



Wednesday, January 24, 2018 12:00 Noon

971 W. Duval Street • Lake City • FL • 32055

AGENDA

- Call to Order
- Welcome
- TDC Roll Call
- Introductions
 - ⊕ Alden Rosner
 - ⊕ Guests
- Approval of Minutes
 - ⊕ November 15, 2017, Regular Meeting Minutes
- Staff Reports
 - ⊕ Operations Report (Paula)
 - Bed Tax and Smith Travel Reports
 - Financial Reports
 - Forecast
 - ⊕ Marketing Update (Cody)
 - Website
 - Mobile App
 - #GetSocial (Social Media Update)
 - Event Calendar
 - ⊕ Sports Marketing Update (Paula)
 - Tournament Calendar
- Old Business
 - ⊕ I-75 Sign Update
- New Business
 - ⊕ Southside Raceway Presentation
- Next Meeting Wednesday, March 21, 2018
- Adjournment

Call to Order: Chairman Ron Williams called the meeting to order at 12:04 pm and he welcomed council members, staff, and guests to the meeting.

Roll Call: TDC members in attendance: Ron Williams, Robert Mann, Rusty DePratter, Nupur Shukla, Melinda Moses, Nick Patel, and Mahendra Patel. Members absent were Mike Collins. **A quorum was present.**

Staff in attendance included Paula Vann, Cody Gray, and Michelle Moore.

Guests included Stephanie Smith (Lake City RV), Brian Lewis (Gateway RC Club), Clint Pittman (BOCC), Taylor Gaines (LCR), and Sharon Yeago (Our Santa Fe River).

Approval of Minutes

- Approval of the September 20, 2017 Regular Meeting Minutes.

A motion was made by Mahendra Patel, second by Nupur Shukla to approve the minutes as presented.

The motion was approved.

Staff Reports

Operations Report:

- Annual Year-end Review with Financial Reports – Paula Vann went over the year-end review and the financial report with the council members. **A motion was made by Mahendra Patel, second by Nupur Shukla, that states the Financial Report was received. The motion was approved.**
- I-75 Sign Update – Paula Vann gave an update on the I-75 sign.
- Legislative Update – Paula Vann explained Senate Bill 658.
- Party In The Pines and Hulaween Shuttle Update – Paula Vann went over the final numbers from the shuttles for Party In The Pines and Hulaween.

Marketing Report:

- Website - Cody Gray went over the analytics for SpringsRUs.com.
- Mobile App - Cody Gray went over the analytics SpringsRUs App.
- #GetSocial - Cody Gray went over the progress with #GetSocial.
- Event Calendar - Cody Gray went over the calendar of events.

Sports Marketing Update:

- Sports Marketing Director Update – Paula Vann explained the next steps in the hiring of the Sports Marketing Director.
- Tournament Calendar – Paula Vann went over the tournament calendar.
- Proposed Sports Marketing Resolution – Paula Vann and the members discussed the proposed sports marketing resolution and suggested changes to the resolution. The members agreed that the resolution is approved with the recommended changes added. **A motion was made by Nick Patel, second by Melinda Moses, to adopt the Sports Marketing Resolution with the recommended changes. The motion was approved.**

New Business

- 2018 Meeting Calendar – Paula Vann introduced the 2018 TDC meeting calendar. **A motion was made by Mahendra Patel, second by Nupur Shukla, approving the 2018 TDC Meeting Calendar. The motion was approved.**
- Riverfest - \$1,500 – Paula Vann presented the grant funding request of \$1,500 for the 2018 Riverfest from Our Santa Fe River and made a recommendation of granting \$750 to the event. **A motion was made by Nupur Shukla, second by Nick Patel, approving the recommended \$750 grant funding to the 2018 Riverfest. The motion was approved.**
- Song Writing Contest - \$2,655 - Paula Vann presented the grant funding request of \$2,655 for the 8th Annual Our Santa Fe River Song Writing Contest and made a recommendation of granting \$1,250 to the event. **A motion was made by Mahendra Patel, second by Melinda Moses, approving the recommended \$1,250 grant funding to the 8th Annual Our Santa Fe River Song Writing Contest. The motion was approved.**

Adjournment: The next TDC meeting will be on Wednesday, January 24, 2017. **There being no additional business to come in front of the TDC at this time, the meeting was adjourned at 1:09 pm.**

