MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on September 17, 2015. The meeting will be held in the Multi-Purpose Room at Visit Florida, 2540 Executive Circle West, Suite 200, Tallahassee, Florida beginning at 10:00 a.m.

(Location Map on Back)
I. Call to Order, Introductions

II. Approval of the Agenda

III. Approval of the August 20, 2015 Meeting Minutes

IV. Questions and Answers with the VISIT FLORIDA Executive Team

V. VISIT FLORIDA Monthly Report, Brenna Dacks

VI. Old Business
   A. Revamp Website - Presentation by Sparxoo
   B. Committee Reports
      1. Finance Committee Report
   C. Staff Items
      1. Other Staff Items
         a. Conservation Fund Big Bend Seed Grant
         b. Fiscal Year 2015-16 Task Force Work Program
         c. Fiscal Year 2015-16 Budget
         d. Undiscovered Florida Co-op Ad
      2. Fiscal Year 2014-15 Florida Department of Economic Opportunity Grant
         a. Revamp Website
         b. Five-Year Strategic Marketing Plan
         c. Brochure Distribution
         d. Professional Enhancement Scholarships
         e. Media Advertising - Florida Pocket Ranger App Advertisement
      3. Visit Florida Grants
         a. Visit Florida 2015-16 Cultural, Heritage Rural and Nature Grant
            (website bloggers)
C. Other Old Business
   1. Suwannee River Wilderness Trail Paddling Guide Update
   2. Updated Task Force Member Contact Information
   3. Meeting Dates and Locations

VII. New Business
   A. Announcements
   B. Other New Business

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., October 15, 2015 at a location to be determined in Gilchrist County.
MINUTES OF
The Original Florida
TOURISM TASK FORCE

Union County Historical Museum
Lake Butler, FL
Union County
August 20, 2015
Thursday, 10:00 a.m.

MEMBERS PRESENT
Lois Nevins, Alachua County
Donna Creamer, Gilchrist County
Dick Bailar, Jefferson County, Vice-Chair
Susie Page, Lafayette County
Carol McQueen, Levy County
Lisa Frieman, Madison County
Brenda Graham, Madison County
Dawn Taylor, Taylor County
Dave McCusker, Union County

OTHERS PRESENT
David Capece, Sparxoo
Ryan Krale, Sparxoo
Roland Loog
Kelsey Martinez, Sparxoo
Grace Northern, Sparxoo
Cindy Vees, Cindy Vees and Associates, LLC

STAFF PRESENT
Steven Dopp

MEMBERS ABSENT
Martin Pierce, Dixie County
Russ McCallister, Dixie County
Nancy Wideman, Jefferson County, Chair
Helen Koehler, Levy County
Sandy Beach, Taylor County
Jackie Youngstrand, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Vice-Chair Dick Bailar, noting the presence of a quorum, opened the meeting at 10:05 a.m. and asked for introductions.

II. APPROVAL OF THE AGENDA

Vice-Chair Bailar asked for approval of the meeting agenda.

ACTION: Dave Mecusker moved and Lois Nevins seconded a motion to amend the agenda to add a Task Force retreat as a discussion item to the agenda and to approve the agenda as amended. The motion passed unanimously.
III. APPROVAL OF THE JULY 16, 2015 MINUTES

Vice-Chair Bailar asked for approval of the July 16, 2015 meeting minutes.

ACTION: Lisa Frieman moved and Ms. Nevins seconded a motion to correct two scriveners errors contained in the minutes and to approve the July 16, 2015 minutes as amended. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Financial Committee Reports

   a. Monthly Financial Reports Review and Approval

      Steven Dopp presented the monthly financial report for May 2015.

      ACTION: Donna Creamer moved and Ms. Frieman seconded a motion to approve the May 2015 financial report. The motion passed unanimously.

      Mr. Dopp presented the monthly financial report for June 2015.

      ACTION: Carol McQueen moved and Ms. Creamer seconded a motion to approve the June 2015 financial report. The motion passed unanimously.

2. Nominating Committee Report and Election of Officers.

   Ms. Creamer reported that the Nominating Committee recommends Dawn Taylor as Task Force Chair, Susie Page as Vice-Chair and Ms. Frieman as Secretary/Treasurer.

   Vice-Chair Bailar asked for any additional nominations from the floor. No additional nominations were proposed.

   ACTION: Ms. Creamer moved and Mr. Mecusker seconded a motion to elect the slate of officers recommended by the Nominating Committee. The motion passed unanimously.

C. Staff Items

1. Fiscal Year 2014-15 Florida Department of Economic Opportunity Grant

   Mr. Dopp stated that the Task Force has mailed two copies of the contract signed by Chair Wideman to the Department for their signature.

   a. Revamp Website

      David Capece, President of Sparxoo, presented an overview of their work on the revamped Task Force website. Mr. Capece requested Task Force member input regarding various aspects of the redesigned website. Mr. Dopp stated that he would contact Task Force members by email requesting their top three attractions they wanted featured in the website travel itineraries.
b. Five-Year Strategic Marketing Plan - Presentation by CBEI

Mr. Dopp stated that the CBEI, the selected vendor for the development of the Five-Year Strategic Marketing Plan, has requested a contract from the Task Force prior to beginning development of the plan. Mr. Dopp has stated that he has notified CBEI that the Task Force cannot enter into a contract until it receives the signed Florida Department of Economic Opportunity Regional Rural Development Grant.

c. Task Force 2015 Retreat

Mr. Dopp stated that the CBEI proposal calls for three half-day retreats at various locations throughout the area.

d. Brochure Distribution

Mr. Dopp stated that the Task Force “Florida Springs… and More” brochure continues to be distributed along I-75 in Georgia and Florida, I-10 in Florida, I-4 in Florida, U.S. Highway 19 in Florida as well as at American Automobile Association offices in Florida.

e. Professional Enhancement Scholarships

Mr. Dopp stated that he, Ms. Frieman, Ms. Page, Ms. Taylor and Cassandra Petrakos of the Levy County Visitors and Convention Bureau attended the Southeast Tourism Society Marketing College held August 3 - 7, 2015, in Dahlonega, Georgia.

f. Media Advertising - Florida Pocket Ranger App Advertisement

Mr. Dopp reported that the Task Force advertisement continues to be displayed on the Florida Pocket Ranger cell phone app.

2. Visit Florida Grants

a. Visit Florida - North Central Florida 2015-16 Cultural, Heritage, Rural and Nature Grant

Mr. Dopp stated that the Task Force contracts have been renewed with Tommy Thompson to continue posting blogs on the Task Force website through June 2016.


Mr. Dopp reported that the Task Force has been fully reimbursed by Visit Florida for the 2014-15 Rural Area of Opportunity program.

Mr. Dopp reported that the Task Force staff reviewed a draft contract for 2015-16 from Visit Florida, and provided comments to Visit Florida concerning the contract.

Roland Loog reported on the status of the travel shows.
3. Other Staff Items
   a. Undiscovered Florida Co-op Ad

   Mr. Dopp noted that he distributed leads from the Undiscovered Florida advertisement to Task Force members. He noted that he had received information from Worth International regarding next year’s Co-op advertisement for next year.

   b. Wakulla County Fiscal Year 2015-16 Membership

   Mr. Dopp reported that a copy of the email from him to Jackie Youngstrand and Gail Gilman of the Wakulla County Tourist Development Council concerning the Wakulla County annual regional cooperative marketing fee is included in the Task Force meeting packet.

   c. Conservation Fund Big Bend Seed Grant Program

   Mr. Dopp reported that funds may be available from the Conservation Fund to enhance tourism promotion within the four coastal counties of the Task Force. The Task Force agreed by consensus to apply for a Conservation Fund grant for the purposes of promoting the Greater Florida Birding and Wildlife Trail.

   d. Fiscal Year 2015-16 Task Force Work Program

   Mr. Dopp presented the draft Fiscal Year 2015-16 work program. Task Force members agreed by consensus to ask Sparxoo to review the draft work program and to provide comments.

D. Other Old Business

1. Suwannee River Wilderness Trail Paddling Guide Update

   Mr. Dopp stated that the Task Force successful bidder to print 4,630 copies of the paddling guide was Allegra Altemonte Springs.

2. Updated Task Force Member Contact Info

   No changes were requested to be made to the contact information.

3. Meeting Dates and Locations

   Mr. Dopp stated that meeting dates and locations for future meetings are included in the meeting packet.

D. Visit Florida Report

   Brenna Dacks presented a report on Visit Florida activities and programs of interest to the Task Force.

VI. New Business

A. Announcements

   Task Force members made various announcements of interest to the Task Force.
B. Other New Business

No new business was discussed.

VII. Leadership Forum: Cindy Vees, Social Media Marketing

Cindy Vees from Cindy Vees and Associates, LLC, made a presentation on the use of social media by destination marketing organizations.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., September 24, 2015 at Visit Florida headquarters in Tallahassee, Florida.

The meeting adjourned at 1:52 p.m.

