MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **April 16, 2015**. The meeting will be held in the **Community Room of the Jefferson County/R.J. Bailar Public Library**, located at **375 South Water Street Monticello, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)
# Tourisme Task Force Meeting Agenda

**Community Room**  
Jefferson County/R.J. Bailar Public Library  
375 South Water Street Monticello, FL  
Jefferson County  
April 16, 2015  
Thursday 10:00 a.m.

<table>
<thead>
<tr>
<th>PAGE NO.</th>
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</thead>
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<td>I. Call to Order, Introductions</td>
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<td>II. Approval of the Agenda</td>
</tr>
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<td>III. Approval of the March 19, 2015 Meeting Minutes</td>
</tr>
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<td>IV. Status Update - Bradford and Columbia Counties</td>
</tr>
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<td>V. Old Business</td>
</tr>
<tr>
<td>A. Committee Reports</td>
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<tr>
<td>1. Finance Committee Report</td>
</tr>
<tr>
<td>a. Monthly Financial Reports Review and Approval</td>
</tr>
<tr>
<td>2. Website Development Committee Report</td>
</tr>
<tr>
<td>a. Hiring a Website Development Project Manager</td>
</tr>
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<td>b. Bradford and Columbia Counties</td>
</tr>
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<td>c. Proposed Selection Criteria and Process</td>
</tr>
<tr>
<td>d. List of Proposers</td>
</tr>
<tr>
<td>e. Request for Proposals Advertisement</td>
</tr>
<tr>
<td>B. Staff Items</td>
</tr>
<tr>
<td>1. Fiscal Year 2014-15 Florida Department of Economic Opportunity Grant</td>
</tr>
<tr>
<td>a. Revamp Website</td>
</tr>
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<td>b. Five-Year Strategic Marketing Plan</td>
</tr>
<tr>
<td>c. American Express Destination Insights - International Version</td>
</tr>
<tr>
<td>d. Brochure Distribution</td>
</tr>
<tr>
<td>e. Professional Enhancement Scholarships</td>
</tr>
<tr>
<td>f. Media Advertising - Florida Pocket Ranger App Ad</td>
</tr>
</tbody>
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3. Visit Florida Grants
      Rural Area of Opportunity Grant 65
         i. Madison, Wisconsin CanoeCopia Summary Report
         ii. Philadelphia Travel Expo Summary Report
         iii. Membership Debriefing on Travel Shows
         iv. Letter of Appreciation to Will Seccombe, CEO, Visit Florida 67
         v. Selection of Trip Package Winner
         iv. Promotional Items
   b. Visit Florida 2014-15 Marketing Grant (website bloggers)
   c. Visit Florida 2015-16 Cultural, Heritage Rural and Nature Grant
      Application (website bloggers)

4. Other Staff Items
   a. Undiscovered Florida Co-op Ad

C. Other Old Business
   1. Suwannee River Wilderness Trail Paddling Guide Update
   2. In-State Travel Shows
      a. The Villages Travel Expo Summary Report
   3. Updated Task Force Member Contact Information 69
   4. Meeting Dates and Locations 73

D. Visit Florida Report
   1. Brenna Dacks, Visit Florida

VI. New Business
   A. Announcements
   B. Other New Business

VII. Leadership Forum: Dr. Anne H. Holt, “The First Floridians”

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., May 21, 2015 at a location to be determined in Wakulla County, Florida.
MINUTES OF
The Original Florida
TOURISM TASK FORCE

Grace Manor Bed and Breakfast
Greenville, Florida
March 19, 2015
Madison County
Thursday, 10:00 a.m.

MEMBERS PRESENT
Lois Nevins, Alachua County
Dick Bailar, Jefferson County, Vice-Chair
Nancy Wideman, Jefferson County, Chair
Susie Page, Lafayette County
Lisa Frieman, Madison County
Brenda Graham, Madison County
Carol McQueen, Levy County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County

OTHERS PRESENT
Sam Martin, SR Martin Associates
Chris Smith, Visit Florida
Paula Vann, Columbia County Tourist Development Council

STAFF PRESENT
Steven Dopp

MEMBERS ABSENT
Russ McCallister, Dixie County
Martin Pierce, Dixie County
Donna Creamer, Gilchrist County
Helen Koehler, Levy County
Dave Mecusker, Union County
Jackie Youngstrand, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Chair Nancy Wideman, noting the presence of a quorum, opened the meeting at 10:08 a.m. and asked for introductions.

II. APPROVAL OF THE AGENDA

Chair Wideman asked for approval of the meeting agenda.

ACTION: Lisa Frieman moved and Carol McQueen seconded a motion to approve the agenda as circulated. The motion passed unanimously.
III. APPROVAL OF THE FEBRUARY 19, 2015 MINUTES

Chair Wideman asked for approval of the February 19, 2015 meeting minutes.

ACTION: Dick Bailar moved and Ms. McQueen seconded a motion to approve the February 19, 2015 minutes as circulated. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Financial Committee Reports -

   Steven Dopp presented the monthly financial report for January 2015.

   ACTION: Ms. Frieman moved and Mr. Bailar seconded a motion to table the January 2015 financial report to the April 16, 2015 meeting. The motion passed unanimously.

B. Staff Items

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

   Mr. Dopp stated that Task Force had received its final reimbursement for the Fiscal Year 2013-14 Regional Rural Development Grant.

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

   Mr. Dopp stated that he had submitted the revised Scope of Work and revised budget, as approved at the Task Force meeting last month, to the Florida Department of Economic Opportunity for review and approval. He stated that the Department had sent an email stating the application is being reviewed by Department’s legal staff.

   a. Revamp Website

   The Task Force agreed by consensus to form a Website Development Committee consisting of Susie Page, Dawn Taylor and Carol McQueen. The Task Force agreed by consensus for the Committee to meet prior to the April 16, 2015 Task Force meeting to make a recommendation to the Task Force regarding a request for proposals and/or request qualifications regarding revamping the Task Force website.

   Sam Martin and Mr. Dopp agreed to collaborate on the preparation of a draft request for proposals and/or request for qualifications for consideration by the Website Revamp Committee.

   b. Five-Year Strategic Marketing Plan

   Mr. Dopp stated that no action has been taken on this deliverable.
c. American Express Destination Insights - International Version

Mr. Dopp reported that he has not heard from American Express regarding the American Express Destinations Insights report product. He stated that he would contact American Express to determine if the product will be continued in 2015.

**ACTION:** Ms. McQueen moved and Ms. Frieman seconded a motion to have Mr. Dopp investigate the availability of American Express Destinations Insights, and if the product is no longer available, to transfer funds from the Advertising budget as needed to purchase a one-year subscription to VisaVues, international version, from Visit Florida. The motion passed unanimously.

d. Brochure Distribution

Mr. Dopp noted the Task Force is entering into an agreement with Ad-Rack, a division of Helinger Advertising, to distribute brochures along I-75 from East Ridge, Tennessee to Jennings, Florida.

e. Professional Enhancement Scholarships

Mr. Dopp noted that Eliel Cotz, the Task Force student intern, is developing an application form and determining the number of internships which will be available to Task Force members and their staffs for the Southeast Tourism Society Marketing College and the 2016 Florida Governor’s Tourism Conference.

f. Media Advertising - Florida Pocket Ranger App Advertisement

Mr. Dopp reported that the Task Force has not yet received analytic information from Parks by Nature regarding the Task Force advertisement on the Florida Parks by Nature cell phone app.

3. Staff Report on Visit Florida Grants


i. Chicago Summary Report

Ms. McQueen reported on the Chicago Recreational Vehicle show.

ii. Washington, DC Summary Report

Chair Wideman and Ms. Page reported on the Washington DC Travel and Adventure Show.

iii. ITB Berlin Summary Report

Mr. Dopp reported on the ITB Berlin travel show.
ACTION: Ms. McQueen moved and Ms. Frieman seconded a motion to send a letter to Will Seccombe, President and Chief Executive Officer of Visit Florida, thanking him for his support and to request additional funding to continue the Rural Area of Opportunity program for next year. The motion passed unanimously.

4. Visit Florida 2014-15 Marketing Grant

Mr. Dopp reported that the Task Force bloggers are continuing to post blogs on the Task Force website in accordance with their contracts.

C. Other Old Business

1. Suwannee River Wilderness Trail Paddling Guide Update

Mr. Dopp noted that the staff has received an estimate from Julie Esbjorn of JS Design Studio for preparing a copy-ready version of the paddling guide update. He stated that Ms. Esbjorn’s cost estimate is $1,024.

ACTION: Ms. McQueen moved and Mr. Bailar seconded a motion to authorize staff to hire Julie Esbjorn of JS Design Studio to prepare a copy-ready version of the paddling guide update. The motion passed unanimously.

2. In-state Travel Shows

a. Jacksonville RV Show Summary Report

Mr. Frieman reported on the Jacksonville RV show.

b. Tampa Summary Report

Ms. McQueen reported on the Tampa show.

D. Visit Florida Report

Chris Smith reported on Visit Florida activities and programs of interest to the Task Force.

V. New Business

A. Announcements

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

B. Other New Business

No other new business was discussed.

3. Meeting Dates and Locations

Mr. Dopp stated that the meeting dates and locations for future meetings are included in the meeting packet.
VI. Leadership Forum: Janet Moses and Sandy Wilson, Barn Quilts.

