COLUMBIA COUNTY
TOURIST DEVELOPMENT COUNCIL

971 W. Duval Street · Suite 145 · Lake City · Florida · 32055

Wednesday, January 18, 2017 12:00 Noon

AGENDA

- Call to Order
- Welcome
- TDC Roll Call
- Introductions
  - Guests
- Approval of November 16, 2016, regular meeting minutes
- Staff Reports
  - Operations Report (Paula)
    - Bed Tax and Smith Travel Reports
    - Financial Reports
    - Forecast
  - Marketing Update (Cody)
    - Website
    - Mobile App
    - Fall Campaign
    - Current Campaigns
    - #GetSocial
  - Sports Marketing Update (Paula)
    - Review Tournament Calendar
    - Southside Recreation Complex Update
- Old Business
- New Business
  - TDC Member Terms
  - Ft. White Baseball - $5,000
  - 2018 Visit Florida Grants
  - Legislative Update
  - Next Meeting Wednesday, March 15, 2017
- Adjournment

Minutes of the Columbia County Tourist Development Council regular meeting held on Wednesday, November 16, 2016, 12:00 p.m., Tourist Development Office / IFAS Training Room, 971 West Duval Street, Lake City, FL 32055.

Call to Order: Rusty DePratter called the meeting to order for Chairman Ron Williams at 12:09 pm welcomed council members, staff, and guests to the meeting.

Roll Call: TDC members in attendance Ron Williams, Mahendra Patel, Nupur Shukla, Mike Collins, Nick Patel, Cecil Shaw, Robert Mann, and Rusty DePratter. Members absent were Zach Paulk. **A quorum was present.**
Staff in attendance included Paula Vann, Cody Gray, and Michelle Moore.
Guests included; Taylor Gaines (LCR), and Stew Lilker (CC Observer).

Approval of Meeting Minutes:

- Approval of the September 21, 2016 regular meeting minutes and the October 19, 2016 special meeting minutes. **A motion was made by Mike Collins, second by Nupur Shukla 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 September 2016. She also reported on the ADR and occupancy rate.

- Financial Report
  Paula Vann went over the financial report with the council members. **A motion was made by Mahendra Patel and second by Nick Patel, that says the Financial Report was received. The motion was approved.**

Marketing Report:

- Website
  Cody Gray talked about the updates and statistics for the springsrus website.

- Mobile App
  Cody Gray went over some of the new updates to the springsrus mobile app for Columbia County.

- Social Media
  Cody Gray reported on the social media pages, Facebook, Twitter and Instagram for Columbia County.

Old Business:

- Grant for Sports Strategic Plan
  Nick Patel asked Paula Vann to tell him about the sports study. Paula explained the grant documents were signed at the last county commissioner meeting in October and it was out to bid which will close tomorrow (November 17th) at 11 O'clock. She said the first portion of the study starts in January and wraps up in May.

- Sign at I-75

  Nick Patel reached out to a contact in the sign industry that the hotels work with, to try and get a less expensive quote than the one the TDC received from another company for replacing the vinyl on the top of the I-75 sign. Once the TDC receives the quote then a decision can be made to put it out to bid if the amount is over $25,000 dollars.
  Stew Lilker inquired about the bid process, Paula Vann and Ron Williams answered his question.

Stew Lilker inquired about the Sports Marketing Director and he asked what the TDC plans to do with that position. Commissioner Ron Williams explained that this board will probably look at several options and from that we will decide which option would be in the best interest of the TDC and Columbia County.

Adjournment: There being no additional business to come in front of the TDC at this time the Meeting was adjourned at 12:26pm. **a motion was made by Zach Paulk, to adjourn the meeting and second by Nupur Shukla, the Meeting was adjourned.**

Columbia County Tourist Development Tax Collections Report

Collection Month	2007 (2%)	2008 (2%)	2009 (2%)	2010 (2% Oct - Apr) (3% May - Sept)	2011 (3%)	2012 (3%)	2013 (3% Oct. - Apr) (4% May-Sept)	2014 (4%)	2015 (4%)	2016 (5%)	2017 (5%)	$ +/- Change	% +/- Change	Month Received
October	$ 29,264	$ 25,779	$ 54,748	$ 21,082	$ 35,647	$ 43,174	$ 40,410	$ 58,829	$ 62,735	$ 73,598	$ 112,336	$ 38,738	52.63%	November
November	$ 31,906	$ 31,961	$ 34,333	$ 26,672	$ 46,996	$ 49,892	$ 55,111	$ 78,728	$ 88,387	$ 118,680	$ 156,077	$ 37,397	31.51%	December
December	$ 30,393	$ 32,529	$ 32,195	$ 26,325	$ 45,660	$ 52,912	$ 52,110	$ 77,917	$ 80,213	$ 111,061		$ (111,061)	-100.00%	January
January	$ 27,929	$ 27,825	$ 30,331	$ 28,148	$ 49,487	$ 54,466	$ 48,068	$ 74,712	$ 75,850	$ 110,284		$ (110,284)	-100.00%	February
February	$ 30,634	$ 29,858	$ 33,680	$ 29,958	$ 51,277	$ 52,781	$ 53,727	$ 75,224	$ 82,414	$ 116,810		$ (116,810)	-100.00%	March
March	$ 35,121	$ 45,121	$ 34,702	$ 34,528	$ 53,288	$ 57,097	$ 56,750	$ 82,902	$ 90,915	$ 122,393		$ (122,393)	-100.00%	April
April	$ 44,770	$ 44,216	$ 36,174	$ 40,717	$ 61,905	$ 67,205	$ 69,076	$ 94,574	$ 101,417	$ 136,411		$ (136,411)	-100.00%	May
May	$ 32,767	$ 35,871	$ 31,708	$ 52,527	$ 54,420	$ 51,211	$ 69,037	$ 75,734	$ 87,349	$ 128,565		$ (128,565)	-100.00%	June
June	$ 30,041	$ 34,627	$ 27,216	$ 46,296	$ 48,821	$ 55,016	$ 71,862	$ 82,272	$ 85,558	$ 115,166		$ (115,166)	-100.00%	July
July	$ 31,124	$ 35,240	$ 31,036	$ 50,805	$ 52,594	$ 56,128	$ 77,193	$ 81,103	$ 80,819	$ 120,338		$ (120,338)	-100.00%	August
August	$ 30,948	$ 31,689	$ 27,677	$ 50,544	$ 49,722	$ 50,670	$ 74,445	$ 84,585	$ 93,059	$ 133,055		$ (133,055)	-100.00%	September
September	$ 27,371	$ 30,964	$ 20,573	$ 37,996	$ 40,565	$ 42,871	$ 60,842	$ 68,298	$ 73,648	$ 97,416		$ (97,416)	-100.00%	October
TOTALS	**$ 382,267**	**$ 405,681**	**$ 394,375**	**$ 445,598**	**$ 590,382**	**$ 633,423**	**$ 728,631**	$ 934,877	$ 1,002,363	$ 1,383,777	$ 268,413	$ (1,115,364)	-80.60%	**TOTALS**
YTD +/-		**$ 23,414**	**$ (11,306)**	**$ 51,223**	**$ 144,784**	**$ 43,042**	**$ 95,208**	**$ 206,245**	**$ 67,487**	**$ 381,414**	**$ (1,115,364)**			
% +/-		**6.13%**	**-2.79%**	**12.99%**	**32.49%**	**7.29%**	**15.03%**	**28.31%**	**7.22%**	**38.05%**	**-80.60%**			
				Adj. for Increase - 7.14%	**Adj. for Increase 7.48**		**Adj. for Increase 1.08%**	**Adj. for Increase 9.51%**		**Adj. for Increase 10.44%**				

