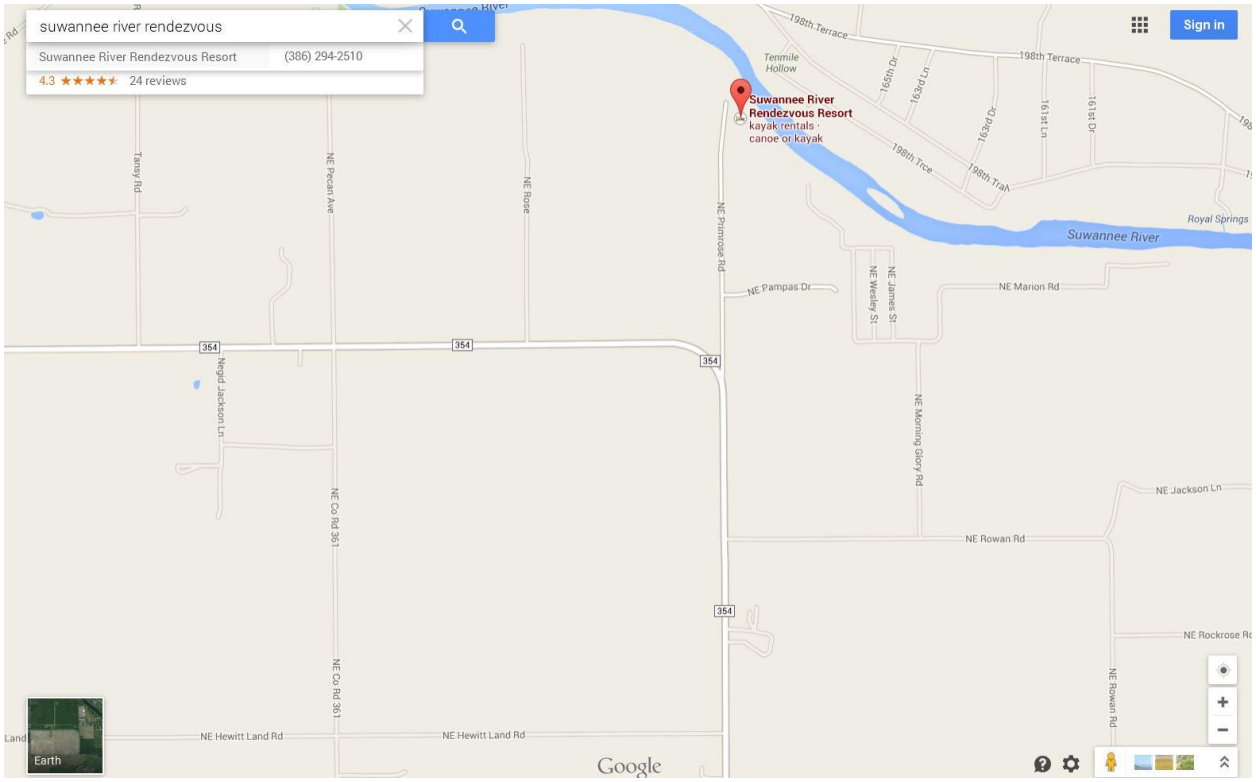
The Original Florida
TOURISM TASK FORCE

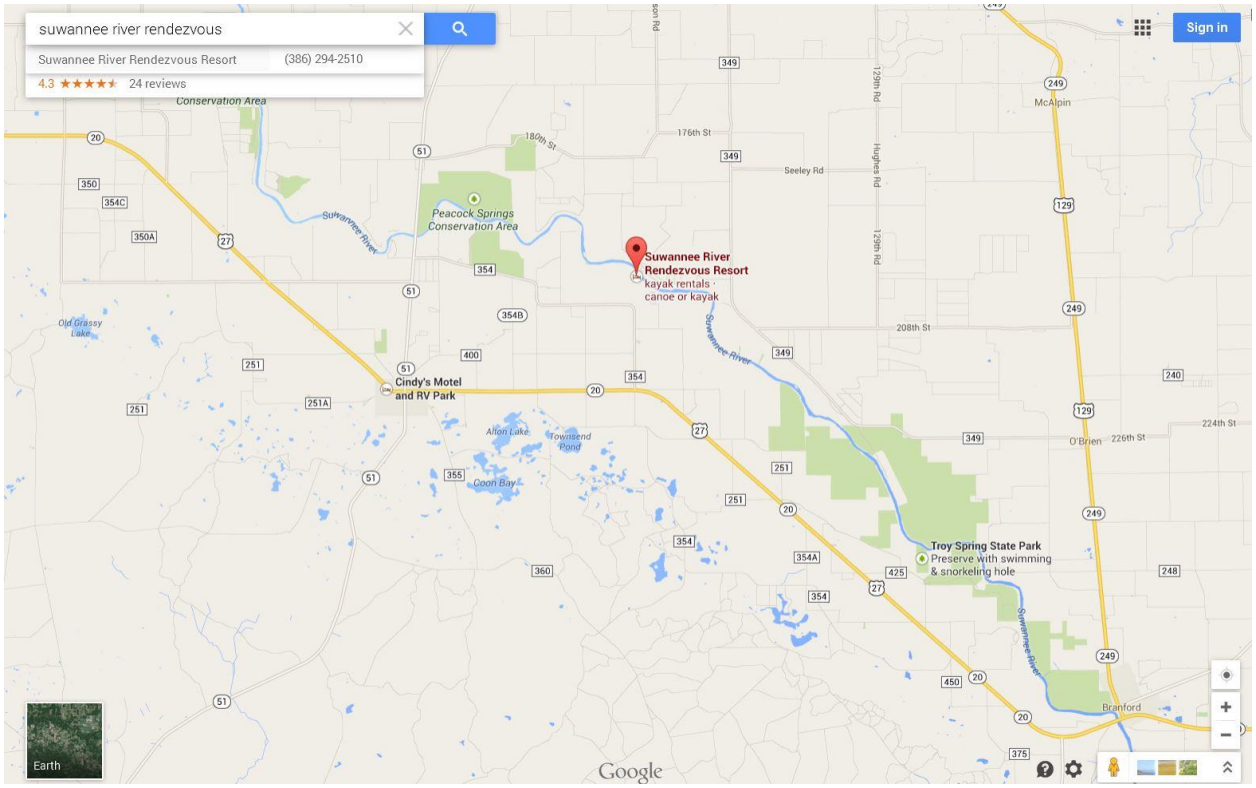
Visit Natural North Florida

MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **June 18, 2015**. The meeting will be held at the **Suwannee River Rendezvous, 238 NE Primrose Road, Mayo, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)


suwannee river rendezvous
Suwannee River Rendezvous Resort (386) 294-2510
4.3 24 reviews
Sign in
Suwannee River Rendezvous Resort
kayak rentals · canoe or kayak
Suwannee River
Royal Springs
198th Terrace
Tenmile Hollow
NE Pampas Dr
NE Marion Rd
NE Jackson Ln
NE Rowan Rd
NE Hewitt Land Rd
NE Co Rd 361
NE Pecan Ave
NE Rose
NE Primrose Rd
NE Morning Glory Rd
Tansy Rd
Negid Jackson Ln
Earth
Google


suwannee river rendezvous
Suwannee River Rendezvous Resort (386) 294-2510
4.3 24 reviews
Sign in
Conservation Area
Peacock Springs Conservation Area
Suwannee River Rendezvous Resort
kayak rentals · canoe or kayak
Cindy's Motel and RV Park
Old Grassy Lake
Allen Lake
Townsend Pond
Coon Bay
Troy Spring State Park
Preserve with swimming & snorkeling hole
McAlpin
Seeley Rd
Hughes Rd
O'Brien
Brainford
Earth
Google

The Original Florida

TOURISM TASK FORCE
Meeting Agenda

Suwannee River Rendezvous
238 NE Primrose Rd
Mayo, FL **June 18, 2015**
Lafayette County **Thursday 10:00 a.m.**

		PAGE NO.
I.	Call to Order, Introductions	
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III.	Approval of the May 21, 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	17
	a. Revamp Website	
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	c. Visa Vues - International Version	
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	f. Media Advertising - Florida Pocket Ranger App Advertisement	
	2. Visit Florida Grants	
	a. Visit Florida - North Central Florida 2014-15 Rural Area of Opportunity Grant	25
	b. Visit Florida 2014-15 Marketing Grant (website bloggers)	
	c. Visit Florida 2015-16 Cultural, Heritage Rural and Nature Grant (website bloggers)	
4.	Other Staff Items	
	a. Undiscovered Florida Co-op Ad	
	c. I-10 Welcome Center Summer Festival, June 5, 2015	
	c. Wakulla County Tourist Development Council Presentation, June 11, 2015	31
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PAGE NO.

