

Columbia County Tourist Development Council Board of Directors Meeting

Wednesday, June 17, 2015 12:00 Noon

Columbia County Tourist Development Office
971 W. Duval Street
Lake City, Florida 32055

AGENDA

- Call to Order
- Welcome
- TDC Roll Call
- Introductions
 - Guests
- Approval of April 15, 2015, regular meeting minutes
- Staff Reports
 - Operations Report
 - Bed Tax and Smith Travel Reports
 - Financial Report
 - Marketing Update
 - Social Media
 - Sports Marketing Update
 - Review Tournament Calendar
 - Southside Recreation Complex Update
- Old Business
 - LED Sign
- New Business
 - Logo Presentation
 - DEO Grant
 - Alligator Lake Invitational - Grant Request
 - 2016 Budget
- Adjournment

Minutes of the Columbia County Tourist Development Council regular meeting held on Wednesday, April 15, 2015, 12:00 p.m., Columbia County TDC Conference Room, 971 West Duval Street, Lake City, FL 32055.

Call to Order: Chairman Rusty DePratter called the meeting to order at 12:05 pm and welcomed board members, staff and guests to the meeting.

Roll Call: TDC board members in attendance were Everett Phillips, Cecil Shaw, Bryan Bickel, Nick Patel, Rusty DePratter, Mike Collins and Nupur Shukla. Members absent were Mahendra Patel and Zach Paulk. Staff in attendance included Paula Vann, Kelly Lowrey and Cody Gray. Guests included; Emily Buchanan (LCR), Teena Peavey (SOSMP), Theresa Westberry (LCR) and Bucky Nash (BOCC). **A quorum was present.**

Approval of Meeting Minutes:

Approval of March 18, 2015 regular meeting minutes. **A motion was made by Mike Collins second by Bryan Bickel to approve the minutes as presented. The motion was approved.**

Operations Report:

- **Bed Tax & Smith Travel Reports**
The Bed Tax Report was distributed. Paula Vann reported on the bed tax collections for February 2015, she also reported on the ADR and occupancy rate. All numbers show an increase over February of last year.
- **Financial Report**
The financial report was reviewed by the board members. **A motion was made by Mike Collins and second by Nick Patel that says the Financial Report was received. The motion was approved.**

Marketing Report:

- **Advertisements**
Cody Gray reported that Discover Florida Magazine will be doing a feature story on Columbia County in their next edition. The magazine is in digital and print format and is distributed throughout the state. Cody said we are currently researching new advertising opportunities with Visit Florida and speaking with our advertising rep and regional agent to take advantage of unique advertising opportunities with the state's tourism department. We are also researching other agencies to advertise with as well as different types of ads to insure Columbia County is reaching its key demographic. This will help us create a new, fresh approach in our advertising strategy.
- **Social Media**
Cody Gray said the Columbia County TDC and the Lake City Columbia County Sports Commission sites are under construction. There will be a Facebook page and a Linkden page. Once the pages are up and operational we will begin to market our social media pages locally and abroad.
- **Leads**
Cody also reported that in our leads campaign we received 409 leads this past week which boosted us up to a total of 741 requesting information on the area.

- New Website

Cody Gray reported that we will be meeting with the web designer to begin the layout of the website next week. In your packets you will find a sheet containing the production timeline of the website. This gives you an overview of the production of the website from start to finish. We are excited to begin construction of the site.

Sports Marketing Update:

- Kelley Lowrey reported that the USSSA tournament will be happening this weekend and 89 teams have signed up to attend. He said Lake City will be packed with the Wanee Festival and 89 Baseball teams. He talked about the details of the new fields that are taking place and the summer tournaments that will be bigger.

Southside Recreation Complex Update:

- Jack Muenchen was not present. Bucky Nash was asked to report on the Southside Complex timeline of completion. He said there will be a report on the different aspects of the project dissecting each section for the board. It will show where the parks pay for themselves. There will be an operating budget set up for the complex. Kelly Lowrey said that they will be conducting interviews for part-time help to eliminate over time for county employees at the complex.

Old Business:

- LED Sign

Rusty DePratter asked the board for more direction on what changes are to be made to the sign. He asked for some ideas. Nick Patel said he is renting both of the signs and he suggested they stay with the design and change a few things on the current sign. Paula Vann asked do we want to assume we want to replace the top part, the vinyl, things like that; the Lake City part and the LED sign, but leave the bottom part as is? They agreed to replace the LED part and confirmed what Paula asked. Nupur Shukla asked have we looked into any other bill boards for ideas. Rusty answered we are going to look into 3 sign companies and put together a set of specs. We will have something to bring back before you for the next meeting. Paula Vann and Cody Gray will be spear heading this and should have the specs by the next meeting.

New Business:

- Paula Vann spoke about the DEO grant money and explained the amount increased to \$100,000 and how each county has to give more. She showed the board a wish list of things they can do with the total of \$100,000. She said this is just a budget that I am throwing out there to open it up for discussion. We will be increasing the amount from \$25,000 to \$36,000 for Columbia County. Rusty DePratter said he asked Paula to create this as a template to go by because we can't ask for money without having some kind of template saying what we are going to do with it. Rusty also said that next year Paula will have a better idea where the money went and the board can decide on where to move the money when needed. Nick Patel asked about an amendment to the budget. Paula answered we did an amendment on page 1 of the expenditure accounts, the OTED grant. So, yes that money has been taken out. No additional money will come out of the budget this year. Rusty said we are just trying to keep it all crossed and the numbers straight. If anyone has a question then we'll know where every penny went. Teena Peavey said she was in a marketing

committee for Suwannee, Hamilton and Columbia County. She talked about how they keep their expenses for advertising documented so that everyone can see where the money is being spent.

- Visit Florida Website

Nick Patel, Paula Vann, Teena Peavey and Rusty DePratter talked about ideas for the Visit Florida website. Rusty suggested Teena discuss the ad for the website at her marketing committee when all three counties are together, what might benefit us all and then bring that back to our board.

- 2015 Wannee Festival

Teena Peavey was asked to discuss the Wannee festival. She said the event is incredible and there is a huge amount of people already there for the festival. She talked about the buses from Suwannee Valley Transit that were transporting people to the festival. Bucky Nash said that the buses were running every two hours.

- LC-CC Museum

Nick Patel asked Paula Vann about the Museum. Paula said she spoke to them and she thinks they have potential and she will be meeting with them to discuss how to utilize the Museum's funds.

- Tourism Awards

Paul Vann said the awards are May 6th at the Spirit of the Suwannee Music Park. Training on How to Grow Your Festival will also take place at the same location that same day.

- Other

Bryan Bickel asked about Cody Gray's replacement and Paula Vann answered. Paula said the TDC interviewed all day Monday and narrowed it down to 2 and selected one, Lisa Roberts had to do a few follow up background questions and we hope to have her on board in two to three weeks.

- Board Meeting Sponsors

Paula Vann reported on the incentive for local restaurants to sponsor the refreshments, for the board meetings. In return the TDC will be advertising that restaurants' logo on Kelly Lowrey's golf cart at the games for the two month period.

Adjournment: There being no additional business to come in front of the TDC board at this time **a motion was made by Rusty DePratter to adjourn the meeting, second by Bryan Bickel. Meeting was adjourned.**

Columbia County Tourist Development Tax Collections Report

Collection Month	2010	2011	2012	2013	2014	2015	\$ +/- Change	% +/- Change	Month Received
October	\$ 26,625	\$ 46,902	\$ 49,795	\$ 55,018	\$ 58,829	\$ 62,681	\$ 3,852	6.55%	November
November	\$ 26,279	\$ 44,917	\$ 52,809	\$ 52,034	\$ 77,875	\$ 88,296	\$ 10,421	13.38%	December
December	\$ 27,200	\$ 46,296	\$ 54,383	\$ 47,999	\$ 77,917	\$ 80,616	\$ 2,699	3.46%	January
January	\$ 29,905	\$ 51,193	\$ 52,702	\$ 53,649	\$ 74,712	\$ 75,271	\$ 559	0.75%	February
February	\$ 34,467	\$ 53,201	\$ 57,012	\$ 56,690	\$ 75,234	\$ 82,301	\$ 7,067	9.39%	March
March	\$ 40,660	\$ 61,817	\$ 66,188	\$ 69,003	\$ 82,902	\$ 90,789	\$ 7,887	9.51%	April
April	\$ 52,447	\$ 54,955	\$ 51,128	\$ 68,959	\$ 94,574	\$ 101,416	\$ 6,842	7.23%	May
May	\$ 46,296	\$ 48,751	\$ 54,927	\$ 71,786	\$ 75,734		\$ (75,734)	-100.00%	June
June	\$ 50,715	\$ 52,497	\$ 56,044	\$ 77,126	\$ 82,272		\$ (82,272)	-100.00%	July
July	\$ 50,455	\$ 49,630	\$ 53,487	\$ 74,380	\$ 81,023		\$ (81,023)	-100.00%	August
August	\$ 37,928	\$ 40,486	\$ 42,809	\$ 74,445	\$ 84,585		\$ (84,585)	-100.00%	September
September	\$ 35,575	\$ 43,090	\$ 40,346	\$ 58,792	\$ 68,298		\$ (68,298)	-100.00%	October
TOTALS	\$ 458,552	\$ 593,735	\$ 631,630	\$ 759,881	\$ 933,954	\$ 581,370			TOTALS
YTD +/-	\$ 172,217	\$ 96,044	\$ 17,087	\$ 128,251	\$ 174,073	\$ (352,584)			
% +/-	47.71%	20.95%	2.88%	20.30%	22.91%	-37.75%			