** 3% TDT collections began May 1, 2010*

*** 4% TDT collections began May 1, 2013*

**** 5% TDT collections began October 1, 2015.*

Expenditure Accounts - Budgeted vs. Actual - FY 2017

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Contains budget amendments

	Budgeted	Actual	Balance	Percent%
TOURIST DEV/OPERATING				
TOURIST DEVELOPMENT				
107-5200-552.10-12 SALARIES	$116,918.00	$31,546.37	$85,371.63	26.98%
107-5200-552.10-21 FICA TAXES	$8,944.00	$2,158.77	$6,785.23	24.14%
107-5200-552.10-22 RETIREMENT	$8,792.00	$2,372.30	$6,419.70	26.98%
107-5200-552.10-23 HEALTH & LIFE INSURANCE	$21,005.00	$5,891.49	$15,113.51	28.05%
107-5200-552.10-24 WORKERS COMPENSATION	$364.00	$180.51	$183.49	49.59%
PERSONAL SERVICES	**$156,023.00**	**$42,149.44**	**$113,873.56**	**27.01%**
107-5200-552.30-31 PROFESSIONAL SERVICES	$1,000.00	$24,200.00	($23,200.00)	2420.00%
107-5200-552.30-35 ADMINISTRATIVE FEES	$33,913.00	$33,913.00	$0.00	100.00%
107-5200-552.30-40 TRAVEL & PER DIEM	$6,000.00	($83.37)	$6,083.37	-1.39%
107-5200-552.30-41 COMMUNICATIONS	$7,000.00	$1,379.56	$5,620.44	19.71%
107-5200-552.30-42 POSTAGE	$4,000.00	$0.00	$4,000.00	0.00%
107-5200-552.30-43 UTILITIES	$7,500.00	$905.28	$6,594.72	12.07%
107-5200-552.30-44 RENTAL & LEASES	$17,500.00	$5,700.71	$11,799.29	32.58%
107-5200-552.30-45 GENERAL INSURANCE	$5,500.00	$4,532.19	$967.81	82.40%
107-5200-552.30-46 REPAIR & MAINTENANCE	$3,000.00	$105.00	$2,895.00	3.50%
107-5200-552.30-47 PRINTING	$10,000.00	$3,869.50	$6,130.50	38.70%
107-5200-552.30-48 ADVERTISING	$75,000.00	$14,187.00	$60,813.00	18.92%
107-5200-552.30-49 OTHER CHARGES	$500.00	$0.00	$500.00	0.00%
107-5200-552.30-51 OFFICE SUPPLIES	$2,500.00	$231.83	$2,268.17	9.27%
107-5200-552.30-52 OPERATING SUPPLIES	$2,000.00	$0.00	$2,000.00	0.00%
107-5200-552.30-54 DUES & SUBSCRIPTIONS	$18,000.00	$16,349.23	$1,650.77	90.83%
107-5200-552.30-55 TRAINING	$6,000.00	$0.00	$6,000.00	0.00%
107-5200-552.30-56 GAS & OIL	$3,500.00	$102.03	$3,397.97	2.92%
107-5200-552.30-64 NON-CAPITAL OUTLAY	$0.00	$1,804.05	($1,804.05)	#NUM!
OPERATING EXPENDITURES	**$202,913.00**	**$107,196.01**	**$95,716.99**	**52.83%**
107-5200-552.31-48 EVENT PROMOTION	$25,000.00	$5,104.10	$19,895.90	20.42%
107-5200-552.31-53 SIGN MAINTENANCE	$4,000.00	$433.19	$3,566.81	10.83%
OPERATING EXPENDITURES	**$29,000.00**	**$5,537.29**	**$23,462.71**	**19.09%**
107-5200-552.60-64 EQUIPMENT PURCHASES	$30,000.00	$0.00	$30,000.00	0.00%
CAPITAL OUTLAY	**$30,000.00**	**$0.00**	**$30,000.00**	**0.00%**
	$417,936.00	**$154,882.74**	**$263,053.26**	**37.06%**
COMMUNITY OUTREACH				
107-5210-574.80-05 HISTORICAL MUSEUM	$5,000.00	$0.00	$5,000.00	0.00%
107-5210-574.80-06 BLUE GREY ARMY, INC	$10,000.00	$10,000.00	$0.00	100.00%
GRANTS & AIDS	**$15,000.00**	**$10,000.00**	**$5,000.00**	**66.67%**
	$15,000.00	**$10,000.00**	**$5,000.00**	**66.67%**
D.E.O. GRANT				
107-5250-552.30-42 POSTAGE	$5,000.00	$0.00	$5,000.00	0.00%
107-5250-552.30-47 PRINTING	$5,000.00	$3,695.00	$1,305.00	73.90%
107-5250-552.30-48 ADVERTISING	$90,000.00	$32,075.68	$57,924.32	35.64%
OPERATING EXPENDITURES	**$100,000.00**	**$35,770.68**	**$64,229.32**	**35.77%**
107-5250-552.31-48 EVENT PROMOTION	$0.00	$239.79	($239.79)	#NUM!
OPERATING EXPENDITURES	**$0.00**	**$239.79**	**($239.79)**	**#NUM!**
	$100,000.00	**$36,010.47**	**$63,989.53**	**36.01%**
VISIT FLORIDA MARKETING				

107-5260-552.30-47 PRINTING	$8,000.00	$0.00	$8,000.00	0.00%
107-5260-552.30-48 ADVERTISING	$10,000.00	$3,000.00	$7,000.00	30.00%
OPERATING EXPENDITURES	**$18,000.00**	**$3,000.00**	**$15,000.00**	**16.67%**
	$18,000.00	**$3,000.00**	**$15,000.00**	**16.67%**
SPORTING EVENTS/TOURNAMEN				
107-5290-552.10-12 SALARIES	$47,040.00	$10,130.00	$36,910.00	21.53%
107-5290-552.10-21 FICA TAXES	$3,599.00	$760.20	$2,838.80	21.12%
107-5290-552.10-22 RETIREMENT	$0.00	$454.82	($454.82)	#NUM!
107-5290-552.10-23 HEALTH & LIFE INSURANCE	$7,001.00	$763.42	$6,237.58	10.90%
107-5290-552.10-24 WORKERS COMPENSATION	$146.00	$24.27	$121.73	16.62%
PERSONAL SERVICES	**$57,786.00**	**$12,132.71**	**$45,653.29**	**21.00%**
107-5290-552.30-40 TRAVEL & PER DIEM	$6,000.00	$0.00	$6,000.00	0.00%
107-5290-552.30-47 PRINTING	$3,000.00	$0.00	$3,000.00	0.00%
107-5290-552.30-48 ADVERTISING	$3,500.00	$1,500.00	$2,000.00	42.86%
107-5290-552.30-54 DUES & SUBSCRIPTIONS	$5,000.00	$795.00	$4,205.00	15.90%
107-5290-552.30-55 TRAINING	$4,000.00	$0.00	$4,000.00	0.00%
OPERATING EXPENDITURES	**$21,500.00**	**$2,295.00**	**$19,205.00**	**10.67%**
107-5290-552.31-48 EVENT PROMOTION	$10,000.00	$0.00	$10,000.00	0.00%
107-5290-552.31-56 SPORTS MARKETING	$5,000.00	$0.00	$5,000.00	0.00%
OPERATING EXPENDITURES	**$15,000.00**	**$0.00**	**$15,000.00**	**0.00%**
	$94,286.00	**$14,427.71**	**$79,858.29**	**15.30%**
INTERFUND TRANSFERS OUT				
107-8100-581.90-01 TO GENERAL FUND	$300,000.00	$0.00	$300,000.00	0.00%
INTERFUND TRANSFERS OUT	**$300,000.00**	**$0.00**	**$300,000.00**	**0.00%**
	$300,000.00	**$0.00**	**$300,000.00**	**0.00%**
RESERVES				
107-8400-584.90-97 EQUIPMENT RESERVE	$1,329,837.00	$0.00	$1,329,837.00	0.00%
107-8400-584.90-98 CASH BALANCE FORWARD	$189,044.00	$0.00	$189,044.00	0.00%
107-8400-584.90-99 CONTINGENCY/RESERVE	$94,522.00	$0.00	$94,522.00	0.00%
RESERVES	**$1,613,403.00**	**$0.00**	**$1,613,403.00**	**0.00%**
	$1,613,403.00	**$0.00**	**$1,613,403.00**	**0.00%**
TOURIST DEV/OPERATING TOTALS:	$2,558,625.00	$218,320.92	$2,340,304.08	8.53%

