



Suwannee County
Wellborn Community Association Building
1340 8th Avenue
Wellborn, FL

Wednesday, July 27, 2016, 9:00 a.m. – 11:00 a.m.

Agenda

- Call to Order
- Roll Call
- Welcome and Introductions
- Approval of Minutes
- Calendar of Events
- DEO Grant 2017
 - Columbia County TDC approved \$35,000 for 2017
 - Request letters to Hamilton and Suwannee Counties
- DEO Grant (Current)
 - Project Process
 - Updates

FSRV Marketing Budget (without grant funds)

	Springs Brochure 10,000 Copies	Amy Conyers	\$ 800.00
	Promotional Items	Columbia County TDC	\$ 7,000.00

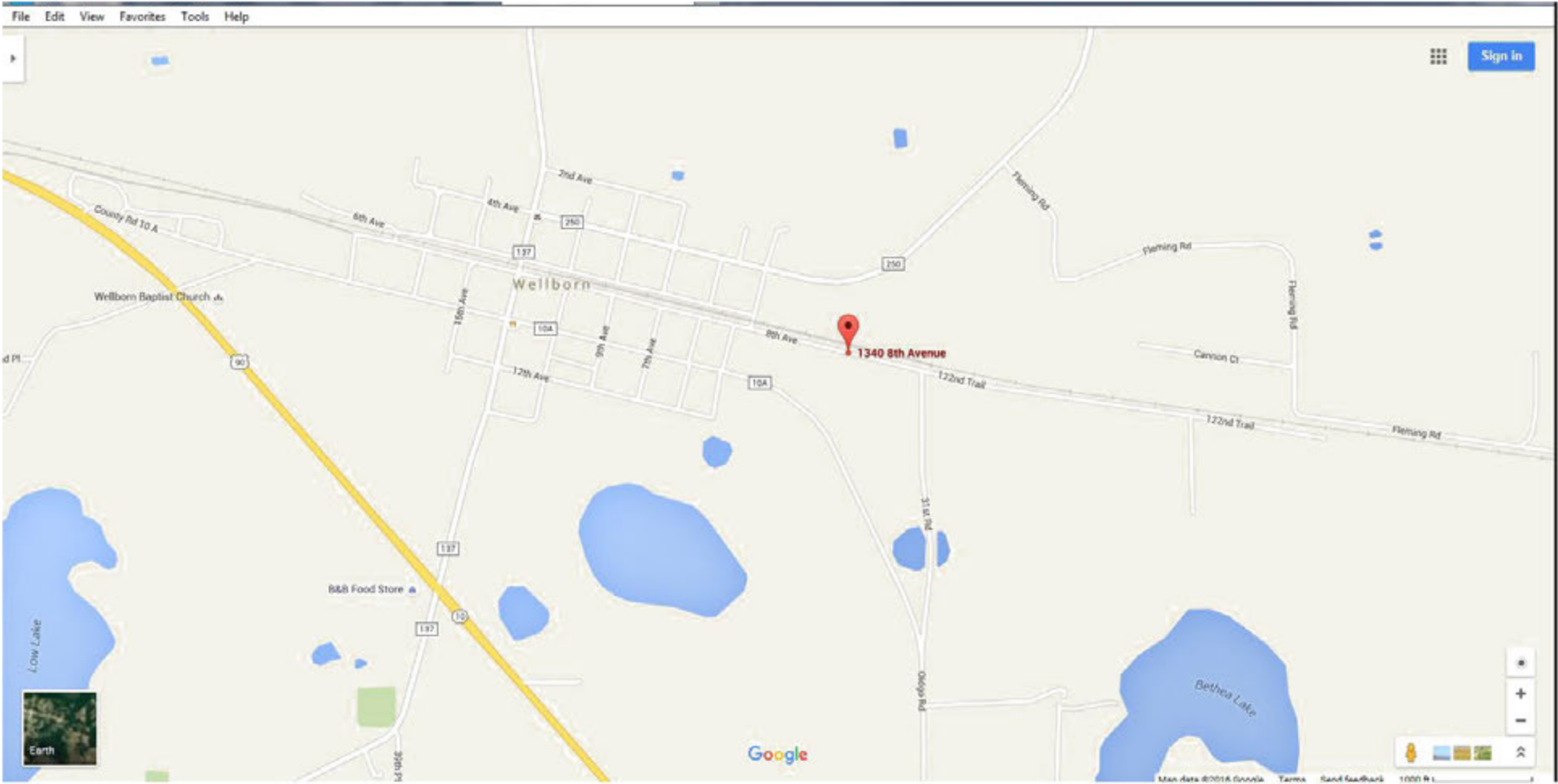
	Bags Pens Keychains		
	Vacation Guide	Columbia County TDC / FSRV Marketing Committee	\$ 2,000.00
	Postage	Columbia County TDC	\$ 2,000.00
	Website	Gregg Scott & Teena Peavey	\$ 7,500.00
	Suwannee County Restaurants and Hotels Brochure - 10,000 Copies	Teena Peavey/Jimmy Norris	\$ 2,000.00
	Hamilton County Restaurants and Hotels Brochure - 10,000 Copies	Jennifer Hand	\$ 2,000.00
	Association Fees	Columbia County TDC	
	Pennsylvania RV and Camping Association		\$ 275.00
	Florida Festival and Events Association		\$ 450.00
	Visit Florida		\$ 450.00
	Florida RVT Association		\$ 150.00
	International Festival and Events Association		\$ 465.00
	American Bus Association		\$ 500.00
	Web Advertisements	Jennifer Hand	\$ 12,620.00
	Trade Shows		
	FL RV Super Show Tampa (January 12-17, 2016)	Teena Peavey	\$ 750.00
	Atlanta Camping and RV Show (January 29-31,2016)	Brittney Archer & Michelle Moore	\$ 925.00
	I-95 & I-75 Fall and Winter Fest (October 30, 2015 & TBD)	Columbia County TDC	\$ 120.00
	Tampa Tribune Boat Show (March 2016)	Cody Gray	\$ 595.00

	Tri-Base Military Shows Panhandle \$600 (February 22-26, 2016) Jacksonville \$600 (March 2016) Georgia \$750 (March 2016)	Teena Peavey & Carol Walker Teena Peavey & Carol Walker Elaine McGrath	\$ 1,950.00
	America's Largest RV Show (Hershey, PA) (September 2016)	Teena Peavey	\$ 800.00
	Sunbelt Ag Expo (October 2016)	Paula Vann	\$ 680.00
	Villages Travel Show and Outdoor Expo (May 2016)	Teena Peavey	\$ 1,470.00
	Accommodations		\$ 2,000.00
	Maintenance/Gas for Usage of Van		\$ 2,500.00
	FSRV Marketing Budget Total		\$ 50,000.00
DEO Grant Marketing Budget			
	Things to Do in Florida's Suwannee River Valley Brochure - 10,000 Copies	Teena Peavey	\$ 1,500.00
	Hospitality Staff Training	Columbia County TDC	\$ 2,500.00
	Phone App	FSRV Marketing Committee	\$ 10,000.00
	Social Media Campaign (Instagram, YouTube, Facebook, Twitter)	Teena Peavey	\$ 4,000.00
	Boat Ramps, Fishing, Q & A Brochure - 10,000 Copies	Amy Conyers & Jennifer Miller	\$ 2,000.00
	Billboards on I-75 and I-10	Rod Butler	\$ 6,000.00
	Speakers for FSRV Meetings to Enhance Tourism Education	Columbia, Hamilton & Suwannee County TDCs	\$ 2,500.00
	Campaign Pop-ups for Hotels and Campgrounds (\$350 ea.)	Carol Walker	\$ 2,800.00

