MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on May 21, 2015. The meeting will be held at the St. Marks National Wildlife Refuge, 1255 Lighthouse Road, Crawfordville, Florida, beginning at 10:00 a.m.
Note: If your GPS cannot find this location, enter St. Marks as the city name.
I. Call to Order, Introductions
II. Approval of the Agenda 3
III. Approval of the April 16, 2015 Meeting Minutes 5
IV. Old Business
   A. Committee Reports
      1. Finance Committee Report
         a. Monthly Financial Reports Review and Approval 11
   B. Staff Items
      1. Fiscal Year 2014-15 Florida Department of Economic Opportunity Grant 21
         a. Revamp Website
         b. Five-Year Strategic Marketing Plan 33
         c. Visa Vues - International Version
         d. Brochure Distribution
         e. Professional Enhancement Scholarships 41
         f. Media Advertising - Florida Pocket Ranger App Ad
      2. Visit Florida Grants
            Rural Area of Opportunity Grant
            i. Roland Loog Fee for Services
            ii. Final Report 49
            iii. Fiscal Year 2015-16 Travel Show Program
            iv. Letter of Appreciation to Will Seccombe, CEO, Visit Florida 75
            v. Selection of Trip Package Winner
         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. I-10 Welcome Center Summer Festival, June 5, 2015 77
         b. Fiscal Year 2015-16 Work Program
C. Other Old Business
   1. Suwannee River Wilderness Trail Paddling Guide Update
   2. Updated Task Force Member Contact Information
   3. Meeting Dates and Locations

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

V. New Business
   A. Announcements
   B. Other New Business

VI. Leadership Forum: Bob Ballard, Wakulla Environmental Institute

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., June 18, 2015 at a location to be determined in Lafayette County, Florida.
MINUTES OF
The Original Florida
TOURISM TASK FORCE

Jefferson County/RJ Bailar Library
Monticello, FL
Jefferson County

MEMBERS PRESENT

Lois Nevins, Alachua County
Donna Creamer, Gilchrist 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
Dave Mecusker, Union County

OTHERS PRESENT

Julie Conley, Jefferson County Economic
Development Council
Mary Ann Frisay, Jefferson County Tourist
Development Council
Kate Chunka, Visit Florida
Duncan Graham, Visit Florida
Roland Loog
Sam Martin, SR Martin Associates
Kay McCallister, Dixie County
Katrina Richardson, Jefferson County Chamber of
Commerce
Austin Richmond, Suwannee County Chamber of
Commerce
Dr. Virginia Royster,
Chris Smith, Visit Florida
Tommy Thompson, Two Tree, Inc.
Paula Vann, Columbia County Tourist Development
Council

STAFF PRESENT

Eliel Cotz
Steven Dopp

I. CALL TO ORDER, INTRODUCTIONS

Chair Nancy Wideman, noting the presence of a quorum, opened the meeting at 10:07 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 Dick Bailar seconded a motion to approve the agenda as circulated. The motion passed unanimously.
III. APPROVAL OF THE MARCH 19, 2015 MINUTES

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

ACTION: Carol McQueen moved and Susie Page seconded a motion to approve the March 19, 2015 minutes as circulated. The motion passed unanimously.

IV. STATUS UPDATE: BRADFORD AND COLUMBIA COUNTIES

Steven Dopp stated that Bradford County had rejoined the Task Force. He further stated that he had met with Paula Vann, Executive Director of the Columbia County Tourist Development Council and that it is anticipated that Columbia County will rejoin the Task Force in Fiscal Year 2015-16.

V. OLD BUSINESS

A. Committee Reports

1. Financial Committee Reports -


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

      ACTION: Dave Mecusker moved and Mr. Bailar seconded a motion to approve the January 2015 financial report as circulated.

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

      ACTION: Ms. McQueen moved and Ms. Frieman seconded a motion to table the February 2015 financial report until the next meeting. The motion passed unanimously.

2. Website Development Committee Report

   Mr. Dopp distributed Committee-recommended list of website developers and Request for Proposals to Task Force members.

   Dawn Taylor presented the Website Development Committee report and recommendations to the Task Force. She stated that the Committee recommends that the Task Force:

   1. Not hire a separate website development project manager;
   2. Include Bradford and Columbia Counties in the website update;
   3. Delegate the selection of the winning proposer to the Committee;
   4. Designate Roland Loog, Sam Martin and John Pricher to rank the proposers;
   5. Approach the list of website developers as distributed at the Task Force meeting;
   6. Approve the Request for Proposals as distributed at the Task Force meeting; and
   7. Publish the Request for Proposals through the Florida Administrative Register and the Southeastern Tourism Society.

   Mr. Dopp advised the Task Force that, while it can delegate the selection of the proposer to a Committee, is should not include non-members in the selection of the proposer. He advised that the Task Force ask Roland Loog, Sam Martin and John Pricher rank the proposers and present their recommendation to the Committee for its consideration. The Committee could then either accept the advisory panel recommendation or complete its own ranking.
ACTION: Ms. Creamer moved and Sandy Beach seconded a motion to:

1. Not hire a separate website development project manager;
2. Include Bradford and Columbia Counties in the website update;
3. Delegate the selection of the winning proposer to the Website Development Committee;
4. Appoint Roland Loog, Sam Martin and John Pricher to a Website Advisory Panel to rank the proposers using the selection criteria contained in the Request for Proposals, to present its ranking to the Website Development Committee for its consideration, to participate in the presentations of the top-three ranking proposers as determined by the Website Development Committee, to rank the top three proposers and to forward its recommended ranking to the Website Development Committee for its consideration;
5. Approve the list of website developers as distributed at the Task Force meeting;
6. Approve the Request for Proposals as distributed at the Task Force meeting;
7. Publish the Request for Proposals through the Florida Administrative Register; and
8. Publish the Request for Proposals through the Southeastern Tourism Society provided that the request can be published in a timely manner as determined by staff.

The motion carried unanimously.

B. Staff Items

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

Mr. Dopp stated the Task Force has not yet received a contract from the Department. He further stated that the contract continues to be under review by Department’s legal staff.

a. Revamp Website

The Task Force Website Development Committee met on April 13, 2015 and made a recommendation to the Task Force concerning revamping the website earlier during the Task Force meeting held on April 16, 2015.

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 stated that he had submitted to the Florida Department of Economic Opportunity the budget modification request approved at the meeting last month to replace the purchase of American Express Destination Insights, international version, with the purchase of Visa Vues, international version, for review and approval. He stated that, if the budget modification is approved, the Task Force will have $2,750 in unspent funds remaining in its advertising budget.
d. Brochure Distribution

Mr. Dopp noted the Task Force has entered into a contract 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 a scholarship application form is included in the meeting packet. He stated that the Task Force has sufficient funds for four Southeast Tourism Society scholarships and four Florida Governor’s Tourism Conference scholarships. He further stated that the Task Force is a member of the Southeast Tourism Society and as such, receives a reduced rate for Marketing College tuition. He stated that the scholarships would be awarded on a first-come, first-served basis and requested applications be submitted to the Task Force no later than June 1, 2015. He further stated that the application must include a tuition check made payable to The Original Florida Tourism Task Force. Mr. Dopp stated that a submittal deadline has not yet been determined for the Florida Governor’s Tourism Conference.

f. Media Advertising - Florida Pocket Ranger App Advertisement

Mr. Dopp reported that he received analytic information from Parks by Nature regarding the Task Force advertisement on the Florida Parks by Nature cell phone app. He further stated that the information is included in the meeting packet.

3. Staff Report on Visit Florida Grants


Roland Loog reported on the Task Force Rural Area of Opportunity grant program.

i. Madison Canoecopia Summary Report

Mr. Loog reported on the Madison Canoecopia show.

ii. Philadelphia Summary Report

Mr. Loog reported on the Philadelphia Travel and Adventure Show.

iii. Membership Debriefing on Travel Shows

Mr. Loog requested travel show participants to email him a brief description of their experiences at the travel shows as well as any recommendations they may have for future travel shows.

iv. Letter of Appreciation to Will Seccombe, President and Chief Executive Officer of Visit Florida

Mr. Dopp stated that a draft thank you letter to Mr. Seccombe for the North Florida Rural Area of Opportunity partnership was included in the meeting packet.
Ms. McQueen moved and Ms. Frieman seconded a motion to send the letter included in the meeting packet 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.

Winners and alternates for the Cedar Key and Steinhatchee getaway packages were selected at random by Mr. Cotz.

Mr. Dopp distributed examples of the three promotional items purchased through the Visit Florida Rural Area of Opportunity grant. The items consisted of sunglass straps, a flashcard containing photographs, videos and press releases highlighting Natural North Florida, and a self-adhesive embroidered Visit Natural North Florida logo patch.

Mr. Dopp reported that the website bloggers are continuing to post blogs on the Visit Natural North Florida website in accordance with their contracts.

Mr. Dopp stated that decisions regarding awarding the grant will be made by Visit Florida during May 2015. He further stated that the Committee should consider what, if anything, it would like to do regarding the funding of website bloggers should the application be denied by Visit Florida.

Mr. Dopp noted that the Undiscovered Florida publication has been published.

Mr. Dopp stated that Julie Esbjorn of JS Design Studio is preparing a copy-ready version of the Paddling Guide update.

Chair Wideman and Ms. Frieman reported on The Villages Travel Expo show.

Ms. Frieman requested that a change be made to the Madison County contact information.
4. Meeting Dates and Locations

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

D. Visit Florida Report

Kate Chunka reported on Visit Florida activities and programs of interest to the Task Force.

VI. New Business

A. Announcements

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

B. Other New Business

No other new business was discussed.

VII. Leadership Forum: Dr. Virginia Royster, The First Floridians

Dr. Royster made a presentation regarding 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.

The meeting adjourned at 1:50 p.m.

