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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I. Call to Order, Introductions

II. Approval of the Agenda  
   - 5

III. Approval of the August 16, 2018 Meeting Minutes  
   - 7

IV. Old Business
   A. The Original Florida Tourism Task Force Overview Presentation  
      - 15
   
   B. Regional Rural Development Grant Proposed Legislation

   C. Committee Reports
      1. Finance Committee Report
            - 21
      2. Video Committee Report  
         - 49

   D. Fiscal Year 2017-18 Regional Rural Development Grant  
      1. Deliverables and Cost Estimates  
         - 65
      2. Website Maintenance and Hosting
      3. 2018 Marketing Project
      4. Digital Advertising Campaign
      5. Paddling, Fishing, Bikes and Springs Microsites
      6. Website Blogs
      7. VisaVues, Domestic and International Editions
      8. In-house Brochure Printing
      9. Domestic Travel Shows
     10. Advertising Campaign
         a. UnDiscovered Florida Co-op Advertisement
         b. Florida Park Ranger App Advertisement
         c. VISIT FLORIDA Transportation Map Advertisement
         d. VISIT FLORIDA Travel Planner Co-op Advertisement  
            Co-op Participants ($1,383 per 1/6th Panel)
     11. Brochure Distribution
     12. 2018 Florida Governor’s Tourism Conference
     13. Professional Organization Memberships
E. Fiscal Year 2018-19 Regional Rural Development Grant
   1. Fiscal Year 2018-19 Regional Rural Development Grant Deliverables 67
      a. VISIT FLORIDA Retargeting Program 69
      b. Youtube Video Advertising
      c. Visit USA UK Association 73
      d. Visit USA Committee Germany 83
      e. Travel South Magazine Advertisement 97
   2. Authorization to Submit Fiscal Year 2018-19 Regional Rural Development Grant Application

F. VISIT FLORIDA Grants
   1. VISIT FLORIDA - Fiscal Year 2018-19 North Central Florida Rural Area of Opportunity Partnership Program
      a. Travel Show Schedule and Travel Show Assignments 113
      b. Posters

G. VISIT FLORIDA Monthly Report, Brenna Dacks

H. Staff Items

I. Other Old Business
   1. Updated Task Force Member Contact Information 115
   2. 2018 Meeting Dates and Locations 119

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.
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

   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.
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 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 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.

_______________________         9/20/18
Dawn Taylor, Chair                                                  Date

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

Regional Tourism:

A Rising Tide Lifts All Boats!

- 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

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

<table>
<thead>
<tr>
<th>County</th>
<th>Fiscal Year 2013-14</th>
<th>Fiscal Year 2014-15</th>
<th>Fiscal Year 2015-16</th>
<th>Difference 2013-16</th>
<th>Percentage Change 2013-16</th>
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<td>Dane</td>
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<td>Gilchrist</td>
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<td>$30,169</td>
<td>$30,169</td>
<td>$0</td>
<td>0.0%</td>
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<tr>
<td>Jefferson</td>
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<td>Lafayette</td>
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<td>Leon</td>
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</table>
| Total       | $5,146,793          | $5,146,578          | $6,414,730          | $1,268,152          | 24.9%                    

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

Dues Based on First Two Pennies of County Bed Tax Revenues

- $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: $13,000
- $1,200,001 - $3,000,000: $15,000

Visit Natural North Florida

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

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!

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
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

Visit Natural North Florida

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

Visit Natural North Florida

Undiscovered Florida Co-op Advertisement
- Distributed by Smithsonian Magazine and at VISIT FLORIDA Welcome Centers

Visit Natural North Florida

Digital Advertising Campaign - 2017

<table>
<thead>
<tr>
<th>Location</th>
<th>Impressions</th>
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</thead>
<tbody>
<tr>
<td>Miami/Ft. Lauderdale</td>
<td>3,358,808</td>
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<td>Orlando/Daytona</td>
<td>2,878,591</td>
</tr>
<tr>
<td>Tampa/St. Pete</td>
<td>2,170,544</td>
</tr>
</tbody>
</table>

Visit Natural North Florida

Market Research
- Information on top feeder markets
  - Google Analytics
  - VisaVue, Domestic & International, 2017

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
Visit Natural North Florida

Where are Our Top Markets?

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

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

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

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

Google Analytics

Visit Natural North Florida Website Sessions by Week, 2017

- 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 advise to, potential consumers
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

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!

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. Canoecopia March 2018
12. Philadelphia Travel & Adventure Show March 2018
13. Midwest Mountaineering Spring Expo April 2018
14. Bike Expo New York May 2018

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

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
- Canoecopia, 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
Summary
- Visit Natural North Florida
  - Regional tourism promotional organization
  - Branding “Natural North Florida” as a destination

Steven Dopp
Senior Planner
352.955.2200, ext. 109
dopp@ncfrpc.org
www.vnnf.org
### The Original Florida Tourism Task Force

**Balance Sheet**

**As of July 31, 2018**

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>Jul 31, 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td></td>
</tr>
<tr>
<td>Checking/Savings</td>
<td></td>
</tr>
<tr>
<td>Cash in Bank - Capital City</td>
<td>14,439.25</td>
</tr>
<tr>
<td>Total Checking/Savings</td>
<td>14,439.25</td>
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<tr>
<td>Accounts Receivable</td>
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<tr>
<td>Accounts Receivable</td>
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<td>Total Accounts Receivable</td>
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<td>Other Current Assets</td>
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<tr>
<td>Prepaid Expense</td>
<td>1,007.00</td>
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<td>Prepaid Travel</td>
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<td>Total Other Current Assets</td>
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<td>Total Current Assets</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
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<table>
<thead>
<tr>
<th>LIABILITIES &amp; EQUITY</th>
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</thead>
<tbody>
<tr>
<td>Liabilities</td>
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</tr>
<tr>
<td>Current Liabilities</td>
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<tr>
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<td>Net Income</td>
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<td><strong>TOTAL LIABILITIES &amp; EQUITY</strong></td>
<td>137,567.07</td>
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The Original Florida Tourism Task Force
Profit & Loss
July 2018

<table>
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<tr>
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<th>Jul 18</th>
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<tbody>
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<td>Income</td>
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<tr>
<td>FDEO-Regional Dev. Grant 17/18</td>
<td>51,939.09</td>
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<td>Total Income</td>
<td>51,939.09</td>
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<td>Gross Profit</td>
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<td>Bank Charges</td>
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<td>Legal Advertising</td>
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<td>Marketing</td>
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<td>Distribution</td>
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<td>Total Collateral Materials</td>
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<tr>
<td>Public Relations</td>
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<td>Advertising</td>
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<tr>
<td>Digital Ad Campaign</td>
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<td>Total Advertising</td>
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</tr>
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<td>Total Public Relations</td>
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<td>Website Video</td>
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<td>Professional Enhancements</td>
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<td>Net Income</td>
<td>30,548.38</td>
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# The Original Florida Tourism Task Force

## Vendor Balance Summary

As of July 31, 2018

<table>
<thead>
<tr>
<th>Vendor</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Columbia County TDC</td>
<td>1,850.41</td>
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<tr>
<td>NCFRPC</td>
<td>28.00</td>
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<tr>
<td>Two Tree, Inc.</td>
<td>680.00</td>
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<tr>
<td>Vann, Paula</td>
<td>287.47</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>2,845.88</strong></td>
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# The Original Florida Tourism Task Force
## Customer Balance Summary
### As of July 31, 2018