Columbia County Tourist Development Tax Collections Report

Collection Month	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%)	2018 (5%)	\$ +/- Change	% +/- Change	Month Received
October	\$ 25,779	\$ 54,748	\$ 21,082	\$ 35,647	\$ 43,174	\$ 40,410	\$ 58,829	\$ 62,735	\$ 73,598	\$ 112,336	\$ 162,189	\$ 49,853	44.38%	November
November	\$ 31,961	\$ 34,333	\$ 26,672	\$ 46,996	\$ 49,892	\$ 55,111	\$ 78,728	\$ 88,387	\$ 118,680	\$ 156,077	\$ 150,034	\$ (6,043)	-3.87%	December
December	\$ 32,529	\$ 32,195	\$ 26,325	\$ 45,660	\$ 52,912	\$ 52,110	\$ 77,917	\$ 80,213	\$ 111,061	\$ 122,637		\$ (122,637)	-100.00%	January
January	\$ 27,825	\$ 30,331	\$ 28,148	\$ 49,487	\$ 54,466	\$ 48,068	\$ 74,712	\$ 75,850	\$ 110,284	\$ 127,140		\$ (127,140)	-100.00%	February
February	\$ 29,858	\$ 33,680	\$ 29,958	\$ 51,277	\$ 52,781	\$ 53,727	\$ 75,224	\$ 82,414	\$ 116,810	\$ 108,775		\$ (108,775)	-100.00%	March
March	\$ 45,121	\$ 34,702	\$ 34,528	\$ 53,288	\$ 57,097	\$ 56,750	\$ 82,902	\$ 90,915	\$ 122,393	\$ 124,571		\$ (124,571)	-100.00%	April
April	\$ 44,216	\$ 36,174	\$ 40,717	\$ 61,905	\$ 67,205	\$ 69,076	\$ 94,574	\$ 101,417	\$ 136,411	\$ 152,850		\$ (152,850)	-100.00%	May
May	\$ 35,871	\$ 31,708	\$ 52,527	\$ 54,420	\$ 51,211	\$ 69,037	\$ 75,734	\$ 87,349	\$ 128,565	\$ 133,682		\$ (133,682)	-100.00%	June
June	\$ 34,627	\$ 27,216	\$ 46,296	\$ 48,821	\$ 55,016	\$ 71,862	\$ 82,272	\$ 85,558	\$ 115,166	\$ 144,230		\$ (144,230)	-100.00%	July
July	\$ 35,240	\$ 31,036	\$ 50,805	\$ 52,594	\$ 56,128	\$ 77,193	\$ 81,103	\$ 80,819	\$ 120,338	\$ 129,543		\$ (129,543)	-100.00%	August
August	\$ 31,689	\$ 27,677	\$ 50,544	\$ 49,722	\$ 50,670	\$ 74,445	\$ 84,585	\$ 93,059	\$ 133,055	\$ 118,344		\$ (118,344)	-100.00%	September
September	\$ 30,964	\$ 20,573	\$ 37,996	\$ 40,565	\$ 42,871	\$ 60,842	\$ 68,298	\$ 73,648	\$ 97,416	\$ 94,729		\$ (94,729)	-100.00%	October
TOTALS	\$ 405,681	\$ 394,375	\$ 445,598	\$ 590,382	\$ 633,423	\$ 728,631	\$ 934,877	\$ 1,002,363	\$ 1,383,777	\$ 1,524,914	\$ 312,223	\$ (1,212,690)	10.20%	TOTALS
YTD +/-	\$ 23,414	\$ (11,306)	\$ 51,223	\$ 144,784	\$ 43,042	\$ 95,208	\$ 206,245	\$ 67,487	\$ 381,414	\$ 141,137	\$ (1,212,690)			
% +/-	6.13%	-2.79%	12.99%	32.49%	7.29%	15.03%	28.31%	7.22%	38.05%	10.20%	-79.53%			
			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 - FY2018