Ms. Moses and Ms. Wilson made a presentation regarding Barn Quilts.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., April 16, 2015 at a location to be determined in Jefferson County.

The meeting adjourned at 1:25 p.m.

_______________________         4/16/15
Nancy Wideman, Chair                                                  Date

Minutes prepared by Steven Dopp of the North Central Florida Regional Planning Council.
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# The Original Florida Tourism Task Force
## Balance Sheet
### As of January 31, 2015

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<th>ASSETS</th>
<th>Jan 31, 15</th>
</tr>
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<tbody>
<tr>
<td>Current Assets</td>
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<td>Checking/Savings</td>
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<td>Cash in Bank - Capital City</td>
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<td>Accounts Receivable</td>
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<td>Accounts Receivable</td>
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<td>Total Current Assets</td>
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<td>TOTAL ASSETS</td>
<td>112,674.11</td>
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<th>LIABILITIES &amp; EQUITY</th>
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<td>Liabilities</td>
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<td>Current Liabilities</td>
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<td>Ending Balance</td>
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</table>
The Original Florida Tourism Task Force  
Income and Expenses - Budget vs. Actual  
As of January 31, 2015  
(These financial statements are unaudited)  

<table>
<thead>
<tr>
<th>Income</th>
<th>Budget</th>
<th>January 31, 2015</th>
<th>Year to Date</th>
<th>Over/(UNDER) Budget</th>
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<tbody>
<tr>
<td>Co-op Reg. Market. Prog. Fee</td>
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<td>Visit Florida</td>
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<td>RAO Grant</td>
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<td>Travel Map</td>
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<td>0.00</td>
<td>(5,000.00)</td>
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<td>(85,084.00)</td>
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<td>Transfer from Reserves</td>
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<td>(46,547.00)</td>
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<td>NCFRPC In-Kind Contribution</td>
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<td><strong>Marketing</strong></td>
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<td>Planning</td>
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<td>Collateral Materials</td>
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<td>Design &amp; Print Springs and More Brochure</td>
<td>17,000.00</td>
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<td>Distribute Springs and More Brochure</td>
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<td>Suwanee River Paddling Guide Reprint</td>
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<td>Website</td>
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<td>Bloggers Fees</td>
<td>3,100.00</td>
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<td>Enhancements</td>
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<td>1,882.34</td>
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<td><strong>Trade Shows</strong></td>
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<td>3 Air Carrier-Approved Cases</td>
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<td>Atlanta Boat Show</td>
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<td>(5,075.00)</td>
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<td>Chicago RV &amp; Camping Show</td>
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<td>IBT Berlin</td>
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<td>960.00</td>
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</table>
The Original Florida Tourism Task Force  
Income and Expenses - Budget vs. Actual  
As of January 31, 2015  

(These financial statements are unaudited)  

<table>
<thead>
<tr>
<th>Expense</th>
<th>Budget</th>
<th>January 31, 2015</th>
<th>Year to Date</th>
<th>Over/(UNDER) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>NY Times Travel Show</td>
<td>9,300.00</td>
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<td>(9,300.00)</td>
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<tr>
<td>Philadelphia Travel Show</td>
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<td>3,400.00</td>
<td>(5,000.00)</td>
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<td>Tampa Tribune Expo &amp; Boat Show</td>
<td>1,700.00</td>
<td>0.00</td>
<td>646.35</td>
<td>(1,053.65)</td>
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<td>Villages Summer Travel Expo</td>
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<td>VISIT FLORIDA Welcome Centers Festival</td>
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<td>(1,000.00)</td>
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<td>Washington, DC Travel Expo</td>
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<td>3,400.00</td>
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<td><strong>Total Trade Shows</strong></td>
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<td>Grant Related Projects</td>
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<td>VF Marketing Grant - Website Bloggers</td>
<td>7,500.00</td>
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<td>Research</td>
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<td>Destination Travel Insights 2015</td>
<td>5,000.00</td>
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<td>(5,000.00)</td>
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<td>Advertising</td>
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<td>Multi-Media Advertising</td>
<td>18,000.00</td>
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<td>11,500.00</td>
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<td>6,200.00</td>
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<td>VISIT Florida Magazine Ad</td>
<td>4,700.00</td>
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<td>(4,700.00)</td>
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<td>(5,000.00)</td>
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<tr>
<td>DEO FY 2015-2016</td>
<td>32,200.00</td>
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<tr>
<td>NCFRPC Staffing</td>
<td>34,000.00</td>
<td>0.00</td>
<td>138.67</td>
<td>(33,861.33)</td>
</tr>
<tr>
<td>Memberships</td>
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</tr>
<tr>
<td>Florida Outdoor Writers Assoc</td>
<td>200.00</td>
<td>0.00</td>
<td>175.00</td>
<td>(25.00)</td>
</tr>
<tr>
<td>Southeast Tourism Society</td>
<td>200.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(200.00)</td>
</tr>
<tr>
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<td>0.00</td>
<td>0.00</td>
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<td><strong>Total Memberships</strong></td>
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<td>175.00</td>
<td>(625.00)</td>
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<tr>
<td>Professional Enhancement - Staff</td>
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</tr>
<tr>
<td>Governor's Tourism Conference</td>
<td>1,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(1,000.00)</td>
</tr>
<tr>
<td>Southeast Tourism Society Marketing College</td>
<td>1,000.00</td>
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</tr>
<tr>
<td>Professional Enhancement - Members</td>
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<tr>
<td>Governor's Tourism Conference</td>
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<td>0.00</td>
<td>(5,000.00)</td>
</tr>
<tr>
<td>Leadership Development Forums</td>
<td>800.00</td>
<td>0.00</td>
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</tr>
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</tr>
<tr>
<td>Internships</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Harvey Campbell Memorial Internship</td>
<td>2,500.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(2,500.00)</td>
</tr>
<tr>
<td>Dean Fowler Internship</td>
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<td>0.00</td>
<td>(2,500.00)</td>
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### The Original Florida Tourism Task Force

#### Balance Sheet

**As of February 28, 2015**

**ASSETS**

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<tr>
<th>Current Assets</th>
<th>Feb 28, 15</th>
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<td>Cash in Bank - Capital City</td>
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<td>Total Checking/Savings</td>
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<tr>
<td>Accounts Receivable</td>
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<td>Total Accounts Receivable</td>
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<td>Other Current Assets</td>
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<td>Undeposited Funds</td>
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<td>Total Other Current Assets</td>
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<tr>
<td>Total Current Assets</td>
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**TOTAL ASSETS**

| 99,770.07 |

**LIABILITIES & EQUITY**

<table>
<thead>
<tr>
<th>Liabilities</th>
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</tr>
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<tr>
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<td>Total Current Liabilities</td>
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<tr>
<td>Total Liabilities</td>
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**TOTAL LIABILITIES & EQUITY**

| 99,770.07 |

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*The Original Florida Tourism Task Force*

*Balance Sheet*

*As of February 28, 2015*

2:30 PM

04/10/15

Accrual Basis
The Original Florida Tourism Task Force  
Reconciliation Summary  
Cash in Bank - Capital City, Period Ending 02/28/2015  

<table>
<thead>
<tr>
<th>Beginning Balance</th>
<th>Feb 28, 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleared Transactions</td>
<td></td>
</tr>
<tr>
<td>Checks and Payments - 12 items</td>
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<tr>
<td>Deposits and Credits - 1 item</td>
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<td>uncleared Transactions</td>
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<td>Total uncleared Transactions</td>
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<td>Register Balance as of 02/28/2015</td>
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<td>New Transactions</td>
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<td>Checks and Payments - 25 items</td>
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<tr>
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<td>Ending Balance</td>
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</table>
The Original Florida Tourism Task Force  
Income and Expenses - Budget vs. Actual  
As of February 28, 2015  

(These financial statements are unaudited)

<table>
<thead>
<tr>
<th>Income</th>
<th>Budget</th>
<th>February 28, 2015</th>
<th>Year to Date</th>
<th>Over/(UNDER) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Co-op Reg. Market. Prog. Fee</td>
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<td>4,000.00</td>
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<td>(12,000.00)</td>
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<tr>
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<td>11,002.89</td>
<td>(9,466.11)</td>
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<td>0.00</td>
<td>(150,000.00)</td>
</tr>
<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>-77.06</td>
<td>24,922.94</td>
<td>(75,161.06)</td>
</tr>
<tr>
<td>Marketing Grant</td>
<td>5,000.00</td>
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<td>0.00</td>
<td>(5,000.00)</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>-77.06</td>
<td>24,922.94</td>
<td>(85,161.06)</td>
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<tr>
<td>Transfer from Reserves</td>
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<td>(46,547.00)</td>
</tr>
<tr>
<td>NCFRPC In-Kind Contribution</td>
<td>15,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(15,000.00)</td>
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<tr>
<td>Gross Profit</td>
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<td>3,922.94</td>
<td>57,925.83</td>
<td>(318,174.17)</td>
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</tbody>
</table>

| 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              | 17,085.00    | 85.00               |
| 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              | 17,085.00    | (30,415.00)         |
| Website                                    |                |                   |              |                     |
| Bloggers Fees                               | 3,100.00       | 750.00            | 2,230.00     | (870.00)            |
| Enhancements                                | 500.00         | 0.00              | 138.75       | (361.25)            |
| Remake Website                              | 90,000.00      | 0.00              | 0.00         | (90,000.00)         |
| Web Bicycle Maps                            | 1,300.00       | 0.00              | 510.00       | (790.00)            |
| Website Hosting Services                    | 500.00         | 0.00              | 0.00         | (500.00)            |
| Total Website                               | 95,400.00      | 750.00            | 2,878.75     | (92,521.25)         |
| Public Relations                            |                |                   |              |                     |
| VisitFlorida NY City Media Luncheon         | 3,000.00       | 0.00              | 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      | 1,500.00          | 1,500.00     | (18,500.00)         |
| 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       | 4,812.82          | 5,737.82     | (262.18)            |
| Chicago RV & Camping Show                   | 8,700.00       | 0.00              | 1,683.00     | (7,017.00)          |
| IBT Berlin                                  | 14,800.00      | 0.00              | 0.00         | (14,800.00)         |
| Jacksonville Consumer Show                  | 1,500.00       | 0.00              | 592.55       | (907.45)            |
| Madison, WI Canoeoplia                      | 6,700.00       | 0.00              | 960.00       | (5,740.00)          |
### The Original Florida Tourism Task Force