<table>
<thead>
<tr>
<th></th>
<th>Jul 31, 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>FDEO</td>
<td>51,939.09</td>
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<tr>
<td>Visit Florida</td>
<td>69,822.73</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>121,761.82</strong></td>
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<td>Description</td>
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<tr>
<td>-------------------------------------</td>
<td>------------</td>
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<tr>
<td><strong>Beginning Balance</strong></td>
<td></td>
</tr>
<tr>
<td>Cleared Transactions</td>
<td></td>
</tr>
<tr>
<td>Checks and Payments - 14 items</td>
<td>-17,232.16</td>
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<tr>
<td>Total Cleared Transactions</td>
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<tr>
<td><strong>Cleared Balance</strong></td>
<td>20,363.91</td>
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<tr>
<td>Uncleared Transactions</td>
<td></td>
</tr>
<tr>
<td>Checks and Payments - 5 items</td>
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<tr>
<td>Total Uncleared Transactions</td>
<td>-5,924.66</td>
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<td><strong>Register Balance as of 07/31/2018</strong></td>
<td>14,439.25</td>
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<td>New Transactions</td>
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<tr>
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<tr>
<td>Total New Transactions</td>
<td>-6,806.88</td>
</tr>
<tr>
<td><strong>Ending Balance</strong></td>
<td>7,632.37</td>
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</tbody>
</table>
# The Original Florida Tourism Task Force
## Reconciliation Detail
### Cash in Bank - Capital City, Period Ending 07/31/2018

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<thead>
<tr>
<th>Type</th>
<th>Date</th>
<th>Num</th>
<th>Name</th>
<th>Clr</th>
<th>Amount</th>
<th>Balance</th>
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<td></td>
<td></td>
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<tr>
<td><strong>Cleared Transactions</strong></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Checks and Payments - 14 items</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bill Pmt - Check</td>
<td>06/21/2018</td>
<td>1314</td>
<td>United Parcel Service</td>
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<td>-48.15</td>
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<tr>
<td>Bill Pmt - Check</td>
<td>07/05/2018</td>
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<td>JUMPEM</td>
<td>X</td>
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<td>-13,298.15</td>
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<td>Watson, Pat</td>
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<td>-3,743.83</td>
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<tr>
<td>Bill Pmt - Check</td>
<td>07/05/2018</td>
<td>1319</td>
<td>Setzer Charlissa</td>
<td>X</td>
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<td>-3,172.31</td>
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<tr>
<td>Bill Pmt - Check</td>
<td>07/05/2018</td>
<td>1318</td>
<td>Richardson, Katrina</td>
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<td>-4,540.79</td>
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<td>-5,902.79</td>
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<td>Williams, Phyllis</td>
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<td>-6,258.27</td>
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<tr>
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<td>Koons, Scott</td>
<td>X</td>
<td>-250.00</td>
<td>-6,508.27</td>
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<tr>
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<td>Hub International Fl...</td>
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<td>Garcia-Rendon Mar...</td>
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<td>-8,096.95</td>
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<td>Bill Pmt - Check</td>
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<td>1331</td>
<td>Walker, Kristina</td>
<td>X</td>
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<td>Bill Pmt - Check</td>
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<td>FL Dept of State</td>
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<td>Check</td>
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<td>Capital City Bank</td>
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Total Checks and Payments: -17,232.16
Total Cleared Transactions: -17,232.16

**Uncleared Transactions**
Checks and Payments - 5 items

<table>
<thead>
<tr>
<th>Bill Pmt - Check</th>
<th>Date</th>
<th>Num</th>
<th>Name</th>
<th>Clr</th>
<th>Amount</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gromoll, Ron</td>
<td>07/05/2018</td>
<td>1315</td>
<td></td>
<td></td>
<td>-412.44</td>
<td>-412.44</td>
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<tr>
<td>Running Man Pictur...</td>
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<td></td>
<td></td>
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<td>1323</td>
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<td></td>
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<td>-6,910.72</td>
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<tr>
<td>United Parcel Service</td>
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<td>1330</td>
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<td></td>
<td>-13.94</td>
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</table>

Total Checks and Payments -5,924.66
Total Uncleared Transactions -5,924.66

Register Balance as of 07/31/2018: -23,156.82

**New Transactions**
Checks and Payments - 6 items

<table>
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<tr>
<th>Bill Pmt - Check</th>
<th>Date</th>
<th>Num</th>
<th>Name</th>
<th>Clr</th>
<th>Amount</th>
<th>Balance</th>
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</thead>
<tbody>
<tr>
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<td></td>
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<td>-1,850.41</td>
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<td>-3,350.41</td>
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<tr>
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<td>1334</td>
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<td></td>
<td>-680.00</td>
<td>-4,030.41</td>
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<tr>
<td>Vann, Paula</td>
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<td>1335</td>
<td></td>
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<td>1336</td>
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</tbody>
</table>

Total Checks and Payments -6,806.88
Total New Transactions -6,806.88

**Ending Balance**
-29,963.70
7,632.37

Page 1
With a Home Equity Line of Credit, you'll see how the return on your investment can fund a dream vacation, home improvements or college expenses. Apply today or learn more at ccbg.com/equity. *Equal Housing Lender

CHECKING ACCOUNT

ANALYZED BUS CHECKING
Account Number: XXXXXXX2204
Previous Balance: 37,596.07
Deposits/Credits: 14 Checks/Debits
17,232.16
Service Charges: .00
Interest Paid: .00
Ending Balance: 20,363.91

Images: 12
Statement Dates: 7/02/18 thru 7/31/18
Days in this Statement Period: 30
Avg Ledger Balance: 29,028.59
Avg Collected Balance: 29,028.59

OTHER DEBITS
Date | Description | Amount |
--- | --- | --- |
7/24 | Account Analysis Charge |
7/26 | AUTO-OWNERS INS. PREM TEL | 437.00 |

CHECKS IN NUMBER ORDER
Date | Check No | Amount | Date |
--- | --- | --- | --- |
7/02 | 1314 | 48.15 | 7/16 |
7/16 | 1316* | 13,250.00 | 7/11 |
7/09 | 1317 | 250.00 | 7/16 |
7/16 | 1318 | 366.48 | 7/27 |

* Denotes missing check numbers

RECEIVED
AUG 07 2018
NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL
ANALYZED BUS CHECKING

<table>
<thead>
<tr>
<th>Date</th>
<th>Check No</th>
<th>Amount</th>
<th>Date</th>
<th>Check No</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/31</td>
<td>1324*</td>
<td>39.48</td>
<td>7/27</td>
<td>1329*</td>
<td>595.00</td>
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<tr>
<td>7/27</td>
<td>1325</td>
<td>356.68</td>
<td>7/26</td>
<td>1331*</td>
<td>353.40</td>
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</table>

* Denotes missing check numbers

DAILY BALANCE INFORMATION

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<th>Balance</th>
<th>Date</th>
<th>Balance</th>
<th>Date</th>
<th>Balance</th>
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<tr>
<td>7/02</td>
<td>37,547.92</td>
<td>7/16</td>
<td>22,505.24</td>
<td>7/27</td>
<td>20,403.39</td>
</tr>
<tr>
<td>7/09</td>
<td>37,297.92</td>
<td>7/24</td>
<td>22,500.95</td>
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<td>20,363.91</td>
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<td>36,938.92</td>
<td>7/26</td>
<td>21,710.55</td>
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Amount: -$48.15
Description: Check
Check Number: 1314
Posted Date: 7/2/2018
Transaction Type: History
Amount: -$250.00
Description: Check
Check Number: 1317
Posted Date: 7/9/2018
Transaction Type: History
Tourism Task Force

