

Columbia County Tourist Development Council  
Board of Directors Meeting  
Wednesday, December 17, 2014 12:00 Noon  
Columbia County Tourist Development Office  
971 W. Duval Street  
Lake City, Florida 32055

## AGENDA

- Call to Order
- Welcome, roll call and introduction of guests
- Approval of November 19, 2014, regular meeting minutes
- Staff Reports
  - Operations Report
    - Bed Tax and Smith Travel Reports
    - Financial Report
    - Sports Program & Tournament Update
  - Marketing Update
    - Current Advertising
    - 2015 Vacation Guide
    - New Website
    - Social Media
- Southside Recreation Complex Update – Jack Muenchen
- Old Business
  - TDC Open Staff Position – Sports Marketing Director
  - Columbia High School Track Renovation – Bill Jones
  - Other
- New Business
  - Other
- Adjournment

Minutes of the Columbia County Tourist Development Council regular meeting held on Wednesday, November 19, 2014, 12:00 p.m., Columbia County TDC Conference Room, 971 West Duval Street, Lake City, FL 32055.

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**Call to Order:** Vice-Chairman Mike Collins called the meeting to order at 12:10 and welcomed our new TDC director Paula Vann, board members, staff and guests to the meeting.

**Roll Call:** TDC board members in attendance were Mike Collins, Brian Bickel and Nupur Shukla. Members absent were Scarlet Frisina, Ron Williams, Cecil Shaw, Nick Patel, Zach Paulk and Mahendra Patel. Staff in attendance included Paula Vann, Lori Regan and Cody Gray. Guests included; Teena Peavey (SOSMP), Jack Muenchen (Sports Improvement Coordinator), Sarah Loftas (LCR), Stew Lilker (Columbia County Observer), Paulette Lord, Rod Butler (Holiday Inn), Jessica Langley (LCCCYB) and Bill Jones. **A quorum was NOT present.**

**Approval of Meeting Minutes:** Approval of October 15, 2014 regular meeting minutes. **A quorum was not present. Minutes could not be approved.**

#### **Operations Report:**

- **Bed Tax & Smith Travel Reports**

The Bed Tax Report was distributed. Lori Regan reported on September bed tax collections. September 2014 bed tax collections were up 15.9% over September of 2013. Lori then reported on the Smith Travel report. Occupancy is up 12.8%, ADR is up 1.2% and RVPAR is up 14%. All of the figures show a positive trend.

- **Financial Report**

The financial report was reviewed by the board members. **A quorum was not present. Members present accepted the financial report as presented.**

- **LED and Tri-Vision Signs**

Lori Regan reported for several months we have been unable to communicate with the LED sign. A few weeks ago the IT department reestablished the connection with the sign so that we can now communicate with it. We also discovered the files and templates for the sign that were believed to be lost when Paulette's computer crashed. They were found on the computer that is at the sign location. Lori and Paulette will review these files and update the LED sign. The Tri-Vision Sign has a face that has been replaced with new vinyl but we are still unable to operate the sign due to old graphics on the other faces that cause issues with the sign rotating. We plan to have the other two faces stripped down and sell those two faces so that the sign can become fully functional again. A discussion continued on the sign and the faces that would be available for advertisements.

- **Sports Program and Tournament Updates**

Copies of the current Southside Sports Calendar were distributed. Lori Regan reported on the calendar and stated that there are four other tournaments that were not listed on the current calendar. Jessica Langley of the Lake City/Columbia County Youth Baseball spoke about these four tournaments scheduled for the upcoming 2015 year. Paulette Lord asked where we were on the tournament that was traded out with Newberry earlier this year and if they would be coming back next year. Lori informed Paulette that the tournament in question was the Babe Ruth Softball State Championship. Doug Robinson, the State Commissioner for Babe Ruth Softball did contact us regarding the tournament and the dates. Unfortunately the dates he wanted were already taken by the Small League State Tournament in Fort White. Paulette Lord asked why we could not have a tournament at Southside if the Small League Tournament was scheduled to be at Fort White. Lori said we were also approached for a USSSA Girls

Softball Showcase that same weekend and that tournament was also declined. Brian Bickel asked who declined it. To the best of our knowledge Landscape and Parks department handles tournament scheduling. Mike Collins commented that we do not need to decline tournaments like these and he hopes that we can reach out to them and resolve any scheduling conflicts so that the tournaments can be held here. A discussion continued on tournaments and the sports program. Newberry has made renovations to their complex and are trying to attract tournaments to their complex and are offering incentives. Mike Collins added that we need to find out why the tournaments were declined and who declined them. Lori agreed and reiterated that the information given is to the best of our knowledge. Nupur Shukla asked who is over the scheduling for the tournaments and who does that fall under. Lori Regan and Paulette Lord explained the dynamics and that with a new director on board we will be able to get a Sports Marketing Director and that person will be in charge of the tournaments. We have been waiting for a new director so we can hire someone for the position as soon as possible. Paula Vann agreed and she will be working to get somebody hired as quickly as possible.

### **Marketing Report:**

- **Current Advertising**

Lori Regan reported on the current advertisements for 2014. So far for calendar year 2014, we have had 18,813 requests for vacations guide and/or other information on our area. That is up 43.5% over last year. Our marketing is working and word is getting out there. These ads began in February of this year and we are still receiving requests. The new ads will begin in Jan-Feb, 2015. We currently have adequate stock to take care of the requests and we will have minimal vacation guides left over at the end of the year. Lori thanked all of the volunteers, including her mother, which helped stuff envelopes and get these vacation guides out.