_______________________  9/24/15
Nancy Wideman, Chair                                                  Date

Minutes prepared by Steven Dopp of the North Central Florida Regional Planning Council.
The Original Florida Tourism Task Force

Questions for Visit Florida

September 15, 2015

1. Can Visit Florida representatives provide some guidance as how the Task Force can best take advantage of the London World Travel Market and ITB Berlin trade/travel shows?

2. The Task Force is considering launching a limited digital advertising campaign directed at cities where it will attend travel shows. Does Visit Florida have any guidance/suggestions when to launch such a campaign, and how to implement such a campaign? Does Visit Florida have suggestions for possible advertising platforms, such as Facebook, for the campaign?

3. As we enter year two of the North Central Florida Rural Area of Opportunity Partnership, we understand that Visit Florida has committed to the program for three years. What are the prospects for continuing the program beyond three years? What is Visit Florida’s view on the partnership to date?

4. Will Visit Florida be offering another New York City press trip? If so, will it be possible for the Task Force to obtain a discount as it did this year?
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The Original Florida Tourism Task Force
Balance Sheet
As of July 31, 2015

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>Jul 31, 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td></td>
</tr>
<tr>
<td>Checking/Savings</td>
<td></td>
</tr>
<tr>
<td>Cash in Bank - Capital City</td>
<td>73,816.76</td>
</tr>
<tr>
<td>Total Checking/Savings</td>
<td>73,816.76</td>
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<tr>
<td>Accounts Receivable</td>
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<tr>
<td>Accounts Receivable</td>
<td>19,075.00</td>
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<tr>
<td>Total Current Assets</td>
<td>92,891.76</td>
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TOTAL ASSETS: 92,891.76

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<tr>
<th>LIABILITIES &amp; EQUITY</th>
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<td>Equity</td>
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</tr>
<tr>
<td>Restricted</td>
<td>17,562.32</td>
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<tr>
<td>Unrestricted Earnings</td>
<td>80,079.09</td>
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<tr>
<td>Net Income</td>
<td>-4,749.65</td>
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<tr>
<td>Total Equity</td>
<td>92,891.76</td>
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</table>

TOTAL LIABILITIES & EQUITY: 92,891.76
The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 07/31/2015

<table>
<thead>
<tr>
<th></th>
<th>Jul 31, 15</th>
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<tbody>
<tr>
<td><strong>Beginning Balance</strong></td>
<td>63,983.73</td>
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<td><strong>Cleared Transactions</strong></td>
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<td>Checks and Payments - 10 items</td>
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<td>Deposits and Credits - 3 items</td>
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<td><strong>Total Cleared Transactions</strong></td>
<td>12,455.23</td>
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<td><strong>Cleared Balance</strong></td>
<td>76,438.96</td>
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<td><strong>Uncleared Transactions</strong></td>
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<td>Checks and Payments - 6 items</td>
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<td>Deposits and Credits - 1 item</td>
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<td><strong>Total Uncleared Transactions</strong></td>
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<td><strong>Register Balance as of 07/31/2015</strong></td>
<td>73,786.66</td>
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<tr>
<td><strong>New Transactions</strong></td>
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<td>Checks and Payments - 6 items</td>
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<tr>
<td><strong>Total New Transactions</strong></td>
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<tr>
<td><strong>Ending Balance</strong></td>
<td>68,243.54</td>
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</tbody>
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# The Original Florida Tourism Task Force
## Income and Expenses - Budget vs. Actual
### As of July 31, 2015

(These financial statements are unaudited)

<table>
<thead>
<tr>
<th>Income</th>
<th>Budget</th>
<th>July 31, 2015</th>
<th>Year to Date</th>
<th>Over/(UNDER) Budget</th>
</tr>
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<tr>
<td>Co-op Reg. Market. Prog. Fee</td>
<td>34,000.00</td>
<td>0.00</td>
<td>38,000.00</td>
<td>4,000.00</td>
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<td>FDEO Staffing Grant FY 2013/2014</td>
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<td>0.00</td>
<td>20,468.75</td>
<td>(0.25)</td>
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<td>FDEO Staffing Grant FY 2014/2015</td>
<td>150,000.00</td>
<td>0.00</td>
<td>38,150.00</td>
<td>(111,850.00)</td>
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<tr>
<td>Visit Florida</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RAO Grant</td>
<td>100,084.00</td>
<td>0.00</td>
<td>56,638.37</td>
<td>(43,445.63)</td>
</tr>
<tr>
<td>Marketing Grant</td>
<td>5,000.00</td>
<td>0.00</td>
<td>5,000.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Travel Map</td>
<td>5,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(5,000.00)</td>
</tr>
<tr>
<td>Total Visit Florida</td>
<td>110,084.00</td>
<td>0.00</td>
<td>61,638.37</td>
<td>(48,445.63)</td>
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<tr>
<td>Transfer from Reserves</td>
<td>46,547.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(46,547.00)</td>
</tr>
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<td>NCFRPC In-Kind Contribution</td>
<td>15,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(15,000.00)</td>
</tr>
<tr>
<td><strong>Gross Profit</strong></td>
<td>376,100.00</td>
<td>0.00</td>
<td>158,257.12</td>
<td>(217,842.88)</td>
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</tbody>
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## Expense
### Marketing
- **Planning**
  - Budget: 5,000.00
  - July 31, 2015: 0.00
  - Year to Date: 0.00
  - Over/(UNDER) Budget: (5,000.00)
- **Collateral Materials**
  - Design & Print Springs and More Brochure
    - Budget: 17,000.00
    - July 31, 2015: 0.00
    - Year to Date: 17,535.00
    - Over/(UNDER) Budget: 535.00
  - Distribute Springs and More Brochure
    - Budget: 13,000.00
    - July 31, 2015: 0.00
    - Year to Date: 5,175.75
    - Over/(UNDER) Budget: (7,824.25)
  - Suwanee River Paddling Guide Reprint
    - Budget: 17,500.00
    - July 31, 2015: 1,020.00
    - Year to Date: 1,020.00
    - Over/(UNDER) Budget: (16,480.00)
- **Total Collateral Materials**
  - Budget: 47,500.00
  - July 31, 2015: 1,020.00
  - Year to Date: 23,730.75
  - Over/(UNDER) Budget: (23,769.25)
- **Website**
  - Bloggers Fees
    - Budget: 3,100.00
    - July 31, 2015: 120.00
    - Year to Date: 2,590.00
    - Over/(UNDER) Budget: (510.00)
  - Enhancements
    - Budget: 500.00
    - July 31, 2015: 0.00
    - Year to Date: 138.75
    - Over/(UNDER) Budget: (361.25)
  - Remake Website
    - Budget: 90,000.00
    - July 31, 2015: 0.00
    - Year to Date: 0.00
    - Over/(UNDER) Budget: (90,000.00)
  - Web Bicycle Maps
    - Budget: 1,300.00
    - July 31, 2015: 0.00
    - Year to Date: 510.00
    - Over/(UNDER) Budget: (790.00)
  - Website Hosting Services
    - Budget: 500.00
    - July 31, 2015: 0.00
    - Year to Date: 557.33
    - Over/(UNDER) Budget: 57.33
- **Total Website**
  - Budget: 95,400.00
  - July 31, 2015: 120.00
  - Year to Date: 3,796.08
  - Over/(UNDER) Budget: (91,603.92)
- **Public Relations**
  - VisitFlorida NY City Media Luncheon
    - Budget: 3,000.00
    - July 31, 2015: 0.00
    - Year to Date: 1,882.34
    - Over/(UNDER) Budget: (1,117.66)
- **Trade Shows**
  - 3 Air Carrier-Approved Cases
    - Budget: 1,500.00
    - July 31, 2015: 0.00
    - Year to Date: 0.00
    - Over/(UNDER) Budget: (1,500.00)
  - Brochures, Pop-ups
    - Budget: 20,000.00
    - July 31, 2015: 0.00
    - Year to Date: 0.00
    - Over/(UNDER) Budget: (20,000.00)
  - Laptop
    - Budget: 2,000.00
    - July 31, 2015: 0.00
    - Year to Date: 0.00
    - Over/(UNDER) Budget: (2,000.00)
  - Travel Show Contest
    - Budget: 2,000.00
    - July 31, 2015: 0.00
    - Year to Date: 0.00
    - Over/(UNDER) Budget: (2,000.00)
  - Atlanta Boat Show
    - Budget: 6,000.00
    - July 31, 2015: 0.00
    - Year to Date: 5,737.82
    - Over/(UNDER) Budget: (262.18)
  - Chicago RV & Camping Show
    - Budget: 8,700.00
    - July 31, 2015: 0.00
    - Year to Date: 6,973.44
    - Over/(UNDER) Budget: (1,726.56)
  - IBT Berlin
    - Budget: 14,800.00
    - July 31, 2015: 0.00
    - Year to Date: 8,996.95
    - Over/(UNDER) Budget: (5,803.05)
  - Jacksonville Consumer Show
    - Budget: 1,500.00
    - July 31, 2015: 0.00
    - Year to Date: 2,293.49
    - Over/(UNDER) Budget: 793.49
  - Madison, WI Cancopicia
    - Budget: 6,700.00
    - July 31, 2015: 0.00
    - Year to Date: 5,942.63
    - Over/(UNDER) Budget: (757.37)
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<thead>
<tr>
<th>Expense</th>
<th>Budget</th>
<th>July 31, 2015</th>
<th>Year to Date</th>
<th>Over/(UNDER) Budget</th>
</tr>
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<tbody>
<tr>
<td>NY Times Travel Show</td>
<td>9,300.00</td>
<td>0.00</td>
<td>6,703.91</td>
<td>(2,596.09)</td>
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<td>Philadelphia Travel Show</td>
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<td>8,939.85</td>
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<tr>
<td>Tampa Tribune Expo &amp; Boat Show</td>
<td>1,700.00</td>
<td>0.00</td>
<td>1,675.35</td>
<td>(24.65)</td>
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<td>Villages Summer Travel Expo</td>
<td>600.00</td>
<td>0.00</td>
<td>609.25</td>
<td>9.25</td>
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<tr>
<td>VISIT FLORIDA Welcome Centers Festival</td>
<td>1,000.00</td>
<td>0.00</td>
<td>60.00</td>
<td>(940.00)</td>
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<td>Washington, DC Travel Expo</td>
<td>8,300.00</td>
<td>0.00</td>
<td>5,480.04</td>
<td>(2,819.96)</td>
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<td><strong>Total Trade Shows</strong></td>
<td>92,500.00</td>
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<td>55,295.07</td>
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<td><strong>Grant Related Projects</strong></td>
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<tr>
<td>VF Marketing Grant - Website Bloggers</td>
<td>7,500.00</td>
<td>0.00</td>
<td>5,990.00</td>
<td>(1,510.00)</td>
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<tr>
<td><strong>Research</strong></td>
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<td></td>
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<tr>
<td>Destination Travel Insights 2015</td>
<td>5,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(5,000.00)</td>
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<tr>
<td><strong>Advertising</strong></td>
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<tr>
<td>Multi-Media Advertising</td>
<td>18,000.00</td>
<td>0.00</td>
<td>12,753.00</td>
<td>(5,247.00)</td>
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<tr>
<td>Undiscovered Florida Co-op Ad</td>
<td>6,200.00</td>
<td>0.00</td>
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<tr>
<td>VISIT Florida Magazine Ad</td>
<td>4,700.00</td>
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<td>(4,700.00)</td>
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<tr>
<td>VISIT Florida Travel Map</td>
<td>5,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(5,000.00)</td>
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<td><strong>Total Advertising</strong></td>
<td>33,900.00</td>
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<td>18,953.00</td>
<td>(14,947.00)</td>
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<td><strong>Total Marketing</strong></td>
<td>289,800.00</td>
<td>1,140.00</td>
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<tr>
<td><strong>Administration</strong></td>
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<tr>
<td>DEO FY 2015-2016</td>
<td>32,200.00</td>
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<td>(32,200.00)</td>
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<tr>
<td>NCFRPC Staffing</td>
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<td>16,791.46</td>
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<td><strong>Memberships</strong></td>
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<tr>
<td>Florida Outdoor Writers Assoc</td>
<td>200.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(200.00)</td>
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<td>Southeast Tourism Society</td>
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<td>Visit Florida</td>
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<td>0.00</td>
<td>(400.00)</td>
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<td><strong>Total Memberships</strong></td>
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<tr>
<td><strong>Professional Enhancement - Staff</strong></td>
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<td>Governor's Tourism Conference</td>
<td>1,000.00</td>
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<td><strong>Professional Enhancement - Members</strong></td>
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# Revenues