_______________________         5/21/15
Nancy Wideman, Chair                                                  Date

Minutes prepared by Steven Dopp of the North Central Florida Regional Planning Council.
The Original Florida Tourism Task Force  
Balance Sheet  
As of February 28, 2015  

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>Feb 28, 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td></td>
</tr>
<tr>
<td>Checking/Savings</td>
<td></td>
</tr>
<tr>
<td>Cash in Bank - Capital City</td>
<td>107,770.07</td>
</tr>
<tr>
<td>Total Checking/Savings</td>
<td>107,770.07</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td></td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>4,000.00</td>
</tr>
<tr>
<td>Total Accounts Receivable</td>
<td>4,000.00</td>
</tr>
<tr>
<td>Total Current Assets</td>
<td>111,770.07</td>
</tr>
<tr>
<td>TOTAL ASSETS</td>
<td>111,770.07</td>
</tr>
</tbody>
</table>

| LIABILITIES & EQUITY | | |
| Liabilities | | |
| Current Liabilities | | |
| Accounts Payable | 9,465.86 |
| Total Accounts Payable | 9,465.86 |
| Total Current Liabilities | 9,465.86 |
| Total Liabilities | 9,465.86 |
| Equity | | |
| Restricted | 17,562.32 |
| Unrestricted Earnings | 80,079.09 |
| Net Income | 4,662.80 |
| Total Equity | 102,304.21 |
| TOTAL LIABILITIES & EQUITY | 111,770.07 |
# The Original Florida Tourism Task Force

## Reconciliation Summary

**Cash in Bank - Capital City, Period Ending 02/28/2015**

<table>
<thead>
<tr>
<th>Description</th>
<th>Feb 28, 15</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Beginning Balance</strong></td>
<td>100,271.34</td>
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<tr>
<td><strong>Cleared Transactions</strong></td>
<td></td>
</tr>
<tr>
<td>Checks and Payments - 12 items</td>
<td>-22,653.99</td>
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<tr>
<td>Deposits and Credits - 1 item</td>
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<td><strong>Total Cleared Transactions</strong></td>
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<tr>
<td><strong>Cleared Balance</strong></td>
<td>98,086.10</td>
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<td><strong>Uncleared Transactions</strong></td>
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<td>Checks and Payments - 2 items</td>
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<td>Deposits and Credits - 1 item</td>
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<td><strong>Total Uncleared Transactions</strong></td>
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</tr>
<tr>
<td><strong>Register Balance as of 02/28/2015</strong></td>
<td>107,770.07</td>
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<tr>
<td><strong>New Transactions</strong></td>
<td></td>
</tr>
<tr>
<td>Checks and Payments - 25 items</td>
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<tr>
<td>Deposits and Credits - 1 item</td>
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<tr>
<td><strong>Total New Transactions</strong></td>
<td>-12,892.99</td>
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<tr>
<td><strong>Ending Balance</strong></td>
<td>94,877.08</td>
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</tbody>
</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>
<td>34,000.00</td>
<td>4,000.00</td>
<td>22,000.00</td>
<td>(12,000.00)</td>
</tr>
<tr>
<td>FDEO Staffing Grant FY 2013/2014</td>
<td>20,469.00</td>
<td>0.00</td>
<td>11,002.89</td>
<td>(9,466.11)</td>
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<tr>
<td>FDEO Staffing Grant FY 2014/2015</td>
<td>150,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(150,000.00)</td>
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<tr>
<td>Visit Florida</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RAO Grant</td>
<td>100,084.00</td>
<td>-77.06</td>
<td>24,922.94</td>
<td>(75,161.06)</td>
</tr>
<tr>
<td>Marketing Grant</td>
<td>5,000.00</td>
<td>0.00</td>
<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>
</tr>
<tr>
<td>Transfer from Reserves</td>
<td>46,547.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(46,547.00)</td>
</tr>
<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>
</tr>
<tr>
<td><strong>Gross Profit</strong></td>
<td><strong>376,100.00</strong></td>
<td><strong>3,922.94</strong></td>
<td><strong>57,925.83</strong></td>
<td>(318,174.17)</td>
</tr>
</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 Canoeopia                      | 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>
</tr>
<tr>
<td>Philadelphia Travel Show</td>
<td>8,400.00</td>
<td>0.00</td>
<td>3,400.00</td>
<td>(5,000.00)</td>
</tr>
<tr>
<td>Tampa Tribune Expo &amp; Boat Show</td>
<td>1,700.00</td>
<td>99.00</td>
<td>746.35</td>
<td>(954.65)</td>
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<tr>
<td>Villages Summer Travel Expo</td>
<td>600.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(600.00)</td>
</tr>
<tr>
<td>VISIT FLORIDA Welcome Centers Festival</td>
<td>1,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(1,000.00)</td>
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<td>Washington, DC Travel Expo</td>
<td>8,300.00</td>
<td>0.00</td>
<td>3,400.00</td>
<td>(4,900.00)</td>
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<tr>
<td>Total Trade Shows</td>
<td>92,500.00</td>
<td>10,671.87</td>
<td>22,278.77</td>
<td>(70,221.23)</td>
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<tr>
<td>Grant Related Projects</td>
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<tr>
<td>VF Marketing Grant - Website Bloggers</td>
<td>7,500.00</td>
<td>0.00</td>
<td>1,750.00</td>
<td>(5,750.00)</td>
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<tr>
<td>Research</td>
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</tr>
<tr>
<td>Destination Travel Insights 2015</td>
<td>5,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(5,000.00)</td>
</tr>
<tr>
<td>Advertising</td>
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</tr>
<tr>
<td>Multi-Media Advertising</td>
<td>18,000.00</td>
<td>1,253.00</td>
<td>12,753.00</td>
<td>(5,247.00)</td>
</tr>
<tr>
<td>Undiscovered Florida Co-op Ad</td>
<td>6,200.00</td>
<td>0.00</td>
<td>6,200.00</td>
<td>0.00</td>
</tr>
<tr>
<td>VISIT Florida Magazine Ad</td>
<td>4,700.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(4,700.00)</td>
</tr>
<tr>
<td>VISIT Florida Travel Map</td>
<td>5,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(5,000.00)</td>
</tr>
<tr>
<td>Total Advertising</td>
<td>33,900.00</td>
<td>1,253.00</td>
<td>18,953.00</td>
<td>(14,947.00)</td>
</tr>
<tr>
<td>Total Marketing</td>
<td>289,800.00</td>
<td>12,674.87</td>
<td>64,827.86</td>
<td>(224,972.14)</td>
</tr>
<tr>
<td>Administration</td>
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<td></td>
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<tr>
<td>DEO FY 2015-2016</td>
<td>32,200.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(32,200.00)</td>
</tr>
<tr>
<td>NCFRPC Staffing</td>
<td>34,000.00</td>
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<td>138.67</td>
<td>(33,861.33)</td>
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<tr>
<td>Memberships</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>
<td>(25.00)</td>
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<td>Southeast Tourism Society</td>
<td>200.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(200.00)</td>
</tr>
<tr>
<td>Visit Florida</td>
<td>400.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(400.00)</td>
</tr>
<tr>
<td>Total Memberships</td>
<td>800.00</td>
<td>0.00</td>
<td>175.00</td>
<td>(625.00)</td>
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<tr>
<td>Professional Enhancement - Staff</td>
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<td></td>
<td></td>
<td></td>
</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>
<td>0.00</td>
<td>0.00</td>
<td>(1,000.00)</td>
</tr>
<tr>
<td>Professional Enhancement - Members</td>
<td></td>
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<td></td>
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<tr>
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<td>5,000.00</td>
<td>0.00</td>
<td>0.00</td>
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</tr>
<tr>
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<tr>
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<td>0.00</td>
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<tr>
<td>Internships</td>
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<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>
</tr>
<tr>
<td>Postage</td>
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<td>56.32</td>
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<tr>
<td>Miscellaneous</td>
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<tr>
<td>Total Expense</td>
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<td>-7,337.10</td>
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The Original Florida Tourism Task Force
Balance Sheet
As of March 31, 2015

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>Mar 31, 15</th>
</tr>
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<tbody>
<tr>
<td>Current Assets</td>
<td></td>
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<tr>
<td>Checking/Savings</td>
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<td>Cash in Bank - Capital City</td>
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<td>Total Checking/Savings</td>
<td>109,755.99</td>
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<tr>
<td>Total Current Assets</td>
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<tr>
<td>TOTAL ASSETS</td>
<td>109,755.99</td>
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</table>

<table>
<thead>
<tr>
<th>LIABILITIES &amp; EQUITY</th>
<th></th>
</tr>
</thead>
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<tr>
<td>Liabilities</td>
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<tr>
<td>Accounts Payable</td>
<td></td>
</tr>
<tr>
<td>Accounts Payable</td>
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</tr>
<tr>
<td>Total Accounts Payable</td>
<td>9,465.86</td>
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<tr>
<td>Total Current Liabilities</td>
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<tr>
<td>Total Liabilities</td>
<td>9,465.86</td>
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<td>Equity</td>
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<td>Unrestricted Earnings</td>
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<td>Total Equity</td>
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<td>TOTAL LIABILITIES &amp; EQUITY</td>
<td>109,755.99</td>
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</table>
# The Original Florida Tourism Task Force
## Reconciliation Summary
### Cash in Bank - Capital City, Period Ending 03/31/2015

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
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<td><strong>Beginning Balance</strong></td>
<td>98,086.10</td>
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<tr>
<td><strong>Cleared Transactions</strong></td>
<td></td>
</tr>
<tr>
<td>Checks and Payments - 11 items</td>
<td>-6,171.18</td>
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<tr>
<td>Deposits and Credits - 3 items</td>
<td>8,000.00</td>
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<td><strong>Total Cleared Transactions</strong></td>
<td>1,828.82</td>
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<tr>
<td><strong>Cleared Balance</strong></td>
<td>99,914.92</td>
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<tr>
<td><strong>Uncleared Transactions</strong></td>
<td></td>
</tr>
<tr>
<td>Checks and Payments - 5 items</td>
<td>-2,158.93</td>
</tr>
<tr>
<td><strong>Total Uncleared Transactions</strong></td>
<td>-2,158.93</td>
</tr>
<tr>
<td><strong>Register Balance as of 03/31/2015</strong></td>
<td>97,755.99</td>
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<tr>
<td><strong>New Transactions</strong></td>
<td></td>
</tr>
<tr>
<td>Checks and Payments - 18 items</td>
<td>-31,019.76</td>
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<tr>
<td><strong>Total New Transactions</strong></td>
<td>-31,019.76</td>
</tr>
<tr>
<td><strong>Ending Balance</strong></td>
<td>66,736.23</td>
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</tbody>
</table>
# The Original Florida Tourism Task Force  
## Income and Expenses - Budget vs. Actual  
### As of March 31, 2015

(These financial statements are unaudited)

