

MEETING NOTICE

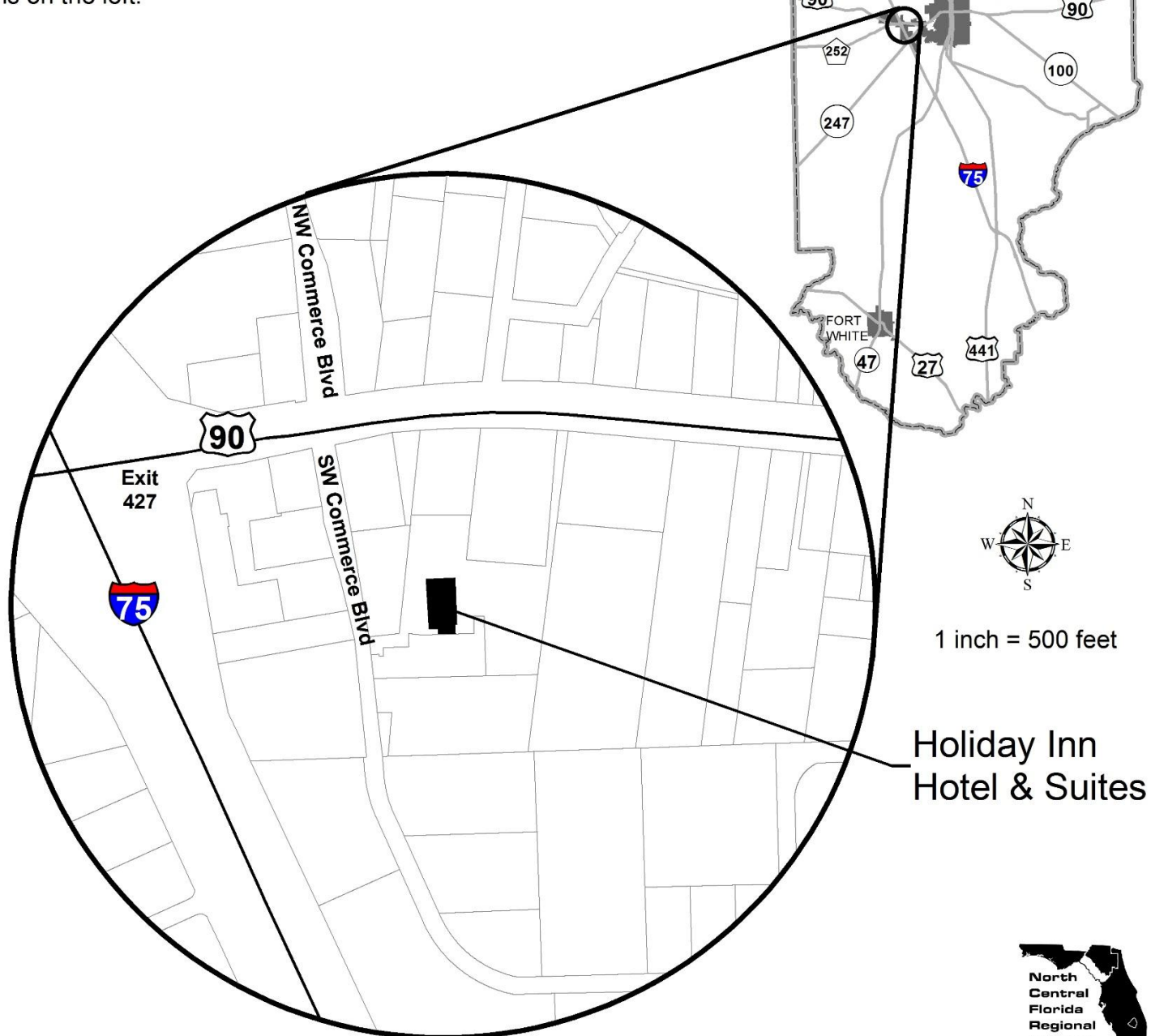
There will be a meeting of the Original Florida Tourism Task Force on **February 15, 2018**. The meeting will be held at the **Holiday Inn Hotel and Suites 213 SW Commerce Boulevard, Lake City, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)

Holiday Inn Hotel & Suites

213 SW Commerce Blvd
Lake City, Florida 32025

Directions: From the intersection of Interstate 75 and U.S. Highway 90 (exit 427) in the City of Lake City turn, East onto U.S. Highway 90, travel approximately 450 feet to SW Commerce Blvd, turn right (South) onto SW Commerce Blvd, travel approximately 720 feet and the Holiday Inn Hotel & Suites is on the left.



Holiday Inn
Hotel & Suites



The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Visit Natural
NORTH FLORIDA

Holiday Inn Hotel and Suites
213 SW Commerce Boulevard, Lake City, FL
Columbia County

February 15, 2018
Thursday 10:00 a.m.

	PAGE NO.
I. Call to Order, Introductions	
II. Approval of the Agenda	3
III. Approval of the January 18, 2018 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee Report	
a. Monthly Financial Report Review and Approval, December 2017	13
2. Marketing Committee Report	
a. Vendor Ranking and Selected Vendor for 2018 Marketing Project	35
B. Fiscal Year 2016-17 Regional Rural Development Grant	
1. Approval of 4th Quarter Report and Reimbursement Submittal Package	37
C. Fiscal Year 2017-18 Regional Rural Development Grant	
1. Scope of Work	57
2. Deliverables and Cost Estimates, February 6, 2018	63
2. 2018 Marketing Project	
3. Pseudo Reservation System	
4. Paddling Microsite	
5. Task Force Video	
6. Website Blogs - Nancy Moreland Blogger Update	
7. Bicycle Routes - Review and Update	
8. Springs Guide - Review and Update	
9. VisaVue, Domestic and International Editions	
10. Big Bend Saltwater Paddling Trail Guide Purchase	
11. In-house Brochure Printing	
12. Domestic Travel Shows	
13. Advertising Campaign	
a. UnDiscovered Florida Co-op Advertisement	
14. Brochure Distribution	
15. Southeast Tourism Society Marketing College and 2018 Florida Governor's Tourism Conference	
16. Professional Organization Memberships	

- D. VISIT FLORIDA Grants
 - 1. VISIT FLORIDA - North Central Florida Fiscal Year 2017-18 Rural Area of Opportunity Partnership Program
 - a. Washington, DC Travel and Adventure Show Report
 - b. Atlanta Camping and RV Show Report
 - c. Boston Globe Travel Show Report
 - d. Travel Shows and Travel Show Assignments 65
- E. VISIT FLORIDA Monthly Report, Brenna Dacks
- F. Staff Items
 - 1. House Bill 1103 and Senate Bill 1646 Update
 - 2. Fiscal Year 2018-19 Regional Rural Development Grant Project 67
 - 3. Unpaid 2017-18 Regional Cooperative Marketing Program Fees
- G. Other Old Business
 - 1. Updated Task Force Member Contact Information 69
 - 2. 2018 Meeting Dates and Locations 73
- V. Leadership Forum: To be determined
- 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., March 15, 2018 at a location to be determined in Suwannee County.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Freedom Community Center at Veterans Memorial Park
Gainesville, FL
Alachua County

January 18, 2018
10:00 a.m.

MEMBERS PRESENT

Ron Gromoll, Alachua County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Nancy Bednarek, Dixie County
Patricia Watson, Gilchrist County
Susan Ramsey, Hamilton County
Katrina Richardson, Jefferson County
Carol McQueen, Levy County
Phyllis Williams, Madison County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer

MEMBERS ABSENT

Julie Waldman, Alachua County
Will Sexton, Bradford County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Nancy Wideman, Jefferson County
Susie Page, Lafayette County, Vice-Chair
Trent Abbott, Madison County
Alvin Jackson, Suwannee County*
Gail Gilman, Wakulla County

OTHERS PRESENT

Kevin Awe, Jumpem, LLC
Brack Barker, Wild Florida Adventures
Brenna Dacks, VISIT FLORIDA
Robert Gitzen, Florida Department of
Economic Opportunity
Roland Loog, Volunteer
Lois Nevins, By All Means Travel
Sean Plemons, Visit Gainesville
Dennis Plunkett, Jumpem, LLC
Charissa Setzer, Suwannee County
Tourist Development Council
Tommy Thompson, Two Tree, Inc.
Tisha Whitehurst, Levy County
Tourist Development Council

STAFF PRESENT

Steven Dopp
Scott Koons
Lorenza Ponder

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor called the meeting to order at 10:06 a.m. and called for introductions.