## Cooperative Regional Marketing Program Fees:

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<td>Alachua County</td>
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<td>Dixie County</td>
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<td>Wakulla County</td>
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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: $105,084
- VISIT FLORIDA Travel Map: $0

Subtotal: $337,100

**TOTAL REVENUES:** $371,100

# 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: $282,050
- (2) Memberships: $800
- Miscellaneous: $1,800
- North Central Florida Regional Planning Council: $34,000
- North Central Florida Regional Planning Council - VisitFlorida, DEO: $29,400
- Postage expenses: $500
- Southeast Tourism Society Marketing College - Members: $9,250
- Southeast Tourism Society Marketing College - Staff: $1,000
- Telephone: $200

**TOTAL EXPENDITURES:** $371,100

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

# Reserve Funds

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**TOTAL RESERVE FUNDS:** $40,000

Original Florida Tourism Task Force

Budget FY 2014-15

Amended 7/16/2015
## Marketing Budget Detail

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<td>VISIT Florida Magazine Advertisement</td>
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## Administration

| North Central Florida Regional Planning Council - VisitFlorida, DEO FY 2014/15 and DEO FY 2015/16 | $32,200.00 | $22,500.00 | $9,700.00 |
| North Central Florida Regional Planning Council | $34,000.00 | $0.00 | $34,000.00 |

## Membership Organizations Annual Dues

| Florida Outdoor Writers Association | $200.00 | $0.00 | $200.00 |
| Southeastern Tourism Society | $200.00 | $0.00 | $200.00 |
| VISIT FLORIDA | $400.00 | $0.00 | $400.00 |

## Professional Enhancement - Staff

| Governor's Tourism Conference | $1,000.00 | $0.00 | $1,000.00 |
| Southeastern Tourism Society Marketing College | $1,000.00 | $0.00 | $1,000.00 |

## Professional Enhancement - Members

| Governor's Tourism Conference | $5,000.00 | $5,000.00 | $0.00 |
| Leadership Development Forums | $800.00 | $0.00 | $800.00 |
| Southeastern Tourism Society Marketing College | $9,250.00 | $9,250.00 | $0.00 |

## Internships

| Harvey Campbell Memorial Internship | $2,500.00 | $0.00 | $2,500.00 |
| Dean Fowler Internship | $2,500.00 | $0.00 | $2,500.00 |
| **Total Non-Marketing Expenditure** | $89,050.00 | $36,750.00 | $52,300.00 |
| **Total Expenditure** | $371,100.00 | $150,000.00 | $221,100.00 |
Opportunities for Growth in the Big Bend Region

SEED GRANT APPLICATION

The Original Florida Tourism Task Force Bicycle Guide

Organization Background

1. Lead Applicant Organization Information:

The Original Florida Tourism Task Force
2009 NW 67th Place
Gainesville, FL 32653-1603
352.955.2200 x 109
www.vnnf.org
dopp@ncfrpc.org

The Original Florida Tourism Task Force is a governmental entity created by local government Interlocal agreement pursuant to Section 163.01, Florida Statutes. The Task Force FEID is 59-3534835. The Task Force is a multi-county tourism destination marketing organization whose members consist of the Tourist Development Councils of Alachua, Bradford, Dixie, Gilchrist, Jefferson, Lafayette, Levy, Madison, Taylor and Union Counties.


a. Contact Person (Name, phone, email)

Steven Dopp, Senior Planner
352.955.2200 x 109
dopp@ncfrpc.org

2. Project Partner Information

BikeFlorida
Ron Cunningham, Executive Director
P.O. Box 1425
High Springs, FL 32655
www.bikeflorida.org
info@bikeflorida.org
352.262.5798
BikeFlorida is a 501(c)3 private not-for-profit corporation promoting bicycling and bike safety throughout the entire state of Florida.

Suwannee Bicycle Association
Sharon Shey
P.O. Box 247
White Springs, FL 32096
www.suwanneebike.org
sba@suwanneebike.org
904.534.4417

The Suwannee Bicycle Association is a 501(c)3 private not-for-profit corporation promoting bicycling in Columbia, Hamilton and Suwannee Counties, Florida.

**Project Narrative**

3. **Proposed Project**

   a. **Project purpose (one sentence)**

      To create both a digital and printed bicycle guide which features, at a minimum, three bicycle routes in each Task Force member county as well as at least one multi-county bicycle route which links together the four coastal counties of the Big Bend area as well as at least one multi-county bicycle route which links together some of the most desirable nature-based tourism activities of the Task Force region. This bicycle route may include non-coastal Big Bend counties.

   b. **Project funding amount requested**

      $10,000

   c. **Project goals**

      To develop both an on-line digital and printed bicycle guide for the Task Force which can be used to promote north central Florida as a tourism destination for bicyclists.

   d. **Project summary**

      i. **What opportunity, challenges, issues, or need in the community does your project address? How will this project contribute to long-term economic development of the Big Bend region? How will this project sustain the area's natural resources? Is this a new or ongoing project?**

         A need exists for a unified multi-county bicycle guide to inform potential bicyclists of the beauty and bike-ability of the multi-county Task Force area. Due to the relatively flat terrain, mild climate, and
the nature-based tourist resources of the region, the Task Force views bicycle tourism as an untapped nature-based tourist activity. This new project will consist of an on-line interactive digital bicycling guide similar to http://rideoregonride.com/rides/. Additionally, a downloadable PDF bicycle guide will be produced featuring a minimum of three local bicycle routes in each member county plus at least one multi-day, multi-county bicycle route linking together the four Big Bend coastal counties as well as at least one multi-county bicycle route linking together the most attractive nature-based tourism attractions of the region. The Task Force will also print the bicycle guide. Additionally, should funding permit, digital GPS coordinate files of the bicycle routes will be produced which can be downloaded into cell phones or bicycle GPS devices to provide turn-by-turn directions.