- **Consumer and Trade Shows**

Lori reported that we attended one trade show at the Visit Florida Welcome Center on I-75 since the last TDC meeting. Cody Gray (TDC staff) and Rianna Elliot (Suwannee River State Park) attended the show. Cody mentioned they saw 2,500-3,000 people in that one day and that it was a very successful event. Lori went on to say that this will wrap up the trade shows for 2014 and we will begin 2015 with the Florida RV Supershow in Tampa, FL in mid January. Teena Peavey will be attending this show.

- **New SpringsRUs Website**

Lori informed everyone that the contract for the new website is currently on the Board of County Commissioners agenda for signature tomorrow evening. After two years of extensive research and requesting bids on the website we are awaiting the approval from the Board of County Commission on the website proposal. Many of our partners have been busy getting us stories, calendars, etc. for inclusion on our website. Lori went on to speak about or social media with the website and we hope to launch a new campaign on the website once it's approved.

- **Social Media**

Information on our social media posts was distributed and Lori spoke about the visitors to our Facebook and that engagement and activity is up. We do track our statistics on our Facebook and she went on to inform everybody of our international visitors and our current numbers for social media.

### **Southside Recreation Complex Update:**

- Jack Muenchen gave an update on the Southside Complex and Musco lighting has been ordered and expected to arrive by mid-December. These will be the final four lights to be installed on the softball fields. Mike Collins asked about tournaments during construction and Jack Muenchen and Jessica Langley

answered any questions about the tournaments during construction. Jack updated everyone on the different projects currently going on at Southside and that things are moving along. Mike Collins inquired about the completion date of some of the construction. Jack answered and explained the time table and explained that process. The list of needs at the complex has not grown from the previous list that was distributed to the TDC in prior meetings. One of the main concerns is the girl's bathrooms. Mike Collins asked for a cost on the bathrooms and that if we know the amount then we can move forward. Jack agreed and is checking into it.

#### **Old Business:**

- **TDC Open Staff Positions – Sports Marketing Director**

Mike Collins asked if the board members present were in agreement to ask Paula Vann to pursue the hiring of the Sports Marketing Director. Nupur Shukla asked if Paula Vann could go ahead and have the authority to handle tournaments. Mike commented that Paula needs time to get acclimated to her new job but that she would be overseeing the sports program.

Nupur Shukla then reported on the CHS Track committee that was appointed at the last TDC meeting. She said that they have a presentation and asked about funding for the project as well as the direction they need to go. Mike Collins asked about the School Board funding the project and Bill Jones spoke regarding that issue. Brian Bickel asked about the public having access to the facility if the TDC funded it because the public does not have access to the tennis facility already on the school site. Bill Jones commented that he thought the public would have access and he believes there is already public access. Brian responded that he would like to see a refresher on the project. Lori Regan explained that the CHS Track was not on today's agenda because the TDC was not approached in time to include it, Paula needs a chance to be brought up to speed on the project and we were aware that the chairman of the TDC board would not be present at that particular meeting. Lori Regan will forward a copy of the track presentation to all the board members for them to review and will also speak to Paula and Chairman Williams about the potential of placing the item on next month's agenda.

Mike Collins briefly updated everyone on the tennis complex committee and that at this time they are doing research and will report further once they know more.

#### **New Business:**

- **Other**

Stew Lilcker commented on trying to find the tourist development website. He did a cold search and was unable to find our website on Google. Board members and staff searched for it on their phones and found that the website was in fact there on Google. Further research will be done to make sure our website is easily visible on Google.

Jessica Langley spoke about her tournaments that will be held at the Southside Complex. They are two day tournaments but the state and rookie qualifier tournaments are four day tournaments. Jessica said that she has a list of visitors that attend the tournaments and the information can be supplied to the TDC staff for analysis. She reiterated that the repairs needed to be completed in the bathrooms and wifi is something they really need out there.

Teen Peavey reported on events at the Spirit of the Suwannee Music Park.

**Adjournment:** There being no additional business to come in front of the TDC board at this time, at 12:55pm **Vice-Chairman Mike Collins adjourned the meeting.**