Expense Account Transactions

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PO NMB.	ACCT PER.	VENDOR/DESC		DATE	CD	ENC.	TRANS AMOUNT	ACCRUING BALANCE
		TOURIST DEV/OPERATING						
107-5200-552.10-12	**TOURIST DEVELOPMENT / SALARIES**							
		BEGINNING BALANCE		8/24/2016	BB	0.00		116,918.00
		PAYROLL SUMMARY		10/13/2016	AJ	0.00	-6,165.66	110,752.34
		PAYROLL SUMMARY		10/13/2016	AJ	0.00	1,849.69	112,602.03
		PAYROLL SUMMARY		10/27/2016	AJ	0.00	-4,538.40	108,063.63
		PAYROLL SUMMARY		11/10/2016	AJ	0.00	-4,538.40	103,525.23
		PAYROLL SUMMARY		11/23/2016	AJ	0.00	-4,538.40	98,986.83
		PAYROLL SUMMARY		12/8/2016	AJ	0.00	-4,538.40	94,448.43
		PAYROLL SUMMARY		12/22/2016	AJ	0.00	-4,538.40	89,910.03
		PAYROLL SUMMARY		1/5/2017	AJ	0.00	-4,538.40	85,371.63
107-5200-552.10-21	**TOURIST DEVELOPMENT / FICA TAXES**							
		BEGINNING BALANCE		8/24/2016	BB	0.00		8,944.00
		PAYROLL SUMMARY		10/13/2016	AJ	0.00	-433.68	8,510.32
		PAYROLL SUMMARY		10/13/2016	AJ	0.00	130.11	8,640.43
		PAYROLL SUMMARY		10/27/2016	AJ	0.00	-309.20	8,331.23
		PAYROLL SUMMARY		11/10/2016	AJ	0.00	-309.20	8,022.03
		PAYROLL SUMMARY		11/23/2016	AJ	0.00	-309.20	7,712.83
		PAYROLL SUMMARY		12/8/2016	AJ	0.00	-309.20	7,403.63
		PAYROLL SUMMARY		12/22/2016	AJ	0.00	-309.20	7,094.43
		PAYROLL SUMMARY		1/5/2017	AJ	0.00	-309.20	6,785.23
107-5200-552.10-22	**TOURIST DEVELOPMENT / RETIREMENT**							
		BEGINNING BALANCE		8/24/2016	BB	0.00		8,792.00
		PAYROLL SUMMARY		10/13/2016	AJ	0.00	-463.66	8,328.34
		PAYROLL SUMMARY		10/13/2016	AJ	0.00	139.10	8,467.44
		PAYROLL SUMMARY		10/27/2016	AJ	0.00	-341.29	8,126.15
		PAYROLL SUMMARY		11/10/2016	AJ	0.00	-341.29	7,784.86
		PAYROLL SUMMARY		11/23/2016	AJ	0.00	-341.29	7,443.57
		PAYROLL SUMMARY		12/8/2016	AJ	0.00	-341.29	7,102.28
		PAYROLL SUMMARY		12/22/2016	AJ	0.00	-341.29	6,760.99
		PAYROLL SUMMARY		1/5/2017	AJ	0.00	-341.29	6,419.70
107-5200-552.10-23	**TOURIST DEVELOPMENT / HEALTH & LIFE INSURANCE**							
		BEGINNING BALANCE		8/24/2016	BB	0.00		21,005.00
		PAYROLL SUMMARY		10/13/2016	AJ	0.00	-843.14	20,161.86
		PAYROLL SUMMARY		10/13/2016	AJ	0.00	252.95	20,414.81
		PAYROLL SUMMARY		10/27/2016	AJ	0.00	-843.14	19,571.67
		PAYROLL SUMMARY		11/10/2016	AJ	0.00	-843.14	18,728.53
		PAYROLL SUMMARY		11/23/2016	AJ	0.00	-843.14	17,885.39
		PAYROLL SUMMARY		12/8/2016	AJ	0.00	-843.14	17,042.25
		PAYROLL SUMMARY		12/22/2016	AJ	0.00	-843.14	16,199.11
		PAYROLL SUMMARY		1/5/2017	AJ	0.00	-870.08	15,329.03
		STANDARD LIFE & SHORT TER	BCC - PAYROLL FUND	1/9/2017	AP	0.00	-215.52	15,113.51
107-5200-552.10-24	**TOURIST DEVELOPMENT / WORKERS COMPENSATION**							
		WORKERS COMP	TREVOR HICKMAN INSURANCE, LLC	10/4/2016	AP	0.00	-5.08	-5.08
		WORKERS COMP.	PREFERRED GOVERNMENTAL INS. TRT	10/4/2016	AP	0.00	-84.97	-90.05
		WC	PREFERRED GOVERNMENTAL INS. TRT	11/1/2016	AP	0.00	-28.26	-118.31
		WORKER COMP	PREFERRED GOVERNMENTAL INS. TRT	11/9/2016	AP	0.00	-20.17	-138.48
		BEGINNING BALANCE		11/30/2016	BB	0.00		225.52
		WC	PREFERRED GOVERNMENTAL INS. TRT	12/5/2016	AP	0.00	-20.17	205.35
		2nd QUARTER	TREVOR HICKMAN INSURANCE, LLC	12/21/2016	AP	0.00	-1.69	203.66
		WC	PREFERRED GOVERNMENTAL INS. TRT	1/5/2017	AP	0.00	-20.17	183.49
107-5200-552.30-31	**TOURIST DEVELOPMENT / PROFESSIONAL SERVICES**							

	BEGINNING BALANCE		8/24/2016	BB	0.00		1,000.00
	SETTLEMENT	LAW OFFICE OF MARIE MATTOX, P.A.	11/30/2016	AP	0.00	-24,200.00	-23,200.00
107-5200-552.30-35	**TOURIST DEVELOPMENT / ADMINISTRATIVE FEES**						
	BEGINNING BALANCE		8/24/2016	BB	0.00		33,913.00
	GEN FUND ADMIN FEES XFER		10/18/2016	TF	0.00	33,913.00	67,826.00
107-5200-552.30-40	**TOURIST DEVELOPMENT / TRAVEL & PER DIEM**						
	BEGINNING BALANCE		8/24/2016	BB	0.00		6,000.00
F78860		BANK OF AMERICA TRAVEL	10/17/2016	EN	915.85	0.00	5,084.15
F80076	CREDIT	BANK OF AMERICA	12/14/2016	AP	-83.37	83.37	5,084.15
F80076		BANK OF AMERICA CREDIT	12/14/2016	EN	-83.37	0.00	5,167.52
F80076		BANK OF AMERICA CREDIT	12/14/2016	EN	83.37	0.00	5,084.15
F80076		BANK OF AMERICA CREDIT	12/14/2016	EN	-83.37	0.00	5,167.52
107-5200-552.30-41	**TOURIST DEVELOPMENT / COMMUNICATIONS**						
	BEGINNING BALANCE		8/24/2016	BB	0.00		7,000.00
F78769	INTERNET FOR TDC LED BILL	COMCAST CABLE COMMUNICATIONS, INC.	10/13/2016	AP	123.76	-123.76	7,000.00
F78771	TDC CONFERENCE ROOM	COMCAST	10/13/2016	AP	39.35	-39.35	7,000.00
F78767		AT&T AT&T LONGDISTANCE FOR TDC	10/13/2016	EN	23.95	0.00	6,976.05
F78769		COMCAST CABLE COMMUNICATIONS, INC. INTERNET FOR TDC LED BILL	10/13/2016	EN	123.76	0.00	6,852.29
F78771		COMCAST TDC CONFERENCE ROOM	10/13/2016	EN	39.35	0.00	6,812.94
F78767		AT&T AT&T LONGDISTANCE FOR TDC	10/13/2016	EN	-23.95	0.00	6,836.89
	VERIZON	VERIZON WIRELESS	10/19/2016	AP	0.00	-108.39	6,728.50
	VERIZON	VERIZON WIRELESS	10/19/2016	AP	0.00	-36.07	6,692.43
	VERIZON	VERIZON WIRELESS	10/19/2016	AP	0.00	-75.50	6,616.93
F79069	COMCAST FOR TDC CONFERENC	COMCAST	10/27/2016	AP	48.85	-48.85	6,616.93
F79073	INTERNET FOR TDC LED BILL	COMCAST CABLE COMMUNICATIONS, INC.	10/27/2016	AP	123.76	-123.76	6,616.93
F79076	LONG DISTANCE FOR TDC	AT&T	10/27/2016	AP	22.22	-22.22	6,616.93
F79069		COMCAST COMCAST FOR TDC CONFERENC	10/27/2016	EN	48.85	0.00	6,568.08
F79073		COMCAST CABLE COMMUNICATIONS, INC. INTERNET FOR TDC LED BILL	10/27/2016	EN	123.76	0.00	6,444.32
F79076		AT&T LONG DISTANCE FOR TDC	10/27/2016	EN	22.22	0.00	6,422.10
F79576	TDC CONFERENCE ROOM	COMCAST	11/17/2016	AP	39.35	-39.35	6,422.10
F79576		COMCAST TDC CONFERENCE ROOM	11/17/2016	EN	39.35	0.00	6,382.75
	VERIZON	VERIZON WIRELESS	11/18/2016	AP	0.00	-103.79	6,278.96
	VERIZON	VERIZON WIRELESS	11/18/2016	AP	0.00	-76.04	6,202.92
	VERIZON	VERIZON WIRELESS	11/18/2016	AP	0.00	-36.07	6,166.85
F79598	INTERNET FOR TDC LED BILL	COMCAST CABLE COMMUNICATIONS, INC.	11/21/2016	AP	123.76	-123.76	6,166.85
F79598		COMCAST CABLE COMMUNICATIONS, INC. INTERNET FOR TDC LED BILL	11/21/2016	EN	123.76	0.00	6,043.09
F79878	AT&T LONG DISTANCE	AT&T	12/6/2016	AP	22.83	-22.83	6,043.09
F79878		AT&T AT&T LONG DISTANCE	12/6/2016	EN	22.83	0.00	6,020.26
	VERIZON	VERIZON WIRELESS	12/20/2016	AP	0.00	-102.45	5,917.81
	VERIZON	VERIZON WIRELESS	12/20/2016	AP	0.00	-36.07	5,881.74
	VERIZON	VERIZON WIRELESS	12/20/2016	AP	0.00	-76.06	5,805.68
F80200	INTERNET FOR TDC LED BILL	COMCAST CABLE COMMUNICATIONS, INC.	12/20/2016	AP	123.76	-123.76	5,805.68

