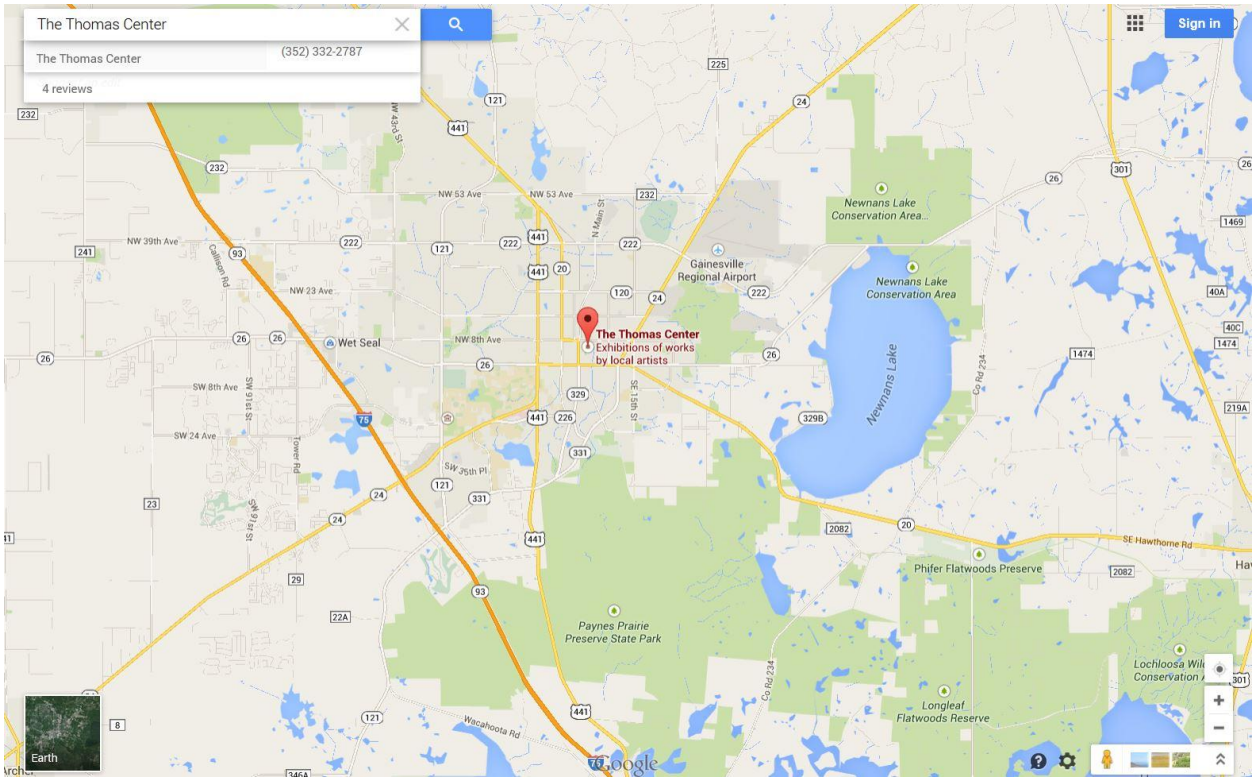
The Original Florida
TOURISM TASK FORCE

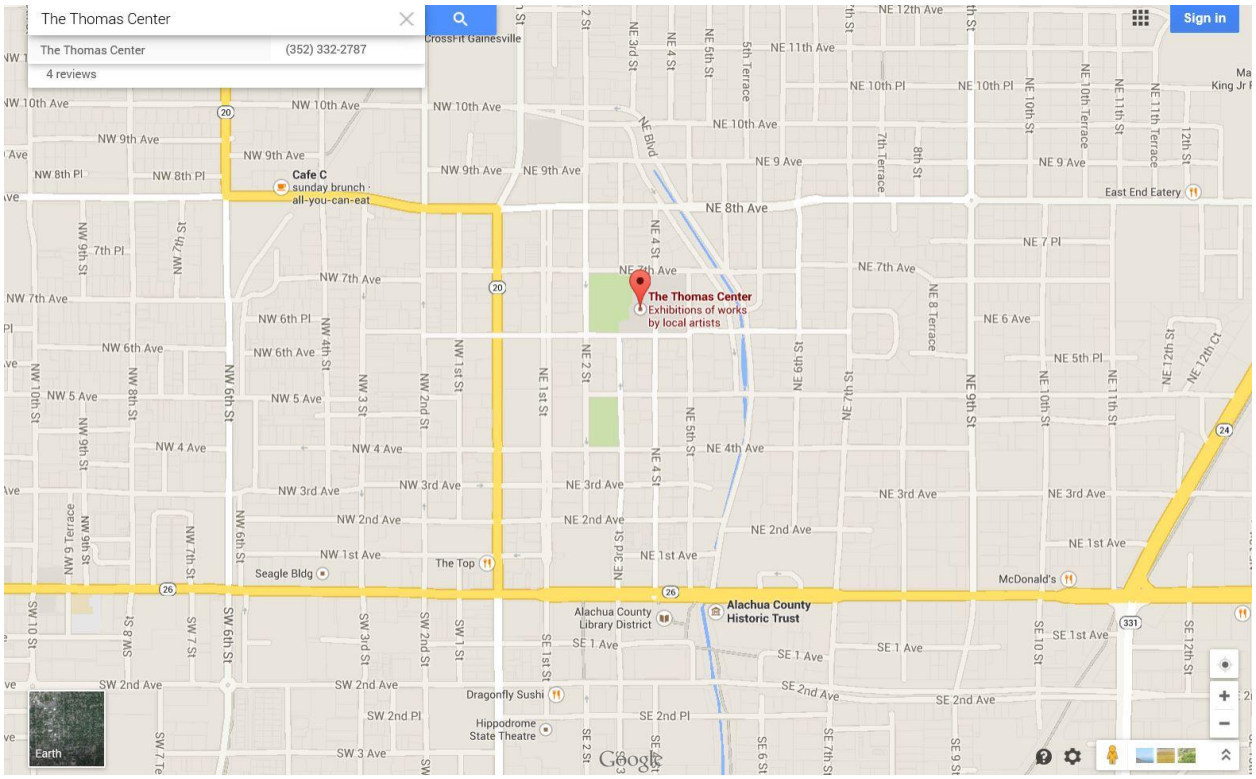
Visit Natural North Florida

MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **January 15, 2015**. The meeting will be held at the **Thomas Center, Long Gallery. 302 NE 6th Avenue, Gainesville, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)


The Thomas Center
The Thomas Center
(352) 332-2787
4 reviews
Sign in
The Thomas Center
Exhibitions of works by local artists
Gainesville Regional Airport
Newnans Lake Conservation Area
Newnans Lake
Wet Seal
Phifer Flatwoods Preserve
Paynes Prairie Preserve State Park
Longleaf Flatwoods Reserve
Wacahoota Rd
SE Hawthorne Rd
Earth
Google


The Thomas Center
The Thomas Center
(352) 332-2787
4 reviews
Sign in
The Thomas Center
Exhibitions of works by local artists
Cafe C
sunday brunch · all-you-can-eat
East End Eatery
The Top
Seagle Bldg
McDonald's
Alachua County Library District
Alachua County Historic Trust
Dragonfly Sushi
Hippodrome State Theatre
Earth
Google

The Original Florida

TOURISM TASK FORCE
Meeting Agenda

Visit Natural North Florida

Thomas Center, Long Gallery
302 NE 6th Avenue, Gainesville, FL **January 15, 2015**
Alachua County **Thursday 10:00 a.m.**

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IV. Old Business

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B. Staff Items

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a. Printing of Regional Brochure - Status Report

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3. Staff Report on Visit Florida Grants

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b. Visit Florida 2014-15 Marketing Grant (website bloggers) 47

c. Visit Florida 2015 Cultural, Heritage Rural and Nature Grant Application

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4. Other Staff Items

    a. Undiscovered Florida Co-op Ad

C. Other Old Business

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2. Updated Task Force Member Contact Information 57
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D. Visit Florida Report

1. Brenna Dacks, Visit Florida

V. New Business

A. Announcements

B. Other New Business

VI. Leadership Forum: Beth Melillo, VP Client Services and Public Relations, ParksByNature Network: Florida Pocket Ranger Cell Phone App

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., February 19, 2015 at a location to be determined in Levy County, Florida.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Taylor County/Perry Chamber of Commerce
Perry, Florida
Taylor County

November 20, 2014
Thursday, 10:00 a.m.

MEMBERS PRESENT

Roland Loog, Alachua County
Lois Nevins, Alachua County
Russ McCallister, Dixie County
Martin Pierce, Dixie County
Donna Creamer, Gilchrist County
Nancy Wideman, Jefferson County, Chair
Susie Page, Lafayette County
Carol McQueen, Levy County
Lisa Frieman, Madison County
Brenda Graham, Madison County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County
Jackie Youngstrand, Wakulla County

OTHERS PRESENT

Brenna Dacks, Visit Florida
Tommy Thompson, Two Tree, Inc.

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Anna Mikell, Alachua County
Dick Bailar, Jefferson County, Vice-Chair
Helen Koehler, Levy County
Dave Mecusker, Union County

Chair Wideman called the meeting to order at 10:05 a.m.

I. CALL TO ORDER, INTRODUCTIONS

Chair Wideman, noting the presence of a quorum, opened the meeting and asked for introductions.

II. APPROVAL OF THE AGENDA

Chair Wideman asked for approval of the meeting agenda.

ACTION: **Susie Page moved and Dawn Taylor seconded a motion to approve the Agenda as circulated. The motion passed unanimously.**

III. APPROVAL OF THE OCTOBER 16, 2014 MINUTES

Chair Wideman asked for approval of the October 16, 2014 meeting minutes.