* Attending travel trade show representing The Original Florida Tourism Task Force.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

Steven Dopp requested that Florida Tourism Day be added to the agenda as item IV.E.4. He also requested to move agenda item IV.B.2., Website Enhancements and Digital Advertising Campaign Update - Presentation, to immediately after agenda item III, Approval of the November 16, 2017 Meeting Minutes.

ACTION: Katrina Richardson moved and Dave Mecusker seconded to amend the agenda to add Florida Tourism Day as agenda item IV.E.4. and to move agenda item IV.B.2., Website Enhancements and Digital Advertising Campaign Update - Presentation, to immediately after item III, Approval of the November 16, 2017 Meeting Minutes, and to approve the agenda as amended. The motion passed unanimously.

III. APPROVAL OF THE NOVEMBER 16, 2017 MINUTES

Chair Taylor asked for approval of the November 16, 2017 meeting minutes.

ACTION: Paula Vann moved and Ms. Richardson seconded to approve the November 16, 2017 minutes as circulated. The motion passed unanimously.

ACTION: Dave Mecusker moved and Nancy Wideman seconded for minutes to notate when members are absent from meetings due to their attendance at travel trade shows representing The Original Florida Tourism Task Force. The motion passed unanimously.

IV. OLD BUSINESS

A. Website Enhancements and Digital Advertising Campaign Update - Presentation

Kevin Awe and Dennis Plunkett of Jumpem, LLC., presented the website enhancements and results of the 2017 Marketing Project.

B. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report Review and Approval

1. October 31, 2017
2. November 30, 2017

The Task Force agreed by consensus to group these items for purposes of review. Treasurer Mecusker presented the monthly financial reports.

ACTION: Nancy Wideman moved and Susan Ramsey seconded to approve the October 31, 2017 and the November 30, 2017 monthly financial reports as circulated. The motion passed unanimously.

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

1. Scope of Work

Mr. Dopp stated that the Task Force had been reimbursed by the Florida Department of Economic Opportunity for the 3rd quarter reimbursement request. He stated that he anticipated presenting the 4th quarter reimbursement request to the Task Force for approval at its February 22, 2018 meeting.

2. Website Blogs

Mr. Dopp reported that the Two Tree, Inc., had fulfilled its contractual requirements for posting blogs and the Task Force has paid Two Tree, Inc., in full.

3. Photography

Mr. Dopp reported that the Two Tree, Inc., had fulfilled its contract requirements for photographs and the Task Force has paid Two Tree, Inc., in full.

4. Suwannee River Wilderness Trail Paddling Guide Reprint

Mr. Dopp reported that the Task Force has received 5,300 copies of the Suwannee River Wilderness Trail Paddling Guide and has paid the printer, Allegra-Altamonte Springs, in full.

Mr. Dopp suggested that the Task Force retain a sufficient number of copies of the guide for distribution at travel shows for the next three years. Mr. Dopp proposed distributing 500 guides to the Suwannee River Water Management District, 500 guides to the Suwannee River Wilderness Trail, 1,300 guides to Task Force members and retain the remaining 3,000 guides for distribution at travel shows.

The Task Force agreed by consensus to distribute 500 guides to the Suwannee River Water Management District and 500 guides to the Suwannee River Wilderness Trail and retain the remaining 3,300 guides for distribution at travel shows.

5. VisaVue

Mr. Dopp reported that the Task Force has received all of its VisaVue reports as per the contract with VISIT FLORIDA. Sandy Beach requested a copy of the latest VisaVue report.

6. Winter 2017 eNewsletter

Mr. Dopp stated that the winter eNewsletter was distributed December 21, 2017 and is included in the Task Force meeting packet.

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

1. Mr. Dopp stated that the Florida Department of Economic Opportunity is preparing a contract for the Task Force for its Fiscal Year 2017-18 Regional Rural Development Grant.

2. 2018 Marketing Project

Mr. Dopp stated that he has not yet received proposal scoring review sheets from two Marketing Committee members.

3. Pseudo Reservation System

Mr. Dopp stated that Jumpem has already developed a simple pseudo-reservation system for the Task Force. He stated that the system is an empty shell that needs data entry from the Task Force before it is visible on the website.

4. Paddling Microsite

Mr. Dopp recommended that the Task Force increase funding for paddling microsite to \$2,500. He further recommended that an additional \$2,500 be allocated to the development of a parks microsite. He requested that staff be authorized to enter into contracts with Jumpem, LLC, less than \$2,499 per microsite for the development of the two microsites. He stated the microsites would be designed as blank microsites by the vendor which would then be populated by the Task Force with photographs and text.

ACTION: Paula Vann moved and Teena Peavey seconded to approve increased funding for the paddling trails microsite to \$2,500, to allocate \$2,500 for the development of a parks microsite, re-allocate \$4,000 from Print Media Advertising for the development of the microsites and to authorize staff to enter into contracts with Jumpem, LLC, for amounts less than \$2,499 per microsite for the development of the two microsites. The motion passed unanimously.

5. Task Force Video

No action was taken on this agenda item.

6. Website Blogs

Mr. Dopp requested authorization to renew the Task Force contract with Two Tree, Inc., for the posting of blogs on the Task Force website. He stated that the contract would be for the same number of blogs, the same subject areas and the same amount of money as last year.

ACTION: Paula Vann moved and Teena Peavey seconded to approve the renewal of the Task Force contract with Two Tree, Inc., and to authorize staff to enter into a one-year contract with Two Tree, Inc., for an amount not to exceed \$5,100 for the posting of blogs on the Task Force website. The motion passed unanimously.

The Task Force agreed by consensus to ask Ms. McQueen to contact Nancy Moreland regarding posting blogs on the Task Force website for an amount not to exceed \$1,000.

7. Bicycle Routes - Review and Update

No action was taken on this agenda item.

8. Springs Guide - Review and Update

No action was taken on this agenda item.

9. VisaVue, Domestic and International Editions

Mr. Dopp requested authorization to enter into a contract with VISIT FLORIDA for a one-year subscription to VisaVue, domestic and international editions.

ACTION: Ms. Wideman moved and Ms. Richardson seconded to authorize staff to enter into a one-year contract with VISIT FLORIDA for a one-year subscription to VisaVue domestic and international editions for an amount not to exceed \$5,100. The motion passed unanimously.

10. Big Bend Saltwater Paddling Trail Guide Purchase

Mr. Dopp requested authorization to purchase copies of the Big Bend Saltwater Paddling Trail Guide from the Fish and Wildlife Foundation of Florida for an amount not to exceed \$2,600.

ACTION: Ms. McQueen moved and Ms. Peavey seconded to authorize staff to purchase copies of the Big Bend Saltwater Paddling Trail Guide from the Fish and Wildlife Foundation of Florida for an amount not to exceed \$2,600. The motion passed unanimously.

11. In-house Brochure Printing

No action was taken regarding this agenda item.

12. No action was taken regarding this agenda item.

13. Advertising Campaign

a. undiscovered Florida Co-op Advertisement

Mr. Dopp stated that co-op advertisement participants should have been contacted by Terri Tonkin of Worth Media regarding their advertisements. He also requested participants to forward their advertisements to Sean Plemons, Visit Gainesville, who is designing the advertisement.

14. Brochure Distribution

a. Authorization to Enter into Contract with Florida Suncoast Tourism

Mr. Dopp requested authorization to enter into a one-year contract with Florida Suncoast Tourism for distribution of the Task Force brochure within the state of Florida.

ACTION: Ms. McQueen moved and Ms. Peavey seconded to authorize staff to enter into a one-year contract with Florida Suncoast Tourism for the distribution of Task Force brochures within the state of Florida for an amount not to exceed \$6,000. The motion passed unanimously.

15. Printed Material

The Task Force agreed by consensus to authorize staff to expend up to \$600 for the purchase of a large printed banner for display at travel shows.

16. 2018 Southeast Tourism Society Marketing College and 2018 Florida Governor's Conference

Mr. Dopp stated that the 2018 Marketing College will be held June 24-29, 2018. Task Force members agreed by consensus that priority should be given to 2nd year and 3rd year students over first year students for the awarding of scholarships. Phyllis Williams, Katrina Richardson and Paula Vann expressed interest in receiving scholarships for the Marketing College.

17. Professional Organization Memberships

No action was taken regarding this agenda item.