## Expenditure Accounts - Budgeted vs. Actual - FY2015

As of: November 30, 2014

	Budgeted	Actual	Balance	Percent%
<b>TOURIST DEV/OPERATING</b>				
<b>TOURIST DEVELOPMENT</b>				
107-5200-552.10-12 SALARIES	\$165,597.00	\$11,345.21	\$154,251.79	6.85%
107-5200-552.10-13 TEMPORARY LABOR	\$0.00	\$0.00	\$0.00	#NUM!
107-5200-552.10-21 FICA TAXES	\$12,668.00	\$731.52	\$11,936.48	5.77%
107-5200-552.10-22 RETIREMENT	\$11,230.00	\$836.14	\$10,393.86	7.45%
107-5200-552.10-23 HEALTH & LIFE INSURANCE	\$33,000.00	\$2,200.00	\$30,800.00	6.67%
107-5200-552.10-24 WORKERS COMP	\$736.00	\$247.96	\$488.04	33.69%
<b>PERSONAL SERVICES</b>	<b>\$223,231.00</b>	<b>\$15,360.83</b>	<b>\$207,870.17</b>	<b>6.88%</b>
107-5200-552.30-31 PROFESSIONAL SERVICES	\$1,000.00	\$0.00	\$1,000.00	0.00%
107-5200-552.30-35 ADMINISTRATIVE FEES	\$26,071.00	\$26,071.00	\$0.00	100.00%
107-5200-552.30-40 TRAVEL & PER DIEM	\$6,000.00	\$0.00	\$6,000.00	0.00%
107-5200-552.30-41 COMMUNICATIONS	\$4,500.00	\$920.01	\$3,579.99	20.44%
107-5200-552.30-42 POSTAGE	\$8,000.00	\$34.56	\$7,965.44	0.43%
107-5200-552.30-43 UTILITIES	\$10,000.00	\$1,168.73	\$8,831.27	11.69%
107-5200-552.30-45 GENERAL INSURANCE	\$5,500.00	\$5,169.38	\$330.62	93.99%
107-5200-552.30-46 REPAIR & MAINTENANCE	\$3,000.00	\$70.00	\$2,930.00	2.33%
107-5200-552.30-47 PRINTING	\$11,000.00	\$931.15	\$10,068.85	8.47%
107-5200-552.30-48 ADVERTISING	\$10,000.00	\$1,789.00	\$8,211.00	17.89%
107-5200-552.30-49 OTHER CHARGES	\$0.00	\$43.00	(\$43.00)	#NUM!
107-5200-552.30-51 OFFICE SUPPLIES	\$2,500.00	\$540.85	\$1,959.15	21.63%
107-5200-552.30-52 OPERATING	\$2,500.00	\$387.98	\$2,112.02	15.52%
107-5200-552.30-54 DUES & SUBSCRIPTIONS	\$8,000.00	\$4,517.99	\$3,482.01	56.47%
107-5200-552.30-55 TRAINING	\$5,000.00	\$0.00	\$5,000.00	0.00%
107-5200-552.30-56 GAS & OIL	\$5,000.00	\$142.39	\$4,857.61	2.85%
107-5200-552.30-57 COPY MACHINE	\$2,500.00	\$169.70	\$2,330.30	6.79%
<b>OPERATING EXPENDITURES</b>	<b>\$110,571.00</b>	<b>\$41,955.74</b>	<b>\$68,615.26</b>	<b>37.94%</b>
107-5200-552.31-48 EVENT PROMOTION	\$35,000.00	\$1,709.60	\$33,290.40	4.88%
107-5200-552.31-50 BILLBOARD RENTALS	\$5,000.00	\$0.00	\$5,000.00	0.00%
107-5200-552.31-53 SIGN MAINTENANCE	\$4,000.00	\$337.50	\$3,662.50	8.44%
<b>OPERATING EXPENDITURES</b>	<b>\$44,000.00</b>	<b>\$2,047.10</b>	<b>\$41,952.90</b>	<b>4.65%</b>
107-5200-552.60-64 EQUIPMENT PURCHASES	\$10,000.00	\$0.00	\$10,000.00	0.00%
<b>CAPITAL OUTLAY</b>	<b>\$10,000.00</b>	<b>\$0.00</b>	<b>\$10,000.00</b>	<b>0.00%</b>
	<b>\$387,802.00</b>	<b>\$59,363.67</b>	<b>\$328,438.33</b>	<b>15.31%</b>
<b>COMMUNITY OUTREACH</b>				
107-5210-574.80-05 HISTORICAL MUSEUM	\$5,000.00	\$0.00	\$5,000.00	0.00%
107-5210-574.80-06 BLUE GREY ARMY, INC	\$10,000.00	\$10,000.00	\$0.00	100.00%
<b>GRANTS &amp; AIDS</b>	<b>\$15,000.00</b>	<b>\$10,000.00</b>	<b>\$5,000.00</b>	<b>66.67%</b>
	<b>\$15,000.00</b>	<b>\$10,000.00</b>	<b>\$5,000.00</b>	<b>66.67%</b>
<b>OTTED GRANT</b>				
107-5250-552.30-47 PRINTING	\$24,000.00	\$0.00	\$24,000.00	0.00%
107-5250-552.30-48 ADVERTISING	\$20,000.00	\$0.00	\$20,000.00	0.00%
<b>OPERATING EXPENDITURES</b>	<b>\$44,000.00</b>	<b>\$0.00</b>	<b>\$44,000.00</b>	<b>0.00%</b>
107-5250-552.31-48 EVENT PROMOTION	\$26,000.00	\$1,545.00	\$24,455.00	5.94%
<b>OPERATING EXPENDITURES</b>	<b>\$26,000.00</b>	<b>\$1,545.00</b>	<b>\$24,455.00</b>	<b>5.94%</b>
	<b>\$70,000.00</b>	<b>\$1,545.00</b>	<b>\$68,455.00</b>	<b>2.21%</b>
<b>VISIT FLORIDA MARKETING</b>				
107-5260-552.30-47 PRINTING	\$250.00	\$0.00	\$250.00	0.00%
107-5260-552.30-48 ADVERTISING	\$6,750.00	\$0.00	\$6,750.00	0.00%
<b>OPERATING EXPENDITURES</b>	<b>\$7,000.00</b>	<b>\$0.00</b>	<b>\$7,000.00</b>	<b>0.00%</b>
	<b>\$7,000.00</b>	<b>\$0.00</b>	<b>\$7,000.00</b>	<b>0.00%</b>
<b>SPORTING EVENTS/TOURNAMEN</b>				