F80200		COMCAST CABLE COMMUNICATIONS, INC. INTERNET FOR TDC LED BILL	12/20/2016	EN	123.76	0.00	5,681.92
F80210	COMCAST TDC CONFERENCE RO	COMCAST	12/21/2016	AP	39.35	-39.35	5,681.92
F80210		COMCAST COMCAST TDC CONFERENCE RO	12/21/2016	EN	39.35	0.00	5,642.57
F80454	TDC AT&T LONG DISTANCE	AT&T	1/4/2017	AP	22.13	-22.13	5,642.57
F80454		AT&T TDC AT&T LONG DISTANCE	1/4/2017	EN	22.13	0.00	5,620.44
107-5200-552.30-43	**TOURIST DEVELOPMENT / UTILITIES**						
	BEGINNING BALANCE		8/24/2016	BB	0.00		7,500.00
	FPL OCT. 2016	FPL	10/14/2016	AP	0.00	-309.48	7,190.52
	FPL	FPL	11/14/2016	AP	0.00	-286.32	6,904.20
	FPL	FPL	12/13/2016	AP	0.00	-309.48	6,594.72
107-5200-552.30-44	**TOURIST DEVELOPMENT / RENTAL & LEASES**						
	BEGINNING BALANCE		8/24/2016	BB	0.00		17,500.00
	RENT OCT. 2016	WSMDD LAND TRUST	10/4/2016	AP	0.00	-1,165.49	16,334.51
F78766	TDC XEROX LEASE FOR SEPTE	XEROX CORP	10/13/2016	AP	252.01	-252.01	16,334.51
F78766		XEROX CORP TDC XEROX LEASE FOR SEPTE	10/13/2016	EN	252.01	0.00	16,082.50
	NOV. INV. 2016 RENT	WSMDD LAND TRUST	10/31/2016	AP	0.00	-1,156.76	14,925.74
	WATER & COOLER RENTAL	BLUE SUMMIT WATERS, LLC	11/4/2016	AP	0.00	-18.00	14,907.74
	WATER & COOLER RENTAL	BLUE SUMMIT WATERS, LLC	11/4/2016	AP	0.00	-5.00	14,902.74
F79368	XEROX LEASE FOR TDC	XEROX CORP	11/9/2016	AP	212.95	-212.95	14,902.74
F79368		XEROX CORP XEROX LEASE FOR TDC	11/9/2016	EN	212.95	0.00	14,689.79
	WATER/RENTAL	BLUE SUMMIT WATERS, LLC	12/2/2016	AP	0.00	-18.00	14,671.79
	WATER/RENTAL	BLUE SUMMIT WATERS, LLC	12/2/2016	AP	0.00	-5.00	14,666.79
	DEC. 2016 RENT	WSMDD LAND TRUST	12/2/2016	AP	0.00	-1,156.76	13,510.03
F79860	PITNEY BOWES LEASE	PITNEY BOWES GLOBAL	12/6/2016	AP	345.00	-345.00	13,510.03
F79869	NOVEMBER XEROX LEASE	XEROX CORP	12/6/2016	AP	195.24	-195.24	13,510.03
F79860		PITNEY BOWES GLOBAL PITNEY BOWES LEASE	12/6/2016	EN	345.00	0.00	13,165.03
F79869		XEROX CORP NOVEMBER XEROX LEASE	12/6/2016	EN	195.24	0.00	12,969.79
	COOLER RENTAL/WATER	BLUE SUMMIT WATERS, LLC	12/29/2016	AP	0.00	5.00	12,974.79
	WATER/RENT	BLUE SUMMIT WATERS, LLC	12/29/2016	AP	0.00	-5.00	12,969.79
	JAN 2017 DRAW	WSMDD LAND TRUST	1/3/2017	AP	0.00	-1,165.50	11,804.29
	WATER/RENTAL	BLUE SUMMIT WATERS, LLC	1/4/2017	AP	0.00	-5.00	11,799.29
107-5200-552.30-45	**TOURIST DEVELOPMENT / GENERAL INSURANCE**						
	BEGINNING BALANCE		8/24/2016	BB	0.00		5,500.00
	GENERAL INSURANCE	PUBLIC RISK INSURANCE AGENCY	10/4/2016	AP	0.00	-2,413.73	3,086.27
	GENERAL INSURANCE	FLORIDA ASSOC. OF CO., TRUST	10/4/2016	AP	0.00	-1,689.46	1,396.81
	INLAND MARINE	PUBLIC RISK INSURANCE AGENCY	12/13/2016	AP	0.00	-429.00	967.81
107-5200-552.30-46	**TOURIST DEVELOPMENT / REPAIR & MAINTENANCE**						
	BEGINNING BALANCE		8/24/2016	BB	0.00		3,000.00
F78776	PEST CONTROL FOR TDC	FLORIDA PEST CONTROL	10/13/2016	AP	35.00	-35.00	3,000.00
F78776		FLORIDA PEST CONTROL PEST CONTROL FOR TDC	10/13/2016	EN	35.00	0.00	2,965.00
F79284	PEST CONTROL FOR TDC OFFI	FLORIDA PEST CONTROL	11/4/2016	AP	35.00	-35.00	2,965.00
F79284		FLORIDA PEST CONTROL PEST CONTROL FOR TDC OFFI	11/4/2016	EN	35.00	0.00	2,930.00
F79876	PEST CONTROL FOR TDC	FLORIDA PEST CONTROL	12/6/2016	AP	35.00	-35.00	2,930.00
F79876		FLORIDA PEST CONTROL PEST CONTROL FOR TDC	12/6/2016	EN	35.00	0.00	2,895.00
107-5200-552.30-47	**TOURIST DEVELOPMENT / PRINTING**						
	BEGINNING BALANCE		8/24/2016	BB	0.00		10,000.00
F78580	REPLACE BANNER ON ALLIGAT	ACTION SIGNS & GRAPHICS, INC.	10/5/2016	AP	485.00	-485.00	10,000.00
F78580		ACTION SIGNS & GRAPHICS, INC. REPLACE BANNER ON ALLIGAT	10/5/2016	EN	485.00	0.00	9,515.00

F79077	8'X20' BANNER FOR 2016 CO	ACTION SIGNS & GRAPHICS, INC.	10/27/2016	AP	1,180.00	-1,180.00	9,515.00
F79077		ACTION SIGNS & GRAPHICS, INC. 8'X20' BANNER FOR 2016 CO	10/27/2016	EN	1,180.00	0.00	8,335.00
F79281	2 CUT OUTS AND 1 BANNER F	HUNTER PRINTING	11/4/2016	AP	219.50	-219.50	8,335.00
F79281		HUNTER PRINTING 2 CUT OUTS AND 1 BANNER F	11/4/2016	EN	219.50	0.00	8,115.50
F79375	1- 3X6 BANNER TO ADVERTIS	AWESOME PRINTERS	11/9/2016	AP	85.00	-85.00	8,115.50
F79375		AWESOME PRINTERS 1- 3X6 BANNER TO ADVERTIS	11/9/2016	EN	85.00	0.00	8,030.50
F80211	10,000 RACK CARDS "10 THI	LAKE CITY ADVERTISER	12/21/2016	AP	1,900.00	-1,900.00	8,030.50
F80211		LAKE CITY ADVERTISER 10,000 RACK CARDS "10 THI	12/21/2016	EN	1,900.00	0.00	6,130.50
107-5200-552.30-48	**TOURIST DEVELOPMENT / ADVERTISING**						
	BEGINNING BALANCE		8/24/2016	BB	0.00		75,000.00
024523	VAC. FALL INSERT	COLLINSON AND COMPANY, INC	10/11/2016	AP	7,187.00	-7,187.00	75,000.00
F78761	1/4 PG AD IN BEST OF AMER	MADDEN MEDIA	10/13/2016	AP	1,500.00	-1,500.00	75,000.00
F78761		MADDEN MEDIA 1/4 PG AD IN BEST OF AMER	10/13/2016	EN	1,500.00	0.00	73,500.00
024520	PO ENTRY	GLOBELITE TRAVEL MARKETING, INC. COMMUNICATIONS/MEDIA SERV	10/17/2016	EN	2,900.00	0.00	70,600.00
024523	PO ENTRY	COLLINSON AND COMPANY, INC COMMUNICATIONS/MEDIA SERV	10/17/2016	EN	7,187.00	0.00	63,413.00
024588	PO ENTRY	I. T. I. MARKETING INC. COMMUNICATIONS/MEDIA SERV	11/22/2016	EN	4,500.00	0.00	58,913.00
024612	TDC AD 2017 VAC. GUIDE	LAKE CITY ADVERTISER	11/28/2016	AP	1,800.00	-1,800.00	58,913.00
024595	PO ENTRY	ADVANCE ALABAMA MEDIA, LLC COMMUNICATIONS/MEDIA SERV	11/29/2016	EN	24,000.00	0.00	34,913.00
024595	NOV. 2016 INVOICE	ADVANCE ALABAMA MEDIA, LLC	12/1/2016	AP	800.00	-800.00	34,913.00
024520	FULL PAGE AD	GLOBELITE TRAVEL MARKETING, INC.	12/9/2016	AP	2,900.00	-2,900.00	34,913.00
024612	PO ENTRY	LAKE CITY ADVERTISER COMMUNICATIONS/MEDIA SERV	12/15/2016	EN	1,800.00	0.00	33,113.00
107-5200-552.30-51	**TOURIST DEVELOPMENT / OFFICE SUPPLIES**						
	BEGINNING BALANCE		8/24/2016	BB	0.00		2,500.00
F79282	TDC OFFICE SUPPLIES	OFFICE DEPOT	11/4/2016	AP	48.38	-48.38	2,500.00
F79283	TDC OFFICE TACK BOARDS	OFFICE DEPOT	11/4/2016	AP	114.48	-114.48	2,500.00
F79282		OFFICE DEPOT TDC OFFICE SUPPLIES	11/4/2016	EN	48.38	0.00	2,451.62
F79283		OFFICE DEPOT TDC OFFICE TACK BOARDS	11/4/2016	EN	114.48	0.00	2,337.14
F79370	OFFICE SUPPLIES FOR TDC	OFFICE DEPOT	11/9/2016	AP	68.97	-68.97	2,337.14
F79370		OFFICE DEPOT OFFICE SUPPLIES FOR TDC	11/9/2016	EN	68.97	0.00	2,268.17
107-5200-552.30-54	**TOURIST DEVELOPMENT / DUES & SUBSCRIPTIONS**						
	BEGINNING BALANCE		8/24/2016	BB	0.00		18,000.00
F78741	FLDOT LICENSE RENEWAL FOR	FLORIDA DEPT. OF TRANSPORTATION	10/12/2016	AP	371.00	-371.00	18,000.00
F78741		FLORIDA DEPT. OF TRANSPORTATION FLDOT LICENSE RENEWAL FOR	10/12/2016	EN	371.00	0.00	17,629.00
F78760	1YR RENEWAL TO LC REPORTE	LAKE CITY REPORTER	10/13/2016	AP	78.00	-78.00	17,629.00
F78775	FFEA MEMBERSHIP RENEWAL 2	FLORIDA FESTIVALS/EVENTS ASSOC.	10/13/2016	AP	450.00	-450.00	17,629.00
F78760		LAKE CITY REPORTER 1YR RENEWAL TO LC REPORTE	10/13/2016	EN	78.00	0.00	17,551.00
F78775		FLORIDA FESTIVALS/EVENTS ASSOC. FFEA MEMBERSHIP RENEWAL 2	10/13/2016	EN	450.00	0.00	17,101.00
024524	PO ENTRY	SMITH TRAVEL RESEARCH,INC. COMMUNICATIONS/MEDIA SERV	10/17/2016	EN	4,300.00	0.00	12,801.00
024525	PO ENTRY	FLORIDA ASSOC. OF DESTINATION COMMUNICATIONS/MEDIA SERV	10/17/2016	EN	2,842.00	0.00	9,959.00
024528	PO ENTRY	THE ORIGINAL FLORIDA COMMUNICATIONS/MEDIA SERV	10/17/2016	EN	8,000.00	0.00	1,959.00
F78860		BANK OF AMERICA SUBSCRIPTIONS	10/17/2016	EN	113.23	0.00	1,845.77
024524	DESTINATION REPORTS	SMITH TRAVEL RESEARCH,INC.	10/18/2016	AP	4,300.00	-4,300.00	1,845.77
024525	MEMBERSHIP RENEWAL	FLORIDA ASSOC. OF DESTINATION	10/18/2016	AP	2,842.00	-2,842.00	1,845.77
024528	MEMBERSHIP RENEWAL	THE ORIGINAL FLORIDA	10/18/2016	AP	8,000.00	-	1,845.77