ACTION: Roland Loog moved and Brenda Graham seconded a motion to amend the minutes to note Anna Mikell as present and to approve the October 16, 2014 minutes as amended. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Financial Committee Reports -

a. Monthly Financial Report

Steven Dopp presented the monthly financial report.

b. Amended Fiscal Year 2013-14 Budget

Mr. Dopp requested the Task Force amend the Fiscal Year 2013-14 budget to incorporate additional revenues and expenditures for the Fiscal Year.

ACTION: Ms. Frieman moved and Ms. Page seconded a motion to amend the Fiscal Year 2013-14 budget as circulated. The motion passed unanimously.

c. Amended Fiscal Year 2014-15 Budget

Mr. Dopp requested the Task Force amend the Fiscal Year 2014-15 budget to incorporate additional revenues and expenditures anticipated during the Fiscal Year.

ACTION: Ms. Page moved and Donna Creamer seconded a motion to amend the Fiscal Year 2014-15 budget as circulated. The motion passed unanimously.

2. Other Committee Reports:

a. Supplemental Marketing Program Committee

1. Travel Show Delegates

Task Force members agreed by consensus to assign primary delegates as well as alternates to the following trade shows.

Atlanta Boat Show, January 15 - 18, 2015: Primary delegates, Roland Loog and Brenda Graham; Alternate, Steven Dopp.

New York Times Travel Show, January 23 - 25, 2015: Primary delegates, Roland Loog and Sandy Beach; Alternate, Dawn Taylor.

Chicago RV and Camping Show, February 18 - 22, 2015: Primary delegates, Roland Loog and Donna Creamer; Alternate, Nancy Wideman.

Jacksonville RV Show, February 26 - March 1, 2015: Primary delegates; Lois Nevins and Donna Creamer; Alternate, Nancy Wideman.

Tampa Outdoors Expo and Boat Show, February 27 - March 1, 2015: Primary delegates; Roland Loog (set-up only), Susie Page and Dawn Taylor; Alternate, Sandy Beach.

ITB Berlin, Germany, March 4 - 8, 2015: Primary delegates; Roland Loog and Steven Dopp; Alternate, Carol McQueen.

Washington, DC Travel Expo, March 7 - 8, 2015: Primary delegates; Nancy Wideman and Susie Page; Alternate, Donna Creamer.

Madison, WI Canoecopia, March 14 - 15, 2015: Primary delegates, Roland Loog and Russ McCallister; Alternate, Carol McQueen.

Philadelphia Travel Expo, March 21 - 22, 2015: Primary delegates, Roland Loog and Carol McQueen; Alternate, Sandy Beach.

The Villages Travel Expo, March 25, 2015: Primary delegates, Nancy Wideman and Brenda Graham; Alternate, Dawn Taylor.

B. Staff Items

1. Fiscal Year 2013-14 Florida Department of Economic Opportunity Grant

a. Bicycle Trail Maps

Mr. Dopp stated that the bicycle maps were now online on the Natural North Florida website. He stated that the Task Force has now completed the last phase of the deliverable.

Carol McQueen requested staff to distribute a press release regarding the bicycle maps and to include the Outsiders at Visit Florida as well as Brenna Dacks at Visit Florida in the distribution of the press release.

b. Regional Brochure Printer Bid Award

Mr. Dopp stated that the lowest bidder was Interprint Web Printing of Clearwater, Florida.

ACTION: Ms. McQueen moved and Ms. Creamer seconded a motion for:

1. Staff to investigate the references and reputation of Interprint Web Printing, Inc;

2. Staff to investigate the quality of the publications of the printing firm;

3. If the reputation and print quality are acceptable to staff, a contract for the an amount of up to $16,000 shall be awarded to Interprint Web Printing; and,

4. If either the reputation or print quality of Interprint Web Printing is deemed unacceptable to staff, then the contract shall be awarded to FPIS, Inc.

The motion carried unanimously.

2. Fiscal Year 2014-15 Florida Department of Economic Opportunity Regional Rural Development Grant Application

Mr. Dopp discussed the draft grant application. He noted that the Florida Department of Economic Opportunity has reviewed and tentatively accepted all but one item in the draft Scope of Work. He noted that the Department desired additional information regarding the proposed five-year strategic marketing plan.

ACTION: Mr. Loog moved and Ms. Creamer seconded a motion to approve the draft Scope of Work, to authorize staff to negotiate with the Florida Department of Economic Opportunity regarding the Five-Year Strategic Marketing Plan deliverable, and if required by the Department, re-allocate $5,000 from the website upgrade deliverable to the five-year strategic marketing plan deliverable. The motion carried unanimously.

3. Visit Florida Grants

a. U.S. Travel Association/American Express Destination Insights

Mr. Dopp reported that the third quarter Destination Insights report was included the Task Force meeting packet.

b. Visit Florida 2014-15 Marketing Grant

Mr. Dopp reported that the results of the Marketing Committee ranking and selection of website blogger proposals were included in the Task Force meeting packet. He noted that Sandra Friend was selected as the highest ranking blogger for the Outdoors and Nature category while Tommy Thompson was the highest ranking blogger in the Events and Family, Food and Dining as well as the Off the Beaten Path categories.

Mr. Thompson distributed a form to Task Force members requesting the members to suggest ideas for his blog posts. Mr. Thompson also stated that he will distribute the form to Task Force members via email.

c. Visit Florida 2015 Rural Areas of Opportunity Grant - Brochure

Committee members reviewed and made changes to the draft brochure material which was included in the meeting packet.

4. Other Staff Items

a. Undiscovered Florida Co-op Ad

Mr. Dopp updated the Task Force on the status of the Undiscovered Florida Co-op advertisement.

b. I-75 Welcome Center Festival October 31, 2014 Report

Mr. Dopp reported on his participation at the I-75 Welcome Center Festival on behalf of the Task Force.

c. Calendar Year 2015 Meeting Schedule - Selection of Meeting Locations and Host Counties

Various Task Force members volunteered to host Task Force meetings for calendar year 2015.

C. Other Old Business

1. Suwannee River Wilderness Trail Paddling Guide Update

Mr. Dopp reported on the status of the paddling guide update.

2. Updated Task Force Member Contact Information

Mr. Dopp noted that contact information for Task Force members is included in the meeting packet.

3. Meeting Dates and Locations

Mr. Dopp stated that the meeting dates and locations for future meetings for calendar year 2015 were agreed to by the Task Force earlier in the meeting.

It was agreed by consensus to request Scott Koons to write a letter of apology to Jeff Bryson, owner of Pin Stripes and Polka Dots in Perry, regarding the change in meeting location from his establishment to the Taylor County/Perry Chamber of Commerce office.

It was agreed by consensus to request clarification from Alachua County concerning their policy with regarding meeting locations and the Sunshine Law requirements for attendance by their Task Force members.

D. Visit Florida Report

Tommy Thompson reported on the New York City media luncheon held November 13, 2014 which he attended on behalf of the Task Force. He asked Task Force members to provide him with information regarding potential editorial opportunities. Mr. Thompson stated he would use this information to send a thank you letter to media members in attendance at the New York City media luncheon.

Brenna Dacks reported on Visit Florida activities and programs of interest to the Task Force. She noted that the Fiscal Year 2015/16 Visit Florida grant application process will open in mid-December 2014

V. New Business

A. Election of Officers

The Task Force agreed by consensus to form a Nominating Committee consisting of Susie Page, Nancy Wideman and Roland Loog to nominate officers for next year. It was further agreed by consensus that the Nominating Committee will meet in April 2015.

B. Announcements

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

C. Other New Business

No other new business was discussed.

VI. Leadership Forum: Wade Goodman

Mr. Goodman made a presentation regarding the use of social media.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., January 15, 2015 at a location to be determined in Alachua County.

The meeting adjourned at 2:10 p.m.

_____ 1/15/15
Nancy Wideman, Chair Date

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

The Original Florida Tourism Task Force
Balance Sheet
As of October 31, 2014

	Oct 31, 14
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	104,825.08
Total Checking/Savings	104,825.08
Accounts Receivable	
Accounts Receivable	45,759.61
Total Accounts Receivable	45,759.61
Total Current Assets	150,584.69
TOTAL ASSETS	**150,584.69**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	25,692.11
Total Accounts Payable	25,692.11
Total Current Liabilities	25,692.11
Total Liabilities	25,692.11
Equity	
Restricted	17,562.32
Unrestricted Earnings	80,393.99
Net Income	26,936.27
Total Equity	124,892.58
TOTAL LIABILITIES & EQUITY	**150,584.69**

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 10/31/2014

	Oct 31, 14	
Beginning Balance		110,505.66
Cleared Transactions		
Checks and Payments - 7 items	-1,480.58	
Deposits and Credits - 2 items	2,000.00	
Total Cleared Transactions	519.42	
Cleared Balance		**111,025.08**
Uncleared Transactions		
Checks and Payments - 1 item	-6,200.00	
Total Uncleared Transactions	-6,200.00	
Register Balance as of 10/31/2014		**104,825.08**
New Transactions		
Checks and Payments - 2 items	-195.00	
Deposits and Credits - 4 items	10,000.00	
Total New Transactions	9,805.00	
Ending Balance		**114,630.08**

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of October 31, 2014

(These financial statements are unaudited)