<table>
<thead>
<tr>
<th>Income</th>
<th>Budget</th>
<th>March 31, 2015</th>
<th>Year to Date</th>
<th>Over/(UNDER) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Co-op Reg. Market. Prog. Fee</td>
<td>34,000.00</td>
<td>4,000.00</td>
<td>30,000.00</td>
<td>(4,000.00)</td>
</tr>
<tr>
<td>FDEO Staffing Grant FY 2013/2014</td>
<td>20,459.00</td>
<td>0.00</td>
<td>11,002.89</td>
<td>(9,466.11)</td>
</tr>
<tr>
<td>FDEO Staffing Grant FY 2014/2015</td>
<td>150,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(150,000.00)</td>
</tr>
<tr>
<td><strong>Visit Florida</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RAO Grant</td>
<td>100,084.00</td>
<td>0.00</td>
<td>24,922.00</td>
<td>(75,162.00)</td>
</tr>
<tr>
<td>Marketing Grant</td>
<td>5,000.00</td>
<td>0.00</td>
<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><strong>Total Visit Florida</strong></td>
<td>110,084.00</td>
<td>0.00</td>
<td>24,922.00</td>
<td>(85,162.00)</td>
</tr>
<tr>
<td>Transfer from Reserves</td>
<td>48,547.00</td>
<td>0.00</td>
<td>0.00</td>
<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>
</tr>
<tr>
<td><strong>Gross Profit</strong></td>
<td>375,100.00</td>
<td>4,000.00</td>
<td>65,924.89</td>
<td>(310,175.11)</td>
</tr>
</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    | 450.00         | 17,550.00    | 535.00              |
| Distribute Springs and More Brochure        | 13,000.00    | 1,356.75       | 1,356.75     | (11,641.25)         |
| Suwanee River Paddling Guide Reprint        | 17,500.00    | 0.00           | 0.00         | (17,500.00)         |
| **Total Collateral Materials**              | 47,500.00    | 1,806.75       | 18,893.75    | (28,606.25)         |
| Website                                     |              |                |              |                     |
| Bloggers Fees                               | 3,100.00     | 1,370.00       | 3,600.00     | 500.00              |
| 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    | 1,370.00       | 4,248.75     | (91,151.25)         |
| 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    | 0.00           | 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     | 0.00           | 5,737.82     | (262.18)            |
| Chicago RV & Camping Show                   | 8,700.00     | 1,615.65       | 3,298.65     | (5,401.35)          |
| 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 Canoeopia                       | 6,700.00     | 0.00           | 960.00       | (5,740.00)          |
The Original Florida Tourism Task Force  
Income and Expenses - Budget vs. Actual  
As of March 31, 2015  

(These financial statements are unaudited)

<table>
<thead>
<tr>
<th>Expense</th>
<th>Budget</th>
<th>March 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>
<td>0.00</td>
<td>4,260.05</td>
<td>(5,039.95)</td>
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<td>Philadelphia Travel Show</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>
<td>1,700.00</td>
<td>0.00</td>
<td>745.35</td>
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<tr>
<td>Villages Summer Travel Expo</td>
<td>600.00</td>
<td>445.00</td>
<td>445.00</td>
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<tr>
<td>VISIT FLORIDA Welcome Centers Festival</td>
<td>1,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(1,000.00)</td>
</tr>
<tr>
<td>Washington, DC Travel Expo</td>
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<td>0.00</td>
<td>3,400.00</td>
<td>(4,900.00)</td>
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<td>VF Marketing Grant - Website Bloggers</td>
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<tr>
<td>Destination Travel Insights 2015</td>
<td>5,000.00</td>
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<td>0.00</td>
<td>(5,000.00)</td>
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<tr>
<td>Advertising</td>
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</tr>
<tr>
<td>Multi-Media Advertising</td>
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<td>12,753.00</td>
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<td>6,200.00</td>
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<td>6,200.00</td>
<td>(0.00)</td>
</tr>
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<td>4,700.00</td>
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<td>0.00</td>
<td>(4,700.00)</td>
</tr>
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<td>VISIT Florida Travel Map</td>
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<td>0.00</td>
<td>(1,000.00)</td>
</tr>
<tr>
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<td>0.00</td>
<td>0.00</td>
<td>(1,000.00)</td>
</tr>
<tr>
<td>Professional Enhancement - Members</td>
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<td></td>
</tr>
<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>
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<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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<td>6,500.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(6,500.00)</td>
</tr>
<tr>
<td>Internships</td>
<td></td>
<td></td>
<td></td>
<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>
<td>2,500.00</td>
<td>0.00</td>
<td>0.00</td>
<td>(2,500.00)</td>
</tr>
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<td>0.00</td>
<td>-2,014.08</td>
<td>-5,352.12</td>
<td>(5,352.12)</td>
</tr>
</tbody>
</table>
Original Florida Tourism Task Force  
Budget FY 2014-15  
Amended 11/20/14

**Revenues**

*Cooperative Regional Marketing Program Fees:*

- Alachua County $12,000
- Dixie County $2,000
- Gilchrist County $2,000
- Jefferson County $2,000
- Lafayette County $1,000
- Levy County $4,000
- Madison County $4,000
- Taylor County $4,000
- Union County $1,000
- Wakulla County $2,000

**Subtotal** $34,000

*Additional Revenue:*

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

**Subtotal** $342,100

**TOTAL REVENUES** $376,100

**Expenditures**

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

**TOTAL EXPENDITURES** $376,100

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

**Reserve Funds**

- Restricted Funds Balance $0
- Unrestricted Funds Balance, Estimate $40,000

**TOTAL RESERVE FUNDS** $40,000
## 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 Canoeopedia
  - $6,700.00
- NY Times Travel Show
  - $9,300.00
- Philadelphia Travel Show
  - $8,400.00
- Tampa Tribune Expo & Boat Show
  - $1,700.00
- Villages Summer Travel Expo
  - $600.00
- VISIT FLORIDA Welcome Center Festivals (I-75 Fall, I-10 Summer)
  - $1,000.00
- Washington DC Travel Expo
  - $8,300.00

### Grant-Related Projects:
- VF Marketing Grant - Website Bloggers
  - $7,500.00

### Research:
- Destination Travel Insights 2015, International Version
  - $5,000.00

### Advertising:
- Multi-Media Advertising
  - $18,000.00
- Undiscovered Florida Co-op Advertisement
  - $6,200.00
- VISIT Florida Magazine Advertisement
  - $4,700.00
- Visit Florida Travel Map
  - $5,000.00

### Total Marketing Expenditure
  - $289,800.00

### Administration
  - North Central Florida Regional Planning Council - VisitFlorida, DEO FY 2014/15 and DEO FY 2015/16
    - $32,200.00
  - North Central Florida Regional 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
Please provide a Scope of Work detailing the activities the regional organization proposes to accomplish with this grant funding. Briefly describe how each activity will build the professional capacity of the regional organization and its partnerships or provides technical to businesses within the rural counties and communities that it serves. Note: Deliverables will be developed with DEO staff based on the approved Scope of Work after initial review of the application.

### Proposed Scope of Work

1) **Combine and Revamp the Visit Natural North Florida and Fish Natural North Florida Websites.**

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 usable on mobile devices. It will be revised to be easier for content providers to upload, edit and manage online 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.**
A minimum of 4 Professional Enhancement Scholarships = $11,500

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>
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<tbody>
<tr>
<td>1) Combine and Revamp Website</td>
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<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>
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<tr>
<td>4) Distribute Brochures</td>
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<tr>
<td>5) Provide Professional Enhancement Scholarships</td>
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<tr>
<td>6) Place Advertising in Media</td>
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</tr>
<tr>
<td>7) Grant Administration @15% of Grant Value</td>
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<td><strong>Total</strong></td>
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<td>Base Cost</td>
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<td>--------------------------</td>
<td>---------------</td>
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<td>Miles Media Group</td>
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</table>

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

Compiled by: The Original Florida Tourism Task Force, February 13, 2015
Steve Dopp

From: Steve Dopp
Sent: Wednesday, May 06, 2015 11:28 AM
To: 'Norman, Connie'
Cc: Scott Koons
Subject: Minimum Criteria for 5-Year Strategic Plan

As per our recent telephone conversation.

**Minimum Criteria for the Original Florida Tourism Task Force 5-Year Strategic Plan**

1. Conduct a visioning process among Task Force members to identify past, current, and future opportunities for tourism development and promotion.

2. Contain a Strengths, Weaknesses, Opportunities and Threats analysis of the region.

3. Identification of existing tourism attractions and infrastructure.

4. Identification of future tourism attractions, facilities and infrastructure needs.

5. Identification of goals and objectives to be implemented during the 5-year period of the strategic plan.

If you have any questions concerning this matter, please do not hesitate to contact me.
Connie,

With regards to our telephone conference all this morning, I suggest the following 10 items from the RFP to constitute the minimum requirements for the website revamp:

Items 3, 5, 6, 7, 8, 9, 10, 11, 19 and 22.

If you have any questions regarding this matter, please do not hesitate to contact me.
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. In addition to these counties, for purposes of the Request for Proposals, Columbia County will be considered a member county. The Task Force seeks to promote natural, historic and cultural attractions of the 12-county area to increase the number of visitors and to 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. The ability for Task Force staff to quickly and easily add the following additional counties to the website: Baker County, Hamilton County, Marion County, Putnam County and Suwannee County.
7. The ability for Task Force staff to quickly and easily hide from view and/or delete selected counties and their associated information from the website.
8. Sample travel itineraries as well as the ability for users to create their own customized itineraries (trip planner) using website content.
9. A calendar of events maintained by Task Force members, as well as the ability to share events via social media and email.
10. A listing of attractions and maintenance of attractions maintained by Task Force members. Such attractions should include the ability to add a location map.
11. The ability to display blogs using WordPress or similar blogging platform and use comments to blogs.
12. Both German-language and Spanish-language landing pages and/or the ability to translate the website pages into German and Spanish.
13. A low-resolution image gallery for download or viewing.

14. 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.

15. 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.

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

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

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

19. 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.

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

21. 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.

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

23. The ability to add current weather, tide gauges as well as Suwannee River flood watch gauges to the website.

24. The ability to provide website customer relationship management as well as other necessary training.

25. The ability to use to use an open source, non-proprietary content management system.

**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 and the launch process.

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.

An 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 December 31, 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 25 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 29, 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.
The Original Florida Tourism Task Force (Visit Natural North Florida) seeks a professional tourism marketing company to create a strategic plan to guide its development and marketing efforts for the next five years (January 1, 2016 through December 31, 2020). The planning effort will focus on assisting the Task Force set long-term goal and objectives in the areas of organizational development, tourism promotion and marketing, as well as the education and training of Task Force members and their staff. 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 December 31, 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 to extend their stay. The Task Force maintains a website at www.vnnf.org as well as a Facebook page at www.facebook.com/naturalnorthflorida.

Scope of Work

The Task Force seeks a professional tourism marketing company with a proven track record within the travel and tourism industry of developing a five-year strategic plan. The selected company will also be capable of implementing the following components of the 5-year strategic marketing plan:

1. Conduct a visioning process among Task Force members to identify past, current, and future opportunities for tourism development and promotion.