Once the bicycle guide is produced, the Task Force will provide copies to its member Tourist Development Councils, Bike Florida and the Suwannee Bicycle Association for distribution. Additionally, the Task Force will distribute the guide at various tourism trade and travel shows which it regularly attends throughout the eastern United States as well as overseas.

The bicycle guide will be maintained and regularly updated by the Task Force as a core promotional item for tourism within the region. The project will help sustain the natural resources of the area by exposing both in-state and out-of-state tourists to the natural attractions of the area, thereby increasing public knowledge of and support for the protection these natural resources, thereby placing an economic value on these natural resources.

ii. How this project is responsive to the findings or ideas in the Opportunities for Growth and/or the technical Economic Analysis reports?

The Conservation Fund Economic Analysis report recognizes that the four Big Bend coastal counties are largely undeveloped and contain significant natural resources and nature-based tourism attractions. For example, approximately two-thirds of the Big Bend coastline is in public ownership. Tourism is the largest industry in Florida and, as noted in the report, nature-based and experiential tourism are among the fastest growing segments of the tourism industry nationwide. Bicycle tourism will increase public awareness and understanding of north central Florida natural resources and the need to protect and maintain these natural resources for the long-term.

The Original Florida Tourism Task Force is in the process of revamping its website. The new website, which is scheduled to go on-
line in January 2016, will feature the natural, historical, and cultural resources of the four Big Bend coastal counties.

iii. What are the geographic boundaries of the area targeted for the grant—city, county, multicounty region?

The geographic boundaries of the bicycle guide will include Alachua, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson Lafayette, Levy, Madison, Suwannee, Taylor and Union counties. It is anticipated that county bicycle routes will be developed for all of these counties.

iv. How will you collaborate with named partners to achieve the goals of this project? How will this increase partnerships within the four-county Big Bend region? Does this project increase outreach across the area? If so, how?

It is anticipated that BikeFlorida and the Suwannee Bicycle Association will be providers of information for the development of bicycle routes for Task Force member counties. It is also anticipated that both organizations will also distribute at least some of the printed bicycle guides.

4. Project timeline or work plan (include action steps, who will complete activities, project start and end dates)


   April - June 2016 Development of the printable bicycle guide and draft website.

   July - September 2016 Development of final website, integration of website into www.vnnf.org, printing of approximately 1,000 copies of the bicycle guide, as well as the development of the and the uploading of GPS coordinate files to either wwwvnnf.org or www.ridewithgps.com.

5. Evaluation
   a. What are your desired results? How will you know when you have achieved the goals of this project? How will you measure your results?
The desired result is an increase in bicycle tourists within The Original Florida Tourism Task Force member counties. Increased bicycle tourism activity will be known by an increase in annual bed tax collections. Additionally, increased bicycle tourism activity will be measured by the number of users of the on-line interactive bicycle guide and the number of downloads of the digital bicycle guide from the Task Force website.

b. How will you sustain and/or build on this project beyond the project end date? What are the next steps? What impact do you expect?

Once the project is completed, the Task Force will distribute printed copies of the guide at various tourism travel shows throughout the southeastern United States as well as overseas. The Task Force annually attends three to four in-state travel shows, seven to ten out-of-state travel shows, as well as one to three international travel shows. The Task Force website also has blogger posts. Once published, it is anticipated that the Task Force blogger will annually write blogs about the various bicycle routes within the area. Finally, similar to the Suwannee River Wilderness Trail Paddling Guide, the Task Force will regularly maintain and update the bicycle guide.

The Task Force anticipates that through its marketing efforts, it will result in increased bicycle tourism throughout the area.

Budget and Budget Narrative

6. Budget
   a. Detailed project budget (see form)

   See attached.

   b. Amount and source of additional funding sources that will support this project and whether they are secured or potential

   The Task Force will apply for a Florida Department of Economic Opportunity Regional Rural Development Grant. $26,000 of the Regional Rural Development Grant will be set aside for the bicycle guide project. Although the Regional Rural Development Grant represents potential, not secured funds, the Task Force has successfully applied for and received Regional Rural Development Grant funding every year for the last 20 years. The grant funding cycle runs from January 2016 to January 2017.

   c. Indicate whether the project can commence if only partial funding is awarded or whether it is dependent upon full funding

   If the Task Force Regional Rural Development grant is unsuccessful, the $10,000 Conservation Fund money will still be sufficient to develop the bicycle routes and to prepare a PDF version of the bicycle guide for at least the four Big Bend coastal counties which can be downloaded from the Task Force website.
7. Narrative
   a. Written details further clarifying each line item included in budget

   The $10,000 of Conservation Fund money will be used for the development of the local and regional bicycle routes, a printer-ready version of the bicycle guide, as well as a PDF version of the bicycle guide which can be downloaded from the Task Force website.

   $23,000 of Regional Rural Development Grant (state) funds will be used to develop the on-line interactive digital bicycle guide similar to http://rideoregonride.com/rides/. The Task Force may contribute additional funds to the project as necessary to produce a satisfactory product.

   Approximately $3,000 of Regional Rural Development Grant (state) funds will be used to print approximately 1,000 copies of the bicycle guide. It is anticipated that the Task Force will contract with a third party using a request for proposals process for the preparation of the bicycle routes, creation of printer-ready and downloadable PDF versions of the bicycle guide and the creation of the on-line interactive digital bicycle guide. In addition, the Task Force will publish a Request for Bids for the printing of approximately 1,000 copies of the bicycle guide. If funding permits, the Task Force will develop GPS coordinate files for the bicycle routes for posting to the Task Force website and/or an organization such as Ride with GPS.

Supporting Documents (Optional)

See attached emails of support from BikeFlorida and the Suwannee Bicycle Association.

The Task Force has successfully produced the Suwannee River Wilderness Trail Paddling Guide. It is an example of the type of guide product envisioned for the regional bicycle guide. The Wilderness Trail Guide was the result of a partnership between The Original Florida Tourism Task Force (aka Visit Natural North Florida), the Suwannee River Water Management District, the Florida Park Service as well as local tourist development councils. The guide is currently being updated and printed by the Task Force. A PDF copy of the updated guide is available at http://www.ncfrpc.org/download/steve/SRWT_Paddling_Guide/SRWT_Guide2015_Ver2a.pdf. The Oregon Scenic Bikeways bicycle guide represents an example of the printed/downloadable PDF bicycle guide which is the subject of this grant application. A copy of the guide can be downloaded at http://www.ncfrpc.org/download/steve/BikeGuide/OregonScenicBikeways.pdf. An example of a bicycle route GPS file can be viewed and downloaded is available at http://ridewithgps.com/trips/162576.
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<td>$0</td>
<td>$0</td>
<td>$36,000</td>
</tr>
</tbody>
</table>

Narrative

**Personnel**

The Task Force will publish a Request for Proposals for the development of the bicycle guide and on-line interactive bicycle guide for its website.

**Contractual Services**

**Travel**

**Supplies/Materials**

**Equipment**

**Meeting Expenses**

**Other: Printing**

It is anticipated that the Task Force will publish a Request for Bids for printing approximately 1,000 copies of the bicycle guide.

**Other:**

**Other:**
This page intentionally left blank.
<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>$42,400</td>
</tr>
<tr>
<td>Brochure Distribution</td>
<td>$8,000</td>
</tr>
<tr>
<td>New vnnf.org Website and Travel Show Digital Advertising Campaign</td>
<td>$23,000</td>
</tr>
<tr>
<td>Undiscovered Florida Co-op Ad</td>
<td>$7,000</td>
</tr>
<tr>
<td>Quarterly enewsletters</td>
<td>$4,400</td>
</tr>
<tr>
<td><strong>Website Enhancements</strong></td>
<td><strong>$43,000</strong></td>
</tr>
<tr>
<td>Bicycle Route Maps for Bradford &amp; Columbia Counties</td>
<td>$3,000</td>
</tr>
<tr>
<td>BicycleOn-line Interactive Microsite &amp; Downloadable PDF Guide*</td>
<td>$23,000</td>
</tr>
<tr>
<td>Ultimate Springs Guide - Digital Microsite &amp; Downloadable PDF Guide</td>
<td>$12,000</td>
</tr>
<tr>
<td>Website Blogs</td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>Public Relations</strong></td>
<td><strong>$3,000</strong></td>
</tr>
<tr>
<td>VISIT FLORIDA NY Media Luncheon, October 2016</td>
<td>$3,000</td>
</tr>
<tr>
<td><strong>Professional Enhancement</strong></td>
<td><strong>$15,000</strong></td>
</tr>
<tr>
<td>Professional Enhancement Scholarships</td>
<td>$14,000</td>
</tr>
<tr>
<td>Professional Enhancement Organization Annual Memberships</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>In-state Travel Shows</strong></td>
<td><strong>$8,600</strong></td>
</tr>
<tr>
<td>Villages Summer Travel Expo</td>
<td>$1,000</td>
</tr>
<tr>
<td>Tampa Tribune Expo &amp; Boat Show</td>
<td>$4,000</td>
</tr>
<tr>
<td>Jacksonville RV Show</td>
<td>$3,500</td>
</tr>
<tr>
<td>VISIT FLORIDA Welcome Center Festivals (I-75 fall)</td>
<td>$100</td>
</tr>
<tr>
<td><strong>Domestic out-of-State Travel Shows</strong></td>
<td><strong>$12,500</strong></td>
</tr>
<tr>
<td>Domestic Out-of-State Travel Show #1</td>
<td>$6,250</td>
</tr>
<tr>
<td>Domestic Out-of-State Travel Show #2</td>
<td>$6,250</td>
</tr>
<tr>
<td><strong>Bicycle Guide - Printing 1,000 Copies</strong></td>
<td><strong>$3,000</strong></td>
</tr>
<tr>
<td>Administration</td>
<td>$22,500</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$150,000</strong></td>
</tr>
</tbody>
</table>

