\$250.00
Description: Check
Check Number: 1317
Posted Date: 7/9/2018
Transaction Type: History


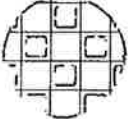


1500509287

5/2/18

8/9/2018 10:46 AM

Tourism Task Force

*****2204

<small>THIS DOCUMENT INCLUDES VISIBLE, PHYSICAL, CHEMICAL, REACTIVE PROPERTIES AND FEATURES A FOLIO HOLOGRAM</small>	
	THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200
	
63-68/631	
1319	
7/5/2018	
PAY TO THE ORDER OF	Charissa Setzer
\$ **371.52	
Three Hundred Seventy-One and 52/100***** DOLLARS	
Charissa Setzer Suwannee County Econ Dev Dept 100 Court Street SE Live Oak, FL 32064-3203	
MEMO	 <u>SSR.K</u>
<small>TRUE WATERMARK PAPER * HOLD TO LIGHT TO VIEW * PAPER CONTAINS TONER ADHESION PROPERTIES * HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT *</small>	
⑈001319⑈ ⑈063100688⑈ 0224792204⑈	

[illegible]

BOFD >263184488<
Live Oak Main BC
2018-07-13
0177900375

15 BÜFD 203184488

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE
RECEIVED EARLY NATIONAL INSTITUTE OF U.S.

ENDORSE HERE
David S. Selzer
1023244

Amount: -371.52

Description: Check

Check Number: 1319

Posted Date: 7/16/2018

Transaction Type: History

8/6/2018 4:49 PM



Tourism Task Force

*****2204

DOCUMENT INCLUDES VISIBLE PAPER, CHEMICALLY REACTIVE PROPERTIES AND FEATURES A FOLIO HOLDING

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 1321

63-68/631 7/15/2018

PAY TO THE ORDER OF Pat Watson \$ **445.68

Four Hundred Forty-Five and 68/100..... DOLLARS

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

MEMO

SSRK

0001321 0063100688 0224792204

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

Pat Watson

See my Features:

The security features of this check are as follows:

FEDERAL RESERVE BOARD OF GOVERNORS REG. CC

Amount: -\$445.68
Description: Check
Check Number: 1321
Posted Date: 7/16/2018
Transaction Type: History



8/9/2018 10:46 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 32653-1803
352.955.2200

Capital City Bank 1324

63-68/631 7/23/2018

PAY TO THE ORDER OF Florida Department of State \$**39.48

Thirty-Nine and 48/100***** DOLLARS

Florida Department of State
Division of Administrative Services
Bureau of Planning, Budget & Financial
500 South Bronough Street, 4th Floor
Tallahassee, FL 32399-0250

MEMO

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

0001324 063100688 0224792204

SSR.K

Amount: -39.48

Description: Check

Check Number: 1324

Posted Date: 7/31/2018

Transaction Type: History

ENDORSE HERE

FOR DEPOSIT ONLY
WELLS FARGO BANK, N.A.
STATE OF FLORIDA DEPARTMENT OF
FINANCIAL SERVICES
LOCATION #4500460
DIVISION OF
ADMINISTRATIVE SERVICES

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



Tourism Task Force

*****2204

8/6/2018 4:51 PM

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

Visit
Natural North Florida

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

63 68/631

Capital City Bank 1329

7/23/2018

PAY TO THE ORDER OF Two Tree, Inc. \$**595.00

Five Hundred Ninety-Five and 00/100..... DOLLARS

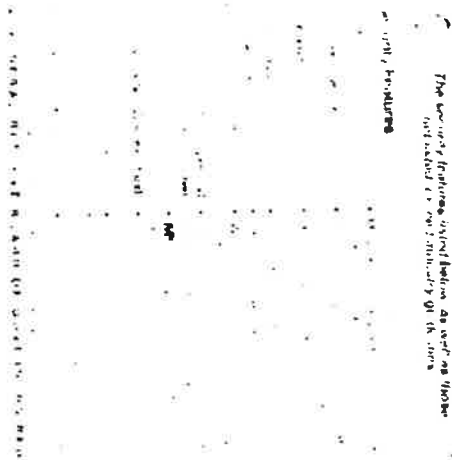
Two Tree, Inc.
Tommy Thompson
24-A NW 33rd Court
Gainesville, FL 32607

MEMO

SSRK

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

⑈001329⑈ ⑆063100688⑆ 0224792204⑈



For Deposit only
to: Wells Fargo Bank
make

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE
EXCEPT FOR A FINANCIAL INSTITUTION'S SIGNATURE

Amount: -\$595.00
Description: Check
Check Number: 1329
Posted Date: 7/27/2018
Transaction Type: History



8/6/2018 4:49 PM

Tourism Task Force

*****2204

DOCUMENT INCLUDES WATERMARK, MICR, SECURITY PROPERTIES AND FEATURES A FOLIO LOGO

Visit **Natural North Florida**

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

Capital City Bank

1316

63-68/631

7/5/2018

PAY TO THE ORDER OF JUMPEM

\$**13,250.00

Thirteen Thousand Two Hundred Fifty and 00/100..... DOLLARS

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

MEMO

SSP.K

0001316 063100688 0224792204

Seq: 21
Batch: 605217
Date: 07/13/18

ENDORSE HERE

Credited To The Account Of:
The Within Named Payee
Endorsement Guaranteed
Bank of America, N.A.

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE

Seq: 00021 07/13/18
BAT: 605217 CC: 0750109162
WT: 01 LTPS: Jacksonville
BC: Millhopper BC FL8-294

Amount: -\$13,250.00

Description: Check

Check Number: 1316

Posted Date: 7/16/2018

Transaction Type: History



8/6/2018 4:49 PM

Tourism Task Force

*****2204

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICALLY ACTIVE PROPERTIES AND FEATURES AT OIL HOLOGRAMS

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

63-68/531

1318

7/5/2018

PAY TO THE ORDER OF Katrina Richardson \$**366.48

Three Hundred Sixty-Six and 48/100 ***** DOLLARS

Katrina Richardson
Monticello/Jefferson Cham of Com
420 West Washington Street
Monticello, FL 32344

MEMO

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

0001318 1063100688 0224792204

>063101111< 20180713
FARMERS AND MERCHANTS BANK
103 138

063101111> 103 133 07/13/18

063101111> 103 133 07/13/18

ENDORSE HERE
Deposited 0501722306

Amount: -\$366.48

Description: Check

Check Number: 1318

Posted Date: 7/16/2018

Transaction Type: History



7/16/2018 12:41 PM

Tourism Task Force

*****2204

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

Visit Natural North Florida

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

Capital City Bank

1320

63-68/631

7/5/2018

PAY TO THE ORDER OF Visit Florida

\$ **359.00

Three Hundred Fifty-Nine and 00/100 ***** DOLLARS

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

MEMO 58745

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001320 1063100688 0224792204

5field

SSR.K

FOR DEPOSIT ONLY
FLORIDA TOURISM INDUSTRY MKTG
VISIT FLORIDA - PRIVATE ACCT
DBA VISIT FLORIDA
200035633644

PAY TO THE ORDER OF
WACHOVIA BANK A DIVISION
OF WELLS FARGO BANK, N.A.
06300021

Amount: -\$359.00

Description: Check

Check Number: 1320

Posted Date: 7/11/2018

Transaction Type: History

Tourism Task Force

*****2204

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

Visit
**Natural
North Florida**

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

63-68/531

Capital City
Bank

1322

7/5/2018

PAY TO THE
ORDER OF

Phyllis Williams

\$ **355.48

Three Hundred Fifty-Five and 48/100 ***** DOLLARS

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

MEMO

Shield

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001322 10631006881 0224792204

PRINT HERE
Pay to the Order of _____
\$08
10/99-34
DATE OF DEPOSIT _____
MEMO TO CREDIT _____

ACCOUNT NO.: 000000001019934
7/26/2018 11:30 OCT 0013 MCB10540
*****355.48 TRANSIT CHECK

Description: Check

Check Number: 1322

Posted Date: 7/27/2018

Transaction Type: History



8/6/2018 4:50 PM

Tourism Task Force

*****2204

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

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

63-68/631

Capital City Bank

1325

7/23/2018

PAY TO THE ORDER OF Mariela Garcia Rendon

\$**356.68

Three Hundred Fifty-Six and 68/100***** DOLLARS

Mariela Garcia-Rendon
Hamilton County Tourism Dev
1153 U.S. Highway 41 N.W., Suite 5
Jasper, FL 32052

MEMO

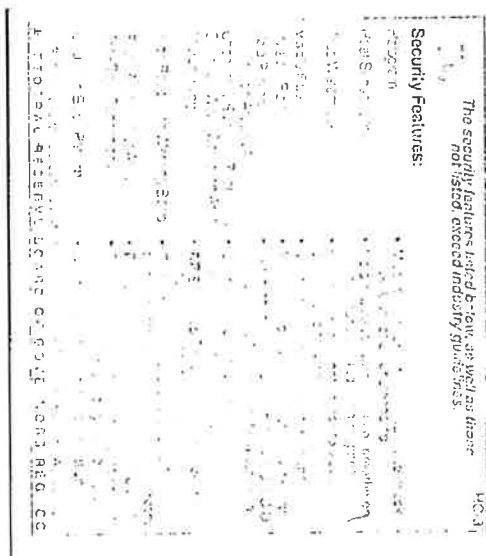
SHUCKI

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

11001325 1063100688 0224792204



Amount: -\$356.68

Description: Check

Check Number: 1325

Posted Date: 7/27/2018

Transaction Type: History



8/6/2018 4:51 PM

Tourism Task Force

*****2204

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

Capital City Bank 1331
63-68/631
7/23/2018

PAY TO THE ORDER OF Kristina Walker \$**353.40

Three Hundred Fifty-Three and 40/100 DOLLARS

Kristina Walker
Perry/Taylor County Chamber of Commerce
P.O. Box 892
Perry, FL32348

MEMO

0001331006310068802247922040

ENCLOSURE

STAMP OF FIC B

Discover Bank
(Greenwood, DE)
502 E Market St
19950
07/25/18-05:35:45
003977944
<<<<<031100649>>>>>

Amount: -\$353.40

Description: Check

Check Number: 1331

Posted Date: 7/26/2018

Transaction Type: History

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of July 31, 2018

(These financial statements are unaudited)

	Budget	July 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	51,939.09	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
Total Income	385,800.00	51,939.09	344,896.90	(40,903.10)
Expenses				
Marketing				
Planning				
VisaVues Domestic & International	5,100.00	0.00	5,060.00	(40.00)
Total Planning	5,100.00	0.00	5,060.00	(40.00)
Collateral Materials				
Print Ultimate Bicycle Guide	2,750.00	0.00	0.00	(2,750.00)
Design/Print New Regional Brochure	8,500.00	0.00	4,000.00	(4,500.00)
Design/Print Ultimate Springs Guide	3,450.00	0.00	0.00	(3,450.00)
Print Specialty Brochures	1,200.00	0.00	5,970.00	4,770.00
Update & Print Suwannee River Wilderness Guide	8,600.00	0.00	21,250.00	12,650.00
Print VNNF Paddling Guide	2,250.00	0.00	0.00	(2,250.00)
Purchase Big Bend Saltwater Paddling Guide	3,600.00	0.00	0.00	(3,600.00)
Print Suwannee River & Saltwater Trail Maps	450.00	0.00	0.00	(450.00)
Total Collateral Materials	30,800.00	0.00	31,220.00	420.00
Website				
Revise Homepage	30,000.00	0.00	30,000.00	0.00
Ultimate Springs Guide Maintenance	1,400.00	0.00	0.00	(1,400.00)
Website Pseudo-Reservation System	13,000.00	0.00	2,498.00	(10,502.00)
Web Hosting Services	8,000.00	0.00	6,000.00	(2,000.00)
Photography	2,000.00	5,000.00	10,000.00	8,000.00
Website Blogs - Five Blog Categories	5,100.00	1,275.00	5,610.00	510.00
Total Website	59,500.00	6,275.00	54,108.00	(5,392.00)
Public Relations				
Tours for Out-of-State & Foreign Media	3,750.00	0.00	0.00	(3,750.00)
Total Public Relations	3,750.00	0.00	0.00	(3,750.00)
Trade Shows				
Whistles & Other Promotional Items	5,000.00	0.00	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 July 31, 2018