2. Contain a Strengths, Weaknesses, Opportunities and Threats analysis of the region.

3. Identification of existing tourism attractions and infrastructure.

4. Identification of future tourism attractions, facilities and infrastructure needs.

5. Identification of goals and objectives to be implemented during the 5-year period of the strategic plan.

6. Development of marketing and promotion strategies for the 5-year period of the strategic plan.

General

The selected proposer will be expected to work closely with the Strategic Planning Committee of The Original Florida Tourism Task Force as well as Task Force staff through all phases of the project.

In addition to the items listed herein, the Task Force will give consideration to other concepts for its five-year strategic plan. Proposers are therefore encouraged to present other concepts and features not contained herein.

The budget for the project is a maximum of $10,200.
**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 tourism 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.

An 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.

Submit a list of all subcontracted vendors to be used 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.

**Ranking and Selection Criteria**

Preliminary Ranking: All proposals received will be reviewed and ranked by the Strategic Planning 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 December 31, 2015 (25 points); (b) past experience with the development and maintenance of tourism-oriented strategic plans (25 points); (c) quality of proposal with regard to items 1 through 6 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 Strategic Planning Committee members. The rankings, as established by the individual Strategic Planning 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 Strategic Planning 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, June 26, 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

If you have any questions concerning the request for proposals, please contact Steven Dopp, Senior Planner, by email at dopp@ncfrpc.org or by telephone at 352.955.2200, extension 109.
The Original Florida Tourism Task Force
Strategic Planning Committee
List of Potential Proposers

May 21, 2015

Collinson Media & Events
Attn: Chris Rash
15 Technology Pkwy. South, Ste. 250
Norcross, GA 30092
Website: http://collinsonmedia.com/
crash@collinsonmedia.com
(w) 678.987.9943
(c) 770.330.5446

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

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

MMGY Global
Attn: Chelsea Killion
601 Madison Ave
Kansas City, MO 64112
816 472 5988
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
890 Sidewalk Road
Chesterton, IN  46304

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

Geiger & Associates
Public Relations, Inc
1846 Junwin Court
Tallahassee, FL 32308

Sapient Nitro
1515 N Courthouse Road
4th Floor
Arlington, VA 22201
info@sapient.com

160 Over 90
One South Broad Street
10th Floor
Philadelphia, PA 19107
Office: 215.732.3200

160 Over 90
21 SE 2nd Place
Gainesville, FL 32601
(352) 415-2355

Frankel Media Group
105 SW 128th Street
Newberry, FL 32669
352.331.5558

Liquid Creative Studio
224 NW 2nd Ave
Gainesville, FL 32601

Parisleaf
107 SW 7th Street
Gainesville, FL 32601
info@parisleaf.com
(352) 377-5560

Pro iNK Communications Marketing
532 N Main St
Gainesville, FL 32601
(352) 377-8973
352 Inc
133 SW 130th Way, Suite D
Newberry, FL 32669

Total Destination Marketing
20212 SW 86th Avenue
Tualatin, OR 97062 U.S.A.
Phone: 503.692.4603

CBEI
Attn: Celeste Rustin
34 Union Street/ PO Box 387
Saint Marks, Florida 32355
Phone: 561-758-7774
celrustin@yahoo.com

Action Coach, c/o William Eveleth
4400 Bayou Blvd Suite 9 - A
Pensacola, FL 32503
phone: 8509344987
email billeveleth@actioncoach.com

S.R. Martin Associates
2745 Hickory Ridge Road
Tallahassee, FL 32308
(757) 848-1163
(757) 286-0952 (cell)
SRMartinStudio@gmail.com
SRM.Studio (Skype)
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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 (2015)

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.

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### Year 1  |  Year 2  |  Year 3

<table>
<thead>
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<tr>
<td>August 3 - 4</td>
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</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

<table>
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</tr>
</tbody>
</table>

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**Miles**

*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
- 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**

- 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.*
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!

**Schedule**

**Sunday, August 2**

1:00 - 4:00 p.m. Registration: Pick up books, materials and room keys at
5:00 p.m. Orientation in the Gloria Schott Auditorium at Nix Fine Arts Center
6:00 p.m. Reception @ Wolf Mountain Vineyards

**Monday, August 3 through Thursday, August 6**

7:00 - 8:00 a.m. Breakfast at campus dining hall
8:00 a.m. - Noon Classes
12:00 - 1:00 p.m. Lunch at dining hall
1:05 - 4:50 p.m. Classes
6:00 p.m. Dinner
   Mon Smith House, followed by a Dahlonega Open House with shopping & live music on the town square
   Tue Pizza & business card social at the Dorm
   Wed Roadtrip!
   Thu On your own

**Friday, August 7**

7:00 - 8:00 a.m. Breakfast at campus dining hall
8:00 - 11:00 a.m. Classes
11:00 a.m. Adjourn: Closing photos with certificates (first and second years)

Certificates for third-year class will be presented at the STS Spring Meeting 2015.

**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
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!

Thank You, GC14 Sponsors!
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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
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Introduction

This report presents the results of Year 1 of the North Central Florida Rural Area of Opportunity Partnership. It presents statistics on attendance and collateral distributed at seven trade and travel shows attended by The Original Florida Tourism Task Force. The report also includes information on users of the Visit Natural North Florida website (www.vnnf.org) as provided by Google Analytics. Based on the experience of the Task Force at the trade and travel shows, combined with the website user data, the report includes recommendations for Year 2 and Year 3 of the Partnership.

North Central Florida Rural Area of Opportunity and The Original Florida Tourism Task Force

The North Central Florida Rural Area of Opportunity was created by the State of Florida in recognition of the area’s need for economic assistance. The North Central Florida Rural Area of Opportunity is comprised of the following rural counties: Baker, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, Putnam, Suwannee, Taylor and Union Counties. Due to their membership in The Original Florida Tourism Task Force, Alachua and Wakulla Counties were also included in the promotional effort.

The Original Florida Tourism Task Force, doing business as Natural North Florida, represents the North Central Florida Rural Area of Opportunity for VISIT FLORIDA in the promotion of the region to tourists. The North Central Florida Regional Planning Council provides staff to the Task Force.

Partnership Description

The Partnership allows tourism marketing representatives from Natural North Florida to talk directly to potential tourists at “out of state” consumer shows where potential tourists go to learn about the tourism products the Rural Area of Opportunity has in abundance.

This is a VISIT FLORIDA consumer show promotion campaign for Florida counties designated as the North Central Florida Rural Area of Opportunity and provides a means whereby VISIT FLORIDA can promote economic development thru increased tourism.

The selection of consumer shows is based on the following criteria: (1) Does the target audience of the show have the likelihood of visiting the region due to the psychographics of the audience; (2) Are the attendees from a highly ranked feeder city for the region; and (3) Are show attendees likely to drive or fly/drive to Natural North Florida.
Purpose: To attract visitors to the North Central Florida Rural Area of Opportunity

The purpose of the Partnership is to provide financial assistance to the North Central Florida Rural Area of Opportunity through the creation of a partnership that focuses on selling the region's nature-based products to individual consumers and trade professionals. The partnership has helped showcase the adventure travel of the area: Boating, Recreational vehicle and camping facilities, paddle activities, unique getaway vacation spots and the other product elements of north central Florida.

This has been accomplished through the staffing of booths by Task Force members at six out-of-state travel adventure shows and one international travel trade/consumer show. The shows have given consumers and trade professionals the opportunity to learn about this undiscovered part of the Florida market.

Goals

One goal of Partnership was to create more awareness about the unique nature-based qualities of the North Central region of Florida and encourage visitors; along the 1-75 and 1-95 corridors to explore the region, attract specific niche markets interested in the products of the region, and to catch the attention of the international markets whose psychographics fit the area.

Another Partnership goal was to generate frequent day trips into the area; thus, generating a greater appreciation of this “one of a kind” piece of the Florida experience. In the long-term, these frequent visitors will convert into longer stays in order to explore the entire area. These longer stays will grow the bed tax, sales tax, and other taxes and contribute to economic growth.

Partnership Advantages for VISIT FLORIDA and the North Central Florida Rural Area of Opportunity

The Partnership allowed Destination Marketing Organizations within the North Central Rural Area of Opportunity to staff travel show booths, promote the region and promote the entire State of Florida. The Partnership also allowed rural north central Florida Destination Marketing Organizations to use market research to target identified feeder cities for tourism promotion.

The Partnership gave VISIT FLORIDA visibility at consumer shows without expanding their consumer show department and allowed Natural North Florida to promote the entire Florida product, set-up a booth designed by VISIT FLORIDA to help to promote its brand, and to distribute collateral material, such as the Florida State Parks Guides, which promotes the entire state. By limiting the number of shows attended by any one Task Force member, Task Force members were able to stay fresh and enthusiastic at each show. As noted by several of the Task Force travel show representatives…

“It was an amazing experience to be able to promote Natural North Florida to so many individuals who were so unfamiliar with our region of the state.” Dawn Taylor, Executive Director of the Taylor County Chamber of Commerce and Tourist Development Council.
“Fantastic! Showcasing North Florida’s Rural Area of Opportunity and our Florida State Parks Guide at the Travel Expo in Philadelphia, PA was a fantastic opportunity to expose travelers to new areas. I was astonished so many people were interested in knowing more about our part of Florida. The Travel Expo was tremendous exposure for all of Florida!” Carol McQueen-Executive Director, Levy County Visitors Bureau.

“The images of north central Florida springs, shoreline and rivers showed potential travelers to Natural North Florida what an amazing tourism product we have. It was those images that made these shows a success.” Roland Loog, Certified Destination Management Executive.