#### Income and Expenses - Budget vs. Actual

**As of February 28, 2015**

(These financial statements are unaudited)

<table>
<thead>
<tr>
<th>Expense</th>
<th>Budget</th>
<th>February 28, 2015</th>
<th>Year to Date</th>
<th>Over/(UNDER) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>NY Times Travel Show</td>
<td>9,300.00</td>
<td>4,260.05</td>
<td>4,260.05</td>
<td>(5,039.95)</td>
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<td>3,400.00</td>
<td>(5,000.00)</td>
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<tr>
<td>Tampa Tribune Expo &amp; Boat Show</td>
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<tr>
<td>VISIT FLORIDA Welcome Centers Festival</td>
<td>1,000.00</td>
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<td>0.00</td>
<td>(1,000.00)</td>
</tr>
<tr>
<td>Washington, DC Travel Expo</td>
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<tr>
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<td>Destination Travel Insights 2015</td>
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<td>Multi-Media Advertising</td>
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<td>0.00</td>
<td>(5,000.00)</td>
</tr>
<tr>
<td><strong>Total Advertising</strong></td>
<td>33,900.00</td>
<td>1,253.00</td>
<td>18,953.00</td>
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<tr>
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<td>DEO FY 2015-2016</td>
<td>32,200.00</td>
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<td>0.00</td>
<td>(32,200.00)</td>
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<tr>
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<td>34,000.00</td>
<td>0.00</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Florida Outdoor Writers Assoc</td>
<td>200.00</td>
<td>0.00</td>
<td>175.00</td>
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<tr>
<td>Southeast Tourism Society</td>
<td>200.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(200.00)</td>
</tr>
<tr>
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<td>0.00</td>
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<td>(400.00)</td>
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<tr>
<td><strong>Total Memberships</strong></td>
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<td>0.00</td>
<td>175.00</td>
<td>(625.00)</td>
</tr>
<tr>
<td>Professional Enhancement - Staff</td>
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<tr>
<td>Governor's Tourism Conference</td>
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<td>0.00</td>
<td>(1,000.00)</td>
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<tr>
<td>Southeast Tourism Society Marketing College</td>
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<td>0.00</td>
<td>0.00</td>
<td>(1,000.00)</td>
</tr>
<tr>
<td>Professional Enhancement - Members</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Governor's Tourism Conference</td>
<td>5,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(5,000.00)</td>
</tr>
<tr>
<td>Leadership Development Forums</td>
<td>800.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(800.00)</td>
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<tr>
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<td></td>
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<td></td>
</tr>
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<td>Harvey Campbell Memorial Internship</td>
<td>2,500.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(2,500.00)</td>
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<td>Dean Fowler Internship</td>
<td>2,500.00</td>
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<tr>
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<td>12,706.98</td>
<td>65,262.93</td>
<td>(310,837.07)</td>
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<tr>
<td><strong>Net Income</strong></td>
<td>0.00</td>
<td>-8,784.04</td>
<td>-7,337.10</td>
<td>(7,337.10)</td>
</tr>
</tbody>
</table>
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
### 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: $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 Enhancement - Members:
- Governor's Tourism Conference: $5,000.00
- Leadership Development Forums: $800.00
- Southeastern Tourism Society Marketing College: $6,500.00

#### Internships:
- 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
April 8, 2015

TO: Website Development Committee
FROM: Steven Dopp, Senior Planner
North Central Florida Regional Planning Council
RE: Hiring of a Website Development Project Manager

Please find attached a proposed Website Project Action Plan as submitted by Sam Martin or SR Martin and Associates. As you may be aware, Mr. Martin proposed at the Original Florida Tourism Task Force meeting last month that the Task Force consider hiring a consultant to manage the website revamp project.

Subsequent to the meeting, I contacted the Florida Department of Economic Opportunity regarding whether any of the funds in our current Regional Rural Development Grant Scope of Work could be used for contracting with an independent website project manager. The Department informed me that the grant funds could not be used to hire a project manager independent of the website development company. Additionally, I was informed that the Department would not look favorably on any proposed amendment to the Scope of Work for the purpose of hiring a website project manager.

Attachment
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VNNF Website Update
Project Action Plan

Regional Rural Development Grant

Combine & Revamp the Visit Natural North Florida & Fish Natural North Florida Websites

Draft (Version 02)

Prepared for

Visit Natural North Florida Task Force

Prepared by

Sam Martin

(757) 286-0952

March 26, 2015
1 Project Action Plan Development

1.1 Project Action Plan Development Tasks

1.1.1 Create & Revise Draft Project Action Plan (PAP)

1.1.2 Gather / Share Website Example Information

   [VNNF Website Committee]

1.1.3 Draft & Revise Website Developer RFP

1.1.4 Meet with VNNF Website Committee (April 9, 2015)

   1.1.4.1 Review & Revise Project Action Plan

   1.1.4.2 Review & Revise Website Developer RFP (Draft)

   1.1.4.3 Discuss Website Update Project Activities/Actions

1.1.5 Present Project Action Plan / RFP to VNNF - April 16, 2015 Meeting

   [VNNF Actions]

1.2 Project Action Plan Development Plan Products

1.2.1 Draft Website Project Action Plan

1.2.2 Draft Website Development RFP

1.2.3 Example Website Information (distributed to Website Committee)

1.2.4 Website Project Action Plan Presentation (subject to VNNF Task Force approval)

1.2.5 Website Developer RFP Presentation (subject to VNNF Task Force Approval)

1.2.6 VNNF Website Committee Work Session
2 Website Design

2.1 Website Design Tasks

2.1.1 Develop Project Definition

2.1.1.1 Discovery Process
+ VNNF Task Force interviews
+ Existing Website User Base queries
+ Existing Websites review & assessment

2.1.1.2 Analysis
+ Functionality desired
+ Content desired (See Content Management Phase)
+ Future Functionality

2.1.1.3 Website Strategy Development
+ Goals
+ Objectives
+ Website desired features
+ Website desired content (See Content Management Phase)

2.1.2 Develop Structural Design

2.1.2.1 Functional Definition
+ Functional (user workflow)
+ Technology
+ Real World workflow & integration
+ Measurement Metrics
+ Social Media Usage
+ Support Resources

2.1.2.2 Website & Page-level Diagramming

+ Information architecture
+ Site mapping
+ Wireframes
+ Naming and labeling conventions
2.1.3 Develop Graphic Design
   [See Website Development Phase]

2.1.4 Develop Content Design
   [See Content Management Phase]

2.2 Website Design Products

2.2.1 VNNF Project Definition (includes Website Strategy)

2.2.2 VNNF Website Structural Design Strategy
   2.2.2.1 Functional Definition
   2.2.2.2 Website & Page-level Diagramming

3 Content Management

3.1 Content Management Tasks

3.1.1 Develop Content Management Plan
   3.1.1.1 Assess existing VNNF Media Library
   3.1.1.2 Media library framework design

3.1.2 Assess existing websites for useable content
   + Textual
   + Imagery/illustrations
   + Photography
   + Maps
3.1.3 Assess other related VNNF & Member County TDCs for existing content for usability

3.1.4 Set up content matrix (SmartSheet or equivalent)

3.1.5 Identify new content required
   + Textual
   + Imagery/illustrations
   + Photography
   + Maps

3.1.6 Develop new content (as limited by available resources)
   + Textual
   + Imagery/Illustrations
   + Photography
   + Maps

3.2 **Content Management Products**

3.2.1 Content Management Plan
   [Media Library Framework Design]

3.2.2 Assessment of Existing Website Content

3.2.3 Content Matrix (updated continuously)

3.2.4 Identification of New Content
   + Required
   + Desired

3.2.5 New Website Content (limited by resources)
   + Textual
4 Website Development

4.1 Website Development Tasks

4.1.1 Website Developer Selection/Hire

4.1.1.1 Issue RFP to Prospective Website Developers (30-day response period)

4.1.1.2 Develop Selection/Ranking Criteria & Evaluation Form

4.1.1.3 Review & Evaluate Website Developer Responses

4.1.1.4 Perform Reference Checks

4.1.1.5 Select Website Developer & Create Consulting Agreement

4.1.2 Engineering

4.1.2.1 Develop Software Requirements Specification (SRS) Document

4.1.2.2 Server and hosting set-up

4.1.2.3 Database Selection & development

4.1.2.4 Select Scripting Languages

4.1.2.5 CMS integration

4.1.2.6 Template design and development

+ HTML
+ CSS

+ Page-level Scripting Tools

4.1.2.7 Design of reusable elements

+ Graphics
+ Navigation
+ META tags
+ Etc.