F79056	2017 CHAMBER OF COMMERCE	CHAMBER OF COMMERCE	10/27/2016	AP	195.00	-195.00	1,845.77
F79056		CHAMBER OF COMMERCE 2017 CHAMBER OF COMMERCE	10/27/2016	EN	195.00	0.00	1,650.77
F80076	SUBSCRIPTIONS	BANK OF AMERICA	12/14/2016	AP	113.23	-113.23	1,650.77
F80076		BANK OF AMERICA SUBSCRIPTIONS	12/14/2016	EN	113.23	0.00	1,537.54
F80076		BANK OF AMERICA SUBSCRIPTIONS	12/14/2016	EN	-113.23	0.00	1,650.77
F80076		BANK OF AMERICA SUBSCRIPTIONS	12/14/2016	EN	113.23	0.00	1,537.54

107-5200-552.30-56 TOURIST DEVELOPMENT / GAS & OIL

	BEGINNING BALANCE		8/24/2016	BB	0.00		3,500.00
F78765		G.W. HUNTER, INC. FUEL FOR TDC VAN	10/13/2016	EN	33.38	0.00	3,466.62
F78765		G.W. HUNTER, INC. FUEL FOR TDC VAN	10/13/2016	EN	-33.38	0.00	3,500.00
F78860		BANK OF AMERICA FUEL	10/17/2016	EN	72.99	0.00	3,427.01
F79371	FUEL FOR TDC VAN	G.W. HUNTER, INC.	11/9/2016	AP	38.31	-38.31	3,427.01
F79371		G.W. HUNTER, INC. FUEL FOR TDC VAN	11/9/2016	EN	38.31	0.00	3,388.70
F79864	FUEL FOR TDC VAN	G.W. HUNTER, INC.	12/6/2016	AP	63.72	-63.72	3,388.70
F79864		G.W. HUNTER, INC. FUEL FOR TDC VAN	12/6/2016	EN	63.72	0.00	3,324.98

107-5200-552.30-64 TOURIST DEVELOPMENT / NON-CAPITAL OUTLAY

	BEGINNING BALANCE		8/24/2016	BB	0.00		0.00
F79712	MS SURFACE BOOK FOR PAULA	CDW GOVERNMENT, INC.	11/29/2016	AP	1,804.05	-1,804.05	0.00
F79712		CDW GOVERNMENT, INC. MS SURFACE BOOK FOR PAULA	11/29/2016	EN	1,804.05	0.00	-1,804.05

107-5200-552.31-48 TOURIST DEVELOPMENT / EVENT PROMOTION

	BEGINNING BALANCE		8/24/2016	BB	0.00		25,000.00
F78763	REGISTRATION I-75WELCOMEC	VISIT FLORIDA	10/13/2016	AP	60.00	-60.00	25,000.00
F78763		VISIT FLORIDA REGISTRATION I-75WELCOMEC	10/13/2016	EN	60.00	0.00	24,940.00
024526	PO ENTRY	SUWANNEE VALLEY TRANS. AUTH. COMMUNICATIONS/MEDIA SERV	10/17/2016	EN	5,180.00	0.00	19,760.00
F79053	SPONSORSHIP OF THE 2016 4	CHAMBER OF COMMERCE	10/27/2016	AP	500.00	-500.00	19,760.00
F79053		CHAMBER OF COMMERCE SPONSORSHIP OF THE 2016 4	10/27/2016	EN	500.00	0.00	19,260.00
024526	BUS FOR 2016 HULAWEEN	SUWANNEE VALLEY TRANS. AUTH.	11/3/2016	AP	5,180.00	-3,979.39	20,460.61
F79258	FESTIVALOFLIGHTS-POLAREXP	STEPHEN FOSTER CITIZENS	11/4/2016	AP	500.00	-500.00	20,460.61
F79257		JAMMIN PRODUCTIONS, LLC 2017 GATEWAY TO FL AIRSH	11/4/2016	EN	1,000.00	0.00	19,460.61
F79258		STEPHEN FOSTER CITIZENS FESTIVALOFLIGHTS-POLAREXP	11/4/2016	EN	500.00	0.00	18,960.61
F79259		CHAMBER OF COMMERCE 2017 LC-CC CHAMBER OF COM	11/4/2016	EN	500.00	0.00	18,460.61
024569	PO ENTRY	CORNETT'S SPIRIT OF THE SUWANNEE COMMUNICATIONS/MEDIA SERV	11/7/2016	EN	3,500.00	0.00	14,960.61
024570	PO ENTRY	COLUMBIA CO RESOURCES, INC. COMMUNICATIONS/MEDIA SERV	11/7/2016	EN	5,000.00	0.00	9,960.61
024571	PO ENTRY	STEPHEN FOSTER CITIZENS COMMUNICATIONS/MEDIA SERV	11/7/2016	EN	2,500.00	0.00	7,460.61
024572	PO ENTRY	SUWANNEE VALLEY TRANS. AUTH. COMMUNICATIONS/MEDIA SERV	11/7/2016	EN	5,000.00	0.00	2,460.61
F80076	MEETING	BANK OF AMERICA	12/14/2016	AP	64.71	-64.71	2,460.61
F80076		BANK OF AMERICA MEETING	12/14/2016	EN	64.71	0.00	2,395.90
F80076		BANK OF AMERICA MEETING	12/14/2016	EN	-64.71	0.00	2,460.61
F80076		BANK OF AMERICA MEETING	12/14/2016	EN	64.71	0.00	2,395.90