	Budget	October 31, 2014	Year to Date	Over/(UNDER) Budget
Income				
Co-op Reg. Market. Prog. Fee	34,000.00	34,000.00	34,000.00	0.00
FDEO Staffing Grant FY 2013/2014	20,469.00	0.00	0.00	(20,469.00)
FDEO Staffing Grant FY 2014/2015	150,000.00	0.00	0.00	(150,000.00)
Visit Florida				
RAO Grant	100,084.00	0.00	0.00	(100,084.00)
Marketing Grant	5,000.00	0.00	0.00	(5,000.00)
Travel Map	5,000.00	0.00	0.00	(5,000.00)
Total Visit Florida	110,084.00	0.00	0.00	(110,084.00)
Transfer from Reserves	46,547.00	0.00	0.00	(46,547.00)
NCFRPC In-Kind Contribution	15,000.00	0.00	0.00	(15,000.00)
Gross Profit	376,100.00	34,000.00	34,000.00	(342,100.00)
Expense				
Marketing				
Planning	5,000.00	0.00	0.00	(5,000.00)
Collateral Materials				
Design & Print Springs and More Brochure	17,000.00	0.00	0.00	(17,000.00)
Distribute Springs and More Brochure	13,000.00	0.00	0.00	(13,000.00)
Suwanee River Paddling Guide Reprint	17,500.00	0.00	0.00	(17,500.00)
Total Collateral Materials	47,500.00	0.00	0.00	(47,500.00)
Website				
Bloggers Fees	3,100.00	120.00	120.00	(2,980.00)
Enhancements	500.00	75.00	75.00	(425.00)
Remake Website	90,000.00	0.00	0.00	(90,000.00)
Web Bicycle Maps	1,300.00	0.00	0.00	(1,300.00)
Website Hosting Services	500.00	0.00	0.00	(500.00)
Total Website	95,400.00	195.00	195.00	(95,205.00)
Public Relations				
VisitFlorida NY City Media Luncheon	3,000.00	600.00	600.00	(2,400.00)
Trade Shows				
3 Air Carrier-Approved Cases	1,500.00	0.00	0.00	(1,500.00)
Brochures, Pop-ups	20,000.00	0.00	0.00	(20,000.00)
Laptop	2,000.00	0.00	0.00	(2,000.00)
Travel Show Contest	2,000.00	0.00	0.00	(2,000.00)
Atlanta Boat Show	6,000.00	0.00	0.00	(6,000.00)
Chicago RV & Camping Show	8,700.00	0.00	0.00	(8,700.00)
IBT Berlin	14,800.00	0.00	0.00	(14,800.00)
Jacksonville Consumer Show	1,500.00	0.00	0.00	(1,500.00)
Madison, WI Canoecopia	6,700.00	0.00	0.00	(6,700.00)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of October 31, 2014

(These financial statements are unaudited)

Expense	Budget	October 31, 2014	Year to Date	Over/(UNDER) Budget
NY Times Travel Show	9,300.00	0.00	0.00	(9,300.00)
Philadelphia Travel Show	8,400.00	0.00	0.00	(8,400.00)
Tampa Tribune Expo & Boat Show	1,700.00	0.00	0.00	(1,700.00)
Villages Summer Travel Expo	600.00	0.00	0.00	(600.00)
VISIT FLORIDA Welcome Centers Festival	1,000.00	0.00	0.00	(1,000.00)
Washington, DC Travel Expo	8,300.00	0.00	0.00	(8,300.00)
Total Trade Shows	92,500.00	0.00	0.00	(92,500.00)
Grant Related Projects				
VF Marketing Grant - Website Bloggers	7,500.00	0.00	0.00	(7,500.00)
Research				
Destination Travel Insights 2015	5,000.00	0.00	0.00	(5,000.00)
Advertising				
Multi-Media Advertising	18,000.00	0.00	0.00	(18,000.00)
Undiscovered Florida Co-op Ad	6,200.00	6,200.00	6,200.00	0.00
VISIT Florida Magazine Ad	4,700.00	0.00	0.00	(4,700.00)
VISIT Florida Travel Map	5,000.00	0.00	0.00	(5,000.00)
Total Advertising	33,900.00	6,200.00	6,200.00	(27,700.00)
Total Marketing	289,800.00	6,995.00	6,995.00	(282,805.00)
Administration				
DEO FY 2015-2016	32,200.00	68.73	68.73	(32,131.27)
NCFRPC Staffing	34,000.00	0.00	0.00	(34,000.00)
Memberships				
Florida Outdoor Writers Assoc	200.00	0.00	0.00	(200.00)
Southeast Tourism Society	200.00	0.00	0.00	(200.00)
Visit Florida	400.00	0.00	0.00	(400.00)
Total Memberships	800.00	0.00	0.00	(800.00)
Professional Enhancement - Staff				
Governor's Tourism Conference	1,000.00	0.00	0.00	(1,000.00)
Southeast Tourism Society Marketing College	1,000.00	0.00	0.00	(1,000.00)
Professional Enhancement - Members				
Governor's Tourism Conference	5,000.00	0.00	0.00	(5,000.00)
Leadership Development Forums	800.00	0.00	0.00	(800.00)
Southeast Tourism Society Marketing College	6,500.00	0.00	0.00	(6,500.00)
Internships				
Harvey Campbell Memorial Internship	2,500.00	0.00	0.00	(2,500.00)
Dean Fowler Internship	2,500.00	0.00	0.00	(2,500.00)
Total Expense	376,100.00	7,063.73	7,063.73	(369,036.27)
Net Income	**0.00**	**26,936.27**	**26,936.27**	**26,936.27**

The Original Florida Tourism Task Force
Balance Sheet
As of November 30, 2014

	Nov 30, 14
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	104,240.30
Total Checking/Savings	104,240.30
Accounts Receivable	
Accounts Receivable	56,759.61
Total Accounts Receivable	56,759.61
Total Current Assets	160,999.91
TOTAL ASSETS	**160,999.91**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	21,133.36
Total Accounts Payable	21,133.36
Total Current Liabilities	21,133.36
Total Liabilities	21,133.36
Equity	
Restricted	17,562.32
Unrestricted Earnings	80,393.99
Net Income	41,910.24
Total Equity	139,866.55
TOTAL LIABILITIES & EQUITY	**160,999.91**

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 11/30/2014

	Nov 30, 14	
Beginning Balance		111,025.08
Cleared Transactions		
Checks and Payments - 5 items	-18,166.56	
Deposits and Credits - 5 items	14,000.00	
Total Cleared Transactions	-4,166.56	
Cleared Balance		**106,858.52**
Uncleared Transactions		
Checks and Payments - 4 items	-2,618.22	
Total Uncleared Transactions	-2,618.22	
Register Balance as of 11/30/2014		**104,240.30**
New Transactions		
Checks and Payments - 7 items	-11,708.10	
Deposits and Credits - 1 item	6,293.75	
Total New Transactions	-5,414.35	
Ending Balance		**98,825.95**

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of November 30, 2014

(These financial statements are unaudited)

	Budget	November 30, 2014	Year to Date	Over/(UNDER) Budget
Income				
Co-op Reg. Market. Prog. Fee	34,000.00	0.00	34,000.00	0.00
FDEO Staffing Grant FY 2013/2014	20,469.00	0.00	0.00	(20,469.00)
FDEO Staffing Grant FY 2014/2015	150,000.00	0.00	0.00	(150,000.00)
Visit Florida				
RAO Grant	100,084.00	25,000.00	25,000.00	(75,084.00)
Marketing Grant	5,000.00	0.00	0.00	(5,000.00)
Travel Map	5,000.00	0.00	0.00	(5,000.00)
Total Visit Florida	110,084.00	25,000.00	25,000.00	(85,084.00)
Transfer from Reserves	46,547.00	0.00	0.00	(46,547.00)
NCFRPC In-Kind Contribution	15,000.00	0.00	0.00	(15,000.00)
Gross Profit	376,100.00	25,000.00	59,000.00	(317,100.00)
Expense				
Marketing				
Planning	5,000.00	0.00	0.00	(5,000.00)
Collateral Materials				
Design & Print Springs and More Brochure	17,000.00	1,000.00	1,000.00	(16,000.00)
Distribute Springs and More Brochure	13,000.00	0.00	0.00	(13,000.00)
Suwanee River Paddling Guide Reprint	17,500.00	0.00	0.00	(17,500.00)
Total Collateral Materials	47,500.00	1,000.00	1,000.00	(46,500.00)
Website				
Bloggers Fees	3,100.00	0.00	120.00	(2,980.00)
Enhancements	500.00	63.75	138.75	(361.25)
Remake Website	90,000.00	510.00	510.00	(89,490.00)
Web Bicycle Maps	1,300.00	0.00	0.00	(1,300.00)
Website Hosting Services	500.00	0.00	0.00	(500.00)
Total Website	95,400.00	573.75	768.75	(94,631.25)
Public Relations				
VisitFlorida NY City Media Luncheon	3,000.00	1,282.34	1,882.34	(1,117.66)
Trade Shows				
3 Air Carrier-Approved Cases	1,500.00	0.00	0.00	(1,500.00)
Brochures, Pop-ups	20,000.00	0.00	0.00	(20,000.00)
Laptop	2,000.00	0.00	0.00	(2,000.00)
Travel Show Contest	2,000.00	0.00	0.00	(2,000.00)
Atlanta Boat Show	6,000.00	0.00	0.00	(6,000.00)
Chicago RV & Camping Show	8,700.00	0.00	0.00	(8,700.00)
IBT Berlin	14,800.00	0.00	0.00	(14,800.00)
Jacksonville Consumer Show	1,500.00	300.00	300.00	(1,200.00)
Madison, WI Canoecopia	6,700.00	0.00	0.00	(6,700.00)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of November 30, 2014

(These financial statements are unaudited)