(These financial statements are unaudited)

	Budget	July 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.re.e. Messe Munich	17,300.00	0.00	12,365.80	(4,934.20)
VF London Telegraph Bike & Travel Show	13,000.00	0.00	10,794.11	(2,205.89)
VF Toronto Outdoor Adventure Show	9,825.00	0.00	7,794.51	(2,030.49)
VF Berlin ITB Trade Show	9,450.00	0.00	8,463.13	(986.87)
Berlin ITB Trade Show - VF In-Kind	5,000.00	0.00	5,000.00	0.00
VF Canoeecopia Madison, WI	5,725.00	0.00	5,497.54	(227.46)
VF Philadelphia Travel Expo	7,650.00	0.00	6,918.80	(731.20)
VF Midwest Mountaineering Spring Expo	4,525.00	0.00	4,054.33	(470.67)
Hershey RV Show	6,500.00	0.00	0.00	(6,500.00)
Bike Expo New York	6,500.00	0.00	5,080.25	(1,419.75)
Total Trade Shows	144,475.00	0.00	118,164.76	(26,310.24)
Advertising				
Digital Advertising Campaign	13,500.00	13,250.00	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	1,433.00	7,598.00	(727.00)
Total Advertising	38,575.00	14,683.00	40,528.00	1,953.00
Total Marketing Expenses	282,200.00	20,958.00	249,080.76	(33,119.24)
Administration				
NCFRPC - Admin VF & DEO 2016-2017	5,650.00	0.00	0.00	(5,650.00)
NCFRPC-Admin VF & DEO FY 2017-2018	18,850.00	0.00	1,950.00	(16,900.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	0.00	(12,500.00)
Bank Charges	200.00	4.29	38.61	(161.39)
Legal Advertising	300.00	39.48	106.82	(193.18)
Legal Expenses	300.00	0.00	61.25	(238.75)
Other Admin Expenses Miscellaneous	2,000.00	250.00	2,891.40	891.40
Postage	300.00	13.94	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 July 31, 2018

(These financial statements are unaudited)

	Budget	July 2018	Year to Date	Over/(Under) Budget
Total Administration	54,700.00	307.71	19,486.42	(35,213.58)
Memberships				
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)
Total Memberships	1,200.00	0.00	865.00	(335.00)
Professional Enhancement				
SE Tourism Society Marketing College	11,000.00	125.00	10,509.96	(490.04)
Governor's Tourism Conference	1,900.00	0.00	0.00	(1,900.00)
Total Professional Enhancement	12,900.00	125.00	10,509.96	(2,390.04)
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
Total Internships	12,500.00	0.00	0.00	(12,500.00)
Retained Reserves				
Retained Reserves	22,300.00	0.00	0.00	(22,300.00)
Total Retained Reserves	22,300.00	0.00	0.00	(22,300.00)
Total NonMarketing Expenses	103,600.00	432.71	30,861.38	(72,738.62)
Total Expenses	385,800.00	21,390.71	279,942.14	(105,857.86)
Net Income	0.00	30,548.38	64,954.76	64,954.76

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

Adopted 8/17/2017

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

(1) See Marketing Budget Detail

(2) See Memberships Detail

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

Adopted 8/17/2017

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

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

Adopted 8/16/2018

<i>Revenues</i>	Total
<u>Cooperative Regional Marketing Program Fees:</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
Subtotal	\$53,000

<u>Additional Revenue:</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
Subtotal - Cash	\$295,300
TOTAL REVENUES - CASH	\$348,300
VISIT FLORIDA FY 2018-19 Rural Area of Opportunity Grant - In-Kind	\$12,800
TOTAL REVENUES - CASH AND IN-KIND	\$361,100

<i>Expenditures</i>	
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
TOTAL EXPENDITURES - CASH	\$348,300
(1) Marketing Program for FY 2018-19 - In-Kind	\$12,800
TOTAL EXPENDITURES - CASH AND IN-KIND	\$361,100

(1) See Marketing Budget Detail

(2) See Memberships Detail

<i>Reserve Funds</i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$117,000
TOTAL RESERVE FUNDS	\$117,000

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

Adopted 8/16/2018

Marketing Budget Detail	Total
Collateral Material:	
2018-19 Revise and Print Ultimate Bicycle Guide	\$3,000
Website:	
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
Trade Shows:	
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
Advertising:	
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
Total Marketing Expenditure	\$255,700
Administration	
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
Membership Organizations - Annual Dues	
VISIT FLORIDA Annual Dues	\$400
Southeastern Tourism Society Annual Dues	\$300
Florida Outdoor Writers Association Annual Dues	\$200
Professional Enhancement	
Southeastern Tourism Society Marketing College	\$11,600
Governor's Tourism Conference	\$1,700
Internships	
Harvey Campbell Memorial Internship	\$6,250
Dean Fowler Internship	\$6,250
Retained Reserves	
Unrestricted Reserve Fund	\$22,800
Total Non-Marketing Expenditure	\$105,400
Total Expenditure	\$361,100

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, 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: 


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: _____

Steve Dopp

From: Russell Mick [Russell@runningmanpictures.net]
Sent: Thursday, September 06, 2018 3:26 PM
To: Steve Dopp
Cc: Scott Koons; Dawn Taylor
Subject: Re: July 19, 2018 Task Force meeting packet

Thanks Steve, Dawn is CC'd here

The testimonials idea was replaced by a voiceover for 2 main reasons, #1, no one from the meeting (or any other time) came forward and offered anyone to be on-camera, and #2, the voiceover driven piece allowed us to say exactly what we wanted, and do it in a completely original way that hopefully inspires the viewer.

Russ

Russell C. Mick

On Sep 6, 2018, at 2:34 PM, Steve Dopp <dopp@ncfrpc.org> wrote:

Very nice, Russ. What happened to the first-person testimonial(s)?

<image007.jpg> *Steven Dopp*
Senior Planner
<image008.jpg> *North Central Florida Regional Planning Council*
2009 NW 67th Place, Gainesville, FL 32653-1603
Voice: 352.955.2200, ext. 109
Fax: 352.955.2209

PLEASE NOTE: Florida has a very broad public records law. Most written communications to or from government officials regarding government business are public records available to the public and media upon request. Your e-mail communications may be subject to public disclosure.

From: Russell Mick [<mailto:Russell@runningmanpictures.net>]
Sent: Thursday, September 06, 2018 11:50 AM
To: Steve Dopp
Subject: Re: July 19, 2018 Task Force meeting packet

Steve,

Here is a temporary link for the **final** video I've been working on. Dawn has been helping me with the video, she's been great. Also, look for an email from Hightail, this is the final video that you can download and then put on your server/website. Hope it's well received, tried to include as many areas as we could.

<https://youtu.be/34zFxnDK3QA>

Best,

Russ

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Visit Natural
NORTH FLORIDA

Attachment 1**SCOPE OF WORK**

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

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

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

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

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

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

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

2.2 Marketing and Promotion:

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

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

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

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

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

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

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

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

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

2.3 Professional Enhancement:

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

2.3.2 Maintain memberships in or join professional organizations.

3.DEO'S RESPONSIBILITIES:

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

3.2 Perform Agreement management responsibilities as stated herein;

3.3 Reply to reasonable inquiries pursuant to the Agreement and,

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

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

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

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

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

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

5. REPORTING:

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

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

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

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

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

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

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

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Visit Natural
NORTH FLORIDA

Florida Department of Economic Opportunity
Fiscal Year 2017-18 Regional Rural Development Grant
(January 17, 2018 - January 17, 2019)
Deliverables and Cost Estimates
July 19, 2018

Cost Estimates				Deliverable
As of 10/20/16	As of 5/17/18	As of 6/21/18	As of 7/19/18	
\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	Website Hosting & Maintenance
\$1,900.00	\$1,000.00	\$1,000.00	\$1,000.00	Ultimate Bicycle Guide Maintenance and Updates
\$1,500.00	\$1,000.00	\$1,000.00	\$1,000.00	Ultimate Springs Guide Maintenance and Updates
\$15,000.00	\$0.00	\$0.00	\$0.00	Website Reservation/Pseudo-Reservation System
\$1,000.00	\$2,500.00	\$2,500.00	\$2,500.00	Ultimate Paddling Guide - New Website Microsite
\$0.00	\$2,500.00	\$2,500.00	\$2,500.00	Ultimate Parks Guide - New Website Microsite
		\$2,500.00	\$2,500.00	New Fishing Website Microsite
\$5,000.00	\$10,000.00	\$10,000.00	\$10,000.00	Website Video
\$5,100.00	\$5,100.00	\$5,100.00	\$5,100.00	Website Blogs (60 blogs at \$85 per blog)
\$0.00	\$0.00	\$0.00	\$0.00	Website Blogs - Nancy Moreland
\$15,100.00	\$11,635.00	\$11,635.00	\$11,635.00	Travel Shows (Atlanta Camping & RV, Bike Expo NY, Georgia RV & Camper)
\$16,650.00	\$26,500.00	\$26,500.00	\$26,500.00	Digital Advertising Campaign - Facebook, Google Adword search, Retargeting, Other
\$4,250.00	\$4,250.00	\$4,250.00	\$4,250.00	Quarterly eNewsletters
\$17,000.00	-	-	-	Print Media Advertising
-	\$6,680.00	\$6,680.00	\$6,680.00	Print Media Advertising - UnDiscovered Florida Co-op
-	\$6,000.00	\$5,000.00	\$5,000.00	Print Media Advertising - Visit Florida Road Map
-	\$8,500.00	\$8,500.00	\$8,500.00	Print Media Advertising - Visit Florida Official Vacation Guide Co-op
-	-	-	\$1,000.00	Florida Pocket Ranger App Advertisement
-	\$2,365.00	\$2,365.00	\$2,365.00	USB Media Kits
\$1,600.00	\$0.00	\$200.00	\$200.00	Design & Print Regional Specialty Brochures
\$3,600.00	\$800.00	\$800.00	\$800.00	Purchase Copies of Big Bend Saltwater Paddling Guide
\$8,500.00	\$11,200.00	\$11,200.00	\$11,200.00	Brochure Distribution
\$5,000.00	\$0.00	\$0.00	\$0.00	Revise & Print Ultimate Bicycle Guide
\$5,100.00	\$5,060.00	\$5,060.00	\$5,060.00	VISAVUE - Domestic and International Editions
\$14,000.00	\$13,510.00	\$13,510.00	\$12,510.00	Scholarships
\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	Oragnizational Annual Memberships
\$22,500.00	\$22,500.00	\$22,500.00	\$22,500.00	Administration
\$150,000.00	\$148,300.00	\$150,000.00	\$150,000.00	Total

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Visit Natural
NORTH FLORIDA

Florida Department of Economic Opportunity
Fiscal Year 2018-19 Regional Rural Development Grant
(January 17, 2019 - January 16, 2020)
Deliverables and Cost Estimates
September 11, 2018