**NOTE: 4% LOTD collections began April 1, 2013 however, a grace period was granted to begin May 1, 2013, which may account for wide variance in collection figures.*

Statewide Bed Tax Collections														
		Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	
RANK	COUNTY													

1	58*Orange	17,234,000	17,415,400	18,265,800	18,838,400	19,751,400								91,505,000
2	16*Broward	3,695,371	4,099,543	5,183,258	6,485,370	7,088,533								26,552,075
3	23*Miami-Dade	2,063,399	2,301,397	3,276,782	3,499,026	4,277,996	4,484,149	4,768,172						24,670,921
4	59*Osceola	2,719,621	2,958,391	3,002,888	3,797,348	3,913,775	3,752,011							20,144,034
5	46*Lee	1,314,010	1,567,949	2,026,109	2,949,793	4,477,215	5,506,677							17,841,753
6	60*Palm Beach			3,785,958	5,065,319	6,140,424								14,991,700
7	62*Pinellas	2,289,028	2,002,684	2,391,134	3,006,839	3,895,397								13,585,082
8	39*Hillsborough	1,603,619	1,931,359	1,696,115	1,891,808	2,486,025	2,814,410							12,423,336
9	21*Collier	684,792	965,776	1,234,200	1,949,753	2,992,177	3,105,770							10,932,467
10	54*Monroe	1,588,611	1,999,662	2,210,948	3,019,648									8,818,869
11	68*Sarasota	690,189	933,528	1,000,701	1,365,176	2,337,632	2,447,433							8,774,659
12	51*Manatee	551,159	562,306	847,703	1,296,397	1,426,191	1,767,628							6,451,384
13	15*Brevard	626,566	656,720	645,180	781,715	941,599	1,170,995							4,822,776
14	26*Duval	1,158,459	972,106	867,585	1,040,511									4,038,661
15	63*Polk	470,705	607,173	522,514	700,639	740,400	931,002							3,972,434
16	76*Walton	969,060	493,085	475,523		505,151	1,490,940							3,933,758
17	65*St. Johns	466,721	524,844	591,206	603,530	639,141	768,608							3,594,051
18	74*Volusia	511,675	421,360	464,040	776,468	1,142,416								3,315,959
19	13*Bay	996,614	381,414	355,907	527,159	799,203								3,060,297
20	56*Okaloosa	886,981	313,442	320,916	410,853	492,951								2,425,144
21	55*Nassau	304,228	352,086	251,087	205,817	244,021	326,955	546,387						2,230,581
22	69*Seminole	271,011	345,553	326,891	369,179	408,722	483,661							2,205,018
23	27*Escambia	589,690	548,072	379,004	335,807	329,990								2,182,563
24	11*Alachua	298,946	401,994	373,752	273,978	316,326	380,668							2,045,665
25	47*Leon	392,473	519,361	480,305	289,308	331,501								2,012,948
26	66*St. Lucie	132,063	182,525	201,085	252,888	370,228	486,169							1,624,958
27	18*Charlotte	168,779	110,218	131,364	298,089	418,782	493,064							1,620,296
28	41*Indian River	92,704	121,743	158,580	187,752	258,287								819,065
29	53*Martin	68,757	71,011	90,647	109,911	191,167	226,164							757,657
30	28 Flagler	86,872	109,251	87,063	115,190	118,498	191,295							708,170

[illegible]

66	49 Liberty	0	0	0	0	0	0	0	0	0				0
67	73 Union	0	0	0	0	0	0	0	0	0				0

	STATE TOTAL	43,712,938	44,721,130	52,504,699	61,148,608	67,859,490	31,703,407	5,314,559	0	0	0	0	0	306,964,831

Expenditure Accounts - Budgeted vs. Actual - FY2015

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	Budgeted	Actual	Balance	Percent%
TOURIST DEV/OPERATING				
TOURIST DEVELOPMENT				
107-5200-552.10-12 SALARIES	\$165,597.00	\$83,359.36	\$82,237.64	50.34%
107-5200-552.10-13 TEMPORARY LABOR	\$0.00	\$1,136.80	(\$1,136.80)	#NUM!
107-5200-552.10-21 FICA TAXES	\$12,668.00	\$5,787.55	\$6,880.45	45.69%
107-5200-552.10-22 RETIREMENT	\$11,230.00	\$5,373.67	\$5,856.33	47.85%
107-5200-552.10-23 HEALTH & LIFE INSURANCE	\$33,000.00	\$12,650.00	\$20,350.00	38.33%
107-5200-552.10-24 WORKERS COMP	\$736.00	\$553.48	\$182.52	75.20%
PERSONAL SERVICES	\$223,231.00	\$108,860.86	\$114,370.14	48.77%
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	\$1,864.59	\$4,135.41	31.08%
107-5200-552.30-41 COMMUNICATIONS	\$6,100.00	\$4,434.09	\$1,665.91	72.69%
107-5200-552.30-42 POSTAGE	\$8,000.00	\$3,724.56	\$4,275.44	46.56%
107-5200-552.30-43 UTILITIES	\$10,000.00	\$4,179.20	\$5,820.80	41.79%
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	\$398.78	\$2,601.22	13.29%
107-5200-552.30-47 PRINTING	\$10,200.00	\$2,541.45	\$7,658.55	24.92%
107-5200-552.30-48 ADVERTISING	\$10,000.00	\$7,919.65	\$2,080.35	79.20%
107-5200-552.30-49 OTHER CHARGES	\$0.00	\$238.75	(\$238.75)	#NUM!
107-5200-552.30-51 OFFICE SUPPLIES	\$2,500.00	\$1,414.64	\$1,085.36	56.59%
107-5200-552.30-52 OPERATING SUPPLIES	\$2,500.00	\$387.98	\$2,112.02	15.52%
107-5200-552.30-54 DUES & SUBSCRIPTIONS	\$8,000.00	\$7,272.94	\$727.06	90.91%
107-5200-552.30-55 TRAINING	\$3,400.00	\$1,420.00	\$1,980.00	41.76%
107-5200-552.30-56 GAS & OIL	\$4,200.00	\$869.34	\$3,330.66	20.70%
107-5200-552.30-57 COPY MACHINE	\$2,500.00	\$1,264.14	\$1,235.86	50.57%
107-5200-552.30-64 NON-CAPITAL OUTLAY	\$1,600.00	\$1,370.43	\$229.57	85.65%
OPERATING EXPENDITURES	\$110,571.00	\$70,540.92	\$40,030.08	63.80%
107-5200-552.31-48 EVENT PROMOTION	\$35,000.00	\$33,025.86	\$1,974.14	94.36%
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	\$872.75	\$3,127.25	21.82%
OPERATING EXPENDITURES	\$44,000.00	\$33,898.61	\$10,101.39	77.04%
107-5200-552.60-64 EQUIPMENT PURCHASES	\$10,000.00	\$0.00	\$10,000.00	0.00%
CAPITAL OUTLAY	\$10,000.00	\$0.00	\$10,000.00	0.00%
	\$387,802.00	\$213,300.39	\$174,501.61	55.00%
COMMUNITY OUTREACH				
107-5210-574.80-05 HISTORICAL MUSEUM	\$5,000.00	\$5,000.00	\$0.00	100.00%
107-5210-574.80-06 BLUE GREY ARMY, INC	\$10,000.00	\$10,000.00	\$0.00	100.00%
GRANTS & AIDS	\$15,000.00	\$15,000.00	\$0.00	100.00%
	\$15,000.00	\$15,000.00	\$0.00	100.00%
OTTED GRANT				
107-5250-552.30-47 PRINTING	\$12,695.00	\$1,777.50	\$10,917.50	14.00%
107-5250-552.30-48 ADVERTISING	\$14,225.00	\$14,224.50	\$0.50	100.00%
OPERATING EXPENDITURES	\$26,920.00	\$16,002.00	\$10,918.00	59.44%
107-5250-552.31-48 EVENT PROMOTION	\$8,080.00	\$2,925.50	\$5,154.50	36.21%
OPERATING EXPENDITURES	\$8,080.00	\$2,925.50	\$5,154.50	36.21%
	\$35,000.00	\$18,927.50	\$16,072.50	54.08%
VISIT FLORIDA MARKETING				