Amount: -371.52
Description: Check
Check Number: 1319
Posted Date: 7/16/2018
Transaction Type: History
Amount: -$445.68
Description: Check
Check Number: 1321
Posted Date: 7/16/2018
Transaction Type: History
Amount: 39.48
Description: Check
Check Number: 1324
Posted Date: 7/31/2018
Transaction Type: History
Amount: -$595.00
Description: Check
Check Number: 1329
Posted Date: 7/27/2018
Transaction Type: History
Capital City Bank

Tourism Task Force

******2204

Visit Natural North Florida

The Original Florida Tourism Task Force
2009 N.W. 67th Place
Gainesville, Florida 32605-1663
302-585-2200

PAY TO THE ORDER OF: JUMPEN

Thirteen Thousand Two Hundred Fifty and 00/100

DOLLARS

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

MEMO

000316 4063100688 0224 792204

Amount: -$13,250.00
Description: Check
Check Number: 1316
Posted Date: 7/16/2018
Transaction Type: History

8/6/2018 4:49 PM
Amount: -$366.48
Description: Check
Check Number: 1318
Posted Date: 7/16/2018
Transaction Type: History
Amount: -$359.00
Description: Check
Check Number: 1320
Posted Date: 7/11/2018
Transaction Type: History
Amount: -$355.48
Description: Check
Check Number: 1322
Posted Date: 7/27/2018
Transaction Type: History
Amount: -$356.68
Description: Check
Check Number: 1325
Posted Date: 7/27/2018
Transaction Type: History
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)

<table>
<thead>
<tr>
<th>Description</th>
<th>Budget</th>
<th>July 2018</th>
<th>Year to Date</th>
<th>Over/Under Budget</th>
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<tbody>
<tr>
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<td>53,000.00</td>
<td>0.00</td>
<td>53,000.00</td>
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<td>128,700.00</td>
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<td>79,136.09</td>
<td>(49,563.91)</td>
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<tr>
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<td>129,000.00</td>
<td>0.00</td>
<td>109,822.73</td>
<td>(19,177.27)</td>
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<tr>
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<td>17,300.00</td>
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<td>17,300.00</td>
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<td>Other</td>
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<td>0.00</td>
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<td>344,896.90</td>
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**Expenses**

**Marketing**

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<tbody>
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<td>VisaVues Domestic &amp; International</td>
<td>5,100.00</td>
<td>0.00</td>
<td>5,060.00</td>
<td>(40.00)</td>
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<td>0.00</td>
<td>5,060.00</td>
<td>(40.00)</td>
</tr>
</tbody>
</table>

**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 Pesudo-Reservation System                              | 13,000.00 | 0.00    | 2,498.00    | (10,502.00)      |
| Web Hosting Services                                           | 8,000.00  | 0.00    | 6,000.00    | (2,000.00)       |
| Photography                                                    | 2,000.00  | 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)

<table>
<thead>
<tr>
<th></th>
<th>Budget</th>
<th>July 2018</th>
<th>Year to Date</th>
<th>Over/(Under) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Center Rack Space - VF In-Kind</td>
<td>800.00</td>
<td>0.00</td>
<td>800.00</td>
<td>0.00</td>
</tr>
<tr>
<td>State Park Guides &amp; State Maps-VF In-Kind</td>
<td>2,000.00</td>
<td>0.00</td>
<td>2,000.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Shipping Berlin &amp; London - VF In-Kind</td>
<td>1,000.00</td>
<td>0.00</td>
<td>1,000.00</td>
<td>0.00</td>
</tr>
<tr>
<td>VF Washington Travel &amp; Adventure Show</td>
<td>7,050.00</td>
<td>0.00</td>
<td>6,816.41</td>
<td>(233.59)</td>
</tr>
<tr>
<td>VF Atlanta RV &amp; Camping Show</td>
<td>4,425.00</td>
<td>0.00</td>
<td>3,517.19</td>
<td>(907.81)</td>
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<tr>
<td>VF New York Times Travel Show</td>
<td>5,200.00</td>
<td>0.00</td>
<td>4,973.95</td>
<td>(226.05)</td>
</tr>
<tr>
<td>New York Times Travel Show - VF In-Kind</td>
<td>3,500.00</td>
<td>0.00</td>
<td>3,500.00</td>
<td>0.00</td>
</tr>
<tr>
<td>VF Boston Globe Travel Show</td>
<td>8,800.00</td>
<td>0.00</td>
<td>6,762.59</td>
<td>(2,037.41)</td>
</tr>
<tr>
<td>VF Chicago Travel &amp; Adventure Show</td>
<td>7,825.00</td>
<td>0.00</td>
<td>6,244.17</td>
<td>(1,580.83)</td>
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<tr>
<td>VF Chicago RV &amp; Camping Show</td>
<td>8,400.00</td>
<td>0.00</td>
<td>6,429.20</td>
<td>(1,970.80)</td>
</tr>
<tr>
<td>VF F.re.e. Messe Munich</td>
<td>17,300.00</td>
<td>0.00</td>
<td>12,365.80</td>
<td>(4,934.20)</td>
</tr>
<tr>
<td>VF London Telegraph Bike &amp; Travel Show</td>
<td>13,000.00</td>
<td>0.00</td>
<td>10,794.11</td>
<td>(2,205.89)</td>
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<tr>
<td>VF Toronto Outdoor Adventure Show</td>
<td>9,825.00</td>
<td>0.00</td>
<td>7,794.51</td>
<td>(2,030.49)</td>
</tr>
<tr>
<td>VF Berlin ITB Trade Show</td>
<td>9,450.00</td>
<td>0.00</td>
<td>8,463.13</td>
<td>(986.87)</td>
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<tr>
<td>Berlin ITB Trade Show - VF In-Kind</td>
<td>5,000.00</td>
<td>0.00</td>
<td>5,000.00</td>
<td>0.00</td>
</tr>
<tr>
<td>VF Canoecopia Madison, WI</td>
<td>5,725.00</td>
<td>0.00</td>
<td>5,497.54</td>
<td>(227.46)</td>
</tr>
<tr>
<td>VF Philadelphia Travel Expo</td>
<td>7,650.00</td>
<td>0.00</td>
<td>6,918.80</td>
<td>(731.20)</td>
</tr>
<tr>
<td>VF Midwest Mountaineering Spring Expo</td>
<td>4,525.00</td>
<td>0.00</td>
<td>4,054.33</td>
<td>(470.67)</td>
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<tr>
<td>Hershey RV Show</td>
<td>6,500.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(6,500.00)</td>
</tr>
<tr>
<td>Bike Expo New York</td>
<td>6,650.00</td>
<td>0.00</td>
<td>5,080.25</td>
<td>(1,419.75)</td>
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<tr>
<td><strong>Total Trade Shows</strong></td>
<td><strong>144,475.00</strong></td>
<td><strong>0.00</strong></td>
<td><strong>118,164.76</strong></td>
<td><strong>(26,310.24)</strong></td>
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</tbody>
</table>

**Advertising**

<table>
<thead>
<tr>
<th></th>
<th>Budget</th>
<th>July 2018</th>
<th>Year to Date</th>
<th>Over/(Under) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Advertising Campaign</td>
<td>13,500.00</td>
<td>13,250.00</td>
<td>26,250.00</td>
<td>12,750.00</td>
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<tr>
<td>Quarterly eNewsletters</td>
<td>4,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(4,000.00)</td>
</tr>
<tr>
<td>Undiscovered Florida &amp; Other Co-op Ads</td>
<td>12,750.00</td>
<td>0.00</td>
<td>6,680.00</td>
<td>(6,070.00)</td>
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<tr>
<td>Brochure Distribution</td>
<td>8,325.00</td>
<td>1,433.00</td>
<td>7,598.00</td>
<td>(727.00)</td>
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<tr>
<td><strong>Total Advertising</strong></td>
<td><strong>38,575.00</strong></td>
<td><strong>14,683.00</strong></td>
<td><strong>40,528.00</strong></td>
<td><strong>1,953.00</strong></td>
</tr>
</tbody>
</table>