Typical Natural North Florida Show Booth

**Travel Show Reports**

Seven travel shows were attended by Task Force members, staff and the Rural Area of Opportunity Coordinator. The Coordinator attended six shows. Task Force members and staff typically attended one or two shows. The salaries of Task Force members for their time while attending the various travel shows was paid by their member organizations. Table 1 below, reports total attendance as well as total collateral material distributed at the seven travel shows.
## Table 1
Total Travel Show Statistics

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Attendance</td>
<td>305,626</td>
</tr>
<tr>
<td>Florida Pocket Ranger Downloads at Table</td>
<td>162</td>
</tr>
<tr>
<td>Florida State Parks Guides</td>
<td>3,050</td>
</tr>
<tr>
<td>Florida State Transportation/Road Maps</td>
<td>4,725</td>
</tr>
<tr>
<td>Springs and More Regional Brochure</td>
<td>950</td>
</tr>
<tr>
<td>North Central Florida Rural Area of Opportunity Brochures</td>
<td>4,550</td>
</tr>
<tr>
<td>Emails Collected</td>
<td>1,148</td>
</tr>
<tr>
<td>USB Flash Cards</td>
<td>28</td>
</tr>
<tr>
<td>Business Cards</td>
<td>500</td>
</tr>
<tr>
<td>Natural North Florida Travel Bags</td>
<td>3,248</td>
</tr>
</tbody>
</table>

As can be seen in Table 1, attendance at the seven travel shows exceeded 300,000, although more than half of the attendance figure (175,000) was attributable to the ITB Berlin show. Excluding ITB Berlin travel show, attendance averaged 21,771 per show, or 6,220 per travel-show day. Table 1 also indicates that 5,500 regional brochures were distributed. The 16-county regional brochure was not available until the Chicago show. Therefore, for the first two shows (Atlanta and New York) the Task Force distributed its 10-county regional brochure as well as collateral material from the other six North Central Florida Rural Area of Opportunity counties which are not currently members of the Task Force.
Atlanta Boat Show - January 15 - 18, 2015
Booth Team: Brenda Graham, Sandy Beach, Dawn Taylor and Roland Loog

The Atlanta Boat Show, held at the World Congress Center, is one of the largest boat shows in the country. The attendees are avid motorboat enthusiasts living in the number one "Out of State" feeder market for north central Florida. Many attendees were familiar with the Natural North Florida area, but unaware of the multitude of services and sites available within the region, particularly in the Big Bend.

Table 2
Atlanta Boat Show Statistics

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Attendance</td>
<td>24,684</td>
</tr>
<tr>
<td>Florida Pocket Ranger Downloads at Table</td>
<td>28</td>
</tr>
<tr>
<td>Florida State Parks Guides</td>
<td>700</td>
</tr>
<tr>
<td>Florida State Transportation/Road Maps</td>
<td>825</td>
</tr>
<tr>
<td>Springs and More Regional Brochures</td>
<td>550</td>
</tr>
<tr>
<td>Other Regional Brochures</td>
<td>100</td>
</tr>
<tr>
<td>Emails Collected</td>
<td>288</td>
</tr>
<tr>
<td>Natural North Florida Travel Bags</td>
<td>500</td>
</tr>
</tbody>
</table>
Booth Team: Dawn Taylor, Sandy Beach and Roland Loog

The New York Times Travel Show, held at the Jacob Javits Convention Center in Manhattan, had representatives from all over the world manning booths selling luxury, adventure, and family travel. The show gave the Task Force the chance to meet travel writers, travel agents and consumers. The show also allowed the Task Force to be part of the VISIT FLORIDA team. This market knew little about the region and was surprised at the quantity and quality of the nature-based product while being easily accessible to major airport hubs. The show also gave the Task Force an opportunity to meet with travelers/travel professionals from outside the established market for the region.

Table 3  
New York Times Travel Show Statistics

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Total Attendance</td>
<td>28,442</td>
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<tr>
<td>Florida Pocket Ranger Downloads at Table</td>
<td>12</td>
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<tr>
<td>Florida State Parks Guides (ran out)</td>
<td>450</td>
</tr>
<tr>
<td>Florida State Transportation/Road Maps</td>
<td>1,500</td>
</tr>
<tr>
<td>Springs and More Regional Brochures</td>
<td>400</td>
</tr>
<tr>
<td>Other Regional Brochures</td>
<td>100</td>
</tr>
<tr>
<td>Emails Collected</td>
<td>100</td>
</tr>
<tr>
<td>Natural North Florida Travel Bags</td>
<td>248</td>
</tr>
</tbody>
</table>

Jacob Javits Convention Center, New York
Chicago Recreational Vehicle and Camping Show - February 18 - 22, 2015
Booth Team: Donna Creamer and Roland Loog

The Chicago show, which was held at the Donald Stephens Convention Center in Rosemont, Illinois, is promoted as the largest indoor recreational vehicle and camping show in the United States. This show was extremely busy possibly due to the fact that the Task Force booth was the only Florida booth and its location was next to the main entrance. The market at this show was mainly recreational vehicle enthusiasts that frequently travel the I-75 corridor and were very excited about the abundance of recreational vehicle and tent camping opportunities that exist in north central Florida.

### Table 4

**Chicago Recreational Vehicle and Camping Show Statistics**

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Attendance</td>
<td>23,500</td>
</tr>
<tr>
<td>Florida Pocket Ranger Downloads at Table</td>
<td>20</td>
</tr>
<tr>
<td>State Parks Guides (ran out)</td>
<td>500</td>
</tr>
<tr>
<td>Florida State Transportation/Road Maps (ran out)</td>
<td>600</td>
</tr>
<tr>
<td>North Central Florida Rural Area of Opportunity Brochures (ran out)</td>
<td>1,400</td>
</tr>
<tr>
<td>Other Regional Brochures (ran out)</td>
<td>500</td>
</tr>
<tr>
<td>Emails Collected</td>
<td>220</td>
</tr>
<tr>
<td>Business Cards (only thing left on Sunday)</td>
<td>500</td>
</tr>
<tr>
<td>Natural North Florida Travel Bags</td>
<td>500</td>
</tr>
</tbody>
</table>

Donald Stephens Convention Center, Chicago
Internationale Tourismusbörse Berlin, Germany - March 3 - 8, 2015
Booth Team: Steve Dopp and Roland Loog

Internationale Tourismusbörse Berlin, commonly known as ITB Berlin, is the world's largest and most complete travel extravaganza in the world with over 100 nations represented. The Task Force booth team had the opportunity to meet many sellers of travel and travel writers that were interested in Natural North Florida, a "one of a kind" area. Like New York, the Task Force was excited to be part of the VISIT FLORIDA team. The Task Force produced electronic USB business cards for writers and travel professionals that highlighted the region. The USB cards contained over 100 pictures, 2 videos (1 in German), several press releases and all contact information. Task Force booth staff met with approximately 75 travel writers and travel professionals.

Table 5
Internationale Tourismusbörse Berlin Show Statistics

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Attendance</td>
<td>175,000</td>
</tr>
<tr>
<td>Florida Pocket Ranger Downloads at Table</td>
<td>15</td>
</tr>
<tr>
<td>State Parks Guides (ran out)</td>
<td>200</td>
</tr>
<tr>
<td>Florida State Transportation/Road Maps (ran out)</td>
<td>400</td>
</tr>
<tr>
<td>North Central Florida Rural Area of Opportunity Brochures (ran out)</td>
<td>1,200</td>
</tr>
<tr>
<td>Other Regional Brochures (ran out)</td>
<td>50</td>
</tr>
<tr>
<td>Emails Collected</td>
<td>40</td>
</tr>
<tr>
<td>USB Flash Cards</td>
<td>28</td>
</tr>
<tr>
<td>Natural North Florida Travel Bags</td>
<td>500</td>
</tr>
</tbody>
</table>

Entrance to Internationale Tourismusbörse Berlin, Germany
Washington, DC Travel Expo - March 6 - 7, 2015  
Booth Team: Nancy Wideman and Susie Page

This show, held at the Washington, DC Convention Center, is an adventure travel show targeting the soft adventure aficionado, an ideal audience for Natural North Florida. The Washington, DC market travels both by air and automobile, using the I-95 corridor and major airport hubs. This show was eventful. Visitors to the booth showed great interest in the area and expressed that Natural North Florida is the one part of Florida they have yet to visit.

**Table 6**

Washington, DC Travel Expo Show Statistics

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Attendance</td>
<td>22,000</td>
</tr>
<tr>
<td>Florida Pocket Ranger Downloads at Table</td>
<td>87</td>
</tr>
<tr>
<td>Florida State Parks Guides (ran out)</td>
<td>200</td>
</tr>
<tr>
<td>Florida State Transportation/Road Maps</td>
<td>400</td>
</tr>
<tr>
<td>North Central Florida Rural Area of Opportunity Brochures</td>
<td>600</td>
</tr>
<tr>
<td>Emails Collected</td>
<td>400</td>
</tr>
<tr>
<td>Natural North Florida Travel Bags</td>
<td>500</td>
</tr>
</tbody>
</table>

Natural North Florida Booth at the Washington, DC Travel Expo
Canoecopia Madison, Wisconsin - March 11 - 15, 2015
Booth Team: Russ McCallister and Roland Loog

Canoecopia is the largest travel show in the country exclusively targeting paddling enthusiasts. Natural North Florida was one of only two Florida destinations present. Task Force booth staff spoke to large crowds interested in the entire state. This show provided an opportunity for vendors to make a 45-minute presentation on paddling to interested attendees. The booth team took full advantage of the opportunity. The booth team spoke twice on paddling in the region, covering the Big Bend kayak trails, springs, rivers and the Suwannee River Wilderness Trail resulting in Russ McCallister booking four Natural North Florida adventure travel groups during the show. Attendance totaled 216 for the two presentations.

Table 7
Canoecopia Statistics

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Attendance</td>
<td>22,000</td>
</tr>
<tr>
<td>Florida Pocket Ranger Downloads at Table</td>
<td>0</td>
</tr>
<tr>
<td>Florida State Parks Guides (ran out)</td>
<td>500</td>
</tr>
<tr>
<td>Florida State Transportation/Road Maps</td>
<td>400</td>
</tr>
<tr>
<td>North Central Florida Rural Area of Opportunity Brochures</td>
<td>700</td>
</tr>
<tr>
<td>Emails Collected</td>
<td>180</td>
</tr>
<tr>
<td>Other Regional Brochures</td>
<td>100</td>
</tr>
<tr>
<td>Natural North Florida Travel Bags</td>
<td>500</td>
</tr>
</tbody>
</table>

Wisconsin State Capitol, Madison, Wisconsin
Philadelphia Travel Adventure Expo March 21 - 22, 2015  
Booth Team: Carol McQueen and Roland Loog

This was the first Travel Adventure Expo held in Philadelphia. As such, attendance was lower than the other travel shows. However, interest was high regarding Natural North Florida. It is anticipated that the show will soon have the same attendance levels as the Washington, DC Adventure Travel Expo. Since this was the first time a travel adventure show was held in Philadelphia, the Task Force did not have as much competition from other vendors, resulting in similar amounts of collateral distribution as the other shows.