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Contains budget amendments

	Budgeted	Actual	Balance	Percent%
TOURIST DEV/OPERATING				
TOURIST DEVELOPMENT				
107-5200-552.10-12 SALARIES	\$124,998.00	\$32,282.50	\$92,715.50	25.83%
107-5200-552.10-21 FICA TAXES	\$9,562.00	\$2,253.16	\$7,308.84	23.56%
107-5200-552.10-22 RETIREMENT	\$9,900.00	\$2,556.74	\$7,343.26	25.83%
107-5200-552.10-23 HEALTH & LIFE INSURANCE	\$25,754.00	\$6,770.39	\$18,983.61	26.29%
107-5200-552.10-24 WORKERS COMPENSATION	\$389.00	\$124.52	\$264.48	32.01%
PERSONAL SERVICES	\$170,603.00	\$43,987.31	\$126,615.69	25.78%
107-5200-552.30-31 PROFESSIONAL SERVICES	\$2,500.00	\$355.00	\$2,145.00	14.20%
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	\$8,000.00	\$822.16	\$7,177.84	10.28%
107-5200-552.30-41 COMMUNICATIONS	\$7,000.00	\$1,387.69	\$5,612.31	19.82%
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	\$1,685.00	\$5,815.00	22.47%
107-5200-552.30-44 RENTAL & LEASES	\$17,500.00	\$5,778.60	\$11,721.40	33.02%
107-5200-552.30-45 GENERAL INSURANCE	\$5,500.00	\$4,395.84	\$1,104.16	79.92%
107-5200-552.30-46 REPAIR & MAINTENANCE	\$3,000.00	\$150.80	\$2,849.20	5.03%
107-5200-552.30-47 PRINTING	\$10,000.00	\$0.00	\$10,000.00	0.00%
107-5200-552.30-48 ADVERTISING	\$150,000.00	\$43,554.35	\$106,445.65	29.04%
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	\$733.24	\$1,766.76	29.33%
107-5200-552.30-52 OPERATING SUPPLIES	\$2,000.00	\$94.90	\$1,905.10	4.75%
107-5200-552.30-54 DUES & SUBSCRIPTIONS	\$24,000.00	\$17,645.92	\$6,354.08	73.52%
107-5200-552.30-55 TRAINING	\$12,000.00	\$245.00	\$11,755.00	2.04%
107-5200-552.30-56 GAS & OIL	\$3,500.00	\$282.43	\$3,217.57	8.07%
107-5200-552.30-64 NON-CAPITAL OUTLAY	\$0.00	\$1,475.55	(\$1,475.55)	#NUM!
OPERATING EXPENDITURES	\$293,413.00	\$112,519.48	\$180,893.52	38.35%
107-5200-552.31-48 EVENT PROMOTION	\$38,000.00	\$10,666.29	\$27,333.71	28.07%
107-5200-552.31-53 SIGN MAINTENANCE	\$110,000.00	\$221.42	\$109,778.58	0.20%
OPERATING EXPENDITURES	\$148,000.00	\$10,887.71	\$137,112.29	7.36%
107-5200-552.60-64 EQUIPMENT PURCHASES	\$30,000.00	\$10,150.75	\$19,849.25	33.84%
CAPITAL OUTLAY	\$30,000.00	\$10,150.75	\$19,849.25	33.84%
	\$642,016.00	\$177,545.25	\$464,470.75	27.65%
COMMUNITY OUTREACH				
107-5210-574.80-05 HISTORICAL MUSEUM	\$5,000.00	\$2,500.00	\$2,500.00	50.00%
107-5210-574.80-06 BLUE GREY ARMY, INC	\$10,000.00	\$10,000.00	\$0.00	100.00%
GRANTS & AIDS	\$15,000.00	\$12,500.00	\$2,500.00	83.33%
	\$15,000.00	\$12,500.00	\$2,500.00	83.33%
SPORTING EVENTS/TOURNAMEN				
107-5290-552.10-12 SALARIES	\$50,000.00	\$0.00	\$50,000.00	0.00%
107-5290-552.10-21 FICA TAXES	\$3,825.00	\$0.00	\$3,825.00	0.00%
107-5290-552.10-22 RETIREMENT	\$3,960.00	\$0.00	\$3,960.00	0.00%
107-5290-552.10-23 HEALTH & LIFE INSURANCE	\$8,585.00	\$0.00	\$8,585.00	0.00%
107-5290-552.10-24 WORKERS COMPENSATION	\$155.00	\$66.76	\$88.24	43.07%
PERSONAL SERVICES	\$66,525.00	\$66.76	\$66,458.24	0.10%
107-5290-552.30-40 TRAVEL & PER DIEM	\$10,000.00	\$0.00	\$10,000.00	0.00%
107-5290-552.30-46 REPAIR & MAINTENANCE	\$45,000.00	\$0.00	\$45,000.00	0.00%
107-5290-552.30-47 PRINTING	\$5,000.00	\$0.00	\$5,000.00	0.00%
107-5290-552.30-48 ADVERTISING	\$5,000.00	\$0.00	\$5,000.00	0.00%
107-5290-552.30-54 DUES & SUBSCRIPTIONS	\$6,000.00	\$795.00	\$5,205.00	13.25%
107-5290-552.30-55 TRAINING	\$5,000.00	\$0.00	\$5,000.00	0.00%
OPERATING EXPENDITURES	\$76,000.00	\$795.00	\$75,205.00	1.05%
107-5290-552.31-48 EVENT PROMOTION	\$30,000.00	\$0.00	\$30,000.00	0.00%
107-5290-552.31-56 SPORTS MARKETING	\$20,000.00	\$0.00	\$20,000.00	0.00%