	Lead Generation Campaign	Brittney Archer	\$ 8,000.00
	Strategic Plan	Paula Vann	\$ 10,700.00
	DEO Grant Marketing Budget Total		\$ 50,000.00
Total Marketing Budget			\$ 100,000.00

- Committee Updates
 - Marketing
 - Financial
- Special Events / New Initiatives – Columbia County
- Special Events / New Initiatives – Hamilton
- Special Events / New Initiatives – Suwannee
- Next Meeting (Hamilton County)
- Adjournment

Map Wellborn Community Association Building, 1340 8th Avenue, Wellborn, FL





Suwannee County
Wellborn Community Association Building
1340 8th Avenue
Wellborn, FL

Wednesday, July 27, 2016, 9:00 a.m. – 11:00 a.m.

Roll Call

Columbia County

- ☐ Rod Butler
- ☐ Cody Gray
- ☐ Paula Vann

Hamilton County

- ☐ Jennifer Hand
- ☐ (Vacant)

Suwannee County

- ☐ Teena Peavey
- ☐ Greg Scott

Minutes of the Florida's Suwannee River Valley Marketing Group meeting held on Wednesday, June 01, 2016, 10:00 a.m., at the Holiday Inn & Suites, 213 SW Commerce Dr., Lake City, FL 32025.

Call to Order:

Greg Scott called the meeting to order at 10:10 a.m.

Welcome, Roll Call and Introductions:

Members present were: Greg Scott (SC), Teena Peavey (SOSMP), Paula Vann (CCTDC), Cody A. Gray (CCTDC), Rod Butler (Holiday Inn LC). The members absent were: Jennifer Hand (HCTDC). **A quorum was present.** Partners present were Andrea Thomas (SFSP), Kim Rivers (SFSP), Jimmy Norris (SC), Jennifer Miller (SRWT), Brenna Dacks (VisitFL), Jimmy Johnson (Bienville), and Michelle Moore (CCTDC).

Approval of Minutes:

A motion was made, by Cody Gray second by Paula Vann, to approve the meeting minutes as presented. **The motion was approved.**

Suwannee River Valley Vacation Guide:

Cody Gray reported on how popular the vacation guide is. He said the Wellborn Blueberry Festival came by and picked up 3,000 copies of the vacation guide to distribute. Paula Vann mentioned how fast the vacation guide is moving out of the hotels because they are so popular. Paula informed everyone that there is a group that will distribute the vacation guide for a fee to the turnpike stations. A discussion was had by everyone about the vacation guide and the different methods of distribution.

Suwannee River Valley Social Media Update:

Teena Peavey reported on the social media and status updates.

DEO Grant:

Paula Vann went over the DEO Grant outline of each project.

Marketing Initiatives

FSRV Marketing Budget (without grant funds)

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Promotional Items	Columbia County TDC	
Bags		
Pens		\$7,000.00
Keychains		
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Tri-Base Military Shows		
Panhandle \$600 (February 22-26, 2016)	Teena Peavey & Carol Walker	\$1,950.00
Jacksonville \$600 (March 2016)	Teena Peavey & Carol Walker	
Georgia \$750 (March 2016)	Elaine McGrath	
America's Largest RV Show (Hershey, PA) (September 2016)	Teena Peavey	\$800.00
Sunbelt Ag Expo (October 2016)	Paula Vann	\$680.00
Villages Travel Show and Outdoor Expo (May 2016)	Teena Peavey	\$1,470.00
Accommodations		\$2,000.00
Maintenance/Gas for Usage of Van		\$2,500.00
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DEO Grant Marketing Budget

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Campaign Pop-ups for Hotels and Campgrounds (\$350 ea.)	Brittney Archer	\$8,000.00
Lead Generation Campaign	Paula Vann	\$10,700.00
Strategic Plan		
DEO Grant Marketing Budget Total		\$50,000.00

Total Marketing Budget	100,000.00
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Financial Report:

Paula Vann went over the financial report.

Marketing Report

Teena Peavey went over the marketing with the group.

County Updates:

Information was shared on upcoming events, as well as updates on recently held events, around the tri-county region by Cody Gray (CCTDC), Paula Vann (CCTDC), Andrea Thomas (SFSP), Jimmy Johnson (Bienville), Jimmy Norris (SC), Teena Peavey (SOSMP), and Brenna Dacks (VF).

Adjournment:

There being no additional business to be brought before the board at this time, the meeting was adjourned at 11:30am. The next meeting will be held at 10:00am July 27th in Suwannee County.

2016 Calendar of Events

Subject	StartDate	EndDate	Location
4th of July Getaway	7/1/2016	7/4/2016	Spirit of the Suwannee Music Park
Lake DeSoto Farmer's Market	7/2/2016	7/2/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
Independence Day Celebration	7/3/2016	7/3/2016	Cunningham Park, Jennings
Camp Suwannee Junior Camp 2016 (Ages 7-10)	7/3/2016	7/9/2016	Advent Christian Village
Fourth of July Celebration 	7/4/2016	7/4/2016	Columbia County Fairgrounds
4th of July Celebration	7/4/2016	7/4/2016	Hamilton County Recreation Center, Jasper
Wine & Cheese Reception for Artist - Ann Opgenorth	7/8/2016	7/8/2016	Gateway Art Gallery
Lake DeSoto Farmer's Market	7/9/2016	7/9/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
Camp Suwannee Senior Camp 2016 (Ages 14-18)	7/10/2016	7/16/2016	Advent Christian Village
Lake DeSoto Farmer's Market	7/16/2016	7/16/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
Antiques Arts & Collectibles	7/16/2016	7/16/2016	Stephen Foster Folk Culture Center State Park
Hiking for Health / Community Walk	7/16/2016	7/16/2016	O'Leno State Park
Infinity Con 2016	7/16/2016	7/17/2016	Columbia County Fairgrounds
Camp Suwannee Intermediate Camp 2016 (Ages 11-13)	7/17/2016	7/23/2016	Advent Christian Village
Johnny Young's Tennis Camp	7/18/2016	7/22/2016	The Country Club at Lake City
Lake DeSoto Farmer's Market	7/23/2016	7/23/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
Lake DeSoto Farmer's Market	7/30/2016	7/30/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
Johnny Young's Tennis Camp	8/1/2016	8/5/2016	The Country Club at Lake City
Lake DeSoto Farmer's Market	8/6/2016	8/6/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
Kids Music Camp	8/12/2016	8/14/2016	Spirit of the Suwannee Music Park
Lake DeSoto Farmer's Market	8/13/2016	8/13/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
Southern Seafood & Crab Festival	8/13/2016	8/13/2016	Columbia County Fairgrounds
Lake DeSoto Farmer's Market	8/20/2016	8/20/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
Hiking for Health / Community Walk	8/20/2016	8/20/2016	O'Leno State Park
Lake DeSoto Farmer's Market	8/27/2016	8/27/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
Labor Day Getaway	9/2/2016	9/5/2016	Spirit of the Suwannee Music Park
Lake DeSoto Farmer's Market	9/3/2016	9/3/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055