Table 8  
Philadelphia Travel Adventure Show Statistics

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Attendance</td>
<td>10,000</td>
</tr>
<tr>
<td>Florida Pocket Ranger Downloads at Table</td>
<td>0</td>
</tr>
<tr>
<td>Florida State Parks Guides (ran out)</td>
<td>500</td>
</tr>
<tr>
<td>Florida State Transportation/Road Maps</td>
<td>600</td>
</tr>
<tr>
<td>North Central Florida Rural Area of Opportunity Brochures</td>
<td>650</td>
</tr>
<tr>
<td>Emails Collected</td>
<td>210</td>
</tr>
<tr>
<td>Other Regional Brochures</td>
<td>0</td>
</tr>
<tr>
<td>Natural North Florida Travel Bags</td>
<td>500</td>
</tr>
</tbody>
</table>

Independence Hall, Philadelphia
Post-Consumer Show Marketing

A Cedar Key Getaway package drawing was promoted at the travel shows for purposes of collecting email addresses. A total of 1,438 email addresses were collected at the seven travel shows. The email addresses have been added to the Task Force email database for future marketing efforts. The Task Force will use the email addresses for distributing a quarterly newsletter regarding north central Florida tourism attractions. The email addresses will also be distributed to the ten Visitor and Convention Bureaus which are members of the Task Force for marketing purposes.
North Florida Tourism, Spring 2015

Anecdotal reports suggest that north Florida is experiencing an increase in tourism activity during spring 2015. The owner of Suwannee River Rendezvous, in Lafayette County, experienced a 100 percent occupancy rate for the first time. The owner of Steinhatchee Landing, a time-share condominium complex in Taylor County, reports experiencing the busiest March and April in the history of the complex. A May 3, 2015 article in the Lake City Reporter indicates that Ichetucknee Springs State Park, located in Columbia County, noted that gate sales for March 2015 totaled more than $15,000, compared to $6,500 for March 2014. Finally, the website manager for Gilchrist County Blue Springs Park has noted a recent increase in website users from Germany. When the website manager was informed of the Task Force efforts in Germany, he stated, "Oh that explains why we're now getting website traffic from Germany since I have not promoted Blue Springs in that market area."

Other Positive Results

Since Natural North Florida was the only Florida exhibitor at some of the travel shows, the Task Force assumed the role of promoting the entire state. Several times Natural North Florida booth representatives heard consumers state, "I told you Florida would be here" and the comment initiated presentation of the entire state by Task Force booth members. VISIT FLORIDA had excellent exposure due to the Natural North Florida display design that followed the, "Share a Little Sunshine" theme.

Although the Task Force did not make a direct financial contribution to the Partnership, the salaries of Task Force members and staff who attended the travel shows were paid for by the member organizations. Their time represents an estimated $5,000 of in-kind contributions to the Partnership. Additionally, the Levy County Visitors and Conventions Bureau contributed $500 for a Cedar Key Getaway package which was used as a drawing for the gathering of email addresses at the travel shows.

An unexpected outcome from the Partnership came when the Florida Department of Economic Opportunity determined that the VISIT FLORIDA investment in the Task Force qualified the Task Force for a Regional Rural Development matching grant. The grant allows a maximum award of $150,000 annually to regional organizations involved in promoting economic development.

Another unanticipated outcome has been an increase in Task Force membership. Bradford County has rejoined the Task Force and Columbia County has budgeted membership dues to rejoin the Task Force next fiscal year. These two counties rejoining the Task Force results in an additional $12,000 of annual membership dues.

For the past several years, the Task Force has used $35,000 in annual membership dues and donations for its match, which qualified the Task Force for a $35,000 grant. The VISIT FLORIDA financial commitment combined with member dues as well as the expenditure of some Task Force reserve funds enabled the Task Force to receive a $150,000 Regional Rural Development Grant this year. Thus, the VISIT FLORIDA commitment allowed the Task Force to obtain these additional funds.
These additional funds will be used to revamp/redesign the Visit Natural North Florida website. The Request for Proposals to attract experienced companies in designing and building destination websites has already been posted. Additional marketing monies will be used to drive traffic to the website site.

Other projects to be completed with the additional Regional Rural Development Grant funding include the creation of a Task Force five-year strategic plan, the provision of professional enhancement scholarships for Task Force members to attend the Southeast Tourism Society Marketing College and the Governor’s Conference on Tourism, advertising on Florida Pocket Ranger, the official app of the Florida State Parks Service, the purchase of Visa Vues research data from VISIT FLORIDA, and brochure distribution along I-75 in Georgia as well as along several interstate highway corridors within the state.

Google Analytics

Google Analytics for the Visit Natural North Florida website (www.vnnf.org) indicate a total of 75,143 users accessed the website during the calendar year 2014. Of these, 71,411, or 95 percent of all users, were from the United States as indicated in Table 9, below.

Table 9
Visit Natural North Florida Website Usage by Top Ten Countries
Calendar Year 2014

<table>
<thead>
<tr>
<th>Country</th>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
<th>Number of Sessions per User</th>
<th>Avg. Session Duration (Seconds)</th>
<th>Pages per Session</th>
<th>Pageviews</th>
<th>Avg. Time on Page (Seconds)</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>71,411</td>
<td>70,437</td>
<td>82,889</td>
<td>1.16</td>
<td>97.30</td>
<td>2.37</td>
<td>196,746</td>
<td>70.83</td>
<td>62.69%</td>
</tr>
<tr>
<td>Brazil</td>
<td>590</td>
<td>590</td>
<td>592</td>
<td>1.00</td>
<td>4.83</td>
<td>1.15</td>
<td>679</td>
<td>32.82</td>
<td>96.79%</td>
</tr>
<tr>
<td>Canada</td>
<td>473</td>
<td>471</td>
<td>497</td>
<td>1.05</td>
<td>70.59</td>
<td>2.25</td>
<td>1,116</td>
<td>56.68</td>
<td>68.41%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>369</td>
<td>367</td>
<td>391</td>
<td>1.06</td>
<td>61.37</td>
<td>2.19</td>
<td>856</td>
<td>51.62</td>
<td>71.10%</td>
</tr>
<tr>
<td>Germany</td>
<td>254</td>
<td>254</td>
<td>272</td>
<td>1.07</td>
<td>50.45</td>
<td>2.05</td>
<td>558</td>
<td>47.96</td>
<td>65.07%</td>
</tr>
<tr>
<td>India</td>
<td>231</td>
<td>231</td>
<td>238</td>
<td>1.03</td>
<td>53.78</td>
<td>1.35</td>
<td>322</td>
<td>152.36</td>
<td>78.99%</td>
</tr>
<tr>
<td>France</td>
<td>106</td>
<td>106</td>
<td>117</td>
<td>1.10</td>
<td>115.08</td>
<td>2.21</td>
<td>259</td>
<td>94.82</td>
<td>57.26%</td>
</tr>
<tr>
<td>Italy</td>
<td>92</td>
<td>90</td>
<td>92</td>
<td>1.00</td>
<td>6.78</td>
<td>1.20</td>
<td>110</td>
<td>34.72</td>
<td>94.57%</td>
</tr>
<tr>
<td>Philippines</td>
<td>67</td>
<td>66</td>
<td>73</td>
<td>1.09</td>
<td>80.48</td>
<td>1.66</td>
<td>121</td>
<td>122.40</td>
<td>76.71%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>64</td>
<td>64</td>
<td>83</td>
<td>1.30</td>
<td>158.70</td>
<td>3.29</td>
<td>273</td>
<td>69.35</td>
<td>62.65%</td>
</tr>
<tr>
<td>Total</td>
<td>75,143</td>
<td>74,151</td>
<td>86,779</td>
<td>1.15</td>
<td>95.17</td>
<td>2.35</td>
<td>203,676</td>
<td>70.65</td>
<td>63.40%</td>
</tr>
</tbody>
</table>

Source: Google Analytics. Accessed April 29, 2015

Brazil, Canada, the United Kingdom and Germany rounded out the top five countries of origin for Visit Natural North Florida website users in 2014. Although Brazil was the second-ranked country of origin, its high bounce rate of 97.79 percent suggests that Brazilian users are unlikely visitors to the Natural North Florida area.

Within the United States, in-state users constituted 73 percent of all domestic users of the Visit Natural North Florida website, as indicated in Table 10, below.
### Table 10
Visit Natural North Florida Website Usage by Top 20 States
Calendar Year 2014