4.1.3 Site Graphic Design

4.1.3.1 Applying brand and graphic identity

4.1.3.2 Photography and illustration

4.1.3.3 Design comps

4.1.3.4 Low-resolution prototype

4.1.4 Site Construction

4.1.4.1 Application development

4.1.4.2 Install Website Measurement Metrics

4.1.4.3 Flowing-in content

4.1.4.4 Applying styles

4.1.4.5 Social Media Links

4.1.4.6 Integrating

+ Data

+ Application

+ Other Functionality
4.1.4.7 Staging on test server

4.1.5 Quality Assurance Testing

4.1.5.1 Content testing and review

+ Link Checking

+ Graphics Review

4.1.5.2 Functional testing

+ Application

+ Interactive Elements

4.1.5.3 Real-world workflow and integration testing

4.1.5.4 Browser testing

4.1.6 Sign-off

4.1.6.1 Signoff Process

+ Stakeholder reviews & testing

+ Developer Revisions

+ Stakeholder signoffs
4.2 Website Development Products

4.2.1 Software Requirements Specification (SRS) Document

4.2.2 Website Application Development (per contract & Website Design Strategy Requirements)

4.2.3 Successful Quality Assurance Testing Results

4.2.4 Stakeholder Website Review, Testing, & Signoffs

5 Website Launch & Maintenance

5.1 Website Launch & Maintenance Tasks

5.1.1 Website Rollout

5.1.1.1 Website Soft Launch (small user base)

5.1.1.2 Website Hard Launch (large user base)

5.1.2 Website Launch Marketing

5.1.2.1 How & When to Announce?

5.1.3 Website Maintenance

5.1.3.1 Developer Website adjustments

5.1.3.2 Developer Website handoff to maintenance crew

5.1.4 Website Traffic Metrics

5.1.4.1 Data gathering

5.1.4.2 Reporting

5.1.4.3 Monitoring

5.1.5 CMS User Training
5.1.5.1 Content
5.1.5.2 Schedule

5.2 Website Launch & Maintenance Products

5.2.1 Approved Website Implementation
   + Soft Launch
   + Hard Launch
5.2.2 Website Marketing Strategy
5.2.3 Website Metrics Implementation
5.2.4 Website Maintenance Strategy
5.2.5 User Training Plan & Training Sessions

6 Project Management

6.1 Project Management Tasks

6.1.1 Website Developer Selection/Hire Process
   6.1.1.1 Create Website Developer Selection/Ranking Criteria
   6.1.1.2 Review & Evaluate Prospective Developers Proposals
   6.1.1.3 Perform Potential Developer Reference Interviews
6.1.2 Project Oversight / Development Coordination
6.1.3 Review Software Requirements Specification (SRS) Document
6.1.4 VNNF Task Force Reporting (Monthly)
6.1.5 Project DEO Quarterly Reporting

6.2 Project Management Products

6.2.1 Website Developer Selection
6.2.2 Developer - VNNF Task Force Coordination
6.2.3 Developer SRS Document Review
6.2.4 Quarterly VNNF DEO Project Reports
6.2.5 Monthly VNNF Task Force Reports

See document(s): NNF Website Update Project.mmap
Collinson Media & Events  
15 Technology Pkwy. South, Ste. 250  
Norcross, GA 30092  
Website: http://collinsonmedia.com/  
Contact: Charles Lewis  
clewis@collinsonmedia.com  
770-582-9700 ext. 112

Miles Partnership  
Attn: Mark Neujahr  
3652 Chandler Estates Dr  
Apopka, FL 32712

Madden Media  
Attn: Danah Heye  
345 E Toole Avenue  
Tucson, AZ 85701  
Website: http://www.maddenmedia.com/  
Contact: Danah Heye  
dheye@maddenmedia.com  
727-542-5462

352 Media  
422 S.W. 140th Terrace  
Newberry, FL 32669  
Website: http://www.352media.com/contact  
Contact: Rainier Fuclan  
352.374.9657

Bluewater Inet Group, LLC  
Attention: Rick Lamberson, CEO  
201 Long Ave, Port St Joe, FL 32456  
(850) 229-8149

MICROS eCommerce  
5550 Friendship Blvd Suite T100  
Chevy Chase, MD 20815  
Phone: +1 301.841.4700  
Fax: 301.841.4750
Evok Advertising  
1485 International Pkwy, 3rd Floor  
Heathrow, FL 32746  
P: 407-302-4416  
F: 407-302-4417  

Bricklauncher, LLC  
Attn: Chuck Robinson  
103 Wildwood Dr  
Crawfordville, FL  32327  

MMGY Global  
Attn: Chelsea Killion  
601 Madison Ave  
Kansas City, MO  64112  
816 472 5988  

Simpleview  
Attn: Kevin Bate  
335 Valley Heights Dr  
Oceanside, CA  92057  

Paramore Digital  
Attn: Stephanie Friedlander  
500 Church Street, Suite 500  
Nashville, TN 37219  
thepinkboa@paramoredigital.com  
(615) 386-9012  

Group 5 Advertising  
1210 NW 14th Ave  
Gainesville, FL 32601  
(352) 377-1338  

Aristotle  
Attn, Matt McClellan  
401 W Capital Ave, Ste 700  
Little Rock, AR  72201  
501.374.4638  

Livewire Web Design  
2606 NW 6th Street, Suite B  
Gainesville, FL 32609  
(352) 672-7092  

The Grossbauer Group  
Attn: Susan Grossbauer  
500 N Michigan Ave, Suite 600  
Chicago, Illinois  60611
USDM  
503 Neches  
Austin, Texas 78701  
Toll Free: 800.208.8661  
Fax: 361.883.4329  
Email: headquarters@usdm.net

Substance  
Attn: Todd Moritz  
605 NE 21st Avenue, Suite 200  
Portland, Oregon 97232  
503.445.0482

J Rudny, LLC  
P.O. Box 640  
Batavia, IL 60510-0640  
630-605-2990

BVK  
Attn: Bret Stasiak  
250 W. Coventry Court, Suite 300  
Milwaukee, WI 53217  
p. 414.228.1990  
f. 414.228.7561
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The Original Florida Tourism Task Force (Visit Natural North Florida) seeks a website design and marketing company to re-design and combine its existing websites, Visit Natural North Florida (www.vnnf.org) and Fish Natural North Florida (www.fnnf.org), as well as web hosting services for the new website. The contract shall be effective for the period beginning with the date of executed contract and continuing through completion of work, which shall be completed no later than November 30, 2015.

The Original Florida Tourism Task Force is a governmental entity consisting of member counties located in north central Florida. Current member counties consist of Alachua County, Bradford County, Dixie County, Gilchrist County, Jefferson County, Lafayette County, Levy County, Madison County, Taylor County, Union County and Wakulla County. The Task Force seeks to promote natural, historic and cultural attractions of the 11-county area to increase the number of visitors and extend their stay.

**Scope of Work**

The Task Force seeks a web design and marketing company with a proven track record within the travel and tourism industry of developing and managing effective sites while also improving site traffic and rankings. The selected company will detail the steps for the site design, content development, optimization, programming, maintenance, hosting, marketing and analysis. The selected company will also be capable of implementing the following:

1. The re-concept and re-design of its website to serve as an official travel information source for consumers.
2. Creativity in website design while providing an easy and logical navigation for users.
3. Implementation of responsive web design so as to be viewable on desktop and laptop computers as well as all smartphone and tablet platforms.
4. The development and implementation of a search engine optimization strategy.
5. The ability for Task Force staff to quickly and easily add and remove information pertaining to events, facilities, and features specific to individual counties.
6. Sample travel itineraries as well as the ability for users to create their own customized itineraries (trip planner) using website content.
7. A calendar of events maintained by Task Force members, as well as the ability to share events via social media and email.
8. A listing of attractions and maintenance of attractions maintained by Task Force members. Such attractions should include the ability to add a location map.
9. The ability to display blogs using WordPress or similar blogging platform.
10. Feedback areas for site visitors.
11. A German-language landing page and/or the ability to translate the website pages into German.
12. A low-resolution image gallery for download or viewing.
13. The ability to capture visitor information data for purposes of determining, by month, the number of users who access information by county and by resource/facility contained in the website as well as other information.
14. The ability to gather information from the site for re-marketing purposes using email as a primary relationship builder and for display and search re-targeting to re-engage potential destination visitors repeatedly throughout their travel research process.

15. The ability to store site visitor data for future campaigns such as opt-ins for brochure requests, contests, newsletters and site updates.

16. Maintenance and hosting with secure back-ups and 99.9% uptime.

17. Integrated social media components such as Facebook, Twitter, Flickr, YouTube, Pinterest, etc. Preference is to be imbedded into page.