107-5260-552.30-47 PRINTING	\$250.00	\$0.00	\$250.00	0.00%
107-5260-552.30-48 ADVERTISING	\$6,750.00	\$3,000.00	\$3,750.00	44.44%
OPERATING EXPENDITURES	\$7,000.00	\$3,000.00	\$4,000.00	42.86%
	\$7,000.00	\$3,000.00	\$4,000.00	42.86%
SPORTING EVENTS/TOURNAMEN				
107-5290-552.10-12 SALARIES	\$64,995.00	\$46,474.75	\$18,520.25	71.51%
107-5290-552.10-21 FICA TAXES	\$4,972.00	\$3,344.72	\$1,627.28	67.27%
107-5290-552.10-22 RETIREMENT	\$1,768.00	\$2,633.60	(\$865.60)	148.96%
107-5290-552.10-23 HEALTH & LIFE INSURANCE	\$13,200.00	\$4,668.28	\$8,531.72	35.37%
107-5290-552.10-24 WORKERS COMP	\$3,961.00	\$2,978.48	\$982.52	75.20%
PERSONAL SERVICES	\$88,896.00	\$60,099.83	\$28,796.17	67.61%
107-5290-552.30-46 REPAIR & MAINTENANCE	\$0.00	\$587.75	(\$587.75)	#NUM!
107-5290-552.30-47 PRINTING	\$2,000.00	\$24.00	\$1,976.00	1.20%
107-5290-552.30-48 ADVERTISING	\$4,000.00	\$745.00	\$3,255.00	18.63%
107-5290-552.30-52 OPERATING SUPPLIES	\$72,000.00	\$33,442.33	\$38,557.67	46.45%
OPERATING EXPENDITURES	\$78,000.00	\$34,799.08	\$43,200.92	44.61%
107-5290-552.31-56 SPORTS MARKETING	\$2,000.00	\$0.00	\$2,000.00	0.00%
OPERATING EXPENDITURES	\$2,000.00	\$0.00	\$2,000.00	0.00%
	\$168,896.00	\$94,898.91	\$73,997.09	56.19%
INTERFUND TRANSFERS OUT				
107-8100-581.91-97 GENERAL FUND	\$1,000,000.00	\$1,000,000.00	\$0.00	100.00%
INTERFUND TRANSFERS OUT	\$1,000,000.00	\$1,000,000.00	\$0.00	100.00%
	\$1,000,000.00	\$1,000,000.00	\$0.00	100.00%
RESERVES				
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%
RESERVES	\$572,452.00	\$0.00	\$572,452.00	0.00%
	\$572,452.00	\$0.00	\$572,452.00	0.00%
TOURIST DEV/OPERATING TOTALS:	\$2,186,150.00	\$1,345,126.80	\$841,023.20	61.53%

Expense Account Transactions

Printed: 06-10-2015

Showing all transactions recorded between: 4/1/2015 and 4/30/2015

<u>PO NMB.</u>	<u>ACCT PER.</u>	<u>VENDOR/DESC</u>	<u>DATE</u>	<u>CD</u>	<u>ENC.</u>	<u>TRANS AMOUNT</u>	<u>ACCRUING BALANCE</u>	
TOURIST DEV/OPERATING								
107-5200-552.10-12 TOURIST DEVELOPMENT / SALARIES								
		BEGINNING BALANCE	6/25/2014	BB	0.00		165,597.00	
		PAYROLL SUMMARY	4/16/2015	AJ	0.00	-4,917.36	102,664.49	
		PAYROLL SUMMARY	4/29/2015	AJ	0.00	-4,917.35	97,747.14	
107-5200-552.10-21 TOURIST DEVELOPMENT / FICA TAXES								
		BEGINNING BALANCE	6/25/2014	BB	0.00		12,668.00	
		PAYROLL SUMMARY	4/16/2015	AJ	0.00	-341.35	8,303.79	
		PAYROLL SUMMARY	4/29/2015	AJ	0.00	-341.35	7,962.44	
107-5200-552.10-22 TOURIST DEVELOPMENT / RETIREMENT								
		BEGINNING BALANCE	6/25/2014	BB	0.00		11,230.00	
		PAYROLL SUMMARY	4/16/2015	AJ	0.00	-300.62	7,114.63	
		PAYROLL SUMMARY	4/29/2015	AJ	0.00	-300.62	6,814.01	
107-5200-552.10-23 TOURIST DEVELOPMENT / HEALTH & LIFE INSURANCE								
		BEGINNING BALANCE	6/25/2014	BB	0.00		33,000.00	
		PAYROLL SUMMARY	4/16/2015	AJ	0.00	-825.00	23,650.00	
		PAYROLL SUMMARY	4/29/2015	AJ	0.00	-825.00	22,825.00	
107-5200-552.10-24 TOURIST DEVELOPMENT / WORKERS COMP								
		BEGINNING BALANCE	6/25/2014	BB	0.00		736.00	
		WC INSURANCE	PREFERRED GOVERNMENTAL INS. TRT	4/20/2015	AP	0.00	-49.08	231.60
107-5200-552.30-40 TOURIST DEVELOPMENT / TRAVEL & PER DIEM								
		BEGINNING BALANCE	6/25/2014	BB	0.00		6,000.00	
		UNCLAIMED PROPERTIES	DEPARTMENT OF FINANCIAL SERVICES	4/1/2015	AP	0.00	-540.00	5,904.00
F66662	LODGING	BANK OF AMERICA	4/16/2015	AP	774.00	-774.00	5,904.00	
F66662		BANK OF AMERICA LODGING	4/16/2015	EN	774.00	0.00	5,130.00	
F66662		BANK OF AMERICA LODGING	4/16/2015	EN	-774.00	0.00	5,904.00	
F66662		BANK OF AMERICA LODGING	4/16/2015	EN	774.00	0.00	5,130.00	
F66812	TRAVEL REIMBURSEMENT	KELLY LOWREY	4/24/2015	AP	80.10	-80.10	5,130.00	
F66809	TRAVEL REIMBURSEMENT	PAULA VANN	4/24/2015	AP	184.49	-184.49	5,130.00	
F66809		PAULA VANN TRAVEL REIMBURSEMENT	4/24/2015	EN	196.49	0.00	4,933.51	

<u>PO NMB.</u>	<u>ACCT PER.</u>	<u>VENDOR/DESC</u>	<u>DATE</u>	<u>CD</u>	<u>ENC.</u>	<u>TRANS AMOUNT</u>	<u>ACCRUING BALANCE</u>
F66812		KELLY LOWREY TRAVEL REIMBURSEMENT	4/24/2015	EN	80.10	0.00	4,853.41
F66809		PAULA VANN TRAVEL REIMBURSEMENT	4/24/2015	EN	-196.49	0.00	5,049.90
F66809		PAULA VANN TRAVEL REIMBURSEMENT	4/24/2015	EN	184.49	0.00	4,865.41
F66882	LODGING	BANK OF AMERICA	4/28/2015	AP	286.38	-286.38	4,865.41
F66882		BANK OF AMERICA LODGING	4/28/2015	EN	286.38	0.00	4,579.03
107-5200-552.30-41 TOURIST DEVELOPMENT / COMMUNICATIONS							
		BEGINNING BALANCE	6/25/2014	BB	0.00		6,100.00
		INTERNET FOR LED SIGN COMCAST	4/8/2015	AP	0.00	36.42	2,585.60
		COMCAST COMCAST	4/9/2015	AP	0.00	-36.42	2,549.18
		VERIZON VERIZON WIRELESS	4/21/2015	AP	0.00	-139.95	2,409.23
		VERIZON VERIZON WIRELESS	4/21/2015	AP	0.00	-108.86	2,300.37
F66777	CABLE TV FOR CONFERENCE R	COMCAST	4/23/2015	AP	36.42	-36.42	2,300.37
F66778	INERNET FOR LED SIGN	COMCAST	4/23/2015	AP	118.76	-118.76	2,300.37
F66777		COMCAST CABLE TV FOR CONFERENCE R	4/23/2015	EN	36.42	0.00	2,263.95
F66778		COMCAST INERNET FOR LED SIGN	4/23/2015	EN	118.76	0.00	2,145.19
		AT & T REFUNDS	4/27/2015	CR	0.00	41.36	2,186.55
107-5200-552.30-43 TOURIST DEVELOPMENT / UTILITIES							
		BEGINNING BALANCE	6/25/2014	BB	0.00		10,000.00
		FPL FPL	4/14/2015	AP	0.00	-499.65	6,106.18
107-5200-552.30-46 TOURIST DEVELOPMENT / REPAIR & MAINTENANCE							
		BEGINNING BALANCE	6/25/2014	BB	0.00		3,000.00
F66534	PEST CONTROL FOR TDC OFFI	FLORIDA PEST CONTROL	4/10/2015	AP	35.00	-35.00	2,908.78
F66534		FLORIDA PEST CONTROL PEST CONTROL FOR TDC OFFI	4/10/2015	EN	35.00	0.00	2,873.78
107-5200-552.30-47 TOURIST DEVELOPMENT / PRINTING							
		BEGINNING BALANCE	6/25/2014	BB	0.00		10,200.00
F66535	MAGNETIC SIGNS FOR TDC GO	HUNTER PRINTING	4/10/2015	AP	49.50	-49.50	7,943.85
F66535		HUNTER PRINTING MAGNETIC SIGNS FOR TDC GO	4/10/2015	EN	49.50	0.00	7,894.35
F66775	BUSINESS CARDS FOR KELLY	HUNTER PRINTING	4/23/2015	AP	25.95	-25.95	7,894.35
F66775		HUNTER PRINTING BUSINESS CARDS FOR KELLY	4/23/2015	EN	25.95	0.00	7,868.40
107-5200-552.30-48 TOURIST DEVELOPMENT / ADVERTISING							
		BEGINNING BALANCE	6/25/2014	BB	0.00		10,000.00
F66662	REGISTRATION	BANK OF AMERICA	4/16/2015	AP	105.00	-105.00	6,370.30
F66662	REGISTRATION	BANK OF AMERICA	4/16/2015	AP	125.00	-125.00	6,370.30
F66662		BANK OF AMERICA REGISTRATION	4/16/2015	EN	105.00	0.00	6,265.30