E. VISIT FLORIDA Grants

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

a. Travel Shows and Travel Show Assignments

Mr. Dopp stated that Ms. Beach had withdrawn from attendance at the F.re.e Messe Munich show. Since the show had no alternate and that the identification of a replacement was needed prior to the January 18, 2018 Task Force meeting, he stated that after consulting with Donna Creamer, Tommy Thompson had agreed to staff the show in place of Ms. Beach.

The Committee agreed by consensus to appoint Dawn Taylor as the Alternate for the Boston Globe Travel Show, to appoint Phyllis Williams to replace Teena Peavey at the Chicago Travel and Adventure Show, to appoint Lorenza Ponder as the Alternate for the Chicago Travel and Adventure Show, to appoint Sandy Beach as the Alternate for F.re.e Messe Munich and to appoint Carol McQueen as the

Alternate for the London Telegraph Bike and Travel Show.

ACTION: Ms. Wideman moved and Ms. Richardson seconded to designate Lorenza Ponder as a Task Force Travel Show Representative. The motion passed unanimously.

b. Promotional Items

Mr. Dopp recommended allocating \$2,500 of VISIT FLORIDA promotional funds for media kits and \$2,500 for whistles.

ACTION: Ms. McQueen moved and Ms. Beach seconded to authorize the expenditure of VISIT FLORIDA promotional funds less than \$2,499 to purchase 400 media kits and less than \$2,499 of VISIT FLORIDA promotional funds to purchase whistles. The motion passed unanimously.

F. VISIT FLORIDA Monthly Report

Brenna Dacks presented the VISIT FLORIDA monthly report.

G. Staff Items

1. Fiscal Year 2018-19 Florida Department of Economic Opportunity Regional Rural Development Grant

The Task Force reviewed the proposed projects included in the Task Force meeting packet for the 2018-19 Florida Department of Economic Opportunity Regional Rural Development Grant.

The Task Force agreed by consensus to delete Reservation System Database Maintenance and Updates from the proposed project list.

The Task Force agreed by consensus to review in greater detail the Connect Travel - Complete project at a future meeting.

2. Unpaid 2017-18 Regional Cooperative Marketing Fees

Mr. Dopp updated the Task Force regarding member counties which have not yet paid their 2017-18 Regional Cooperative Marketing Fees.

3. Calendar Year 2018 Meeting Locations - Requests for Members to Host Meetings

Task Force members agreed by consensus to the following meeting location schedule for 2018.

January 18, 2018	Alachua County
February 15, 2018	Columbia County
March 15, 2018	Suwannee County
April 19, 2018	Jefferson County
May 17, 2018	Levy County
June 21, 2018	Hamilton County

July 19, 2018	Lafayette County
August 16, 2018	Madison County
September 20, 2018	VISIT FLORIDA
October 18, 2018	Taylor County
November 15, 2018	Dixie County
December 20, 2018	Alachua County (if needed)

4. Florida Tourism Day

Task Force members discussed Florida Tourism Day held in Tallahassee on January 17, 2018 and proposed legislative items of interest.

H. Announcements

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

I. Old Business

1. Updated Task Force Member Contact Information

Various Task Force members provided updated contact information to staff.

V. LEADERSHIP FORUM: REIMBURSEMENT 101 - WHAT IS A RECEIPT AND OTHER ODDITIES

Mr. Dopp gave a presentation regarding reimbursement documentation for travel shows.

VI. ADJOURNMENT

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., February 15, 2018 at the Holiday Inn Hotel & Suites, 213 SW Commerce Boulevard, Lake City, Florida.

The meeting adjourned at 1:30 p.m.

Dawn Taylor, Chair

2/15/18
Date

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

5:17 PM
02/06/18
Accrual Basis

The Original Florida Tourism Task Force
Balance Sheet
As of December 31, 2017

	<u>Dec 31, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital ...	<u>92,710.72</u>
Total Checking/Savings	<u>92,710.72</u>
Accounts Receivable	
Accounts Receivable	<u>23,000.00</u>
Total Accounts Receivable	<u>23,000.00</u>
Other Current Assets	
Prepaid Expense	<u>3,319.87</u>
Prepaid Registration Fe...	<u>25,273.85</u>
Total Other Current Assets	<u>28,593.72</u>
Total Current Assets	<u>144,304.44</u>
TOTAL ASSETS	<u>144,304.44</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	<u>7,092.81</u>
Total Accounts Payable	<u>7,092.81</u>
Total Current Liabilities	<u>7,092.81</u>
Total Liabilities	<u>7,092.81</u>
Equity	
Unrestricted Earnings	<u>71,932.31</u>
Net Income	<u>65,279.32</u>
Total Equity	<u>137,211.63</u>
TOTAL LIABILITIES & EQUITY	<u>144,304.44</u>

2:24 PM

01/18/18

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 12/31/2017

	<u>Dec 31, 17</u>	
Beginning Balance	48,956.25	✓
Cleared Transactions		
Checks and Payments - 10 items	-9,308.86	✓
Deposits and Credits - 2 items	57,921.52	✓
Total Cleared Transactions	<u>48,612.66</u>	
Cleared Balance	<u>97,568.91</u>	✓
Uncleared Transactions		
Checks and Payments - 2 items	-4,858.19	
Total Uncleared Transactions	<u>-4,858.19</u>	
Register Balance as of 12/31/2017	<u>92,710.72</u>	
New Transactions		
Checks and Payments - 11 items	-44,800.84	
Deposits and Credits - 1 item	4,000.00	
Total New Transactions	<u>-40,800.84</u>	
Ending Balance	<u>51,909.88</u>	

Handwritten:
1-18-18

2:24 PM

01/18/18

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 12/31/2017

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						48,956.25
Cleared Transactions						
Checks and Payments - 10 items						
Bill Pmt -Check	09/21/2017	1205	Boston Globe Trave...	X	-3,020.00	-3,020.00
Bill Pmt -Check	11/09/2017	1224	JS Design Studio	X	-250.00	-3,270.00
Bill Pmt -Check	11/21/2017	1229	RVEx Recreational ...	X	-1,249.00	-4,519.00
Bill Pmt -Check	11/22/2017	1230	Midwest Mountaine...	X	-425.00	-4,944.00
Bill Pmt -Check	12/07/2017	1232	Two Tree, Inc.	X	-850.00	-5,794.00
Bill Pmt -Check	12/07/2017	1231	NCFRPC	X	-666.48	-6,460.48
Bill Pmt -Check	12/21/2017	1235	KoonsS	X	-2,463.71	-8,924.19
Bill Pmt -Check	12/21/2017	1233	Blaine	X	-328.80	-9,252.99
Bill Pmt -Check	12/21/2017	1234	Florida Dept State ...	X	-36.82	-9,289.81
Bill Pmt -Check	12/21/2017	1236	NCFRPC	X	-19.05	-9,308.86
Total Checks and Payments					-9,308.86	-9,308.86
Deposits and Credits - 2 items						
Deposit	12/12/2017			X	948.58	948.58
Deposit	12/27/2017			X	56,972.94	57,921.52
Total Deposits and Credits					57,921.52	57,921.52
Total Cleared Transactions					48,612.66	48,612.66
Cleared Balance					48,612.66	97,568.91
Uncleared Transactions						
Checks and Payments - 2 items						
Bill Pmt -Check	12/21/2017	1237	Two Tree, Inc.		-4,850.00	-4,850.00
Bill Pmt -Check	12/21/2017	1238	United Parcel Service		-8.19	-4,858.19
Total Checks and Payments					-4,858.19	-4,858.19
Total Uncleared Transactions					-4,858.19	-4,858.19
Register Balance as of 12/31/2017					43,754.47	92,710.72
New Transactions						
Checks and Payments - 11 items						
Bill Pmt -Check	01/04/2018	1241	JUMPEM		-21,000.00	-21,000.00
Bill Pmt -Check	01/04/2018	1239	EuroGrafix/EuroPrint		-10,500.00	-31,500.00
Bill Pmt -Check	01/18/2018	1250	Worth International ...		-6,680.00	-38,180.00
Bill Pmt -Check	01/18/2018	1247	NCFRPC		-2,805.00	-40,985.00
Bill Pmt -Check	01/18/2018	1246	KoonsS		-2,580.56	-43,565.56
Bill Pmt -Check	01/18/2018	1244	Freeman 3		-460.50	-44,026.06
Bill Pmt -Check	01/18/2018	1245	Freeman 4		-409.50	-44,435.56
Bill Pmt -Check	01/18/2018	1243	Florida Outdoor Wri...		-175.00	-44,610.56
Bill Pmt -Check	01/18/2018	1248	United Parcel Service		-116.37	-44,726.93
Bill Pmt -Check	01/18/2018	1249	VisitFlorida		-55.00	-44,781.93
Bill Pmt -Check	01/18/2018	1242	Blaine		-18.91	-44,800.84
Total Checks and Payments					-44,800.84	-44,800.84
Deposits and Credits - 1 item						
Deposit	01/09/2018				4,000.00	4,000.00
Total Deposits and Credits					4,000.00	4,000.00
Total New Transactions					-40,800.84	-40,800.84
Ending Balance					2,953.63	51,909.88