18. An “About” page which describes the purpose of the Task Force, contains Task Force public meetings notices, Task Force contact information, Task Force agendas and meeting packages, as well as Task Force minutes.

19. The ability to have locations mapped with contextual information.

20. The ability to create individual Partner Pages for Visit Natural North Florida Partners, such as member counties and other future partners, to add their own information to their Partner Page.

21. The ability to download PDF versions of brochures and maps.

22. The ability to add current weather and tide gauges to the website.

**General**

The selected proposer will be expected to work closely with Website Development Committee of The Original Florida Tourism Task Force as well as Task Force staff through all phases of the project, including but not limited to website testing prior to launch, the launch process, as well as website customer relationship management and other necessary training.

The proposer may use and import all content currently contained on the vnnf.org and fnnf.org websites into the new website, may provide all-new content, or may use a combination of existing and new content.

All content as well as the website itself will be exclusively owned by The Original Florida Tourism Task Force.

In addition to the items listed herein, the Task Force will give consideration to other concepts for revamping its website. Proposers are therefore encouraged to present other concepts and features not contained herein. The budget for the project is a maximum of $75,000.

**Responses**

If you would like to respond to this Request for Proposals, please provide the following:

A description of how the above scope of work will be implemented.

An explanation of coordination and communication with the Original Florida Tourism Task Force throughout the project.

A detailed implementation timeline.

A complete proposal summary page covering each item, their costs and/or a total overall cost for the project.

A description of your company, the year it was founded, and information about your philosophy for successful web marketing.

A list of previous/current clients in the travel and tourism sector and a description of the work you have performed for them, to include success stories and statistics demonstrating the impact of your services. Please provide relevant urls.
Organization chart naming the key players in your organization, their professional backgrounds and areas of expertise.

Specifically state which staff would be assigned to manage The Original Florida Tourism Task Force account.

What specific expertise do you offer in each of the following areas:
- Website design
- Website graphic design
- Website development
- Content development
- Electronic Customer Relationship Management
- Website Marketing

With regard to website testing, please describe the website testing and approval process.

With regard to the website launch process, please describe the process used for website launch and any needed corrections.

With regard to website client training, describe the proposed creation and presentation of training materials for the Visit Natural North Florida client.

With regard to search engine optimization and search engine marketing, provide an outline for how you would approach both organic and paid strategies for The Original Florida Tourism Task Force site and how each will be measured and reported to the client. In the case of search engine optimization, please identify which license tools you will use to conduct a search demand audit. (The Original Florida Tourism Task Force shall be provided the entire keyword report resulting from this audit).

Contact information for three references familiar with your website development, internet marketing and search engine optimization/search engine marketing capabilities.

Submit a list of all subcontracted vendors and third-party software to be included in the proposed project, including a description of your work experience with them and the specific role each will have in the project.

An itemized budget and proposed set of deliverables.

Any terms and conditions that might affect the project.

Costs for on-going support for all modules including but not limited to monthly maintenance, project fees and administration fees. Please list any other anticipated fees.

**Ranking and Selection Criteria**

Preliminary Ranking: All proposals received will be reviewed and ranked by the Website Development Committee of The Original Florida Tourism Task Force using the following criteria based upon a total of 100 points, as follows:
(a) capacity to complete the work by November 30, 2015 (25 points); (b) past experience with the development and maintenance of tourism-oriented websites (25 points); (c) quality of proposal with regard to items 1 through 18 listed under Scope of Work as well as other proposed website features not contained herein (25 points); and (d) letters of reference (25 points). The total score from these criteria will be used to establish the rank order for the selection of the proposals by Website Development Committee members. The rankings, as established by the individual Website Development Committee members, will be combined to result in a Committee ranking of proposers based on the average rank order of proposals assigned by individual Committee members, not the total number of points assigned by individual Committee members.

Final Ranking: Unless oral presentations are requested by the Website Development Committee, the Preliminary Ranking shall be the Final Ranking. Should the Committee request oral presentations from the highest-ranking proposers, the finalists will be re-reviewed and re-ranked after the oral presentations by the Website Development Committee using the same criteria and method used for the Preliminary Ranking.

An attempt will be made to reach an agreement with the highest ranking proposer, the second highest, and so on until a satisfactory agreement is reached.
General Information

The Original Florida Tourism Task Force is not liable for costs incurred by proposers prior to execution of a contract. All costs incurred as a result of this request for proposals, including travel and personnel costs, are the sole responsibility of the proposer.

Responses are due by 5:00 p.m. Eastern Daylight Savings Time, May 15, 2015.

Submit two copies of your proposal in writing to:

Scott R. Koons, Executive Director
The Original Florida Tourism Task Force
2009 NW 67th Place
Gainesville, Florida 32653-1603

A minimum of three finalists will be selected from submitted proposals and may be requested to give oral presentations.

If you have any questions concerning the request for proposals, please contact Steven Dopp, Senior Planner, by e-mail at dopp@ncfrpc.org or by telephone at 352.955.2200, extension 109.
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.

<table>
<thead>
<tr>
<th>Proposed Scope of Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Combine and Revamp the Visit Natural North Florida and Fish Natural North Florida Websites.</td>
</tr>
</tbody>
</table>

The Task Force will contract with one or more website development companies to revamp its website.

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.
Goal: To create a single website for Visit Natural North Florida and to increase website traffic.

*Grant Amount: $75,000.*

**Website Development Firms = $75,000**

2) **Develop a five-year strategic marketing plan.** The strategic planning process will focus on setting long-term goals objectives of the Task Force in the areas of the tourism industry, organization development, marketing and promotion as well as education and training. Input from the Task Force will be incorporated into a 5-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 Task Force will contract with a company with competency in the development of marketing plans for tourism marketing organizations to prepare the plan. *Grant Amount: $10,200.*

**5-year Strategic Plan Consulting Firm = $10,200**

3) **Subscribe to American Express Destination Insights, international version.**

The Task Force will subscribe 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
Goal: To increase Task Force member understanding of foreign visitors to Natural North Florida as well as spending behavior for foreign leisure and business visitors will be provided in the report. This information will be used to enhance and to focus international marketing campaigns.  

*Grant Amount: $5,000.*

**American Express = $5,000**

4) **Distribute Brochures.**

A minimum of 75,000 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.

Goal: To distribute regional brochures to private businesses such as hotels along major travel routes within the state in order to attract more visitors.

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.  

*Grant Amount: $7,800.*

**Florida Brochure Distribution Company = $6,000**  
**Georgia Brochure Distribution Company = 1,800**

5) **Provide Professional Enhancement Scholarships to Task Force Members and/or their staff.**

**Professional Enhancement Scholarships (4 minimum number)**

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.  

*Grant Amount: $11,500.*
<table>
<thead>
<tr>
<th>A minimum of 4 Professional Enhancement Scholarships = $11,500</th>
</tr>
</thead>
</table>

6) **Place Visit Natural North Florida Advertising in Media.**

The Task Force will publish, at a minimum, one advertisement in either an electronic/digital or print medium. The advertisement will be in full color. All advertisements will highlight either natural resources or cultural resources located within the ten-county Task Force region and will reference the Visit Natural North Florida website.

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.

The Task Force will contract with media companies for the placement advertisements

**Grant Amount: $18,000.**

**Media companies = $18,000**

7) **Grant Administration @ 15% of grant value.**

Administration costs for all grant-related activities.

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.

**Grant Amount: $22,500**

**Grant Administration = $22,500**

Total Grant Amount: $150,000

Attach additional documentation if needed. Additional pages attached? **yes x**  **no □**
Please insert your budget for the proposed Scope of Work, including grant and matching funds, into the table provided below:

<table>
<thead>
<tr>
<th>Description</th>
<th>Revenue/Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Combine and Revamp Website</td>
<td>$75,000</td>
</tr>
<tr>
<td>2) Develop a Five Year Strategic/Marketing Plan</td>
<td>$10,200</td>
</tr>
<tr>
<td>3) Subscribe to American Express Destination Insights</td>
<td>$5,000</td>
</tr>
<tr>
<td>4) Distribute Brochures</td>
<td>$7,800</td>
</tr>
<tr>
<td>5) Provide Professional Enhancement Scholarships</td>
<td>$11,500</td>
</tr>
<tr>
<td>6) Place Advertising in Media</td>
<td>$18,000</td>
</tr>
<tr>
<td>7) Grant Administration @15% of Grant Value</td>
<td>$22,500</td>
</tr>
</tbody>
</table>

<p>| Total                                                    | $150,000         |</p>
<table>
<thead>
<tr>
<th>Proposer</th>
<th>Base Cost</th>
<th>Additional Costs</th>
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<tbody>
<tr>
<td>Miles Media Group</td>
<td>$59,000.00</td>
<td>plus $500 per month</td>
</tr>
<tr>
<td>Goforth Scientific</td>
<td>$21,699.00</td>
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<tr>
<td>MMG</td>
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<tr>
<td>Paramore-Redd</td>
<td>$65,300.00</td>
<td>plus $480 per year</td>
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<tr>
<td>Strategic Internet</td>
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<tr>
<td>TIG Global</td>
<td>$63,000.00</td>
<td>plus $17,700 of optional features/items</td>
</tr>
<tr>
<td>Web Solutions of America</td>
<td>$29,000.00</td>
<td>plus $1,235 per month</td>
</tr>
<tr>
<td>World Design Marketing</td>
<td>$32,070.00</td>
<td>plus $175 per month plus $125 per hour for on-going site maintenance</td>
</tr>
<tr>
<td>Group 5 Advertising</td>
<td>$50,000.00</td>
<td>Includes $25,000 for online advertising of new website</td>
</tr>
<tr>
<td>Simpleview</td>
<td>$95,450.00</td>
<td>plus $36,000 for one year of interactive marketing and $7,608.00 of annual maintenance costs</td>
</tr>
<tr>
<td>Civicsplus</td>
<td>$28,270.00</td>
<td>plus $41,650 for options, $4,380 per year for hosting &amp; maintenance, $16,143 options maintenance</td>
</tr>
</tbody>
</table>

Selected Developer (MMG) Contract Amount: $79,500.00

Compiled by: The Original Florida Tourism Task Force, February 13, 2015
April 8, 2015

Ms. Connie Norman
Government Analyst I
Florida Department of Economic Opportunity
Bureau of Economic Development
107 East Madison Street, MSC 160
Tallahassee, Florida 32399

RE: Fiscal Year 2015/16 Regional Rural Development Grant Scope of Work Modification

Dear Connie:

At its March 19, 2015 meeting, The Original Florida Tourism Task Force voted to request the following changes to its 2015/16 Regional Rural Development Grant Scope of Work.