107-5200-552.31-53 TOURIST DEVELOPMENT / SIGN MAINTENANCE

	BEGINNING BALANCE		8/24/2016	BB	0.00		4,000.00

F79710	FIREWALL FOR TDC LED SIGN	CDW GOVERNMENT, INC.	11/28/2016	AP	433.19	-433.19	4,000.00
F79710		CDW GOVERNMENT, INC. FIREWALL FOR TDC LED SIGN	11/28/2016	EN	433.19	0.00	3,566.81
107-5210-574.80-05	**TOURIST DEVELOPMENT / HISTORICAL MUSEUM**						
	BEGINNING BALANCE		8/24/2016	BB	0.00		5,000.00
024568	PO ENTRY	COLUMBIA COUNTY HISTORICAL MUSEUM COMMUNICATIONS/MEDIA SERV	11/7/2016	EN	5,000.00	0.00	0.00
107-5210-574.80-06	**TOURIST DEVELOPMENT / BLUE GREY ARMY, INC**						
	BEGINNING BALANCE		8/24/2016	BB	0.00		10,000.00
024522	PO ENTRY	BLUE-GREY ARMY, INC. COMMUNICATIONS/MEDIA SERV	10/17/2016	EN	10,000.00	0.00	0.00
024522	2017 SPONSORSHIP	BLUE-GREY ARMY, INC.	10/18/2016	AP	10,000.00	-10,000.00	0.00
107-5250-552.30-47	**TOURIST DEVELOPMENT / PRINTING**						
	BEGINNING BALANCE		8/24/2016	BB	0.00		5,000.00
F78576	24 PROMOTIONAL POP UP BAN	U S PRESS LLC	10/5/2016	AP	2,376.00	-2,376.00	5,000.00
F78576		U S PRESS LLC 24 PROMOTIONAL POP UP BAN	10/5/2016	EN	2,376.00	0.00	2,624.00
F78613	PROMOTIONAL PENS & BAGS F	MOTIVATORS, INC.	10/6/2016	AP	1,319.00	-1,319.00	2,624.00
F78613		MOTIVATORS, INC. PROMOTIONAL PENS & BAGS F	10/6/2016	EN	1,319.00	0.00	1,305.00
107-5250-552.30-48	**TOURIST DEVELOPMENT / ADVERTISING**						
	BEGINNING BALANCE		8/24/2016	BB	0.00		90,000.00
024521	BILLBOARD RENTAL	ANDERSON OUTDOOR MAGMT., INC.	10/1/2016	AP	400.00	-400.00	90,000.00
F78740	BREAKFAST & LUNCH CATERED	11TH STREET KITCHEN	10/12/2016	AP	675.00	-675.00	90,000.00
F78740		11TH STREET KITCHEN BREAKFAST & LUNCH CATERED	10/12/2016	EN	675.00	0.00	89,325.00
F78764	REGISTER FSRV I75WELCOMEC	VISIT FLORIDA	10/13/2016	AP	60.00	-60.00	89,325.00
F78762		COLUMBIA COUNTY SCHOOL BOARD BUS&DRIVER FOR 3 DAYS FAM	10/13/2016	EN	323.05	0.00	89,001.95
F78764		VISIT FLORIDA REGISTER FSRV I75WELCOMEC	10/13/2016	EN	60.00	0.00	88,941.95
F78777		FLORIDA OUTDOOR WRITERS ASSOC SPONSORSHIP OF FOWA BEST	10/13/2016	EN	500.00	0.00	88,441.95
F78762		COLUMBIA COUNTY SCHOOL BOARD BUS&DRIVER FOR 3 DAYS FAM	10/13/2016	EN	-323.05	0.00	88,765.00
F78777		FLORIDA OUTDOOR WRITERS ASSOC SPONSORSHIP OF FOWA BEST	10/13/2016	EN	-500.00	0.00	89,265.00
024521	PO ENTRY	ANDERSON OUTDOOR MAGMT., INC. COMMUNICATIONS/MEDIA SERV	10/17/2016	EN	3,200.00	0.00	86,065.00
024559	5 YR. STRATEGIC MKT. PLAN	GRAY RESEARCH SOLUTIONS, INC.	10/20/2016	AP	9,500.00	-9,500.00	86,065.00
024521	BILLBOARD RENT NOV 16	ANDERSON OUTDOOR MAGMT., INC.	10/28/2016	AP	400.00	-400.00	86,065.00
024559	PO ENTRY	GRAY RESEARCH SOLUTIONS, INC. COMMUNICATIONS/MEDIA SERV	11/1/2016	EN	19,000.00	0.00	67,065.00
F79276	TRAVEL REIMBURSEMENT MOUL	JAMES E. JOHNSON	11/4/2016	AP	95.23	-95.23	67,065.00
F79276		JAMES E. JOHNSON TRAVEL REIMBURSEMENT MOUL	11/4/2016	EN	95.23	0.00	66,969.77
F79599	IFEA MEMBERSHIP RENEWAL F	INTERNATIONAL FESTIVAL AND EVENTS	11/21/2016	AP	535.00	-535.00	66,969.77
F79600	2017 ABA MEMBERSHIP RENEW	ABA (AMERICAN BUS ASSOCIATION)	11/21/2016	AP	550.00	-550.00	66,969.77
F79601	ATLANTA CAMPING & RV TRAD	ATLANTA CAMPING & RV SHOW	11/21/2016	AP	725.00	-725.00	66,969.77
F79599		INTERNATIONAL FESTIVAL AND EVENTS IFEA MEMBERSHIP RENEWAL F	11/21/2016	EN	535.00	0.00	66,434.77
F79600		ABA (AMERICAN BUS ASSOCIATION) 2017 ABA MEMBERSHIP RENEW	11/21/2016	EN	550.00	0.00	65,884.77
F79601		ATLANTA CAMPING & RV SHOW ATLANTA CAMPING & RV TRAD	11/21/2016	EN	725.00	0.00	65,159.77
024521	BILLBOARD RENTAL	ANDERSON OUTDOOR MAGMT., INC.	12/1/2016	AP	400.00	-400.00	65,159.77
F79866	FOWA 2017 MEMBERSHIP DUES	FLORIDA OUTDOOR WRITERS ASSOC	12/6/2016	AP	175.00	-175.00	65,159.77

F79880	REIMBURSEMENT TO GRAY RES	GRAY RESEARCH SOLUTIONS, INC.	12/6/2016	AP	1,637.85	-1,637.85	65,159.77
F79866		FLORIDA OUTDOOR WRITERS ASSOC FOWA 2017 MEMBERSHIP DUES	12/6/2016	EN	175.00	0.00	64,984.77
F79880		GRAY RESEARCH SOLUTIONS, INC. REIMBURSEMENT TO GRAY RES	12/6/2016	EN	1,645.12	0.00	63,339.65
F79880		GRAY RESEARCH SOLUTIONS, INC. REIMBURSEMENT TO GRAY RES	12/6/2016	EN	-1,645.12	0.00	64,984.77
F79880		GRAY RESEARCH SOLUTIONS, INC. REIMBURSEMENT TO GRAY RES	12/6/2016	EN	1,697.85	0.00	63,286.92
F79880		GRAY RESEARCH SOLUTIONS, INC. REIMBURSEMENT TO GRAY RES	12/6/2016	EN	-1,697.85	0.00	64,984.77
F79880		GRAY RESEARCH SOLUTIONS, INC. REIMBURSEMENT TO GRAY RES	12/6/2016	EN	1,637.85	0.00	63,346.92
F80076	SUPPLIES	BANK OF AMERICA	12/14/2016	AP	1,666.60	-1,666.60	63,346.92
F80076		BANK OF AMERICA SUPPLIES	12/14/2016	EN	1,666.60	0.00	61,680.32
F80076		BANK OF AMERICA SUPPLIES	12/14/2016	EN	-1,666.60	0.00	63,346.92
F80076		BANK OF AMERICA SUPPLIES	12/14/2016	EN	1,666.60	0.00	61,680.32
F80212	HOTEL FOR SHANNON GRAY -	HOLIDAY INN HOTEL AND SUITES	12/21/2016	AP	178.00	-178.00	61,680.32
F80213	HOTEL FOR JUDY RANDALL -	HOLIDAY INN HOTEL AND SUITES	12/21/2016	AP	178.00	-178.00	61,680.32
F80212		HOLIDAY INN HOTEL AND SUITES HOTEL FOR SHANNON GRAY -	12/21/2016	EN	178.00	0.00	61,502.32
F80213		HOLIDAY INN HOTEL AND SUITES HOTEL FOR JUDY RANDALL -	12/21/2016	EN	178.00	0.00	61,324.32
024521	BILLBOARD RENTAL	ANDERSON OUTDOOR MAGMT., INC.	1/1/2017	AP	400.00	-400.00	61,324.32
024623	2017 FSRV VAC. GUIDE	LAKE CITY ADVERTISER	1/3/2017	AP	14,500.00	-14,500.00	61,324.32
024623	PO ENTRY	LAKE CITY ADVERTISER COMMUNICATIONS/MEDIA SERV	1/6/2017	EN	14,500.00	0.00	46,824.32
107-5250-552.31-48	**TOURIST DEVELOPMENT / EVENT PROMOTION**						
	BEGINNING BALANCE		8/24/2016	BB	0.00		0.00
F78860		BANK OF AMERICA MEALS	10/17/2016	EN	186.82	0.00	-186.82
	RECLASS TO EVENT PROMO		11/2/2016	AJ	0.00	-10.21	-197.03
	REVERSAL OF AJE 142		11/2/2016	AJ	0.00	10.21	-186.82
	RECLASS TO EVENT PROMO		11/2/2016	AJ	0.00	10.21	-176.61
	RECLASS PREPAID EXPENSES		12/12/2016	AJ	0.00	-250.00	-426.61
107-5260-552.30-48	**TOURIST DEVELOPMENT / ADVERTISING**						
	BEGINNING BALANCE		8/24/2016	BB	0.00		10,000.00
024527	PO ENTRY	I. T. I. MARKETING INC. COMMUNICATIONS/MEDIA SERV	10/17/2016	EN	6,000.00	0.00	4,000.00
024527	GETSOCIAL MEDIA HUB	I. T. I. MARKETING INC.	10/31/2016	AP	3,000.00	-3,000.00	4,000.00
107-5290-552.10-12	**TOURIST DEVELOPMENT / SALARIES**						
	BEGINNING BALANCE		8/24/2016	BB	0.00		47,040.00
	PAYROLL SUMMARY		10/13/2016	AJ	0.00	-1,809.23	45,230.77
	PAYROLL SUMMARY		10/13/2016	AJ	0.00	542.78	45,773.55
	PAYROLL SUMMARY		10/27/2016	AJ	0.00	-1,809.24	43,964.31
	PAYROLL SUMMARY		11/10/2016	AJ	0.00	-1,809.23	42,155.08
	PAYROLL SUMMARY		11/23/2016	AJ	0.00	-5,245.08	36,910.00
107-5290-552.10-21	**TOURIST DEVELOPMENT / FICA TAXES**						
	BEGINNING BALANCE		8/24/2016	BB	0.00		3,599.00
	PAYROLL SUMMARY		10/13/2016	AJ	0.00	-132.95	3,466.05
	PAYROLL SUMMARY		10/13/2016	AJ	0.00	39.89	3,505.94
	PAYROLL SUMMARY		10/27/2016	AJ	0.00	-132.95	3,372.99
	PAYROLL SUMMARY		11/10/2016	AJ	0.00	-132.95	3,240.04
	PAYROLL SUMMARY		11/23/2016	AJ	0.00	-401.24	2,838.80
107-5290-552.10-22	**TOURIST DEVELOPMENT / RETIREMENT**						
	BEGINNING BALANCE		8/24/2016	BB	0.00		0.00
	PAYROLL SUMMARY		10/13/2016	AJ	0.00	-81.23	-81.23
	PAYROLL SUMMARY		10/13/2016	AJ	0.00	24.37	-56.86
	PAYROLL SUMMARY		10/27/2016	AJ	0.00	-81.23	-138.09
	PAYROLL SUMMARY		11/10/2016	AJ	0.00	-81.23	-219.32