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

SKAD

00001499 FCC31545123117171524 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PLACE
GAINESVILLE FL 32653-1603

Date 12/29/17
Primary Account

Page 1
xxxxxxx2204



We are lending. Apply today for personal, business and commercial loans. Hacemos prestamos. Prestamos personales, prestamos comerciales y prestamos para negocios. Aplique hoy. * Equal Housing Lender

CHECKING ACCOUNT

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

xxxxxxx2204	Images	12
48,956.25 ✓	Statement Dates	12/01/17 thru 12/31/17
57,921.52 ✓	Days in this Statement Period	31
9,308.86	Avg Ledger Balance	90,875.92
.00	Avg Collected Balance	89,031.74
.00		
97,568.91 ✓		

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
12/07	Deposit	56,972.94 ✓
12/12	Deposit	948.58 ✓

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
12/18	1205	3,020.00 ✓	12/12	1231	666.48 ✓
12/04	1224*	250.00 ✓	12/15	1232	850.00 ✓
12/01	1229*	1,249.00 ✓	12/29	1233	328.80 ✓
12/04	1230	425.00 ✓	12/28	1234	36.82 ✓

* Denotes missing check numbers

RECEIVED

JAN 04 2018

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL

00001499-0002403-0001-0004-FCC31545123117171524-01-L





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

Date 12/29/17
Primary Account

Page 2
XXXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXXX2204 (Continued)

		CHECKS IN NUMBER ORDER				Amount
Date	Check No	Amount	Date	Check No		
12/26	1235	2,463.71	12/22	1236		19.05 ✓

* Denotes missing check numbers

DAILY BALANCE INFORMATION

Date	Balance	Date	Balance	Date	Balance
12/01	47,707.25	12/15	103,437.29	12/28	97,897.71
12/04	47,032.25	12/18	100,417.29	12/29	97,568.91
12/07	104,005.19	12/22	100,398.24		
12/12	104,287.29	12/26	97,934.53		

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

00001499-0002404-0002-0004-FCC31545123117171524-01-L



THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE
DATE 12-17-17
AMOUNT \$5,697.94
CHECK NO. 1205
DATE 12/07/2017
\$5,697.94
0224792204

DATE	AMOUNT
12/07/2017	\$5,697.94

0 12/07/2017 \$5,697.94

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE
DATE 12-17-17
AMOUNT \$948.58
CHECK NO. 1224
DATE 12/12/2017
\$948.58
0224792204

DATE	AMOUNT
12/12/2017	\$948.58

0 12/12/2017 \$948.58

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE
DATE 12-18-17
AMOUNT \$3,020.00
CHECK NO. 1205
DATE 12/18/2017
\$3,020.00
0224792204

Best Globe Travel Show
Three Thousand Twenty and 00/100
\$3,020.00
S.S.P.K.

1205 12/18/2017 \$3,020.00

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE
DATE 12-04-17
AMOUNT \$250.00
CHECK NO. 1224
DATE 12/04/2017
\$250.00
0224792204

JSS Design Studio
Two Hundred Fifty and 00/100
\$250.00
S.S.P.K.

1224 12/04/2017 \$250.00

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE
DATE 12-01-17
AMOUNT \$1,249.00
CHECK NO. 1229
DATE 12/01/2017
\$1,249.00
0224792204

RVEE Recreational Vehicle Expositions, Inc.
One Thousand Two Hundred Forty-Nine and 00/100
\$1,249.00
S.S.P.K.

1229 12/01/2017 \$1,249.00

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE
DATE 12-04-17
AMOUNT \$425.00
CHECK NO. 1230
DATE 12/04/2017
\$425.00
0224792204

Manass Mountainviewing
Four Hundred Twenty-Five and 00/100
\$425.00
S.S.P.K.

1230 12/04/2017 \$425.00

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE
DATE 12-12-17
AMOUNT \$666.48
CHECK NO. 1231
DATE 12/12/2017
\$666.48
0224792204

N. Central Fl. Regional Planning Council
Six Hundred Sixty-Six and 48/100
\$666.48
S.S.P.K.

1231 12/12/2017 \$666.48

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE
DATE 12-15-17
AMOUNT \$850.00
CHECK NO. 1232
DATE 12/15/2017
\$850.00
0224792204

Two Tree, Inc.
Eight Hundred Fifty and 00/100
\$850.00
S.S.P.K.

1232 12/15/2017 \$850.00

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE
DATE 12-29-17
AMOUNT \$328.80
CHECK NO. 1233
DATE 12/29/2017
\$328.80
0224792204

Blaine
Three Hundred Twenty-Eight and 80/100
\$328.80
S.S.P.K.

1233 12/29/2017 \$328.80

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE
DATE 12-28-17
AMOUNT \$36.82
CHECK NO. 1234
DATE 12/28/2017
\$36.82
0224792204

Florida Department of State
Thirty-Six and 82/100
\$36.82
S.S.P.K.

1234 12/28/2017 \$36.82

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE
DATE 12-26-17
AMOUNT \$2,463.71
CHECK NO. 1235
DATE 12/26/2017
\$2,463.71
0224792204

Scott R. Koona
Two Thousand Four Hundred Sixty-Three and 71/100
\$2,463.71
S.S.P.K.

1235 12/26/2017 \$2,463.71

Natural North Florida
THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
ISSUED BY THE FLORIDA DEPARTMENT OF REVENUE
DATE 12-22-17
AMOUNT \$19.05
CHECK NO. 1236
DATE 12/22/2017
\$19.05
0224792204

N. Central Fl. Regional Planning Council
Nineteen and 05/100
\$19.05
S.S.P.K.

1236 12/22/2017 \$19.05



Tourism Task Force

*****2204

2/6/2018 5:41 PM

	THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200		1205
	PAY TO THE ORDER OF Bost Globe Travel Show	9/21/2017	\$**3,020.00
Three Thousand Twenty and 00/100		DOLLARS	
Bost Globe Travel Show C/O J2L Events LLC 2036 Spring Run Circle Frederick, MD 21702			
MEMO			

⑈001205⑈ ⑆063100688⑆ 0224792204⑈

Seq: 80193 12/15/17
 BAT: 656791 CC: 4930281220
 WT: 01 LTPS: Atlanta ET
 BC: State Street BC MA5-113

Seq: 193
 Batch: 656791
 Date: 12/15/17

ENDORSE HERE

PAY TO THE ORDER OF
 BANK OF AMERICA
 011000139

FOR DEPOSIT ONLY
 BOSTON GLOBE MEDIA PARTNERS LLC
 OPERATING ACCOUNT
 004637733322

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE
 AT FEDERAL RESERVE INSTITUTIONS

Amount: -\$3,020.00

Description: Check

Check Number: 1205

Posted Date: 12/18/2017

Transaction Type: History



2/6/2018 5:42 PM

Tourism Task Force

*****2204

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

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

Capital City Bank 1224

63-68/631 11/9/2017

PAY TO THE ORDER OF J&S Design Studio \$**250.00

Two Hundred Fifty and 00/100 DOLLARS

J&S Design Studio
710 NE 5th Terrace
Gainesville, FL 32601

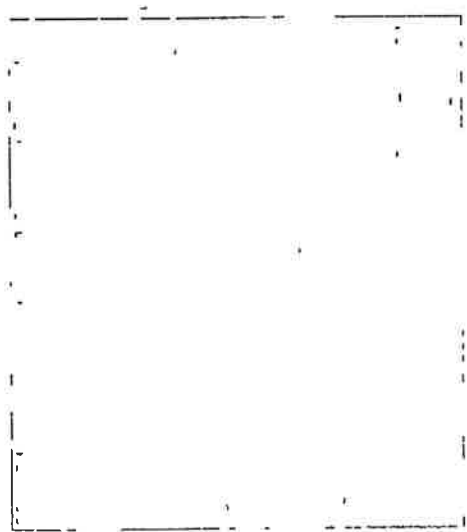
MEMO

Shield

S S R K

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

⑈001224⑈ ⑆063100688⑆ 0224792204⑈



CAMPUS USA CU
12/1/2017, 11:01:40

FOR DEPOSIT ONLY

Campus USA Credit Union

J&S Design Studio, Inc.