3) Subscribe to American Express Destination Insights, international version VisaVue Travel International Tourism Reports.

The Task Force will subscribe for one year to American Express Destination Insights, international version VisaVue Travel International Tourism Reports. The American Express The VisaVue Travel report, which is published quarterly and is available through Visit Florida, will assist the Task Force in understanding international visitors. Information on top feeder markets, spending patterns and demographic profiles, and visitor share of spending by industry categories.

Goal: To increase Task Force member understanding of foreign visitors to Natural North Florida as well as spending behavior for foreign leisure and business visitors will be provided in the report. This information will be used to enhance and to focus international marketing campaigns.

Grant Amount: $5,000 $8,750

American-Express = $5,000-VisaVue Travel from Visit Florida = $8,750

In order to accommodate the additional $3,750 for item 3, the Task Force is requesting to reduce funding for item 6, Place Visit Natural North Florida Advertising in Media, from $18,000 to $14,250.

If you have any questions concerning this matter, please do not hesitate to contact Steven Dopp, Senior Planner, at 352.955.2200, ext. 109.

Sincerely,

Scott R. Koons, AICP
Executive Director
Hi Steven,

VISIT FLORIDA's research department is excited to offer two products from VisaVue Travel.

VisaVue Travel is offering **Domestic Tourism Reports**, which can provide a customized view of U.S. domestic tourism spending to your area and is fueled by the power of VisaNet's transaction data. These reports provide monthly reporting on travelers to your area and can be delivered within 45 days of the end of a quarter in an easy-to-manipulate excel spreadsheet. As a DMO Partner with VISIT FLORIDA, your price would be $2,050 per year, per area.

VisaVue Travel is also offering **International Tourism Reports**, which allows you define your area by five regions. You will receive an overview on how your area compares to the Top 100 regions nationally for the same time period. This report also includes card holder count and spending of international travelers who use an international Visa card. As a DMO Partner with VISIT FLORIDA, your price would be $8,750 for one annual and four quarterly reports received within 60 days of the end of the quarter.

Steven, if you have any questions or are interested in purchasing these reports, please feel free to contact me directly.

Sunny regards,

*Vicki Allen*
Research Manager
VISIT FLORIDA
(850) 205-3860
vallen@VISITFLORIDA.org
Helinger Advertising, Inc.
Ad Rack Division
4201 Central Avenue, St. Petersburg, Florida 33713
800-422-6222 Fax 727-327-2595

Contract

For the sum of $150.00 per month, paid monthly in advance, AD-RACK agrees to rent one advertising space(s) per display rack to THE ORIGINAL FLORIDA TOURISM TASK FORCE. AD-RACK agrees to stock this space with brochures provided by same. The period of this contract is one year beginning March 1, 2015.

This contract is made and entered into by all parties necessary hereto at St. Petersburg, Pinellas County, Florida. In the event of default by the Purchaser (Lessee), notwithstanding the existence of any Federal, State or Local laws or regulations to the contrary, any necessary litigation will be held in the courts located in St. Petersburg, Pinellas County, Florida. The Purchaser (Lessee), in the event of default, shall pay all court costs and reasonable attorney's fees necessary.

The area to be covered is as follows:

**Southern Interstate I-75 Georgia Route**

$ 150.00 per month.

Brochures will be picked up by AdRack as instructed.

AGREED 3/1/2015 (DATE)

Scott R. Koons, Executive Director

Kerry Helinger (AD RACK)
Visit Natural North Florida
Aug. 2 - 7, 2015
University of North Georgia, Dahlonega, Georgia

Propel your Career and Your Organization to the Next Level
The path to earning your Travel Marketing Professional Certification

Registration Now Open

Marketing College Registration - PDF- ONLINE
Marketing College Alumni Registration

But you can see #STSMC14 photos on Flickr

Quote of the Month (Sent to Joe Veneto, a MC instructor): January 8, 2015. As a third year student at STS Marketing College I chose to center one of my final graduation projects around Experiential Tourism. After your presentation, I was excited to share what I felt was very needed and worthwhile information with many of our tourism-related businesses in my county. I put together a presentation and actually conducted a workshop, introducing myself as an owner of a tourism-related business and engaging them in an actual “visitor-experience” activity. Then I was able to transition into the presentation. It worked beautifully and I received so much positive feedback. A few attendees stated it was exactly the information they needed. Others stated it was the best workshop they’d attended in a long time (not so much because of my presentation, I’m sure, but mainly because of the subject matter and how useful it will be to them). I just wanted to let you know of this success and of how timely your presentation was at Marketing College for me and for our communities here. Thanks for all you do and for your support and contribution of time and efforts to the Marketing College program.

Lisa Moorman, VDP, Tourism Manager
Botetourt County Office of Tourism, Fincastle, VA

Class of 2015 Featured Opening Night Orientation

Special Guest Speaker (BIO)
Cory Ramsey, Day Tripper
Map Dot, Kentucky - "Every Dot Matters"

Thank you to our incredible 2014 Sponsors who have kept tuition affordable!

The premier educational program for the tourism industry in the U.S. ~ the perfect forum for the exchange of ideas.
A superior educational opportunity in a tranquil environment ~ classes taught by industry leaders and working professionals.
Opportunities for networking with peers from across the Southeast and throughout the industry.

Since 1992, for one week each year, tourism industry professionals from all over the Southeast meet at University of North Georgia for the Southeast Tourism Society Marketing College.

During the week, students experience a broad-based curriculum of courses designed to teach marketing techniques from all facets of the tourism industry. Marketing College professors are working, experienced professionals from across the U.S. who not only bring expertise, but real-world knowledge and experience, to the classroom.

From the time students arrive on Sunday evening until they depart on Friday, they enjoy classes, lectures, discussion groups and one-of-a-kind networking opportunities in an academic environment conducive to learning.

Students who attend three years of Marketing College receive a Travel Marketing Professional (TMP) certification, presented at a special graduation ceremony at the STS spring meeting.

With the class of 2014 graduation in Charlotte, NC (March 21, 2015)
There will be a total of 876 industry professionals that have earned **TMP** certification.

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni &quot;A&quot;</td>
<td>Alumni &quot;B&quot;</td>
<td></td>
</tr>
<tr>
<td>August 3 - 4</td>
<td>August 6 - 7</td>
<td></td>
</tr>
</tbody>
</table>

**Festivals & Events**
Special classes in event management, sponsorship dollars, revenue generation and more.
Earn a Festival & Events Specialist designation along with your Travel Marketing Professional certification with official recognition.

Explore the details about STS Marketing College

- Registration
- Sponsorships
- Partner in Education
- Schedule
- Activities
- Testimonials
- Plan a Dahlonega Trip
- Driving Directions
- Find a Hotel
- Year 1
- Year 2
- Year 3
- Alumni "A"
- Alumni "B"
- Festivals & Events

**Miles is STS’ Partner in Education**

**ABOUT MILES**
Why did Miles become an official partner in education with STS?

Because Miles is passionate about travel. We believe the moments that capture our imagination and create lasting memories occur through travel. Together with STS, we can share our passion while inspiring others in our industry to share their passion.

**Year 1**
**COURSE OF INSTRUCTION**
- Tourism 101: A Comprehensive Study of Tourism
- Branding & Its Unique Application to Communities
- Top Trends in Travel & Tourism
- Secrets of Travel Packaging Success
- Marketing vs. Advertising
- Using National & State Data to Help with Your Marketing
- Selling for Success
- Integrated Tourism Marketing Online|Offline Working Together
- Public Relations 101
- DIY (Do-it-yourself) Research
- Working with International Travelers
- Demystifying Economic Impact
- Inquiry to Fulfillment to Conversion to Database
- Creating a Perfect Tourism Brochure
Year 2
COURSE OF INSTRUCTION

- Community & Destination Board Leadership
- Age to Affinity, The New and Emerging Tour & Travel Market
- Profiles & Conversion Study
- Content is King - Telling the Story of Your Destination
- Humanizing the Customer Experience
- Social Media
- Federal Tourism Policy
- Marketing vs. Advertising 102

- User Friendly Guide to Tourism Research
- Demystifying Economic Impact
- Multi-Channel Marketing: Integrating New Technologies
- Press Tour 101
- Generational Marketing: Distinctions Between
- The Five Generational Groups
- Destination Branding
- Working with Your Hotels & Attractions

Year 3
COURSE OF INSTRUCTION

Third year instruction will be extended classes ending by noon on Wednesday. We encourage you to stay around for the hoedown barn picnic.