**Total Marketing Expenses**

<table>
<thead>
<tr>
<th></th>
<th>Budget</th>
<th>July 2018</th>
<th>Year to Date</th>
<th>Over/(Under) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>282,200.00</td>
<td>20,958.00</td>
<td>249,080.76</td>
<td>(33,118.24)</td>
</tr>
</tbody>
</table>

**Administration**

<table>
<thead>
<tr>
<th></th>
<th>Budget</th>
<th>July 2018</th>
<th>Year to Date</th>
<th>Over/(Under) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>NCFRPC - Admin VF &amp; DEO 2016-2017</td>
<td>5,650.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(5,650.00)</td>
</tr>
<tr>
<td>NCFRPC-Admin VF &amp; DEO FY 2017-2018</td>
<td>18,850.00</td>
<td>0.00</td>
<td>1,950.00</td>
<td>(16,900.00)</td>
</tr>
<tr>
<td>NCFRPC - Admin Program Fees</td>
<td>12,500.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(12,500.00)</td>
</tr>
<tr>
<td>Bank Charges</td>
<td>200.00</td>
<td>4.29</td>
<td>38.61</td>
<td>(161.39)</td>
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<tr>
<td>Legal Advertising</td>
<td>300.00</td>
<td>39.48</td>
<td>106.82</td>
<td>(193.18)</td>
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<tr>
<td>Legal Expenses</td>
<td>300.00</td>
<td>0.00</td>
<td>61.25</td>
<td>(238.75)</td>
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<tr>
<td>Other Admin Expenses Miscellaneous</td>
<td>2,000.00</td>
<td>250.00</td>
<td>2,891.40</td>
<td>891.40</td>
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<tr>
<td>Postage</td>
<td>300.00</td>
<td>13.94</td>
<td>138.34</td>
<td>(161.66)</td>
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<tr>
<td>VF Travel Show Service Program Fee</td>
<td>14,300.00</td>
<td>0.00</td>
<td>14,300.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Telephone</td>
<td>300.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(300.00)</td>
</tr>
</tbody>
</table>
**The Original Florida Tourism Task Force**  
**Income and Expenses - Budget vs. Actual**  
**As of July 31, 2018**

(These financial statements are unaudited)

<table>
<thead>
<tr>
<th></th>
<th>Budget</th>
<th>July 2018</th>
<th>Year to Date</th>
<th>Over(Under) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Administration</strong></td>
<td>54,700.00</td>
<td>307.71</td>
<td>19,486.42</td>
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<tr>
<td><strong>Memberships</strong></td>
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<td></td>
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<tr>
<td>Visit Florida</td>
<td>500.00</td>
<td>0.00</td>
<td>395.00</td>
<td>(105.00)</td>
</tr>
<tr>
<td>Southeast Tourism Society</td>
<td>350.00</td>
<td>0.00</td>
<td>295.00</td>
<td>(55.00)</td>
</tr>
<tr>
<td>Florida Outdoor Writers Assn</td>
<td>350.00</td>
<td>0.00</td>
<td>175.00</td>
<td>(175.00)</td>
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<tr>
<td><strong>Total Memberships</strong></td>
<td>1,200.00</td>
<td>0.00</td>
<td>865.00</td>
<td>(335.00)</td>
</tr>
<tr>
<td><strong>Professional Enhancement</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SE Tourism Society Marketing College</td>
<td>11,000.00</td>
<td>125.00</td>
<td>10,509.96</td>
<td>(490.04)</td>
</tr>
<tr>
<td>Governor’s Tourism Conference</td>
<td>1,900.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(1,900.00)</td>
</tr>
<tr>
<td><strong>Total Professional Enhancement</strong></td>
<td>12,900.00</td>
<td>125.00</td>
<td>10,509.96</td>
<td>(2,390.04)</td>
</tr>
<tr>
<td><strong>Internships</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Harvey Campbell Memorial Internship</td>
<td>6,250.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(6,250.00)</td>
</tr>
<tr>
<td>Dean Fowler Internship</td>
<td>6,250.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(6,250.00)</td>
</tr>
<tr>
<td><strong>Total Internships</strong></td>
<td>12,500.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(12,500.00)</td>
</tr>
<tr>
<td><strong>Retained Reserves</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retained Reserves</td>
<td>22,300.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(22,300.00)</td>
</tr>
<tr>
<td><strong>Total Retained Reserves</strong></td>
<td>22,300.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(22,300.00)</td>
</tr>
<tr>
<td><strong>Total NonMarketing Expenses</strong></td>
<td>103,600.00</td>
<td>432.71</td>
<td>30,861.38</td>
<td>(72,738.62)</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>385,800.00</td>
<td>21,390.71</td>
<td>279,942.14</td>
<td>(105,857.66)</td>
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<tr>
<td><strong>Net Income</strong></td>
<td>0.00</td>
<td>30,548.38</td>
<td>64,954.76</td>
<td>64,954.76</td>
</tr>
</tbody>
</table>
## Revenues

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

### Additional Revenue:

- Department of Economic OpportunityRural Development Grant, FY 2016-17 $57,800
- Department of Economic Opportunity 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

### TOTAL REVENUES - CASH AND IN-KIND $385,800

## Expenditures

<table>
<thead>
<tr>
<th>Expenditures</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank Charges</td>
<td>$200</td>
</tr>
<tr>
<td>Governor's Conference on Tourism</td>
<td>$1,900</td>
</tr>
<tr>
<td>Legal Advertising</td>
<td>$300</td>
</tr>
<tr>
<td>Legal Expenses</td>
<td>$300</td>
</tr>
<tr>
<td>(1) Marketing Program for FY 2017-18</td>
<td>$264,900</td>
</tr>
<tr>
<td>(2) Memberships</td>
<td>$1,200</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$2,000</td>
</tr>
<tr>
<td>North Central Florida Regional Planning Council - Admin</td>
<td>$49,500</td>
</tr>
<tr>
<td>Postage Expenses</td>
<td>$300</td>
</tr>
<tr>
<td>Service Fee - VISIT FLORIDA Travel Show Program</td>
<td>$14,300</td>
</tr>
<tr>
<td>Southeast Tourism Society Marketing College</td>
<td>$11,000</td>
</tr>
<tr>
<td>Telephone</td>
<td>$300</td>
</tr>
<tr>
<td>Unrestricted Reserve Fund - Contribution</td>
<td>$22,300</td>
</tr>
</tbody>
</table>

### TOTAL EXPENDITURES - CASH $368,500

### TOTAL EXPENDITURES - CASH AND IN-KIND $385,800

(1) See Marketing Budget Detail
(2) See Memberships Detail

## Reserve Funds

<table>
<thead>
<tr>
<th>Reserve Funds</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted Funds Balance</td>
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</tr>
<tr>
<td>Unrestricted Funds Balance, Estimate</td>
<td>$85,000</td>
</tr>
</tbody>
</table>

### TOTAL RESERVE FUNDS $85,000
## Original Florida Tourism Task Force
### Budget FY 2017-18 (10/1/17 to 9/30/18)
**Adopted 8/17/2017**