<u>PO NMB.</u>	<u>ACCT PER.</u>	<u>VENDOR/DESC</u>	<u>DATE</u>	<u>CD</u>	<u>ENC.</u>	<u>TRANS AMOUNT</u>	<u>ACCRUING BALANCE</u>
F66662		BANK OF AMERICA REGISTRATION	4/16/2015	EN	125.00	0.00	6,140.30
F66662		BANK OF AMERICA REGISTRATION	4/16/2015	EN	-105.00	0.00	6,245.30
F66662		BANK OF AMERICA REGISTRATION	4/16/2015	EN	-125.00	0.00	6,370.30
F66662		BANK OF AMERICA REGISTRATION	4/16/2015	EN	105.00	0.00	6,265.30
F66662		BANK OF AMERICA REGISTRATION	4/16/2015	EN	125.00	0.00	6,140.30
F66773	COLUMBIA COUNTY SPORTS LO	CRESCENDO MEDIA LLC	4/23/2015	AP	560.00	-560.00	6,140.30
F66773		CRESCENDO MEDIA LLC COLUMBIA COUNTY SPORTS LO	4/23/2015	EN	560.00	0.00	5,580.30
024012	PO ENTRY	LAKE CITY ADVERTISER COMMUNICATIONS/MEDIA SERV	4/24/2015	EN	3,100.00	0.00	2,480.30
F66882	WEB DOMAIN RENEWAL	BANK OF AMERICA	4/28/2015	AP	49.95	-49.95	2,480.30
F66882		BANK OF AMERICA WEB DOMAIN RENEWAL	4/28/2015	EN	49.95	0.00	2,430.35
107-5200-552.30-51 TOURIST DEVELOPMENT / OFFICE SUPPLIES							
		BEGINNING BALANCE	6/25/2014	BB	0.00		2,500.00
F66776	TONER AND PAPER FOR PRINT	OFFICE DEPOT	4/23/2015	AP	73.48	-73.48	1,393.54
F66776		OFFICE DEPOT TONER AND PAPER FOR PRINT	4/23/2015	EN	73.48	0.00	1,320.06
107-5200-552.30-54 TOURIST DEVELOPMENT / DUES & SUBSCRIPTIONS							
		BEGINNING BALANCE	6/25/2014	BB	0.00		8,000.00
F66533	MEMBERSHIP FOR FLORIDA TR	FLORIDA TRUST	4/10/2015	AP	100.00	-100.00	1,807.04
F66533		FLORIDA TRUST MEMBERSHIP FOR FLORIDA TR	4/10/2015	EN	100.00	0.00	1,707.04
F66662	ADOBE	BANK OF AMERICA	4/16/2015	AP	49.99	-49.99	1,707.04
F66662		BANK OF AMERICA ADOBE	4/16/2015	EN	49.99	0.00	1,657.05
F66662		BANK OF AMERICA ADOBE	4/16/2015	EN	-49.99	0.00	1,707.04
F66662		BANK OF AMERICA ADOBE	4/16/2015	EN	49.99	0.00	1,657.05
F66882	ADOBE	BANK OF AMERICA	4/28/2015	AP	49.99	-49.99	1,657.05
F66882		BANK OF AMERICA ADOBE	4/28/2015	EN	49.99	0.00	1,607.06
107-5200-552.30-55 TOURIST DEVELOPMENT / TRAINING							
		BEGINNING BALANCE	6/25/2014	BB	0.00		3,400.00
F66882	FADMO CONFERENCE	BANK OF AMERICA	4/28/2015	AP	540.00	-540.00	3,400.00
F66882		BANK OF AMERICA FADMO CONFERENCE	4/28/2015	EN	540.00	0.00	2,860.00
107-5200-552.30-56 TOURIST DEVELOPMENT / GAS & OIL							
		BEGINNING BALANCE	6/25/2014	BB	0.00		4,200.00
F66536	FUEL FOR TDC VAN	G.W. HUNTER, INC.	4/10/2015	AP	74.83	-74.83	3,556.03
F66536		G.W. HUNTER, INC. FUEL FOR TDC VAN	4/10/2015	EN	74.83	0.00	3,481.20

<u>PO NMB.</u>	<u>ACCT PER.</u>	<u>VENDOR/DESC</u>	<u>DATE</u>	<u>CD</u>	<u>ENC.</u>	<u>TRANS AMOUNT</u>	<u>ACCRUING BALANCE</u>
F66882	FUEL - PAULA	BANK OF AMERICA	4/28/2015	AP	60.13	-60.13	3,481.20
F66882		BANK OF AMERICA FUEL - PAULA	4/28/2015	EN	60.13	0.00	3,421.07
107-5200-552.30-57 TOURIST DEVELOPMENT / COPY MACHINE							
	BEGINNING BALANCE		6/25/2014	BB	0.00		2,500.00
F66779	XEROX METER CHARGES	XEROX CORP	4/23/2015	AP	205.66	-205.66	1,619.20
F66779		XEROX CORP XEROX METER CHARGES	4/23/2015	EN	205.66	0.00	1,413.54
107-5200-552.31-48 TOURIST DEVELOPMENT / EVENT PROMOTION							
	BEGINNING BALANCE		6/25/2014	BB	0.00		35,000.00
	UNCLAIMED PROPERTIES	DEPARTMENT OF FINANCIAL SERVICES	4/1/2015	AP	0.00	-600.00	12,352.27
	UNCLAIMED PROPERTIES	DEPARTMENT OF FINANCIAL SERVICES	4/1/2015	AP	0.00	-250.00	12,102.27
F66538	ADVERTISEMENT IN MASTER GA	COLUMBIA COUNTY 4-H PROGRAM	4/10/2015	AP	40.00	-40.00	12,102.27
F66538		COLUMBIA COUNTY 4-H PROGRAM ADVERTISEMENT IN MASTER GA	4/10/2015	EN	40.00	0.00	12,062.27
	NORTH FLA. SALES		4/14/2015	CR	0.00	3,500.00	15,562.27
023928	TRANS. WANEE	SUWANNEE VALLEY TRANS. AUTH.	4/20/2015	AP	4,698.13	-4,698.13	15,562.27
024010	TRANSPORTATION WANEE	SUWANNEE VALLEY TRANS. AUTH.	4/20/2015	AP	2,700.00	-2,700.00	15,562.27
023798	2015 FOLK FESTIVAL	STEPHEN FOSTER CITIZENS	4/22/2015	AP	2,500.00	-2,500.00	15,562.27
023798	PO ENTRY	STEPHEN FOSTER CITIZENS MISC. NOT CLASSIFIED	4/22/2015	EN	2,500.00	0.00	13,062.27
	CK #9307 EXP DIV CORXN	CK#9307	4/23/2015	AJ	0.00	-3,500.00	9,562.27
024010	PO ENTRY	SUWANNEE VALLEY TRANS. AUTH. COMMUNICATIONS/MEDIA SERV	4/24/2015	EN	2,700.00	0.00	6,862.27
024011	PO ENTRY	LAKE CITY REPORTER COMMUNICATIONS/MEDIA SERV	4/24/2015	EN	4,388.13	0.00	2,474.14
107-5200-552.31-50 TOURIST DEVELOPMENT / BILLBOARD RENTALS							
	BEGINNING BALANCE		6/25/2014	BB	0.00		5,000.00
023968	PO ENTRY	CLEAR CHANNEL OUTDOOR COMMUNICATIONS/MEDIA SERV	4/10/2015	EN	1,125.00	0.00	3,875.00
023968	PO ENTRY	CLEAR CHANNEL OUTDOOR COMMUNICATIONS/MEDIA SERV	4/10/2015	EN	-1,125.00	0.00	5,000.00
F66785		SIGNS 57 LLC INSTALLATION OF VINYL ON	4/23/2015	EN	325.00	0.00	4,675.00
F66786		CLEAR CHANNEL OUTDOOR VINYL FOR TDC I-75 BILLBO	4/23/2015	EN	800.00	0.00	3,875.00
107-5250-552.31-48 TOURIST DEVELOPMENT / EVENT PROMOTION							
	BEGINNING BALANCE		10/9/2014	BB	0.00		8,080.00
	CK #9307 EXP DIV CORXN	CK#9307	4/23/2015	AJ	0.00	3,500.00	5,154.50
107-5260-552.30-48 TOURIST DEVELOPMENT / ADVERTISING							
	BEGINNING BALANCE		6/25/2014	BB	0.00		6,750.00
024009	DEPOSIT FOR SPEAKER	HARDY SMITH CONSULTING, LLC	4/10/2015	AP	2,500.00	-1,250.00	8,000.00
024001	PO ENTRY	HOLLY FRAZIER PHOTOGRAPHY COMMUNICATIONS/MEDIA SERV	4/20/2015	EN	500.00	0.00	7,500.00