	<b>Budgeted</b>	<b>Actual</b>	<b>Balance</b>	<b>Percent%</b>
107-5290-552.10-12 SALARIES	\$64,995.00	\$12,705.99	\$52,289.01	19.55%
107-5290-552.10-21 FICA TAXES	\$4,972.00	\$915.78	\$4,056.22	18.42%
107-5290-552.10-22 RETIREMENT	\$1,768.00	\$695.26	\$1,072.74	39.32%
107-5290-552.10-23 HEALTH & LIFE INSURANCE	\$13,200.00	\$1,093.28	\$12,106.72	8.28%
107-5290-552.10-24 WORKERS COMP	\$3,961.00	\$1,334.39	\$2,626.61	33.69%
<b>PERSONAL SERVICES</b>	<b>\$88,896.00</b>	<b>\$16,744.70</b>	<b>\$72,151.30</b>	<b>18.84%</b>
107-5290-552.30-47 PRINTING	\$2,000.00	\$0.00	\$2,000.00	0.00%
107-5290-552.30-48 ADVERTISING	\$4,000.00	\$0.00	\$4,000.00	0.00%
107-5290-552.30-52 OPERATING	\$72,000.00	\$8,296.83	\$63,703.17	11.52%
<b>OPERATING EXPENDITURES</b>	<b>\$78,000.00</b>	<b>\$8,296.83</b>	<b>\$69,703.17</b>	<b>10.64%</b>
107-5290-552.31-56 SPORTS MARKETING	\$2,000.00	\$0.00	\$2,000.00	0.00%
<b>OPERATING EXPENDITURES</b>	<b>\$2,000.00</b>	<b>\$0.00</b>	<b>\$2,000.00</b>	<b>0.00%</b>
	<b>\$168,896.00</b>	<b>\$25,041.53</b>	<b>\$143,854.47</b>	<b>14.83%</b>
<b>INTERFUND TRANSFERS OUT</b>				
107-8100-581.91-97 GENERAL FUND	\$1,000,000.00	\$0.00	\$1,000,000.00	0.00%
<b>INTERFUND TRANSFERS OUT</b>	<b>\$1,000,000.00</b>	<b>\$0.00</b>	<b>\$1,000,000.00</b>	<b>0.00%</b>
	<b>\$1,000,000.00</b>	<b>\$0.00</b>	<b>\$1,000,000.00</b>	<b>0.00%</b>
<b>RESERVES</b>				
107-8400-584.90-97 EQUIPMENT RESERVE	\$264,190.00	\$0.00	\$264,190.00	0.00%
107-8400-584.90-98 CASH BALANCE FORWARD	\$143,392.00	\$0.00	\$143,392.00	0.00%
107-8400-584.90-99 CONTINGENCY/RESERVE	\$164,870.00	\$0.00	\$164,870.00	0.00%
<b>RESERVES</b>	<b>\$572,452.00</b>	<b>\$0.00</b>	<b>\$572,452.00</b>	<b>0.00%</b>
	<b>\$572,452.00</b>	<b>\$0.00</b>	<b>\$572,452.00</b>	<b>0.00%</b>
<b>TOURIST DEV/OPERATING TOTALS:</b>	<b>\$2,221,150.00</b>	<b>\$95,950.20</b>	<b>\$2,125,199.80</b>	<b>4.32%</b>

# Expense Account Transactions

November 1-30, 2014

<u>PO</u> <u>NMB.</u>	<u>ACCT</u> <u>PER.</u>	<u>VENDOR/DESC</u>	<u>DATE</u>	<u>ENC.</u>	<u>TRANS</u> <u>AMOUNT</u>	<u>ACCRUING</u> <u>BALANCE</u>
<b>TOURIST DEV/OPERATING</b>						
<b>107-5200-552.10-12 TOURIST DEVELOPMENT / SALARIES</b>						
		BEGINNING BALANCE	6/25/2014	0.00		165,597.00
		PAYROLL SUMMARY	11/13/2014	0.00	-2,034.47	157,497.61
		PAYROLL SUMMARY	11/26/2014	0.00	-3,245.82	154,251.79
<b>107-5200-552.10-13 TOURIST DEVELOPMENT / TEMPORARY LABOR</b>						
		BEGINNING BALANCE	6/25/2014	0.00		0.00
023548	PO ENTRY	WAL-STAF PERSONAL SERVICE MISC. NOT CLASSIFIED	11/24/2014	2,000.00	0.00	-2,000.00
<b>107-5200-552.10-21 TOURIST DEVELOPMENT / FICA TAXES</b>						
		BEGINNING BALANCE	6/25/2014	0.00		12,668.00
		PAYROLL SUMMARY	11/13/2014	0.00	-124.17	12,153.32
		PAYROLL SUMMARY	11/26/2014	0.00	-216.84	11,936.48
<b>107-5200-552.10-22 TOURIST DEVELOPMENT / RETIREMENT</b>						
		BEGINNING BALANCE	6/25/2014	0.00		11,230.00
		PAYROLL SUMMARY	11/13/2014	0.00	-149.94	10,633.07
		PAYROLL SUMMARY	11/26/2014	0.00	-239.21	10,393.86
<b>107-5200-552.10-23 TOURIST DEVELOPMENT / HEALTH &amp; LIFE INSURANCE</b>						
		BEGINNING BALANCE	6/25/2014	0.00		33,000.00
		PAYROLL SUMMARY	11/13/2014	0.00	-550.00	31,350.00
		PAYROLL SUMMARY	11/26/2014	0.00	-550.00	30,800.00
<b>107-5200-552.10-24 TOURIST DEVELOPMENT / WORKERS COMP</b>						
		BEGINNING BALANCE	6/25/2014	0.00		736.00
	WC	PREFERRED GOVERNMENTAL INS. TRT	11/18/2014	0.00	-49.08	488.04
<b>107-5200-552.30-41 TOURIST DEVELOPMENT / COMMUNICATIONS</b>						
		BEGINNING BALANCE	6/25/2014	0.00		4,500.00
F63549	TOLL FREE NUMBER	A T & T	11/5/2014	22.69	-22.69	4,052.34
	VERIZON	VERIZON WIRELESS	11/20/2014	0.00	-216.83	3,812.82
F63823	TDC CABLE	COMCAST	11/20/2014	34.70	-34.70	3,812.82
F63824	INTERNET FOR I-75 SIGN	COMCAST	11/20/2014	117.85	-117.85	3,812.82
	AT & T	A T & T	11/24/2014	0.00	-80.28	3,579.99
<b>107-5200-552.30-42 TOURIST DEVELOPMENT / POSTAGE</b>						
		BEGINNING BALANCE	6/25/2014	0.00		8,000.00
F63825	SHIPMENT FOR VISIT FL CPA	FEDEX	11/20/2014	34.56	-34.56	8,000.00
<b>107-5200-552.30-43 TOURIST DEVELOPMENT / UTILITIES</b>						
		BEGINNING BALANCE	6/25/2014	0.00		10,000.00