<table>
<thead>
<tr>
<th>State</th>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
<th>Number of Sessions per User</th>
<th>Avg. Session Duration (Seconds)</th>
<th>Pages per Session</th>
<th>Pageviews</th>
<th>Avg. Time on Page (Seconds)</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Florida</td>
<td>52,127</td>
<td>51,064</td>
<td>60,957</td>
<td>1.17</td>
<td>98.49</td>
<td>2.39</td>
<td>145,470</td>
<td>71.04</td>
<td>62.19%</td>
</tr>
<tr>
<td>Georgia</td>
<td>4,683</td>
<td>4,530</td>
<td>5,389</td>
<td>1.15</td>
<td>107.22</td>
<td>2.46</td>
<td>13,257</td>
<td>73.44</td>
<td>60.62%</td>
</tr>
<tr>
<td>New York</td>
<td>1,217</td>
<td>1,160</td>
<td>1,324</td>
<td>1.09</td>
<td>70.95</td>
<td>2.09</td>
<td>2,762</td>
<td>65.32</td>
<td>67.30%</td>
</tr>
<tr>
<td>Texas</td>
<td>1,119</td>
<td>1,079</td>
<td>1,218</td>
<td>1.09</td>
<td>81.22</td>
<td>2.03</td>
<td>2,472</td>
<td>78.82</td>
<td>66.42%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>991</td>
<td>950</td>
<td>1,081</td>
<td>1.09</td>
<td>117.30</td>
<td>2.46</td>
<td>2,658</td>
<td>80.41</td>
<td>62.16%</td>
</tr>
<tr>
<td>Alabama</td>
<td>962</td>
<td>932</td>
<td>1,052</td>
<td>1.09</td>
<td>102.75</td>
<td>2.33</td>
<td>2,449</td>
<td>77.39</td>
<td>61.12%</td>
</tr>
<tr>
<td>California</td>
<td>862</td>
<td>836</td>
<td>930</td>
<td>1.08</td>
<td>77.07</td>
<td>2.18</td>
<td>2,026</td>
<td>65.40</td>
<td>68.82%</td>
</tr>
<tr>
<td>Michigan</td>
<td>768</td>
<td>725</td>
<td>809</td>
<td>1.05</td>
<td>87.03</td>
<td>2.45</td>
<td>1,986</td>
<td>59.81</td>
<td>65.64%</td>
</tr>
<tr>
<td>Tennessee</td>
<td>653</td>
<td>634</td>
<td>698</td>
<td>1.07</td>
<td>92.70</td>
<td>2.54</td>
<td>1,773</td>
<td>60.17</td>
<td>59.31%</td>
</tr>
<tr>
<td>Illinois</td>
<td>623</td>
<td>601</td>
<td>657</td>
<td>1.05</td>
<td>72.80</td>
<td>2.20</td>
<td>1,448</td>
<td>60.48</td>
<td>65.75%</td>
</tr>
<tr>
<td>Virginia</td>
<td>591</td>
<td>566</td>
<td>631</td>
<td>1.07</td>
<td>71.79</td>
<td>2.26</td>
<td>1,427</td>
<td>56.90</td>
<td>68.15%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>576</td>
<td>556</td>
<td>627</td>
<td>1.09</td>
<td>93.18</td>
<td>2.32</td>
<td>1,455</td>
<td>70.55</td>
<td>67.15%</td>
</tr>
<tr>
<td>Ohio</td>
<td>524</td>
<td>519</td>
<td>555</td>
<td>1.06</td>
<td>117.94</td>
<td>2.63</td>
<td>1,460</td>
<td>72.33</td>
<td>60.90%</td>
</tr>
<tr>
<td>South Carolina</td>
<td>493</td>
<td>466</td>
<td>538</td>
<td>1.09</td>
<td>84.91</td>
<td>2.12</td>
<td>1,139</td>
<td>76.00</td>
<td>66.17%</td>
</tr>
<tr>
<td>New Jersey</td>
<td>387</td>
<td>377</td>
<td>407</td>
<td>1.05</td>
<td>66.54</td>
<td>2.07</td>
<td>844</td>
<td>61.97</td>
<td>69.29%</td>
</tr>
<tr>
<td>Colorado</td>
<td>380</td>
<td>365</td>
<td>404</td>
<td>1.06</td>
<td>91.89</td>
<td>2.61</td>
<td>1,054</td>
<td>57.13</td>
<td>66.83%</td>
</tr>
<tr>
<td>Kentucky</td>
<td>368</td>
<td>352</td>
<td>399</td>
<td>1.08</td>
<td>77.31</td>
<td>2.04</td>
<td>814</td>
<td>74.32</td>
<td>62.41%</td>
</tr>
<tr>
<td>Maryland</td>
<td>360</td>
<td>353</td>
<td>382</td>
<td>1.06</td>
<td>87.16</td>
<td>2.62</td>
<td>1,000</td>
<td>53.86</td>
<td>70.68%</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>347</td>
<td>336</td>
<td>380</td>
<td>1.10</td>
<td>82.59</td>
<td>2.15</td>
<td>817</td>
<td>71.81</td>
<td>69.21%</td>
</tr>
<tr>
<td>Louisiana</td>
<td>320</td>
<td>311</td>
<td>348</td>
<td>1.09</td>
<td>84.92</td>
<td>2.08</td>
<td>724</td>
<td>78.61</td>
<td>65.80%</td>
</tr>
<tr>
<td>United States</td>
<td>71,411</td>
<td>70,437</td>
<td>82,889</td>
<td>1.16</td>
<td>97.30</td>
<td>2.37</td>
<td>196,746</td>
<td>70.83</td>
<td>62.69%</td>
</tr>
</tbody>
</table>

Source: Google Analytics. Accessed April 29, 2015

Excluding Florida, the state-level data suggests that the top five out-of-state markets for Natural North Florida are Georgia, New York, Texas, North Carolina and Alabama.
Table 11 below portrays the top 20 out-of-state metropolitan areas for calendar year 2014, as defined by Google Analytics.

Table 11
Visit Natural North Florida Website Usage by Top 20 Out-of-State Metropolitan Areas
Calendar Year 2014

<table>
<thead>
<tr>
<th>Metro Area</th>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
<th>Number of Sessions per User</th>
<th>Avg. Session Duration (Seconds)</th>
<th>Pages per Session</th>
<th>Pageviews</th>
<th>Avg. Time on Page (Seconds)</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta GA</td>
<td>2,550</td>
<td>2,433</td>
<td>2,940</td>
<td>1.15</td>
<td>104.95</td>
<td>2.29</td>
<td>6,735</td>
<td>81.30</td>
<td>62.11%</td>
</tr>
<tr>
<td>New York NY</td>
<td>1,318</td>
<td>1,259</td>
<td>1,426</td>
<td>1.08</td>
<td>70.29</td>
<td>2.02</td>
<td>2,881</td>
<td>68.90</td>
<td>69.00%</td>
</tr>
<tr>
<td>Washington DC (Hagerstown MD)</td>
<td>630</td>
<td>605</td>
<td>679</td>
<td>1.08</td>
<td>95.86</td>
<td>2.57</td>
<td>1,746</td>
<td>60.98</td>
<td>65.83%</td>
</tr>
<tr>
<td>Chicago IL</td>
<td>507</td>
<td>490</td>
<td>531</td>
<td>1.05</td>
<td>71.23</td>
<td>2.18</td>
<td>1,155</td>
<td>60.62</td>
<td>64.78%</td>
</tr>
<tr>
<td>Charlotte NC</td>
<td>486</td>
<td>452</td>
<td>530</td>
<td>1.09</td>
<td>127.21</td>
<td>2.32</td>
<td>1,227</td>
<td>96.73</td>
<td>60.75%</td>
</tr>
<tr>
<td>Albany GA</td>
<td>474</td>
<td>462</td>
<td>520</td>
<td>1.10</td>
<td>108.97</td>
<td>2.69</td>
<td>1,399</td>
<td>64.46</td>
<td>55.58%</td>
</tr>
<tr>
<td>Philadelphia PA</td>
<td>395</td>
<td>375</td>
<td>428</td>
<td>1.08</td>
<td>66.12</td>
<td>2.09</td>
<td>896</td>
<td>60.47</td>
<td>71.03%</td>
</tr>
<tr>
<td>Nashville TN</td>
<td>370</td>
<td>360</td>
<td>391</td>
<td>1.06</td>
<td>72.75</td>
<td>2.46</td>
<td>963</td>
<td>49.72</td>
<td>57.54%</td>
</tr>
<tr>
<td>Flint-Saginaw-Bay City MI</td>
<td>367</td>
<td>328</td>
<td>386</td>
<td>1.05</td>
<td>75.42</td>
<td>2.52</td>
<td>971</td>
<td>49.75</td>
<td>69.17%</td>
</tr>
<tr>
<td>Los Angeles CA</td>
<td>330</td>
<td>321</td>
<td>349</td>
<td>1.06</td>
<td>102.56</td>
<td>2.36</td>
<td>824</td>
<td>75.36</td>
<td>66.19%</td>
</tr>
<tr>
<td>Birmingham AL</td>
<td>328</td>
<td>312</td>
<td>347</td>
<td>1.06</td>
<td>109.67</td>
<td>2.40</td>
<td>832</td>
<td>78.48</td>
<td>65.42%</td>
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<tr>
<td>Denver CO</td>
<td>328</td>
<td>313</td>
<td>347</td>
<td>1.06</td>
<td>97.03</td>
<td>2.64</td>
<td>917</td>
<td>59.09</td>
<td>67.72%</td>
</tr>
<tr>
<td>Macon GA</td>
<td>314</td>
<td>304</td>
<td>353</td>
<td>1.12</td>
<td>119.47</td>
<td>2.67</td>
<td>942</td>
<td>71.61</td>
<td>58.92%</td>
</tr>
<tr>
<td>Boston MA-Manchester NH</td>
<td>311</td>
<td>305</td>
<td>335</td>
<td>1.08</td>
<td>65.40</td>
<td>2.03</td>
<td>679</td>
<td>63.67</td>
<td>67.16%</td>
</tr>
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<td>Dallas-Ft. Worth TX</td>
<td>308</td>
<td>300</td>
<td>328</td>
<td>1.06</td>
<td>51.27</td>
<td>1.80</td>
<td>589</td>
<td>64.18</td>
<td>69.82%</td>
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<tr>
<td>Savannah GA</td>
<td>281</td>
<td>273</td>
<td>306</td>
<td>1.09</td>
<td>129.36</td>
<td>2.44</td>
<td>746</td>
<td>89.97</td>
<td>61.76%</td>
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<tr>
<td>San Francisco-Oakland-San Jose CA</td>
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<td>265</td>
<td>306</td>
<td>1.10</td>
<td>40.83</td>
<td>1.88</td>
<td>576</td>
<td>46.29</td>
<td>74.18%</td>
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<tr>
<td>Houston TX</td>
<td>275</td>
<td>268</td>
<td>294</td>
<td>1.07</td>
<td>87.87</td>
<td>2.21</td>
<td>650</td>
<td>72.58</td>
<td>66.67%</td>
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<tr>
<td>Huntsville-Decatur (Florence) AL</td>
<td>258</td>
<td>250</td>
<td>286</td>
<td>1.11</td>
<td>120.83</td>
<td>2.31</td>
<td>662</td>
<td>91.92</td>
<td>60.84%</td>
</tr>
<tr>
<td>Detroit MI</td>
<td>257</td>
<td>254</td>
<td>270</td>
<td>1.05</td>
<td>107.16</td>
<td>2.54</td>
<td>685</td>
<td>69.73</td>
<td>60.37%</td>
</tr>
<tr>
<td>United States</td>
<td>71,411</td>
<td>70,437</td>
<td>82,889</td>
<td>1.16</td>
<td>97.30</td>
<td>2.37</td>
<td>196,746</td>
<td>70.83</td>
<td>62.69%</td>
</tr>
</tbody>
</table>

Source: Google Analytics. Accessed April 29, 2015

Of note is the fact that five of the top seven out-of-state metropolitan area markets were locations where The Original Florida Tourism Task Force attended travel shows.

After attending six travel shows, has there been an increase in website usage in the six metropolitan areas as well as Germany. Tables 11 and 12 address website usage from the six metropolitan areas as well as Germany for the period between January 15, 2015, the first day of the first travel show, through April 28, 2015. All travel shows were completed by March 22, 2015. The latest day for which Google analytical data is currently available is April 28, 2015.
The data notes a decline in website usage between 2014 and 2015. As can be seen in Tables 12 and 13, website traffic generated from the United States dropped from 25,917 in 2014 to 19,135 in 2015, representing a decline of 26.2 percent. Atlanta, GA declined by 25.4 percent during this period. New York website origins declined by 47.0 percent. Washington, D.C. declined by a lesser amount, dropping by 18.8 percent. Philadelphia declined by 37.3 percent. Madison, WI declined by 52.0 percent. Of note is the fact that the decline was from a small base (25 users in 2014 compared to 12 users in 2015). Only Berlin, Germany showed an increase in usage, increasing by 1.2 percent during this time period.
It is unclear why website usage declined during this time period. During spring 2014, the Task Force conducted a Google AdWord Search campaign to drive users to the Visit Natural North Florida website. The decline may be due to a 2014 spike in users resulting from the Google Adword Search campaign. Therefore, Table 14 examines website usage from the seven travel show markets for 2013.