C. Other Old Business

1. Suwannee River Wilderness Trail Paddling Guide Update 39
2. Updated Task Force Member Contact Information 45
3. Meeting Dates and Locations 49

D. Visit Florida Report

1. Brenna Dacks, Visit Florida

V. New Business

A. Announcements

B. Other New Business

VI. Leadership Forum: To be determined

Date and Location of Next Meeting:

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

MINUTES OF
The Original Florida
TOURISM TASK FORCE

St. Marks National Wildlife Refuge
Crawfordville, FL
Wakulla County

May 21, 2015
Thursday, 10:00 a.m.

MEMBERS PRESENT

Lois Nevins, Alachua County
Dick Bailar, Jefferson County, Vice-Chair
Nancy Wideman, Jefferson County, Chair
Susie Page, Lafayette County
Lisa Frieman, Madison County
Brenda Graham, Madison County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County
Jackie Youngstrand, Wakulla County

MEMBERS ABSENT

Russ McCallister, Dixie County
Martin Pierce, Dixie County
Donna Creamer, Gilchrist County
Helen Koehler, Levy County
Carol McQueen, Levy County
Dave MeCusker, Union County

OTHERS PRESENT

Bob Ballard, Wakulla Environmental Institute
Virginia Dekle, Wakulla County Tourist Development Council
Gail Gilman, Wakulla County Tourist Development Council
Duncan Graham, Visit Florida
Marianne Graves, Madison County Chamber of Commerce
Roland Loog
Tommy Thompson, Two Tree, Inc.

STAFF PRESENT

Steven Dopp

I. CALL TO ORDER, INTRODUCTIONS

Chair Nancy Wideman, noting the presence of a quorum, opened the meeting at 10:05 a.m. and asked for introductions.

II. APPROVAL OF THE AGENDA

Chair Wideman asked for approval of the meeting agenda.

ACTION: **Dick Bailar moved and Lois Nevins seconded a motion to approve the agenda as circulated. The motion passed unanimously.**

III. APPROVAL OF THE APRIL 26, 2015 MINUTES

Chair Wideman asked for approval of the April 26, 2015 meeting minutes.

ACTION: Lisa Frieman moved and Brenda Graham seconded a motion to approve the April 26, 2015 minutes as circulated. The motion passed unanimously.

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IV. OLD BUSINESS

A. Committee Reports

1. Financial Committee Reports -

a. Monthly Financial Report Review and Approval

Mr. Dopp presented the monthly financial reports for February 2015 and March 2015.

ACTION: Mr. Bailar moved and Ms. Frieman seconded a motion to approve the February 2015 and the March 2015 financial reports as circulated.

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

Mr. Dopp stated that 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

Mr. Dopp stated that a request for proposals for website developers was mailed to selected website development companies, published in the Florida Administrative Record and posted on the North Central Florida Regional Planning Council website.

b. Five-Year Strategic Marketing Plan

Mr. Dopp presented a Request for Proposal for a professional tourism marketing company to create a 5-year strategic plan included as included in the meeting packet. He recommended that the Task Force:

1. Form a Strategic Planning Committee and delegate the selection of the winning proposer to the Committee;
2. Approve the Request for Proposals included in the meeting packet;
3. Distribute the Request for Proposals to the list of tourism marketing companies and consultants included in the meeting packet;
4. Post the Request for Proposals on the North Central Florida Regional Planning Council website; and
5. Publish the Request for Proposals in the Florida Administrative Register.

ACTION: Ms. Graham moved and Ms. Page seconded a motion to:

1. Form a Strategic Planning Committee and delegate the selection of the winning proposer to the Committee;
2. Delegate the selection of the winning proposer to the Strategic Planning Committee;
3.

4. **Appoint Lisa Frieman, Susie Page and Nancy Wideman to the Strategic Planning Committee;**
5. **Approve the Request for Proposals included in the meeting packet;**
6. **Distribute the Request for Proposals to the list of tourism marketing companies and consultants included in the meeting packet;**
7. **Post the Request for Proposals on the North Central Florida Regional Planning Council website; and**
8. **Publish the Request for Proposals in the Florida Administrative Register**.

The motion carried unanimously.

c. Visa Vues - International Version

Mr. Dopp stated that no action has been taken on this deliverable.

d. Brochure Distribution

Mr. Dopp state that the Task Force "Florida Springs…and More" brochure continues to be distributed along I-75 in Georgia and Florida, I-10 in Florida, I-4 in Florida, U.S. Highway 19 in Florida as well as at AAA offices in Florida. He stated that he will hand-deliver brochures to the I-10 Welcome Center in Pensacola next month.

e. Professional Enhancement Scholarships

Mr. Dopp stated that the Task Force can pay the Southeast Tourism Society directly for the Marketing College tuition and reimburse Task Force members attending the college for transportation and meals upon receipt of an expense statement. Mr. Dopp distributed Marketing College registration forms at the meeting. Sandy Beach, Lisa Frieman, Susie Page and Dawn Taylor elected to attend the Marketing College and returned the completed forms to Mr. Dopp.

f. Media Advertising - Florida Pocket Ranger App Advertisement

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

2. Staff Report on Visit Florida Grants

a. Visit Florida - North Central Florida 2014-15 Rural Area of Opportunity Grant

i. Roland Loog Fee for Services

Mr. Dopp stated that Mr. Loog's fees for services for the 2014-15 Rural Area of Opportunity grant was $10,200. He noted that the Task Force has paid Mr. Loog $9,800 in fees for services and that the remaining unpaid amount exceeds the $10,000 cap established by the Task Force. He recommended that the Task Force raise the cap to $10,200 and pay Mr. Loog the remaining $400.

Mr. Bailar stated that the Task Force was beholding to Mr. Loog and Mr. Dopp for their work in organizing the travel shows and administering the grant.

ACTION: **Mr. Bailar moved and Ms. Page seconded a motion to raise the fee for services cap for Mr. Loog from $10,000 to $10,200 and to pay Mr. Loog the remaining $400. The motion passed unanimously.**

ii. Final Report

Mr. Loog and Mr. Dopp presented the travel show final report which was included in the Task Force meeting package.

iii. Fiscal Year 2015-16 Travel Show Program

Mr. Loog and Mr. Dopp discussed the travel show program for next fiscal year. They recommended retaining this year's shows and adding travel shows in London, England; Canada; Charlotte, North Carolina; Nashville, Tennessee and Detroit, Michigan.

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

Mr. Dopp stated that a copy of the thank you letter to Mr. Seccombe for the North Florida Rural Area of Opportunity partnership was included in the meeting packet.

v. Selection of Trip Package Winner

Mr. Dopp stated that the Cedar Key getaway package has been sent to the winner.

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

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

c. Visit Florida 2015-16 Cultural, Heritage Rural and Nature Grant Application (website bloggers)

Mr. Dopp stated that Visit Florida has approved the Task Force 2015-16 grant. He noted that the grant funding is in effect for the July 1, 2015 through June 30, 2016.