Acct. #0028803

Checking

FOR DEPOSIT ONLY

CAMPUS USA CREDIT UNION

PLACE HERE

Amount: -\$250.00

Description: Check

Check Number: 1224

Posted Date: 12/4/2017

Transaction Type: History



2/6/2018 5:43 PM

Tourism Task Force

*****2204

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

Visit Natural North Florida

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

Capital City Bank 1229

63-68/631

11/21/2017

PAY TO THE ORDER OF RVEx Recreational Vehicle Expositions, Inc \$**1,249.00

One Thousand Two Hundred Forty-Nine and 00/100***** DOLLARS

RVEx Recreational Vehicle Expositions, Inc
PO Box 1025
Palatine, Illinois 60078-1025

MEMO

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

0001229 063100688 0224792204

S.P.V.

46790001673281 - 113017
BMO Harris Bank N.A. >071000288<

PAY TO THE ORDER OF
HARRIS BANK PALATINE, N.A.
071921794
FOR DEPOSIT ONLY
RECREATIONAL
VEHICLE EXPOSITIONS, INC.
0807610459

10012 0616 08790001 1673281

Amount: -\$1,249.00
Description: Check
Check Number: 1229
Posted Date: 12/1/2017
Transaction Type: History



2/6/2018 5:44 PM

Tourism Task Force

*****2204

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

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

Capital City Bank 1230
63-68/631
11/22/2017

PAY TO THE ORDER OF **Midwest Mountaineering** \$**425.00

Four Hundred Twenty-Five and 00/100***** DOLLARS

Midwest Mountaineering
309 Cedar Avenue South
Minneapolis, MN 55454

MEMO

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

00012301 10631006881 0224792204

ENDORSE HERE

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE

THE BOARD OF GOVERNORS REG. CO.

THE BOARD OF GOVERNORS REG. CO.

Amount: -\$425.00

Description: Check

Check Number: 1230

Posted Date: 12/4/2017

Transaction Type: History



2/6/2018 5:47 PM

Tourism Task Force

*****2204

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

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

63-68/631

Capital City Bank

1231

12/7/2017

PAY TO THE ORDER OF N. Central Fl. Regional Planning Council

\$**666.48

Six Hundred Sixty-Six and 48/100 DOLLARS

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

MEMO

Shield

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

001231 063100688 0224792204

ENDORSE HERE

PAY TO THE ORDER OF
CAPITAL CITY BANK
FOR DEPOSIT ONLY
NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL
0224792201

DO NOT WRITE

12/12/2017 666.48 158200 63100688

Amount: -\$666.48

Description: Check

Check Number: 1231

Posted Date: 12/12/2017

Transaction Type: History



2/6/2018 5:45 PM

Tourism Task Force

*****2204

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

Visit **Natural North Florida**

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

63-69/631

Capital City Bank

1232

12/7/2017

PAY TO THE ORDER OF **Two Tree, Inc.**

\$850.00**

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

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

MEMO

Signature: *S. S. R. K.*

TRUE WATERMARK PAPER • HOLD TO LIGHT TO VIEW

PAPER CONTAINS TONER ADHESION PROPERTIES

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

00012321 00631006881 0224792204

ENDORSE HERE

Two Tree, Inc.

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

The security features listed below, as well as those not listed, exceed industry guidelines.

Security Features:

- High quality paper with visible fibers
- Hologram
- Heat sensitive red image
- Toner adhesion properties
- Watermark
- Microprint
- Security thread
- UV reactive ink
- UV reactive fibers
- UV reactive watermark
- UV reactive security thread
- UV reactive microprint
- UV reactive toner adhesion
- UV reactive heat sensitive red image
- UV reactive security features

FEDERAL RESERVE NOTE

Amount: -\$850.00

Description: Check

Check Number: 1232

Posted Date: 12/15/2017

Transaction Type: History



2/6/2018 5:48 PM

Tourism Task Force

*****2204

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

Capital City Bank 1233
63-68/631
12/21/2017

PAY TO THE ORDER OF Blaine \$**328.80
Three Hundred Twenty-Eight and 80/100***** DOLLARS

Blaine
114 S. Berry Street
Brea CA 92821

MEMO

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

0001233 0063100688 0224792204

DO NOT WRITE IN THESE SPACES

For deposit only
6/53/1738

Amount: -\$328.80

Description: Check

Check Number: 1233

Posted Date: 12/29/2017

Transaction Type: History



2/6/2018 5:45 PM

Tourism Task Force

*****2204

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

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

63-68/631

1234

12/21/2017

PAY TO THE ORDER OF Florida Department of State \$**36.82

Thirty-Six and 82/100***** DOLLARS

MEMO
Florida Dept. of State Publications
Division of Admin Services
R.A. Gray Building
500 S. Bronough St, 4th Floor
Tallahassee, FL 32399-0250

SSR.K

001234 063100688 0224792204

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

3387845932

FOR DEPOSIT ONLY
WELLS FARGO BANK, N.A.
STATE OF FLORIDA DEPARTMENT OF
FINANCIAL SERVICES
LOCATION #4500450
DIV OF ADMINISTRATIVE SERVICES

Amount: -\$36.82

Description: Check

Check Number: 1234

Posted Date: 12/28/2017

Transaction Type: History



2/6/2018 5:44 PM

Tourism Task Force

*****2204

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

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

63-68/631

Capital City Bank 1235

12/21/2017

PAY TO THE ORDER OF Scott R. Koons \$**2,463.71

Two Thousand Four Hundred Sixty-Three and 71/100***** DOLLARS

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

MEMO

Shield

S. R. K.

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

⑈001235⑈ ⑆063100688⑆ 0224792204⑈

1500509287

GR/1

Amount: -\$2,463.71

Description: Check

Check Number: 1235

Posted Date: 12/26/2017

Transaction Type: History



2/6/2018 5:46 PM

Tourism Task Force

*****2204

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

Visit **Natural North Florida**

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

Capital City Bank 1236

83-68/631

12/21/2017

PAY TO THE ORDER OF N. Central Fl. Regional Planning Council

\$**19.05

Nineteen and 05/100***** DOLLARS

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

MEMO

Shield

SSP.K

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

001236 0631006881 0224792204

ENDORSE HERE

PAY TO THE ORDER OF
CAPITAL CITY BANK
FOR DEPOSIT ONLY
NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL
0224792201

122222017 994881887200026 16531006881

Amount: -\$19.05

Description: Check

Check Number: 1236

Posted Date: 12/22/2017

Transaction Type: History

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of December 31, 2017

(These financial statements are unaudited)

	Budget	December 2017	Year to Date	Over/(Under) Budget
Income				
Co-op Regional Marketing Program Fee	53,000.00	0.00	53,000.00	0.00
DEO Rural Development Grant 16/17	57,800.00	0.00	25,000.00	(32,800.00)
DEO Rural Development Grant 17/18	128,700.00	0.00	0.00	(128,700.00)
VisitFlorida Rural Area Opportunity Grant 17/18	129,000.00	0.00	0.00	(129,000.00)
VisitFlorida Rural Area Opportunity 17/18 In-Kind	17,300.00	0.00	0.00	(17,300.00)
Other	0.00	0.00	0.00	0.00
Total Income	385,800.00	0.00	78,000.00	(307,800.00)
Expenses				
Marketing				
Planning				
VisaVues Domestic & International	5,100.00	0.00	0.00	(5,100.00)
Total Planning	5,100.00	0.00	0.00	(5,100.00)
Collateral Materials				
Print Ultimate Bicycle Guide	2,750.00	0.00	0.00	(2,750.00)
Design/Print New Regional Brochure	8,500.00	0.00	4,000.00	(4,500.00)
Design/Print Ultimate Springs Guide	3,450.00	0.00	0.00	(3,450.00)
Print Speciality Brochures	1,200.00	0.00	0.00	(1,200.00)
Update & Print Suwannee River Wilderness Guide	8,600.00	0.00	10,750.00	2,150.00
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	14,750.00	(16,050.00)
Website				
Revise Homepage	30,000.00	0.00	15,000.00	(15,000.00)
Ultimate Springs Guide Maintenance	1,400.00	0.00	0.00	(1,400.00)
Website Pseudo-Reservation System	13,000.00	0.00	0.00	(13,000.00)
Web Hosting Services	8,000.00	0.00	0.00	(8,000.00)
Photography	2,000.00	4,000.00	5,000.00	3,000.00
Website Blogs - Five Blog Categories	5,100.00	850.00	2,465.00	(2,635.00)
Total Website	59,500.00	4,850.00	22,465.00	(37,035.00)
Public Relations				
Tours for Out-of-State & Foreign Media	3,750.00	0.00	0.00	(3,750.00)
Total Public Relations	3,750.00	0.00	0.00	(3,750.00)
Trade Shows				
Whistles & Other Promotional Items	5,000.00	0.00	0.00	(5,000.00)
Pop up and/or Cloth Displays - VF In-Kind	5,000.00	0.00	0.00	(5,000.00)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of December 31, 2017