### Marketing Budget Detail

#### Planning:
- Visa/Vues 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
- Shopping - Berlin and London (in-kind): $1,000.00
- VISIT FLORIDA - Washington, DC Travel & Adventure Show: $7,050.00
- VISIT FLORIDA - Atlanta RV & Camping Show: $4,425.00
- VISIT FLORIDA - New York Times Travel Show: $5,200.00
- VISIT FLORIDA - New York Times Travel Show (in-kind): $3,500.00
- VISIT FLORIDA - Boston Globe Travel Show: $8,800.00
- VISIT FLORIDA - Chicago Travel & Adventure Show: $7,825.00
- VISIT FLORIDA - Chicago RV & Camping Show: $8,400.00
- VISIT FLORIDA - Frankfurt Messe Munch: $17,300.00
- VISIT FLORIDA - London Telegraph Bike & Travel Show: $13,000.00
- VISIT FLORIDA - Toronto Outdoor Adventure Show: $9,450.00
- VISIT FLORIDA - Berlin - ITB Trade Show: $9,450.00
- VISIT FLORIDA - Berlin - ITB Trade Show (in-kind): $5,000.00
- VISIT FLORIDA - Caissecopa, 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: $32,750.00
- 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: $300.00
- 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 Enrichment
- 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
### Revenues

<table>
<thead>
<tr>
<th>Cooperative Regional Marketing Program Fees:</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alachua County</td>
<td>$15,000</td>
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<tr>
<td>Columbia County</td>
<td>$8,000</td>
</tr>
<tr>
<td>Dixie County</td>
<td>$2,000</td>
</tr>
<tr>
<td>Gilchrist County</td>
<td>$2,000</td>
</tr>
<tr>
<td>Hamilton County</td>
<td>$1,000</td>
</tr>
<tr>
<td>Jefferson County</td>
<td>$2,000</td>
</tr>
<tr>
<td>Lafayette County</td>
<td>$1,000</td>
</tr>
<tr>
<td>Levy County</td>
<td>$4,000</td>
</tr>
<tr>
<td>Madison County</td>
<td>$3,000</td>
</tr>
<tr>
<td>Suwannee County</td>
<td>$4,000</td>
</tr>
<tr>
<td>Taylor County</td>
<td>$4,000</td>
</tr>
<tr>
<td>Union County</td>
<td>$1,000</td>
</tr>
<tr>
<td>Wakulla County</td>
<td>$3,000</td>
</tr>
<tr>
<td>Subtotal</td>
<td>$53,000</td>
</tr>
</tbody>
</table>

**Additional Revenue:**

- 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

### Expenditures

- 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

### Reserve Funds

- Restricted Funds Balance: $0
- Unrestricted Funds Balance, Estimate: $117,000

**TOTAL RESERVE FUNDS:** $117,000
## Marketing Budget Detail

<table>
<thead>
<tr>
<th>Collateral Material:</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018-19 Revise and Print Ultimate Bicycle Guide</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

### Website:
- 2017-18 Fishing, Paddling, Bike & Springs Microsites - Updates and New $7,000
- 2017-18 Website Regional Video $5,000
- 2018-19 Website Hosting & Maintenance $6,000
- 2018-19 New County/Town Website Videos (6 Videos) $12,000
- 2018-19 New Trip ec-Centered Landing Pages (4 Landing Pages) $10,000
- 2018-19 New Town Landing Pages (5 Town Pages) $2,500
- 2018-19 Website Blogs - 15 Blogs $1,275
- 2018-19 Ultimate Bicycle Guide Landing Page Maintenance & Updates $100
- 2018-19 Paddling Landing Page Maintenance and Updates $100
- 2018-19 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 Düsseldorf & New York Times Travel Show Registrations (in-kind) $3,000
- 2017-18 Georgia RV & Camper Show $4,200
- VISIT FLORIDA - Brot Düsseldorf $6,300
- VISIT FLORIDA - Atlanta Camping & RV Show $3,800
- VISIT FLORIDA - Anahctic 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 - Host in Travel & Adventure Show $7,100
- VISIT FLORIDA - Fre re Messen-Munch $12,000
- VISIT FLORIDA - Toronto Outdoor Adventure Show $8,300
- VISIT FLORIDA - Canoe & Paddles $6,300
- VISIT FLORIDA - Philadelphia Travel & Adventure Show $7,200
- VISIT FLORIDA - Ottawa Outdoor and Travel Adventure Show $7,900
- VISIT FLORIDA - Washington DC Travel & Adventure Show $7,600
- 2018-19 Midwest Mountaineering Spring Expo $6,700
- 2018-19 Bike Expo New York $7,100

### Advertising:
- 2017-18 Brochure Distribution $3,000
- 2017-18 Digital Advertising Campaign $13,500
- 2017-18 Florida Vacation Planner Print Advertisement $8,700
- 2018-19 Brochure Distribution $9,000
- 2018-19 Digital Advertising Campaign $10,000
- 2018-19 Florida Transportation Map Print Advertisement $5,600
- 2018-19 UnDiscovered Florida Print Advertisement $8,200
- Quarterly eNewsletters $4,200

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 $1,000
- Legal Expenses $1,000
- Other Administrative Expenses/Miscellaneous $2,000
- Postage $300
- Service Fee - VISIT FLORIDA Travel Show Program $15,400
- Telephone $300

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 9th 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: [Signature]

Russell Mick, Owner

ATTEST

By: [Signature]

Steven C. Dopp

Type or Print Name

THE ORIGINAL FLORIDA TOURISM TASK FORCE

By: [Signature]

Dawn Taylor, Chair

ATTEST

By: [Signature]

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: ________________________________________

Page 7 of 8
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 whatsoever 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: __________
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)?
This page intentionally left blank.
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 Intergovernmental 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 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.
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:

<table>
<thead>
<tr>
<th>Deliverable No. 1 – Website Maintenance and Enhancements</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tasks</strong></td>
</tr>
<tr>
<td>Maintain website in accordance with Scope of Work 2.1.1</td>
</tr>
</tbody>
</table>
Add Topic centered microsites to Grantee’s website in accordance with Scope of Work 2.1.2

| **Add Topic centered microsites to Grantee’s website in accordance with Scope of Work 2.1.2** | **Required Documentation:**  
| Add one topic centered microsite to Grantee’s website.  
|  
| **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

| **Production of video for Grantee website in accordance with Scope of Work 2.1.3** | **Required Documentation:**  
| 100% completion of and posting on Grantee website 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

| **Review and update springs and bicycle route microsites on Grantee website in accordance with Scope of Work 2.1.4** | **Required Documentation:**  
| 1 springs microsite update or 1 bicycle microsite update.  
|  
| **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

<table>
<thead>
<tr>
<th><strong>Tasks</strong></th>
<th><strong>Minimum Level of Service and Required Documentation</strong></th>
<th><strong>Financial Consequences</strong></th>
</tr>
</thead>
</table>
| **Distribute Electronic Newsletter in accordance with Scope of Work 2.2.1** | Prepare and distribute one (1) electronic newsletter.  
| **Required Documentation**  
| • 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**  
| • 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:**  
| • 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:**  
| • Invoice from seller.  
|  
| **Failure to purchase a minimum of 400 copies of pre-printed marketing materials as specified in** |  