4. Other Items

a. Undiscovered Florida Co-op Ad

Mr. Dopp noted that he distributed leads from the Undiscovered Florida advertisement to Task Force members.

b. I-10 Welcome Center Summer Festival, 2015

Mr. Dopp stated that he will be attending the Visit Florida I-10 Welcome Center Summer Festival and asked if anyone else wished to attend. Mr. Tommy Thompson stated that he will attend if his schedule permits.

c. Fiscal Year 2015-16 Work Program

Members discussed potential projects for Fiscal Year 2015-16.

C. Other Old Business

1. Suwannee River Wilderness Trail Paddling Guide Update

Mr. Dopp distributed a revised version of the Paddling Guide update. Task Force members reviewed the document and suggested one change before going to press.

2. Updated Task Force Member Contact Info

Sandy Beach requested that a change be made to her contact information.

3. Meeting Dates and Locations

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

D. Visit Florida Report

Duncan Graham 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: Bob Ballard, Wakulla Environmental Center

Mr. Ballard made a presentation regarding Wakulla Environmental Center.

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.

The meeting adjourned at 1:50 p.m.

_____ 6/18/15
Nancy Wideman, Chair Date

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

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Visit
Natural
North Florida

3:49 PM

06/09/15

Accrual Basis

The Original Florida Tourism Task Force
Balance Sheet
As of April 30, 2015

	Apr 30, 15
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	81,973.44
Total Checking/Savings	81,973.44
Total Current Assets	81,973.44
TOTAL ASSETS	**81,973.44**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	9,727.90
Total Accounts Payable	9,727.90
Total Current Liabilities	9,727.90
Total Liabilities	9,727.90
Equity	
Restricted	17,562.32
Unrestricted Earnings	80,079.09
Net Income	-25,395.87
Total Equity	72,245.54
TOTAL LIABILITIES & EQUITY	**81,973.44**

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 04/30/2015

		Apr 30, 15
Beginning Balance		99,914.92
Cleared Transactions		
Checks and Payments - 15 items	-27,917.33	
Total Cleared Transactions	-27,917.33	
Cleared Balance		**71,997.59**
Uncleared Transactions		
Checks and Payments - 9 items	-5,294.58	
Total Uncleared Transactions	-5,294.58	
Register Balance as of 04/30/2015		**66,703.01**
Ending Balance		66,703.01

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of April 30, 2015

(These financial statements are unaudited)

Income	Budget	April 30, 2015	Year to Date	Over/(UNDER) Budget
Co-op Reg. Market. Prog. Fee	34,000.00	0.00	38,000.00	4,000.00
FDEO Staffing Grant FY 2013/2014	20,469.00	0.00	20,468.75	(0.25)
FDEO Staffing Grant FY 2014/2015	150,000.00	19,075.00	19,075.00	(130,925.00)
Visit Florida				
RAO Grant	100,084.00	0.00	25,000.00	(75,084.00)
Marketing Grant	5,000.00	0.00	0.00	(5,000.00)
Travel Map	5,000.00	0.00	0.00	(5,000.00)
Total Visit Florida	110,084.00	0.00	25,000.00	(85,084.00)
Transfer from Reserves	46,547.00	0.00	0.00	(46,547.00)
NCFRPC In-Kind Contribution	15,000.00	0.00	0.00	(15,000.00)
Gross Profit	376,100.00	19,075.00	102,543.75	(273,556.25)
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	17,535.00	535.00
Distribute Springs and More Brochure	13,000.00	367.17	3,225.75	(9,774.25)
Suwanee River Paddling Guide Reprint	17,500.00	0.00	0.00	(17,500.00)
Total Collateral Materials	47,500.00	367.17	20,760.75	(26,739.25)
Website				
Bloggers Fees	3,100.00	120.00	720.00	(2,380.00)
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	120.00	1,368.75	(94,031.25)
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	0.00	(20,000.00)
Laptop	2,000.00	0.00	0.00	(2,000.00)
Travel Show Contest	2,000.00	0.00	0.00	(2,000.00)
Atlanta Boat Show	6,000.00	0.00	5,737.82	(262.18)
Chicago RV & Camping Show	8,700.00	3,674.79	6,973.44	(1,726.56)
IBT Berlin	14,800.00	8,996.95	8,996.95	(5,803.05)
Jacksonville Consumer Show	1,500.00	1,175.40	1,767.95	267.95
Madison, WI Canoecopia	6,700.00	4,982.63	5,942.63	(757.37)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of April 30, 2015

(These financial statements are unaudited)

Expense	Budget	April 30, 2015	Year to Date	Over/(UNDER) Budget
NY Times Travel Show	9,300.00	942.66	5,202.71	(4,097.29)
Philadelphia Travel Show	8,400.00	5,539.85	8,939.85	539.85
Tampa Tribune Expo & Boat Show	1,700.00	930.00	1,675.35	(24.65)
Villages Summer Travel Expo	600.00	164.45	609.25	9.25
VISIT FLORIDA Welcome Centers Festival	1,000.00	0.00	0.00	(1,000.00)
Washington, DC Travel Expo	8,300.00	2,080.04	5,480.04	(2,819.96)
Total Trade Shows	92,500.00	28,486.77	53,208.33	(39,291.67)
Grant Related Projects				
VF Marketing Grant - Website Bloggers	7,500.00	1,000.00	5,750.00	(1,750.00)
Research				
Destination Travel Insights 2015	5,000.00	0.00	0.00	(5,000.00)
Advertising				
Multi-Media Advertising	18,000.00	0.00	12,753.00	(5,247.00)
Undiscovered Florida Co-op Ad	6,200.00	0.00	6,200.00	0.00
VISIT Florida Magazine Ad	4,700.00	0.00	0.00	(4,700.00)
VISIT Florida Travel Map	5,000.00	0.00	0.00	(5,000.00)
Total Advertising	33,900.00	0.00	18,953.00	(14,947.00)
Total Marketing	289,800.00	29,973.94	101,923.17	(187,876.83)
Administration				
DEO FY 2015-2016	32,200.00	0.00	0.00	(32,200.00)
NCFRPC Staffing	34,000.00	0.00	138.67	(33,861.33)
Memberships				
Florida Outdoor Writers Assoc	200.00	0.00	175.00	(25.00)
Southeast Tourism Society	200.00	0.00	0.00	(200.00)
Visit Florida	400.00	0.00	0.00	(400.00)
Total Memberships	800.00	0.00	175.00	(625.00)
Professional Enhancement - Staff				
Governor's Tourism Conference	1,000.00	0.00	0.00	(1,000.00)
Southeast Tourism Society Marketing College	1,000.00	0.00	0.00	(1,000.00)
Professional Enhancement - Members				
Governor's Tourism Conference	5,000.00	0.00	0.00	(5,000.00)
Leadership Development Forums	800.00	0.00	0.00	(800.00)
Southeast Tourism Society Marketing College	6,500.00	0.00	0.00	(6,500.00)
Internships				
Harvey Campbell Memorial Internship	2,500.00	0.00	0.00	(2,500.00)
Dean Fowler Internship	2,500.00	0.00	0.00	(2,500.00)
Postage		43.09	843.09	843.09
Miscellaneous		130.33	226.44	226.44
Total Expense	376,100.00	30,147.36	101,424.03	(272,793.63)
Net Income	**0.00**	**-11,072.36**	**1,119.72**	**(762.62)**

Original Florida Tourism Task Force
Budget FY 2014-15

Amended 11/20/14

Revenues

Cooperative Regional Marketing Program Fees:	
Alachua County	$12,000
Dixie County	$2,000
Gilchrist County	$2,000
Jefferson County	$2,000
Lafayette County	$1,000
Levy County	$4,000
Madison County	$4,000
Taylor County	$4,000
Union County	$1,000
Wakulla County	$2,000
Subtotal	$34,000
Additional Revenue:	
DEO Rural Development Grant, FY 2013-14	$20,469
DEO Rural Development Grant, FY 2014-15	$150,000
Transfer from Reserve Funds	$29,047
Transfer from Reserve Funds - Suwannee River Paddling Guide	$17,500
NCFRPC In-Kind Contribution	$15,000
VISIT Florida RAO Grant	$100,084
VISIT FLORIDA Marketing Grant	$5,000
VISIT FLORIDA Travel Map	$5,000
Subtotal	$342,100
TOTAL REVENUES	**$376,100**

Expenditures

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

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

Reserve Funds

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

Original Florida Tourism Task Force
Budget FY 2014-15

Amended 11/20/14

Marketing Budget Detail

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

TAB F: SCOPE OF WORK AND BUDGET

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

Proposed Scope of Work

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

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

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

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

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

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

Grant Amount: $75,000.