(These financial statements are unaudited)

	Budget	December 2017	Year to Date	Over/(under) Budget
Welcome Center Rack Space - VF In-Kind	800.00	0.00	0.00	(800.00)
State Park Guides & State Maps-VF In-Kind	2,000.00	0.00	0.00	(2,000.00)
Shipping Berlin & London - VF In-Kind	1,000.00	0.00	0.00	(1,000.00)
VF Washington Travel & Adventure Show	7,050.00	36.65	36.65	(7,013.35)
VF Atlanta RV & Camping Show	4,425.00	0.00	0.00	(4,425.00)
VF New York Times Travel Show	5,200.00	0.00	0.00	(5,200.00)
New York Times Travel Show - VF In-Kind	3,500.00	0.00	0.00	(3,500.00)
VF Boston Globe Travel Show	8,800.00	0.00	0.00	(8,800.00)
VF Chicago Travel & Adventure Show	7,825.00	0.00	0.00	(7,825.00)
VF Chicago RV & Camping Show	8,400.00	0.00	0.00	(8,400.00)
VF F.re.e. Messe Munich	17,300.00	0.00	0.00	(17,300.00)
VF London Telegraph Bike & Travel Show	13,000.00	0.00	0.00	(13,000.00)
VF Tronto Outdoor Adventure Show	9,825.00	0.00	0.00	(9,825.00)
VF Berlin ITB Trade Show	9,450.00	0.00	0.00	(9,450.00)
Berlin ITB Trade Show - VF In-Kind	5,000.00	0.00	0.00	(5,000.00)
VF Canoecon Madison, WI	5,725.00	0.00	0.00	(5,725.00)
VF Philadelphia Travel Expo	7,650.00	0.00	0.00	(7,650.00)
VF Midwest Mountaineering Spring Expo	4,525.00	0.00	0.00	(4,525.00)
Hershey RV Show	6,500.00	0.00	0.00	(6,500.00)
Bike Expo New York	6,500.00	0.00	0.00	(6,500.00)
Total Trade Shows	144,475.00	36.65	36.65	(144,438.35)
Advertising				
Digital Advertising Campaign	13,500.00	0.00	6,000.00	(7,500.00)
Quarterly eNewsletters	4,000.00	0.00	0.00	(4,000.00)
Undiscovered Florida & Other Co-op Ads	12,750.00	0.00	0.00	(12,750.00)
Brochure Distribution	8,325.00	0.00	1,500.00	(6,825.00)
Total Advertising	38,575.00	0.00	7,500.00	(31,075.00)
Total Marketing Expenses	282,200.00	4,886.65	44,751.65	(237,448.35)
Administration				
NCFRPC - Admin VF & DEO 2016-2017	5,650.00	0.00	0.00	(5,650.00)
NCFRPC-Admin VF & DEO FY 2017-2018	18,850.00	0.00	0.00	(18,850.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	0.00	(12,500.00)
Bank Charges	200.00	0.00	18.81	(181.19)
Legal Advertising	300.00	36.82	36.82	(263.18)
Legal Expenses	300.00	0.00	0.00	(300.00)
Other Admin Expenses Miscellaneous	2,000.00	0.00	0.00	(2,000.00)
Postage	300.00	8.19	8.19	(291.81)
VF Travel Show Service Program Fee	14,300.00	0.00	0.00	(14,300.00)
Telephone	300.00	0.00	0.00	(300.00)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of December 31, 2017

(These financial statements are unaudited)

	Budget	December 2017	Year to Date	Over/(under) Budget
Total Administration	<u>54,700.00</u>	<u>45.01</u>	<u>63.82</u>	<u>(54,636.18)</u>
Memberships				
Visit Florida	500.00	0.00	0.00	(500.00)
Southeast Tourism Society	350.00	0.00	0.00	(350.00)
Florida Outdoor Writers Association	350.00	0.00	0.00	(350.00)
Total Memberships	<u>1,200.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(1,200.00)</u>
Professional Enhancement				
SE Tourism Society Marketing College	11,000.00	0.00	0.00	(11,000.00)
Governor's Tourism Conference	1,900.00	0.00	0.00	(1,900.00)
Total Professional Enhancement	<u>12,900.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,900.00)</u>
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
Total Internships	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,500.00)</u>
Retained Reserves				
Retained Reserves	22,300.00	0.00	0.00	(22,300.00)
Total Retained Reserves	<u>22,300.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(22,300.00)</u>
Total NonMarketing Expenses	<u>103,600.00</u>	<u>45.01</u>	<u>63.82</u>	<u>(103,536.18)</u>
Total Expenses	<u>385,800.00</u>	<u>4,931.66</u>	<u>44,815.47</u>	<u>(340,984.53)</u>
Net Income	<u>0.00</u>	<u>(4,931.66)</u>	<u>33,184.53</u>	<u>33,184.53</u>

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Visit Natural
NORTH FLORIDA

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

Adopted 8/17/2017

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

(1) See Marketing Budget Detail

(2) See Memberships Detail

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

Adopted 8/17/2017

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

Marketing Committee, The Original Florida Tourism Task Force
 2018 Marketing Project Ranking Sheet
 Committee Rankings
 January 31, 2018

Proposals	Carol McQueen	Katrina Richardson	Dawn Taylor	Paula Vann	Total	Rank
BowStern	3	5	6	3	17	5
BrainSurface	4	4	3	4	15	3
Creative Digital Agency	2	2	5	2	11	2
JUMPEM	1	1	1	1	4	1
The NET Group	5	6	4	6	21	6
Univision	6	3	2	5	16	4

Ranking Notes: 1 = highest-ranking proposer; 2 = 2nd highest-ranking proposer, etc.

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February 16, 2018

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

RE: Fiscal Year 2016-17
Regional Rural Development Grant
4th Quarter Deliverables Report

Dear Mr. Gitzen:

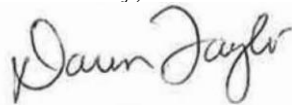
At its February 15, 2018 meeting, The Original Florida Tourism Task Force reviewed and approved the fourth quarter report and reimbursement request for its Fiscal Year 2016-17 Regional Rural Development Grant.

Please find enclosed the third quarter Deliverables Report and an invoice in the amount of \$60,638.08 for the period October 15, 2017 through January 16, 2018 relative to the contract between **The Original Florida Tourism Task Force** and the Florida Department of Economic Opportunity. Also enclosed are a completed Minority and Service-Disabled Veteran Business Enterprise Report and a Compliance Certification form.