*Assumes the Conservation Fund will contribute an additional $10,000 which is not included in the Amount column.
<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Out-of-State and International Travel Shows</td>
<td>$79,456</td>
</tr>
<tr>
<td>Promotional Items</td>
<td>$3,000</td>
</tr>
<tr>
<td>In-kind Contribution - Registration Fees</td>
<td>$13,500</td>
</tr>
<tr>
<td>In-kind Contributions (shipping, Welcome Center Space)</td>
<td>$3,811</td>
</tr>
<tr>
<td>Administration</td>
<td>$15,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$114,767</strong></td>
</tr>
</tbody>
</table>
## Revenues

### Cooperative Regional Marketing Program Fees:

<table>
<thead>
<tr>
<th>County</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alachua County</td>
<td>$12,000</td>
</tr>
<tr>
<td>Bradford County</td>
<td>$4,000</td>
</tr>
<tr>
<td>Columbia County</td>
<td>$8,000</td>
</tr>
<tr>
<td>Dixie County</td>
<td>$2,000</td>
</tr>
<tr>
<td>Gilchrist County</td>
<td>$2,000</td>
</tr>
<tr>
<td>Jefferson County</td>
<td>$2,000</td>
</tr>
<tr>
<td>Lafayette County</td>
<td>$1,000</td>
</tr>
<tr>
<td>Levy County</td>
<td>$4,000</td>
</tr>
<tr>
<td>Madison County</td>
<td>$4,000</td>
</tr>
<tr>
<td>Taylor County</td>
<td>$4,000</td>
</tr>
<tr>
<td>Union County</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

**Subtotal** $44,000

### Additional Revenue:

- Conservation Fund - Big Bend Seed Grant $10,000
- DEO Rural Development Grant, FY 2014-15 $109,100
- DEO Rural Development Grant, FY 2015-16 $150,000
- Transfer from Reserve Funds $1,800
- VISIT Florida FY 2015-16 RAO Grant - Cash $97,500
- VISIT Florida FY 2015-16 RAO Grant - In-Kind $17,300
- VISIT FLORIDA Culture, Heritage Rural and Nature Grant $5,000

**Subtotal** $390,700

**TOTAL REVENUES** $434,700

## Expenditures

**Bank Charges** $200
**Governor's Conference on Tourism - Members** $4,000
**Governor's Conference on Tourism - Staff** $1,000
**Internships** $5,000
**Legal Advertising** $300
**Legal Expenses** $300

1. **Marketing Program for 2015-16** $326,927
2. **Memberships** $1,000
**Miscellaneous** $1,223
**North Central Florida Regional Planning Council - Admin FY 2014-15** $11,250
**North Central Florida Regional Planning Council - Admin FY 2015-16** $60,700
**Postage Expenses** $300
**Service Fee - Visit Florida Travel Show Program** $13,200
**Southeast Tourism Society Marketing College - Members** $7,000
**Southeast Tourism Society Marketing College - Staff** $2,000
**Telephone** $300

**TOTAL EXPENDITURES** $434,700

1. **See Marketing Budget Detail**
2. **See Current Memberships Detail**

## Reserve Funds

**Restricted Funds Balance** $0
**Unrestricted Funds Balance, Estimate** $55,000

**TOTAL RESERVE FUNDS** $55,000
### Marketing Budget Detail

<table>
<thead>
<tr>
<th>Planning:</th>
<th>Total</th>
<th>Eligible Funding</th>
<th>Remainder</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creation of 5-Year Marketing Plan</td>
<td>$10,200.00</td>
<td>$0.00</td>
<td>$10,200.00</td>
</tr>
</tbody>
</table>

### Collateral Material:

<table>
<thead>
<tr>
<th>Website:</th>
<th>Total</th>
<th>Eligible Funding</th>
<th>Remainder</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print 1,000 Copies of Bicycle Guide</td>
<td>$3,000.00</td>
<td>$3,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Remake Website</td>
<td>$83,750.00</td>
<td>$0.00</td>
<td>$83,750.00</td>
</tr>
<tr>
<td>Ultimate Bicycle Guide Microsite &amp; downloadable PDF Guide</td>
<td>$33,000.00</td>
<td>$23,000.00</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Web Hosting Services</td>
<td>$200.00</td>
<td>$0.00</td>
<td>$200.00</td>
</tr>
<tr>
<td>Blogger Fees</td>
<td>$11,610.00</td>
<td>$5,000.00</td>
<td>$6,610.00</td>
</tr>
<tr>
<td>Ultimate Springs Guide Microsite &amp; downloadable PDF Guide</td>
<td>$12,000.00</td>
<td>$12,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Bicycle Route Maps for Bradford &amp; Columbia Counties</td>
<td>$3,000.00</td>
<td>$3,000.00</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

### Website:

<table>
<thead>
<tr>
<th>Total Eligible Funding Remainder</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning:</td>
<td>$326,927.00</td>
</tr>
<tr>
<td>Trade Shows:</td>
<td>$326,927.00</td>
</tr>
<tr>
<td>Advertising:</td>
<td>$326,927.00</td>
</tr>
<tr>
<td>Administration:</td>
<td>$326,927.00</td>
</tr>
<tr>
<td>Total Marketing Expenditure</td>
<td>$326,927.00</td>
</tr>
</tbody>
</table>

### Public Relations:

| Visit Florida NY City Media Luncheon | $3,000.00 | $3,000.00 | $0.00 |

### Trade Shows:

| Visit Florida Rural Area of Opportunity Grant - Promotional Items | $3,000.00 | $0.00 | $3,000.00 |
| Visit Florida Rural Area of Opportunity Grant - In-kind Contributions | $3,811.00 | $0.00 | $3,811.00 |
| Visit Florida - Detroit RV Show | $5,640.00 | $0.00 | $5,640.00 |
| Visit Florida - London World Travel Market | $18,194.00 | $0.00 | $18,194.00 |
| Visit Florida - NY Times Travel Show | $8,596.00 | $0.00 | $8,596.00 |
| Visit Florida - Atlanta Boat Show | $4,768.00 | $0.00 | $4,768.00 |
| Visit Florida - Dallas Expo | $7,424.00 | $0.00 | $7,424.00 |
| Visit Florida - Atlanta RV & Camping Show | $4,246.00 | $0.00 | $4,246.00 |
| Visit Florida - Chicago RV & Camping Show | $6,792.00 | $0.00 | $6,792.00 |
| Visit Florida - Washington DC Travel Expo | $7,424.00 | $0.00 | $7,424.00 |
| Visit Florida - Toronto RV & Camping Show | $7,352.00 | $0.00 | $7,352.00 |
| Visit Florida - Berlin - ITB Trade Show | $12,400.00 | $0.00 | $12,400.00 |
| Visit Florida - Madison, WI - Canoeopia | $4,996.00 | $0.00 | $4,996.00 |
| Visit Florida - Philadelphia Travel Expo | $7,124.00 | $0.00 | $7,124.00 |
| Out-of-State Travel Show #1 | $6,250.00 | $0.00 | $6,250.00 |
| Out-of-State Travel Show #2 | $6,250.00 | $0.00 | $6,250.00 |
| In-State Travel Show #1 | $3,500.00 | $0.00 | $3,500.00 |
| In-State Travel Show #2 | $4,000.00 | $0.00 | $4,000.00 |
| In-State Travel Show #3 | $1,000.00 | $0.00 | $1,000.00 |
| I-75 Welcome Center Festival | $100.00 | $0.00 | $100.00 |