- Social Media
- Research & Your Attractions
- Green Tourism

- Sports Marketing
- Data to Strategies
- Experiential Tourism

MARKETING COLLEGE HOME

FOR TMPs ONLY

ALUMNI COURSES

Specifically designed for travel professionals who have earned
Travel Marketing Professional (TMP) certification.

Alumni classes are a power-packed day and a half designed to educate, update and energize.

Choose both or one; add the festivals classes and stay the week to reengage with your peers - networking in a gorgeous setting!

Monday, August 3 - Tuesday, August 4
Class A

Thursday, August 6 - Friday, August 7
Class B

Courses leading to Festivals and Events Professional Certification

Festivals and events have an ever increasing importance to the communities that host them.

These occasions for family, friends to present a showcase of what is important are the life-blood of a community's tourism outreach, economic development in action!

Southeast Tourism Society, working with Southeast Festivals and Events Association, realize the importance of this field and now offer courses for those who work closely with festivals and events.

Courses offered include event management, sponsorship, revenue generation and more. At the end of three years, a Travel Marketing Professional certification with official recognition given as a Festivals and Events Specialist will be bestowed. On the registration form, simply select "Festivals and Events Track" to earn certification as a Festival & Events Planner (FEP)!

MARKETING COLLEGE HOME

BECOMING A TRAVEL MARKETING PROFESSIONAL

The time and commitment over three years lead up to final requirements to earn Travel Marketing Professional certification.

Perspective TMP Graduation Projects

- Must complete two different projects using lessons learned during the course of Marketing College.
- Must submit copies of their presentations/projects, to STS
- Will be celebrate at the Spring Symposium featuring a special graduation luncheon with diploma presentation.
- Proudly join over 800 tourism professionals with ‘TMP’ certification following their name and on their business cards!

ALUMNI COURSES

Specifically designed for travel professionals who have earned Travel Marketing Professional (TMP) certification.

Alumni classes are a power-packed day and a half designed to educate, update and energize.

TMP lapel pins have been created & will given to every graduate who has earned their TMP designation when they attend an STS function.

PROVIDED COURTESY OF ALABAMA MOUNTAIN LAKES TOURISM ASSOCIATION
More Than Classes and Studying

Take time to relax and enjoy activities that showcase the Dahlonega area, hosts of STS Marketing College for 23 years. Have some fun, get to know peers from around the country and throughout the industry. Discover life long learning and career long friendships.

» An evening at Wolf Mountain Winery
» Special Activities on Wednesday Afternoon
» 40 dining experiences – your problem is to choose one!
» Big Barn Hoe Down for an evening of food, fun and festivities
» An evening on the square of Dahlonega including an open house, shopping and live music

Come and explore tourism in action in Dahlonega!

Achasta Golf & Lunch
639 Birch River Drive Dahlonega, GA 30533
706-867-7900 www.Achasta.com

Gold Panning at Crisson Gold Mine
1 pan, 2 buckets of gem stones/dirt
Wagon ride to show you the mine
706-864-6363 crissongoldmine.com

Consolidated Gold Mines
Underground Adventures
Includes Underground Tour and Gold Panning
www.consolidatedgoldmine.com

Appalachian Outfitters

KAYAKING
http://canoegeorgia.com/canoe.php4#Chestatee
This is the kayak trip on the Chestatee River,
Plan on 3 hour window depending on the water.

TUBING
http://canoegeorgia.com/tubing.php4
1 hour trip unless you go twice – 1.5

What do you have to say?

"I truly believe anyone in the tourism industry should attend this school. I have only held my position for seven months as Tourism Director and Every day I was telling myself, 'I'm just not there yet,' if you know what I mean. Now, I know I am 'not there,' however, I know I can 'get there' and do my job well, thanks to STS Marketing College. I have an altogether new approach for my marketing plan and I owe it all to STS."

"Marketing College has continued to revitalize my energy towards tourism, the organization and customer service."

"Professional development is important. We never know everything and with the TMP designation and the opportunity to attend the program offered for alumni, the development continues as well as keeping me on top of the latest and greatest effecting the hospitality industry. It's good to see how other destinations are dealing with similar situations. Sometimes we forget that although the destination is different - larger or smaller - we all have the same struggle or challenges or needs. I look forward to the Alumni program knowing it will provide new and exciting ideas."

"Marketing College was an excellent opportunity to learn from industry leaders about destination marketing. The networking opportunities with peers also proved to be an invaluable experience. I highly recommend the program."

"Attending STS Marketing College is one of the most memorable experiences of my career. The one week session each year allows you the time to step out of your day-to-day work responsibilities and become re-energized which in-turn helps you stay competitive and marketable in today's travel and tourism environments."

"As a fan of travel & tourism as an industry, you know that professionalization is the key to continued success. Finishing the STS Marketing College to earn a Travel Marketing Professional certification is the key to professionalization. As a TMP, you will be an active voice for the industry both locally and around the region. This is an important personal goal, a goal that is good for you, good for Tallahassee."

"Often the newcomers have a limited tourism background and it appears that many attend the marketing school after they have been..."
"This week has been amazing! I cannot imagine that anything else will benefit my career in the way that Marketing College will. Everything as been exceptional, from the rich curriculum and scrumptious snacks, to the incredible networking events and lifelong friendships I have made with colleagues from across the southeast. Thank you STS for providing this fabulous opportunity!"

"I absolutely enjoyed every minute of my Marketing College experience and would highly recommend it to anyone! Not only in the Tourism Industry, but in the Economic Development Industry. In my opinion it is vital that the business world begin looking at us with eyes that see us for what we really are and do. Our Industry creates countless jobs as well as the huge economic impact it makes on our communities! I am making use of the education I received from STS and carrying it forward. It is my personal goal to guarantee that my community is well-informed of the impact the tourism industry makes in my county, and our state. I want you to know how much I sincerely appreciate this experience, and I will be attending the Alumni Class next year."

"I thoroughly enjoyed the alumni class and left a completed survey for you in the class. I must say we (DMO's) are very fortunate to have an organization like STS providing the level of training, research, networking opportunities and tools for us to better market our destinations."

"I want to thank you (STS) for making Marketing College such a wonderful experience. We implemented so many ideas during our three year stint, all of which have made our Visitors Bureau a better place to be and increased our bottom line as well. I am looking forward to the alumni class and again, THANK YOU, THANK YOU, THANK YOU!!"

"I am at CTTP for the state of Tennessee and that means a great deal to me, but having my TMP from STS means the world to me. The acquaintances and very close friends I have made through Marketing College, is worth millions to me. I wouldn't take back a second."

"Marketing College is a great way to learn and have fun at the same time.... (STS) did a fantastic job, as always."

Alumni Course "A" Monday, August 3 - Tuesday, August 4

Class A

Alumni Course "B" Thursday, August 6 - Friday, August 7

Class B
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STS Marketing College Registration

STS Marketing College 2015
Dahlonega, Georgia
August 2-7, 2015
University of North Georgia
For more information call 770-542-1523

Southeast Tourism Society
555 Sun Valley Drive, Suite E-5
Roswell, Ga. 30076
Phone: 770-542-1523/ Fax: 770-542-1527
Save time: register online at southeasttourism.org

Attendee Information

First Name
Last Name
Title
Company
Street
City
State
Zip
Telephone
E-mail

I'd like a flash drive of my class' Marketing College materials ($50)

I will be a: (Choose/Circle one)
1st year student
2nd year student
3rd year student

Payment

☐ Check payable to Southeast Tourism Society
☐ Credit Card
  ☐ American Express  ☐ Visa
  ☐ Mastercard  ☐ Discover

Card #
Expiration Date
Cardholder Name

Registration Fees (includes tuition & most meals)

| 1st & 2nd Year (single room) Member Fee: 995 |
| 1st & 2nd Year (single room) Non Member Fee: 1345 |
| 1st & 2nd Year (no room) Member Fee: 845 |
| 1st & 2nd Year (no room) Non Member Fee: 1195 |
| 3rd Year (single room Sun-Wed) Member Fee: 845 |
| 3rd Year (single room Sun-Wed) Non Member Fee: 1195 |
| 3rd Year (no room) Member Fee: 745 |
| 3rd Year (no room) Non Member Fee: 1095 |
| Festivals & Events - Year 1 Open to all (Wed. PM): 75 |
| Festivals & Events - Year 2 (All day Wed.): 150 |
| Festivals & Events - Year 3 (All day Wed. & Thurs. AM): 225 |
| Flash Drive: 50 |

Total Due:

Cancellation policy: 100% refund if cancelled before 7/10/15. 50% refund if cancelled before 7/17/15. No refund after 7/17/15.

I agree to all terms and conditions
Welcome

The Florida Governor’s Conference on Tourism is the premier educational conference for the Florida tourism industry and is designed and coordinated by VISIT FLORIDA, the Official Tourism Marketing Corporation for the State of Florida.