Expense	Budget	November 30, 2014	Year to Date	Over/(UNDER) Budget
NY Times Travel Show	9,300.00	0.00	0.00	(9,300.00)
Philadelphia Travel Show	8,400.00	3,400.00	3,400.00	(5,000.00)
Tampa Tribune Expo & Boat Show	1,700.00	0.00	0.00	(1,700.00)
Villages Summer Travel Expo	600.00	0.00	0.00	(600.00)
VISIT FLORIDA Welcome Centers Festival	1,000.00	0.00	0.00	(1,000.00)
Washington, DC Travel Expo	8,300.00	3,400.00	3,400.00	(4,900.00)
Total Trade Shows	92,500.00	7,100.00	7,100.00	(85,400.00)
Grant Related Projects				
VF Marketing Grant - Website Bloggers	7,500.00	0.00	0.00	(7,500.00)
Research				
Destination Travel Insights 2015	5,000.00	0.00	0.00	(5,000.00)
Advertising				
Multi-Media Advertising	18,000.00	0.00	0.00	(18,000.00)
Undiscovered Florida Co-op Ad	6,200.00	0.00	6,200.00	0.00
VISIT Florida Magazine Ad	4,700.00	0.00	0.00	(4,700.00)
VISIT Florida Travel Map	5,000.00	0.00	0.00	(5,000.00)
Total Advertising	33,900.00	0.00	6,200.00	(27,700.00)
Total Marketing	289,800.00	9,956.09	16,951.09	(272,848.91)
Administration				
DEO FY 2015-2016	32,200.00	69.94	138.67	(32,061.33)
NCFRPC Staffing	34,000.00	0.00	0.00	(34,000.00)
Memberships				
Florida Outdoor Writers Assoc	200.00	0.00	0.00	(200.00)
Southeast Tourism Society	200.00	0.00	0.00	(200.00)
Visit Florida	400.00	0.00	0.00	(400.00)
Total Memberships	800.00	0.00	0.00	(800.00)
Professional Enhancement - Staff				
Governor's Tourism Conference	1,000.00	0.00	0.00	(1,000.00)
Southeast Tourism Society Marketing College	1,000.00	0.00	0.00	(1,000.00)
Professional Enhancement - Members				
Governor's Tourism Conference	5,000.00	0.00	0.00	(5,000.00)
Leadership Development Forums	800.00	0.00	0.00	(800.00)
Southeast Tourism Society Marketing College	6,500.00	0.00	0.00	(6,500.00)
Internships				
Harvey Campbell Memorial Internship	2,500.00	0.00	0.00	(2,500.00)
Dean Fowler Internship	2,500.00	0.00	0.00	(2,500.00)
Total Expense	376,100.00	10,026.03	17,089.76	(359,010.24)
Net Income	**0.00**	**14,973.97**	**41,910.24**	**41,910.24**

Original Florida Tourism Task Force
Budget FY 2014-15

Amended 11/20/14

Revenues

Cooperative Regional Marketing Program Fees:	
Alachua County	$12,000
Dixie County	$2,000
Gilchrist County	$2,000
Jefferson County	$2,000
Lafayette County	$1,000
Levy County	$4,000
Madison County	$4,000
Taylor County	$4,000
Union County	$1,000
Wakulla County	$2,000
Subtotal	$34,000

Additional Revenue:	
DEO Rural Development Grant, FY 2013-14	$20,469
DEO Rural Development Grant, FY 2014-15	$150,000
Transfer from Reserve Funds	$29,047
Transfer from Reserve Funds - Suwannee River Paddling Guide	$17,500
NCFRPC In-Kind Contribution	$15,000
VISIT Florida RAO Grant	$100,084
VISIT FLORIDA Marketing Grant	$5,000
VISIT FLORIDA Travel Map	$5,000
Subtotal	$342,100
TOTAL REVENUES	**$376,100**

Expenditures

Bank Charges	$100
Governor's Conference on Tourism - Members	$5,000
Governor's Conference on Tourism - Staff	$1,000
Internships	$5,000
Leadership Development Forums	$800
Legal advertising	$100
Legal expenses	$100
(1) Marketing program for 2014-15	$289,800
(2) Memberships	$800
Miscellaneous	$1,800
North Central Florida Regional Planning Council	$34,000
North Central Florida Regional Planning Council - VisitFlorida, DEO FY 2014/15, and DEO FY 2015/16	$29,400
Postage expenses	$500
Southeast Tourism Society Marketing College - Members	$6,500
Southeast Tourism Society Marketing College - Staff	$1,000
Telephone	$200
TOTAL EXPENDITURES	**$376,100**

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

Reserve Funds

Restricted Funds Balance	$0
Unrestricted Funds Balance, Estimate	$40,000
TOTAL RESERVE FUNDS	**$40,000**

Original Florida Tourism Task Force
Budget FY 2014-15

Amended 11/20/14

Marketing Budget Detail

Planning:	
Creation of 5-Year Marketing Plan	$5,000.00
Collateral Materials:	
Design and Printing of Springs and More Brochure	$17,000.00
Distribution of Springs and More Brochure	$13,000.00
Suwannee River Paddling Guide Reprint	$17,500.00
Website:	
Bloggers Fees - Fishing	$3,100.00
Enhancements to Existing Website	$500.00
Remake Website	$90,000.00
Website Bicycle Maps	$1,300.00
Web Hosting Services	$500.00
Public Relations:	
VisitFlorida NY City Media Luncheon	$3,000.00
Trade Shows:	
3 Air Carrier-Approved Carrying Cases	$1,500.00
Brochures, Pop-ups	$20,000.00
Laptop	$2,000.00
Travel Show Contest	$2,000.00
Atlanta Boat Show	$6,000.00
Chicago RV & Camping Show	$8,700.00
IBT Berlin	$14,800.00
Jacksonville RV Consumer Show	$1,500.00
Madison, WI Canoecopia	$6,700.00
NY Times Travel Show	$9,300.00
Philadelphia Travel Show	$8,400.00
Tampa Tribune Expo & Boat Show	$1,700.00
Villages Summer Travel Expo	$600.00
VISIT FLORIDA Welcome Center Festivals (I-75 Fall, I-10 Summer)	$1,000.00
Washington DC Travel Expo	$8,300.00
Grant-Related Projects:	
VF Marketing Grant - Website Bloggers	$7,500.00
Research:	
Destination Travel Insights 2015, International Version	$5,000.00
Advertising:	
Multi-Media Advertising	$18,000.00
Undiscovered Florida Co-op Advertisement	$6,200.00
VISIT Florida Magazine Advertisement	$4,700.00
Visit Florida Travel Map	$5,000.00
Total Marketing Expenditure	$289,800.00
Administration	
North Central Florida Regional Planning Council - VisitFlorida, DEO FY 2014/15 and DEO FY 2015/16	$32,200.00
North Central Florida Regional Planing Council	$34,000.00
Membership Organizations Annual Dues	
Florida Outdoor Writers Association	$200.00
Southeastern Tourism Society	$200.00
VISIT FLORIDA	$400.00
Professional Enhancement - Staff	
Governor's Tourism Conference	$1,000.00
Southeastern Tourism Society Marketing College	$1,000.00
Professional Enahncement - Members	
Governor's Tourism Conference	$5,000.00
Leadership Development Forums	$800.00
Southeastern Tourism Society Marketing College	$6,500.00
Internships	$0.00
Harvey Campbell Memorial Internship	$2,500.00
Dean Fowler Internship	$2,500.00
Total Non-Marketing Expenditure	$86,300.00
Total Expenditure	$376,100.00

RECEIVED
DEC 11 2014
NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL

REGIONAL RURAL DEVELOPMENT GRANT

The Original Florida Tourism Task Force

RDG 13-05

MODIFICATION 1

On June 30, 2014, the State of Florida, Department of Economic Opportunity ("Department"), and the Original Florida Tourism Task Force ("Grantee"), entered into an agreement for an award of the Regional Rural Development Grant 13-05 commencing January 15, 2014, ("Agreement"). The Department and Grantee are sometimes referred to herein individually, as a "Party," or collectively, as the "Parties."

WHEREAS, pursuant to Section 32, Modification, the Parties wish to modify the Agreement to clarify the intent of the Parties regarding the timing of payments under the Agreement;

NOW THEREFORE, the Parties agree as follows:

1. Section 33, Exhibits, of the Agreement, is modified to replace the reference to "Exhibit B" with "Revised Exhibit B."
2. Exhibit B, Scope of Work and Deliverables Schedule, is hereby deleted in its entirety and replaced with the attached Revised Exhibit B, Scope of Work and Deliverables Schedule, which is incorporated into, and is an integral part of, the Agreement.
3. This Modification does not increase the maximum amount that may be paid to the Grantee under the original Agreement.
4. All other terms and conditions remain in effect.
5. Section 31, Jurisdiction, of the Agreement, which identifies the venue and governing laws applicable to this Agreement is hereby incorporated by reference as if fully restated herein.

DUPLICATE ORIGINALS: This modification is executed in duplicate originals.

IN WITNESS HEREOF, by signature below, both Parties agree to abide by the terms, conditions, and provisions of the original Agreement as modified herein. This Modification 1 is applicable from the date of full execution by both parties.

State of Florida – Department of Economic Opportunity

By: [signature]

Title: Director

Date: 12/8/14

The Original Florida Tourism Task Force

By: Nancy Widemen

Title: Chair

Date: 12/3/14

Approved as to form and legal sufficiency, subject only to full and proper execution by the parties

Office of the General Counsel
Department of Economic Opportunity

By: Linda K. Rael

Approved Date: 12-4-14

Scope of Work and Deliverables Schedule

Revised Exhibit B
The Original Florida Tourism Task Force
Regional Rural Development Grant 13-05

Scope of Work

1) **Conduct educational "Leadership Forums," total of nine.** Goal: to enhance the overall capacity of the region by providing a continuous flow of information on "best practices" in tourism promotion to members of the Task Force and other attendees. The Leadership Forums will be incorporated as a regular session during meetings of the Task Force. Forums will be taught by members, staff, or an invited guest with expertise in the topic being discussed.

2) **Create "Biking Trails of Natural North Florida" web pages.** Goal: to increase awareness of the hundreds of miles of beautiful biking trails that cross the region, which will attract more bicycling enthusiasts to visit the area on extended biking tours. An inventory will be conducted of designated biking trails in the region as well as state and local highways with bike paths. An online region-wide map will be created to display the inventory, with mileages shown between stops. Each county will have a separate online map that highlights the available trails located within the county and additional information on local bicycle vendors, resources, and related links.