Calendar

Florida v. UMass	9/3/2016	9/3/2016	Gainesville, FL
Stephen Foster Old Time Music Weekend	9/9/2016	9/11/2016	Stephen Foster Folk Culture Center State Park
Lake DeSoto Farmer's Market	9/10/2016	9/10/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
Jennings Peanut Festival	9/10/2016	9/10/2016	Downtown Jennings
Florida vs. Kentucky	9/10/2016	9/10/2016	Gainesville, FL
America's Largest RV Show	9/14/2016	9/18/2016	Hershey PA
Smokin Pig Fest	9/16/2016	9/18/2016	Columbia County Fairgrounds
Lake DeSoto Farmer's Market	9/17/2016	9/17/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
Hiking for Health / Community Walk	9/17/2016	9/17/2016	O'Leno State Park
Alligator Lake Invitational	9/17/2016	9/17/2016	Alligator Lake Park
Florida vs. North Texas	9/17/2016	9/17/2016	Gainesville, FL
Lake DeSoto Farmer's Market	9/24/2016	9/24/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
National Public Lands Day	9/24/2016	9/24/2016	Area State Parks
Lake DeSoto Farmer's Market	10/1/2016	10/1/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
Cruzin on the Suwannee Auto and Truck Show	10/1/2016	10/1/2016	Advent Christian Village
Art in the Park	10/1/2016	10/1/2016	Stephen Foster Folk Culture Center State Park
Hamilton County Events Day Fair	10/6/2016	10/6/2016	Hamilton County Arena, Jasper
Lake DeSoto Farmer's Market	10/8/2016	10/8/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
Florida vs. LSU	10/8/2016	10/8/2016	Gainesville, FL
Suwannee Roots Revival	10/13/2016	10/16/2016	Spirit of the Suwannee Music Park
Lake DeSoto Farmer's Market	10/15/2016	10/15/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
Withlacoochee Fall Trail Rides	10/15/2016	10/16/2016	McCulley Farms, Jasper
Suwannee River Quilt Show & Sale	10/15/2016	10/16/2016	Stephen Foster Folk Culture Center State Park
Big Shoals Pumpkin Fest	10/15/2016	10/15/2016	Big Shoals State Park, White Springs
Hiking for Health / Community Walk	10/15/2016	10/15/2016	O'Leno State Park
Florida vs. Missouri	10/15/2016	10/15/2016	Gainesville, FL
Sunbelt Ag Expo	10/18/2016	10/20/2016	Moultrie Ga
Suwannee Fat Tire Festival	10/21/2016	10/23/2016	Suwannee Bicycle Association
Lake DeSoto Farmer's Market	10/22/2016	10/22/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
Columbia County Fair	10/28/2016	11/5/2016	Columbia County Fairgrounds
Hulaween	10/28/2016	10/30/2016	Spirit of the Suwannee Music Park
Lake DeSoto Farmer's Market	10/29/2016	10/29/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055

Calendar

Haunted Old Jail	10/29/2016	10/31/2016	Old Jail Museum Jasper
Florida vs. Georgia	10/29/2016	10/29/2016	Jacksonville, FL
Rural Folklife Days	11/2/2016	11/3/2016	Stephen Foster Folk Culture Center State Park
Lake DeSoto Farmer's Market	11/5/2016	11/5/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
Dulcimer Retreat	11/11/2016	11/12/2016	Stephen Foster Folk Culture Center State Park
Lake DeSoto Farmer's Market	11/12/2016	11/12/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
Florida vs. South Carolina	11/12/2016	11/12/2016	Gainesville, FL
Lake DeSoto Farmer's Market	11/19/2016	11/19/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
Hiking for Health / Community Walk	11/19/2016	11/19/2016	O'Leno State Park
Florida vs. Presbyterian	11/19/2016	11/19/2016	Gainesville, FL
Old Tyme Farm Days	11/25/2016	11/26/2016	Spirit of the Suwannee Music Park
Lake DeSoto Farmer's Market	11/26/2016	11/26/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
White Springs Christmas Parade	12/2/2016	12/2/2016	Downtown White Springs
Festival of Lights	12/2/2016	12/24/2016	Stephen Foster Folk Culture Center State Park
Lake DeSoto Farmer's Market	12/3/2016	12/3/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
Suwannee Lights	12/3/2016	12/24/2016	Spirit of the Suwannee Music Park
Lake DeSoto Farmer's Market	12/10/2016	12/10/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
Sweets N the Streets Festival & Christmas Parade	12/10/2016	12/10/2016	Downtown Jasper
Lake DeSoto Farmer's Market	12/17/2016	12/17/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
Hiking for Health / Community Walk	12/17/2016	12/17/2016	O'Leno State Park
Lake DeSoto Farmer's Market	12/24/2016	12/24/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
Lake DeSoto Farmer's Market	12/31/2016	12/31/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
New Year Weekend Trail Ride	12/31/2016	1/1/2017	McCulley Farms Trail Rides
New Year's Eve Celebration w/ Fireworks	12/31/2016	12/31/2016	Spirit of the Suwannee Music Park
Lake DeSoto Farmer's Market	12/10/2016	12/10/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
Sweets N the Streets Festival & Christmas Parade	12/10/2016	12/10/2016	Downtown Jasper
Lake DeSoto Farmer's Market	12/17/2016	12/17/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
Hiking for Health / Community Walk	12/17/2016	12/17/2016	O'Leno State Park