### Advertising:

| Total Marketing Expenditure | $326,927.00 |

### Administration:

| North Central Florida Regional Planning Council - Visit Florida, DEO FY 2014-15 | $11,250.00 | $0.00 | $11,250.00 |
| North Central Florida Regional Planning Council - Visit Florida, DEO FY 2015-16 | $24,300.00 | $22,500.00 | $1,800.00 |
| Visit Florida Rural Area of Opportunity Program - Regional Marketing Program Fees, FY 2015-16 | $36,400.00 | $0.00 | $36,400.00 |
| Service Fee - Visit Florida Travel Show Program | $13,200.00 | $0.00 | $13,200.00 |
| VISIT FLORIDA Annual Dues | $400.00 | $0.00 | $400.00 |
| Southeastern Tourism Society Annual Dues | $300.00 | $0.00 | $300.00 |
| Florida Outdoor Writers Association Annual Dues | $300.00 | $0.00 | $300.00 |
| Other Administrative Expenses/Miscellaneous | $2,623.00 | $0.00 | $2,623.00 |

### Professional Enhancement - Staff:

| Total Non-Marketing Expenditure | $107,773.00 | $37,500.00 | $70,273.00 |

### Total Expenditure:

| Total Expenditure | $434,700.00 | $150,000.00 | $284,700.00 |
### D. Deliverables

Grantee agrees to provide the following services, as specified:

<table>
<thead>
<tr>
<th>Deliverables</th>
<th>Minimum Performance Measures and Required Documentation</th>
<th>Payment Type</th>
<th>Financial Consequences</th>
</tr>
</thead>
</table>
| **1. 100% Completion of a Single Website for Visit Natural North Florida and Fish Natural North Florida (WWW.NATURALNORTHFLA.COM), in accordance with Section B.1.** | Completion of first draft design of a single website. Required Documentation:  
- Invoice from the website development firm(s), to include dates of service.  
- Proof of payment.  
- Link to site. | Cost reimbursement not to exceed $27,500.00 | DEO will withhold payment until receipt of first draft design of single website |
| | Completion of second draft design of a single website. Required Documentation:  
- Invoice from the website development firm(s), to include dates of service.  
- Proof of payment.  
- Link to site. | Cost reimbursement not to exceed $27,500.00 | DEO will withhold payment until receipt of second draft design of single website |
| | Completed design of a single website Required Documentation:  
- Invoice from the website development firm(s), to include dates of service.  
- Proof of payment.  
- Link to site. | Cost reimbursement not to exceed $28,750.00 | DEO will withhold payment until receipt of completed single website design |
| **2.100 % Completion of a Five Year Strategic/Marketing Plan in accordance with Section B.2.** | Completion of 3 half-day facilitation sessions to form basis for 5 year strategic plan. Required Documentation:  
- Agenda for each half-day facilitation session  
- Attendance sheet  
- Summary of topics discussed | Cost reimbursement not to exceed $5,100.00 | DEO will withhold payment until required source documentation is received. |
| | Completed Final Copy Required Documentation:  
- Invoice from the consulting firm, to include dates of service.  
- Proof of Payment | Cost reimbursement not to exceed $5,100.00 | DEO will withhold payment until a completed Final copy is received. |
3. Distribute 75,000 Brochures in accordance with Section B.3.

<table>
<thead>
<tr>
<th>Task</th>
<th>Required Documentation</th>
<th>Cost Reimbursement Not to Exceed</th>
<th>Payment Conditions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distribute a minimum of 18,750 brochures.</td>
<td>- Submit a copy of receipt for brochure distribution cost reimbursement.</td>
<td>$1,950.00</td>
<td>DEO will withhold payment until Grantee demonstrates that at least 18,750 brochures have been distributed.</td>
</tr>
<tr>
<td>Required Documentation:</td>
<td>- Proof of Payment</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Copy of brochures distribution list</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Distribute a minimum of an additional 18,750 brochures.</td>
<td>- Submit a copy of receipt for brochure distribution cost reimbursement.</td>
<td>$1,950.00</td>
<td>DEO will withhold payment until Grantee demonstrates that at least 37,500 brochures have been distributed.</td>
</tr>
<tr>
<td>Required Documentation:</td>
<td>- Proof of Payment</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Copy of brochures distribution list</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Distribute a minimum of an additional 18,750 brochures.</td>
<td>- Submit a copy of receipt for brochure distribution cost reimbursement.</td>
<td>$1,950.00</td>
<td>DEO will withhold payment until Grantee demonstrates that at least 56,250 brochures have been distributed.</td>
</tr>
<tr>
<td>Required Documentation:</td>
<td>- Proof of Payment</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Copy of brochures distribution list</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Distribute a minimum of an additional 18,750 brochures.</td>
<td>- Submit a copy of receipt for brochure distribution cost reimbursement.</td>
<td>$1,950.00</td>
<td>DEO will withhold payment until Grantee demonstrates that at least 75,000 brochures have been distributed.</td>
</tr>
<tr>
<td>Required Documentation:</td>
<td>- Proof of Payment</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Copy of brochures distribution list</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4. Professional Enhancement Scholarships to the Task Force Members and/or their staff in accordance with Section B.4

<table>
<thead>
<tr>
<th>Task</th>
<th>Required Documentation</th>
<th>Cost Reimbursement Not to Exceed</th>
<th>Payment Conditions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide at least one Professional Enhancement Scholarship.</td>
<td>- Agenda.</td>
<td>$14,250.00</td>
<td>DEO will withhold payment for failure to complete any scholarships.</td>
</tr>
<tr>
<td>Required Documentation:</td>
<td>- Registration form.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Completed travel reimbursement form.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Travel receipts and a summary of how attendance at the event built professional capacity</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### 5. Place Visit Natural North Florida Advertising in Media in accordance with Section B.5.

<table>
<thead>
<tr>
<th>Place a minimum of one (1) advertisement</th>
<th>Cost reimbursement not to exceed $11,500.00</th>
<th>DEO will withhold payment for failure to complete the minimum performance level.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Required Documentation:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ Copy of advertisement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ Invoice (to include dates of service)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ Proof of payment</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. **Cost Category Shifting:** In the event Grantee requests cost reimbursement for a Deliverable in an amount greater than specified as the Deliverable Payment, DEO shall pay Grantee’s allowable costs. However, DEO shall not be required to pay more than 110% of the amount specified as the Deliverable Payment. In no event shall DEO reimburse costs of more than $150,000 under this Agreement.

### E. Invoice Submittal and Payment Schedule:

1. **Cost Reconciliation:** The deliverable amounts specified in Section D above do not establish the value of the deliverables. In accordance with Section I.F.11 of this Agreement, Grantee’s entitlement to retain funds paid by DEO is dependent upon the amount of allowable costs incurred and expended by Grantee in carrying out the Project. Pursuant to section 215.971(2)(c), F.S., Grantee must submit all documentation necessary to enable DEO’s Grant Manager to reconcile the expenditure of all funds received by Grantee under this Agreement.

2. **Required Documentation for Payment:** Grant Funds will be disbursed on a quarterly basis upon completion of the minimum performance standards described in Section D, above, and completed submission of the following documentation:
   a. An invoice (see Exhibit D, Invoice Format, attached hereto) stating the requested amount of Grant Funds to be disbursed, which amount shall not exceed the amount indicated in Exhibit B for disbursement, shall be submitted with the Quarterly Report;
   b. A completed copy of Exhibit E, Compliance Certification Form;
   c. A completed Exhibit E, Proof of Financial Match, indicating the amount of Matching Funds raised to date, the name of the organization, business or person making the donation, the date and amount of the donation, check number, and a copy of the check; and,
   d. If applicable, completed copies of Exhibit F, Photographer Release Form, and Exhibit G, Model Release Form: Photos/Video/Audio.
   e. The State may require any other information from Grantee that the State deems necessary to verify that the services have been rendered under the Agreement. Pursuant to section 215.971(2)(c), F.S., Grantee must submit all documentation necessary to enable DEO’s Grant Manager to reconcile the expenditure of all funds received by Grantee under this Agreement.

3. **The following supplements Section I.E.2, Requirements of paragraphs (a) – (i) of subsection 287.058(1), Florida Statutes (F.S.):**
   a. International travel shall not be authorized without prior written approval of DEO’s Agreement Manager.

Version date: 04/27/2015
Everything has been executed. I am submitting your payment requests today.

Bob Gitzen
Development Representative III
Florida Department of Economic Opportunity
Division of Community Development
107 E. Madison Street
Caldwell Building MSC 160
Tallahassee, FL 32399
O: 850-717-8497
F: 850-717-8522
Robert.Gitzen@deo.myflorida.com

Any word on the signing of our contract?
Steve Dopp

From: Gitzen, Robert [Robert.Gitzen@deo.myflorida.com]
Sent: Thursday, September 10, 2015 8:42 AM
To: Steve Dopp
Subject: RE: FY 2014-15 DEO Regional Rural Development Grant

Steve

Sorry for the delay.
I sent your original signed copy this morning. Your first two payment requests have cleared DEO finance and accounting and will be sent to DFS today. DFS will review them and send payment when they are satisfied.

Bob Gitzen
Development Representative III
Florida Department of Economic Opportunity
Division of Community Development
107 E. Madison Street
Caldwell Building MSC 160
Tallahassee, FL 32399
O: 850-717-8497
F: 850-717-8522
Robert.Gitzen@deo.myflorida.com

From: Steve Dopp [mailto:dopp@ncfrpc.org]
Sent: Wednesday, September 09, 2015 4:48 PM
To: Gitzen, Robert <Robert.Gitzen@deo.myflorida.com>
Cc: Scott Koons <koons@ncfrpc.org>
Subject: FY 2014-15 DEO Regional Rural Development Grant

Bob,

We have not yet received one of the two signed originals of the FY 2014-15 contract. Any estimate as to when we will receive it?