Website Development Firms = $75,000

2) **Develop a five-year strategic marketing plan.** The strategic planning process will focus on setting long-term goals objectives of the Task Force in the areas of the tourism industry, organization development, marketing and promotion as well as education and training. Input from the Task Force will be incorporated into a 5-year strategic marketing plan.

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

The Task Force will contract with a company with competency in the development of marketing plans for tourism marketing organizations to prepare the plan. *Grant Amount: $10,200.*

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

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

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

Goal: To increase Task Force member understanding of foreign visitors to Natural North Florida as well as spending behavior for foreign leisure and business visitors will be provided in the report. This information will be used to enhance and to focus international marketing campaigns. *Grant Amount: $5,000.*

American Express = $5,000

4) **Distribute Brochures.**

A minimum of 75,000 brochures will be distributed by contracting with one or more brochure distribution companies which maintain stock and brochure racks at several hundred unique locations throughout the state as well as out-of-state.

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

The activity builds the brand of the region by putting tourism information in the hands of tens of thousands of potential visitors in a format that can be easily accessed and saved. *Grant Amount: $7,800.*

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

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

Professional Enhancement Scholarships (4 minimum number)

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

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:

Description	Revenue/Expenses
1) Combine and Revamp Website	$75,000
2) Develop a Five Year Strategic/Marketing Plan	$10,200
3) Subscribe to Amercan Express Destination Insights	$5,000
4) Distribute Brochures	$7,800
5) Provide Professional Enhancement Scholarships	$11,500
6) Place Advertising in Media	$18,000
7) Grant Administration @15% of Grant Value	$22,500
Total	**$150,000**

Visit Gainesville Website Redesign Request for Proposals
September 2010

Proposer	Base Cost	Additional Costs
Miles Media Group	$59,000.00	plus $500 per month
Goforth Scientific	$21,699.00	
MMG	$60,795.00	plus $469 per month
Paramore-Redd	$65,300.00	plus $480 per year
Strategic Internet	$24,597.00	
TIG Global	$63,000.00	plus $17,700 of optional features/items
Web Solutions of America	$29,000.00	plus $1,235 per month
World Design Marketing	$32,070.00	plus $175 per month plus $125 per hour for on-going site maintenance
Group 5 Advertising	$50,000.00	includes $25,000 for online advertising of new website
Simpleview	$95,450.00	plus $36,000 for one year of interactive marketing and $7,608.00 of annual maintenance costs
Civicplus	$28,270.00	plus $41,650 for options, $4,380 per year for hosting & maintenance, $16,143 options maintenance
Selected Developer (MMG) Contract Amount:	$79,500.00	

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

Home

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!

Florida Tourism Industry
Like 4,900

Florida Tourism Industry
April 6 at 5:05am

Register for IMEX Frankfurt, the worldwide exhibitions for the meetings and incentive travel industry.Partners will have the opportunity for group and individual appointments with hosted buyers. For more information view bit.ly/cventIMEX.

imex Frankfurt 19–21 May 2015

3 Likes

Comment Share

Florida Tourism Industry
April 2 at 1:25pm

Facebook social plugin

Latest News

11/1/14 – Dates and Location for GC15!

Thank You, GC14 Sponsors!

hm hoffmanmedia · NCC media · madden media connecting people to places · Welcome Guide-Map · Florida Lottery · collinsonmedia & events

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Visit
Natural
North Florida

North Central Florida Rural Area of Opportunity Partnership 2015 Travel Show Report

June 17, 2015

1

Overview

- Why Travel Shows
- Selection of Shows
- Review of Individual Shows
- Results
- Google Website Analytics
- Lessons Learned/Recommendations

2

Why Travel Shows?

- Introduces consumers/professionals to region
- Informs consumers/professionals of a wide variety of products of which they had no previous knowledge
- Places collateral in interested consumers hands for laver vacation planning and collects emails for marketing
- Allows direct interaction with, and provides expert advise to, potential consumers/professionals
- Obtain firm bookings
- "50 percent of my new customers come from travel shows." Susie Page, Owner, Suwannee River Rendezvous RV Park

3

Selection of Shows

- Based on Task Force member knowledge
- Psychographics
- Drive market emphasis
- Match good shows with good markets

4

Selected Shows 2015

- Atlanta Boat Show, January 15 -18
- New York Times Travel Show, January 23 - 25
- Chicago RV and Camping Show, February 18 - 22
- ITB Berlin, March 3 - 8
- Washington, DC Travel Expo, March 6 - 7
- Canoecopia, Madison, WI, March 11-15
- Philadelphia Travel Adventure Expo, March 21 - 22

5

Atlanta Boat Show, January 15 - 18

Booth Team: Sandy Beach, Dawn Taylor & Roland Loog

- #1 out-of-state feeder Market (AmEx & Google)
- Close proximity and strong product for boaters

6

Atlanta Boat Show, January 15 - 18
Statistics

Item	Amount
Total Attendance	24,684
Florida Pocket Ranger Downloads at Table	28
Florida State Parks Guides	700
Florida State Transportation/Road Maps	825
Springs and More Regional Brochures	550
Other Regional Brochures	100
Emails Collected	288
Natural North Florida Travel Bags	500

7

New York Times Travel Show, Jan 23 - 25
Booth Team: Sandy Beach, Dawn Taylor & Roland Loog

- VISIT FLORIDA partner show
- #3 out-of-state feeder Market (AmEx)
- #2 out-of-state feeder Market (Google)
- Long-running successful show

8

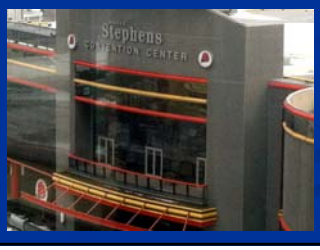
New York Times Travel Show, Jan 23 - 25
Statistics

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

9

Chicago RV & Camping Show, Feb 18 - 22
Booth Team: Donna Creamer & Roland Loog

- Largest indoor RV and camping show in U.S.
- #5 out-of-state feeder market (AmEx)
- #4 out-of-state feeder market (Google)
- Only Florida participant at show



10

Chicago RV & Camping Show, Feb 18 - 22
Statistics

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

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ITB Berlin, March 3 - 8
Booth Team: Steven Dopp & Roland Loog

- World's largest travel trade show
- VISIT FLORIDA partner show
- #2 international feeder market, ex Canada (Google)
- Good fit for product
- Prior German marketing efforts

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ITB Berlin, March 3 - 8
Statistics

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

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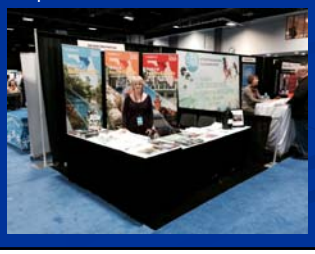
Washington, DC Travel Expo, March 6 - 7
Booth Team: Susie Page & Nancy Wideman

- #12 AmEx feeder market, #3 Google feeder market
- I-95 corridor
- Established successful travel show
- Good fit for product



14

Washington, DC Travel Expo, March 6 - 7
Statistics

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

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Canoecopia, March 11 - 15
Booth Team: Russ McCallister & Roland Loog

- Largest paddle show in North America
- Good market fit
- Presentations made by booth team
- Direct bookings at show

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Canoecopia, March 11 - 15
Statistics

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

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Philadelphia Adventure Expo, March 21 - 22
Booth Team: Carol McQueen & Roland Loog