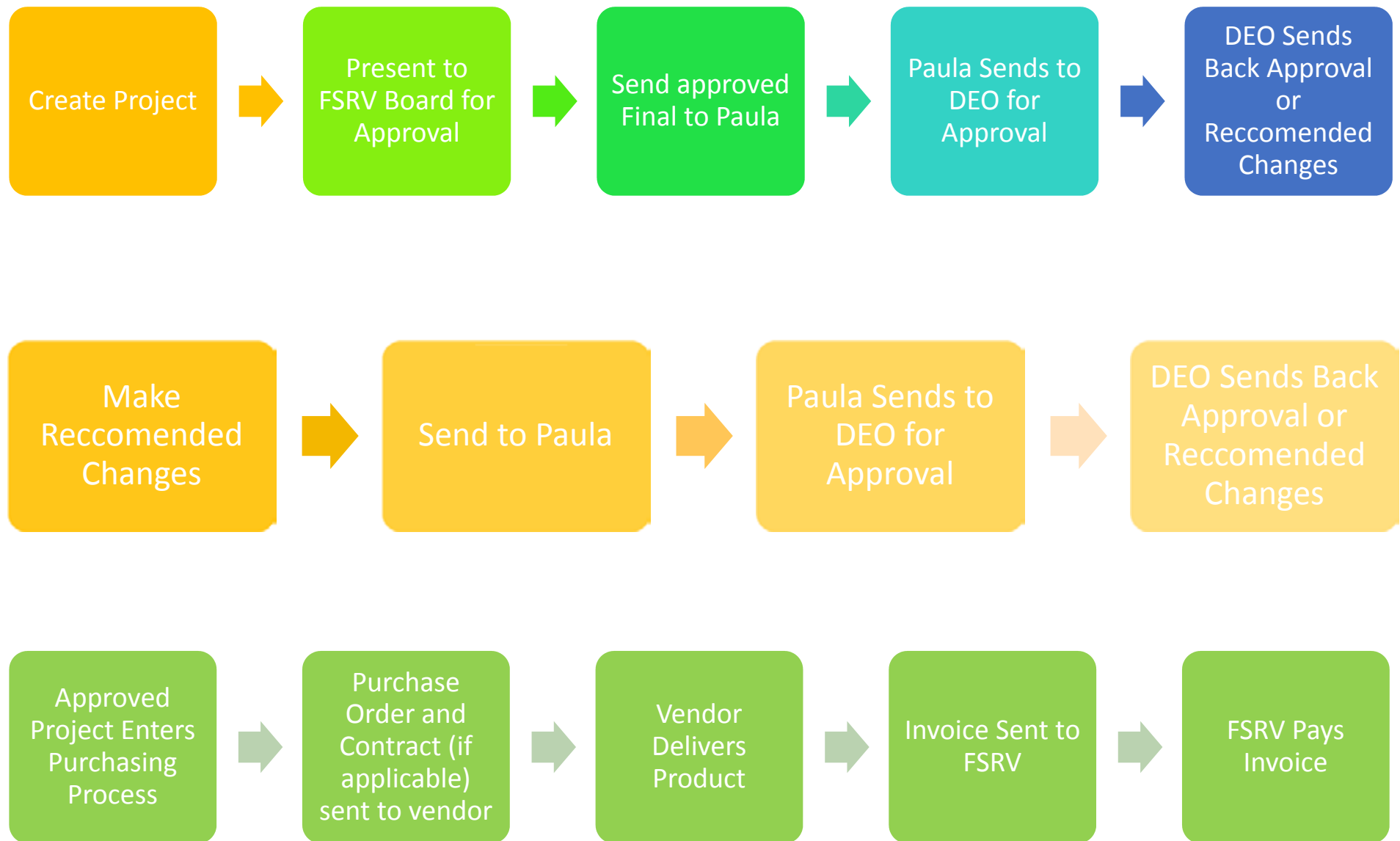
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Lake DeSoto Farmer's Market	12/31/2016	12/31/2016	Wilson Park on Lake DeSoto, 778 NE Lake DeSoto Circle, Lake City, FL 32055
New Year's Eve Celebration w/ Fireworks	12/31/2016	12/31/2016	Spirit of the Suwannee Music Park
New Year Weekend Trail Ride	12/31/2016	1/1/2017	McCulley Farms Trail Rides

DEO Grant Budget 2016-2017					
Florida's Suwannee River Valley Marketing Group					
Proposed Investment					
Columbia County	\$ 36,000.00				
Hamilton County	\$ 5,500.00				
Suwannee County	\$ 8,500.00				
Total Tri-County Investment	\$ 50,000.00				
DEO Matching Grant	\$ 50,000.00				
Total Marketing Dollars	\$ 100,000.00				
Marketing Initiatives					
FSRV Marketing Budget (without grant funds)					
	2015-2016 Project	Budget	Proposed 2016-2017 Project	Budget	Project Manager
	Springs Brochure 10,000 Copies	\$ 800.00			
	Promotional Items				
	Bags	\$ 7,000.00			
	Pens				
	Keychains				
	Vacation Guide	\$ 2,000.00			
	Postage	\$ 2,000.00			
	Website	\$ 7,500.00			
	Suwannee County Restaurants and Hotels Brochure - 10,000 Copies	\$ 2,000.00			
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	2015-2016 Project	Budget	Proposed 2016-2017 Project	Budget	Project Manager
	I-95 & I-75 Fall and Winter Fest (October 30, 2015 & TBD)	\$ 120.00			
	Tampa Tribune Boat Show (March 2016)	\$ 595.00			
	Tri-Base Military Shows				
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FSRV Project Process





Florida State Parks

Florida Department of Environmental Protection
Division of Recreation and Parks

FloridaStateParks.org

Park Guidelines

- Hours are 8 a.m. until sunset, 365 days a year.
- An entrance fee is required at each location.
- All plants, animals and park property are protected. Collection, destruction or disturbance is prohibited.
- Pets are permitted in designated areas only. Pets must be kept on a leash no longer than 6 feet and must be well behaved at all times.
- Fishing, boating, swimming and fires are allowed in designated areas only.
- Alcoholic beverage consumption is allowed in designated areas only.
- For camping information, contact Reserve America at (800) 326-3521 or TDD (888) 433-0287 or visit ReserveAmerica.com.
- Florida's state parks are committed to providing equal access to all facilities and programs. Should you need assistance to enable your participation, please contact the ranger station.

**Large
Print**

Alternate format
available upon
request.

**Want to soak in
more of the area's
incredible springs
and rivers?**



**“Drop” into beautiful
nearby State Parks!**



**Visit all 8 parks
to receive a prize!**



**FLORIDA
State Parks**
...the Real FloridaSM



1

O' Leno State Park
 410 SE O'Leno Park Rd
 High Springs, FL 32643
 (386) 454-1853



Located on the banks of the beautiful Upper Santa Fe River where history and mystery coincide. A mere half mile down-stream from the picnic area, the entire Santa Fe River submerges underground, creating a "Natural Bridge" before reemerging 3 miles away at River Rise. From River Rise Preserve State Park, the Lower Santa Fe River flows southwest with the combination of surface and aquifer water coming from underground.

2

Ichetucknee Springs State Park
 12087 SW US 27
 Fort White, FL 32038
 (386) 497-4690



Although tubing the Ichetucknee River is the park's claim to fame today, for many decades the springs of the Ichetucknee have been prized by locals as favorite gathering spots. The Head Spring in particular is still popular for family reunions, baptisms, picnics, and relaxing.

3

Troy Spring State Park
 674 NE Troy Springs Rd
 Branford, FL 32008
 (386) 935-4835



One of the largest and deepest springs in the area, The 70 ft deep, Troy Spring pumps 60 million gallons of water into the Suwannee River daily. Nestled in the spring run lies the remains of a civil war era steamship, *Madison*.

Visit each park to get a stamp or take a photo by the park sign. Then, collect a prize at your last stop!

4

Wes Skiles Peacock Springs State Park
 18081 185th Road
 Live Oak, FL 32060
 (386) 776-2194



World renowned in the cave diving community, this park has extensive underground pathways connecting springs and sinks all over the property. Even non-divers can peer into the world below our feet along the interpretive trail, which follows those pathways above ground, providing photos and information along the way.

Stamp Here

Downstream from O'Leno State Park, the Ichetucknee River flows into the Santa Fe River.