Cost Estimates			Deliverable
Approved 7/19/18	Approved 8/23/18	Proposed 9/11/18	
\$6,000.00	\$6,000.00	\$6,000.00	Website Hosting & Maintenance
\$10,000.00	\$10,000.00	\$10,000.00	Add Three Topic-Centered Landing Pages (1 Things to Do, 1 Places to Stay, 1 Places to Eat)
\$2,500.00	\$2,500.00	\$2,500.00	Add Six Town Landing Pages - Nancy Moreland (White Springs, St. Marks, Steinhatchee, High Springs, Suwannee, Williston)
\$0.00	\$12,000.00	\$0.00	Create a minimum of 4 County/Town-specific Website Videos (a 50-50 co-op)
		\$8,500.00	VISIT FLORIDA Retargeting Campaign
\$2,500.00	\$2,000.00	\$2,000.00	Place to Stay, Places to Eat, and Things to Do Database Deveopment
\$400.00	\$100.00	\$100.00	Ultimate Bicycle Guide & Landing Page Maintenance and Updates
\$200.00	\$100.00	\$100.00	Ultimate Springs Guide & Landing Page Maintenance and Updates
\$400.00	\$100.00	\$100.00	Paddling Landing Page Maintenance & Updates
-	\$100.00	\$100.00	Ultimate Fishing Page Maintenance & Updates
\$200.00	\$100.00	\$100.00	Florida State Parks Landing Page Maintenance & Updates
\$5,100.00	\$5,100.00	\$5,100.00	Website Blogs (60 blogs per at \$85 per blog)
\$1,500.00	\$200.00	\$2,200.00	Design and Print Collateral Material
\$3,000.00	\$3,000.00	\$3,000.00	Revise and Print Ultimate Bicycle Guide
\$500.00	\$0.00	\$0.00	Purchase Copies of Big Bend Saltwater Paddling Guide
\$1,000.00	\$0.00	\$0.00	GDPR Website Compliance Modifications
\$21,000.00	\$14,000.00	\$14,000.00	Domestic Travel Shows (2_shows -Bike Expo NY, Midwest Mountaineering Spring)
\$21,500.00	\$21,500.00	\$21,500.00	Print Advertising (co-op & Florida transportation map ads)
\$20,000.00	\$20,000.00	\$21,500.00	Digital Advertising Campaign - Facebook, Google Adword search, Retargeting
		\$0.00	Youtube Advertising Campaign
\$1,000.00	\$0.00	\$0.00	Florida Pocket Ranger App Advertisement
\$13,250.00	\$13,250.00	\$13,250.00	Scholarships (8 Scholarships @ \$1,656.25)
\$12,000.00	\$12,000.00	\$12,000.00	Brochure Distribution
\$1,200.00	\$1,200.00	\$1,200.00	Professional Organization Memberships
		\$0.00	Visit USA UK Annual Membership (\$400)
		\$0.00	Visit USA Germany Annual Membership (\$1,000)
\$4,250.00	\$4,250.00	\$4,250.00	Quarterly eNewsletters
\$22,500.00	\$22,500.00	\$22,500.00	Administration
\$150,000.00	\$150,000.00	\$150,000.00	Total

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Visit Natural
NORTH FLORIDA

[Join \(/join\)](#) | [Partner Portal \(/portal\)](#) | [FAQ \(/faq\)](#) | [sdopp \(x\)](#)

The Official Tourism Marketing Corporation
for the State of Florida

(/)

[HOME \(/\)](#) [PROGRAMS ▾](#) [RESOURCES ▾](#) [WORK TOGETHER ▾](#) [ABOUT US ▾](#)

You are here: [Home \(/\)](#) > [Program Details](#)

VISIT FLORIDA Marketing Planner Opportunity - Printed
09/04/2018

Contact Info

 Name: Danah Heve

☎ Tel: 727.542.5462

✉ Email:
dheye@maddenmedia.com
(mailto:dheye@maddenmedia.com)

File Downloads

📁 Madden Media Rate Card (../..
../images/planner
/Madden%20Media%20Remarketing%20Display%20and%20Video_RateCard.pc

Audiences: *Consumers - Domestic*
Markets: *Domestic*
Program Types: *Advertising, Digital*
Dates: *Ongoing*
Commitment Deadline: *N/A*

(../../../../images/planner/Madden%20Media%20Logo%202018.png)

DISPLAY CO-OP PROGRAM

Reach travelers who have just expressed interest in a trip to Florida. With Madden Media's retargeting program Partners of all sizes can take advantage of VISITFLORIDA.com's impressive web traffic. After people visit the VISIT FLORIDA website, they will be served and targeted with creative banner ads with strong calls-to-action that drive them to your site and encourage them to explore your destination.

HOW IT WORKS

- The campaign incorporates VISIT FLORIDA's logo to reinforce branding
- Creative banner ad placement puts your brand front and center
- Geo- and demo-targeted ads reach out to previous visitors
- Strong call-to-action brings visitors directly to your site
- Click-through URL takes users to your landing page
- Daily optimization performed in order to deliver maximum ROI
- Complete and detailed reporting of key performance indicators

VIDEO MARKETING CO-OP

Video inspires action. **The Video Marketing Co-op** offers Partners the ability to include YouTube in the marketing mix and diversify reach across platforms. Video marketing establishes brand recognition and builds trust—what better way to further boost your brand than showcasing co-branded videos? Partners can reach target audiences using criteria such as demographics, geographics, topics and viewer interests.

HOW IT WORKS

- Madden will work with Advertisers to choose a target audience for the In-Stream Ads
- Video assets are played before, during or after another video
- Participating Partners are only charged when their video is watched for 30 seconds or to the end, guaranteeing views

These programs are only available to Marketing Partners

****ALL RATES LISTED BELOW ARE NET RATES****

🗨️ [Contact Us \(mailto:dheye@maddenmedia.com\)](mailto:dheye@maddenmedia.com)

+ Add to: My Plan

 [View My Plan \(../..my-plan/\)](#)

YOU JUST GOT SERVED

2018–2019 Display Ad Cooperative Campaign

VISIT FLORIDA Approved Campaign



SPONSORED BY: VISIT FLORIDA

Let's chat about your new Display Ads—contact me today!



Danah Heye

727-542-5462
dhey@maddenmedia.com



TJ Fletcher

931-841-1539
tjfletcher@maddenmedia.com

FOR MATERIALS SPECIFICATIONS,
PLEASE CONTACT:

800-444-8768 / 520-322-0895
materials@maddenmedia.com



VISITFLORIDA.COM

08/22/18

You want to create brand awareness and encourage travelers to take the next step toward booking their dream vacation—Prospecting and Remarketing **Display Ads** do just that. Combining your vivid imagery and strong calls-to-action are our specialty, making your ad stand out. Madden Media's experts are here to help you every step of the way.

WHAT'S IN IT FOR YOU?

- **Reach consumers interested in a Florida vacation.** Showcase your unique business to a highly-qualified audience.
- **Align your brand with VISIT FLORIDA.** Motivate travelers to start planning and booking by promoting the best places to stay and play in Florida.
- **Complete campaign management.** Custom ad creation, strategic targeting, and monthly reporting included with each package.



SIGN UP BY
April 30, 2019



CAMPAIGN TIMING
July 2018–June 2019



PRODUCTION CYCLE
Please allow 4 weeks for material creation



PARTNER NET RATES

	Bronze	Silver	Gold	Platinum
Package Total Net Cost	\$1,870	\$4,675	\$9,350	\$23,375
Campaign Length	2 months	3 months	6 months	8 months
Impressions	170,000+	450,000+	950,000+	2.6 million+
Estimated Clicks	255–425	675–1,125	1,425–2,375	3,900–6,500

HOW IT WORKS



Interested travelers visit
VisitFlorida.com



After leaving, they see your
ads while browsing the
web—the ads encourage
them to click



Ads are delivered to your
targeted audience on sites
like USA Today.com and
Travel.com



Clicking sends them to your
website—we recommend
promoting an event or offer
to encourage conversion

YOU JUST GOT SERVED

2018–2019 Display Ad Cooperative Campaign

VISIT FLORIDA Approved Campaign



SPONSORED BY: VISIT FLORIDA

Let's chat about your new Display Ads—
contact me today!



Danah Heye

727-542-5462
dheyem@maddenmedia.com



TJ Fletcher

931-841-1539
tjfletcher@maddenmedia.com

FOR MATERIALS SPECIFICATIONS,
PLEASE CONTACT:

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materials@maddenmedia.com



VISITFLORIDA.COM

08/22/18

REGIONAL TARGETS



NICHE TARGETS

- Beaches
- Theme Parks
- Outdoors & Nature
- Shopping & Dining
- Family
- Resorts
- Golf
- Events



The map represents where the consumers on VISITFLORIDA.COM are looking to visit. Each region represents a remarketing pool on VISITFLORIDA.COM. Campaigns are managed to the regions and niches that apply to your destination, hotel or attraction.

New for 2018!

The **Video Marketing Co-op** offers the ability to include YouTube in your marketing mix and diversify your reach across platforms. We can utilize VISIT FLORIDA's established remarketing pool as a key audience for your videos, further exciting travelers and encouraging conversion.

VIDEO MARKETING CO-OP

	Bronze	Silver	Gold	Platinum
Partner Cost	\$1,750	\$4,500	\$8,750	\$20,000
Campaign Length	2 months	4 months	6 months	8 months
Video Distribution	3,900+ views	11,000+ views	23,100+ views	57,000+ views



VISIT FLORIDA Remarketing Co-op Custom Package

North Central Florida Planning Council

September 2018

	Option 1	Option 2	
CAMPAIGN LENGTH	11	11	MONTHS
Remarketing Display Ads	810,000+	1.22 million+	IMPRESSIONS
	1,215–2,025	1,830–3,050	ESTIMATED CLICKS
TOTAL COST	\$8,000	\$12,000	NET

Steve Dopp

From: Visit USA [info@visitusa.org.uk]
Sent: Wednesday, August 15, 2018 4:27 AM
To: Steve Dopp
Cc: Scott Koons
Subject: London Destinations Show and Visit USA UK Membership
Attachments: Visit USA Members Guide 2018_19 Associate.pdf

Dear Steve

Thank you for your interest in Visit USA UK.

Yes, you have to be a member to participate in our events including the Visit USA Pavilion at Destinations 2019.

Our membership year starts on 1 July although we welcome members on a pro rata basis at any point during the year, however to ensure entry in this year's Visit USA Travel Planner your membership must be confirmed, processed and paid by **30 August 2018 latest**.

Please find below a brief introduction to the Visit USA (UK) Association and a summary of the key benefits of membership. You will see from our Members Listing on the Visit USA (UK) website that we have a Tour Operator category.

Visit USA Association (UK) Ltd is a non-profit membership organisation established over twenty years ago to promote leisure travel from the UK to and within the USA. As a membership organisation governed by an elected voluntary Board of Directors our membership of circa 200 includes organisations from every facet of the travel industry: airlines, hotels, tour operators, attractions, destinations and industry suppliers. We have a structure of committees to organise and direct our many pay-to-play activities and projects.

Full membership is for organisations based in the UK whether through a UK representation company or their own UK office and the current annual Full membership fee is £475 + VAT per year.

Associate membership is for organisations who do not have a UK representation company or their own UK office and the current annual Associate membership fee is \$400 per year.

Please find attached a copy of the Visit USA (UK) Members Guide that outlines the added value package of benefits that comes with Visit USA (UK) associate membership plus information regarding additional pay-to-play targeted events and advertising opportunities Visit USA offers to its members.

In summary, by becoming a member of Visit USA (UK) for 2018/19 you will gain immediate benefits in terms of profile in the UK travel market:

- A free listing in the Visit USA Travel Planner 2019 - you can access the current 2018 Travel Planner at www.visitusa.org.uk/TravelPlanner. This coming year we are again printing 50k copies, distributing 15k to National Geographic Traveller Magazine subscribers early in 2019, 15k direct to the travel trade, 2k placed in key locations including hotels, spas, golf clubs and luxury apartments plus approximately 10k copies to fulfil direct requests received via the Visit USA website each year. The Travel Planner and Visit USA map are also used extensively at selected trade and consumer shows.
- Your Member Profile on the Visit USA website - you manage content yourself and have the facility to upload brochures, videos, ideas, offers and news to the site that is receiving in the region of 5k qualified visitors a month. Real time statistics are available to show how your profile and content are performing on the site.

- Maximising exposure of your latest news and ideas via the Visit USA Blog and Visit USA social media channels, actively managed by our Visit USA Content Manager – see www.visitusa.org.uk/Blog
- By sending press releases and stories to us directly these may feature in the Visit USA monthly Trade E-Bulletin and the Visit USA dedicated pages in *Selling Travel* magazine both sent direct to travel trade audience.
- Use of the Visit USA UK Member badge to feature on your website and email sign-offs, demonstrating your commitment to the UK market.
- For an additional cost there are some cost-effective opportunities to take part in Visit USA trade and media events throughout the year such as the Visit USA Roadshow, Unite Visit USA and Media Marketplace.