Please note that Florida has a broad public records law, and your e-mail communications may be subject to public disclosure.
This page intentionally left blank.
<table>
<thead>
<tr>
<th>Event/Show</th>
<th>Detroit RV Show (Sept 28 - Oct 30)</th>
<th>London World Travel Market (Oct 29 - Nov 6)</th>
<th>NY Times Travel Show (Jan 8 - 13)</th>
<th>Atlanta Boat Show (Jan 12 - 18)</th>
<th>Dallas Expo (Jan 28 - Feb 1)</th>
<th>Atlanta RV &amp; Camping Show (Jan 29 - Feb 1)</th>
<th>Chicago RV &amp; Camping Show (Feb 15 - 22)</th>
<th>Washington DC Travel Expo (Feb 18 - 22)</th>
<th>Toronto RV and Camping (Feb 21 - Mar 1)</th>
<th>Berlin - International Travel Show (March 9 - 14)</th>
<th>Madison, WI: Canoe Expo (March 9 - 14)</th>
<th>Philadelphia Travel Expo (March 21 - 22)</th>
<th><strong>TOTALS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration Fee</td>
<td>1,200.00</td>
<td>6,000.00</td>
<td>3,500.00</td>
<td>1,000.00</td>
<td>3,400.00</td>
<td>750.00</td>
<td>3,700.00</td>
<td>3,400.00</td>
<td>3,400.00</td>
<td>3,400.00</td>
<td>3,400.00</td>
<td>3,400.00</td>
<td>32,750.00</td>
</tr>
<tr>
<td>Transportation (air, rental, taxi)</td>
<td>1,400.00</td>
<td>3,700.00</td>
<td>1,800.00</td>
<td>1,000.00</td>
<td>1,600.00</td>
<td>1,600.00</td>
<td>2,100.00</td>
<td>2,900.00</td>
<td>2,900.00</td>
<td>2,900.00</td>
<td>2,900.00</td>
<td>2,900.00</td>
<td>21,800.00</td>
</tr>
<tr>
<td>Fuel</td>
<td>100.00</td>
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<td>In-kind contribution - Shipping costs to Berlin and London not to exceed $1,000</td>
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<td>Expenses to be reimbursed in-kind contribution of $27,311</td>
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**Notes:**
- FLOREDA - Not to be reimbursed
- Totals include all expenses and contributions.
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The Original Florida Tourism Task Force 2015 MEMBERS as of 7/9/2015

ALACHUA COUNTY

Vacant

Lois Nevins
By All Means Travel
7513 NW County Road 235
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(h) 386.418.0242
byallmeanstravel@hotmail.com

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Vacant

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bccriddick@yahoo.com

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rjbailar@gmail.com

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(f) 386.294.1133
(c) 727.457.3924
forest_1@msn.com
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(f) 850.584.8030  
(c) 850.843.0992  
taylorchamber@gtcom.net  
www.taylorcountychamber.com

**Sandy Beach**  
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sandybeach8431546@gmail.com

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**Vacant**

**STAFF**

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Senior Planner  
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www.visitnaturalnorthflorida.com
THE ORIGINAL FLORIDA TOURISM TASK FORCE
VOLUNTEERS, CONSULTANTS AND OTHERS

as of 7/9/2015

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Tommy Thompson
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Gainesville, FL  32607
(w) 3532.284.1763
(c) 352.338.9907

Roland Loog
1907 NW 10TH AVE
GAINESVILLE, FL 32605-5313
(h) 352.375.2060
(c) 352.231.2077
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2015
Visit Natural North Florida
Meeting Dates and Counties

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

<table>
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<th>Month</th>
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<td>Levy</td>
<td>Gilchrist</td>
<td>Jefferson</td>
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<td>Madison</td>
<td>Lafayette</td>
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<td>Jefferson</td>
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<td>May 21</td>
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<td>June 18</td>
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<td>September 17</td>
<td>VISIT FLORIDA</td>
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<td>Gilchrist</td>
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<td>December 10</td>
<td>Alachua</td>
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( Council Office)
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VISIT NATURAL NORTH FLORIDA
ROUND 2 DESIGNS

EXPLOR
NATURAL NORTH FLORIDA

SPARXOO CONTACT: GRACE NORTHERN
Grace@Sparxoo.com | 502.741.3970
514 N Franklin St, Suite 202 | Tampa, FL 33602

www.sparxoo.com
Extreme Exposure

WWW.EXTREME-EXPOSURE.COM | [386] 454-8158
25 S MAIN ST, HIGH SPRINGS, FL 32643

The next time you are in North Florida enjoying the world’s best freshwater spring and cave diving we hope you will consider making a visit to the Extreme Exposure Adventure Center in High Springs, Florida. Our growing facility is staffed by active explorers and educators and provides services for everyone from the beginning open water student to the Trimix explorer.
THINGS TO DO

Visit Natural NORTH FLORIDA

THINGS TO DO
- AGRITOURISM
- CULTURE/HISTORY
- EQUESTRIAN
- EVENTS/FESTIVALS
- FISHING
- PARKS/TRAILS
- RIVERS/SPRINGS
- VISITOR’S SERVICES
- WILDLIFE

THINGS TO DO

PLACES TO STAY

EXTREME EXPOSURE
WWW.EXTREME-EXPOSURE.COM | (386) 454-6158
25 S MAIN ST, HIGH SPRINGS, FL 32643

The next time you are in North Florida enjoying the world’s best freshwater spring and cave diving we hope you will consider making a visit to the Extreme Exposure Adventure Center in High Springs, Florida. Our growing facility is staffed by active explorers and educators and provides services for everyone from the beginning open water student to the Trimix explorer.

READ MORE
ADD TO TRIP PLANNER
EXTREME EXPOSURE

WWW.EXTREME-EXPOSURE.COM | (386) 454-8158
255 MAIN ST, HIGH SPRINGS, FL 32643

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READ MORE
ADD TO TRIP PLANNER
EXTREME EXPOSURE

WWW.EXTPRE-EXPOSURE.COM | (386) 454-8158 | 25 S MAIN ST, HIGH SPRINGS, FL 32643

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Store Hours:
Monday - Saturday: 8am - 7pm (EST)
Sunday: 8am - 6pm (EST)

ADD TO TRIP PLANNER
## MY TRIP

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## DAY 1

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### ADD DAY

*DEV NOTE - CATEGORY AND ADDRESS COLUMN REMOVED ON MOBILE SITE*
A THREE-DAY GUIDE TO NAVEGATE NATURAL NORTH FLORIDA

North Florida is a place where urban and natural landscapes merge. This region offers a unique blend of different environments and landscapes, from urban areas with their towering skyscrapers to the beautiful counties that are rich in natural beauty. Here are some highlights from Northern Florida Counties that are worth exploring.

Easy One: Walton County

Walton County is a paradise for those who love nature and outdoor activities. This area is home to several county parks and natural trails. One of the best ways to experience nature up close is in the Okaloosa Island State Park, located on Okaloosa Island, and the Girls and Boys State Park located in girls and boys state.

Bay Three: Leon County

Leon County is the heart of Tallahassee, the capital city of Florida. This area is home to several places that are worth exploring, such as the Tallahassee Museum, the Museum of Fine Arts, and the Florida State Capitol.

Bay Two: Wakulla County

Wakulla County is home to several natural treasures, including the Wakulla Springs State Park and the St. Marks National Wildlife Refuge. These areas are known for their unique ecosystems and are a must-visit for nature lovers.

JOIN THE CONVERSATION

Share your thoughts and experiences with us in the comments section. We encourage you to share your own stories and recommendations of places you have visited in North Florida.