**Table 14**
Visit Natural North Florida Website Usage by Travel Show Metro Areas and Germany

<table>
<thead>
<tr>
<th>Metro Area</th>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
<th>Number of Sessions per User</th>
<th>Avg. Session Duration (Seconds)</th>
<th>Pages per Session</th>
<th>Pageviews</th>
<th>Avg. Time on Page (Seconds)</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta GA</td>
<td>706</td>
<td>678</td>
<td>805</td>
<td>1.14</td>
<td>84.16</td>
<td>2.13</td>
<td>1,712</td>
<td>74.69</td>
<td>65.47%</td>
</tr>
<tr>
<td>New York NY</td>
<td>356</td>
<td>349</td>
<td>378</td>
<td>1.06</td>
<td>46.74</td>
<td>1.93</td>
<td>731</td>
<td>50.05</td>
<td>69.05%</td>
</tr>
<tr>
<td>Washington DC (Hagerstown MD)</td>
<td>779</td>
<td>773</td>
<td>791</td>
<td>1.02</td>
<td>10.54</td>
<td>1.23</td>
<td>969</td>
<td>46.84</td>
<td>90.27%</td>
</tr>
<tr>
<td>Chicago IL</td>
<td>119</td>
<td>115</td>
<td>124</td>
<td>1.04</td>
<td>43.56</td>
<td>1.97</td>
<td>244</td>
<td>45.00</td>
<td>63.71%</td>
</tr>
<tr>
<td>Philadelphia PA</td>
<td>92</td>
<td>90</td>
<td>98</td>
<td>1.07</td>
<td>128.36</td>
<td>2.26</td>
<td>221</td>
<td>102.28</td>
<td>66.33%</td>
</tr>
<tr>
<td>Germany</td>
<td>68</td>
<td>66</td>
<td>72</td>
<td>1.09</td>
<td>86.04</td>
<td>1.74</td>
<td>125</td>
<td>92.43</td>
<td>76.39%</td>
</tr>
<tr>
<td>Madison WI</td>
<td>19</td>
<td>19</td>
<td>20</td>
<td>1.05</td>
<td>172.85</td>
<td>2.30</td>
<td>46</td>
<td>132.81</td>
<td>60.00%</td>
</tr>
<tr>
<td>United States</td>
<td>18,835</td>
<td>18,495</td>
<td>21,029</td>
<td>1.12</td>
<td>77.87</td>
<td>2.21</td>
<td>46,434</td>
<td>64.45</td>
<td>67.18%</td>
</tr>
</tbody>
</table>

Source: Google Analytics. Accessed April 29, 2015

As can be seen, overall usage from the United States increased from 18,835 in 2013 to 19,135 in 2015, representing an increase of 1.6 percent. During this time period, New York declined by 36.0 percent while Washington, D.C. declined by 78.9 percent. Madison WI also declined by 36.8 percent. Atlanta experienced a slight increase in users, rising by 2.1 percent between 2013 and 2015. Similarly, Chicago users increased by 16.8 percent while Philadelphia users increased by 7.6 percent. Finally, Germany recorded the largest percentage increase in users between 2013 and 2015, increasing by 27.3 percent.

It is unclear why the Visit Natural north Florida website has experienced mixed results regarding increases in website traffic from its six targeted metropolitan areas. As can be seen in the tables, the website is unable to retain repeat users and is in need of a revamp. The Task Force anticipates revamping its website by the end of 2015.

The data provides interesting insights into Canadian users. Collaborating data from the VISIT FLORIDA 2014-15 Marketing Plan indicates that Canada produces the highest volume of visitors to the Northeast Region of Florida of any foreign country. It may well be that these visitors are just passing through on their way to more southern destinations. However, the Canadians appear to represent an untapped market. Many are thought to be repeat visitors to Florida. Natural North Florida has always viewed repeat visitors, those who have already seen Disney World as well as other major Florida attractions, as prime candidates for visiting Natural North Florida. Therefore, consideration should be given to adding a Canadian travel show, either in Toronto or Montreal, for the Year 2 travel show itinerary.
In addition to Canada, the VISIT FLORIDA 2014-15 Marketing Plan indicates that the United Kingdom produces the second-largest contributor of foreign tourists and revenue to the Northeast Region of Florida. The Google analytical data portrayed in Table 9 indicates that the United Kingdom is the origin of the second largest number of foreign users of the Visit Natural North Florida website. Therefore, consideration should also be given to attending World Travel Mart show in London, England next year.

The VISIT FLORIDA Marketing Plan indicates that Germany is the third-largest producer of foreign tourists as well as the fourth-largest producer of revenue to the Northeast Region. Google analytical data for calendar year 2014 ranks Germany as the fourth-largest origin of foreign users to the Visit Natural North Florida website. Therefore, the Task Force should continue to attend Internationale Tourismusbörse Berlin.

In addition to the six out-of-state travel shows attended this year (Atlanta, Chicago, Madison, WI, Philadelphia and Washington, DC), more shows should be added for the following markets: Charlotte, Nashville, and Detroit metropolitan areas. These locations are identified in Table 11 as among the top 20 metropolitan areas of origin for Visit Natural North Florida website users.

**Year 2 Recommendations**

The Task Force offers the following recommendations for Year 2 of the Partnership.

1. Publish two themed rack cards featuring (1) fishing and paddling outfitters as well as (2) recreational vehicle and campground facilities.

2. Add the World Travel Mart show in London. Increase the travel show portion of the budget by approximately $15,000 to cover the cost of the show.

3. Add additional travel shows for the Charlotte, Nashville and Detroit metropolitan areas. Increase the travel show portion of the budget by approximately $25,000 to cover the cost of the additional travel shows.

4. Add a travel show in Canada. Increase the travel show portion of the budget by an additional $10,000 to cover the cost of the additional travel show.

5. Increase the shipping portion of the budget to approximately $1,000 per domestic travel show, to approximately $1,500 for Internationale Tourismusbörse Berlin, the proposed World Travel Mart show in London and the proposed Canadian travel show. This year, travel show representatives brought much of the collateral material with them as airline baggage. However, the heavy weight of the brochures was difficult for members to carry and limited the amount of promotional material taken to each show.
6. Increase administration funding from $15,000 to either $30,000 or 15 percent of the total Visit Florida funding amount, whichever is greater. The additional funding will allow the Task Force to increase the funding of the Rural Area of Opportunity Coordinator from $10,000 to $15,000, increase the funding of its staff from $5,000 to $10,000 and provide $5,000 in funding for its Internship position. The time and workload for all three of these positions as a result of the Partnership was considerably greater than originally anticipated.

7. Increase the VISIT FLORIDA contract advance payment to the Task Force from $25,000 to $75,000 for Year 2. The cost-reimbursable nature of the Partnership placed a significant strain on the available working capital of the Task Force. Increasing the deposit from $25,000 to $75,000 will alleviate potential cash flow challenges.

**Year 3 Recommendations**

1. Add two bicycle-themed travel and adventure shows.

2. Consideration should be given to developing and publishing bicycle maps for Bradford and Columbia Counties as well as the remaining non-member North Central Florida Rural Area of Opportunity counties. In 2014, the Task Force produced and published bicycle route maps on its website for its ten-member counties. Since that time, Bradford County has rejoined the Task Force and Columbia County is anticipating rejoining the Task Force in October 2015. The Task Force does not have bicycle maps for either Bradford or Columbia Counties, nor does it have bicycle maps for the other non-member North Central Florida Rural Area of Opportunity counties.

3. Consideration should be given to producing a regional bicycle route map which can be printed and distributed at travel shows.

4. Similar to the Travel Oregon website (http://rideoregonride.com/rides/), consideration should be given to adding an interactive bicycle route planner to the Visit Natural North Florida website.
Hi Steve and Scott-

I was out of the office last week and am just getting caught up. I will take a close look at the report this week and let you know if I have questions. Look forward to reading all about the success! Let me know when the expenses will be sent so we can get them processed and set up a time for you guys to come give a formal wrap up report!
PLEASE NOTE: Florida has a very broad public records law. Most written communications to or from government officials regarding government business are public records available to the public and media upon request. Your e-mail communications may be subject to public disclosure.
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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## I-10 Welcome Center 2015 Summer Festival

### Summary

Join VISIT FLORIDA for our Summer Festival at the I-10 Official Florida Welcome Center! This event is open to both Marketing Partners and Web Partner/Non-Partners. Share an 8’x2’ table with an industry member and bring giveaways, coupons, brochures, characters, and specials to interact directly with visitors!

### Details

**When**
- Friday, June 5, 2015
- 9:00 AM - 3:00 PM

**Where**
- I-10 VISIT FLORIDA Welcome Center
- 501 SR 8, I-10 East
- Pensacola, Florida 32526
- USA
- 850-944-0442

**Planner**
- Annette Larson
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
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byallmeanstravel@hotmail.com

BRADFORD COUNTY

Vacant

Vacant

DIXIE COUNTY

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(c) 352.258.0189
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www.visitdixie.com
www.suwanneeguides.com

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Vacant

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Coordinator
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(f) 386.294.1133
(c) 727.457.3924
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www.suwanneeriverrendezvous.com
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(w) 352.486.3396
(f) 352.486.3401
(c) 352.221.0838
carol@visitnaturecoast.com
www.VisitLevy.com

Helen Koehler
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(f) 319.856.2375
(c) 352.317.0273
blackprong@aol.com

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bsg8@embarqmail.com

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(f) 850.584.8030
(c) 850.843.0992
taylorchamber@gtcom.net
www.taylorcountychamber.com

Sandy Beach
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Perry, FL 32348
850.578.2898 or 850.584.3812
Cell: 850.843.1546
sandy_beach@btpfl.com

UNION COUNTY

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dmecusker@windstream.net

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Vacant

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

as of 4/8/2015

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(c) 352.338.9907

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

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

<table>
<thead>
<tr>
<th>Meeting Date</th>
<th>County</th>
<th>County</th>
<th>County</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 15</td>
<td>Alachua</td>
<td>Alachua</td>
<td></td>
</tr>
<tr>
<td>February 19</td>
<td>Levy</td>
<td>Dixie</td>
<td>Gilchrist</td>
</tr>
<tr>
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<td>Jefferson</td>
<td>Levy</td>
</tr>
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<tr>
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<td>Union</td>
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<td></td>
<td></td>
</tr>
<tr>
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<td></td>
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<tr>
<td>August 20</td>
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<tr>
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</tr>
<tr>
<td>December 10</td>
<td>Alachua</td>
<td></td>
<td></td>
</tr>
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</table>

Alachua(Council Office)
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