- New adventure travel show by seasoned promoter
- #7 Feeder Market (Google)
- Promoted as soft adventure show

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Philadelphia Adventure Expo, March 21 - 22
Statistics

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

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Travel Show Totals

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

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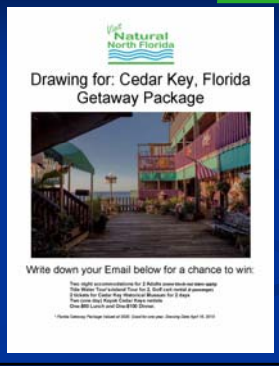
Post-Consumer Show Marketing

- Cedar Key getaway package
- Email addresses for future marketing efforts



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Results

- 3 paddling groups booked at Canoecopia
- Met with significant number of travel professionals in New York, Washington, DC, Philadelphia and Germany
- Suwannee River Rendezvous RV Park 100% Occupancy
- Steinhatchee Landing - busiest March & April ever

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Results

- 100% increase at Ichetucknee Springs in March
- "Oh, that explains why we're now getting website traffic from Germany since I have not promoted Blue Springs in that market area." - Website Manager, Gilchrist Co. Blue Springs
- 8.5% increase in Bed Tax, January - March

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Results

- Bradford County rejoined Task Force, Columbia County anticipated to rejoin Task Force in October
- Leveraged VISIT FLORIDA RAO program dollar for dollar with state Regional Rural Development Grant

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Results

- Task Force budget increased from $70,000 to $300,000.
  - New website
  - 5-Year strategic plan
  - Scholarships to STS Marketing College & Governor's tourism conference
  - Distribute brochure along I-75, I-10 & U.S. Hwy 19
  - Attend 3 in-state shows
  - Florida Pocket Ranger ad placement
  - Purchase Visa Vues, International Version, from VISIT FLORIDA

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Results

- Bradford County rejoined Task Force, Columbia County anticipated to rejoin Task Force in October

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Google Analytics

Visit Natural North Florida Website Usage by Top Ten Countries, 2014

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

Source: Google Analytics. Accessed April 29, 2015

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Google Analytics

Visit Natural North Florida Website Usage by Top 20 States, 2014

State	Users	New Users	Sessions	Number of Sessions per User	Avg. Session Duration (Seconds)	Pages per Session	Pageviews	Avg. Time on Page (Seconds)	Bounce Rate
Florida	52,127	51,064	60,957	1.17	98.49	2.39	145,470	71.04	62.19%
Georgia	4,683	4,530	5,389	1.15	107.22	2.46	13,257	73.44	60.62%
New York	1,217	1,160	1,324	1.09	70.95	2.09	2,762	65.32	67.30%
Texas	1,119	1,079	1,218	1.09	81.22	2.03	2,472	78.82	66.42%
North Carolina	991	950	1,081	1.09	117.30	2.46	2,658	80.41	62.16%
Alabama	962	932	1,052	1.09	102.75	2.33	2,449	77.39	61.12%
California	862	836	930	1.08	77.07	2.18	2,026	65.40	68.82%
Michigan	768	725	809	1.05	87.03	2.45	1,986	59.81	65.64%
Tennessee	663	634	698	1.07	92.70	2.54	1,773	60.17	59.31%
Illinois	623	601	657	1.05	72.80	2.20	1,448	60.48	65.75%
Virginia	591	566	631	1.07	71.79	2.26	1,427	56.90	68.15%
Pennsylvania	576	556	627	1.09	93.18	2.32	1,455	70.55	67.15%
Ohio	524	519	555	1.06	117.94	2.63	1,460	72.33	60.90%
South Carolina	493	466	538	1.09	84.91	2.12	1,139	76.00	66.17%
New Jersey	387	377	407	1.05	66.54	2.07	844	61.97	69.29%
Colorado	380	365	404	1.06	91.89	2.61	1,054	57.13	66.83%
Kentucky	368	352	399	1.08	77.31	2.04	814	74.32	62.41%
Maryland	360	353	382	1.06	87.16	2.62	1,000	53.86	70.68%
Wisconsin	347	336	380	1.10	82.59	2.15	817	71.81	69.21%
Louisiana	320	311	348	1.09	84.92	2.08	724	78.61	65.80%
United States	71,411	70,437	82,889	1.16	97.30	2.37	196,746	70.83	62.69%

Source: Google Analytics. Accessed April 29, 2015

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Google Analytics

Visit Natural North Florida Website Usage by Top 20 Out-of-State Metro Areas, 2014

Metro Area	Users	New Users	Sessions	Number of Sessions per User	Avg. Session Duration (Seconds)	Pages per Session	Pageviews	Avg. Time on Page (Seconds)	Bounce Rate
Atlanta GA	2,550	2,433	2,940	1.15	104.95	2.29	6,735	81.30	62.11%
New York NY	1,318	1,259	1,426	1.08	70.29	2.02	2,881	68.90	69.00%
Washington DC (Hagerstown MD)	630	605	679	1.08	95.86	2.57	1,746	60.98	65.83%
Chicago IL	507	490	531	1.05	71.23	2.18	1,155	60.62	64.78%
Charlotte NC	486	452	530	1.09	127.21	2.32	1,227	96.73	60.75%
Albany GA	474	462	520	1.10	108.97	2.69	1,399	64.46	55.58%
Philadelphia PA	395	375	428	1.08	66.12	2.09	896	60.47	71.03%
Nashville TN	370	360	391	1.06	72.75	2.46	963	49.72	57.54%
Flint-Saginaw-Bay City MI	367	328	386	1.05	75.42	2.52	971	49.75	69.17%
Los Angeles CA	330	321	349	1.06	102.56	2.36	824	75.35	66.19%
Birmingham AL	328	312	347	1.06	109.67	2.40	832	78.48	65.42%
Denver CO	328	313	347	1.06	97.03	2.64	917	59.09	67.72%
Macon GA	314	304	353	1.12	119.47	2.67	942	71.61	58.92%
Boston MA-Manchester NH	311	305	335	1.08	65.40	2.03	679	63.67	67.16%
Dallas-Ft. Worth TX	308	300	328	1.06	51.27	1.80	589	64.18	69.82%
Savannah GA	281	273	306	1.09	129.36	2.44	746	89.97	61.76%
San Francisco-Oakland-San Jose CA	279	265	306	1.10	40.83	1.88	576	46.29	74.18%
Houston TX	275	268	294	1.07	87.87	2.21	650	72.58	66.67%
Huntsville-Decatur (Florence) AL	258	250	288	1.11	120.83	2.31	662	91.92	60.84%
Detroit MI	257	254	275	1.05	107.16	2.54	685	69.73	60.37%
United States	71,411	70,437	82,889	1.16	97.30	2.37	196,746	70.83	62.69%

Source: Google Analytics. Accessed April 29, 2015

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Lessons Learned

- Bring more state parks guides and state maps
- Bring contact information on professional fishing & paddling guides as well as RV parks
- Rely more on shipping of collateral materials
- Keep the booth team fresh
- Planning & management took more time than expected
- Website upgrade to track hits from travel shows

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Recommendations

- Continue program and add more shows!
  - World Travel Mart
  - Canada (Toronto or Montreal)
  - Charlotte, NC
  - Nashville, TN
  - Detroit, MI
- City selection dependent on finding good shows!

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Recommendations, Continued

- Increase RAO Program to $106,000 - $150,000 to maximize grant leverage
  - $106,000 minimum to match RRDG grant
  - $150,000 to build reserves/more $ for administration
  - Allow $25,000 for administration
- Increase up-front funds to $75,000

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Summary

- The RAO program is working!
- Matched good shows with good markets
- Tourism is up in region
- Two counties rejoined Task Force
- Leveraged maximum DEO RRDG match
- Lets do it again!

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The Original Florida Tourism Task Force

Questions?