	PAYROLL SUMMARY		11/23/2016	AJ	0.00	-235.50	-454.82
107-5290-552.10-23	**TOURIST DEVELOPMENT / HEALTH & LIFE INSURANCE**						
	BEGINNING BALANCE		8/24/2016	BB	0.00		7,001.00
	PAYROLL SUMMARY		10/13/2016	AJ	0.00	-282.75	6,718.25
	PAYROLL SUMMARY		10/13/2016	AJ	0.00	84.83	6,803.08
	PAYROLL SUMMARY		10/27/2016	AJ	0.00	-282.75	6,520.33
	PAYROLL SUMMARY		11/10/2016	AJ	0.00	-282.75	6,237.58
107-5290-552.10-24	**TOURIST DEVELOPMENT / WORKERS COMPENSATION**						
	BEGINNING BALANCE		8/24/2016	BB	0.00		146.00
	WORKER COMP	PREFERRED GOVERNMENTAL INS. TRT	11/9/2016	AP	0.00	-8.09	137.91
	WC	PREFERRED GOVERNMENTAL INS. TRT	12/5/2016	AP	0.00	-8.09	129.82
	WC	PREFERRED GOVERNMENTAL INS. TRT	1/5/2017	AP	0.00	-8.09	121.73
107-5290-552.30-40	**TOURIST DEVELOPMENT / TRAVEL & PER DIEM**						
	BEGINNING BALANCE		8/24/2016	BB	0.00		6,000.00
F78773		KELLY LOWREY KL EXPENSE RPRT TO SPORTS	10/13/2016	EN	160.02	0.00	5,839.98
F78773		KELLY LOWREY KL EXPENSE RPRT TO SPORTS	10/13/2016	EN	-160.02	0.00	6,000.00
107-5290-552.30-48	**TOURIST DEVELOPMENT / ADVERTISING**						
	BEGINNING BALANCE		8/24/2016	BB	0.00		3,500.00
024612	TDC AD 2017 VAC. GUIDE	LAKE CITY ADVERTISER	11/28/2016	AP	1,500.00	-1,500.00	3,500.00
024612	PO ENTRY	LAKE CITY ADVERTISER COMMUNICATIONS/MEDIA SERV	12/15/2016	EN	1,500.00	0.00	2,000.00
F80468		SPORTSEVENTS MAGAZINE SPORTSEVENTS MAGAZINE AD	1/5/2017	EN	1,750.00	0.00	250.00
107-5290-552.30-54	**TOURIST DEVELOPMENT / DUES & SUBSCRIPTIONS**						
	BEGINNING BALANCE		8/24/2016	BB	0.00		5,000.00
F80479	2017 MBRSHIP DUES NAT.ASS	NATIONAL ASSOC. OF SPORTS COMM.	1/5/2017	AP	795.00	-795.00	5,000.00
F80479		NATIONAL ASSOC. OF SPORTS COMM. 2017 MBRSHIP DUES NAT.ASS	1/5/2017	EN	795.00	0.00	4,205.00
107-5291-515.30-31	**TOURIST DEVELOPMENT / PROFESSIONAL SERVICES**						
	BEGINNING BALANCE		1/5/2017	BB	0.00		0.00
107-5291-515.30-48	**TOURIST DEVELOPMENT / ADVERTISING**						
	BEGINNING BALANCE		12/5/2016	BB	0.00		0.00
107-5291-515.30-52	**TOURIST DEVELOPMENT / OPERATING SUPPLIES**						
	BEGINNING BALANCE		12/5/2016	BB	0.00		0.00

GO TO REPORT

Website Performance Report

Nov 1, 2016 - Nov 30, 2016

Some data in this report may have been removed when a threshold was applied. Learn more

All Users
100.00% Sessions

Total Users

2,313
% of Total: **100.00% (2,313)**

Total Sessions

2,549
% of Total: **100.00% (2,549)**

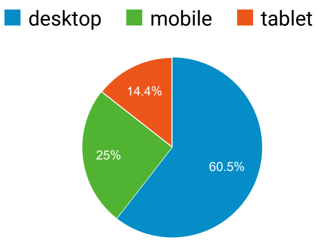
Total Pageviews

3,521
% of Total: **100.00% (3,521)**

Bounce Rate

65.36%
Avg for View: **65.36% (0.00%)**

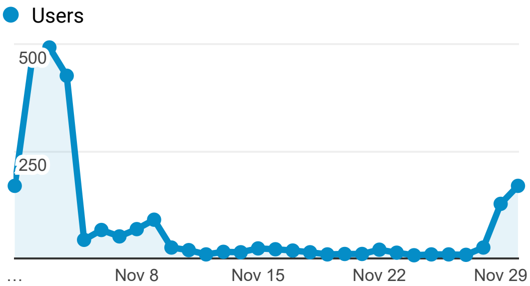
Sessions by Device



Sessions by Age

Age	Sessions	% New Sessions
55-64	213	83.10%
25-34	177	54.80%
65+	177	82.49%
45-54	153	88.89%
35-44	111	85.59%
18-24	62	62.90%

Traffic



Pageviews by Page

Page	Pageviews	Unique Pageviews
/blog/the-ultimate-3-day-weekend-guide-to-columbia-county-florida	2,180	2,062
/	537	312
/social-hub	197	71
/events	88	65
/map-categories	64	44

Campaigns

Campaign	Sessions	% New Sessions
InterfuseCA	27	3.70%

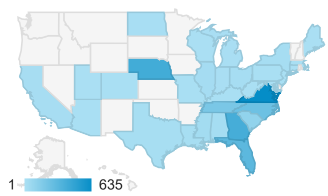
Referrals

Source	Sessions	% New Sessions
advfn.com	869	100.00%
columbiacountyfla.com	28	71.43%
m.facebook.com	22	90.91%
quirktools.com	21	0.00%
tpc.googlesyndication.com	19	100.00%

Sessions by City

City	Sessions	% New Sessions
Arlington	413	99.76%
Offutt Air Force Base	398	100.00%
Atlanta	114	92.98%
Lake City	90	38.89%
(not set)	65	98.46%

Sessions by Country



Website Performance Report

Dec 1, 2016 - Dec 31, 2016

Some data in this report may have been removed when a threshold was applied. Learn more

All Users
100.00% Sessions

Total Users

1,091
% of Total: **100.00% (1,091)**

Total Sessions

1,287
% of Total: **100.00% (1,287)**

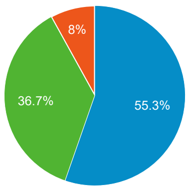
Total Pageviews

2,091
% of Total: **100.00% (2,091)**

Bounce Rate

69.39%
Avg for View: **69.39% (0.00%)**

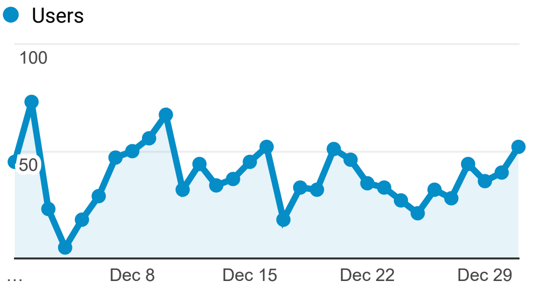
Sessions by Device



Sessions by Age

Age	Sessions	% New Sessions
25-34	160	64.38%
35-44	155	85.16%
55-64	151	80.79%
45-54	144	84.03%
18-24	105	78.10%
65+	102	89.22%