3) **Regional Marketing:**

   Develop and print a minimum of 100,000 fold out regional brochures/maps. Goal: to create a regional brochure/map that will entice visitors at welcome centers to investigate Natural North Florida on their current or subsequent trips to Florida. Distribution may be accomplished via welcome centers, visitor centers, private businesses, or mailed upon request. A professional graphic artist will be hired to design the brochure, and the print job will be publicly noticed for bids. This activity builds the professional capacity of the region by putting tourism information in the hands of tens of thousands of potential visitors to the area.

4) **Grant Administration @ 15% of grant value.** Goal: to ensure that grant deliverables are properly completed and to provide timely quarterly and final reports to the Department of Economic Opportunity. Each report will be provided in the format acceptable to the Department of Economic Opportunity and will fully outline and document the completion of each deliverable as specified in the contracted list of grant deliverables.

Deliverables Schedule

The payment amounts specified within the Deliverables Schedule below are established based on the Parties' estimation of sufficient delivery of services fulfilling grant purposes under the Agreement in order to designate payment points during the Agreement Period; however, this is not intended to restrict approval by DEO of all allowable costs incurred by Grantee in providing deliverables fulfilling a grant purpose.

Note: Financial consequences for failure to meet the minimum level of service as identified in this Scope of Work and Deliverable Schedule will result in payment for that deliverable being withheld or denied in accordance with Section 9 of the Grant Agreement.

Quarterly Deliverables (to be submitted each quarter)	Minimum Performance Levels and Required Documentation	Payment
1. **Administration**: Administration cost for all grant-related activities including operating cost, travel, meeting preparation, etc. A Quarterly Report on activities/deliverables is due on or before the 15th day following the last day of each quarter. Report is to be submitted in a 3-ring binder with a table of contents, tabs and cover sheets for each section. All supporting documentation must be legible and arranged in an orderly fashion. All necessary forms must be completed and submitted in approved format. (Payments are $1,312.50 per quarter, total payment is $5,250.00).	☐ Quarterly report ☐ Compliance certification form (Exhibit G) ☐ Quarterly Minority & Service-Disabled Veteran Business Enterprise Report (Exhibit D) ☐ Invoice (See Exhibit F) ☐ Updated list of matching funds received if match not demonstrated previously (Exhibit E) ☐ all necessary documentation/forms properly completed	$1,312.50
Total Quarterly Amount (4 Quarters x $1,312.50=$5,250.00)		**$5,250.00**
Other Deliverables (to be submitted in the quarter completed)	**Minimum Performance Levels and Required Documentation**	**Payment**
2. **Leadership Development Forums**: Organize and conduct a total of nine (9) Regional Leadership Development Forums. Develop, coordinate and present on topics to enhance the professional capacity of those served by the organization. Possible topics may include best practices, state or federal grants, resources, new and ongoing initiatives, information on events and targeted training available to regional partners and existing and prospective tourism businesses and industries. ($825.00 payment for each forum, a total payment of $7,425.00 for nine).	For each forum held, submit: ☐ Agenda ☐ Sign in sheets ☐ Copies of minutes ☐ Summary of training ☐ Copy of presentation (if applicable, may be submitted on CD)	$825.00 payment for each forum, a total payment of $7,425.00 for nine

3. **Create "Biking Trails of Natural North Florida" web pages:** An inventory will be conducted of designated biking trails in the Natural North Florida region as well as state and local highways with bike paths.	☐ Submit a hard and electronic (CD) inventory of designated biking trails in the region, as well as state and local highways with bike paths.	$1,331.25
4. **Create "Biking Trails of Natural North Florida" web pages:** An online region-wide map will be created to display the inventory, with mileages shown between stops of the identified biking trails.	☐ Submit hard and electronic (CD) copies of the regional map displaying the inventory, with mileages shown between stops.	$1,331.25
5. **Create "Biking Trails of Natural North Florida" web pages:** Each county will have a separate online map that highlights the trails located within the county and additional information on local bicycle vendors, resources, and related links.	☐ Submit hard and electronic (CD) copies of separate maps that highlight the trails located within each county in the region and additional information on local bicycle vendors, resources, and related links.	$1,331.25
6. **Finalize Website link**	☐ Submit link for completed website.	$1,331.25
7. **Regional Marketing:** a. **Develop and print a minimum of 100,000 fold out regional brochures/maps:** A professional graphic artist will be hired to design the brochure, and the print job will be publicly noticed for bids (not to exceed $17,000.00).	☐ Submit a copy of the regional brochure and/or map. ☐ Submit copies of receipts for brochure design and printing cost reimbursement.	not to exceed $17,000.00

Total Amount (to be submitted and paid in the quarter completed)	**$29,750.00**
Total Quarterly Amount (4 Quarters)	**$5,250.00**
Total Grant Agreement Amount	**$35,000.00**

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For Immediate Release
Steven Dopp, Senior Planner
North Central Florida Regional Planning Council
The Original Florida Tourism Task Force
352.955.2200, ext. 109

Launch of North Florida Bicycle Maps on NaturalNorthFlorida.com

(November 24, 2014)-- The Original Florida Tourism Task Force has partnered with the Florida Department of Economic Opportunity, Visit Natural North Florida and the North Central Florida Regional Planning Council to make available new bicycle paths and trails maps for the north Florida region. Bicycle maps have been developed for the following ten counties: Alachua, Dixie, Gilchrist, Jefferson, Lafayette, Levy, Madison, Taylor and Union Counties. A bicycle map of the ten-county area is also available.

The bicycle maps can be found under the trails section of www.naturalnorthflorida.com. Click on the map link in the top right-hand corner of the page entitled "Printable Bicycle Trail Maps of Natural North Florida." Be sure to check these helpful resources and visit the spectacular bicycle trails of Natural North Florida.

The bicycle maps show available amenities at state parks, wildlife refuges and national forests. Bicycle paths and trails are numbered and conveniently placed on the sides of the maps for easy identification. A listing of helpful bicycling resources is also included. Various locations and resources are hyperlinked allowing the user to click to view more information.

For more information on The Original Florida Tourism Task Force or the Visit Natural North Florida bicycle maps, please contact Steven Dopp at 352.955.2200 x 109 or dopp@ncfrpc.org.

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TAB F: SCOPE OF WORK AND BUDGET

Please provide a Scope of Work **detailing the activities** the regional organization proposes to accomplish with this grant funding. Briefly describe how each activity will build the professional capacity of the regional organization and its partnerships or provides technical to businesses within the rural counties and communities that it serves. **Note:** Deliverables will be developed with DEO staff based on the approved Scope of Work after initial review of the application.

Proposed Scope of Work

1) **Combine and Revamp the Visit Natural North Florida and Fish Natural North Florida Websites.** Goal: To create a single website for Visit Natural North Florida and to increase website traffic.

The websites will be combined into one website and revamped to make it useable on mobile devices. It will be revised to be easier for content providers to upload, edit and manage on-line content. The website will also be redesigned to make it easier for users to find and retrieve desired content and to make it more visually appealing. The website will contain sample itineraries as well as the ability for users to create their own itineraries using website content.

The revamped website analytics platform will be designed to track implied visitor interest data for the purpose of reporting to members the number of users who accessed information by county and by resource/facility. The site will automatically track and report leads and expressions of interest by county and by partner within each county on a monthly basis.

The website will also be designed to gather visitor information and county interest segmentation information for re-marketing purposes. Email as well as display and search retargeting functions will be used to continually re-engage potential destination visitors throughout their travel research process. *Deliverable Value: $75,000.*

2) **Develop a five-year strategic marketing plan.** Goal: To develop a five-year strategic marketing plan for the Task Force to use as a guide in attracting additional visitors to the region.

The plan will provide a strategic marketing vehicle media allocation map and platform-specific key performance indicators for benchmarking and success measuring. In addition, the plan will provide a brand roll-out roadmap with pre-set milestones for achievement set over the five-year period to increase visitor awareness of the natural, recreational and cultural assets of the region in order to attract more visitors. The plan will focus on defining current and future state objectives in each of the following internal and external competency areas: People, Process, Positioning, Tools and Technology. The Task Force will contract with a company with competency in the development of marketing plans for tourism marketing organizations to prepare the plan. *Deliverable Value: $5,000.*

3) **Subscribe to American Express Destination Insights, international version.** Goal: To increase Task Force member understanding of foreign visitors to Natural North Florida by subscribing for one year to American Express Destination Insights, international version.

The American Express report, which is published quarterly, will assist the Task Force in understanding international visitors. Information on top feeder markets, spending patterns and demographic profiles, visitor share of spending by industry categories as well as spending behavior for leisure and business visitors will be provided in the report. This information will be used to enhance and to focus international marketing campaigns. *Deliverable value: $5,000.*

4) **Distribute Brochures.** Goal: To distribute regional brochures to private businesses such as hotels along major travel routes within the state in order to attract more visitors. Brochures will be distributed by contracting with one or more brochure distribution companies which maintain stock and brochure racks at several hundred unique locations throughout the state as well as out-of-state. The activity builds the brand of the region by putting tourism information in the hands of tens of thousands of potential visitors in a format that can be easily accessed and saved. *Deliverable value: $13,000.*

5) **Provide Professional Enhancement Scholarships to Task Force Members and/or their staff.** Goal: To increase the professionalism of Task Force member organizations by providing scholarships to attend training opportunities. Training opportunities will include the Southeast Tourism Society Marketing College and the Annual Florida Governor's Conference on Tourism. This activity will increase the knowledge and professionalism of Task Force members and/or their staff by providing attendees with increased skills and knowledge regarding tourism marketing. Deliverable value: $11,500.