Alongside this opportunity to gain a share of voice in the UK market to three key audiences - the travel trade, UK consumers looking to travel to the US and the UK travel media - you will have access to bi-annual presentations and our WTM Briefing that are uploaded in the Members Area of the website.

To join please complete the short application form online at <http://www.visitusa.org.uk/Join>

Please don't hesitate to contact me if you have any queries or require any further information.

Kind regards

Pam

PAMELA NEWMAN
OPERATIONS & DEVELOPMENT MANAGER
pamela.newman@visitusa.org.uk



Visit USA Association (UK) Ltd
 58 Southwark Bridge Road
 London SE1 0AG
 Tel: 020 7303 1700
info@visitusa.org.uk
www.visitusa.org.uk

From: Steve Dopp [<mailto:dopp@ncfrpc.org>]
Sent: 14 August 2018 18:48
To: info@visitusa.org.uk
Cc: Scott Koons <koons@ncfrpc.org>
Subject: London Destinations Show and Visit USA UK Membership

To whom it may concern:

The Original Florida Tourism Task Force (dba Visit Natural North Florida) is a 14-county destination marketing organization promoting nature-, history- and culture-based tourism in north central Florida. The Task Force is interested in exhibiting at the 2019 London Destinations show. I have noticed that your organization will have a large pavilion at



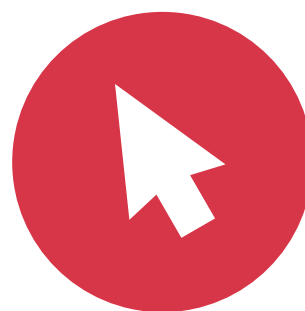
MEMBERS

GUIDE 2018/19



The benefits of being a member

The Visit USA Association (UK) was established over twenty years ago to promote leisure travel from the UK to and within the USA. Our current membership of approximately 200 includes organisations from every facet of the travel industry: airlines, hotels, tour operators, attractions, destinations and industry suppliers.



Events

Your Visit USA (UK) membership opens the door to a number of key benefits, offering an opportunity to gain a share of voice in the UK market to three key audiences: the UK travel trade, UK travellers eager to explore the US and the UK travel media. It also provides access to a number of subsidised and pay-to-play activities that have become major annual events in the travel industry's business and social calendars:

- **Biannual General Meetings** in March and September with updates regarding Visit USA plans and activities and insights from industry specialists.
- **WTM Annual Business Breakfast Briefing** and networking lunch in London in November each year.
- **Unite Visit USA** trade event for business to business development.
- **Visit USA Roadshow** has an audience of over 300 travel agents in three key UK cities in autumn each year. *Over the last eight years the Visit USA Roadshow has visited a large number of different cities.*
- **Visit USA Independence Ball** in July each year.
- **Visit USA Pavilion** at consumer travel shows in London and Manchester, maximising our combined presence while presenting the breadth of the USA proposition.
- **Visit USA Media Marketplace** providing an opportunity for members to engage one-to-one with travel media.
- **PR opportunities** to network with travel press at events such as Meet the Media in January.
- **Visit USA Media Awards** acknowledging excellent journalism featuring content on the USA in general and Visit USA members in particular.



*Visit USA Roadshow
visits three cities
each autumn*

Great ways to promote your product

- ✓ **Annual Travel Planner** – comprehensive printed guide and digital download
- ✓ **Visit USA map** – fold-out map and poster
- ✓ **Visit USA Now!** – members' news monthly in *Selling Travel* magazine
- ✓ **Consumer e-bulletin** – straight to the inbox of over 26,000 interested consumers
- ✓ **Trade e-bulletin** – updating the travel industry on the latest USA news
- ✓ **Visitusa.org.uk** – online advertising opportunities

AUDIENCE

- Online visitors to VisitUSA.org.uk who can easily download a digital version of the guide.
- UK consumers with an interest in travel to the USA. The UK is the biggest overseas market with over 4.57m arrivals in the US in 2016, representing 6% of all international arrivals
- UK travel professionals (travel agents, homeworkers, online agencies and tour operator reservation and contracting departments) who advise and book travel to the USA. These travel professionals are responsible for the vast majority of bookings to the USA
- UK travel media

*Source: U.S. Department of Commerce, ITA, National Travel and Tourism Office, Top 10 International Markets: 2016 Visitation and Spending



Print

Visit USA works hard to promote its members. The annual *Visit USA Travel Planner* is a comprehensive 72-page guide published in print and digital formats, listing all Visit USA members. This year 50,000 printed copies have been widely distributed at leading UK consumer travel shows, Visit USA trade and media events and to targeted travel agents and consumers via a marketing plan that currently includes insertion with *National Geographic Traveller* magazine in the first issue of each calendar year, insertion in *Selling Travel* magazine, direct placement in key retail, hotel and leisure establishments in selected UK cities, plus circa 20,000 per year are sent direct to consumers via the Visit USA website and by way of digital downloads.

TRAVEL PLANNER

This annual guide provides inspiration for UK travellers to plan and book their USA holiday

- Distribution to key consumer and trade audiences throughout 2019
- Minimum 50,000 print run
- Online digital edition on homepage of Visit USA website and promoted separately by email
- Full-colour, high-quality, A4 publication, 68+ pages
- Inspirational features and holiday ideas, and sponsored editorial.

Distribution

- To all requests received via the Visit USA website
- Enclosed with new year distribution of *National Geographic Traveller* magazine
- Known travellers and high net-worth individuals
- US Embassy, London and US Consulate, Edinburgh
- Visit USA e-bulletin subscribers
- Consumer shows including *Destinations*, London and Manchester and *The Holiday Show*, Belfast
- Distributed at golf clubs, spas, luxury apartments, hotels, hair salons, gyms and private medical centres
- At trade shows and events (including World Travel Market, Meet the Media and the Visit USA roadshow)
- Travel professionals via *Selling Travel* magazine



Advertising opportunities

- Display advertising including full, half and quarter pages which can be booked alone or as part of a marketing package
- Eighth pages and enhanced entries in member listing section (logo and 150 characters)
- **Destination profiles**
Sponsored editorial packages:
Single, double and four-page sections. Showcase your destination with highlights, images, itineraries, fly-drive programmes and more.
- **Tour operators**
Sponsored editorial:
'Book it now' information – clearly signposted call to action within features available for tour operator sponsorship

VISIT USA NOW!

Double-page inside every issue of the UK's leading travel trade magazine, *Selling Travel*, the go-to place for US travel news. Send your latest press releases to visitusa@bmipublishing.co.uk

- 14,057 monthly print run
- Online edition
- UK travel professionals
- Product news from Visit USA members
- Members Spotlight

FOLD-OUT VISIT USA MAP AND POSTER

Eye-catching fold-out USA map distributed to consumers and the trade at major travel shows

- A2 size folded down to an easy A4 hand-out format
- 10,000 annual print run
- Distributed to UK consumers and UK travel professionals
- Available for sponsorship

Digital

WEBSITE

The Visit USA website at visitusa.org.uk generates direct leads from consumers – members control their own profile and content page which can be accessed online by consumers. Member profiles allow site visitors to immediately understand what your organisation offers and how they can benefit from using your organisation to plan their next USA trip.

Members are able to upload travel ideas and offers that feature on the homepage of the site and receive brochure requests direct. Information on how to make the most of your member profile on the Visit USA website is available in the Members' Area of the site.

Visit USA's consumer website provides the perfect vehicle to create a flow of visitors to your website by advertising alongside inspirational content, news, offers and videos.

- Approximately 10,000 unique users per month
- Prominent advertising slots on homepage

CONSUMER E-BULLETIN

UK consumers opt-in to receive this regular round-up of US deals and travel offers

- Promotional panels – include a headline, image, 50 words and two links
- High-impact takeover issues available
- Quality database of UK consumers who have asked to receive offers and information

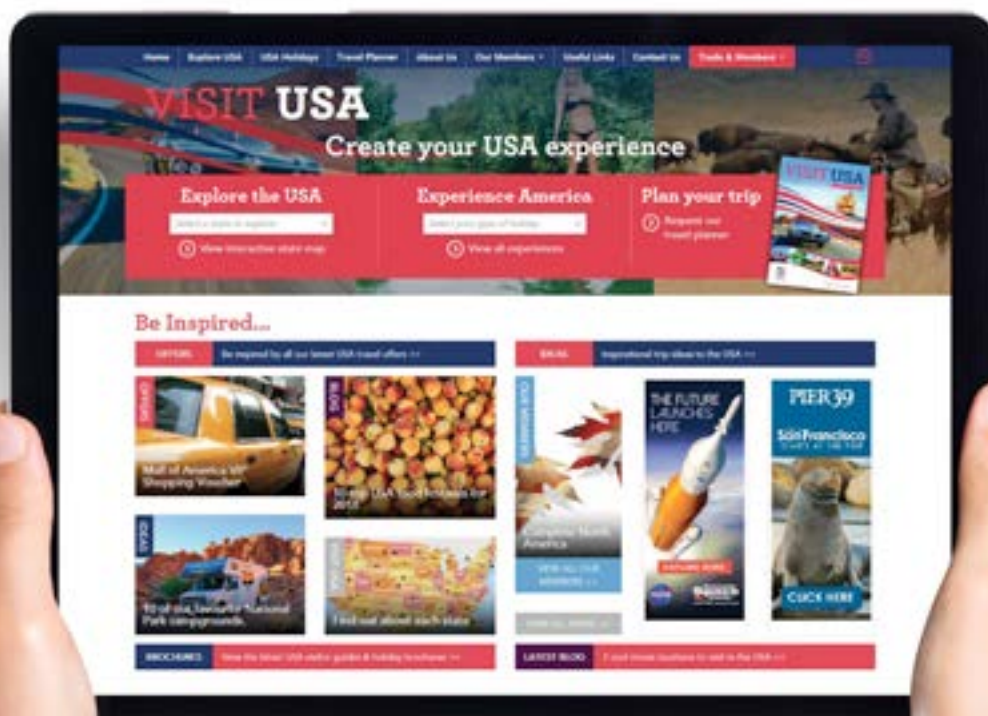
TRADE E-BULLETIN

The latest Visit USA members' news, straight to the inbox of the UK's travel professionals!

- 16,000 recipients
- High-impact single sponsor opportunity
- UK travel professionals and travel writers

SOCIAL MEDIA

The website contains a Visit USA Blog that features current travel opportunities and the latest news from members on specific themes – messages that are also distributed via our social media channels. To make sure all members get a share of voice via this channel, make sure all your latest press releases and news are regularly sent to content@visitusa.org.uk



Visit USA membership

ANNUAL MEMBERSHIP (UK)

FULL	£475
ASSOCIATE (for US-based companies without UK representation)	\$400

Print opportunities

MARKETING PACKAGES

PACKAGE	TRAVEL PLANNER	CONSUMER E-BULLETIN	TRADE E-BULLETIN	VISITUSA.ORG.UK ADVERTISEMENT	MEMBERS	NON-MEMBERS
A	Full page	4 x panel	or 2 x sponsorship	2 months	\$13,775	\$17,220
B	Half page	2 x panel	or 1 x sponsorship	1 month	\$7,395	\$9,240
C	Quarter page	1 x panel		1 month	\$4,255	\$5,320

Bespoke marketing packages are available on request

TRAVEL PLANNER		MEMBERS	NON-MEMBERS
Display advertising	Full page	\$11,290	\$14,115
	Half page	\$6,200	\$7,755
	Quarter page	\$3,410	\$4,270
Member listings section	Eighth page	\$1,390	\$1,740
	Enhanced entry	\$1,040	
Sponsored editorial (available to destinations)	Single-page destination feature	\$6,990	\$8,740
	Double-page destination feature	\$12,585	\$15,725
	Four-page destination section	\$22,655	\$28,315
Sponsored editorial (available to tour operators)	'Book it with' panel	\$1,705	\$2,135

FOLD-OUT USA MAP AND POSTER		MEMBERS	NON-MEMBERS
	Sponsorship	\$15,225	\$19,030

Print & Digital opportunities: Sally Parker sally.parker@bmipublishing.co.uk
Membership: info@visitusa.org.uk