	FLORIDA POWER & LIGHT	FPL	11/13/2014	0.00	-540.04	8,831.27
<b>107-5200-552.30-46 TOURIST DEVELOPMENT / REPAIR &amp; MAINTENANCE</b>						
	BEGINNING BALANCE		6/25/2014	0.00		3,000.00
F63826	PEST CONTROL FOR	FLORIDA PEST CONTROL	11/20/2014	35.00	-35.00	2,965.00
	OFFICE					
<b>107-5200-552.30-47 TOURIST DEVELOPMENT / PRINTING</b>						
	BEGINNING BALANCE		6/25/2014	0.00		11,000.00
F63547	120X60 BANNER FOR FAIR	HUNTER PRINTING	11/5/2014	175.00	-175.00	10,743.35
	RD					
F63550	8'X10' BANNER FOR FAIR	SIGNCRAFT	11/5/2014	249.75	-249.75	10,743.35
	RD					
F63553	8'X10' ICHETUCKNEE	SIGNCRAFT	11/5/2014	249.75	-249.75	10,743.35
	RAINED					
023483	REPRINT ENVELOPES	HUNTER PRINTING	11/7/2014	256.65	-256.65	10,068.85
<b>107-5200-552.30-49 TOURIST DEVELOPMENT / OTHER CHARGES</b>						
	BEGINNING BALANCE		11/14/2014	0.00		0.00
	BANK AMERICAN CREDIT	BANK OF AMERICA	11/25/2014	0.00	-24.00	-24.00
	CARD					
<b>107-5200-552.30-51 TOURIST DEVELOPMENT / OFFICE SUPPLIES</b>						
	BEGINNING BALANCE		6/25/2014	0.00		2,500.00
F63609	LABELS AND ASSORTED	OFFICE DEPOT	11/7/2014	67.64	-67.64	2,026.79
	CARD					
<b>107-5200-552.30-52 TOURIST DEVELOPMENT / OPERATING</b>						
	BEGINNING BALANCE		6/25/2014	0.00		2,500.00
F63558	PADLOCKS FOR TDC GOLF	WILSON ACE HARDWARE	11/5/2014	16.98	-16.98	2,129.00
	CARD					
<b>107-5200-552.30-54 TOURIST DEVELOPMENT / DUES &amp; SUBSCRIPTIONS</b>						
	BEGINNING BALANCE		6/25/2014	0.00		8,000.00
	BANK AMERICAN CREDIT	BANK OF AMERICA	11/25/2014	0.00	-49.99	3,482.01
	CARD					
<b>107-5200-552.30-56 TOURIST DEVELOPMENT / GAS &amp; OIL</b>						
	BEGINNING BALANCE		6/25/2014	0.00		5,000.00
F63554	FUEL FOR TDC VAN	G.W. HUNTER, INC.	11/5/2014	142.39	-142.39	5,000.00
<b>107-5200-552.30-57 TOURIST DEVELOPMENT / COPY MACHINE</b>						
	BEGINNING BALANCE		6/25/2014	0.00		2,500.00
F63556	XEROX LEASE AGREEMENT	XEROX CORP	11/5/2014	169.70	-169.70	2,500.00
<b>107-5200-552.31-48 TOURIST DEVELOPMENT / EVENT PROMOTION</b>						
	BEGINNING BALANCE		6/25/2014	0.00		35,000.00
023482	REG. MILITARY TRAD.	MWR ITT	11/7/2014	480.00	-480.00	33,910.40
	SHOW					
023541	EVENTS FUNDING	COLUMBIA CO RESOURCES, INC.	11/20/2014	500.00	-500.00	33,910.40
	BANK AMERICAN CREDIT	BANK OF AMERICA	11/25/2014	0.00	-120.00	33,290.40
	CARD					
<b>107-5200-552.60-63 TOURIST DEVELOPMENT / IMP OTHER THAN BUILDINGS</b>						
	BEGINNING BALANCE		11/6/2014	0.00		0.00
<b>107-5210-574.80-06 TOURIST DEVELOPMENT / BLUE GREY ARMY, INC</b>						
	BEGINNING BALANCE		6/25/2014	0.00		10,000.00
023491	SPONSORSHIP OLUSTEE	BLUE-GREY ARMY, INC.	11/7/2014	10,000.00	-10,000.00	0.00
	FEST					
<b>107-5250-552.30-48 TOURIST DEVELOPMENT / ADVERTISING</b>						
	BEGINNING BALANCE		6/25/2014	0.00		20,000.00
<b>107-5250-552.31-48 TOURIST DEVELOPMENT / EVENT PROMOTION</b>						
	BEGINNING BALANCE		10/9/2014	0.00		26,000.00