6) **Place Visit Natural North Florida Advertising in Media.** Goal: To increase consumer awareness of the natural, recreational and cultural assets of the region in order to attract more visitors. Advertisements featuring Natural North Florida will be placed in multimedia vehicles to promote consumer awareness of the Natural North Florida brand and to attract more visitors to the region. *Deliverable value: $18,000.*

7) **Grant Administration @ 15% of grant value.** Goal: To ensure that grant deliverables are completed and to provide timely quarterly and final reports to the Florida Department of Economic Opportunity. Each report will be provided in the format specified by the Department and will outline and document the completion of each deliverable for the contracted list of grant deliverables. *Deliverable value: $22,500*

Total: $150,000

Attach additional documentation if needed. Additional pages attached? yes ☐ no x

Please insert your budget for the proposed Scope of Work, including grant and matching funds, into the table provided below:

Description	Revenue/Expenses
1) Combine and Revamp Website	$75,000
2) Develop a Five Year Strategic/Marketing Plan	$5,000
3) Subscribe to Amercan Express Destination Insights	$5,000
4) Distribute Brochures	$13,000
5) Provide Professional Enhancement Scholarships	$11,500
6) Place Advertising in Media	$18,000
7) Grant Administration @15% of Grant Value	$22,500
Total	**$150,000**

Trade Show Attendees
November 20, 2014

Members	**Atlanta Boat Show (Jan 15-18)**	**NY Times Travel Show (Jan 23-25)**	**Chicago RV & Camping Show (Feb 18-22)**	Jacksonville RV Show (Feb 26 - March 1)	Tampa Outdoors Expo & Boat Show (Feb 27 - March 1)	**ITB Berlin International Trade Show (March 4 - 8)**	**Washington DC Travel Expo (March 7-8)**	**Madison, WI - Caneocopia (March 13-15)**	**Philadelphia Travel Expo (March 21-22)**	The Villages - Travel Expo (March 25)
Roland Loog	P	P	P		(set-up only)	P		P	P	
Anna Mikell										
Lois Nevins				P						
Russ McCallister								P		
Martin Pierce										
Donna Creamer			P				A			
Nancy Wideman			A				P			P
Dick Bailar										
Susie Page							P			
Carol McQueen					P	A		A	P	
Helen Koehler										
Lisa Frieman				P						
Brenda Graham	P									P
Dawn Taylor		A			P					A
Sandy Beach		P							A	
Dave Mecusker										
Jacki Youngstrand										
Steve Dopp	A			A		P				

Note: Bolded shows are Visit Florida RAO grant shows.

P = Primary Respresentative

A= Alternate Representative

\\Economic Development\Bryan\Original Florida\Grants\Visit Florida Grants\2014-15\Travel Show Grant\RAO Trade Show Attendance.xlxs

THE ORIGINAL FLORIDA TOURISM TASK FORCE

VISIT FLORIDA RURAL AREAS OF OPPORTUNTY PARTNERSHIP EXPENSE STATEMENT

NAME _____ PERIOD ENDING _____

TRAVEL SHOW _____

Date		Departure & Return	Per Diem / Meals	Auto Mileage			Other Expenses	
				Miles	Rate	Amount	Amount	Explain
	Fr:				$0.575	$	$	
	To:				$0.575	$	$	
	Fr:				$0.575	$	$	
	To:				$0.575	$	$	
	Fr:				$0.575	$	$	
	To:				$0.575	$	$	
	Fr:				$0.575	$	$	
	To:				$0.575	$	$	
	Fr:				$0.575	$	$	
	To:				$0.575	$	$	
	Fr:				$0.575	$	$	
	To:				$0.575	$	$	
	Fr:				$0.575	$	$	
	To:				$0.575	$	$	
	Fr:				$0.575	$	$	
	To:				$0.575	$	$	
	Fr:				$0.575	$	$	
	To:				$0.575	$	$	
	Fr:				$0.575	$	$	
	To:				$0.575	$	$	
	TOTALS		$		$0.575	$	$	TOTAL AMOUNT **$**

I hereby certify or affirm that this travel claim is true and correct in every material matter; that the expenses were actually incurred by the undersigned as necessary travel expense in the performance of my official duties; and that same conforms in every respect with the requirements of the Visit Florida Rural Areas of Opportunity Partnership Agreement between Visit Florida and The Original Florida Tourism Task Force.

Payee _____ Title _____ Date _____

Approved _____ Title Executive Director Date _____

Agreement between
Florida Tourism Industry Marketing Corporation,
doing business as VISIT FLORIDA®,
and Original Florida Tourism Task Force

THIS AGREEMENT, entered into this 7th day November, 2014 by and between the Florida Tourism Industry Marketing Corporation, doing business as VISIT FLORIDA®, hereinafter referred to as "VISIT FLORIDA", and Original Florida Task Force, hereinafter referred to as "Contractor".

PURPOSE: VISIT FLORIDA hereby engages the Contractor to provide financial assistance to the North Central Rural Area of Opportunity (ROA) to create a program that focuses on consumer trade shows, such as, adventure, boat, RV, camping, getaway vacation spots and one international trade show. The goal is to create more awareness about the unique nature-based qualities of the North Central region of Florida and encourage drive visitors, especially along the 1-75 corridors to "stay an extra day".

The North Central ROA is comprised of the following rural counties: Baker, Bradford, Columbia, Dixie, Gilchrest, Hamilton, Jefferson, Lafayette, Levy, Madison, Putnam, Suwanee, Taylor and Union counties. This region is designated as such because of the need for economic assistance.

1. **PARTIES.** The parties and their respective addresses for purposes of this Agreement are as follows:

VISIT FLORIDA
c/o Joanna Price
2540 W. Executive Center Circle, Suite 200
Tallahassee, Florida 32301
(850) 205-3873

Original Florida Task Force
c/o Roland Loog
2009 NW 67th Place, Suite A
Gainesville, FL 32653
(352) 375-2060
rolandgerri@aol.com

2. **TERM.** The term of this agreement shall begin on the date of execution, and continue through June 30, 2015, unless terminated earlier as provided in Section 15.

3. **NOTICES.** All notices pertaining to this Agreement shall be in writing and shall be transmitted either by personal hand delivery, United States Post Office, return

receipt requested, or overnight express delivery. Telephone, fax or electronic transmission may be used if the notice is also transmitted by one of the preceding forms of delivery. The addresses set forth above for the respective parties shall be the places where notices shall be sent, unless written notice of change of address is given.

4. **SCOPE OF WORK.**

Contractor responsibilities:

- Represent the North Central ROA and promote Natural North Florida (www.naturalnorthflorida.com) and VISIT FLORIDA with collateral materials, display and booth designations at the following consumer trade shows:
  - Atlanta Boat Show – (Jan 15-18)
  - NY Times Travel Show – (Jan 23-25) *Registration fee covered by VF ($3,400)*
  - Chicago RV & Camping Show (Feb 18-22)
  - International Trade Show – ITB (Mar 6-10*) Registration fee covered by VF ($5,000)*
  - Washington DC Travel Expo (Mar 7-8)
  - Madison, WI- Caneocopia (Mar 13-15)
  - Philadelphia Travel Expo (Mar 21-22)
- Two (2) dedicated staff members during the event, set up and breakdown of the booth in accordance with trade show requirements
- Promotional activities associated with trade show
- Any assets required to design collateral materials featuring natural north florida, i.e. images of area, maps, website addresses, logos, verbiage, and accurate contact information
- Reporting due after each trade show
  - Number in attendance
  - Number of emails obtained with addresses
  - Number of brochures distributed (FL Park Maps, Undiscovered FL, etc)
  - Analytics from website traffic and origin – www.naturalnorthflorida.com
  - Written evaluation of each show. (With whom did you meet? How many appointments, leads, or buyers did you meet? What is the follow-up? What was the value of the trip? Should you return next year? What promotional value did it bring? Describe the post-consumer show marketing - i.e. bloggers, public relation opportunities, eblasts) Describe all social media components – i.e. twitter, facebook, instagram)

VISIT FLORIDA responsibilities:

- Upon receipt of proper documentation, expenses listed in Exhibit A for each trade show will be reimbursed on a not to exceed basis; Contractor will be responsible for any additional costs. (funding does not roll over between shows) *Any*

deviation from these budgeted amounts must be presented in writing and approved by the appropriate VISIT FLORIDA manager

- Creative design and printing costs for one key regional piece of collateral material for distribution at trade shows and Welcome Centers
  - 12 panel folded 4X9 rack size brochure
  - Rack Space in Welcome Center – ($811.30 annual value)
  - Minimum print of 40,000 (Costs not to exceed $25,000)
- Creative design and production costs for three (3) different themed 3' X 7' pop-up displays with carrying case (Costs not to exceed $1,800)

5. **COMPENSATION AND PAYMENT.** VISIT FLORIDA will reimburse the Contractor for actual costs associated with each Trade show as outlined in Exhibit A. Total costs for reimbursement shall not exceed $45,000.

Upon execution of contract, a deposit to cover registration fees and transportation costs will be provided to Contractor in the amount of $25,000.

VISIT FLORIDA will reimburse Contractor for all expenses listed in Exhibit A under Expenses, provided the Contractor submits invoice, receipts and proof of payment.

VISIT FLORIDA will pay Contractor the contracted service fee per Trade show listed in Exhibit A upon completion of the Trade Show and delivery of proper documentation and reporting requirements for all Contractor responsibilities.

VISIT FLORIDA will reimburse Contractor for purchase of promotional items to use at Trade shows, not to exceed $3,000, upon receipt of invoice from supplier as proof of purchase.

The deposit provided by VISIT FLORIDA will be applied against the invoices submitted for reimbursement and any excess deposit will be returned to VISIT FLORIDA after the completion of all trade shows.

The invoice and documentation will be submitted to Joanna Price at jprice@visitflorida.com. All invoices are payable within 30 days upon receipt of invoice with proper reporting and documentation.