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

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

Sincerely,



Dawn Taylor
Chair

Enclosures

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

The Original Florida Tourism Task Force
FEID # 59-3534835

INVOICE

Agreement #: D0104

Invoice No.: 4
 Date: February 15, 2018

TO:

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

FOR:

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

DESCRIPTION		AMOUNT
Dates of Service: October 15, 2017 to January 16, 2018		
Deliverable A. Website Updates and Enhancement Task A.1. Website Enhancements Completed Website Enhancements (Contractual Services) Task A.3. Website Blogs Posted 29 Website Blogs (Contractual Services) Task A.4 Obtain High Quality Photographs of Region (Contractual Services) Deliverable B, Marketing and Promotion Task B.2. Advertising Campaign Completed second half of digital advertising campaign (Contractual Services) Task B.3. Electronic Newsletter Distributed 1 Electronic Newsletter (Staff Time and Contractual Services) Task B.4. Design and Print Hard Copy Literature Designed and printed 21,800 pieces of hard copy literature (Contractual Services) Task B.5 Distribution of Tourism Brochures (Contractual Services) Distributed 12,500 brochures		
Expenditures		
Staff time		\$ 6,625.00
Contractual Services		54,013.08
TOTAL		\$ 60,638.08

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

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



 Dawn Taylor
 Chair

The Original Florida Tourism Task Force

Fiscal Year 2016-17 Regional Rural Development Grant
Fourth Payment Request
Listing of Invoices, Payments and Associated Checks
February 15, 2018

Name	Invoice Date	Invoice Number	Invoice Amount	Check Date	Check Number	Check Amount	Amount Charged to Grant
Two Tree - Photos 1	4/7/2017	2017026	\$1,000.00	4/27/2017	1170	\$1,850.00	\$1,000.00
Florida Suncoast Tourism	11/1/2017	11T026912	\$1,500.00	11/2/2017	1223	\$1,500.00	\$1,500.00
J&S Design Studio	11/2/2017	4334	\$250.00	11/9/2017	1224	\$250.00	\$250.00
Two Tree - Blogs 1	11/7/2017	2107059	\$765.00	11/9/2017	1226	\$356.68	\$765.00
Eurografix	11/13/2017	52795	\$10,500.00	11/14/2017	1227	\$10,500.00	\$10,500.00
Two Tree - Blogs 2	11/29/2017	2017061	\$850.00	12/7/2017	1232	\$850.00	\$850.00
Two Tree - Blogs 3	12/20/2017	2017065	\$850.00	12/21/2017	1237	\$4,850.00	\$850.00
Two Tree - Photos 2	12/20/2017	7/15/7422	\$4,000.00	12/21/2017	1237	\$4,850.00	\$4,000.00
Eurografix	1/2/2018	52646	\$10,500.00	1/4/2018	1239	\$10,500.00	\$10,500.00
JUMPEM, LLC	1/3/2018	3114	\$21,000.00	1/4/2018	1241	\$21,000.00	\$21,000.00
NCFRPC - In-house Printing Administration	1/12/2018	10027	\$2,805.00	1/18/2018	1247	\$2,805.00	\$2,798.08
NCFRPC - Electronic eNewsletter	n/a	n/a	\$5,625.00	n/a	n/a	\$5,625.00	\$5,625.00
Total	n/a	n/a	\$60,645.00	n/a	n/a	\$65,936.68	\$60,638.08

n/a = not applicable

\\Economic Development\Original Florida\Grants\DEO-Staffing Grants\2016-17\4th Quarter Report\4th Quarter Listing of Checks and Invoices.xlsx

Florida Department of Economic Opportunity
Fiscal Year 2016-17
Regional Rural Development Grant
Fourth Quarter Report
October 15, 2017 through January 16, 2018

Submitted February 16, 2018 by

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

TABLE OF CONTENTS

<u>Part</u>	<u>Page</u>
Narrative, Fourth Quarter Report	A-1
Compliance Certification Form and Minority and Service-Disabled Veteran Business Enterprise Report	B-1
Website Updates and Enhancements	C-1
Home Page Enhancements	C-3
Photographs	C-9
Website Blogs	C-49
Marketing and Promotion	D-1
Advertising Campaign	D-3
Design and Print Hard Copy Literature	D-13
In-House Printing	D-15
Suwannee River Wilderness Trail Guide	D-29
Brochure Distribution	D-41
Electronic Newsletter	D-47
Administration Time Sheets and Pay Stubs	E-1

NARRATIVE
REGIONAL RURAL DEVELOPMENT GRANT
FISCAL YEAR 2016-17
FOURTH QUARTER REPORT
October 15 2017 through January 16, 2018

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

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

WEBSITE UPDATES AND ENHANCEMENTS

BICYCLE MICROSITE UPDATES

The Task Force completed its bicycle microsite updates during the third quarter.

HOME PAGE WEBSITE ENHANCEMENTS

The Task Force completed its home page website enhancements during the fourth quarter. The Task Force expended \$15,000.00 for the website enhancements during the quarter as per its contract with the vendor. The website can be viewed at www.vnnf.org. Copies of the invoice and cancelled check can be found beginning on page C-3.

PHOTOGRAPHS

During the fourth quarter, the Task Force photographer, Two Tree, Inc., took photographs of the region as per the contract between the Task Force and the vendor. The Task Force expended \$1,000.00 for photographs during the first quarter and \$4,000.00 for photographs in accordance with its contract with the photographer. Copies of the invoices, cancelled checks and a listing of photograph file names can be found beginning on page C-9.

SPRINGS MICROSITE UPDATES

The Task completed its springs microsite updates during the third quarter.

WEBSITE BLOGS

The Task Force expended a total of \$2,465.00 for 29 website blogs during the fourth quarter. Copies of vendor invoices, and cancelled checks and a listing of blogs with hyperlinks to each blog posting can be found beginning on page C-49.

MARKETING AND PROMOTION

ADVERTISING CAMPAIGN

The Task Force expended \$6,000.00 as final payment of a digital advertising campaign as per its contract with its vendor. A copy of the invoice, cancelled check and campaign results can be found beginning on page D-3.

DESIGN AND PRINT HARD COPY LITERATURE

The Task Force expended \$2,798.08 during the fourth quarter to print 1,500 copies of its 11" x 17" paddling trail map, 4,000 copies of its 11" x 17" lodging brochure, 6,500 copies of its 11" x 17" recreational vehicle and campground brochure and 4,500 copies of its 11" x 17" outdoor adventure brochure. The Outdoor adventure brochure was printed in English as well as German. Part H includes 8.5" x 11" copies of the brochures. Copies of the invoice, cancelled check and brochures can be found beginning on page D-13.

The Task Force expended \$21,000.00 during the fourth quarter to print 5,300 copies of the Suwannee River Wilderness Trail Paddling Guide. Additionally, the Task Force expended \$250.00 with a vendor to redesign several pages of the paddling guide. Copies of invoices and cancelled checks can be found beginning on page D-29. A copy of the guide can be viewed at http://www.ncfrpc.org/download/steve/Visit%20Natural%20North%20Florida/SRWT_Paddling_Guide/SRWT_Guide2017.pdf.

DOMESTIC TRAVEL SHOWS

The Task Force did not attend any travel shows during the fourth quarter.

BROCHURE DISTRIBUTION

The Task Force distributed a minimum of 12,500 brochures during the fourth quarter through its contract with Florida Suncoast Tourism Promotions. The Task Force expended \$1,500.00 during the fourth quarter for three months of brochure distribution with Florida Suncoast Tourism Promotions, Inc. along I-10 from Marianna to I-75, U.S. Highway 19 from Tallahassee to Tampa Bay, I-75 from Lake City to Venice, I-4 from Tampa to Haines City, and at AAA Autoclub South offices statewide. Copies of the invoice and cancelled check can be found beginning on page D-41.

ELECTRONIC NEWSLETTERS

The Task Force created and distributed one electronic newsletter during the third quarter to approximately 5,500 email addresses. The Task Force spent \$1,000.00 on this item during the fourth quarter. A copy of the newsletter, North Central Florida Regional Planning Council employee time sheets and pay stubs documenting \$1,000.00 of staff time spent on the newsletter and Certificate of Indirect Costs can be found beginning on page D-47.

PROFESSIONAL ENHANCEMENT

PROFESSIONAL ORGANIZATION ANNUAL MEMBERSHIPS

The Task Force did not expend any funds during the fourth quarter for professional organization annual memberships.

PROFESSIONAL ENHANCEMENT SCHOLARSHIPS

The Task Force did not award any professional enhancement scholarships during the fourth quarter.

ADMINISTRATION

The North Central Florida Regional Planning Council provided \$5,625.00 in staff services to the Task Force in the administration of its Regional Rural Development grant. Copies of North Central Florida Regional Planning Council employee time sheets, pay stubs and Certificate of Indirect Costs can be found beginning on page E-1.

PROOF OF FINANCIAL MATCH

See the first quarter report.