**Version date: 06/23/2017**
<table>
<thead>
<tr>
<th>Tasks</th>
<th>Minimum Level of Service and Required Documentation</th>
<th>Financial Consequences</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Design and print hard copy marketing materials in accordance with Scope of Work 2.2.5</strong></td>
<td>Design and print 1,000 pieces of hard copy marketing materials. <strong>Required Documentation:</strong> • 1 piece of each hard copy literature printed • Invoice from contractor • Documentation of staff time associated with this deliverable</td>
<td>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.</td>
</tr>
<tr>
<td><strong>Attend and participate in domestic travel shows in accordance with Scope of Work 2.2.6</strong></td>
<td>Attend 1 domestic travel show. <strong>Required Documentation:</strong> • 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</td>
<td>Failure to attend and participate in domestic travel shows as specified in Section 2.2.6. will result in non-payment.</td>
</tr>
<tr>
<td><strong>Conduct advertising campaign in accordance with Scope of Work 2.2.7</strong></td>
<td>Place one (1) digital or print media advertisement. <strong>Required Documentation:</strong> • Copy of print or digital advertisement • Invoice from provider</td>
<td>Failure to place one (1) digital or print media advertisement as specified in Section 2.2.7. will result in non-payment.</td>
</tr>
<tr>
<td><strong>Distribute literature in accordance with Scope of Work 2.2.8</strong></td>
<td>Distribute a minimum of 10,000 brochures. Grantee may request reimbursement a maximum of four (4) times during the agreement period. <strong>Required Documentation:</strong> • 1 sample of each brochure distributed • Copy of distribution list and number distributed • Invoice from provider</td>
<td>Failure to distribute a minimum of 10,000 brochures as specified in Section 2.2.8. will result in non-payment.</td>
</tr>
<tr>
<td><strong>Purchase Email distribution service in accordance with Scope of Work 2.2.9</strong></td>
<td>Purchase email distribution service. <strong>Required Documentation:</strong> • Copy of agreement with email distribution service • Invoice from provider</td>
<td>Failure to purchase email distribution service as specified in Section 2.2.9. will result in non-payment.</td>
</tr>
</tbody>
</table>

**Deliverable No. 3 - Professional Enhancement**

<table>
<thead>
<tr>
<th>Tasks</th>
<th>Minimum Level of Service and Required Documentation</th>
<th>Financial Consequences</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Provide Professional Enhancement Scholarships in accordance with Scope</strong></td>
<td>Provide one (1) professional enhancement scholarship. <strong>Required Documentation:</strong> • Completed event registration form</td>
<td>Failure to provide a minimum of one (1) professional enhancement scholarship as specified in Section 2.3.1. will result in non-payment.</td>
</tr>
</tbody>
</table>
5. REPORTING:

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

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

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

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

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

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

6.2.2 Grantee’s invoices shall include the date, period in which work was performed, amount of reimbursement, and work completed to date;
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## Florida Department of Economic Opportunity
### Fiscal Year 2017-18 Regional Rural Development Grant
#### (January 17, 2018 - January 17, 2019)
##### Deliverables and Cost Estimates
###### July 19, 2018

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>As of 10/20/16</th>
<th>As of 5/17/18</th>
<th>As of 6/21/18</th>
<th>As of 7/19/18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Hosting &amp; Maintenance</td>
<td>$6,000.00</td>
<td>$6,000.00</td>
<td>$6,000.00</td>
<td>$6,000.00</td>
</tr>
<tr>
<td>Ultimate Bicycle Guide Maintenance and Updates</td>
<td>$1,900.00</td>
<td>$1,000.00</td>
<td>$1,000.00</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Ultimate Springs Guide Maintenance and Updates</td>
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<td>$1,000.00</td>
<td>$1,000.00</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Website Reservation/Pseudo-Reservation System</td>
<td>$15,000.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Ultimate Paddling Guide - New Website Microsite</td>
<td>$1,000.00</td>
<td>$2,500.00</td>
<td>$2,500.00</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>New Fishing Website Microsite</td>
<td>$0.00</td>
<td>$2,500.00</td>
<td>$2,500.00</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Website Video</td>
<td>$5,000.00</td>
<td>$10,000.00</td>
<td>$10,000.00</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Website Blogs (60 blogs at $85 per blog)</td>
<td>$5,100.00</td>
<td>$5,100.00</td>
<td>$5,100.00</td>
<td>$5,100.00</td>
</tr>
<tr>
<td>Website Blogs - Nancy Moreland</td>
<td>$0.00</td>
<td>$2,500.00</td>
<td>$2,500.00</td>
<td>$2,500.00</td>
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<tr>
<td>Travel Shows (Atlanta Camping &amp; RV, Bike Expo NY, Georgia RV &amp; Camper)</td>
<td>$15,100.00</td>
<td>$11,635.00</td>
<td>$11,635.00</td>
<td>$11,635.00</td>
</tr>
<tr>
<td>Digital Advertising Campaign - Facebook, Google Adword search, Retargeting, Other</td>
<td>$16,650.00</td>
<td>$26,500.00</td>
<td>$26,500.00</td>
<td>$26,500.00</td>
</tr>
<tr>
<td>Quarterly eNewsletters</td>
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<td>$4,250.00</td>
<td>$4,250.00</td>
<td>$4,250.00</td>
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<tr>
<td>Print Media Advertising - UnDiscovered Florida Co-op</td>
<td>$17,000.00</td>
<td>$6,680.00</td>
<td>$6,680.00</td>
<td>$6,680.00</td>
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<tr>
<td>Print Media Advertising - Visit Florida Road Map</td>
<td>$14,000.00</td>
<td>$8,500.00</td>
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<td>$8,500.00</td>
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<tr>
<td>Print Media Advertising - Visit Florida Official Vacation Guide Co-op</td>
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<td>$2,365.00</td>
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<td>Florida Pocket Ranger App Advertisement</td>
<td>$3,600.00</td>
<td>$800.00</td>
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<tr>
<td>Design &amp; Print Regional Specialty Brochures</td>
<td>$8,500.00</td>
<td>$11,200.00</td>
<td>$11,200.00</td>
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</tr>
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<td>Purchase Copies of Big Bend Saltwater Paddling Guide</td>
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<td>$0.00</td>
<td>$0.00</td>
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<td>Brochure Distribution</td>
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<td>$0.00</td>
<td>$0.00</td>
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<td>Revise &amp; Print Ultimate Bicycle Guide</td>
<td>$5,100.00</td>
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<td>Organizational Annual Memberships</td>
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<td>Administration</td>
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## Deliverables and Cost Estimates

**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

<table>
<thead>
<tr>
<th>Cost Estimates</th>
<th>Deliverable</th>
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<tr>
<td>Approved 7/19/18</td>
<td>Approved 8/23/18</td>
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<td>$6,000.00</td>
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<td>$10,000.00</td>
</tr>
<tr>
<td>$2,500.00</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>$0.00</td>
<td>$12,000.00</td>
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<tr>
<td>$2,500.00</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>$400.00</td>
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<td>$200.00</td>
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<td>$200.00</td>
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</tr>
<tr>
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<td>$3,000.00</td>
</tr>
<tr>
<td>$500.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>$1,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>$21,000.00</td>
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<tr>
<td>$21,500.00</td>
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</tr>
<tr>
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<td>$20,000.00</td>
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<tr>
<td>$1,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>$13,250.00</td>
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</tr>
<tr>
<td>$12,000.00</td>
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<tr>
<td>$4,250.00</td>
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</tr>
<tr>
<td>$22,500.00</td>
<td>$22,500.00</td>
</tr>
<tr>
<td>$150,000.00</td>
<td>$150,000.00</td>
</tr>
</tbody>
</table>
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VISIT FLORIDA Marketing Planner Opportunity - Printed
09/04/2018

Madden Media Retargeting Co-op Program
Display & Video (print/?id=840)

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

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 VISIT FLORIDA.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**
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.