6. **COSTS AND EXPENSES.** The total compensation as specified in Section 5 is inclusive of all costs and expenses associated with the production of the program as outlined in this agreement. No other costs or expenses will be paid by VISIT FLORIDA under this Agreement.

7. **PERFORMANCE.** Contractor agrees to perform all services in a professional, technically competent and timely manner, in accordance with industry standards and all local, state and federal laws, rules and regulations. Contractor shall obtain all licenses and permits and pay all fees required to comply with such laws and

regulations. In performance of these services, Contractor will not infringe any patent, copyright, trade secret or other proprietary right of any person or entity.

8. **CONTINGENT LIABILITY.** VISIT FLORIDA's performance and obligation to pay under this Agreement is contingent upon an annual appropriation by the Legislature. In the event that the state funds upon which this Agreement is dependent are withdrawn, this Agreement is terminated and VISIT FLORIDA has no further liability to the Contractor beyond that already incurred by the termination date.

9. **INDEPENDENT CONTRACTOR.** The Contractor shall act as an independent contractor and not as an employee of VISIT FLORIDA in the performance of the tasks and duties which are the subject of this Agreement. No statement in this Agreement shall be construed to make Contractor, its employees, contractors, servants or agents of the employees of VISIT FLORIDA, and they shall not be entitled to any of the rights, privileges or benefits of employees of VISIT FLORIDA.

VISIT FLORIDA shall not pay or withhold, and Contractor will hold VISIT FLORIDA harmless from, costs for employee benefits, employee taxes, insurance, and other costs typically arising from an employer-employee relationship. Contractor shall pay its own expenses, including salaries and commissions to Contractor's employees and all taxes incurred in doing business.

10. **INDEMNIFICATION AND INSURANCE.** The Contractor shall be liable, and agree to be liable for, and shall indemnify, defend and hold VISIT FLORIDA and its agents, officers, directors, employees and members harmless from all claims, suits, judgments or damages, including interest and attorney fees arising from the Contractor's activities and performance of the tasks and duties which are the subject of this Agreement. Contractor will maintain, during the period of this Agreement, liability insurance of at least one million dollars in policy amounts covering claims or suits arising out of Contractor's services and will furnish to VISIT FLORIDA evidence of this insurance to contractsteam@visitflorida.org.

11. **EXCLUSIVE AGREEMENT.** This Agreement is an exclusive and personal agreement for professional service and products and may not be assigned by the Contractor without prior written approval of VISIT FLORIDA. Contractor shall not represent any other sun destination during the term of this Contract without the prior written approval of VISIT FLORIDA.

12. **EXCLUSIVE PROPERTY.** Anything, by whatsoever designation it may be known, that is produced or developed in connection with this Agreement shall be the exclusive property of VISIT FLORIDA and participating Partners and may be copyrighted, patented or otherwise restricted by VISIT FLORIDA as provided by Florida Statutes or this agreement. Neither the Contractor nor any approved subcontractor shall have any proprietary interest in the products and materials developed under this Agreement.

13. **CONFIDENTIAL INFORMATION.** The parties hereto recognize that each shall come into possession of information that compromises valuable trade secrets and other confidential information which is exclusively owned by or otherwise in the possession of the conveying party ("Confidential Information"). Both parties expressly recognize that Confidential Information is being disclosed to them under conditions of confidentiality, and agree that they shall not disclose Confidential Information to any third party or use, directly or indirectly, any Confidential Information during the term of this Agreement unless if required by law or a court of competent jurisdiction, and for a period of two (2) years following the termination or expiration of this Agreement. The parties may, however, disclose Confidential Information to their employees or independent contractors who need to know such Confidential Information in order to perform the services contemplated by this Agreement. During the term of this Agreement and for a period of two (2) years after the termination hereof, Contractor will not, without consent of VISIT FLORIDA, provide services similar to those provided hereunder to any person, corporation or other entity generally considered to be a competitor of VISIT FLORIDA.

14. **TERMINATION.** The Agreement may be terminated by VISIT FLORIDA for breach upon failure of the Contractor to perform any requirement or provision of this Agreement upon no less than 24 hours notice delivered in the manner set forth in Section 3 herein. This Agreement may be terminated by VISIT FLORIDA with 30 days notice given pursuant to Section 3. This Agreement may not be terminated by Contractor under any circumstances once full fees have been paid under provisions set forth in Section 5, until which time as the Contractor has returned all disbursed fees paid to Contractor, to VISIT FLORIDA.

On termination by either party and the payment of all amounts due at termination, Contractor shall return to VISIT FLORIDA all documents and materials belonging to or produced for VISIT FLORIDA by Contractor or by any third party including all copies of confidential documents.

15. **BANKRUPTCY OR CHANGE OF OWNERSHIP.** Contractor shall notify VISIT FLORIDA if Contractor files for bankruptcy or changes ownership, within five (5) business days of such filing or change in ownership. VISIT FLORIDA shall have the right to terminate this Agreement immediately upon receipt of such notification.

16. **NON-DISCRIMINATION.** Contractor agrees to comply with all provisions of United States and Florida law and policy regarding equal employment opportunities. Contractor also agrees to provide a harassment-free workplace and give priority management attention and action to any allegation of harassment.

17. **PUBLIC ENTITY CRIMES.** Contractor affirms that it is aware of the provisions of Section 287.133(1)(a), Florida Statutes, and that at no time has the Contractor been convicted of a Public Entity Crime. The Contractor agrees that it shall not violate such law and further acknowledges and agrees that any conviction during the term of this Agreement may result in the termination of this Agreement. The

Contractor shall insert a provision in accordance with this paragraph in any subcontract for services under this Agreement.

18. **ANTI-CORRUPTION COMPLIANCE.** The Contractor warrants that it has no knowledge or information that any unlawful payments, disbursements, assignments or transfers of property of any type have been made, or promised to any government official or to any intermediary, broker, or agent who shall in turn, directly or indirectly, unlawfully pay, disburse, assign or transfer property to any governmental official, to unlawfully influence any act or decision of any government official. The Contractor also represents and warrants that it will take all reasonable steps to ensure that no unlawful payments, disbursements, assignments, or transfers of property of any type be made to any government official, or to any intermediary, broker or agent who shall in turn, directly or indirectly, unlawfully pay, disburse, assign or transfer property to any government official, to unlawfully influence any act of decision of any government official. The contractor in carrying out this Agreement will comply with all applicable anti-corruption laws including the U.S. Foreign Corrupt Practices Act.

19. **RECORD MAINTENANCE.** Contractor agrees to maintain journals, ledgers, books and other records in good order and in sufficient detail to allow audit and post-audit activities required by law with respect to VISIT FLORIDA activities, and to maintain them for three years after expiration of this Contract.

20. **CERTIFICATION OF ELIGIBILITY.** Contractor certifies that it is not on the State of Florida convicted vendor list.

21. **WAIVER.** The failure of either party to this Agreement to object to or to take affirmative action with any conduct of the other which is in violation of the terms of this Agreement shall not be construed as a waiver of the violation or breach, or of any further violation, breach or wrongful conduct.

22. **MODIFICATION.** This writing contains the entire Agreement of the parties. No representations were made or relied upon by either party, other than those that are expressly set forth. No agent, employee or other representative of either party is empowered to alter any of the terms of this Agreement, unless done in writing and signed by an authorized signer of the Contractor and an authorized signer of VISIT FLORIDA.

23. **LEGAL REQUIREMENTS.** With respect to its interpretation, construction, effect, performance, enforcement and all other matters, this Agreement shall be governed by, and be consistent with, the whole law of the State of Florida, both procedural and substantive. Any and all litigation arising under this Agreement shall be brought in the appropriate State of Florida court in Leon County, Florida.

24. **E-VERIFY.** Pursuant to State of Florida Executive Order No. 11-116, Contractor is required to utilize the U.S. Department of Homeland Security's E-Verify system to verify the employment of all new employees hired by the Contractor during

the Agreement term. Also, Contractor shall include in related subcontracts a requirement that subcontractors performing work or providing services pursuant to this Agreement utilize the E- Verify system to verify employment of all new employees hired by the subcontractor during the term of this Agreement.

25. **EXECUTION OF AGREEMENT.** The parties agree that the execution of this Agreement may be by electronic signature and maintained and transacted by electronic record.

IN WITNESS HEREOF, the parties have caused their hands and seals to be set to this Agreement by their respective officials hereto.