OPERATING EXPENDITURES	\$50,000.00	\$0.00	\$50,000.00	0.00%
	\$192,525.00	\$861.76	\$191,663.24	0.45%
INTERFUND TRANSFERS OUT				
107-8100-581.90-01 TO GENERAL FUND	\$300,000.00	\$300,000.00	\$0.00	100.00%
INTERFUND TRANSFERS OUT	\$300,000.00	\$300,000.00	\$0.00	100.00%
	\$300,000.00	\$300,000.00	\$0.00	100.00%
RESERVES				
107-8400-584.90-97 EQUIPMENT RESERVE	\$2,283,747.00	\$0.00	\$2,283,747.00	0.00%
107-8400-584.90-98 CASH BALANCE FORWARD	\$208,408.00	\$0.00	\$208,408.00	0.00%
107-8400-584.90-99 CONTINGENCY/RESERVE	\$104,204.00	\$0.00	\$104,204.00	0.00%
RESERVES	\$2,596,359.00	\$0.00	\$2,596,359.00	0.00%
	\$2,596,359.00	\$0.00	\$2,596,359.00	0.00%
TOURIST DEV/OPERATING TOTALS:	\$3,745,900.00	\$490,907.01	\$3,254,992.99	13.11%

Expense Account Transactions

Printed: 01-10-2018

Showing all transactions recorded between: 11/1/2017 and 12/31/2017

<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	8/9/2017	BB	0.00		124,998.00
		PAYROLL SUMMARY	11/9/2017	AJ	0.00	-4,831.42	111,946.06
		PAYROLL SUMMARY	11/22/2017	AJ	0.00	-4,807.64	107,138.42
		PAYROLL SUMMARY	12/7/2017	AJ	0.00	-4,807.64	102,330.78
		PAYROLL SUMMARY	12/21/2017	AJ	0.00	-4,807.64	97,523.14
107-5200-552.10-21 TOURIST DEVELOPMENT / FICA TAXES							
		BEGINNING BALANCE	8/9/2017	BB	0.00		9,562.00
		PAYROLL SUMMARY	11/9/2017	AJ	0.00	-337.29	8,650.76
		PAYROLL SUMMARY	11/22/2017	AJ	0.00	-335.48	8,315.28
		PAYROLL SUMMARY	12/7/2017	AJ	0.00	-335.48	7,979.80
		PAYROLL SUMMARY	12/21/2017	AJ	0.00	-335.48	7,644.32
107-5200-552.10-22 TOURIST DEVELOPMENT / RETIREMENT							
		BEGINNING BALANCE	8/9/2017	BB	0.00		9,900.00
		PAYROLL SUMMARY	11/9/2017	AJ	0.00	-382.65	8,866.30
		PAYROLL SUMMARY	11/22/2017	AJ	0.00	-380.76	8,485.54
		PAYROLL SUMMARY	12/7/2017	AJ	0.00	-380.76	8,104.78
		PAYROLL SUMMARY	12/21/2017	AJ	0.00	-380.76	7,724.02
107-5200-552.10-23 TOURIST DEVELOPMENT / HEALTH & LIFE INSURANCE							
		BEGINNING BALANCE	8/9/2017	BB	0.00		25,754.00
		PAYROLL SUMMARY	11/9/2017	AJ	0.00	-1,062.33	22,885.71
		PAYROLL SUMMARY	11/22/2017	AJ	0.00	-1,062.33	21,823.38
		PAYROLL SUMMARY	12/7/2017	AJ	0.00	-715.11	21,108.27
		PAYROLL SUMMARY	12/21/2017	AJ	0.00	-1,062.33	20,045.94
107-5200-552.10-24 TOURIST DEVELOPMENT / WORKERS COMPENSATION							
		BEGINNING BALANCE	8/9/2017	BB	0.00		389.00
	WC	PREFERRED GOVERNMENTAL INS. TRT	11/6/2017	AP	0.00	-17.23	299.89
	WORKER COMP.	PREFERRED GOVERNMENTAL INS. TRT	12/29/2017	AP	0.00	-17.22	282.67