5

Lafayette Blue Springs State Park
 799 NW Blue Spring Rd
 Mayo, FL 32066
 (386) 397-0921



A first magnitude spring along the banks of the beautiful Suwannee River. See some stunning lime rock formations at the spring and several sinks on the property. Stay in one of the cabins to spend some time exploring spring country!

Stamp Here

The Santa Fe River empties into the Suwannee River.

6

Suwannee River State Park
 3631 201st Path
 Live Oak, Florida 32060
 (386) 776-2194



The water flowing through the Suwannee and Withlacoochee Rivers have been the life blood of the area known now as Suwannee River State Park for hundreds of years. Historically the rivers and the land around the confluence have been utilized for commercial industry and trade, as well as an important transportation hub.

Stamp Here

Smaller rivers and hundreds of springs contribute to the flow of the Suwannee River.

Stamp Here

Traveling along the Suwannee River makes it easy to see the impact that each tributary has on the size of the river.

Stamp Here

Many Florida springs have suffered a decline in flow throughout the years. What can **you** do to conserve water?

Stamp Here

7

Stephen Foster Folk Culture Center State Park
 11016 Lillian Saunders Dr
 White Springs, FL 32096
 (386) 397-2733



Situated along the banks of the Suwannee River, made famous by the composer Stephen Foster's tune "Old Folks at Home," the park was built alongside the White Sulfur Springs which was the first tourist attraction in Florida. In the 19th century the springs were considered to have almost magical healing properties, thought to be able to cure any and all ailments. People still come from all over to enjoy the mystery of the black water river and its many springs.

Stamp Here

Stamp Here

8

Big Shoals State Park
 11330 SE CR 135
 White Springs, FL 32096
 (386) 397-4331



Steep ravines and high bluffs surround the Suwannee River. When water levels are between 59 and 61 feet, the Big Shoals State Park rapids earn a Class III White Water designation. A smaller set of rapids downstream is called Little Shoals. When the water level is low the riverbed and banks display rocky outcrops, overhangs, small caves and sand bars.

FLORIDA'S
SUWANNEE
RIVER VALLEY
LAKE CITY LIVE OAK JASPER

Hospitality Staff Training & FAM Trip

We invite hospitality staff in Columbia, Hamilton and Suwannee Counties to Participate in this training and familiarization (FAM) trip for tourist attractions in our area. Learn all about the exciting things to do in Florida's Suwannee River Valley!

Columbia - July 28th
Hamilton - August 2nd
Suwannee - August 4th

(transportation will be provided)
RSVP today! Space is limited!
TDC@ColumbiaCountyFla.com
or
386-758-1397

FLORIDA'S
SUWANNEE
RIVER VALLEY
LAKE CITY LIVE OAK JASPER

Meeting Time: 8:30am

Meeting Location: Park & Ride

(Turner Drive, Lake City, FL 32055)

July 28th (Columbia County)

-Ichetucknee Springs State Park

*** Option 1: Tube the River**

*** Option 2: Explore the Park and Hike the Trails**

-Lunch (Box Lunch at Ichetucknee Springs)

-Alligator Lake Park

August 2nd (Hamilton County)

-Bienville Plantation

-Lunch (Bienville Plantation)

-Stephen Foster Folk Culture Center State Park

August 4th (Suwannee County)

-Spirit of the Suwannee Music Park

-Lunch (Spirit of the Suwannee Music Park)

-Suwannee River State Park

***Buses Will Return to Park & Ride
By 4:00pm***

Option 1



This banner design is divided into three sections. The left section features a photograph of two red kayaks on a calm river with trees in the background. The text 'Welcome to' is written in a white, cursive script over the image. The middle section has a dark background with the text 'FLORIDA'S' in small white letters, 'SUWANNEE RIVER VALLEY' in large yellow block letters, 'LAKE CITY LIVE OAK JASPER' in smaller white letters, and 'WWW.SUWANNEEVALLEY.ORG' in yellow. The right section has a dark background with a fireworks pattern and the text 'LABOR DAY' in large red letters with a white outline, 'CELEBRATION & FIREWORKS' in white, 'SEPTEMBER 2-5, 2016' in yellow, 'FOR CAMPING RESERVATIONS' in white, and 'www.MusicLivesHere.com' in yellow.

Welcome to

FLORIDA'S
**SUWANNEE
RIVER VALLEY**
LAKE CITY LIVE OAK JASPER
WWW.SUWANNEEVALLEY.ORG

LABOR DAY
CELEBRATION & FIREWORKS
SEPTEMBER 2-5, 2016
FOR CAMPING RESERVATIONS
www.MusicLivesHere.com

Option 2



This banner design is similar to Option 1 but with a different image for the left section. It features a photograph of two people kayaking down a river. The text 'Welcome to' is written in a white, cursive script over the image. The middle section has a dark background with the text 'FLORIDA'S' in small white letters, 'SUWANNEE RIVER VALLEY' in large yellow block letters, 'LAKE CITY LIVE OAK JASPER' in smaller white letters, and 'WWW.SUWANNEEVALLEY.ORG' in yellow. The right section has a dark background with a fireworks pattern and the text 'LABOR DAY' in large red letters with a white outline, 'CELEBRATION & FIREWORKS' in white, 'SEPTEMBER 2-5, 2016' in yellow, 'FOR CAMPING RESERVATIONS' in white, and 'www.MusicLivesHere.com' in yellow.

Welcome to

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**SUWANNEE
RIVER VALLEY**
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CELEBRATION & FIREWORKS
SEPTEMBER 2-5, 2016
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www.MusicLivesHere.com

Destination Strategy Partners

PLANNING SERVICES ([HTTP://DESTINATIONSTRATEGYPARTNERS.COM/PLANNING-SERVICES/](http://destinationstrategypartners.com/planning-services/))

RESEARCH & BUSINESS INTELLIGENCE ([HTTP://DESTINATIONSTRATEGYPARTNERS.COM/RESEARCH-BUSINESS-INTELLIGENCE/](http://destinationstrategypartners.com/research-business-intelligence/))

DESTINATION LEARNING ([HTTP://DESTINATIONSTRATEGYPARTNERS.COM/DESTINATION-LEARNING/](http://destinationstrategypartners.com/destination-learning/))

SALES & MARKETING SERVICES ([HTTP://DESTINATIONSTRATEGYPARTNERS.COM/SALES-MARKETING-SERVICES/](http://destinationstrategypartners.com/sales-marketing-services/))

CONTACT US ([HTTP://DESTINATIONSTRATEGYPARTNERS.COM/CONTACT/](http://destinationstrategypartners.com/contact/))

Strategic Planning Offer for VISIT FLORIDA Small Business Partners

We are currently offering a special to VISIT FLORIDA Small Business Partners on our Small Business Strategic Plan. Designed specifically to meet the needs of small businesses and non-profit organizations, our program serves as a perfect setup to lead your organization into next year's budget cycle. Whether this is your first plan or an update to an existing one, our service includes:

- A planning meeting with your executive team
- A review of existing plans and recent studies

- A half-day workshop with the Board of Directors
- All workshop materials
- Follow-up analysis
- Electronic version and up to 20 hard copies of the new strategic plan
- A final presentation to the Board of Directors and other important stakeholders

Contact us

(<http://destinationstrategypartners.com/contact/>) to setup your strategic planning update. For Small Business Partners of VISIT FLORIDA, we are currently offering a flat fee of \$2,500 for a full strategic plan package. In addition to a discount of \$700 off our regular rate, we are also including all of our travel costs within the state of Florida for VISIT FLORIDA partners.