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024009	PO ENTRY	HARDY SMITH CONSULTING, LLC COMMUNICATIONS/MEDIA SERV	4/24/2015	EN	2,500.00	0.00	5,000.00
F66866	REMAINING PAYMENT FOR SEM	HARDY SMITH CONSULTING, LLC	4/27/2015	AP	1,250.00	-1,250.00	5,000.00
F66866		HARDY SMITH CONSULTING, LLC REMAINING PAYMENT FOR SEM	4/27/2015	EN	1,250.00	0.00	3,750.00
107-5290-552.10-12 TOURIST DEVELOPMENT / SALARIES							
	BEGINNING BALANCE		6/25/2014	BB	0.00		64,995.00
	PAYROLL SUMMARY		4/16/2015	AJ	0.00	-1,469.82	32,540.26
	PAYROLL SUMMARY		4/29/2015	AJ	0.00	-4,689.58	27,850.68
107-5290-552.10-21 TOURIST DEVELOPMENT / FICA TAXES							
	BEGINNING BALANCE		6/25/2014	BB	0.00		4,972.00
	PAYROLL SUMMARY		4/16/2015	AJ	0.00	-101.34	2,649.68
	PAYROLL SUMMARY		4/29/2015	AJ	0.00	-344.92	2,304.76
107-5290-552.10-22 TOURIST DEVELOPMENT / RETIREMENT							
	BEGINNING BALANCE		6/25/2014	BB	0.00		1,768.00
	PAYROLL SUMMARY		4/16/2015	AJ	0.00	-93.55	-74.99
	PAYROLL SUMMARY		4/29/2015	AJ	0.00	-240.69	-315.68
107-5290-552.10-23 TOURIST DEVELOPMENT / HEALTH & LIFE INSURANCE							
	BEGINNING BALANCE		6/25/2014	BB	0.00		13,200.00
	PAYROLL SUMMARY		4/16/2015	AJ	0.00	-275.00	9,631.72
	PAYROLL SUMMARY		4/29/2015	AJ	0.00	-275.00	9,356.72
107-5290-552.10-24 TOURIST DEVELOPMENT / WORKERS COMP							
	BEGINNING BALANCE		6/25/2014	BB	0.00		3,961.00
	WC INSURANCE	PREFERRED GOVERNMENTAL INS. TRT	4/20/2015	AP	0.00	-264.12	1,246.64
107-5290-552.30-46 TOURIST DEVELOPMENT / REPAIR & MAINTENANCE							
	BEGINNING BALANCE		4/8/2015	BB	0.00		587.75
107-5290-552.30-48 TOURIST DEVELOPMENT / ADVERTISING							
	BEGINNING BALANCE		6/25/2014	BB	0.00		4,000.00
F66784		CAPITAL SIGNS AWARDS FOR SPORTS TOURNAM	4/23/2015	EN	248.50	0.00	3,306.50
107-5290-552.30-52 TOURIST DEVELOPMENT / OPERATING SUPPLIES							
	BEGINNING BALANCE		3/12/2015	BB	0.00		18,632.14
F66550	20-CONCR MIX,UTILITY KNIF	LAKE CITY INDUSTRIES,INC.	4/2/2015	AP	112.48	-112.48	17,489.62
F66573	PORTABLE TOILET RC TRACK	PELONIS PUMPING INC.	4/2/2015	AP	60.00	-60.00	17,489.62
F66550		LAKE CITY INDUSTRIES,INC. 20-CONCR MIX,UTILITY KNIF	4/2/2015	EN	112.48	0.00	17,377.14
F66573		PELONIS PUMPING INC. PORTABLE TOILET RC TRACK	4/2/2015	EN	60.00	0.00	17,317.14

<u>PO NMB.</u>	<u>ACCT PER.</u>	<u>VENDOR/DESC</u>	<u>DATE</u>	<u>CD</u>	<u>ENC.</u>	<u>TRANS AMOUNT</u>	<u>ACCRUING BALANCE</u>
023944	PO ENTRY	VERTICAL PLUMBING LLC MISC. NOT CLASSIFIED	4/6/2015	EN	449.90	0.00	16,867.24
F66819	DETERGENT,MASKS,BAGS ,SPON	PREMIER PAPER & JANITORIAL	4/9/2015	AP	94.01	-94.01	16,867.24
023964	PO ENTRY	MIKELL'S POWER EQUIPMENT MISC. NOT CLASSIFIED	4/9/2015	EN	295.99	0.00	16,571.25
F66819		PREMIER PAPER & JANITORIAL DETERGENT,MASKS,BAGS,SPON	4/9/2015	EN	94.01	0.00	16,477.24
	ACCOUNT # 223	BCC - LANDFILL DEPOSIT	4/13/2015	AP	0.00	-14.04	16,463.20
	ACCOUNT # 223	BCC - LANDFILL DEPOSIT	4/13/2015	AP	0.00	-27.56	16,435.64
	ACCOUNT # 223	BCC - LANDFILL DEPOSIT	4/13/2015	AP	0.00	-74.88	16,360.76
023978	FIELD MARKER	CENTRAL STATES ENTERPRISES, INC.	4/13/2015	AP	252.50	-252.50	16,360.76
F66820	PAINT,SAWBLADES,BRAC KETS,	LOWE'S PROX	4/13/2015	AP	90.52	-90.52	16,360.76
F66821	ECHO STRING	GREEN'S MARINE & SPORTING GOODS	4/13/2015	AP	32.99	-32.99	16,360.76
F66831	50 BAGS FIELD CHALK	CENTRAL STATES ENTERPRISES, INC.	4/13/2015	AP	252.50	-252.50	16,360.76
F66832	48X40X 3/4 #9 EXP METAL F	MURPHY FABRICATION, INC.	4/13/2015	AP	42.00	-42.00	16,360.76
023978	PO ENTRY	CENTRAL STATES ENTERPRISES, INC. MISC. NOT CLASSIFIED	4/13/2015	EN	252.50	0.00	16,108.26
F66820		LOWE'S PROX	4/13/2015	EN	90.52	0.00	16,017.74
F66821		PAINT,SAWBLADES,BRACKETS,	4/13/2015	EN	32.99	0.00	15,984.75
F66821		GREEN'S MARINE & SPORTING GOODS ECHO STRING	4/13/2015	EN	32.99	0.00	15,984.75
F66831		CENTRAL STATES ENTERPRISES, INC. 50 BAGS FIELD CHALK	4/13/2015	EN	252.50	0.00	15,732.25
F66832		MURPHY FABRICATION, INC. 48X40X 3/4 #9 EXP METAL F	4/13/2015	EN	42.00	0.00	15,690.25
	THROTTLE CABLE PAINT MACH	SHERWIN-WILLIAMS CO. STORE #2741	4/14/2015	AP	0.00	31.50	15,721.75
F67340	40-TURFACE GAMESAVER,12-T	LESCO,INC.	4/16/2015	AP	534.00	-534.00	15,721.75
F67341	CREDIT MEMO FOR TURF PROD	LESCO,INC.	4/16/2015	AP	-534.00	534.00	15,721.75
F67340		LESCO,INC. 40-TURFACE GAMESAVER,12-T	4/16/2015	EN	534.00	0.00	15,187.75
F67341		LESCO,INC. CREDIT MEMO FOR TURF PROD	4/16/2015	EN	-534.00	0.00	15,721.75
023964	26CC ECHO	MIKELL'S POWER EQUIPMENT	4/17/2015	AP	295.99	-295.99	15,721.75
023993	FIELD CONDITIONERS	LESCO,INC.	4/17/2015	AP	610.00	-610.00	15,721.75
023993	PO ENTRY	LESCO,INC. MISC. NOT CLASSIFIED	4/17/2015	EN	2,000.00	0.00	13,721.75
F66833	PTEX ANAEROBIC GASKET	LAKE CITY AUTO PARTS	4/20/2015	AP	12.34	-12.34	13,721.75
F66834	TOILET HANDLES,FLAPPERS,P	CERTIFIED PLUMBING &	4/20/2015	AP	31.56	-31.56	13,721.75
024002	PO ENTRY	PIONEER MANUFATURING COMPANY, INC MISC. NOT CLASSIFIED	4/20/2015	EN	866.25	0.00	12,855.50
F66833		LAKE CITY AUTO PARTS PTEX ANAEROBIC GASKET	4/20/2015	EN	12.34	0.00	12,843.16
F66834		CERTIFIED PLUMBING & TOILET HANDLES,FLAPPERS,P	4/20/2015	EN	31.56	0.00	12,811.60
F66835	MISC SUPPLIES	LAKE CITY AUTO PARTS	4/21/2015	AP	103.95	-103.95	12,811.60