<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>
107-5200-552.30-31 TOURIST DEVELOPMENT / PROFESSIONAL SERVICES							
		BEGINNING BALANCE	8/9/2017	BB	0.00		2,500.00
F87577	FAC ADVERTISEMENT	BANK OF AMERICA	11/13/2017	AP	75.00	-75.00	2,220.00
F87577		BANK OF AMERICA FAC ADVERTISEMENT	11/13/2017	EN	75.00	0.00	2,145.00
107-5200-552.30-40 TOURIST DEVELOPMENT / TRAVEL & PER DIEM							
		BEGINNING BALANCE	8/9/2017	BB	0.00		8,000.00
F87577	CREDITS	BANK OF AMERICA	11/13/2017	AP	-366.30	366.30	7,245.10
F87577		BANK OF AMERICA CREDITS	11/13/2017	EN	-366.30	0.00	7,611.40
F88471	FADMO LODGING	BANK OF AMERICA	12/27/2017	AP	480.86	-480.86	7,611.40
F88471		BANK OF AMERICA FADMO LODGING	12/27/2017	EN	480.86	0.00	7,130.54
F88490	TAX REFUND	BANK OF AMERICA	12/28/2017	AP	-47.30	47.30	7,130.54
F88490		BANK OF AMERICA TAX REFUND	12/28/2017	EN	-47.30	0.00	7,177.84
107-5200-552.30-41 TOURIST DEVELOPMENT / COMMUNICATIONS							
		BEGINNING BALANCE	8/9/2017	BB	0.00		7,000.00
	VERIZON	VERIZON WIRELESS	11/20/2017	AP	0.00	-102.21	6,578.23
	VERIZON	VERIZON WIRELESS	11/20/2017	AP	0.00	-36.07	6,542.16
	VERIZON	VERIZON WIRELESS	11/20/2017	AP	0.00	-75.74	6,466.42
F87712	INTERNET FOR TDC LED BILL	COMCAST CABLE COMMUNICATIONS, INC.	11/20/2017	AP	123.76	-123.76	6,466.42
F87712		COMCAST CABLE COMMUNICATIONS, INC. INTERNET FOR TDC LED BILL	11/20/2017	EN	123.76	0.00	6,342.66
	COMCAST	COMCAST BUSINESS	11/21/2017	AP	0.00	-173.43	6,169.23
F88137	AT&T LONG DISTANCE	AT&T	12/7/2017	AP	22.37	-22.37	6,169.23
F88137		AT&T AT&T LONG DISTANCE	12/7/2017	EN	22.37	0.00	6,146.86
F88385	INTERNET FOR TDC LED BILL	COMCAST CABLE COMMUNICATIONS, INC.	12/18/2017	AP	123.76	-123.76	6,146.86
F88385		COMCAST CABLE COMMUNICATIONS, INC. INTERNET FOR TDC LED BILL	12/18/2017	EN	123.76	0.00	6,023.10
	VERIZON	VERIZON WIRELESS	12/19/2017	AP	0.00	-102.30	5,920.80
	VERIZON	VERIZON WIRELESS	12/19/2017	AP	0.00	-36.07	5,884.73
	VERIZON	VERIZON WIRELESS	12/19/2017	AP	0.00	-76.08	5,808.65
	COMCAST BUSINESS	COMCAST BUSINESS	12/27/2017	AP	0.00	-173.43	5,635.22
107-5200-552.30-43 TOURIST DEVELOPMENT / UTILITIES							
		BEGINNING BALANCE	8/9/2017	BB	0.00		7,500.00
	FPL	FPL	11/30/2017	AP	0.00	-545.48	6,348.30
	FPL	FPL	12/14/2017	AP	0.00	-533.30	5,815.00
107-5200-552.30-44 TOURIST DEVELOPMENT / RENTAL & LEASES							
		BEGINNING BALANCE	8/9/2017	BB	0.00		17,500.00
	WATER SER. & RENTAL	BLUE SUMMIT WATERS, LLC	11/7/2017	AP	0.00	-8.25	14,957.17