Make arrangements for your strategic plan update by contacting us by email form (<http://destinationstrategypartners.com/contact/>) or by phone at (407) 490-1970. Take advantage of this offer by booking your planning package by September 30, 2016.

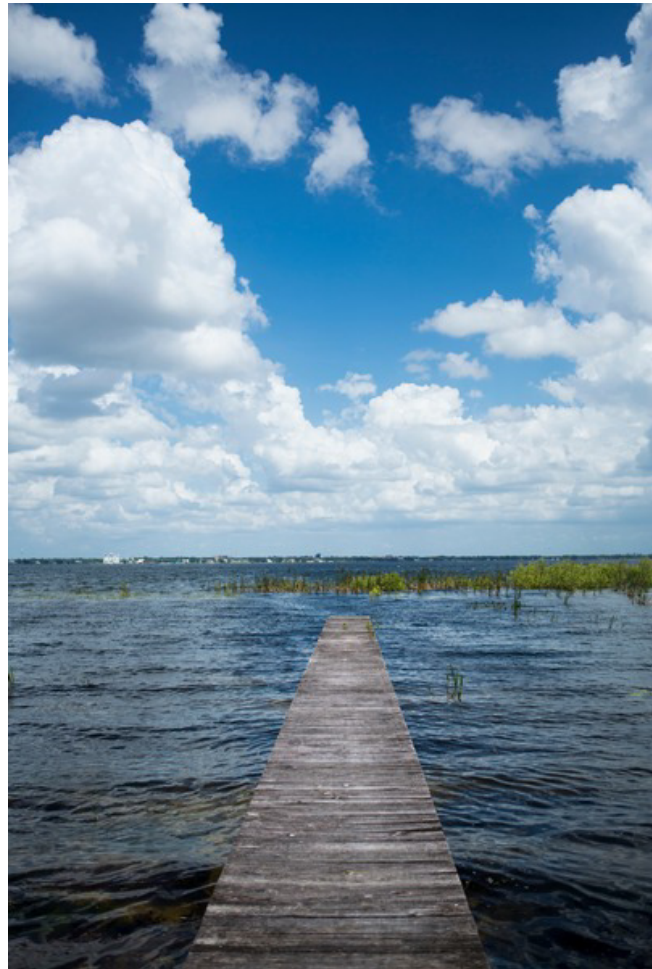


Image Courtesy VISIT FLORIDA and Photographer Steve Beaudet



Destination Strategy Partners

Contact Us (<http://destinationstrategypartners.com/contact/>)

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t (<https://twitter.com/DestStrategy>)

in (<https://www.linkedin.com/company/10385390?trk=tyah&trkInfo=clickedVertical%3Acompany%2CclickedEntityId%3A10385390%2Cidx%3A2-1-2%2CtarId%3A1452195297528%2Ctas%3Adestination%20strategy%20part>)

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Heart of Appalachia

Buchanan, Dickenson, Lee, Russell, Scott, Tazewell and Wise Counties; City of Norton



Tourism Discovery & Planning Proposal

Proposal Submitted: June 28, 2016

RESEARCH OBJECTIVE:

Young Strategies proposes a travel industry assessment in the Heart of Appalachia region of Virginia; comprised of seven-counties and one-city (Buchanan, Dickenson, Lee, Russell, Scott, Tazewell and Wise Counties; City of Norton). The YSI research team will focus on:

- Identify the current tourism product/amenities by touring each of the seven counties/one city in the Heart of Appalachian region.
- Evaluate current tourism funding sources, organizational structure, marketing materials and allocation of resources within each of the seven-counties/one city region.
- Conduct key community leader interviews and workshops to identify the strengths, weaknesses, opportunities and threats existing in the Heart of Appalachian regional tourism industry.
- Develop strategic focus plans with a 2-year implementation timeline for each of the seven-counties/one-city represented by the regional DMO, Heart of Appalachia.

Contract Accepted and Approved:

Heart of Appalachia:

Print Name: Kitty Barker

Signature: _____

Date: _____

Title/Authority: _____

Contract Amount: \$ _____

Young Strategies, Inc.

Print Name: Berkeley W. Young

Signature: _____

Date: _____

Title/Authority: _____

1. Project Approach & Schedule

Part One: Market Evaluation

A. Client Meeting, Destination and Organization Review:

- The research team must have a hands-on understanding of unique market dynamics in order to understand the existing tourism industry in the Heart of Appalachian region. Meetings with Heart of Appalachia staff will include a detailed review of project objectives, current marketing programs and project materials for the research study. The site visit also provides first-hand market knowledge that is critical to data analysis.
- Site visit– Two YSI representatives will visit each jurisdiction (seven-counties/one-city) for two days in each jurisdiction to accomplish the following:
 - Tour the area conducting a windshield driving tour. YSI team members will spend approximately ¾ of a day with a select team of leaders touring the critical tourism components within each jurisdiction.
 - Discovery and document review. YSI team will spend ¼ of a day on-site tourism the DMO office/visitor center and reviewing any current marketing materials, funding sources, financial document/budgets, legislation, By-Laws, etc. in each of the seven-counties/one-city in the Heart of Appalachian region.
 - Community Leader Group Interviews – The YSI team members will conduct three one-hour interview sessions with up to five community/tourism leaders in each to identify strengths, weaknesses, opportunities and threats for developing a vibrant tourism industry in each jurisdiction.
 - Public presentation/workshop – the YSI team will conduct a three-hour presentation and public input workshop in each jurisdiction to provide leaders with up-to-date trends in rural tourism development and gain insight into potential opportunities for tourism growth.

Part Two: Research Data Review & Report Preparation

B. Final Research Report

- A Strategic Focus Plan with a two-year implementation timeline will be written for each of the entities in the Heart of Appalachian region (Buchanan, Dickenson, Lee, Russell, Scott, Tazewell and Wise Counties; City of Norton). These concise and actionable reports will include an analysis of the current tourism industry in each of the seven-counties/one-city with recommendations which will address specific, measurable actions to drive tourism growth. The plans will help improve the effective and efficient use of regional DMO resources (Heart of Appalachia) and the jurisdiction's sustainability in its evolution as a visitor destination in the future.

Research Fees

Professional Fees

- All travel expenses are to be billed as incurred.
- Client is requested to obtain comp. lodging rooms to defray billable travel expenses

This proposal is estimated at a cost of \$8,000 in professional fees for each County/City in the Heart of Appalachia region (Buchanan, Dickenson, Lee, Russell, Scott, Tazewell and Wise Counties; City of Norton).