<u>PO NMB.</u>	<u>ACCT PER.</u>	<u>VENDOR/DESC</u>	<u>DATE</u>	<u>CD</u>	<u>ENC.</u>	<u>TRANS AMOUNT</u>	<u>ACCRUING BALANCE</u>
F66835		LAKE CITY AUTO PARTS MISC SUPPLIES	4/21/2015	EN	103.95	0.00	12,707.65
024002	FIELD MARKER PAINT	PIONEER MANUFATURING COMPANY, INC	4/27/2015	AP	866.25	-866.25	12,707.65
F67016	PUSH PULL CABLE / FREIGHT	BEARD EQUIPMENT CO.INC.	4/27/2015	AP	75.73	-75.73	12,707.65
F67019	GATORADE,LATEX GLOVES	PREMIER PAPER & JANITORIAL	4/27/2015	AP	143.90	-143.90	12,707.65
F67016		BEARD EQUIPMENT CO.INC. PUSH PULL CABLE / FREIGHT	4/27/2015	EN	75.73	0.00	12,631.92
F67019		PREMIER PAPER & JANITORIAL GATORADE,LATEX GLOVES	4/27/2015	EN	143.90	0.00	12,488.02
F67018	20 1/2" 5/8 GRAVELY BLADE	GREEN'S MARINE & SPORTING GOODS	4/28/2015	AP	80.00	-80.00	12,488.02
F67020	MISC PVC SUPPLIES	CERTIFIED PLUMBING &	4/28/2015	AP	18.34	-18.34	12,488.02
F67021	1 CY #57 STONE	COLUMBIA READY MIX	4/28/2015	AP	46.30	-46.30	12,488.02
F67126	PORTABLE TOILET RENTAL 4/	PELONIS PUMPING INC.	4/28/2015	AP	60.00	-60.00	12,488.02
F67018		GREEN'S MARINE & SPORTING GOODS 20 1/2" 5/8 GRAVELY BLADE	4/28/2015	EN	80.00	0.00	12,408.02
F67020		CERTIFIED PLUMBING & MISC PVC SUPPLIES	4/28/2015	EN	18.34	0.00	12,389.68
F67021		COLUMBIA READY MIX 1 CY #57 STONE	4/28/2015	EN	46.30	0.00	12,343.38
F67126		PELONIS PUMPING INC. PORTABLE TOILET RENTAL 4/	4/28/2015	EN	60.00	0.00	12,283.38
F67042	20W50 SUPREME / 30 M/O SU	G.W. HUNTER, INC.	4/29/2015	AP	79.02	-79.02	12,283.38
F67042		G.W. HUNTER, INC. 20W50 SUPREME / 30 M/O SU	4/29/2015	EN	79.02	0.00	12,204.36
F67077	4 MOBILE 1 OIL,2 HYDRAULI	MIKELL'S POWER EQUIPMENT	4/30/2015	AP	98.14	-98.14	12,204.36
F67077		MIKELL'S POWER EQUIPMENT 4 MOBILE 1 OIL,2 HYDRAULI	4/30/2015	EN	98.14	0.00	12,106.22

Master Sports Calendar

FY 2015 Dates	Organization	# of Teams
April 11-12	USFA Girls Softball	10
April 18-19	USSSA Baseball	80
April 25-26	USSSA Girls Softball	40
May 2-3	Freedom Sports Mens Softball Adult Softball Complex	20
May 9-10	USSSA Girls Softball	45
May 16-17	USSSA Baseball	70
May 23-24	Adult Softball Tournament	15
May 30-31	USSSA Girls Softball	45
June 6-7	USFA Girls Softball/Freedom Sports	40
June 13-14	USSSA Girls Softball	45
June 18-21	Tball / Rookie Qualifier	50
June 27-28	USSSA Girls Softball	45
June 27-30	Small League State Tournament Fort White(S.Columbia) Complex	50
July 9-12	State Tournament 10U/11U	70
July 9-12	USSSA Girls Softball	40
July 16-19	State Tournament 13U/14U	70
July 25-26	AAU Baseball/USFA Girls Softball	35
July 30-Aug 2	Tri State World Series-Fastpitch Baseball/Adult/Girls Complexes	40
August 8-9	Freedom Sports/AAU Baseball/USFA Girls Softball	60
Sept 5th,6th and 7th	Nations/Grand Slam Mickey Mantle Classic	40
Sept 5th,6th and 7th	Super "Y" League Soccer Scouting Sries	50
Sept 12-13	Freedom Sports Mens Softball Adult Softball Complex	35
Sept 19-20	USSSA Girls Softball	40
Oct 11-12th	Nations/Grand Slam Baseball Babe Ruth qualifier	40
Oct 17-18	USSSA Girls Softball	40
Nov 14-15	USSSA Girls Softball	40
Dec 12-13	USSSA Girls Softball	40
	TOTALS	1185

Proposed DEO Grant 2015-2016

Proposed Investment

Columbia	\$36,000.00
Hamilton	\$5,500.00
Suwannee	\$8,500.00
Total from Tri County	\$50,000.00
DEO Matching Grant	\$50,000.00
Total Marketing Dollars	\$100,000.00

Marketing Ideas

Budget

Things to Do Florida's Suwannee River Valley Brochure 10,000 copi	\$1,500.00
Springs Brochure 10,000 copies	\$800.00
Education for Hospitality	\$2,500.00
Promotional Items- Bags, Pens, etc..	\$7,000.00
Vacation Guide	\$2,000.00
Postage	\$18,000.00
Website	\$20,000.00
Phone App	\$10,000.00
Brochures Suwannee County Restaurants/Hotels	\$4,000.00
Brochure/Jasper, Jennings, White Springs	\$2,000.00
Social Media Campaign Instagram, You Tube, Facebook, Twitter	\$4,000.00
Brochure Boat Ramps, Fishing, Q&A - 10,000 copies	\$2,000.00
Billboards on I-75 and I-10	\$6,000.00
Association Fees	\$2,500.00
Speakers	\$2,500.00
Campaign pop-ups- Hotels and Campgrounds (\$350 ea)	\$2,800.00
Total Marketing Ideas	\$87,600.00

Trade Shows	Budget
FL RV Super Show Tampa	\$750.00
Atlanta Camping & RV Show	\$925.00
I-95 & I-75 Fall and Winter Festival	\$120.00
Tampa Tribune Boat Show	\$595.00
Tri-Base Military Shows (Panhandle \$600, Jax \$600, GA \$750)	\$1,950.00
America's Largest RV Show Hershey, PA	\$800.00
Sunbelt Ag Expo	\$680.00
Accommodations	\$2,500.00
Maintenance/ Gas for usage of Van	\$2,500.00
Villages Travel Show & Outdoor Expo	\$1,470.00
Total Trade Show	\$12,290.00
	\$99,890.00
	\$110.00

COLUMBIA COUNTY TOURIST
DEVELOPMENT COUNCIL
SPECIAL EVENT FUNDING REQUEST

PART I- INSTRUCTIONS AND DEFINITIONS

PURPOSE:

This document sets forth the guidelines and categories for requests for funds from Tourist Development Taxes. Applications will be accepted from organizations that will sponsor and promote tourism activities within Columbia County that bring substantial numbers of over-night visitors to the County.

TIMETABLE FOR REVIEW:

The Tourist Development Council will distribute applications to organizations that express an interest in receiving funds for upcoming Fiscal Year. Projects must meet the guidelines and criteria outlined in this document.

Completed applications should be submitted to the Tourism Development Department Office as follows:

Events scheduled for January 1st -March 31st	Due October 1st
Events scheduled for April 1st- June 30h	Due January 1st
Events scheduled for July 1st- September 30th	Due April 1st
Events scheduled for October 1st- December 31st	Due July 1st

Applications may be mailed or hand delivered to the Tourism Development Department office: 263 NW Lake City Avenue, Lake City, FL 32056.

APPLICATION AND EVALUATION PROCEDURE:

The following procedure will be strictly followed. Applicants are cautioned not to contact any member of the Columbia County Board of County Commissioners (BOCC) or Tourist Development Council (TDC) regarding their request. All contacts should be channeled through the TDC Director's office.

Please read the following instructions carefully and call the Tourism Development Office with any questions. Incomplete or incorrect applications will be returned.

The Tourist Development Council Director will review all applications to determine if they meet the established criteria for funding. Only those requests that will have a substantial economic impact on the County from visitors will be considered further. The Tourism Department office staff will notify qualifying applicants who are finalists. All finalists will then be invited to present their applications to the TDC at the regular scheduled meeting the third Wednesday of the month.

The Tourist Development Council will vote on each qualifying applicant and prepare, in priority order, their recommendations for funding. Funding recommendations of the Tourist Development Council are final.

All materials submitted with applications will become a matter of public record, open to inspection by any citizen of the State of Florida subject to Chapter 119, Florida Statutes.

OVERALL GUIDELINES

Applications must conform to the guidelines specified by the Tourist Development Council. Applications that do not conform to these guidelines will not be considered for funding. The funding limits are subject to final approval by the Tourist Development Council.

Funding is available for major events staged in the County that attract large numbers of visitors from outside the County. Example would be state, national or international amateur sports events, and multiple day festivals.

Advertising and promotional campaigns supporting events must be in out of Columbia County media such as broadcast, web and regional print.

TYPES OF EVENTS:

Programs, festivals, or special events should have a history of, or the potential for attracting out-of-county visitors, either as participants or spectators, generating hotel/motel/campground room nights. Consideration will also be given to events that can generate national, state, or regional media exposure for Columbia County and its tourist offerings.

ELIGIBLE ORGANIZATIONS:

Not-For-Profit Organizations under section 501 of the Internal Revenue Code (a copy of the IRS determination letter provided by the applicant confirms federal tax-exempt status) and For-Profit Organizations are eligible for funding. Organizations must have significant county ties, established primarily to produce cultural programs, festivals, or special events, utilizing private sector community financial support and volunteers as well as paid staff to carry out the objectives of the organization.