<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>
	WATER SER. & RENTAL	BLUE SUMMIT WATERS, LLC	11/7/2017	AP	0.00	-9.50	14,947.67
F87507	OCTOBER TDC XEROX LEASE A	XEROX CORP	11/8/2017	AP	286.28	-286.28	14,947.67
F87507		XEROX CORP OCTOBER TDC XEROX LEASE A	11/8/2017	EN	286.28	0.00	14,661.39
	DEC. 2017 RENT	WSMDD LAND TRUST	11/27/2017	AP	0.00	-1,165.49	13,495.90
	WATER & RENTAL	BLUE SUMMIT WATERS, LLC	12/5/2017	AP	0.00	-14.00	13,481.90
F88131	PITNEY BOWES LEASE 9/30 -	PITNEY BOWES GLOBAL	12/7/2017	AP	345.00	-345.00	13,481.90
F88138	TDC XEROX LEASE AGREEMENT	XEROX CORP	12/7/2017	AP	236.00	-236.00	13,481.90
F88131		PITNEY BOWES GLOBAL PITNEY BOWES LEASE 9/30 -	12/7/2017	EN	345.00	0.00	13,136.90
F88138		XEROX CORP TDC XEROX LEASE AGREEMENT	12/7/2017	EN	236.00	0.00	12,900.90
	JAN.2018 RENT	WSMDD LAND TRUST	12/21/2017	AP	0.00	-1,165.50	11,735.40
107-5200-552.30-46 TOURIST DEVELOPMENT / REPAIR & MAINTENANCE							
	BEGINNING BALANCE		8/9/2017	BB	0.00		3,000.00
F87505	PEST CONTROL FOR TDC OFFI	FLORIDA PEST CONTROL	11/8/2017	AP	35.00	-35.00	2,939.20
F87505		FLORIDA PEST CONTROL PEST CONTROL FOR TDC OFFI	11/8/2017	EN	35.00	0.00	2,904.20
F87577	CAR WASH	BANK OF AMERICA	11/13/2017	AP	8.00	-8.00	2,904.20
F87577		BANK OF AMERICA CAR WASH	11/13/2017	EN	8.00	0.00	2,896.20
F88139	PEST CONTROL FOR TDC OFFI	FLORIDA PEST CONTROL	12/7/2017	AP	35.00	-35.00	2,896.20
F88139		FLORIDA PEST CONTROL PEST CONTROL FOR TDC OFFI	12/7/2017	EN	35.00	0.00	2,861.20
F88471	CAR WASH	BANK OF AMERICA	12/27/2017	AP	12.00	-12.00	2,861.20
F88471		BANK OF AMERICA CAR WASH	12/27/2017	EN	12.00	0.00	2,849.20
107-5200-552.30-47 TOURIST DEVELOPMENT / PRINTING							
	BEGINNING BALANCE		8/9/2017	BB	0.00		10,000.00
F87506		CLEAR CHANNEL OUTDOOR 660 SQFT VINYL BANNER TO	11/8/2017	EN	2,499.00	0.00	7,501.00
F87506		CLEAR CHANNEL OUTDOOR 660 SQFT VINYL BANNER TO	11/8/2017	EN	-2,499.00	0.00	10,000.00
107-5200-552.30-48 TOURIST DEVELOPMENT / ADVERTISING							
	BEGINNING BALANCE		8/9/2017	BB	0.00		150,000.00
024883	PO ENTRY	I. T. I. MARKETING INC. COMMUNICATIONS/MEDIA SERV	11/7/2017	EN	4,000.00	0.00	52,206.41
F87506	660 SQFT VINYL BANNER TO	CLEAR CHANNEL OUTDOOR	11/8/2017	AP	2,499.00	-2,499.00	52,206.41
F87506		CLEAR CHANNEL OUTDOOR 660 SQFT VINYL BANNER TO	11/8/2017	EN	2,499.00	0.00	49,707.41
024887	PO ENTRY	VISIT FLORIDA COMMUNICATIONS/MEDIA SERV	11/9/2017	EN	8,000.00	0.00	41,707.41
	OCT. 2017 BILLING	LAKE CITY REPORTER, INC.	11/13/2017	AP	0.00	-56.90	41,650.51
F87577	ADVERTISING FACEBOOK	BANK OF AMERICA	11/13/2017	AP	399.98	-399.98	41,650.51