For more information

- www.vnnf.org
  (Task Force website)
- Steven Dopp, dopp@ncfrpc.org
  352-955-2200, ext. 109

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Visit Natural North Florida

A Regional Tourism Partnership

1

Visit Natural North Florida

What is, "Visit Natural North Florida?"
(The Original Florida Tourism Task Force)

- 11-County region marketing "Natural North Florida" as an alternative Florida destination

Goal:

- Increase tourism as a means of sustainable economic development

2

Visit Natural North Florida

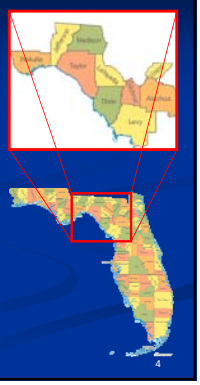
Regional Tourism Concept:

A Rising Tide Lifts All Boats!

3

Visit Natural North Florida

- Founded in 1993 as a result of a study conducted by the North Central Florida Regional Planning Council
- Market the region as one destination to increase visibility and increase tourism offerings
- Mission: Enhance tourism while preserving the historical, cultural and natural assets of north Florida



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Visit Natural North Florida

Pools the Talents and Resources of Members and Leverages Funding

- Wakulla County 2014-15
  Co-op Regional Marketing Fee: $2,000
- Task Force 2014-15 Budget: $376,100
- Wakulla County "Share" of Leverage: $20,123

Wakulla County "Leverage Ratio" Exceeds 10 to 1!

5

Visit Natural North Florida

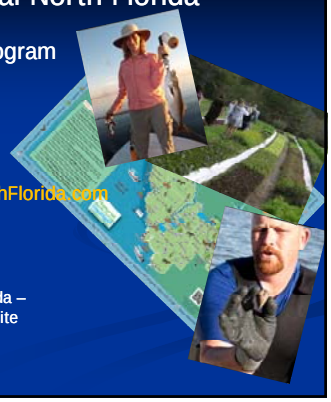
Dues Based on First Two Pennies of County Bed Tax Revenues

Annual 2-Penny Bed Tax Revenues	Dues
$0	$1,000
$1 - $40,000	$2,000
$40,001 - $200,000	$4,000
$200,001 - $500,000	$8,000
$500,001+	$12,000

6

Visit Natural North Florida

- Tourism Marketing Program
  - Travel Shows
  - Advertising
  - Market Research
  - Tourism Education
  - Websites:
    - www.VisitNaturalNorthFlorida.com
      - Calendar of Events
      - Attractions Listings
      - Travel Bloggers
    - www.fnnf.org
      - Fish Natural North Florida – Fishing Resources Website



Visit Natural North Florida

Travel Shows

- In 2015, Visit Natural North Florida has reached thousands of consumers that are interested in visiting Natural North Florida
- Each county is represented in Visit Natural North Florida's marketing materials. Your county's message reaches thousands of travel consumers annually
- 2015 Shows:
  3 in-state, 6 out-of-state,
  1 International

Visit Natural North Florida

Why Travel Shows?

- Drive consumers to websites
- Informs consumers of a wide variety products of which they previously had no knowledge
- Places collateral in interested consumers hands for later vacation planning and collects emails for marketing
- Allows direct interaction with, and provides expert advise to, potential consumers
- Obtain firm bookings

"50 percent of my new customers come from travel shows."
Susie Page, Owner, Suwannee River Rendezvous RV Park

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Visit Natural North Florida

2015 Travel Show Schedule

- Atlanta Boat Show, January 15 -18
- New York Times Travel Show, January 23 - 25
- Chicago RV and Camping Show, February 18 - 22
- Jacksonville RV Show, February 25 - March 1
- Tampa Outdoors Expo & Boat Show, February 27 - March 1
- ITB Berlin, March 3 - 8
- Washington, DC, Travel Expo, March 6 - 7
- Canoecopia, Madison, WI, March 11-15
- Philadelphia Travel Adventure Expo, March 21 - 22
- The Villages Travel Show, March 25

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Visit Natural North Florida

2015 Out-of-State Travel Show Statistics

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

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Visit Natural North Florida

Brochures

"34 Percent of Visitors to Florida Welcome Centers Modify Their Travel Plans Based on Information Received at Florida Welcome Centers." VISIT FLORIDA

Brochure Distribution

- I-75, Florida & Georgia
- I-10, Florida
- U.S. Hwy 19
- Florida Welcome Centers
- Florida AAA Offices
- Member TDC Information Centers
- Travel Shows

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Visit Natural North Florida

Cooperative Advertising: Undiscovered Florida

- Distributed by Smithsonian Magazine and at Visit Florida Welcome Centers

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Visit Natural North Florida

Undiscovered Florida Advertisement

- Distributed to 1,000,000 Smithsonian subscribers, 250,000 of which have reader service cards
- Savings of $1,345 per participant
- 881 reader service inquiries distributed to members in 2014

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Visit Natural North Florida

Florida Pocket Ranger Banner Advertisement

- 12-Month Advertisement
- Appears at bottom of Florida Parks Region 2 as well as Biking and Fishing Activities
- Links to www.vnnf.org website
- 401,880 Impressions, 1,253 Clicks - 1st Quarter 2015

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Visit Natural North Florida

Market Research

- American Express Destination Travel Insights, Domestic Version, 2014
- Information on top in-state and out-of-state feeder markets
- Distributed to members
- Visa Vues, International Version, 2015

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Visit Natural North Florida

Member Education

- Scholarships to members and employees of member counties/TDCs to attend:
- Southeast Tourism Society Marketing College
- Florida Governor's Conference on Tourism

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Visit Natural North Florida

Website

www.NaturalNorthFlorida.com (www.vnnf.org)

- Features facilities, activities, events, travel blogs
- Maintained by members
- Links to Task Force fishing website (www.fnnf.org)
- Recently added county bicycle trail maps to website
- Will revamp website in 2015

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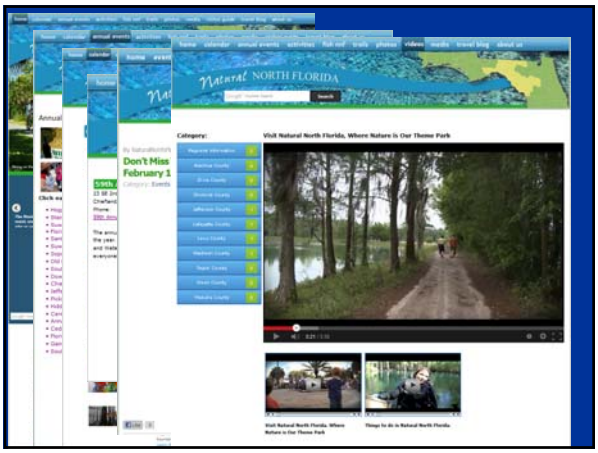