**CAMPAIGN TIMING**

July 2018–June 2019

**PRODUCTION CYCLE**

Please allow 4 weeks for material creation

**PARTNER NET RATES**

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

**FOR MATERIALS SPECIFICATIONS, PLEASE CONTACT:**

800-444-8768 / 520-322-0895

materials@maddenmedia.com

Danah Heye
727-542-5462
dheyef@maddenmedia.com

TJ Fletcher
931-841-1539
tjfletcher@maddenmedia.com

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 USAToday.com and Travel.com

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

<table>
<thead>
<tr>
<th></th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner Cost</td>
<td>$1,750</td>
<td>$4,500</td>
<td>$8,750</td>
<td>$20,000</td>
</tr>
<tr>
<td>Campaign Length</td>
<td>2 months</td>
<td>4 months</td>
<td>6 months</td>
<td>8 months</td>
</tr>
<tr>
<td>Video Distribution</td>
<td>3,900+ views</td>
<td>11,000+ views</td>
<td>23,100+ views</td>
<td>57,000+ views</td>
</tr>
</tbody>
</table>

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.
VISIT FLORIDA Remarketing Co-op Custom Package
North Central Florida Planning Council
September 2018

<table>
<thead>
<tr>
<th></th>
<th>Option 1</th>
<th>Option 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CAMPAIGN LENGTH</strong></td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td><strong>MONTHS</strong></td>
<td>11</td>
<td></td>
</tr>
<tr>
<td><strong>Remarketing Display Ads</strong></td>
<td>810,000+</td>
<td>1.22 million+</td>
</tr>
<tr>
<td></td>
<td>1,215–2,025</td>
<td>1,830–3,050</td>
</tr>
<tr>
<td><strong>TOTAL COST</strong></td>
<td>$8,000</td>
<td>$12,000</td>
</tr>
</tbody>
</table>
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

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
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.
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*
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
- 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
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)

<table>
<thead>
<tr>
<th>Package</th>
<th>Travel Planner</th>
<th>Consumer E-Bulletin</th>
<th>Trade E-Bulletin</th>
<th>VisitUSA.org.uk Advertisement</th>
<th>Members</th>
<th>Non-Members</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td>Full page</td>
<td>4 x panel</td>
<td>2 x sponsorship</td>
<td>2 months</td>
<td>$13,775</td>
<td>$17,220</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>B</strong></td>
<td>Half page</td>
<td>2 x panel</td>
<td>1 x sponsorship</td>
<td>1 month</td>
<td>$7,395</td>
<td>$9,240</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>C</strong></td>
<td>Quarter page</td>
<td>1 x panel</td>
<td></td>
<td>1 month</td>
<td>$4,255</td>
<td>$5,320</td>
</tr>
</tbody>
</table>

Bespoke marketing packages are available on request

### Print opportunities

#### MARKETING PACKAGES

<table>
<thead>
<tr>
<th>Package</th>
<th>Travel Planner</th>
<th>Consumer E-Bulletin</th>
<th>Trade E-Bulletin</th>
<th>VisitUSA.org.uk Advertisement</th>
<th>Members</th>
<th>Non-Members</th>
</tr>
</thead>
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<tr>
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</tr>
<tr>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
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</tr>
<tr>
<td><strong>C</strong></td>
<td>Quarter page</td>
<td>1 x panel</td>
<td></td>
<td>1 month</td>
<td>$4,255</td>
<td>$5,320</td>
</tr>
</tbody>
</table>

Bespoke marketing packages are available on request

#### TRAVEL PLANNER

<table>
<thead>
<tr>
<th></th>
<th>Members</th>
<th>Non-Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display advertising</td>
<td>$11,290</td>
<td>$14,115</td>
</tr>
<tr>
<td>Half page</td>
<td>$6,200</td>
<td>$7,755</td>
</tr>
<tr>
<td>Quarter page</td>
<td>$3,410</td>
<td>$4,270</td>
</tr>
<tr>
<td>Member listings section</td>
<td>$1,390</td>
<td>$1,740</td>
</tr>
<tr>
<td>Enhanced entry</td>
<td>$1,040</td>
<td></td>
</tr>
<tr>
<td>Sponsored editorial (available to destinations)</td>
<td>$6,990</td>
<td>$8,740</td>
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<tr>
<td>Double-page destination feature</td>
<td>$12,585</td>
<td>$15,725</td>
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<tr>
<td>Four-page destination section</td>
<td>$22,655</td>
<td>$28,315</td>
</tr>
<tr>
<td>Sponsored editorial (available to tour operators)</td>
<td>'Book it with' panel</td>
<td>$1,705</td>
</tr>
</tbody>
</table>

#### FOLD-OUT USA MAP AND POSTER

<table>
<thead>
<tr>
<th></th>
<th>Members</th>
<th>Non-Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship</td>
<td>$15,225</td>
<td>$19,030</td>
</tr>
</tbody>
</table>

### Print & Digital opportunities

Sally Parker  sally.parker@bmipublishing.co.uk

Membership: info@visitusa.org.uk
# Digital opportunities

<table>
<thead>
<tr>
<th></th>
<th>MEMBERS</th>
<th>NON-MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONSUMER E-BULLETIN</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Panel</td>
<td>$700</td>
<td>$875</td>
</tr>
<tr>
<td>Takeover - single sponsor</td>
<td>$4,550</td>
<td>$5,690</td>
</tr>
<tr>
<td>Book four panels</td>
<td>10% discount</td>
<td>10% discount</td>
</tr>
<tr>
<td>Book six panels</td>
<td>15% discount</td>
<td>15% discount</td>
</tr>
<tr>
<td><strong>TRADE E-BULLETIN</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Takeover - single sponsor</td>
<td>$1,400</td>
<td>$1,750</td>
</tr>
<tr>
<td>Book four issues</td>
<td>10% discount</td>
<td>10% discount</td>
</tr>
<tr>
<td>Book six issues</td>
<td>15% discount</td>
<td>15% discount</td>
</tr>
<tr>
<td><strong>VISITUSA.ORG.UK</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement on homepage and throughout the site</td>
<td>$615 per month</td>
<td>$760 per month</td>
</tr>
</tbody>
</table>

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

## Deadlines

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

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T: 44 (0)20 7593 1769

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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-Dünow
tilo@vusa.travel

Board Member
Albert Jennings
albert@vusa.travel

Board Member
Brigitt 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.

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.
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 weeks 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

<table>
<thead>
<tr>
<th>Exhibition space of 4m x 2m (incl. two exhibitor tables):</th>
<th>EUR 500.- (+VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition space of 2m x 2m (incl. two exhibitor tables):</td>
<td>EUR 300.- (+VAT)</td>
</tr>
<tr>
<td>Presentation (maximum 45 minutes):</td>
<td>EUR 200.- (+VAT)</td>
</tr>
</tbody>
</table>

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.

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

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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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 paradies 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:
Disconnect to reconnect

In Martin County, you'll find every kind of fan to tickle your fancy, from rodeos to high-end art galleries and one-of-a-kind museums to sea turtle adventures and world-class fishing restrictions have limited structures to four serving breathtaking views throughout the or natural beauty and attractions here offer up a treasure trove of activities the crowds of our popular next-door neighbors.

The easy-to-get-to-area encompasses the communities of Port Salerno, Stuart, Palm City, Jensen Beach, 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 the crowed just off A1A and accessible by a plethora of scenic avenues, Martin County is 45 miles from Palm Beach International Airport, one 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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MISSION STATEMENT

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.
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

<table>
<thead>
<tr>
<th></th>
<th>Index</th>
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<tr>
<td>Internet Users</td>
<td>170</td>
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<tr>
<td>Magazine Readers</td>
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<td>TV Viewers</td>
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</table>

Print Ads featuring a web address are three times more likely to drive readers to their website.
Travel South Magazine reaches a committed audience of avid adventurist, 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.

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
REACHING OUR READERS

47,000

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

19,500

Travel South Magazine Annual estimated audience-per-state

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.
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
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.