The YSI professional team time will be allocated for each jurisdiction as follows:

Project planning (1 day professional time)

Time in Field (6 days professional time)

Jurisdiction data review (interviews & workshops) analysis (2 days professional time)

Report writing & strategy development (2 days professional time)

Planning Project Cost	\$ 64,000
Site Visit Travel Expense Estimate per jurisdiction	\$ 500 estimate
(comped meals & lodging will significantly reduce billed expenses)	

NOTE: Each jurisdiction may request a presentation of final report and recommendations at a cost of \$2,000 plus travel expenses.

2. Firm Experience

Evidence of Qualifications, Project Team and Experience

Young Strategies, Inc. is a research and planning firm which focuses on destination marketing organizations and travel destinations. YSI's approach is to custom tailor each research study to the specific needs of the client. YSI is a small boutique firm that develops a close bond with our clients who are devoted to our process that delivers clear actionable strategies for future growth. The types of services provided by YSI in which we have developed a very high level of expertise include: strategic planning, organizational restructuring, destination audits, sales and marketing action plans, trend analysis, DMO best practices reviews, ROI analysis, staff and marketing asset allocations, comprehensive DMO performance reviews, convention center operational audits, stakeholder input into planning processes, segmented lodging market analysis and research based recommendations.

Young Strategies and the members of the consulting team for this project have worked with over 100 destination marketing organizations in twenty-seven states. The project team's hands-on experience includes CVB/DMO management, hotel/resort management, community economic development, convention center management, association management and parks/recreation administration.

YSI has conducted research and planning for the following destinations in 2015/16: Panama City Beach, FL; Tupelo, MS; Oxford, MS; Cleveland, MS; Cedar Rapids, IA; Staunton, VA; Loudoun County, VA; Lake Charles, LA; Shreveport-Bossier, LA; Oneida County, NY; Ontario County, NY; Montgomery, AL; Lubbock, TX and Cabarrus County, NC.

The project team, both individually and collectively have conducted destination research in the following states:

- | | | | | |
|--------------|-----------------|------------------|------------------|-----------------|
| • Alabama | • Iowa | • Mississippi | • Oklahoma | • Virginia |
| • Arizona | • Kansas | • Missouri | • Pennsylvania | • West Virginia |
| • California | • Kentucky | • Nebraska | • South Carolina | • Wyoming |
| • Florida | • Louisiana | • New York | • South Dakota | |
| • Georgia | • Massachusetts | • North Carolina | • Tennessee | |
| • Illinois | • Minnesota | • North Dakota | • Texas | |

3. Project Team

BERKELEY W. YOUNG, PRESIDENT, YOUNG STRATEGIES – PROJECT TEAM LEADER

20+ years of travel/tourism marketing and management experience including destination marketing and hotel management. Young's experience includes serving as the Executive Director of a start-up convention and visitor's bureau and chamber of commerce in which he oversaw the creation and success of a research-based tourism marketing program for a rural county in the mountains of North Carolina. Then, Young was hired as Director of Sales and quickly promoted to General Manager of a large golf resort managed by Interstate Hotels Corporation. Young joined Randall Travel Marketing in 1998 as Vice President conducting research for DMOs throughout the United States. He opened Young Strategies in November 2004 focusing on strategic planning and research for destination marketing organizations. Young is a top rated speaker at regional and national conferences. As the project team leader Berkeley Young will serve as the primary client contact and chief strategist. Young's experience as an hotelier uniquely qualifies him to lead lodging market analyses for destinations. The total research methodology will be tailored to the needs of Topeka and actionable strategies will be developed from the resulting data and community leader input. Young is known for his team building, active listening and thoughtful consideration when developing a plan for a community.

AMY STEVENS, VICE PRESIDENT, YOUNG STRATEGIES – RESEARCH OVERSIGHT

More than 15 years of travel, tourism and marketing experience. As Vice President/Research Director, Stevens is responsible for writing surveys, conducting research, analyzing data and writing reports for Young Strategies. Stevens worked with Randall Travel Marketing prior to working for Young Strategies. Stevens also worked with Navigant International, the second largest travel management company in the United States, and was responsible for sales, business travel accounts, training/development and conflict resolution. She handled written and multi-media presentations and developed marketing materials and programs to increase both leisure and corporate business travel. Stevens will take the research lead on the Topeka market research study to keep all steps in the process on schedule and well organized to deliver maximum results for the client.

LARRY GUSTKE, PHD, PROFESSOR EMERITUS NC STATE UNIVERSITY

Over 30 years' experience in conducting research on outdoor recreation, tourist behavior and tourism marketing. Dr. Gustke has conducted research in over 30 U.S. states and internationally. As professor emeritus, NC State University, Dr. Gustke has designed the research methodology proposed in this study based on his years of experience with destinations across America. He received his Ph.D. from Texas A&M, and is considered one of the most accomplished tourism researchers in the field today. Dr. Gustke is active in many academic and professional networks related to tourism research.

ALEXA GIFFORD, YOUNG STRATEGIES - RESEARCH COORDINATOR

25 years of marketing and management experience including destination marketing and facility management. Gifford's experience most recently includes serving as the Executive Director of a start-up wine and culinary center in which she oversaw the creation and success of educational programs that developed partnerships with producers, vendors, farmers, winery owners and educational institutions across New York State. Prior to that Gifford was president of a 14-county regional tourism association. While at this association, Gifford successfully lead the development and implementation of research based marketing and sales programs for this diversified vacation destination. Alexa's role on the team is to work closely with constituents within the destination to collect data, monitor research return rates and data accuracy as well as assisting in the compilation of final report data.

FSRV Expenses

107-5250-552.30-42 TOURIST DEVELOPMENT / POSTAGE

	BEGINNING BALANCE		10/8/2015	BB	0.00		18,000.00
024182	PO ENTRY	PITNEY BOWES, INC. -RESERVE ACCOUNT	10/14/2015	EN	3,000.00	0.00	15,000.00
		COMMUNICATIONS/MEDIA SERV					
024182	POSTAGE	PITNEY BOWES, INC. -RESERVE ACCOUNT	10/20/2015	AP	3,000.00	-3,000.00	15,000.00
F71714	TDC OVERNIGHT LETTERS	FEDEX	11/24/2015	AP	172.10	-172.10	15,000.00
F71714		FEDEX	11/24/2015	EN	172.10	0.00	14,827.90
F74936	FLORIDA WELCOME CENTER	FEDEX	4/26/2016	AP	153.47	-153.47	14,827.90
F74936		FEDEX	4/26/2016	EN	153.47	0.00	14,674.43
		FLORIDA WELCOME CENTER					

107-5250-552.30-47 TOURIST DEVELOPMENT / PRINTING

	BEGINNING BALANCE		9/14/2015	BB	0.00		20,000.00
F72637	5 BOOKS PRINTED FOR DEO G	HUNTER PRINTING	1/19/2016	AP	70.00	-70.00	20,000.00
F72637		HUNTER PRINTING	1/19/2016	EN	70.00	0.00	19,930.00
		5 BOOKS PRINTED FOR DEO G					
F75674		U S PRESS LLC	6/7/2016	EN	1,050.00	0.00	18,880.00
		SUW.CNTY BROCHURES FOR FS					
F75893		U S PRESS LLC	6/16/2016	EN	1,135.00	0.00	17,745.00
		10,000 COPIES SPRINGS BRO					