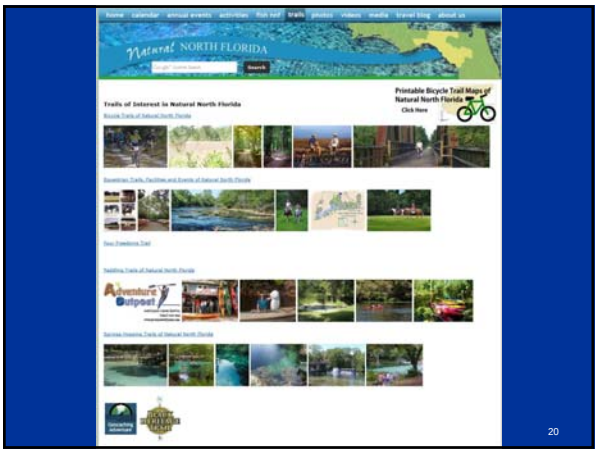

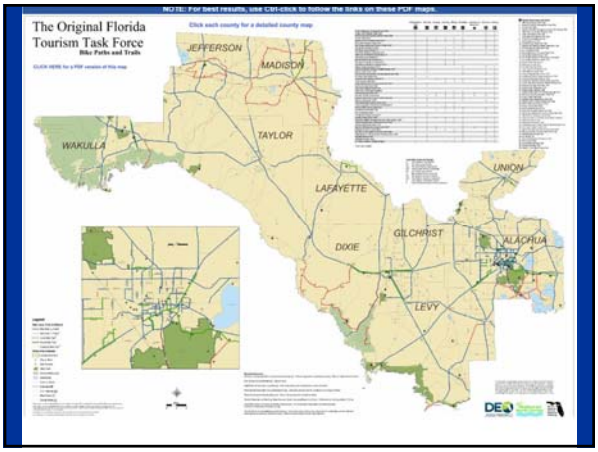

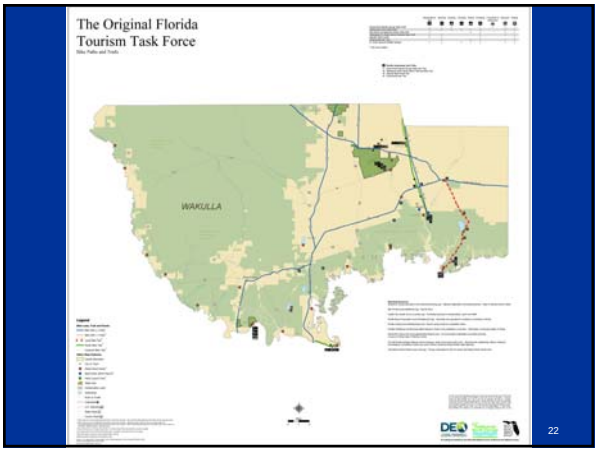

- Social Media: Facebook
- Mobile Web

Summary

Visit Natural North Florida

- Regional tourism promotion
- Branding "Natural North Florida" as a destination
- Each county's small investment in regional partnership yields BIG results

Thank you!

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For Additional Information, Contact:
Steven Dopp, dopp@ncfrpc.org
352-955-2200, ext. 109

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The Original Florida Tourism Task Force
2015-16 Draft Work Program
Regional Rural Development Grant
June 10, 2015

Item	Amount
Brochure Distribution	$9,000
Professional Enhancement Scholarships	$12,000
VisaVues - Domestic	$3,000
SEO/Website Support	$35,000
Website Enhancements	$0
Bicycle Route Maps for Bradford & Columbia Counties	$6,000
Bicycle Guide - Print-Ready	$26,000
In-state Travel Shows	$4,000
Florida Pocket Ranger Advertisement	$12,000
Digital Advertising with Single Firm	$21,000
Undiscovered Florida Co-op Ad	$6,000
Rack Cards - Specialty Brochures	
RV Campgrounds - Design & Printing	$8,000
Fishing/Paddling Guides - Design & Printing	$8,000
Total	$150,000

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REQUEST FOR BIDS

June 21, 2015

Dear Prospective Bidders:

The Original Florida Tourism Task Force (a.k.a. Visit Natural North Florida) is seeking bids for printing a booklet. Requirements are described below. Interested parties should respond using only the attached bid form. Facsimile and electronically mailed responses will **not** be accepted. **The bid forms must be submitted to**:

Suwannee Paddling Guide Bid
The Original Florida Tourism Task Force
2009 NW 67 Place
Gainesville, FL 32653-1603

Bids must be received by the Task Force by:

5:00 p.m., Eastern Daylight Savings Time, July 31, 2015

Bids received after the above specified time and date will not be accepted.

1. **Printing Specifications**

I. General Specifications:
a: Budget: $16,450 (includes shipping costs)
b. Quantity: As many copies of the publication as possible within the limitations of the budget. Publications are to be delivered packaged in 25 pound boxes or less, to be delivered to 2009 NW 67th Place, Gainesville, FL 32653-1603. Please note that the budget includes shipping costs. The delivery location does not have a loading dock. Therefore, the Task Force requires lift gate delivery. The Task Force has a palette jack.
c. Publication Size: 11" x 5.5", spiral bound on left 11" side.
c. Unique features – create a **waterproof** publication for use by persons paddling on the river. Any proposed paper/vinyl stock must satisfy waterproof requirement. Cover stock minimum 10 mil, text stock minimum 4.2 mil.

II. Production of Publication:
Successful Bidder shall receive camera-ready electronic version of the brochure.

III. Shipping the brochure shall be listed separately.

IV. All artwork and associated materials developed during the production for the brochure shall become the property of The Original Florida Tourism Task Force, and shall be returned along with any CDs or DVDs to The Original Florida Tourism Task Force with completed materials within one month of publication.

V. Printing and delivery of publication shall be completed by September 30, 2015.

2. Qualifications. The successful bidder selected must have an established record in developing quality printed waterproof materials, booklets and guides. Copyright and/or ownership of all material will belong to The Original Florida Tourism Task Force.

3. Requirements. Please fill out and sign the attached Request For Bid Form. In addition, proposals shall include: a signed copy of this Request For Bid Form and three copies of a work sample packet.

I. SUBMITTAL REQUIREMENTS: Firms desiring consideration for this project must submit their bid and a work sample of a waterproof printed material, booklet, or guide. One of these copies must be a clean, single-side, unbound original that can be used to make additional copies. The bid must, as a minimum, include the following information:

1. Name, address, contact person and phone number;
2. Number of copies to be printed;
3. Listing of any subconsultants anticipated to be used on this project, including shipping companies;
4. Proof of professional liability insurance; and
5. Fully completed Request for Bid Response Form - see attached form.

II. Upon notification of acceptance, successful bidder shall be required to sign a publishing agreement. Samples shall be provided upon request.

III. Payment schedule shall be as follows:

50% after color proof of guidebook
50% within 45 days of delivery of shipment of publication

4. Procedure. The successful bidder selected will work directly with a project manager representing The Original Florida Tourism Task Force.

PLEASE MARK ENVELOPE "SUWANNEE PADDLING GUIDE RFB".

All Bids received will be reviewed by The Original Florida Tourism Task Force or their designee. The Task Force reserves the right to accept or reject any bid and to award the contract in the best interest of the Task Force. f you have any questions, need further clarification or information, please call Steven Dopp, at the North Central Florida Regional Planning Council, 352.955.2200, extension 109 or email dopp@ncfrpc.org.

Sincerely,

Scott R. Koons, AICP
Executive Director
The Original Florida Tourism Task Force

Request For Bids
Suwannee Paddling Guide Bid Form

Please submit your quote on the following print job on this form. Please call with any bid related questions.

Bids must be received by The Original Florida Tourism Task Force at the following address:
2009 NW 67 Place
Gainesville, FL 32653-1603

Submit by: 5:00 p.m., Eastern Daylight Savings Time, July 31, 2015

PADDLING GUIDE INFORMATION:

Quantity: As many as possible within the limits of the budget.
Page Count: 72 pages including covers.
Color: All 4 color process.
Page Size: 11 inch x 5.5 inch guidebook, spiral bound on the left 11" side (like a book).
Paper Stock: **Waterproof** paper or vinyl stock. Cover to be minimum 10 mil, text to be minimum 4.2 mil.
Bleeds: Yes Photos Yes/digital submission only
Anticipated Timeframe: Camera ready materials will be provided to the successful bidder by August 31, 2015. Printing and delivery of publication shall be completed by September 30, 2015.

PACKAGING:

Box not to exceed 25 pounds per individual box – indicate quantity on outside of each box

SHIPPING:

Ship to: 2009 NW 67th Place
Gainesville, FL 32653-1603 Cost to Ship $_____

Will Outside vendor be used? _____ If yes, name of proposed vendor: _____

PRINTING:

Cost to Print: $_____

Number of Copies: _____

Total Cost: Printing plus Shipping: $_____.

Sorry, I will not be bidding on this print job. ☐

Name of Company:	
Address:	
City/State/Zip:	
Contact (Name and Title):	
Telephone:	Email:

Description of job: Suwannee River Paddling Guide

I hereby certify that I am authorized to sign this bid on behalf of the bidder.