Digital opportunities

		MEMBERS	NON-MEMBERS
CONSUMER E-BULLETIN			
	Panel	\$700	\$875
	Takeover - single sponsor	\$4,550	\$5,690
	Book four panels	10% discount	10% discount
	Book six panels	15% discount	15% discount
TRADE E-BULLETIN			
	Takeover - single sponsor	\$1,400	\$1,750
	Book four issues	10% discount	10% discount
	Book six issues	15% discount	15% discount
VISITUSA.ORG.UK			
	Advertisement on homepage and throughout the site	\$615 per month	\$760 per month *

* The minimum number of digital bookings for non-members is three issues/months

Deadlines

TRAVEL PLANNER	CONSUMER E-BULLETIN	TRADE E-BULLETIN	WEBSITE
Booking deadline: August 22, 2018 Copy deadline: September 21, 2018 Publication date: November	2018: September 13, October 11, December 27 2019: January 10, January 24, February 21, March 21, April 25, May 23 Takeover issues on request Copy deadline: 2 weeks before distribution	Monthly Copy deadline: 2 weeks before distribution	Monthly placements from the first of the month Copy deadline: one week before placement



Contact

Visit USA (UK)

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**VISIT USA
COMMITTEE
GERMANY**

BUSINESS PLAN

2018/2019

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VUSA – The Leading Tourism Network for Travel to the United States in Germany

14 Reasons why a membership in the Visit USA Committee Germany e.V. (VUSA) pays off for you:

- 1** Become a part of and benefit from the leading tourism network for travel to the United States in Germany
- 2** We are a non-profit association. Our membership fees and participation cost always are as low as possible. All members benefit from any profit we make
- 3** Thanks to our cooperation with the Visit USA Committees in Austria and Switzerland, you can benefit from reduced membership rates in all three German-speaking markets
- 4** Our close cooperation with Brand USA enables us to make our activities attractive and affordable at the same time
- 5** All of our events are exclusively available to VUSA members - except our ITB Media Breakfast, where members pay a reduced participation fee
- 6** At our reasonably priced and modern Visit USA Pavilion, you can reach out to more than 470,000 consumers at Germany's major tourism shows
- 7** Every VUSA members' contact information is listed in our attractive USA Travel Guide (circulation: 20,000), which is distributed at tourism shows and our trade and media events. The Travel Guide is also available to travel agents free of charge
- 8** You can directly get in touch with up to 800 travel agents at our Bowling Workshops, our Trade Roadshow and our Halloween Travel Agent Event.
- 9** Through our bi-monthly newsletter "VUSA NEWS", you can reach out to around 24,000 German travel agents and the key German travel trade media
- 10** Train up to 100 or more German travel agents on your destination or product through our VUSA Webinars. We promote and organize the webinars entirely, all you need to do is hold your presentation – conveniently from your office.
- 11** Benefit from our PR activities with regular press releases and participate in our media networking events to get in touch with key German media
- 12** On our website www.vusa.travel, consumers, travel agents and journalists can find your press releases and your contact information including a short profile of your destination or your company and a direct link to your website
- 13** Every three months, our internal newsletter „VUSA INSIDER“ provides you with information on VUSA activities and the latest market intelligence
- 14** We are here to help you. You can always contact the VUSA office with any questions regarding our association and our activities

VUSA Germany – Who We Are

The Visit USA Committee Germany e. V. was founded in 1996 after the closure of the U.S. Travel & Tourism Association.

As of March 2018, our association consists of 113 members (91 active members, 17 associate members, 4 sponsoring members and 1 honorary member) from various segments of the tourism industry such as: U.S. destinations, hotels, airlines, car rental companies, cruise lines, sightseeing companies and publishing houses.

The Visit USA Committee Germany e.V. is the leading tourism network for travel to the United States in Germany and has excellent relations to Brand USA, the travel trade in Germany and other Visit USA Committees in Europe. The committee has also been closely cooperating with the US Travel Association and the US Commercial Service ever since its foundation more than 20 years ago.

Our Team



President
Hans Gesk
hans@vusa.travel



Vice President
Mike Lütke
mike@vusa.travel



Treasurer
Rita Hille
rita@vusa.travel



Board Member
Tilo Krause-Dünnow
tilo@vusa.travel



Board Member
Albert Jennings
albert@vusa.travel



Board Member
Brigitte Geschwind
brigitte@vusa.travel



General Manager
Cristian Meuter
cristian@vusa.travel

Benefits in Detail

1. ONLINE

1.1 www.vusa.travel – The VUSA Website

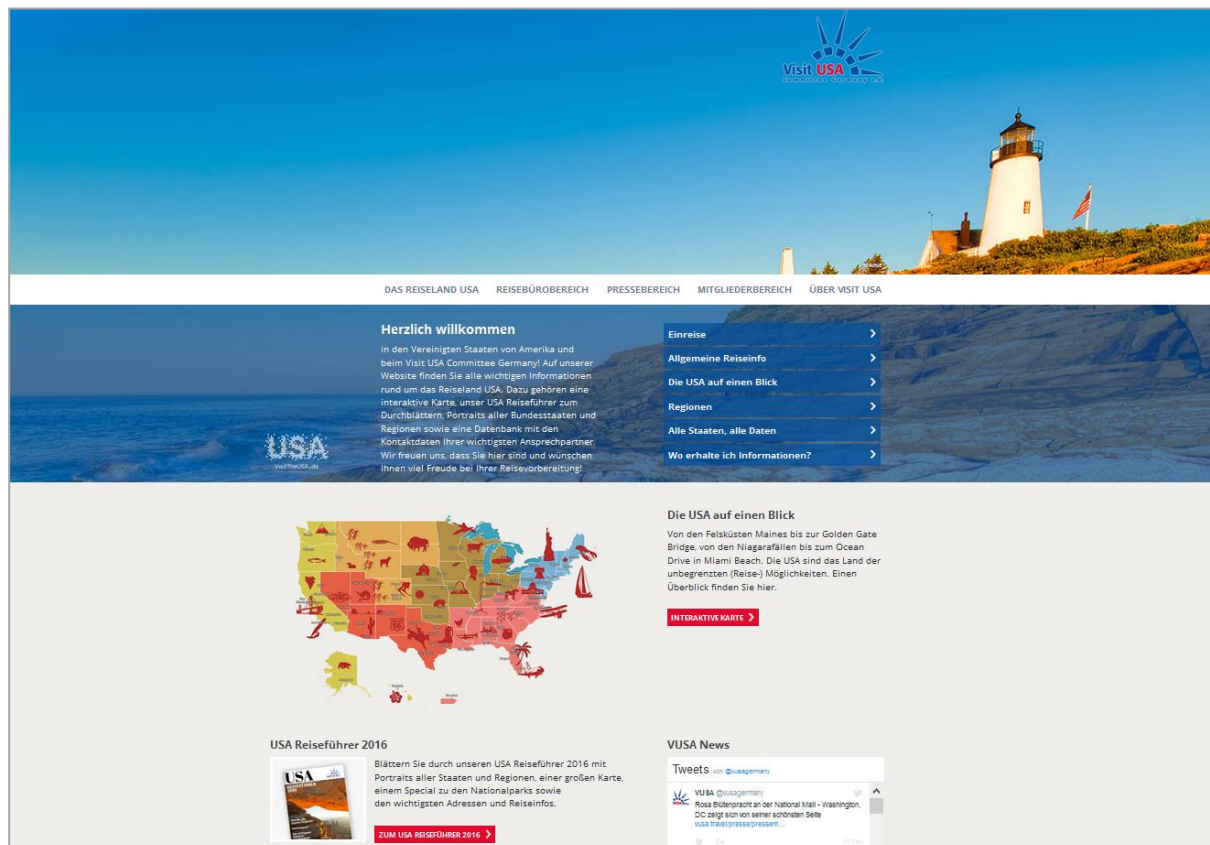
Our website www.vusa.travel continues to be the most significant online platform for US travel and tourism trade in Germany. It contains general information on the United States, portraits of all regions and states, an interactive map, a comprehensive and up-to-date database with contacts to all VUSA members. In addition, it includes four different sections with detailed information for consumers, travel agents, media and members. Visitors can also flip through an electronic version of our travel guide.

In addition, all press releases published by our members are posted in the press section and will be displayed on the welcome page via a Twitter feed. With the help of a search engine, users can find all they need to know about your product or destination.

Members can find pictures, videos and recorded webinars, registration forms, news and meeting minutes in the member's section ("Mitgliederbereich"). Additionally, an event calendar showing our members' planned activities will help you to schedule your own events.

User name: member

Password: visitusa



1.2 Internal Newsletter: VUSA INSIDER

Our internal newsletter „VUSA INSIDER“ is sent out every three months. It contains information and updates on VUSA activities, the latest figures of inbound travel to the U.S., German market news as well as a list of recent and upcoming events.

The screenshot shows a newsletter layout with a dark blue background. On the left, a white box lists 'New Members in 2017' with names like Alabama Tourism Department, Argus Reisen, and others. To the right, a white box displays 'German Arrivals 2016: 2,034,866' and 'German Arrivals 2015: 2,271,820' with a '-10.4 %' change. Below this, a dark blue box contains the text 'German Arrivals to the U.S.' and 'After a record-breaking year 2015, German arrivals hit the 2-million mark once again - for only the third time ever!'. At the bottom right, a white box mentions 'VUSA Webinars' and 'Our first VUSA webinar took place'.

New Members in 2017
Alabama Tourism Department
Argus Reisen
Amelia Island CVB
Cruising Reise
Enjoy America
Loews Hotels
LOT Polish Airlines
Team San Jose
Norwegian Cruise Line
Phoenix Motorhomes
RCL Cruises
Topdeck Travel
Vista Point Verlag
[More info and contact details](#)

German Arrivals 2016: **2,034,866**
German Arrivals 2015: **2,271,820**
Change: **-10.4 %**

German Arrivals to the U.S.
After a record-breaking year 2015,
German arrivals hit the 2-million
mark once again - for only the third
time ever!
[Detailed arrival figures](#)

VUSA Webinars
Our first VUSA webinar took place

1.3 External Newsletter: VUSA NEWS

Every two to three months, we distribute our external newsletter “VUSA NEWS” to the travel trade and media. VUSA reaches around 24,000 travel agents through INFOX plus 1,500 travel agents through our own database. All members have the opportunity to include press releases and PEP offers in German language. On average, around 20% of all recipients open our newsletter.

Please note that a maximum of 20 press releases - in the order of their arrival and selected by relevance - can be included in the newsletter. We will inform members about the upcoming newsletters in due time. All press releases, which could not be included in our newsletter, will be uploaded on www.vusa.travel.

The screenshot shows a newsletter layout with a white background and blue accents. The top section features the 'Visit USA' logo and text about the 'Die USA auf der CMT, der Reisen Hamburg und der f.re.e' event. Below this, a blue box contains the text 'Neuigkeiten aus den USA'. The next section is titled 'Go Hawai'i: Hawai'i Tourism Europe startet neues eLearning-Programm' and includes the 'HAWAII TOURISM EUROPE' logo. The following section is titled 'DIAMIR-Fotoreise nach New York' and includes the 'DIAMIR' logo. The bottom section is titled 'Nordlichterbeobachtungen in Fairbanks, Alaska - Tipps für den'.

Die USA auf der CMT, der Reisen Hamburg und der f.re.e
Im Frühjahr 2018 finden Sie unseren großen USA-Stand auf den folgenden Messen:
- **CMT Stuttgart**, 13.-21.01.2018: Halle 4, Stand 4B34
- **Reisen Hamburg**, 07.-11.02.2018: Halle B5, Stand 414
- **f.re.e München**, 21.-25.02.2018: Halle A4, Stand 424
Auf allen drei Messen haben wir viele Partner, wie z.B. verschiedener Destinationen, Reiseveranstalter und Airlines, bei uns am Stand. Die Kollegen freuen sich auf Ihren Besuch und Ihre Fragen.