107-5250-552.30-48 TOURIST DEVELOPMENT / ADVERTISING

	BEGINNING BALANCE		9/14/2015	BB	0.00		44,915.00
F71498	REGISTRATION FEE TDC	BANK OF AMERICA	11/4/2015	AP	120.00	-120.00	44,915.00
F71498		BANK OF AMERICA	11/4/2015	EN	-60.00	0.00	44,975.00
		REGISTRATION FEE TDC					
F71498		BANK OF AMERICA	11/4/2015	EN	120.00	0.00	44,855.00
		REGISTRATION FEE TDC					
F71498		BANK OF AMERICA	11/19/2015	EN	60.00	0.00	44,795.00
		REGISTRATION FEE TDC					
F72057	FOWA 2016 MEMBERSHIP DUES	FLORIDA OUTDOOR WRITERS ASSOC	12/16/2015	AP	175.00	-175.00	44,795.00
F72058	NAS WHITING FIELD MWR TRA	MORALE WELFARE AND RECREATION FUND	12/16/2015	AP	125.00	-125.00	44,795.00
F72057		FLORIDA OUTDOOR WRITERS ASSOC	12/16/2015	EN	175.00	0.00	44,620.00
		FOWA 2016 MEMBERSHIP DUES					
F72058		MORALE WELFARE AND RECREATION FUND	12/16/2015	EN	125.00	0.00	44,495.00
		NAS WHITING FIELD MWR TRA					
F72169	TRAVEL EXTRAVAGANZA AT FO	DIRECTORATE OF MORALE WELFARE	12/22/2015	AP	125.00	-125.00	44,495.00
F72218	MWR TRAVEL EXTRAVAGANZA I	NAS PENSACOLA ITT	12/22/2015	AP	125.00	-125.00	44,495.00
F72219	MWR TRAVEL EXTRAVAGANZA I	NAVEL SUPPORT ACTIVITY	12/22/2015	AP	125.00	-125.00	44,495.00
F72169		DIRECTORATE OF MORALE WELFARE	12/22/2015	EN	125.00	0.00	44,370.00
		TRAVEL EXTRAVAGANZA AT FO					
F72218		NAS PENSACOLA ITT	12/22/2015	EN	125.00	0.00	44,245.00
F72219		NAVEL SUPPORT ACTIVITY	12/22/2015	EN	125.00	0.00	44,120.00
		MWR TRAVEL EXTRAVAGANZA I					
024261	PO ENTRY	LAKE CITY REPORTER, INC.	1/8/2016	EN	11,922.00	0.00	32,198.00
		COMMUNICATIONS/MEDIA SERV					
F73025	PENNSYLVANIA RV & CAMPING	PENNSYLVANIA RECREATION VEHICLE	2/5/2016	AP	225.00	-225.00	32,198.00
F73025		PENNSYLVANIA RECREATION VEHICLE	2/5/2016	EN	225.00	0.00	31,973.00
		PENNSYLVANIA RV & CAMPING					
024261	2016 SUWANNEE RIV. GUIDE	LAKE CITY REPORTER, INC.	2/23/2016	AP	11,922.00	-11,922.00	31,973.00

F74829	FSRV RENEW DESTINATION MR	VISIT FLORIDA	4/27/2016	AP	395.00	-395.00	31,973.00
F74829		VISIT FLORIDA	4/27/2016	EN	395.00	0.00	31,578.00
F75012	WEBS.COM DOMAIN NAME	FSRV RENEW DESTINATION MR BANK OF AMERICA	5/6/2016	AP	49.95	-49.95	31,578.00
F75012		BANK OF AMERICA WEBS.COM DOMAIN NAME	5/6/2016	EN	49.95	0.00	31,528.05
024358	PO ENTRY	ANDERSON OUTDOOR MAGMT., INC. COMMUNICATIONS/MEDIA SERV	5/13/2016	EN	4,800.00	0.00	26,728.05
107-5250-552.31-48 TOURIST DEVELOPMENT / EVENT PROMOTION							
	BEGINNING BALANCE		9/14/2015	BB	0.00		31,000.00
F71926	2016 CAMPING & RV SHOW IN	ATLANTA CAMPING & RV SHOW	12/10/2015	AP	725.00	-725.00	31,000.00
F71927	2016 FL RV SUPERSHOW IN T	FLORIDA RV TRADE ASSOCIATION	12/10/2015	AP	600.00	-600.00	31,000.00
F71928	2016 OUTDOORS EXPO & BOAT	MEDIA GENERAL OPERATIONS	12/10/2015	AP	696.57	-696.57	31,000.00
F71929	2016 TRAVEL EXPO AT THE V	STETLER MEDIA & EXPO	12/10/2015	AP	500.00	-500.00	31,000.00
F71926		ATLANTA CAMPING & RV SHOW 2016 CAMPING & RV SHOW IN	12/10/2015	EN	725.00	0.00	30,275.00
F71927		FLORIDA RV TRADE ASSOCIATION 2016 FL RV SUPERSHOW IN T	12/10/2015	EN	600.00	0.00	29,675.00
F71928		MEDIA GENERAL OPERATIONS 2016 OUTDOORS EXPO & BOAT	12/10/2015	EN	696.57	0.00	28,978.43
F71929		STETLER MEDIA & EXPO 2016 TRAVEL EXPO AT THE V	12/10/2015	EN	500.00	0.00	28,478.43
F72290	REGISTRATION FOR TRI-BASE	MWR ITT	1/4/2016	AP	600.00	-600.00	28,478.43
F72290		MWR ITT REGISTRATION FOR TRI-BASE	1/4/2016	EN	600.00	0.00	27,878.43
F72415	VISIT FL MARKETING	VISIT FLORIDA	1/7/2016	AP	60.00	-60.00	27,878.43
F72415		VISIT FLORIDA VISIT FL MARKETING PARTNE	1/7/2016	EN	60.00	0.00	27,818.43
F72530	INK PENS & TOTE BAGS WITH	MOTIVATORS, INC.	1/12/2016	AP	1,901.00	-1,901.00	27,818.43
F72530		MOTIVATORS, INC. INK PENS & TOTE BAGS WITH	1/12/2016	EN	1,901.00	0.00	25,917.43
F74027	REGISTRATION FOR THE SUNB	SUNBELT AGRICULTURAL EXPOSITION INC	3/21/2016	AP	680.00	-680.00	25,917.43
F74027		SUNBELT AGRICULTURAL EXPOSITION INC	3/21/2016	EN	680.00	0.00	25,237.43
F74060	PROMOTIOAL GIFTS TDC	REGISTRATION FOR THE SUNB BANK OF AMERICA	3/23/2016	AP	1,129.78	-1,129.78	25,237.43
F74060		BANK OF AMERICA PROMOTIOAL GIFTS TDC	3/23/2016	EN	1,129.78	0.00	24,107.65
F74060		BANK OF AMERICA PROMOTIOAL GIFTS TDC	3/23/2016	EN	-1,129.78	0.00	25,237.43
F74060		BANK OF AMERICA PROMOTIOAL GIFTS TDC	3/23/2016	EN	1,129.78	0.00	24,107.65