Traffic



Pageviews by Page

Page	Pageviews	Unique Pageviews
/	418	321
/map-categories?+Events=	393	333
/events	221	176
/eat	217	204
/social-hub	149	124

Campaigns

Campaign	Sessions	% New Sessions
AL.com PPC - Activities & Events	346	88.73%
AL.com PPC - Eat	208	79.81%
AL.com PPC - Stay	39	92.31%
InterfuseCA	2	50.00%
srpcflvf	1	100.00%

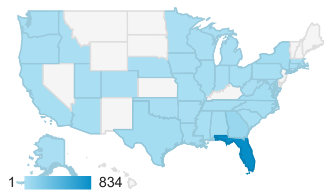
Referrals

Source	Sessions	% New Sessions
m.facebook.com	83	91.57%
columbiacountyfla.com	47	68.09%
lcfla.com	18	94.44%
l.facebook.com	8	75.00%
quirktools.com	7	0.00%

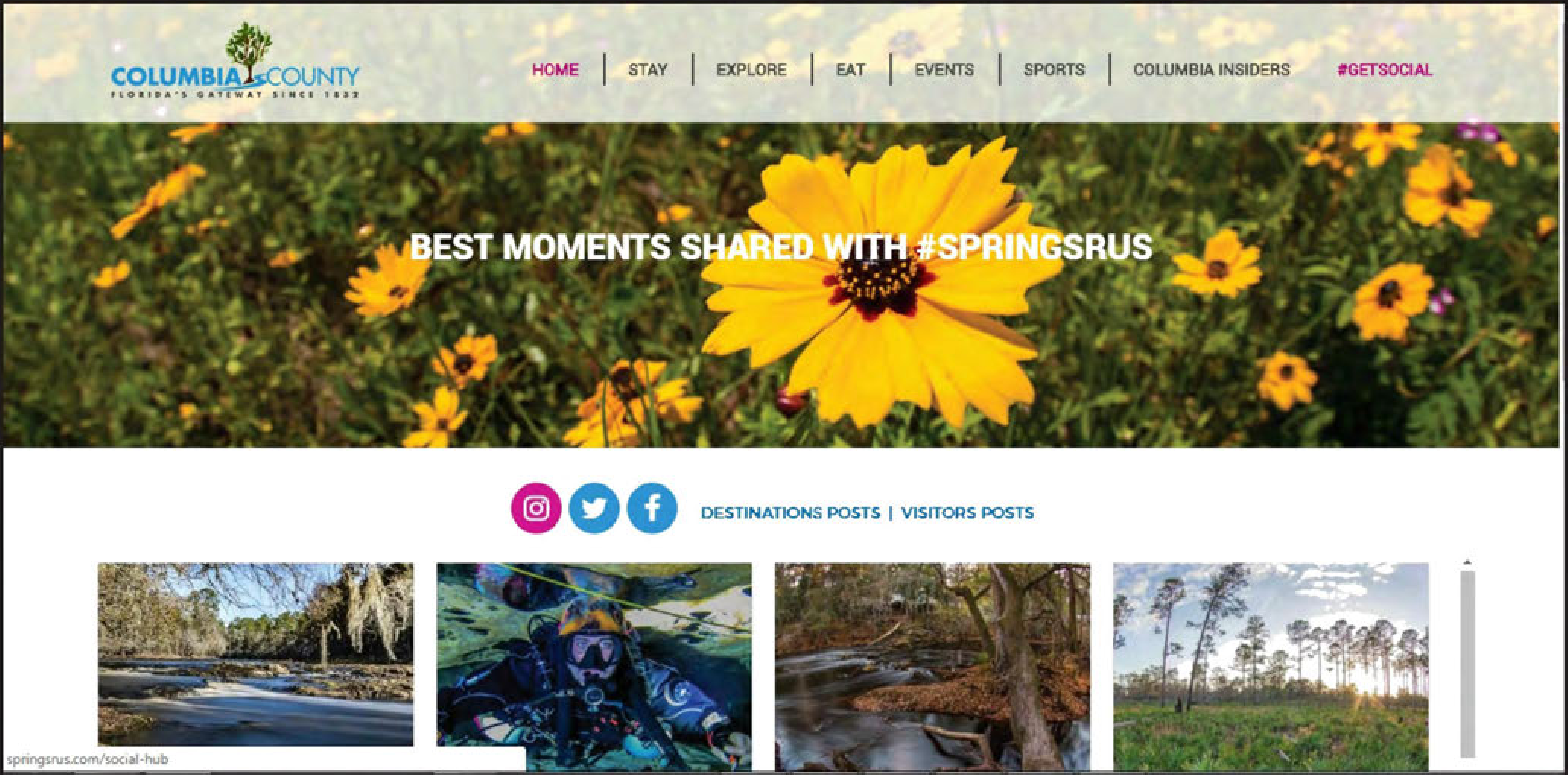
Sessions by City

City	Sessions	% New Sessions
Orlando	180	86.11%
Lake City	149	63.09%
Jacksonville	68	85.29%
(not set)	57	87.72%
Miami	57	84.21%

Sessions by Country



www.SpringsRUs.com/GetSocial



Instagram • Twitter • Facebook

Updated 01/03/17

2017 – Southside Recreation Complex Calendar

Jan 21	United Soccer Academy	Soccer Complex (1 field)	Bill Fisher	561-901-8194
Feb 10-12	USSSA Baseball	Yellow/Blue/Red/White complexes	Steve Hassett	941-587-4707
Feb 24-26	USSSA Baseball	Yellow/Blue/Red/White complexes	Steve Hassett	941-587-4707
Mar 4-5	Premier Girls Softball	Girls Softball complex	Jack Francis	904-651-3563
Mar 10-12	USSSA Girls	Girls Softball complex	Steve Hassett	941-587-4707
Mar 11-12	Perfect Game Youth Baseball	Yellow/Blue/Red/White complexes	Tak Walden	407-455-2399
Mar 18	Adult SBall Fundraiser	White Complex	Allison Mackey	386-867-5863
Mar 24-26	USSSA Baseball	Yellow/Blue/Red/White complexes	Steve Hassett	941-587-4707
May 6-7	USSSA Military Softball	White complex	Ron Mann	850-420-4605
April 1-2	Perfect Game Youth Baseball	Yellow/Blue/Red/White complexes	Tak Walden	407-455-2399
April 7-9	USSSA Girls	Girls Softball/White complexes	Steve Hassett	941-587-4707
April 22-23	Perfect Game Youth Baseball	Yellow/Blue/Red/White complexes	Tak Walden	407-455-2399
April 28-30	USSSA Baseball	Yellow/Blue/Red/White complexes	Steve Hassett	941-587-4707
April 29-20	Premier Girls Softball	Girls Softball complex	Jack Francis	904-651-3563
May 6-7	USSSA Military Softball	White Complex	Ron Mann	850-420-4605
May 12-14	USSSA Girls	Girls Softball/White complexes	Steve Hassett	941-587-4707
May 20-21	Perfect Game Youth Baseball	Yellow/Blue/Red/White complexes	Tak Walden	407-455-2399
May 26-28	USSSA Baseball	Yellow/Blue/Red/White complexes	Steve Hassett	941-587-4707
May 27-28	Premier Girls Softball	Girls Softball complex	Jack Francis	904-651-3563
June 2-4	Perfect Game Youth Baseball	Yellow/Blue/Red/White complexes	Tak Walden	407-455-2399
June 9-11	USSSA Girls	Girls Softball/White complexes	Steve Hassett	941-587-4707
June 24-25	USFA Girls SBall	Girls Softball/White complexes	Roy Hattaway	478-256-3926
July 1-2	T Ball State Tournament	Yellow/Blue/Red complexes	Larry Schneider	386-438-9589
July 1-4	Small League State	Fort White Complex	Larry Schneider	386-438-9589
July 13-16	State Baseball Tournament	Yellow/Blue/Red/White complexes	Larry Schneider	386-438-9589

COLUMBIA COUNTY
TOURIST DEVELOPMENT COUNCIL
971 W. Duval Street · Suite 145 · Lake City · Florida · 32055

The following Tourist Development Council members' terms have expired and require reappointment by the Board of County Commissioners. Additionally, per county ordinance 84R-1, council members' terms are to be staggered so that all of the members terms do not expire on the same date. Upon the expiration date listed below the terms will be eligible for a new four-year term.

NAME	TERM	EXPIRATION
MIKE COLLINS	1-Year	12.31.2017
CECIL SHAW	2-Year	12.31.2018
MAHENDRA PATEL	3-Year	12.31.2019
NICK PATEL	4 - Year	12.31.2020
NUPUR SHUKLA	4 - Year	12.31.2020

Paula Vann

From: Sherry Miller or Kerry Menger <cmcupstairs@yahoo.com>
Sent: Tuesday, January 03, 2017 5:48 PM
To: Paula Vann; cedric.may@columbiasheriff.org
Subject: Fort White Babe Ruth Baseball

Paula,

Per our conversation I am requesting that for small league state, which is July 1-4, the same funds as we received last year. We are requesting funds for the hotel rooms, county workers and possibly the restrooms. The county is working on constructing the restrooms but is unsure if they will be ready by that date. I will let you know as soon as I hear something pertaining to them.

Thank you for all your help.

Sincerely,

Sherry Miller
Fort White Babe Ruth Baseball
386-688-0832