TRAVEL LOG
EVENTS

Juneteenth Festival
GAINESVILLE
JUNE 20

Yulee Day
ARCHER
JULY 8

Florida Cracker Seafood Festival
HORSESHOE BEACH
AUGUST 30

* DEV NOTE - EVENTS WILL CONTINUE DOWN PAGE
NATURAL NORTH FLORIDA IS HOME TO THE LARGEST COLLECTION OF
NATURAL SPRINGS IN THE WORLD, AMAZING GULF COAST SUNSETS,
WORLD-CLASS FISHING, PRISTINE RIVERS FOR PADDLING EXCURSIONS
AND PEACEFUL TRAILS TO HIKE ON.
PARTNERS
Welcome to Natural North Florida, the original Florida tourism destination. Home to the world’s largest collection of natural springs, crystal-clear blue waters, and year-round cultural events, North Florida offers experiences for every type of adventure seeker. Discover North Florida today—where your adventure awaits.
The next time you are in North Florida enjoying the world’s best freshwater spring and cave diving we hope you will consider making a visit to the Extreme Exposure Adventure Center in High Springs, Florida. Our growing facility is staffed by active explorers and educators and provides services for everyone from the beginning open water student to the Trimix explorer.
<table>
<thead>
<tr>
<th>COUNTY</th>
<th>MAIN ATTRACTION</th>
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<th>CATEGORY</th>
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<tr>
<td>Alachua</td>
<td>Poe Springs</td>
<td>Tubing, snorkeling and picnic benches for lunch</td>
<td>Budget Travelers</td>
<td>Swim and Snorkel Poe Springs</td>
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<td>*Bradford</td>
<td>Starke / Gainesville N.E. KOA</td>
<td>Mike Roess Gold Head Branch State Park</td>
<td>Camping Trips</td>
<td>Set Up Camp at Manatee Springs</td>
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<td>Columbia</td>
<td>Spring Hopping (Ichetucknee, rum island, misc other un-named springs.)</td>
<td>Oustee Festival</td>
<td>Diving / Snorkeling</td>
<td>Spring-hop Columbia County</td>
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<td>Dixie</td>
<td>Inshore and offshore fishing</td>
<td>Summer scalloping in its low impact coastline</td>
<td>Fishing</td>
<td>Dixie County Coastline – A Fisherman's Paradise</td>
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<td>Gilchrist</td>
<td>The Gilchrist County Blueway Trail</td>
<td>The Nature Coast State Trail</td>
<td>Diving / Snorkeling</td>
<td>Trailblaze Through Gilchrist County</td>
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<td>Jefferson</td>
<td>Jefferson County's Heritage Roads</td>
<td>The Monticello Opera House</td>
<td>History Buffs</td>
<td>Cruise Down the Highway Through Historic Jefferson County</td>
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<td>*Lafayette</td>
<td>Pioneer Day</td>
<td>Food and festival events</td>
<td>History Buffs</td>
<td>Pioneer Day – A Slice of the Bygone Days</td>
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<td>Island Hotel B&amp;B Cedar Key</td>
<td>Tony's Seafood Restuarant</td>
<td>Romantics</td>
<td>Sneak Away to Cedar Key</td>
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<tr>
<td>*Madison</td>
<td>O'Toole's Herb Farm</td>
<td>Bike &quot;The Loop&quot; or Madison County Antiquing</td>
<td>Nature Lovers</td>
<td>O'Toole Herb Farm – A Taste of Florida Agriculture</td>
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<td>Suwannee</td>
<td>Troy Springs State Park</td>
<td>Suwannee River Wilderness Trail</td>
<td>Outdoor Explorers</td>
<td>Explore Natural North Florida's Troy Springs State Park</td>
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<td>Taylor</td>
<td>Coastline – Keaton Beach, Hagan’s Cove or Hickory Mound</td>
<td>Cultural Events -Southeastern United States -The Southern Pines BBQ Fest - Steinhatchee Falls</td>
<td>Family</td>
<td>Live the Coastal Lifestyle at Keaton Beach</td>
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<tr>
<td>Union</td>
<td>Lake Side Park</td>
<td>Rails to Trails - Trail Head in Lake Butler to edge of City Limit</td>
<td>Outdoor Explorers</td>
<td>Relax, Unwind &amp; Explore Union County</td>
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<tr>
<td>*Wakulla</td>
<td>St. Mark's National Wildlife Refuge</td>
<td>Wakulla Springs</td>
<td>Animal Lovers / Birdwatchers</td>
<td>Live Life on the Wildside at St. Mark's</td>
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* Represents counties who have yet to send in information about their attractions

Note: Blog post titles are subject to change based on feedback or county attraction update.
APPENDIX
ROUND 1 DESIGNS
Extreme Exposure

WWW.EXTREME-EXPOSURE.COM | (386) 454-8156
25 S MAIN ST, HIGH SPRINGS, FL 32643

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PLACES TO STAY

Extreme Exposure
WWW.EXTREME-EXPOSURE.COM  |  (386) 494-8158
25 S MAIN ST, HIGH SPRINGS, FL 32643

The next time you are in North Florida enjoying the world’s best freshwater spring and cave diving we hope you will consider making a visit to the Extreme Exposure Adventure Center in High Springs, Florida. Our growing facility is staffed by active explorers and educators and provides services for everyone from the beginning open water student to the Trimix explorer.

READ MORE

ADD TO TRIP PLANNER
### Visit Natural North Florida

**Things to Do**

<table>
<thead>
<tr>
<th>AGRITOURISM</th>
<th>CULTURE/HISTORY</th>
<th>EQUESTRIAN</th>
<th>EVENTS/FESTIVALS</th>
<th>FISHING</th>
<th>PARKS / TRAILS</th>
<th>RIVERS / SPRINGS</th>
<th>WILDLIFE</th>
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**Places to Stay**

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**Extreme Exposure**

[www.extreme-exposure.com](http://www.extreme-exposure.com) | (386) 454-8158
25 S Main St, High Springs, FL 32643

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[READ MORE](http://www.extreme-exposure.com)  [ADD TO TRIP PLANNER](http://www.extreme-exposure.com)
EXTREME EXPOSURE

WWW.EXTREME-EXPOSURE.COM | (352) 454-6158 | 25 S MAIN ST, HIGH SPRINGS, FL 32643

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Store Hours:
Monday - Saturday: 8am - 7pm (EST)
Sunday: 8am - 6pm (EST)

ADD TO TRIP PLANNER +
TRIP IDEAS

CHOOSE YOUR ADVENTURE

- NATURE LOVERS
  - ONE DAY TRIP
  - LONGER TRIP

- OUTDOOR EXPLORERS
  - ONE DAY TRIP
  - LONGER TRIP

- DIVING / SNORKELING
  - ONE DAY TRIP
  - LONGER TRIP

- FISHING
  - ONE DAY TRIP
  - LONGER TRIP

- ANIMAL LOVERS & BIRD WATCHERS
  - ONE DAY TRIP
  - LONGER TRIP

- CAMPING TRIPS
  - ONE DAY TRIP
  - LONGER TRIP

- FAMILIES
  - ONE DAY TRIP
  - LONGER TRIP

- ROMANTICS
  - ONE DAY TRIP
  - LONGER TRIP

- HISTORY BUFFS
  - ONE DAY TRIP
  - LONGER TRIP

- BUDGET TRAVELERS
  - ONE DAY TRIP
  - LONGER TRIP
## Trip Planner

### My Trip

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*Dev Note: Category and Address column removed on mobile site*
TRAVEL LOG

A THREE-DAY GUIDE TO NAVIGATE NATURAL NORTH FLORIDA

Day One - Tallahassee County
Tallahassee, the capital city, offers a blend of history and modern culture. Visit the Florida State Capitol, a neoclassical masterpiece, and the historic FSU Campus. Explore the impressive Capitol Visitors Center and take a walk through the Capitol Park. For a unique experience, visit the Fuzzy Zoeller's Golf Course, a 19-hole miniature golf course.

Day Two - Gadsden County
Gadsden County is known for its rich history and natural beauty. The Blount State Community College Historic District is a great place to explore. Visit the historic Blount House and the Courthouse Museum. The Longwood Plantation, a restored 18th-century plantation, offers a glimpse into the past.

Day Three - Levy County
Levy County is home to the beautiful Gilchrist County Park, featuring a 10-mile nature trail. Enjoy a relaxing day at the park and explore the natural beauty of the area.

JOIN THE CONVERSATION

See Other Trip Ideas.
EVENTS

FEATURED EVENT

Chiefland Watermelon Festival
CHEIFLAND, FLORIDA
JUNE 7, 2023

Annual Watermelon Festival held the first Saturday in June. Free from-ad
seeded watermelon, live entertainment, plus numerous craft and food
vendors to fill your day.

Join us for the annual Watermelon Festival, every year on the first Saturday
in June.

MORE INFORMATION

UPCOMING EVENTS

Juneteenth Festival
GAINESVILLE
JUNE 20
MORE INFORMATION

Yulee Day
ARCHE
JULY 9
MORE INFORMATION

Florida Cracker Seafood
Festival
HORSESHOE BEACH
AUGUST 30
MORE INFORMATION

Event 4
GAINESVILLE
SEPTEMBER 20
MORE INFORMATION

Event 5
ARCHE
OCTOBER 6
MORE INFORMATION

Event 6
HORSESHOE BEACH
OCTOBER 17
MORE INFORMATION
NATURAL NORTH FLORIDA IS HOME TO THE LARGEST COLLECTION OF
NATURAL SPRINGS IN THE WORLD, AMAZING GULF COAST SUNSETS,
WORLD-CLASS FISHING, PRISTINE RIVERS FOR PADDLING EXCURSIONS
AND PEACEFUL TRAILS TO HIKE ON.
MOBILE MAP - FILTER

NORTH FLORIDA

THINGS TO DO
- AGRITOURISM
- CULTURE/HISTORY
- EQUESTRIAN
- EVENTS/FESTIVALS
- FISHING
- PARKS / TRAILS
- RIVERS / SPRINGS
- WILDLIFE

PLACES TO STAY

Map of North Florida with markers for various locations related to the activities listed.
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