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

Recipient Certification:

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

Name Printed: Dawn Taylor Title: Chair

Signature: _____ Date: 2/15/2018

DEO Agreement Manager Certification:

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

DEO Agreement Manager Signature: _____

Title: _____ Date: _____

Company Name:

	\$	-	DV Percentage:	0%
1	100	100	100	100
2	100	100	100	100
3	100	100	100	100
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79	100	100	100	100
80	100			

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Attachment 1**SCOPE OF WORK**

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

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

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

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

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

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

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

2.2 Marketing and Promotion:

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

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

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

Agreement # D0117

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

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

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

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

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

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

2.3 Professional Enhancement:

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

2.3.2 Maintain memberships in or join professional organizations.

3.DEO'S RESPONSIBILITIES:

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

3.2 Perform Agreement management responsibilities as stated herein;

3.3 Reply to reasonable inquiries pursuant to the Agreement and,

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

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

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

Agreement # *D0117*

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

Agreement # *D0117*

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

Agreement # D0117

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

5. REPORTING:

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

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

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

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

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

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

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

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Florida Department of Economic Opportunity
Fiscal Year 2017-18 Regional Rural Development Grant
(January 17, 2018 - January 17, 2019)
Deliverables and Cost Estimates
February 6, 2018

Cost Estimates	Deliverable
As of 2/6/18	
\$6,000.00	Website Hosting & Maintenance
\$1,900.00	Ultimate Bicycle Guide Maintenance and Updates
\$1,500.00	Ultimate Springs Guide Maintenance and Updates
\$2,500.00	Ultimate Paddling Guide - Website Microsite
\$2,500.00	Ultimate Parks Guide - Website Microsite
\$5,000.00	Website Video
\$5,100.00	Website Blogs (60 blogs at \$85 per blog)
\$15,100.00	Travel Shows
\$26,500.00	Digital Advertising Campaign - Facebook, Google Adword search, Retargeting, Other
\$2,500.00	Media Kits
\$4,250.00	Quarterly eNewsletters
\$17,000.00	Print Media Advertising
\$1,550.00	Design & Print Regional Specialty Brochures
\$800.00	Purchase Copies of Big Bend Saltwater Paddling Guide
\$11,200.00	Brochure Distribution
\$5,000.00	Revise & Print Ultimate Springs Guide
\$5,100.00	VISAVUE - Domestic and International Editions
\$14,000.00	Scholarships (6 Tourism Marketing College @ \$1,700 and 1 Gov Tourism Conf @ \$1,800)
\$22,500.00	Administration
\$150,000.00	Total

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The Original Florida Tourism Task Force
Travel Shows and Show Assignments, 2017-18 Travel Show Season
February 6, 2018

Number	Show Name	Leader	2nd Person	Alternate	Leader Departure Date	Member Departure Date	Show Dates	Return Travel Date
1	<i>Hershey RV Show</i>	<i>Donna Creamer</i>	<i>Pat Watson</i>		<i>September 11, 2017</i>	<i>September 12, 2017</i>	<i>September 13 - 17, 2017</i>	<i>September 18, 2017</i>
2	Washington DC Travel and Adventure Show	TSC	Alvin Jackson	Cody Gray	January 18, 2018	January 19, 2018	January 20 - 21, 2018	January 22, 2018
3	<u>Atlanta Camping & RV Show</u>	<u>Roland Loog</u>	<u>Ron Gromoll & Lois Nevins</u>	<u>Trent Abbott</u>	<u>January 24, 2018</u>	<u>January 25, 2018</u>	<u>January 26 - 28, 2018</u>	<u>January 29, 2018</u>
4	<u>New York Times Travel Show</u>	<u>TSC</u>	<u>Dawn Taylor</u>	<u>Teena Peavey</u>	<u>January 24, 2018</u>	<u>January 25, 2018</u>	<u>January 26 - 28, 2018</u>	<u>January 29, 2018</u>
5	Boston Globe Travel Show	Sandy Beach	Dave Mecusker	Dawn Taylor	February 7, 2018	February 8, 2018	February 9 - 11, 2018	February 12, 2018
6	Chicago Travel and Adventure Show	TSC	Phyllis Williams	Lorenza Ponder	February 8, 2018	February 9, 2018	February 10 - 11, 2018	February 12, 2018
7	<u>Chicago RV and Camping Show</u>	<u>Alvin Jackson</u>	<u>Sean Plemons</u>		<u>February 13, 2018</u>	<u>February 14, 2018</u>	<u>February 15 - 18, 2018</u>	<u>February 19, 2018</u>
8	F.re.e Messe Munich	Tommy Thompson	TSC	Sandy Beach	February 17, 2018	February 17, 2018	February 21 - 25, 2018	February 26, 2018
9	London Telegraph Bike and Travel Show	Roland Loog	Ron Gromoll	Carol McQueen	February 20, 2018	February 20, 2018	February 23 - 25, 2018	February 26, 2018
10	<u>Toronto Outdoor Adventure Show</u>	<u>Teena Peavey</u>	<u>Pat Watson</u>	<u>Dawn Taylor</u>	<u>February 21, 2018</u>	<u>February 22, 2018</u>	<u>February 23 - 25, 2018</u>	<u>February 26, 2018</u>
11	<u>ITB-Berlin</u>	<u>TSC</u>	<u>Katrina Richardson</u>	<u>Roland Loog</u>	<u>March 4, 2018</u>	<u>March 4, 2018</u>	<u>March 7 - 11, 2018</u>	<u>March 12, 2018</u>
12	<u>Canoecopia</u>	<u>Tommy Thompson</u>	<u>Russ McCallister</u>	<u>Dawn Taylor</u>	<u>March 7, 2018</u>	<u>March 8, 2018</u>	<u>March 9-11, 2018</u>	<u>March 12, 2018</u>
13	Philadelphia Travel & Adventure Show	Dawn Taylor	Roland Loog	Ron Gromoll	March 8, 2018	March 9, 2018	March 10 - 11, 2018	March 12, 2018
14	Midwest Mountaineering Spring Expo	Tommy Thompson	Cody Gray		April 25, 2018	April 26, 2018	April 27 - 29, 2018	April 30, 2018
15	<u>Bike Expo New York</u>	<u>Paula Vann</u>	<u>TSC</u>	<u>Katrina Richardson</u>	<u>May 2, 2018</u>	<u>May 3, 2018</u>	<u>May 4 -5, 2018?</u>	<u>May 6, 2018</u>

Italicised shows are shows funded by the Task Force Regional Rural Development Grant

Underlined shows are combined shows with Riverway South

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Florida Department of Economic Opportunity
Fiscal Year 2018-19 Regional Rural Development Grant
(January 17, 2019 - January 16, 2020)
Deliverables and Cost Estimates
February 8, 2018

Cost Estimates as of 2/7/18	Deliverable
\$1,000.00	Ultimate Bicycle Guide Maintenance and Updates
\$1,000.00	Ultimate Springs Guide Maintenance and Updates
\$2,000.00	Ultimate Paddling Guide Maintenance & Updates
\$5,100.00	Website Blogs (60 blogs per at \$85 per blog)
\$3,000.00	Print VNNF Specialty Brochures (RV Guide, Outfitters Guide, Lodging Guide, Paddling Maps)
\$3,000.00	Revise & Print Ultimate Bicycle Guide
\$3,000.00	Revise & Print Ultimate Springs Guide
\$3,000.00	Print Copies of VNNF Paddling Guide
\$3,600.00	Purchase Copies of Big Bend Saltwater Paddling Guide
\$22,500.00	Domestic Travel Shows (3_shows)
\$16,000.00	Print Advertising (co-op ads)
\$20,000.00	Digital Advertising Campaign - Facebook, Google Adword search, Retargeting, Other
\$8,000.00	Website Hosting & Maintenance
\$25,000.00	Connect Travel - Complete
\$12,000.00	Scholarships (6 Tourism Marketing College @ \$1,700 and 1 Gov Tourism Conf @ \$1,800)
\$12,000.00	Brochure Distribution
\$1,200.00	Professional Organization Memberships
\$5,100.00	VISAVUE - Domestic and International Editions
\$4,000.00	Quarterly eNewsletters
\$22,500.00	Administration
\$173,000.00	Total

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

ALACHUA COUNTY

(\$15,000 - 3 votes)

Vacant

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BRADFORD COUNTY

(\$3,000 - 2 votes)

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The Honorable Daniel Riddick

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COLUMBIA COUNTY

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DIXIE COUNTY

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HAMILTON COUNTY

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LAFAYETTE COUNTY

(\$1,000 - 1 vote)

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LEVY COUNTY

(\$4,000 - 2 votes)

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MADISON COUNTY

(\$3,000 - 2 votes)

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2018
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Meeting Dates and Counties



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

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

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

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