PROJECT GUIDELINES:

1. Project must take place within the Suwannee Valley Region (Columbia, Suwannee, Hamilton).
2. Applicant must make project accessible to the public and to disabled persons.
3. Applicant must submit a list of the Board of Directors, with addresses, salaries and occupation or affiliation- if applicable.
4. Applicant must submit most recent preliminary final/attendance and final reports if you have received a grant in the past from Columbia County.
5. Applicant must match the amount requested on a dollar-for-dollar basis, showing revenue specifically contributed for program (50% of this match may be in-kind contributions, accompanied by a list of fair and reasonable market value).
6. Applications failing to meet deadline will not be considered.
7. Multiple events must be separate and distinct applications with separate summaries and budgets.
8. Advertising and promotion must take place in areas outside of Columbia County. This is to ensure that funds will be used to attract visitors who reside out of Columbia County and who may stay at least one night in local lodging.
10. Invoice must be made to Columbia County TDC. No funds will be forwarded in anticipation of the receipt of an invoice.
11. A complete detailed project budget must be submitted that includes all expenses.
12. The complete detailed project budget must include all revenues.
13. All information should be submitted on 8 1/2 x 11" white paper.
14. A certificate of liability insurance, naming Columbia County as an additional insured, is required before any reimbursements can be released.

SPECIAL NOTE:

In the event that any funding request is turned down, the organization will not be permitted to come back to the TDC for the same event until the next fiscal year. An exception would be if new information, not previously presented, might alter the TDC's decision. In this case, the applicant must bring the request back to the TDC for further review.

Funding Administration: No funding may be reimbursed until the Columbia County Tourist Development Council approves the funding.

Funding Manager: Organizations receiving funding shall designate a Funding Manager. That individual shall be responsible for maintaining the official file with application, correspondence, funding, narrative progress reports, request for funds/reimbursements, invoices and sample of promotional materials used. The organizations funding manager will insure that all elements of the funding application are followed, that narrative progress reports are submitted in a timely manner, that requests for funds are accurate and appropriate attachments are included, and that the event funding is closed out

efficiently with the necessary reports and financial submitted. It is the funding manager's responsibility to see that any applicable Federal, State or County laws and policies are followed.

Applicants should be aware that the TDC staff will also survey hotels and event attendees to confirm the data collected by the event organizers.

APPLICATION GUIDELINES:

1. If you are applying for more than one event, a separate applications and distinct separate budgets are required..
2. State the goals and objectives for each event for which you are applying for.
3. Describe what benefits will be received from each event or promotion for which you are applying.
4. . Describe how the event increases awareness of the County as a visitor destination, increases the number of visitors, their length of stay, and promotes inter-county travel by visitors.
5. Describe how the effectiveness of each event will be evaluated.
6. Describe how financial resources will be monitored.
7. Describe, in detail, how the event will be implemented?
8. Attach copies of letters of commitment to substantiate matching funds.

STATUS REPORTS:

Preliminary Status Report: A preliminary status report is due at the time of submission of application indicating an overall status of the event and revenue generated to Columbia County.

Interim Status Report: A detailed interim status report will be required sixty (60) days prior to the event. This report will identify at what point you are with the planning of the event.

Final Status Report: A detailed final status report is due within sixty (60) days of the close of the event.

PROCEDURES FOR DRAW OF FUNDS

A Request for Funds Form must be completed and submitted to the TDC office for interim draws and for final payment. All payments are on a reimbursement basis only and made after proof of paid invoices are presented. Reimbursement of funds must stay within the confines of the Project Expenses outlined in your application. Organizations receiving funding should take into consideration that it will take a minimum of 30 days for the County to process a check. Copies of paid invoices, cancelled checks, tear sheets, printed samples or other backup information to substantiate payment must accompany request for funds.

USE OF TOURISM DEVELOPMENT FUNDS

Tourism grant funds must be used to promote and advertise tourism in the State of Florida, nationally and internationally. However, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists. Florida State Statutes 1250104 section 5(A) 2.

NOTICE: All collateral material and advertisements must list Columbia County as one of the event sponsors. All printed material must contain the verbiage "A cooperative effort funded by the Columbia County Tourist Development Tax".

FUNDING CATEGORY GUIDELINES

- I. Sponsorships and Event Bid Fees: Minimum two-day events with 100 or more hotel room nights per day of the event. Funds are to be used exclusively for advertising and promotion in out of market media. The maximum is \$10,000 for events with a minimum of three years of result history.
- II. First Time Events: These would include newly created events, or ones that have little history. The maximum amount per event is \$1,500. Subsequent year funding will be determined by results of the first or second year.
- III. Cultural Events: Two or more day events that bring significant number of overnight visitors to Columbia County. The maximum amount per event is \$2,500.
- IV. Sporting Events: Two or more day events that bring significant number of overnight visitors to Columbia County. The maximum amount per event is \$2,500.

CRITERIA FOR EVALUATION OF APPLICATIONS

Applications will be scored in five (5) categories with a maximum score of one hundred (100) points per applicant.

- I. COMMITMENT TO THE EXPANSION OF OFF-SEASON TOURISM IN COLUMBIA COUNTY- Maximum 25 Points.
Evidence that the project: serves to attract out-of-county visitors generating hotel/motel/campground rentals; will be marketed to the fullest extent possible in an effective and efficient manner; demonstrates a willingness of the organizers to work with the tourism industry; commitment to develop other funding sources in subsequent years.
- II. OUT-OF-COUNTY PROMOTION- Maximum 25 Points
The proposed out-of-County advertising is well thought out and detailed to show the potential broad awareness of the event in out-of-market media. Packaging of hotels, attractions and shopping through tour operators or travel agents will also be evaluated.
- III. SOUNDNESS OF PROPOSED PROJECT- Maximum 20 Points.
The extent to which the project has clearly identified objectives; has assigned responsibilities and accountability; has a realistic timetable for implementation; has additional funding sources available that will be utilized; will accomplish its stated objectives.
- IV. STABILITY AND MANAGEMENT CAPACITY- Maximum 15 Points.
- f A proven record or demonstrated capacities of the organization to develop resources, effectively plan, organize and implement the proposed project.
 - f The organization has a successful history of service in and to Columbia County
 - f Ability of the organization to administer public grants and to prepare and deliver the necessary progress reports to the Tourist Development Council.
- V. QUALITY AND UNIQUENESS OF PROPOSED PROJECT -Maximum 15 Points.
Extent, to which the activity provides a program for Columbia County visitors and its residents, which is of significant merit and that, without such assistance, would not take place in the County.

After the fourth year of requesting Tourist Tax funding the event should have enough sponsors to fund the event without using the Tourist Tax. If a request for funding is submitted after the fourth year, the Special Events Committee will take the request under consideration and forward a recommendation to the Tourist Development Council. A detailed explanation letter of why the funding request is needed will be required before any review of the application takes place.

For second and third year requests special consideration will be given to organizations that have secured additional support through private or corporate contributions.

USES OF TOURIST DEVELOPMENT FUNDS

AUTHORIZED USES OF FUNDS:

The following are examples of how Tourist Development Funds may be used to promote tourism for the County.

1. Advertising and promotional expenses in out-of-market media in conjunction with an event to increase participation in the event and bring visitors to Columbia County. Examples are: printing and distribution of promotional pieces prior to the event including creative design, printing, copying, ad placement cost, distribution of direct mail.
2. Creating an internet web site promoting the event linked to the County's Tourism website to increase participation, attendance and awareness of the event and generate hotel room nights.
3. Bid fees to attract major sports or other special events to Columbia County to generate visitors and economic impact to the community.

TOURISM FUNDS MAY NOT BE USED FOR:

- Prize money, scholarships, awards, plaques, or certificates.
 - Travel expenses.
 - Projects that are restricted to private or exclusive participation.
 - Private entertainment, food, and beverages and lodging.
 - Legal, medical, engineering, accounting, auditing, planning, marketing, feasibility studies or other consulting services.
 - Salaries or supplements to salaries for existing or future staff, or employment of personnel directly or indirectly related to the project or event.
 - Real property or capital improvements, new construction, renovation or restoration to facilities. Tangible personal property including but not limited to office furnishings or equipment, permanent collections, or individual pieces of art.
 - Interest or reduction of deficits and loans.
 - Expenses incurred or obligated prior to or after the project period.
 - Advertising and promotional materials distributed at the event site or after the event.
 - Payments for services or goods purchased for previous or other events.
-

One copy of the following items is required and should be attached to your original application:

1. Charter, Articles of Incorporation, By-Laws, Proof of Current Status (except government entities)
2. Minutes of meeting authorizing officers to apply for these tourism tax funds
3. IRS Determination Letter of non-profit status (except government entities)
4. List of current Officers and Board members with terms and salaries, if applicable.
5. Organizational Chart
6. Copy of financial statement of your most recent fiscal year (except government entities)
7. Proof of Liability Insurance
8. List of other Financial Commitments

COLUMBIA COUNTY TOURIST DEVELOPMENT COUNCIL
FISCAL YEAR _____
SPECIAL EVENT GRANT APPLICATION

1. NAME OF EVENT/PROJECT: Alligator Lake Invitational
2. DATE OF EVENT/PROJECT: 9/26/15
3. LOCATION OF EVENT/PROJECT (address and/or specific location where event/project will take place):
Address 420 SE Alligator Gl
City Lake City State FL Zip 32025
4. NAME OF APPLICANT/HOST ORGANIZATION:
Legal Name ~~Jonathan (Dusty) Smith~~ B3R Promotions
Address 9151 NW 40th Street
City Chiefland State FL Zip 32626
5. CONTACT PERSON/TITLE:
Name Dusty Smith
Title CFO
Telephone No. (386) 697-1195 Fax No. () None
E-mail dusty@halfmiletiming.com
6. TYPE OF ORGANIZATION - IRS STATUS (TAX ID NO.)
If applicable, attach Articles of Incorporation, Bylaws.
FID NO. _____
7. ATTACH A LIST OF MEMBERS OF THE ORGANIZATION'S BOARD OF DIRECTORS.
8. ATTACH A LIST OF PAID STAFF OF THE ORGANIZATION.
9. ATTACH MOST RECENT ANNUAL FINANCIAL REPORT FOR ORGANIZATION AND BUDGET FOR THE UPCOMING YEAR.
10. DESCRIPTION OF EVENT/PROJECT.
High School Cross Country Meet with the FHSAA
as the sanctioning body.