Save the Date: the 2015 Florida Governor’s Conference on Tourism will be held August 31 – September 2 at the Tampa Bay Convention Center in Tampa, FL. VISIT FLORIDA has negotiated a room block at the Tampa Marriott Waterside, across the street.

Stay tuned for additional details coming in early 2015!

Latest News

11/1/14 – Dates and Location for GC15!
**Governors Tourism Conference: Aug 31- Sept 2, 2015**

<table>
<thead>
<tr>
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<th>Notes</th>
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</thead>
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<tr>
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<td>$399.00</td>
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</tr>
<tr>
<td>Lodging: $159.43/day x 3=</td>
<td>$478.29</td>
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</tr>
<tr>
<td>Travel: 334 mi. x .575=</td>
<td>$192.05</td>
<td><strong>Distance starting/end point: NFRPC</strong></td>
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<tr>
<td>Food: Sun Night ($19) + $36/day x 3=</td>
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Total cost of attendance: $1196.34  
4 scholarships, $203.37 leftover

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<td>4 scholarships, $716.45 leftover</td>
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<tr>
<td>Conference + Lodging:</td>
<td>$877.29</td>
<td>5 scholarships, $605.33 leftover</td>
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</table>

**Southeastern Tourism Society Marketing College: Aug 2-7, 2015**

(We receive member discount/No limit on students sent, except capacity being reached: 300 students)

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<thead>
<tr>
<th>Item</th>
<th>Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference: *Tax Included</td>
<td>$995.00</td>
<td></td>
</tr>
<tr>
<td>Lodging:</td>
<td>Included</td>
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<tr>
<td>Travel: 834 mi. x .575=</td>
<td>$479.55</td>
<td><strong>Distance starting/end point: NCFRPC</strong></td>
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<tr>
<td>Food: Thurs. night ($19) and Fri. lunch/dinner ($30) =</td>
<td>$49.00/everything else is included</td>
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Total cost of attendance: $1523.55  
4 scholarships, $396.12 leftover

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<th>Cost</th>
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<td>4 scholarships, $589.82 leftover</td>
</tr>
<tr>
<td>Conference + Food:</td>
<td>$1044.00</td>
<td>6 scholarships, $229.68 leftover</td>
</tr>
</tbody>
</table>
Scholarship Reimbursement Form

Name: _______________________________________________________________________
Email: ______________________________________________________________________

Date(s) Traveled: _______________________________________________________________________

Departed from: ___________________________ Date: ________ Time: _______________

Traveled to: ___________________________ / Return Date: ________Time: ______________

Mileage Roundtrip: _______ (*.575) = _________ or Airfare: __________________________

Hotel Room Rate: _______________ (*# of nights: _____) = ____________________________

Tolls: ____________ Parking: ____________ Portage:______________
Conference Registration Fee: ________________

Meals: (Breakfast $6, Lunch $11, Dinner $19)
(Please note meals covered with the conference are not eligible for reimbursement)
Day One: _____ Breakfast _____ Lunch____ Dinner _____
Day Two: _____ Breakfast _____ Lunch____ Dinner _____
Day Three: _____ Breakfast _____ Lunch____ Dinner _____
Day Four: _____ Breakfast _____ Lunch____ Dinner _____
Day Five: _____ Breakfast _____ Lunch____ Dinner _____
Total: ________________

Total Reimbursement Amount: ________________
Send Reimbursement Payable to: ________________________________________________

Address/City/ST/Zip: __________________________________________________________

Signature of Applicant Date

Completed applications should be emailed to Steven Dopp (dopp@ncfrpc.org)
2009 NW 67th Place • Gainesville, FL 32653 • Phone: 352-955-2200 • Fax: 352-955-2209
Hi Steve

Hope all is well! Wanted to send you your Analytics to date since Launch! All going really well! With busy season ahead we look forward to promote any seasonal events you need too!

North Central Florida banner ads Analytics to date:
401,880 impressions
And
1,252 clicks

Warmest Regards,
Beth

Beth Melillo  
VP Client Services & PR, ParksByNature Network  
Main: (646) 480-3546 Ext.115  
Mobile: (917) 414-7452

1431 Broadway, Fl. #12, New York, NY 10018  
www.parksbynature.com

Follow us on:  
Facebook  
Twitter
This page intentionally left blank.
VISIT FLORIDA and Natural North Florida have teamed up to promote the unique nature-based qualities of the North Central Florida region. Through a partnership that began in January and just concluded this week, Natural North Florida representatives were able to help create awareness for the area’s unique boating, camping and adventure vacation spots through participation in seven domestic and international consumer trade shows.

Natural North Florida is a regional destination marketing organization, staffed by the North Central Florida Regional Planning Council, that represents Baker, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, Putnam, Suwanee, Taylor and Union counties. The 14-county area has been designated a Rural Area of Opportunity by the Florida Department of Economic Opportunity due to its need for economic assistance.

As part of the partnership program with VISIT FLORIDA, Natural North Florida representatives were able to have booth displays and meet one-on-one with attendees at domestic travel trade shows including the Atlanta Boat Show, New York Times Travel Show, Chicago RV & Camping Show, Philadelphia Travel Expo, Washington D.C. Travel Expo and Caneocopia in Madison, WI. They also had the opportunity to participate alongside VISIT FLORIDA in one of the world’s leading travel trade shows, ITB Berlin, which boasts more than 175,000 attendees and marketers from 186 countries.

Providing assistance to DMOs such as Natural North Florida is a reflection of VISIT FLORIDA’s core objective to provide our industry partners with co-op marketing programs that maximize the impact of their individual resources. By expanding the reach of Natural North Florida’s marketing efforts, together we are able to help grow economic activity by encouraging visitation to this grouping of geographically diverse destinations and participation in a broader range of activities that increases the impact of the shared Florida brand.

Nelson Mongiovi
Director of Marketing Operations
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April 16, 2015

Mr. Will Seccombe, President and Chief Executive Officer
Visit Florida
2540 Executive Center Circle West, Suite 200
Tallahassee, FL 32301

RE: North Central Florida Rural Area of Opportunity Partnership

Dear Will:

The Original Florida Tourism Task Force wishes to express its appreciation to you and the entire Visit Florida team for your participation in and commitment to the North Central Florida Rural Area of Opportunity Partnership. The Partnership enabled The Original Florida Tourism Task Force to participate in six out-of-state travel shows as well as the ITB show in Berlin, Germany. Our rural counties have never before had this kind of marketing exposure.

Again, thank you for your participation and commitment to the North Central Florida Rural Area of Opportunity Partnership Program. The Task Force looks forward to continuing the Partnership during the upcoming years.

Sincerely,

Nancy Wideman, Chair
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The Original Florida Tourism Task Force 2014 MEMBERS as of 4/8/2015

ALACHUA COUNTY

Vacant

Vacant

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

BRADFORD COUNTY

Vacant

Vacant

DIXIE COUNTY

Russ McCallister
Suwannee Guides and Outfitters
PO Box 1345
Old Town, FL 32680
(w) 352.542.8331
(h) 352.325.1520
(c) 352.258.0189
russ776@bellsouth.net
www.visitdixie.com
www.suwanneeguides.com

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www.visitdixie.com

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(f) 386.463.3469
(c) 386.208.6225
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Vacant

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rjbailar@gmail.com

LAFAYETTE COUNTY

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(f) 386.294.1133
(c) 727.457.3924
forest_1@msn.com
www.suwanneeriverrendezvous.com
LEVY COUNTY

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(f) 352.486.3401
(c) 352.221.0838
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(c) 352.317.0273
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bsg8@embarqmail.com

TAYLOR COUNTY

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Taylor County Chamber of Commerce
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(f) 850.584.8030
(c) 850.843.0992
taylorchamber@gtcom.net
www.taylorcountychamber.com

Sandy Beach
20845 Keaton Beach Dr.
Perry, FL 32348
850.578.2898 or 850.584.3812
Cell: 850.843.1546
sandy_beach@bbpfl.com

UNION COUNTY

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City of Lake Butler
200 SW 1st Street
Lake Butler, FL 32054
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(f) 386.496.1588
dmecusker@windstream.net

WAKULLA COUNTY

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Secretary, Wakulla County Tourist Development Council
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Vacant

STAFF

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THE ORIGINAL FLORIDA TOURISM TASK FORCE
VOLUNTEERS, CONSULTANTS AND OTHERS

as of 4/8/2015

**VOLUNTEERS, ETC**

*Tommy Thompson*
Two Tree, Inc.
24 NW 33rd Ct., Suite A
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.

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<thead>
<tr>
<th>Date</th>
<th>County</th>
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<tr>
<td>January 15</td>
<td>Alachua</td>
<td>Alachua</td>
<td>Dixie</td>
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<tr>
<td>February 19</td>
<td>Levy</td>
<td>Gilchrist</td>
<td>Jefferson</td>
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<tr>
<td>March 19</td>
<td>Madison</td>
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<td>Levy</td>
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<td>April 16</td>
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<td>Taylor</td>
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<td>August 20</td>
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<td>September 17</td>
<td>VISIT FLORIDA</td>
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<td>October 15</td>
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<td>November 19</td>
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<td>December 10</td>
<td>Alachua(Council Office)</td>
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