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

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

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

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<thead>
<tr>
<th>Position</th>
<th>Rate Card</th>
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<tbody>
<tr>
<td>Back Cover</td>
<td>$12,500</td>
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<td>Spread</td>
<td>$12,500</td>
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<td>Covers 2 &amp; 3</td>
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<td>Premiums</td>
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<td>Full Page</td>
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<td>Half Page</td>
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<td>Quarter Page</td>
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<td>Number</td>
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<tr>
<td>1</td>
<td>Georgia RV and Camping Show</td>
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<tr>
<td>2</td>
<td>Boot Dusseldorf*</td>
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<td>3</td>
<td>Atlanta Camping &amp; RV Show</td>
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<td>5</td>
<td>New York Times Travel Show*</td>
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<td>6</td>
<td>London Times Destinations Show</td>
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<td>7</td>
<td>Houston RV Show</td>
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<td>8</td>
<td>Chicago RV and Camping Show</td>
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<td>9</td>
<td>Boston Travel and Adventure Show</td>
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<td>10</td>
<td>F.re.e Messe Munich</td>
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<td>12</td>
<td>Canoe Expo</td>
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<td>13</td>
<td>Philadelphia Travel and Adventure Show</td>
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<td>14</td>
<td>Washington DC Travel and Adventure Show</td>
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<td>15</td>
<td>Ottawa Outdoor and Travel Adventure Show</td>
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<td>16</td>
<td>Midwest Mountainering Spring Expo</td>
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<tr>
<td>17</td>
<td>Bike Expo New York</td>
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</table>

*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.
This page intentionally left blank.
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
Gainesville, FL 32601
(w) 352.264.6907
rgromoll@alachuacounty.us

**Sean Plemons**
Content Manager
Visit Gainesville/Alachua County
30 East University Ave
Gainesville, FL 32601
(w) 352.374.5260
splemons@alachuacounty.us

**BRADFORD COUNTY**
($3,000 - 2 votes)

**William Sexton**
Bradford County Attorney
945 North Temple Avenue
Starke, FL 32091
will_sexton@bradfordcountyfl.gov
(w) 904.368.3902

**The Honorable Daniel Riddick**
Bradford County Board of County Commissioners
945 North Temple Avenue
Starke, FL 32091
(w) 352.473.7033
(o) 904.966.6327
(f) 352.473.5907
bccriddick@yahoo.com

**COLUMBIA COUNTY**
($8,000 3 votes)

**Vacant**

**Rod Butler**
General Manager
Holiday Inn Hotel and Suites
213 NW Commerce Drive
Lake City, FL 32025-1501
(w) 386.487.1080
gm@hilakecityfl.com

**Paula R. Vann**
Executive Director
Columbia County
Tourism Development Council
P.O. Box 1847
Lake City, FL 32056
(w) 386.758.1312
pvann@columbiacountyfla.com
www.springsrus.com

**DIXIE COUNTY**
($2,000 - 2 votes)

**Nancy Bednarek**
Springs to Sea Paddlesports
25867 SE Hwy 19
Old Town, FL 32680
(w) 352.318.1978
nbednarek@aol.com

**Russ McCallister**
Suwannee Guides and Outfitters
PO Box 1345
Old Town, FL 32680
(w) 352.542.8331
(h) 352.325.1520
(c) 352.258.0189
russ776@bellsouth.net
www.visitdixie.com
www.suwanneeguides.com
GILCHRIST COUNTY
($2,000 - 2 votes)

Vacant

HAMILTON COUNTY
($1,000 - 2 votes)

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

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

JEFFERSON COUNTY
($2,000 - 2 votes)

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

Nancy Wideman
1100 Pearl Street
Monticello, FL 32344
(h) 850.997.0517
(c) 850.528.7362
nancywideman48@gmail.com

LAFAYETTE COUNTY
($1,000 - 1 vote)

Vacant

LEVY COUNTY
($4,000 - 2 votes)

Carol McQueen
9207 Florida Street
Fanning Springs, FL 32693
(h) 352.221.2946
carolmcqueen44@gmail.com

Tisha Whitehurst
Director
Levy County Visitors Bureau
620 North Hathaway Avenue
Bronson, FL
(w) 352.486.3396
tourism@visitnaturecoast.com

JESSICA COUNTY
($3,000 - 2 votes)

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

SUWANNEE COUNTY
($4,000 - 2 votes)

Alvin Jackson
Director
Suwannee County Economic Development
100 Court Street SE, Suite 214
Live Oak, FL 32064
(w) 386.330.2220
(c) 386.688.5366
alvinj@suwcounty.org
www.suwanneechamber.com

Trent Abbott
Jellystone Park of Madison, Florida
1051 Old St. Augustine Road
Madison, FL 32340
(w) 850.973.8269
tacountry@hotmail.com
Teena Peavy  
Marketing Director  
Spirit of the Suwannee Music Park  
3076 95th Drive  
Live Oak, Florida 32060  
(w) 386.364.1683  
teena@musicliveshere.com  
www.musicliveshere.com

TAYLOR COUNTY  
($4,000 - 2 votes)  
Dawn Taylor, Chair  
Executive Director  
Taylor County Chamber of Commerce  
428 North Jefferson Street  
Perry, FL 32347  
(w) 850.584.5366  
(c) 850.843.0992  
taylorchamber@fairpoint.net  
www.taylorcountychamber.com

Sandy Beach  
20845 Keaton Beach Drive  
Perry, FL 32348  
850.578.2898  
(c) 850.843.1546  
sandybeach8431546@gmail.com

UNION COUNTY  
($1,000 - 1 vote)  
Dave Mecusker  
11496 SW 77th Way  
Lake Butler, Fl. 32054  
(c) 352.672.5938  
dmecusker@live.com

WAKULLA COUNTY  
($3,000 - 2 votes)  
Thomas Herndon  
Outreach Coordinator  
Wakulla County Tourist Development Council  
P.O. Box 1263  
Crawfordville, FL 32327  
(w) 850.926.0919 x 716  
dbardhi@mywakulla.com  
www.visitwakulla.com

The Honorable Gail Gilman  
City of St. Marks, Florida  
PO Box 296  
St. Marks, Florida, 32355  
(h) 850.725.6168  
glylette@embarqmail.com

STAFF

Steve Dopp  
Senior Planner  
Visit Natural North Florida  
2009 NW 67th Place  
Gainesville, FL 32653  
(w) 352.955.2200 ext. 109  
dopp@ncfrpc.org  
www.visitnaturalnorthflorida.com

Scott R. Koons  
Executive Director  
Visit Natural North Florida  
2009 NW 67th Place  
Gainesville, FL 32653  
(w) 352.955.2200 ext. 101  
Koons@ncfrpc.org
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
209 SE 1st Street
Trenton, FL  32693
(w) 352.463.3467
(c) 352.210.1827
dcreamer@gilchrist.fl.us
www.VisitGilchristCounty.com

**Roland Loog - Volunteer**
1907 NW 10th Avenue
Gainesville, FL  32605
(h) 352.375.2060
(c) 352.231.2077

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

**Tommy Thompson**
Two Tree, Inc.
24 NW 33rd Court, Suite A
Gainesville, FL  32607
(w) 352.284.1763
### 2018 Visit Natural North Florida
### Meeting Dates and Counties

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

<table>
<thead>
<tr>
<th>Month</th>
<th>County</th>
<th>Alachua</th>
<th>Bradford</th>
<th>Columbia</th>
<th>Dixie</th>
<th>Gilchrist</th>
<th>Hamilton</th>
<th>Jefferson</th>
<th>Lafayette</th>
<th>Levy</th>
<th>Madison</th>
<th>Suwannee</th>
<th>Taylor</th>
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<tr>
<td>December 20</td>
<td>Alachua County (Council Office)</td>
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