11. ANTICIPATED NUMBER OF LOCAL EVENT ATTENDEES: 30
12. ANTICIPATED NUMBER OF OUT-OF-TOWN, OVERNIGHT ATTENDEES (include vendors staying overnight in this number): 1500
13. ANTICIPATED NUMBER OF EVENT VENDORS: 3-6
14. LIABILITY/MEDICAL INSURANCE? No ☒ Yes Carrier _____
15. HAS VENUE/FACILITY BEEN SECURED? No ☒ Yes
If Yes, indicate location, contact and telephone number. Alligator Lake Park 386 719 7545
16. HAS HOTEL(S) BEEN SECURED? No Yes
If Yes, indicate place(s), contact(s), and telephone number(s)
- | <u>Hotel</u> | <u>Contact</u> | <u>Telephone Number</u> |
|--------------|----------------|-------------------------|
| | | |
| | | |
| | | |
17. ANTICIPATED NUMBER OF HOTEL ROOMS PER NIGHT:
- | <u>Day/Date</u> | <u>No. of Single Rooms</u>
(one person per room) | <u>No. of Double/Double Rooms</u>
(up to four persons per room) |
|-----------------|---|--|
| <u>9/25/15</u> | | <u>30</u> |
| | | |
| | | |
18. ROOM NIGHT HISTORY OF EVENT (INCLUDE AS MANY YEARS PREVIOUS AS POSSIBLE):
- | <u>Dates</u> | <u>City</u> | <u>Hotel and Contact</u> | <u>Room Nights</u>
(# of rooms X # of nights) |
|--|--------------|--------------------------|--|
| | | | |
| | | | |
| <u>Please see Attached for Previous Events</u> | | | |

19. ATTACH EVENT/PROJECT BUDGET WITH ITEMIZED CATEGORIES OF REVENUE AND EXPENSES.

20. AMOUNT OF FUNDING REQUESTED (only specific costs for out-of-County advertisements and promotional materials will be accepted):

\$ 2500

21. INTENDED USE OF THE FUNDS:

What plans have been made for out-of-County advertising/public relations/promotion of the event? Please provide details of activities, placements, and collateral materials, including the names of publications targeted, location of billboard, number of brochures to be produced, and where brochures will be distributed, etc. Attached separate page as needed.

The event needs more portable toilets, field marking
Paint,

22. HOW WILL THE EVENT/PROJECT BENEFIT TOURISM IN COLUMBIA COUNTY?

The cross country event brings in teams from all
over Florida and Georgia. The event is a early morning
event that brings 3000 people into Alligator lake Park.

23. HAVE YOU RECEIVED A COLUMBIA COUNTY TDC GRANT IN THE PAST? ☒ No ☐ Yes
If Yes, indicate name and date of event/project and amount received.

Alligator Lake Regional 2013

<u>School Name</u>	<u>Hotel Name</u>	<u># of Rooms</u>	<u>Cost Per Room</u>	<u>Total</u>
Altha	Days Inn	8	67	536
Baker	Ramada	5	54	270
Bartram Trail	Comfort Inn	6	120	720
Bartram Trail Boys	Comfort Inn	3	120	360
Bloutstown	Quality Inn	10	80	800
Bolles	Fairfield	20	89	1780
Central	Super 8	3	54.99	164.97
Chiles	Cabot Lodge	12	80	960
Choctawatchee	Days Inn	6	67	402
Cottondale	Americas Best	6	42	252
Creekside	Hampton Inn	5	99	495
Crestview	Quality Inn	5	80	400
Episcopal	Hampton Inn	5	89	445
Fl High	Fairfield	5	85	425
Fl High	Fairfield	5	109	545
Fl High	Fairfield	2	119	238
Ft Walton Beach	Comfort Suites	10	99	990
Graceville	Americas Best	2	42	84
Gulf Breeze	Days Inn	6	64.99	389.94
Jay	Cabot Lodge	6	80	480
Leon	Holiday inn	9	99	891
Lincoln	Red Roof Inn	5	80	400
Marianna	Ramada	6	54	324
McClay	Quality Inn	5	80	400
Milton	Days Inn	2	67	134
Mosley	Holiday Inn	1	99	99
Navarre	Best Western	2	85	170
Nease	Cabot Lodge	10	70	700
Niceville	Comfort Suites	14	99	1386
North Florida Christian	Comfort Inn	6	129	774
Pace HS	Fairfield	5	120	600
Paxton	Comfort Inn	5	129	645
Pensacola	Red Roof Inn	4	80	320
Pensacola Catholic	Best Western	6	85	510
Ponte Vedra	Country Inn	11	99	1089
Providence	Holiday Inn	8	79	632
Rutherford	Holiday Inn	12	120	1440
Sneads	Americas Best	2	42	84
South Walton	Holiday Inn	7	99	693
St. Augustine	Days Inn	7	64.99	454.93
St. Johns Country Day	Holiday Inn/ Best western	12	99	1188
Tate	Cabot Lodge	6	69	414
Trinity	Econo Lodge	2	54	108
Washington	Cabot Lodge	4	80	320

West Florida	Cabot Lodge	5	80	400
Wewahitchka	Days Inn	6	64.99	389.94
				<u>Total</u>
		292		25302.78

COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS

BUDGET

TOURIST DEVELOPMENT TAX FUND - OPERATING

For the Year Ending September 30, 2016

	<u>2014-15</u>	<u>2015-16</u>
	Final	Proposed
	Budget	Budget
REVENUES		
Taxes		
Tourist Development Tax	\$ 850,000	\$ 1,125,000
Grants		
State of Florida DEO	52,500	50,000
Visit Florida	-	8,000
Other Local Governments	-	14,000
Miscellaneous		
Sign advertising	13,000	13,000
Landscape sponsor	-	-
Interest	1,500	1,500
Total revenue	<u>917,000</u>	<u>1,211,500</u>
Less: 5% of revenues	<u>(45,850)</u>	<u>(60,575)</u>
	871,150	1,150,925
Estimated beginning cash	1,350,000	
TOTAL REVENUES AND BALANCES	<u><u>\$ 2,221,150</u></u>	<u><u>\$ 1,150,925</u></u>

APPROPRIATIONS

Tourism Promotion		
Personal services	\$ 223,231	\$ 223,231
Other current expenses		
Local event promotion	35,000	25,000
Printing	11,000	11,000
Vehicle expenses	5,000	3,500
Rentals & leases - copy machine	2,500	3,500
Office supplies	2,500	2,500
Legal services	1,000	1,000
Postage	8,000	4,000
Transfer to general-administration	26,071	26,071
Advertising	10,000	25,000
Billboards	-	5,000
Insurance (includes sign)	5,500	5,500
Utilities	10,000	7,500
Operating supplies	2,500	2,500
Repairs & maintenance	3,000	3,000
Travel	6,000	6,000
Communications	4,500	6,500
Sign maintenance	4,000	4,000
Training	5,000	6,000
Research	5,000	5,000
Dues & subscriptions	8,000	13,000
	<u>154,571</u>	<u>165,571</u>

COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS

BUDGET

TOURIST DEVELOPMENT TAX FUND - OPERATING

For the Year Ending September 30, 2016

	2014-15	2015-16
	Final Budget	Proposed Budget
Capital outlay		
Equipment	10,000	5,000
	387,802	393,802
Community Outreach		
Columbia County Historical Society	5,000	5,000
Blue Grey Festival	10,000	10,000
	15,000	15,000
DEO Grant		
Postage	-	18,000
Printing	26,000	20,000
Advertising	24,000	31,000
Local event promotion	20,000	31,000
	70,000	100,000
Sports Tournaments		
Personal services	88,896	
Travel		3,000
Printing	2,000	2,000
Dues & subscriptions	-	5,000
Advertising	4,000	5,000
Operating supplies	72,000	-
Training	-	4,000
Sports marketing	2,000	22,000
	168,896	41,000
Visit Florida		
Marketing	7,000	16,000
	7,000	16,000
Transfer to General Fund (Recreation Improvements)	1,000,000	
Transfer to General Fund Tournaments		300,000
Total appropriations	1,648,698	865,802
RESERVES		
Capital reserve	264,190	25,382
Cash balance forward	143,392	173,160
Contingency/reserve	164,870	86,580
Total reserves	572,452	285,123
TOTAL APPROPRIATIONS AND RESERVES	\$ 2,221,150	\$ 1,150,925