_____/_____
Signature Date

_____/_____
Print or Type Name Print or Type Title

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Visit
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Printers as of 6/8/15

ROWLAND PUBLISHING, INC.
1932 MICCOSUKEE RD
TALLAHASSEE, FL 32308

RAPID PRESS PRINTING CO
412 S. ALACHUA AVE
LAKE CITY FL 32025

PRINTSMART
610 SW 12 AVE
POMPANO BEACH, FL 33064

DONIHE GRAPHICS
CHRISTIE CHESNER
766 BROOKSIDE DR
KINGSPORT, TN 37660

SWAMP PRINTING
P.O. BOX 2300
CHIEFLAND FL 32644

ROSE PRINTING COMPANY
2503 JACKSON BLUFF RD,
TALLAHASSEE, FL 32314

WASMAN COLOR, INC.
ATTN: TOM WASMAN
385 DOUGLAS AVE
ALTAMONT SPRINGS, FL 32714

FLORIDA MAIL PRESS
400 MADISON AVE
OLD TOWN FL 32680

THE HARTLEY PRESS, INC.
4250 ST. AUGUSTINE RD.
JACKSONVILLE, FL 32207

STORTER CHILDS PRINTING CO.
1540 NE WALDO RD
GAINESVILLE, FL 32641

MILES MEDIA GROUP
ROGER MILES
6751 PROFESSIONAL PARKWAY
SARASOTA FL 34240-8444

TYPEWORLD PRINTING
851 NW 24TH CT, STE 101
OCALA, FL 34475

RENAISSANCE PRINTING
4130 NW 16TH BLVD
GAINESVILLE, FL 32605

GROUP 5 ADVERTISING
1210 NW 14TH AVENUE
GAINESVILLE, FL 32601

SOUTHERN PRESS, INC.
6825 NW 18TH DRIVE
GAINESVILLE, FL 32653-1646

ROMAX COMMUNICATIONS
7025 GULF POINTE CIRCLE
TAMARAC, FL 33321

COLONIAL PRESS INTERNATIONAL
206 SOUTH MONROE ST. SUITE B
TALLAHASSEE, FL 32301

T & H PRINTING, INC.
32525 RIDGEWOOD RD.
JACKSONVILLE, FL 32207

KARMANOS PRINTING & GRAPHICS
1754 THOMASVILLE RD.
TALLAHASSEE FL 32303

KEITH GOLD OR HELEN JASON
GOLD & ASSOCIATES, INC.
6000-C SAWGRASS VILLAGE CIR
PONTE VEDRA BEACH, FL 32082

COLONIAL PRESS INTERNATIONAL
208 S. MONROE ST.
TALLAHASSEE, FL 32301

GREG ALLEN'S INC
7071 DAVIS CREEK RD
JACKSONVILLE FL 32256

DRUMMOND PRESS, INC.
2472 DENNIS ST.
JACKSONVILLE, FL 32204

DIGITAL GRAPHICS
3225 JORDON BLVD.
MALABAR, FL 32950

GRAPHATERIA
1210 S. ADAMS ST
TALLAHASSEE FL 32301

JIFFY REPROGRAPHICS
411 S. GARDEN AVE.
CLEARWATER, FL 33756-5567

B & B OFFICE PRODUCTS
OF N CENTRAL FL
3213 SW 42ND ST.
GAINESVILLE, FL 32608-2386

FORMS MGMT INC
3655 HARTSFIELD RD
TALLAHASSEE FL 32303

LITHOHAUS PRINTERS, INC.
2843 INDUSTRIAL PLAZA DR.
TALLAHASSEE, FL 32301

CURRY PRINTING & GRAPHICS
2505 WEST 15TH ST, UNIT C
PANAMA CITY, FL 32401

RIVER GRAPHICS
JERRY HAWTHORNE
154 N MAIN AVE
MONTICELLO, FL 32344

OVIEDO REPROGRAPHICS, INC.
100 ALEXANDRIA BLVD.
OVIEDO, FL 32765

INSTY-PRINTS
327 NW 23RD AVE
GAINESVILLE, FL 32609

WEB PRINTING CONNECTION, INC.
11706 TRAILS END COURT
FORT WAYNE, IN 46845

SPECTRUM PRINTING
3640 PRINCETON OAKS STREET
ORLANDO, FL 32808

PANAPRINT
7979 NE INDUSTRIAL BLVD
MACON, GA 31216

CHOCKLETT PRESS
29229 NICHOLAS AVE, N.E.
ROANOKE, VA 24012

HUNTER PRINTING
1300 SW MAIN BLVD
LAKE CITY, FL 32055

INTERPRINT
12350 U.S. HWY 19 NORTH
CLEARWATER, FL 33764

The Original Florida Tourism Task Force 2014 MEMBERS as of 5/27/2015

ALACHUA COUNTY

Vacant

Vacant

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

BRADFORD COUNTY

Vacant

Vacant

DIXIE COUNTY

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

Martin Pierce
Dixie County Tourism Development Council
PO Box 2600
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Chair
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(c) 386.208.6225
donna@purewaterwilderness.com
www.VisitGilchristCounty.com

Vacant

JEFFERSON COUNTY

Nancy Wideman
Coordinator
Jefferson County Tourist Development Council
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Monticello, FL 32344
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(f) 850.997.1603
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nancyw1100@yahoo.com
www.visitjeffersoncountyflorida.com

Dick Bailar
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(w) 850.997.0676
rjbailar@gmail.com

LAFAYETTE COUNTY

Susie Page
Suwannee River Rendezvous LLC
828 NE Primrose Road
Mayo, FL 32066
(w) 386.294.2510
(f) 386.294.1133
(c) 727.457.3924
forest_1@msn.com
www.suwanneeriverrendezvous.com

LEVY COUNTY

Carol McQueen
Executive Director
Levy County Visitors Bureau
P.O. Box 1324
620 N Hathaway Avenue
Bronson, Florida 32621
(w) 352.486.3396
(f) 352.486.3401
(c) 352.221.0838
carol@visitnaturecoast.com
www.VisitLevy.com

Helen Koehler
1950 SE 111th Court
Morriston, FL 32668
(w) 352.486.7040
(f) 319.856.2375
(c) 352.317.0273
blackprong@aol.com

MADISON COUNTY

Lisa Frieman
Director
Madison County Chamber of Commerce
and Tourism
316 SW Pinckney Street
Madison, FL 32340
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(f) 850.973.8863
lisa@madisonfl.org

Brenda Graham
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(w) 850.948.5352
bsg8@embarqmail.com

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Executive Director
Taylor County Chamber of Commerce
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Perry, FL 32347
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(c) 850.843.0992
taylorchamber@gtcom.net
www.taylorcountychamber.com

Sandy Beach
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Perry, FL 32348
850.578.2898
Cell: 850.843.1546
sandybeach8431546@gmail.com

UNION COUNTY

Dave Mecusker
City Manager
City of Lake Butler
200 SW 1st Street
Lake Butler, FL 32054
(w) 386.496.3401
(f) 386.496.1588
dmecusker@windstream.net

WAKULLA COUNTY

Jacki Youngstrand
Secretary, Wakulla County Tourist
Development Council
Post Office Box 67
1493 Coastal Highway
Panacea, FL 32346
(w) 850.509.1062
jackiyoung@aol.com
www.visitwakulla.com

Vacant

STAFF

Steve Dopp
Senior Planner
Visit Natural North Florida
2009 NW 67th Place
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(f) 352.955.2209
dopp@ncfrpc.org
www.visitnaturalnorthflorida.com

THE ORIGINAL FLORIDA TOURISM TASK FORCE
VOLUNTEERS, CONSULTANTS AND OTHERS

as of 4/8/2015

VOLUNTEERS, ETC

Tommy Thompson
Two Tree, Inc.
24 NW 33rd Ct., Suite A
Gainesville, FL 32607
(w) 3532.284.1763
(c) 352.338.9907

Roland Loog
1907 NW 10TH AVE
GAINESVILLE, FL 32605-5313
(h) 352.375.2060
(c) 352.231.2077

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2015
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Meeting Dates and Counties

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

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

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

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