023490	REG. OUTDOOR EXPO 2015224	MEDIA GENERAL OPERATIONS	11/6/2014	545.00	-545.00	25,300.00
023527	REGISTRATION	FLORIDA RV TRADE ASSOCIATION	11/20/2014	300.00	-300.00	24,755.00
<b>107-5290-552.10-12 TOURIST DEVELOPMENT / SALARIES</b>						
	BEGINNING BALANCE		6/25/2014	0.00		64,995.00
	PAYROLL SUMMARY		11/13/2014	0.00	-1,629.09	55,238.75
	PAYROLL SUMMARY		11/26/2014	0.00	-2,949.74	52,289.01
<b>107-5290-552.10-21 TOURIST DEVELOPMENT / FICA TAXES</b>						
	BEGINNING BALANCE		6/25/2014	0.00		4,972.00
	PAYROLL SUMMARY		11/13/2014	0.00	-114.01	4,268.39
	PAYROLL SUMMARY		11/26/2014	0.00	-212.17	4,056.22
<b>107-5290-552.10-22 TOURIST DEVELOPMENT / RETIREMENT</b>						
	BEGINNING BALANCE		6/25/2014	0.00		1,768.00
	PAYROLL SUMMARY		11/13/2014	0.00	-87.20	1,215.00
	PAYROLL SUMMARY		11/26/2014	0.00	-142.26	1,072.74
<b>107-5290-552.10-23 TOURIST DEVELOPMENT / HEALTH &amp; LIFE INSURANCE</b>						
	BEGINNING BALANCE		6/25/2014	0.00		13,200.00
	PAYROLL SUMMARY		11/13/2014	0.00	-275.00	12,381.72
	PAYROLL SUMMARY		11/26/2014	0.00	-275.00	12,106.72
<b>107-5290-552.10-24 TOURIST DEVELOPMENT / WORKERS COMP</b>						
	BEGINNING BALANCE		6/25/2014	0.00		3,961.00
	WC	PREFERRED GOVERNMENTAL INS. TRT	11/18/2014	0.00	-264.12	2,626.61
<b>107-5290-552.30-52 TOURIST DEVELOPMENT / OPERATING</b>						
	BEGINNING BALANCE		6/25/2014	0.00		72,000.00
F63586	WINGNUTS,WTERPROOF CONNECTO	LOWE'S PROX	11/4/2014	27.84	-27.84	66,800.84
F63590	2-RIGHT SHIELD WIRES,2- IF	SHERWIN-WILLIAMS CO. STORE #2741	11/4/2014	53.60	-53.60	66,800.84
023493	SRM 280TWEED EATER	GREEN'S MARINE & SPORTING GOODS	11/7/2014	311.99	-311.99	65,915.45
023494	MAC DOUBLE 1ST BASE	BSN SPORTS	11/7/2014	491.96	-491.96	65,915.45
F63886	8 FIRST BASE REPL ANCHORS	BSN SPORTS	11/7/2014	190.16	-190.16	65,915.45
	ACCT. # 223	BCC - LANDFILL DEPOSIT	11/10/2014	0.00	-56.24	64,669.05
	ACCT. # 223	BCC - LANDFILL DEPOSIT	11/10/2014	0.00	-36.26	64,632.79
	PARTNERSHIP RENEWAL 2015	FLORIDA SPORTS FOUNDATION INC.	11/10/2014	0.00	-1,000.00	63,632.79
023467	PGV-201 2" VALVE	FLORIDA IRRIGATION SUPPLY	11/11/2014	651.11	-651.11	63,012.79
F63877	40-SILICONE WIRE NUTS	CERTIFIED PLUMBING &	11/12/2014	23.16	-23.16	63,012.79
F63884	1-26/12-12 TUBE/LABOR	BIELLINGS TIRE	11/17/2014	37.50	-37.50	62,989.63
023514	RYE SEED	CENTRAL STATES ENTERPRISES, INC.	11/18/2014	620.00	-620.00	62,952.13
F63889	MISC SUPPLIES	LOWE'S PROX	11/18/2014	229.00	-229.00	62,952.13
F63888	4-CONCRETE MIX 80#	LAKE CITY INDUSTRIES,INC.	11/19/2014	19.96	-19.96	62,723.13