<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>
F87577		BANK OF AMERICA ADVERTISING FACEBOOK	11/13/2017	EN	399.98	0.00	41,250.53
F87650	CREATE/INSTALL BANNERS@HW	CLEAR CHANNEL OUTDOOR	11/16/2017	AP	1,950.00	-1,950.00	41,250.53
F87652	CREATE/INSTALL BANNERS@I1	CLEAR CHANNEL OUTDOOR	11/16/2017	AP	1,950.00	-1,950.00	41,250.53
F87653	CREATE/INSTALL BANNERS@I-	CLEAR CHANNEL OUTDOOR	11/16/2017	AP	975.00	-975.00	41,250.53
F87650		CLEAR CHANNEL OUTDOOR CREATE/INSTALL BANNERS@HW	11/16/2017	EN	1,950.00	0.00	39,300.53
F87652		CLEAR CHANNEL OUTDOOR CREATE/INSTALL BANNERS@I1	11/16/2017	EN	1,950.00	0.00	37,350.53
F87653		CLEAR CHANNEL OUTDOOR CREATE/INSTALL BANNERS@I-	11/16/2017	EN	975.00	0.00	36,375.53
F87711	DISCOVERCOLUMBIKID SCOLOR	LAKE CITY ADVERTISER	11/20/2017	AP	2,499.00	-2,499.00	36,375.53
F87711		LAKE CITY ADVERTISER DISCOVERCOLUMBIKIDSCOLOR	11/20/2017	EN	2,499.00	0.00	33,876.53
024876	SEARCH ENGINE MARKET	MADDEN MEDIA	11/30/2017	AP	2,181.82	-2,181.82	33,876.53
024864	SUBSCRIPTION RENEWAL	I. T. I. MARKETING INC.	12/3/2017	AP	4,500.00	-4,500.00	33,876.53
024883	SUB. RENEWAL	I. T. I. MARKETING INC.	12/13/2017	AP	4,000.00	-4,000.00	33,876.53
	ENTRY TO PROPER ACCOUNT	CREATIVE INFLATABLES	12/21/2017	AJ	0.00	10,150.75	44,027.28
F88471	SUPPLIES	BANK OF AMERICA	12/27/2017	AP	17.99	-17.99	44,027.28
F88471		BANK OF AMERICA SUPPLIES	12/27/2017	EN	17.99	0.00	44,009.29
F88468		OFFICE DEPOT CRAYONS FOR KIDS CORNER S	12/27/2017	EN	2,085.72	0.00	41,923.57
F88490	ADVERTISEMENT	BANK OF AMERICA	12/28/2017	AP	1,200.00	-1,200.00	41,923.57
F88490		BANK OF AMERICA ADVERTISEMENT	12/28/2017	EN	1,200.00	0.00	40,723.57
024876	STORY TELLING CAMPAIGN	MADDEN MEDIA	12/30/2017	AP	2,181.82	-2,181.82	40,723.57
107-5200-552.30-51 TOURIST DEVELOPMENT / OFFICE SUPPLIES							
	BEGINNING BALANCE		8/9/2017	BB	0.00		2,500.00
024886	PO ENTRY	OFFICE CONCEPTS AND FURNITURE COMMUNICATIONS/MEDIA SERV	11/9/2017	EN	2,845.73	0.00	-631.65
024886	PO ENTRY	OFFICE CONCEPTS AND FURNITURE COMMUNICATIONS/MEDIA SERV	11/9/2017	EN	-2,845.73	0.00	2,214.08
024893	PO ENTRY	OFFICE ENVIRONMENT CENTER, INC. COMMUNICATIONS/MEDIA SERV	11/14/2017	EN	2,845.73	0.00	-631.65
F87708	OFFICE SUPPLIES-INK AND P	OFFICE DEPOT	11/20/2017	AP	124.36	-124.36	-631.65
F87709	OFFICE SUPPLIES	OFFICE DEPOT	11/20/2017	AP	7.99	-7.99	-631.65
F87710	OFFICE SUPPLIES - 3 CPU H	OFFICE DEPOT	11/20/2017	AP	314.97	-314.97	-631.65
F87708		OFFICE DEPOT OFFICE SUPPLIES-INK AND P	11/20/2017	EN	124.36	0.00	-756.01
F87709		OFFICE DEPOT OFFICE SUPPLIES	11/20/2017	EN	7.99	0.00	-764.00
F87710		OFFICE DEPOT OFFICE SUPPLIES - 3 CPU H	11/20/2017	EN	314.97	0.00	-1,078.97