Neuigkeiten aus den USA

Go Hawai'i: Hawai'i Tourism Europe startet neues eLearning-Programm
Die deutsche Vertretung von Hawai'i Tourism Europe lädt Mitarbeiter der Reiseindustrie ein, sich auf „Go Hawai'i“ als Hawai'i Spezialist zu qualifizieren. [Mehr Infos](#)

DIAMIR-Fotoreise nach New York
Freiheitsstatue, Empire State Building, Central Park, Times Square – millionenfach fotografiert und gerade deshalb das Ziel. Hobbyfotografen stellen sich gemeinsam mit dem renommierten Profi- und New-York-Kenner Herbert Piel der Herausforderung, Motive und Blickwinkel zu finden, die ihr Foto zu etwas Besonderem machen. [Mehr Infos](#)

Nordlichterbeobachtungen in Fairbanks, Alaska – Tipps für den

2. USA Travel Guide

Our attractive "USA Travel Guide" features general information on the United States, portraits of all regions and states as well as a fold out map. In addition, the contact information of every VUSA member is listed in the brochure. The Travel Guide is distributed at tourism shows and our trade and media events. Travel agents can order the magazine free of charge through the order service of INFOX („INFOX Bestellservice“). Circulation: 20,000.

The 2019 edition will be compiled in late 2018. We are happy to offer the opportunity to book an advertisement in the travel guide to destinations, attractions, rental car companies and airlines.

COSTS FULL-PAGE ADS

Interior Pages: EUR 1,250.- (+VAT)

Inside Cover: EUR 2,000.- (+VAT)

Back Cover: EUR 2,500.- (+VAT)



3. NETWORKING EVENTS

3.1 Members' Meetings, June 12 and October 26, 2018

We organize three members' meetings at Frankfurt Airport per business year. In 2018, members' meetings have been and will be held on February 15, June 12 and October 26, 2018. Our member's meetings are an ideal networking opportunity and ensure you will stay up to date. Members receive an invitation three to six week in advance.

3.2 IPW Breakfast, May 21, 2018

The 2018 edition of our annual IPW Breakfast hosted by VUSA and Hilton Worldwide in cooperation with the Visit USA Committees Austria and Switzerland will take place at the Hilton Denver City Center (German, Swiss and Austrian delegation hotel) on Sunday, May 21, 2018, from 8.00 AM to 10.00 AM. Participation is free of charge for all VUSA members. An invitation will be sent out in due time.

4. TRADE EVENTS



4.1 Bowling Workshops, April 16-19, 2018

The fourth edition of our Bowling Workshops will take place in Essen, Hanover, Hamburg, Berlin. Each event will start at 6.00 PM. Up to 80 travel agents can participate in each city and will be divided into 8 groups of up to 10. Per city, 8 partners will hold 10-minute workshops to each of the travel agent groups. VUSA provides 4 iPads per group containing all partner presentations so that the agents can follow the workshops closely. After the workshops, an American buffet will be served, followed by a 60-minutes bowling tournament.

COSTS

Participation per city: EUR 800.- (+VAT)



4.2 Visit USA Cinema Roadshow, Sept. 10-13, 2018

After a very successful event in Dortmund during the 2017 roadshow, we decided to conduct a dedicated cinema roadshow in Stuttgart, Frankfurt, Erfurt and Dresden in 2018. The giant screens offer fantastic opportunities for presentations. The events with 50-100 travel agents each will start at 3.00 PM. Every partner has 15 minutes of presentation time in front of the whole audience and will receive a table at our travel market during breaks. After the presentations, Brand USA's IMAX movie "America Wild" will be shown as the "grand finale". The travel agents will have the opportunity to invite their best clients to the movie, with which all partners can talk one-one-one during a travel market session for consumers.

COSTS

Participation per city: EUR 800.- (+VAT)



4.3 Halloween Travel Agent Event, October 26 – 28, 2018

The 2018 edition of our signature Halloween Event will take place from October 26 to 28 at the Hilton Frankfurt Airport. The event will be supported by Brand USA and Hilton. We are expecting between 100 and 130 travel agents from all over Germany to participate. Travel agents arrive on Saturday morning and attend workshops all day. Each partner has 15 minutes of presentation time. In addition, all participants will receive an electronic seminar folder containing information on all participating members. The event will close with our renowned Halloween party.



COSTS HALLOWEEN EVENT

Presentation package: EUR 2,600.-

- 15-minutes workshops with up to 15 agents each – all agents will be trained
- Inclusion in the seminar folder handed out to all travel agents
- A single or double room for two nights at the Hilton Frankfurt Airport

The following sponsoring packages are also available:

- 15-minute presentation during welcome ceremony: EUR 3,000.- (+VAT)
- Show act: EUR 3,000.- (+VAT)
- Music act: tbd
- Make-up station: EUR 2,000.- (+VAT)
- Photobox: EUR 2,000.- (+VAT)
- Signature partner in the seminar folder: EUR 750.- (+VAT)
- Branding of USB flash drives with seminar documents: EUR 500.- (+VAT)
- Welcome cocktail in the evening: EUR 1,000.-

4.4 VUSA Webinars

Visit USA is organizing 1-2 travel agent webinars per month. VUSA covers the entire organizational part to it, like promotion of the webinars, invitation and registration of travel agents, providing the webinar software, etc. The only thing our members have to do is hold their presentation from their desk. Each webinar has a duration of 45 minutes (30-minutes presentation and 15-minute Q&A session). We have already conducted webinars with 100+ participants. Webinars can be held by one member entirely or can be shared between two members. The webinars will be recorded and made available in the travel agents' section of www.vusa.travel.

COSTS

45-minutes webinar: EUR 250.- (+VAT)

5. MEDIA EVENTS



5.1 ITB Media Breakfast, March 9, 2018

Meet with more than 200 German-speaking and international media at our ITB Media Breakfast in Berlin. In 2018, the Media Breakfast will take place on March 9 from 9:00 to 11:30 AM at the CityCube Berlin. The event is jointly organized by Brand USA and Visit USA to maximize visibility of the US in the German-speaking media. It provides a great opportunity to get in touch with media potentially interesting for your destination / product. VUSA members benefit from a discounted participation fee.

COSTS

For VUSA members: EUR 250.- (+ VAT) (For non-members EUR 350.- + VAT).



5.2 Media Networking Event Hamburg, November 6, 2018

In addition to our annual media networking event at ITB Berlin, VUSA will organize a media networking event in Hamburg in November 6, 2018 at the Amerikazentrum Hamburg. We expect around 50 journalists and bloggers to participate in the event. Every participating partner receives a table to present the own destination/product and to get in contact with the media.

COSTS

Table at the networking event: EUR 500.- (+ VAT) estimated

6. CONSUMER EVENTS

6.1 360° North America Day, December 2, 2018

360° media, publisher of the 360° USA and 360° Canada magazines, will organize the 360° North America Day in cooperation with Visit USA on December 2, 2018 in Bergheim (close to Cologne). Partners can participate as exhibiting partner and hold a presentation of up to 45 minutes. The event will be advertised among consumers through the 360° magazines, leaflets and ads in newspapers, newsletters, etc. The audience is expected to be very North America focused and travel experienced.

COSTS

Exhibition space of 4m x 2m (incl. two exhibitor tables): EUR 500.- (+VAT)

Exhibition space of 2m x 2m (incl. two exhibitor tables): EUR 300.- (+VAT)

Presentation (maximum 45 minutes): EUR 200.- (+VAT)

6.2 Tourism Shows 2019

With our Visit USA Pavilion, we will again offer our members a great presence at Germany's major tourism shows in Stuttgart and Munich in 2019. In addition, we will return to the show in Leipzig in November 2018. In 2018, a total of 29 Visit USA members reached out to more than 470,000 German consumers during the three shows – with new record visitor figures in Stuttgart.



Show	Date	Visitors 2018 (2017)	Cost/Counter
TC Leipzig	Nov 21-25, 2018	60,000 (55,000)	Euro 1,490,- (+VAT)
CMT Stuttgart	Jan 12-20, 2019	265,00 (235,000)	Euro 1,590,- (+VAT)
f.re.e Munich	Feb 20-24, 2019	135,000 (135,000)	Euro 1,490,- (+VAT)



Services for exhibitors include: Counter-front image with logo and picture, illuminated elevated triangle with logo, video screen, lockable storage room, free WiFi, exhibitor passes, booth support (including hot and cold beverages). Brochure Distribution Packages are also available.

COSTS

One counter Stuttgart: EUR 1,590.-
One counter Leipzig or Munich: EUR 1,490.-
Brochure distribution Stuttgart: EUR 400.-
Brochure distribution Leipzig or Munich: EUR 350.-

Application for Membership

Company: _____

Name: _____

Address: _____

Telephone: _____

E-Mail: _____

Website _____

We herewith request the following membership:

☐ **Active membership / membership fee € 1,000.00 per annum**

Active members are entitled to participate in member's meetings, are eligible to vote and can hold an office in the association. A representation in Germany is required.

☐ **Associate membership / membership fee € 800.00 per annum**

Associate members are entitled to participate in member's meetings, but are not eligible to vote and cannot hold an office in the association. The associate membership is exclusively for members without a representation in Germany.

☐ **Combined active membership / membership fee € 1,350.00 per annum**

Active membership in the Visit USA Committee Germany e.V., associate membership in the Visit USA Committee Austria and Visit USA Committee Switzerland.

☐ **Combined associate membership / membership fee € 1,150.00 per annum**

Associate membership in the Visit USA Committee Germany e.V., Visit USA Committee Austria and Visit USA Committee Switzerland.

Start of Membership: _____

Duration of fiscal year: January 1 - December 31

The membership fee is due upon receipt of the invoice. The bylaws of the Visit USA Committee Germany e.V. will be sent to you with your first invoice. If payment is not received within 30 days after receipt of invoice, the application for membership will automatically be invalid. The membership will automatically be renewed for another year. Termination of membership can

only be accepted at the end of a fiscal year. Notification of termination must be submitted in writing, a minimum of 3 months prior to the end of the fiscal year.

Date / Company Stamp

Signature

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Visit Natural
NORTH FLORIDA

Steve Dopp

From: Robert Ford [bford@davidjacobspg.com]
Sent: Wednesday, August 22, 2018 8:50 AM
To: Steve Dopp
Subject: Requested Proposal - Travel South - Exploring Florida - Natural North Florida
Attachments: Travel South Media Kit_2018-1.pdf

Importance: High

Steve:

Good morning.

I enjoyed speaking with you yesterday, regarding the benefits to Natural North Florida; with an advertising campaign with Travel South Magazine.

As promised, below is the proposal for the winter 2018 issue and the spring 2019 issue of Travel South Magazine; in the Exploring Florida feature.

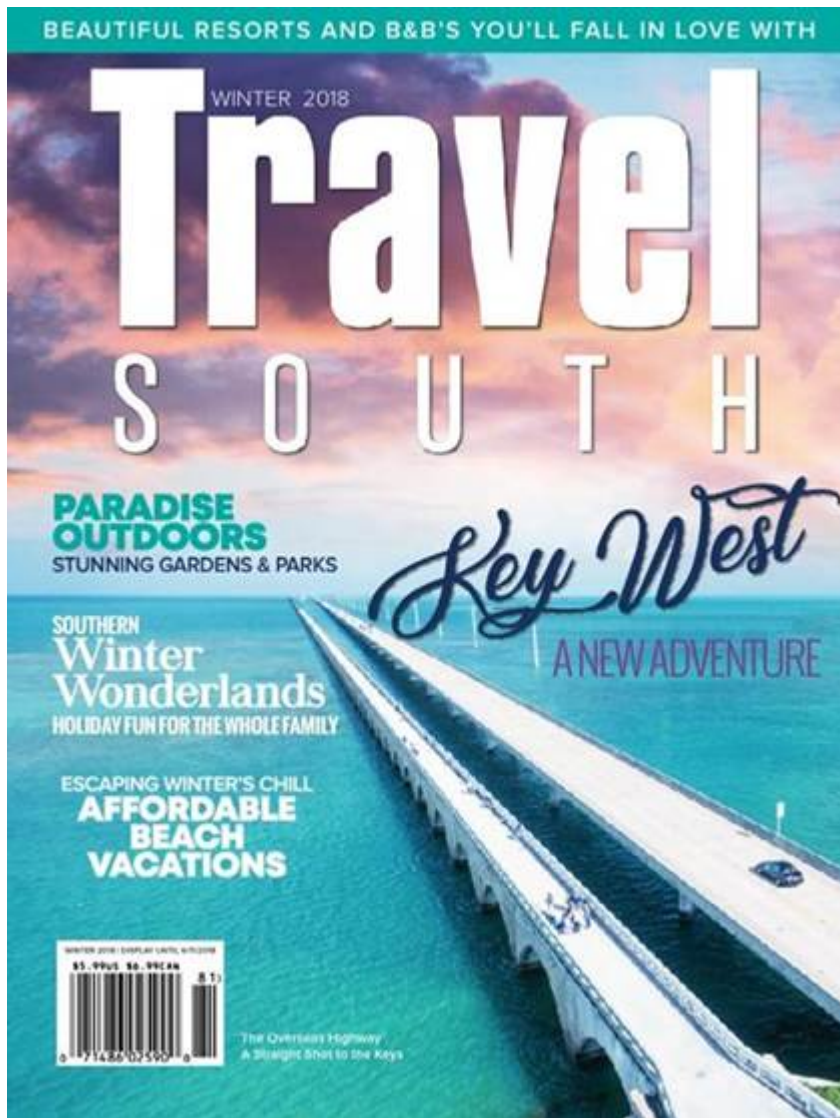
Travel South is a southern, regional digital & print publication; covering southern destinations; known for the great outdoors, beaches & family fun.