FLORIDA DEPARTMENT OF REVENUE  
 LOCAL OPTION TOURIST DEVELOPEMENT DISTRIBUTION

COLLECTION MONTH: OCTOBER 2014  
 DISTRIBUTION MONTH: NOVEMBER 2014

COUNTY	PRELIMINARY	INTEREST ON PRELIMINARY	TOTAL ADJUSTMENTS	NET TAX DUE
14 BRADFORD	6,748.90	6.60	0.00	6,755.50
19 CITRUS	42,416.97	41.46	(0.80)	42,457.63
22 COLUMBIA	62,673.72	61.26	0.00	62,734.98
24 DESOTO	1,858.25	1.82	(0.01)	1,860.06
25 DIXIE	1,541.96	1.51	0.00	1,543.47
28 FLAGLER	86,957.92	85.00	4,438.36	91,481.28
29 FRANKLIN	64,136.79	62.69	0.00	64,199.48
30 GADSDEN	8,021.70	7.84	0.00	8,029.54
31 GILCHRIST	1,633.46	1.60	(250.26)	1,384.80
32 GLADES	342.66	0.33	0.00	342.99
34 HAMILTON	1,550.01	1.52	0.00	1,551.53
36 HENDRY	9,727.83	9.51	(0.71)	9,736.63
40 HOLMES	2,239.19	2.19	0.00	2,241.38
42 JACKSON	16,258.78	15.89	0.00	16,274.67
43 JEFFERSON	2,178.89	2.13	0.00	2,181.02
48 LEVY	10,711.78	10.47	0.00	10,722.25
50 MADISON	6,823.23	6.67	0.00	6,829.90
57 OKEECHOBEE	10,775.34	10.53	0.00	10,785.87
61 PASCO	49,030.60	47.93	(335.85)	48,742.68
70 SUMTER	20,106.68	19.65	(1.17)	20,125.16
75 WAKULLA	9,281.80	9.07	0.00	9,290.87
77 WASHINGTON	4,773.39	4.67	0.00	4,778.06
TOTALS	419,789.85	410.34	3,849.56	424,049.75

Interest paid on Local Option Tourist Development Tax Distribution is being processed pursuant to F.S. 125.0104.

## Master Sports Calendar

FY 2015 Dates	Organization	# of Teams
October 4-5	USSSA Girls Softball	37
October 25-26	USSSA Baseball	59
November 1	USSSA Girls Softball	34
November 14-16	USSSA Girls Softball	65
November 22-23	USSSA Baseball	70
December 6-7	USSSA Baseball	32
December 13-14	USSSA Girls Softball	
January 9-11	Jacksonville Storm Showcase	
February 7-8	USSSA Baseball	
February 21-22	USSSA Girls Softball	
March 14-15	USSSA Baseball	
March 20-22	LCCCYB Jamboree	
March 21-22	USSSA Girls Softball	
March 26-31	Battle on the Ball Fields	
April 18-19	USSSA Baseball	
April 25-26	USSSA Girls Softball	
May 9-10	USSSA Girls Softball	
May 16-17	USSSA Baseball	
May 30-31	USSSA Girls Softball	
June 13-14	USSSA Girls Softball	
June 18-21	T-Ball/Rookie Qualifier (LCCCYB)	
June 27-30	Sm League State Tourney (Ft White)	
July 9-12	State Tournament 10U/11U (LCCCYB)	
July 16-19	Jacksonville Storm Showcase	
July 16-19	State Tournament 13U/14U (LCCCYB)	
	<b>TOTALS</b>	<b>297</b>

As of: 12/04/14

# Taking Sports Tourism to Another Level



# 2013 Cross Country Hosted Events

- **2013 Alligator Invitational  
September 21, 2013**

  - 1608 runners

  - 57 teams

  - 136 Athlete rented rooms

- **2013 XC Regionals held  
November 2, 2013**

  - 950 athletes

  - 2600-2800 estimated in attendance

  - 292 Athlete rented rooms



# Youth Track & Field

- BAYTAF (Bay Area Track and Field) Regular youth Meet (3 Day meet starting on Friday ending on Sunday)  
Athletes: 1255 / Teams: 66
- AAU National Qualifier (3 Day meet starting on Friday ending on Sunday)  
Athletes: 1242 / Teams: 59



# High School Track

- **Medium size regular season meet (One day meet)**  
Ex: Bolles Bulldog Classic.  
Athletes: 1011 / Teams: 38
- **Large size regular season meet (One day meet)**  
Ex: Steinbrenner Invitational at USF  
Athletes: 2045 / Teams: 78



# Hosting Possibilities

- AAU Districts Competition
- AAU Regional Competition
- USATF District Competition
- USATF Regional Competition
- FHSAA District Competition (up to 3 classifications)
- FHSAA Regional Competition (up to 3 classifications)
- FHSAA State Competition (up to 3 classifications)

# Hosting Possibilities

Middle School, Masters, Paralympics &  
Special Olympics

- Middle School - One day meet  
Athletes: 300 Teams: 12
- Paralympics - 4 Days Starting Thursday ending  
Sunday  
Athletes: 193
- Masters - One day meet  
Athletes: 82
- Special Olympics - 2-3 day meet  
Athletes: 150

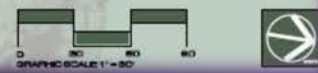
# Possibilities are Endless

- Band Competitions
- JROTC Competitions
- Soccer
- 7 on 7 Football
- Pee Wee Football
- Movie Night for Community

# Retail Cost Estimate Phase 1

• Synthetic Track & D-zone, with Steeplechase and Insider Perimeter Trench Drain	\$270,000.00
• Long/Triple Jump & Javelin	\$70,000.00
• Discus Ring & Cage and Shot Put Ring	\$14,000.00
• Track Repair	\$40,000.00
• Runout turn 4	\$8,000.00
• Track Accessories	\$120,000.00
• Concrete Walks & Plazas	\$170,000.00
• Fencing	\$94,000.00
• Video board & Electrical	\$170,000.00
• Trackside timing	\$4,000.00
• Site Plans	<u>\$120,000.00</u>
Sub Total	\$1,080,000.00