Florida Tourism Industry Marketing Corporation, d/b/a VISIT FLORIDA®

Signature: HCollins

Printed Name: **Heather Collins**

Title: **Contracts Manager**

Date: Jan 5, 2015

Original Florida Tourism Task Force

Signature: Nancy Wideman
Nancy Wideman (Jan 5, 2015)

Printed Name: Nancy Wideman

Title: Chair, Original Florida Tourism Task Force

Date: Jan 5, 2015

Exhibit A

Trade Shows	Atlanta Boat Show (Jan 15-18)	NY Times Travel Show (Jan 23-25)	Chicago RV & Camping Show (Feb 18-22)	Washington DC Travel Expo (March 7-8)	Madison, WI - Caneocopia (March 13-15)	Philadelphia Travel Expo (March 21-22)	International Trade Show (March 6-10)	TOTALS
Attendance	25,000	20,000	25,000	20,000	20,000	10,000 (est)	110,000	220,000
Expenses								
Registration fee	1,000.00	*3,400.00	1,399.00	3,400.00	875.00	3,400.00	*5,000.00	10,074.00
Transportation (air, rental, taxi)	500.00	1,500.00	1,550.00	1,475.00	1,600.00	1,500.00	3050.00	11,175.00
Fuel	400.00	0.00	150.00		50.00	50.00		650.00
Lodging	2,000.00	2,700.00	2,600.00	2,100.00	1,800.00	1,400.00	2650.00	15,250.00
Per Diem/Meals	550.00	550.00	750.00	450.00	550.00	450.00	2100.00	5,400.00
Shipping Costs	0.00	400.00	400.00	400.00	400.00	400.00	400.00	2,400.00
Subtotal Expenses	4,450.00	8,550.00	6,849.00	7,825.00	5,275.00	7,200.00	13,200.00	53,349.00
Contracted Services								
Services Fees	2,100.00	2,600.00	2,550.00	1,950.00	1,900.00	1,950.00	2,800.00	-
Subtotal Contracted Services	2,100.00	2,600.00	2,550.00	1,950.00	1,900.00	1,950.00	2,800.00	15,850.00
Total	6,550.00	11,150.00	9,399.00	9,775.00	7,175.00	9,150.00	16,000.00	69,199.00

*Denotes expense paid directly by VISIT FLORIDA - Not to be reimbursed 8,400.00

Expenses to be reimbursed	44,949.00
Contracted Services fee	15,850.00
Promotional items reimbursed	3,000.00
Rack Space Value (5 Welcome Centers)	811.30
3 Pop-up Designs/Case - Provided by VF	1,800.00
Brochures (Creative, Print, Shipping) - Costs Provided by VF	25,000.00
	99,810.30

Visit Natural North Florida

Drawing for: Cedar Key, Florida Getaway Package

Write down your Email below for a chance to win:

Two night accommodations for 2 Adults (some block-out dates apply)
Tide Water Tour's-Island Tour for 2, Golf cart rental (4 passenger)
2 tickets for Cedar Key Historical Museum for 2 days
Two (one day) Kayak Cedar Keys rentals
One-$50 Lunch and One-$100 Dinner.

** Florida Getaway Package Valued at $520, Good for one year, Drawing Date April 16, 2015*

Pop-up Display 1 - Historic

Pop-up Display 2 - Trails/Outdoor

Pop-up Display 3 - Water/Boating

No Comments By Sandra Friend on January 6th, 2015

Walking Wakulla's Wild Shores

Category: Outdoors and Nature, Tags: beach, birding, Dickerson Bay, Hiking, Mashes Sands, panacea, Sandra Friend, st. marks, St. Marks Lighthouse, Wakulla Beach, wakulla county

Quiet beach behind the St Marks Lighthouse

A salt breeze rustled the palms as my parents and I stepped out on a hidden spit of beach beyond the St. Marks Lighthouse, down a beaten path that led along the edge of the marsh impoundment. Bright white sand contrasted with the deep blue horizon, the shallows of the Gulf of Mexico mere steps away. The path less traveled led along this shoreline to a dense thicket of palms where we could stand in the shadows and watch the shorebirds from a virtual bird blind.

Back at the parking area adjoining the historic lighthouse, which was moved to this spot in 1842 and remains under the care of St. Marks National Wildlife Refuge, we circled the nearest impoundment on the Lighthouse Levee Trail, enjoying the expansive views across natural shores.

Unlike most of Florida, Wakulla County is blessed with a mostly undeveloped coastline. Credit goes to the lack of showy beaches along the Big Bend, for coastal marshes meld with the Gulf of

Mexico, a ribbon of green and blue interrupted only in a few spots south of US 98. Most of the coastline is protected by St. Marks National Wildlife Refuge, with a handful of county lands thrown in for good measure. Part of St. Marks National Wildlife Refuge, Wakulla Beach is a natural gem hidden at the end of Wakulla Beach Rd, a quiet sweep of shoreline that once echoed with merrymakers in a waterfront hotel at East Goose Creek. Remains of the structure, demolished in the 1940s, are in the forest near Goose Creek Bay.

Beneath the ancient cedar at Shell Point

At the very end of Shell Point Road is one of those surprising interruptions on this protected coast, a cluster of waterfront homes and small condos. A small county park, Shell Point Beach, provides public access for picnicking, fishing, and wading. Punctuated with grasses, the sandy strand sweeps past picnic tables with a breezy view to encompass an ancient cedar tree sitting atop a cluster of oyster shells, perhaps the remnants of an ancient midden. It's the best reason to visit this shore, this windswept sentinel that has survived the test of time.

The coastline at Dickerson Bay

A pleasant stop for a beach hike is Dickerson Bay, a fabulous birding spot and put in for kayakers and anglers. The strip of sand is narrow but inviting, arcing around towards Panacea. It's here that you might glimpse volunteers with the Gulf Specimen Marine Lab drawing a net through the shallows to inventory the health of the microfauna of this coast.

Lonely shore on a foggy day at Mashes Sands

Farthest west is the small strand at Mashes Sands, at the point of land where Ochlockonee Bay flows into the Gulf of Mexico and Mashes Sands Road ends at this small county park. On a warm day, you'll find cars lined up and down the road since this is the closest beach of this size to Tallahassee. It's more fun to arrive in the fog and early morning breeze to trek a quiet shore north to the outflow of Sand Creek, taking in the expanse of the Gulf and the shorebirds settling onto the sands.

Tommy Thompson on December 30th, 2014

Experience Satchel's Pizza–Now A Gainesville, FL Landmark!

Category: Food and Dining, Off The Beaten Path, Tags: alachua county, Food, gainesville, good eats, lightnin' salvage, pizza, satchel's, tommy thompson

A photo doesn't do the pizza at Satchel's justice!

Satchel's Pizza has become a Gainesville, FL landmark. No, there's no "historic" marker, but the place is pretty "hysterical". I think of the place as Gainesville's (and possibly all of North Florida's) "South of the Border", with the exception that it has great food to go along with the interesting scenery.

Just look for the blue van at 1800 NE 23rd Av in Gainesville. It's Satchel's Pizza!

Looking for an unusual gift? Lightnin' Salvage has plenty!

Gifts of all sorts at Lightnin' Salvage, the back room at Satchel's

Located at 1800 NE 23rd Avenue in Gainesville, Satchel's isn't in the middle of town, but in a largely industrial location know for car repair shops and such. Parking can be limited, but after hours, there's some parking next door. If you have a small car, be sure to take it–or if you're a visitor, take a cab. And be prepared to wait! Lunch is less crowded and diners at dinner sometimes have to wait an hour for a table. However, there's beer and wine in the back at Lightnin' Salvage and plenty of things to see.

Don’t miss the airplane in the back yard at Satchel’s Pizza in Gainesville

And bring your camera!

Satchel’s believes in filling your belly with good food. Generally, a small salad and a medium pizza (I like the “medium major”) will easily feed three. The pizza crusts at Satchel’s is crispy and light, and the salad dressing is some of the best around–you can even buy a bottle to take home.

Dine indoors….

…or on the porch…

…or in the blue van out front!

Finally, a word about “citizen Satchel”, the owner and artist who created this place. Satchel treats his employees right, and it shows. He provides benefits to all his staff and clearly isn’t in the restaurant business to get rich. Just good food, lots of fun and smiles, and a good feeling when you leave!

Satchel's doesn't take credit or debit cards, but there's an ATM. And the ATM fees all go to charity!

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The Original Florida Tourism Task Force 2014 MEMBERS as of 1/2/2015

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2015
Visit Natural North Florida
Meeting Dates and Counties

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

January 15:	Alachua
February 19:	Levy
March 19:	Madison
April 16:	Jefferson
May 21:	Wakulla
June 18:	Lafayette
July 16:	Dixie
August 20:	Union
September 17:	VISIT FLORIDA
October 15:	Gilchrist
November 19:	Taylor
December 10:	Alachua(Council Office)

Alachua	✓
Dixie	✓
Gilchrist	✓
Jefferson	✓
Lafayette	✓
Levy	✓
Madison	✓
Taylor	✓
Union	✓
Wakulla	✓

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The Original Florida / Visit Natural North Florida
1/15/2015 Meeting
VISIT FLORIDA Update
Prepared by Brenna C. Dacks

- The VISIT FLORIDA **grants** application process for fiscal year 2015-2016 is open and will close February 9, 2015. Please go to VISITFLORIDA.org/grants for more information and to download the different grant application packages. Recorded, informational webinars are also available under each grant profile.

- Complimentary cases of the newly published **2015 *Official Florida Transportation Maps*** and **2015 *Official Florida Vacation Guides*** are available to order through VISITFLORIDA.org.

- This year, VISIT FLORIDA is purchasing **research** from the U.S. Travel Association. By spring of 2015, we anticipate having the 2013 data to provide to each county DMO upon their request. County level figures will include: Travel Spending, Travel Generated Payroll, Travel Generated Employment, Travel Generated State and Local Tax Receipts. If you have questions about how to calculate your **Tourism Tax Relief** number, please contact Brenna Dacks at bdacks@VISITFLORIDA.org.

- The **I-95 Welcome Center Winter Festival** will be held on Friday, January 30, 2015. For more information or to register, please contact Annette Larson at alarson@VISITFLORIDA.org.

- The **US-231 Welcome Center Spring Festival** is tentatively scheduled for April 10, 2015. The **I-10 Welcome Center Summer Festival** is tentatively scheduled for June 5, 2015. An announcement will be made in News to Use when registration opens; these programs will also be posted on the Online Marketing Planner in the near future (VISITFLORIDA.org/planner).

FRIENDLY REMINDERS

- **Brochure distribution** at our five Official Florida Welcome Centers is a great and affordable way to reach visitors coming into the state. Our most recent study shows that 34% of visitors to a Welcome Center modified their trip due the information they received at the center. This includes visiting additional cities/towns, adding on activities, visiting additional attractions, participating in nature-based activities and cultural activities and extending their length of stay. For more information on brochure distribution opportunities, please contact Annette Larson at alarson@VISITFLORIDA.org.

- Save the Date! **2015 Florida Tourism Day** is March 11 in Tallahassee.

- HAPPY NEW YEAR!

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