Our Statewide and Regional Readers of Travel South Will Come to Natural North Florida in 2018 & 2019, to Enjoy Outdoor Getaways and Vacations Including:

- Paddling
- Biking
- Hiking
- Birding



Winter 2018 Issue Cover:



F.A.Q:

- **Retail Display Promotions:** on each issue (EX's: Publix, Banes & Nobles)
- **Media Kit Attached:** Use for Demographics and AD Specs; but Ignore Pricing (Use Discounted Pricing Below)
- **Cover Cost:** of the Magazine is \$4.95
- **Travel South:** 306,450 Combined Readership: Print, Digital, Web and Social Media Platforms
- **Posts and Boosts:** via Facebook, Twitter and Instagram
- **Availability on all Platforms:** iOS, Android, Windows 8, web, etc.
- **Advertiser URL Imbedded:** in all Digital, Online and Social Media Platforms
- **Travel South Magazine:** issues can be viewed at <https://travelsouthmag.com/>

Travel South Magazine * Winter 2018 Issue and Spring 2019 Issue Important Dates:

- August 31, 2018 – Space Deadline
- September 14, 2018 – Materials Deadline
- November 6, 2018 - Winter 2018 – Publication Date
- **Note -** (Spring 2019 Issue – Publication Date – April 2, 2019)

Magazine-Brand Overview:

- Newsstand Readership – 91,800
- Web Sessions – 67,620
- Digital Issue Readership – 76,530

- Social Media Posts and Tag Views– 70,500

Natural North Florida * Digital, Web, Social Media and Print Package Investment Includes:

- Size: (1): Half Page, Full Color Advertisement
- Position: Exploring Florida
- Other: 450 Words of Original Editorial and 5 High Resolution Photos (Forms 1 and ½ Additional Pages, for a Total of Two)
- Other: Dedicated Online Page – With Original Editorial and High Resolution Photos – Optional You Tube Video
- Other: 1 Week of a Social Media Boosted Post – (Regional Outdoor Enthusiasts) - MP4 or .MOV Video is Optional
- Other: Home Page Spotlight
- Other: 2 Additional Social Media Posts – (Based on Advertisers Current Campaign)
- Other: Social Media Tag and Digital Replica Issue
- One Issue Investment – 3,500 Net *****Two Issues Investment – 6,200 Net

Note: Results Travel South – Spring 2018 – Premium Social Media and Digital Package – Average Responses for Advertisers: People Reached 5,768.35 and Engagements 2,599 (45.06%)

Winter 2018 Issue, Editorial Departments Include:

- **Cover Story – Key West a New Adventure** – The amazing comeback and rebuild, after the 2018 storm
- **Exploring Our Southern States: (Florida)** – Each state in the southern region is unique to itself. From award-winning cuisine, to jaw-dropping points of interest, journey with us as we explore the best of what each has to offer.
- **Cruising the Coastlines: Escaping Winter's Chill: Affordable Beach Vacations** – Whether you're looking for someplace to spend during all of your vacation time, or you're simply in the mood for a quick getaway to escape the snow.
- **Sports & Leisure: Top Golf Courses in the South** – Whether you're looking for a public course for a single day of challenging fun, or you're hoping to get a hole-in-one at an award-winning resort, these top-rated golf courses will leave you speechless.
- **Beachin' It: A Winter for Water Sports** – It's always summertime near the southern waters. Enjoy top water sports that never seem to have an off-season, such as paddle boarding, surfing, sailing, boating excursions, and more!
- **Health & Wellness: New Year's Resolution Kickoff** – If you're ready to get an early start on your New Year's Resolution, check out these health-conscious destinations & activities they offer; everything from horseback riding in the countryside, to yoga in the park.
- **Heritage & Culture: The Meaning of Southern Charm: Destinations with Character** – Step back in time with us. From restored plantations to museums, landmarks, and so much more, you'll learn the true meaning of "southern charm."
- **Events & Conventions: 2019 Visitors Agenda** – Check out the latest innovations in the conventions world, plus upcoming events, resort and hotel tips, and more.
- **Family Fun: Southern Winter Wonderlands: Holiday Fun for the Whole Family** – From festivals and events, to winter-themed destinations, you'll find something for the entire family to love!
- **Romantic Destinations: Beautiful Resorts & B&B's You'll Fall in Love With** – Settle in and get comfortable at these cozy retreats, from beachside hotels to mountain resorts, and everything in between.
- **A Search for Soul Food: Chef-Owned Restaurants for the Southern Foodie** – From celebrity chefs, to down-home southern cooks, these establishments are churning out the best cuisine in the region.
- **Sip the South: Holiday Classics with a Southern Twist** – Spice up the season with these unique southern spins on the holiday classics, from adult apple cider to spiked eggnog, and everything in between. **PLUS + a list of Top Bars & their Must-Try Drinks!**
- **Paradise Outdoors: Stunning Winter Gardens & Parks** – Whether you like taking a walk through beautifully decorated botanical gardens, or your prefer to hike or bike a rugged trail, these outdoor paradises are nothing short of impressive.

- **Songs of the South: Music Towns** – Enjoy the sounds of these music towns, from hip new venues, to the familiar places we all know; including Nashville, New Orleans, Atlanta, Miami, and more.

Note: I will follow up later in the week.

Note 2: The 2 Pages from Martin County, Florida below is exactly what you will receive too:



Subscribe



MARTIN CO



Disconnect to reconnect

In Martin County, where seemingly endless Atlantic beaches span miles along the coast and include individual access points that allow for more private spots to enjoy the surf or larger, guard-protected areas like Stuart Beach, Hobe Sound Beach and Jensen Beach. There are also numerous beaches along the Indian River Lagoon, including such as the beach at Indian RiverSide Park.

In Martin County, you'll find every kind of fun to tickle your fancy, from rodeos to high-end art galleries and one-of-a-kind museums to exotic sea turtle adventures and world-class fishing. Restrictions have limited structures to four stories, serving breathtaking views throughout the county.

The natural beauty and attractions here offer up a treasure trove of activities for those looking to escape the crowds of our popular next-door neighbors.



INDIAN
RIVERSIDE
PARK

The easy-to-get-to-area encompasses the communities of Port Salerno, Stuart, Palm City, Jensen Beach, Indiantown, Jupiter Island, Hobe Sound and Hutchinson Island, offering over 77 parks ready for recreation, unlimited outdoor adventure, golf and a region overflowing with culture to welcome visitors. Located just off I-95 and accessible by a plethora of scenic avenues, Martin County is 45 minutes from Palm Beach International Airport, an hour from Fort Lauderdale-Hollywood International Airport and two hours from Orlando International Airport.

Sincerely,

Bob Ford
Travel South Magazine
Vice President of Sales, David Jacobs Publishing
Office 813.402.1315 Mobile 727.644.0560
F 813-961-6384
bford@davidjacobspg.com
<https://travelsouthmag.com/>

David-Jacobs Publishing Group, LLC
Corporate Address
14497 N. Dale Mabry Highway Suite 135
Tampa, FL 33618



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Travel

S O U T H

MEDIA KIT



14497 N. Dale Mabry HWY Ste. 135 Tampa, FL 33618

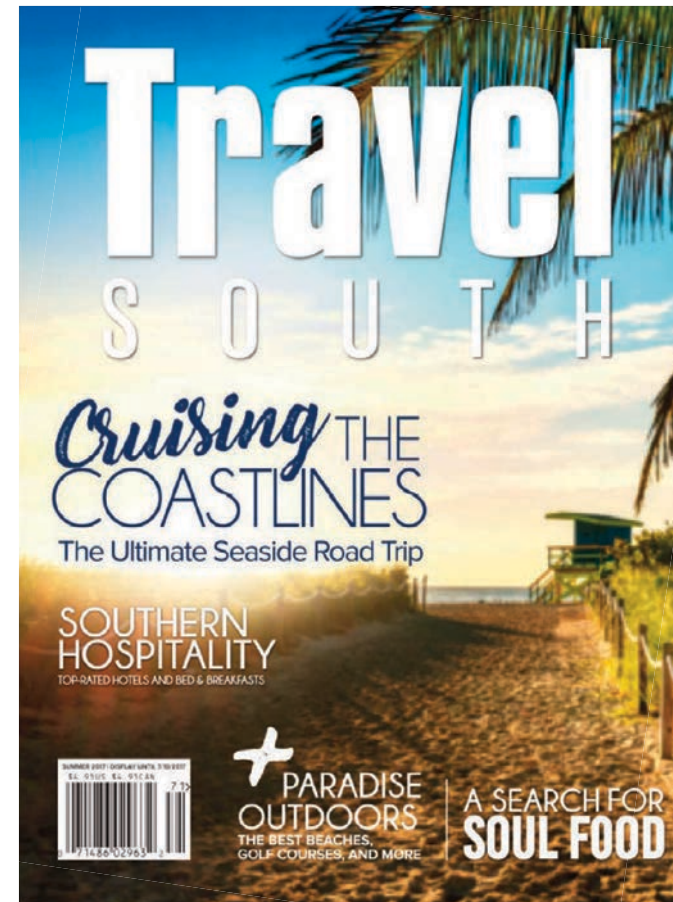


MISSION STATEMENT

Travel
S O U T H



Travel South Magazine is the go-to media source for all things food & travel within the region. Our goal is to provide readers with interesting, accurate, and up-to-date content, perfect for helping them plan their next Southern adventure. From family-friendly outdoor activities and daytrips, to award winning resorts and headline-worthy social events, *Travel South* makes the most of every season.



DAVID  JACOBS
Publishing Group

14497 N. Dale Mabry HWY Ste. 135 Tampa, FL 33618
104

BRAND OVERVIEW

Projected Impressions: 306,450

5.1 Readers per copy - 90 days

Newsstand Readers:	91,800
Web Sessions:	67,620
Digital Pageviews:	76,530
Social Media:	70,500



► **Total: 306,450**

The strongest advertising combination is traditional print and digital.

AD Awareness

Index

Internet Users	170
Magazine Readers	141
Newspaper Readers	121
Radio Listeners	101
TV Viewers	56



Print Ads featuring a web address are three times more likely to drive readers to their website.

2018 EDITOTIAL & READER PROFILE

Audience Snapshot

Female Readers	57%
Male Readers	43%
Median Age	47
Average Household Income	\$87,500
Median Home Value	\$197,224
Own Homes	81%
4-Year Degree	66%

Spring 2018

- Spring in the Springs
A look into the region's many beautiful and natural springs.
- A Quest for the Best in Golf Courses & Resorts
Find out what destinations are up to par.
- Cinco de Mayo, Southern Style!
A search for everything from sweet tea margaritas, to chili-infused beers.