# COLUMBIA HIGH SCHOOL FIRST FEDERAL STADIUM SCHEMATIC MASTER PLAN



Synthetic track &  
D-zone  
\$270,000.00

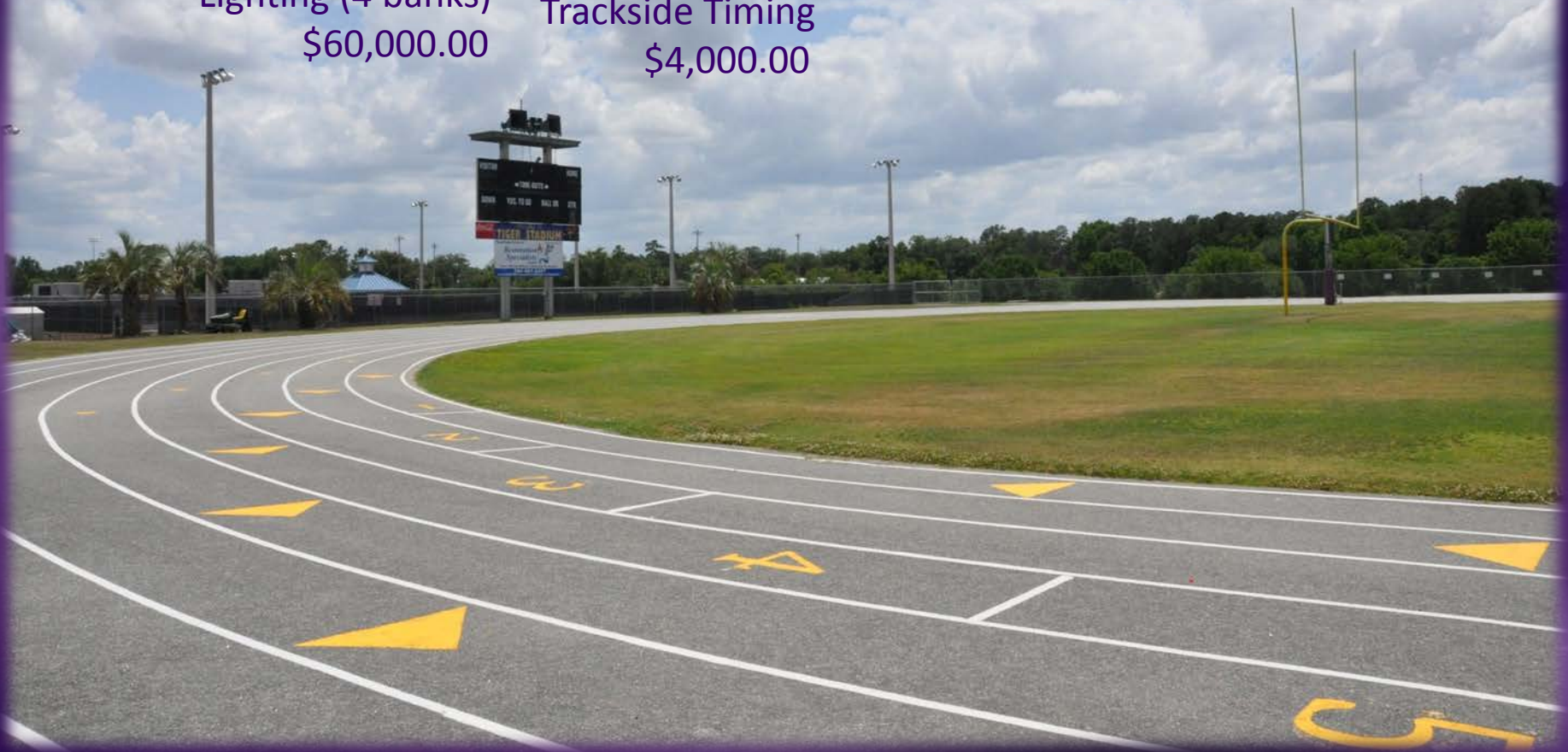
Run out Turn 4  
\$8,000.00

Lighting (4 banks)  
\$60,000.00

## The Current Track & Scoreboard

Scoreboard & Electrical  
\$170,000.00

Trackside Timing  
\$4,000.00



# Home Stands

Concrete Walks & Plaza  
\$170,000.00

Fencing  
\$94,000.00

Track Repair  
\$40,000.00



# Retail Cost Estimate Phase 2

• Pavilion @ Turn 2 (20' X 50')	\$100,000.00
• Paving for Storage	\$20,000.00
• Lighting 4 banks	\$60,000.00
• Concessions/storage (2,500 sq ft)	\$375,000.00
• Ticket Booth (600 sq feet)	\$70,000.00
Sub Total	\$625,000.00

# Ticket Booth & Athlete Pavilion

Athlete Pavilion \$100,000  
Ticket Booth \$70,000



## Concessions & Storage



(2) 2,500  
square foot  
facilities  
\$750,000.00

# Retail Cost Estimate Phase 3

• Brick Enclosure Seating and Fieldhouse new roof	\$310,000.00
• Concessions/storage (2,500 sq ft)	<u>\$375,000.00</u>
Sub Total	\$685,000.00

# Brick Enclosure of Infrastructure

8ft brick wall around stadium infrastructure



Jones Fieldhouse brick facing and new roof

\$310,000



## COLUMBIA HIGH SCHOOL

*Schematic Master Plan*

Phase 1	\$1,080,000
Phase 2	\$625,000
Phase 3	\$685,000
<b>Total</b>	<b>\$2,390,000</b>