Winter 2018

- Presents Under a Palm Tree
Spend this winter season enjoying the sprawling shorelines of the South.
- Where the Rivers Keep Running
Southern river destinations untouched by Old Man Winter.
- Southern Holiday Celebrations
Explore the best in light displays, festivals, parades, and more



Travel South Magazine reaches a committed audience of avid adventurer, foodies, and travel enthusiasts, both regionally and in out-of-state markets, that all have special interest in what the Southern US has to offer. By blending cutting edge design with our informative, yet stimulating editorial, *Travel South* is able to accurately and effectively present reader-friendly content to a niche market.

REACHING OUR READERS

Travel
S O U T H

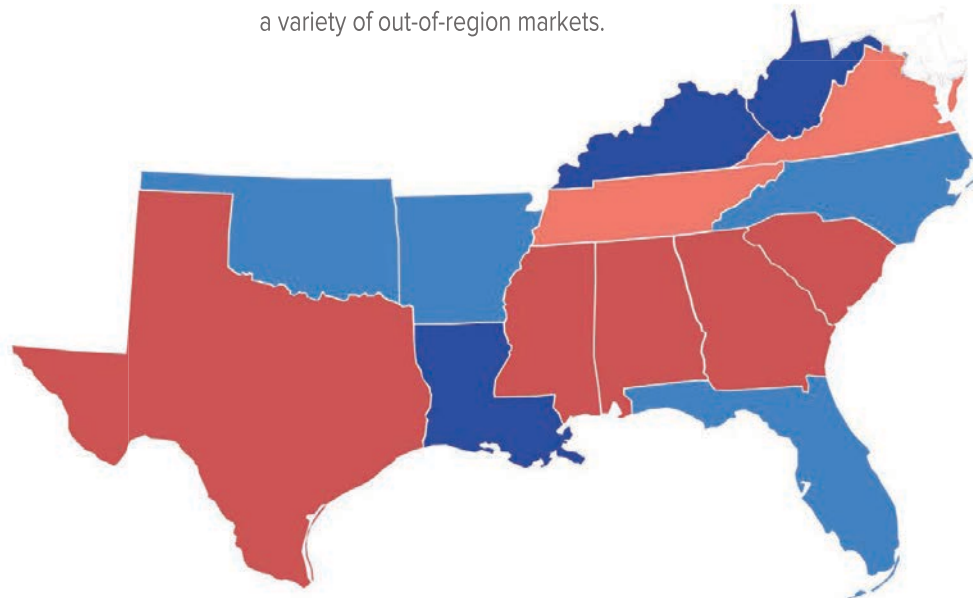
► **47,000**

Copies of *Travel South Magazine* are for sale in over 5,000 retailers through out the Southern United States.....

Over 40,000 copies of *Travel South Magazine* are sold in all major retailers throughout 14 Southern states, including: **Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia and West Virginia.** Travel South can be found in newsstands, bookstores, airport kiosks, and in a variety of out-of-region markets.

► **19,500**

***Travel South Magazine* Annual estimated audience-per-state >>>**



DAVID  JACOBS
Publishing Group

ADVERTISING PARTNERS



Print

Full Page Ad & Full Page Editorial

- 300 words of copy
- 1 Full Page, 4C Advertisement
- 5-7 high-resolution images (300 dpi)
- 1 URL address per Advertisement

Digital

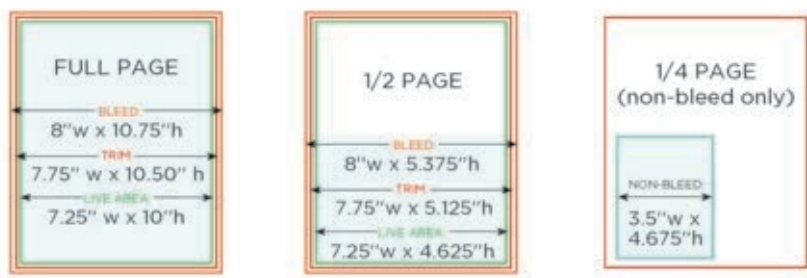
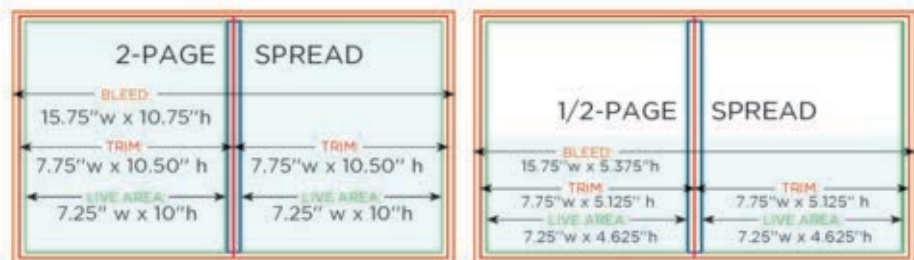
- 1 feature photo – max dimensions: 750 x 500
- Bold headline – max 20 characters, including spaces
- 300 words of copy, text to wrap naturally
- File size cannot exceed 40k
- images - standard GIF or JPG photos only No SWF or Rich Media will be accepted
- Click-tracking URLs ONLY for tracking purposes



MEDIA KIT

PRODUCTION SPECS

- **Orange line** is the bleed. Any bleeds must extend to at least this line. BLEED: 0.125IN ALL AROUND.
- **Red line** is the trim line. This is where the finished product will be cut.
- **Green line** is live area. Anything that is not meant to be cut must be inside this line. LIVE AREA: 0.25IN ALL AROUND.
- **Special note on spreads:** Be aware of the gutter area on all spread ads. This is where the magazine binding will go. Do not put any text or critical graphics in this area.



WEB BANNER AD SPECS

728w x 90h (Static Only) Web banner ad files must be sent in a jpeg or png format.

Travel South Magazine accepts the following file formats: PDF, Photoshop, & Illustrator.

- No low-resolution or RGB files will be accepted. All supports must be embedded or packaged with the native file. Fonts should be outlined.
- Due to the nature of the printing process, *Travel South Magazine* cannot be responsible for minor color variations.
- David-Jacobs Publishing Group and *Travel South Magazine* receive all proofs virtually. No hard copies accepted.

PLEASE DIRECT ALL AD MATERIALS TO:

artwork@davidjacobspg.com

Audience includes the print and digital editions of the publication. Qualified full-run advertisements will run in both editions. See **MAGAZINE ADVERTISING TERMS**.

Binding Method: Perfect-bound

Magazine Trim Size: 8" x 10 3/4"

4C Line Screen: 133

Printing Process: Web offset, MM/MPA standards

Web Content

(Sponsored Editorial)

- 300 words of copy
- File size cannot exceed 40k
- Banners - animated gif or png only.
No swf or rich media will be accepted.

Optional video for PREMIUM DIGITAL PACKAGE: YouTube or Vimeo link must be provided by advertiser

Featured Product

- One feature photo 750x500 max
- Bold Headline: 20 characters max with spaces
- Copy: 300-500 words with spaces, text will wrap naturally

Optional video for PREMIUM DIGITAL PACKAGE One URL specific to destination point for a Buy Now Button

MEDIA KIT

In addition to the traditional print, *Travel South Magazine* offers competitive digital components, such as:

Phone & Tablet Editions

- Available on iTunes, Google Play, Magzter, Readly, and dozens of other online media outlets. See DIGITAL portion of Advertising Partners for specs.

Website leader board

- 728 pixels (width) x 90 pixels (height)

Website Sessions & Page Views - 6 Months

- 132,000+ sessions
- 297,000 page views

What video file formats can I submit?

We recommend using the MP4 or MOV format, but here's a complete list of the video formats that can be uploaded to Facebook:

- 3g2 (Mobile Video)
- 3gp (Mobile Video)
- 3gpp (Mobile Video)
- asf (Windows Media Video)
- avi (AVI Video)
- dat (MPEG Video)
- divx (DIVX Video)
- dv (DV Video)
- m4v (MPEG-4 Video)
- mkv (Matroska Format)
- mod (MOD Video)
- mov (QuickTime Movie)
- mp4 (MPEG-4 Video)
- mpe (MPEG Video)
- mpeg (MPEG Video)
- mpeg4 (MPEG-4 Video)
- mpg (MPEG Video)



RATES & PACKAGES

Position	Rate Card
Back Cover	\$12,500
Spread	\$12,500
Covers 2 & 3	\$11,500
Premiums	\$10,500
Full Page	\$9,500
Half Page	\$5,500
Quarter Page	\$3,500

Contact your *Travel South* sales executive for custom rates, packages & discounts.





Travel
S O U T H

The Original Florida Tourism Task Force
Travel Shows and Show Dates, 2018-19 Travel Show Season
September 7, 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>		January 15, 2019	n/a	January 19 - 27, 2019	January 29, 2019
3	<u>Atlanta Camping & RV Show</u>	<u>Steve Dopp</u>	<u>Russ McCallister</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>Teena Peavey</u>	<u>Cody Gray</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	-		January 23, 2019	n/a	January 25 - 27, 2019	January 28, 2019
6	London Times Destinations Show	Donna Creamer	Sandy Beach		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>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>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	Katrina Richardson	Nancy Bednarek		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>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>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	Roland Loog	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		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		<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>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>Katrina Richardson</i>	<i>Dawn Taylor</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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Visit Natural
NORTH FLORIDA

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

ALACHUA COUNTY

(\$15,000 - 3 votes)

Vacant

Ron Gromoll

Marketing and Events Coordinator
Alachua County Fair
12 SE 1st Street, 2nd Floor
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rgromoll@alachuacounty.us

Sean Plemons

Content Manager
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BRADFORD COUNTY

(\$3,000 - 2 votes)

William Sexton

Bradford County Attorney
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The Honorable Daniel Riddick

Bradford County Board of County
Commissioners
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(o) 904.966.6327
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COLUMBIA COUNTY

(\$8,000 3 votes)

Vacant

Rod Butler

General Manager
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Paula R. Vann

Executive Director
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pvann@columbiacountyfla.com
www.springsrus.com

DIXIE COUNTY

(\$2,000 - 2 votes)

Nancy Bednarek

Springs to Sea Paddlesports
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Old Town, FL 32680
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nbbdnarek@aol.com

Russ McCallister

Suwannee Guides and Outfitters
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(c) 352.258.0189
russ776@bellsouth.net
www.visitdixie.com
www.suwanneeguides.com

GILCHRIST COUNTY

(\$2,000 - 2 votes)

*Vacant****Pat Watson***

Executive Administrative Assistant
City of Trenton
114 North Main Street
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pwatson@trentonflorida.org

HAMILTON COUNTY

(\$1,000 - 2 votes)

Mariela Garcia-Rendon

Executive Director
Hamilton County Tourist Development Council
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Work: (386) 792-6829
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Susan Ramsey

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Hamilton County Development Authority
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JEFFERSON COUNTY

(\$2,000 - 2 votes)

Katrina Richardson

Executive Director
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Nancy Wideman

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nancywideman48@gmail.com

LAFAYETTE COUNTY

(\$1,000 - 1 vote)

*Vacant***LEVY COUNTY**

(\$4,000 - 2 votes)

Carol McQueen

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Tisha Whitehurst

Director
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620 North Hathaway Avenue
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tourism@visitnaturecoast.com

MADISON COUNTY

(\$3,000 - 2 votes)

Phyllis Williams

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Trent Abbott

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SUWANNEE COUNTY

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Suwannee County Economic Development
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Teena Peavy

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TAYLOR COUNTY

(\$4,000 - 2 votes)

Dawn Taylor, Chair

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Taylor County Chamber of Commerce
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Sandy Beach

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UNION COUNTY

(\$1,000 - 1 vote)

Dave Mecusker

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WAKULLA COUNTY

(\$3,000 - 2 votes)

Thomas Herndon

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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

Donna Creamer

Staff Assistant
Gilchrist County Tourist Development Council
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Roland Loog - Volunteer

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Lois Nevins

By All Means Travel
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Tommy Thompson

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(w) 352.284.1763

2018
Visit Natural North Florida
Meeting Dates and Counties



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

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

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

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