<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>
107-5200-552.30-54 TOURIST DEVELOPMENT / DUES & SUBSCRIPTIONS							
		BEGINNING BALANCE	8/9/2017	BB	0.00		24,000.00
F87577	SUBSCRIPTIONS	BANK OF AMERICA	11/13/2017	AP	138.23	-138.23	7,092.77
F87577		BANK OF AMERICA SUBSCRIPTIONS	11/13/2017	EN	138.23	0.00	6,954.54
F88175	2018 FOWA MEMBERSHIP DUES	FLORIDA OUTDOOR WRITERS ASSOC	12/8/2017	AP	175.00	-175.00	6,954.54
F88175		FLORIDA OUTDOOR WRITERS ASSOC 2018 FOWA MEMBERSHIP DUES	12/8/2017	EN	175.00	0.00	6,779.54
F88471	SUBSCRIPTIONS	BANK OF AMERICA	12/27/2017	AP	193.23	-193.23	6,779.54
F88471		BANK OF AMERICA SUBSCRIPTIONS	12/27/2017	EN	193.23	0.00	6,586.31
F88490	SUBSCRIPTIONS	BANK OF AMERICA	12/28/2017	AP	232.23	-232.23	6,586.31
F88490		BANK OF AMERICA SUBSCRIPTIONS	12/28/2017	EN	232.23	0.00	6,354.08
107-5200-552.30-56 TOURIST DEVELOPMENT / GAS & OIL							
		BEGINNING BALANCE	8/9/2017	BB	0.00		3,500.00
F87504	FUEL FOR TDC VAN	G.W. HUNTER, INC.	11/8/2017	AP	37.76	-37.76	3,338.60
F87504		G.W. HUNTER, INC. FUEL FOR TDC VAN	11/8/2017	EN	37.76	0.00	3,300.84
F88471	FUEL	BANK OF AMERICA	12/27/2017	AP	42.58	-42.58	3,300.84
F88471		BANK OF AMERICA FUEL	12/27/2017	EN	42.58	0.00	3,258.26
107-5200-552.30-64 TOURIST DEVELOPMENT / NON-CAPITAL OUTLAY							
		BEGINNING BALANCE	8/9/2017	BB	0.00		0.00
F88498	DELL COMPUTER FOR TDC MAR	DELL MARKETING L.P.	12/29/2017	AP	1,475.55	-1,475.55	0.00
F88498		DELL MARKETING L.P. DELL COMPUTER FOR TDC MAR	12/29/2017	EN	1,475.55	0.00	-1,475.55
F88499		DELL MARKETING L.P. DELL COMPUTER FOR TDC SPO	12/29/2017	EN	1,067.55	0.00	-2,543.10
107-5200-552.31-48 TOURIST DEVELOPMENT / EVENT PROMOTION							
		BEGINNING BALANCE	8/9/2017	BB	0.00		38,000.00
024867	2017 PARTY IN THE PINES	BIENVILLE PLANTATION	11/16/2017	AP	5,000.00	-5,000.00	4,913.04
F88471	ADVERTISEMENTS	BANK OF AMERICA	12/27/2017	AP	79.33	-79.33	4,913.04
F88471		BANK OF AMERICA ADVERTISEMENTS	12/27/2017	EN	79.33	0.00	4,833.71
107-5200-552.31-53 TOURIST DEVELOPMENT / SIGN MAINTENANCE							
		BEGINNING BALANCE	8/9/2017	BB	0.00		110,000.00
F87713	BULBS FOR I75 BILLBOARD	CITY ELECTRIC SUPPLY,INC.	11/20/2017	AP	18.28	-18.28	110,000.00
F87714	BASE LAMP FOR I75 BILLBOA	CITY ELECTRIC SUPPLY,INC.	11/20/2017	AP	171.14	-171.14	110,000.00
F87713		CITY ELECTRIC SUPPLY,INC. BULBS FOR I75 BILLBOARD	11/20/2017	EN	18.28	0.00	109,981.72
F87714		CITY ELECTRIC SUPPLY,INC. BASE LAMP FOR I75 BILLBOA	11/20/2017	EN	171.14	0.00	109,810.58
F88136	LIGHT FOR THE I75 BILLBOA	INTERSTATE SUPPLY	12/7/2017	AP	32.00	-32.00	109,810.58

<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>
F88136		INTERSTATE SUPPLY LIGHT FOR THE I75 BILLBOA	12/7/2017	EN	32.00	0.00	109,778.58
107-5200-552.60-64 TOURIST DEVELOPMENT / EQUIPMENT PURCHASES							
		BEGINNING BALANCE	8/9/2017	BB	0.00		30,000.00
		ENTRY TO PROPER ACCOUNT	12/21/2017	AJ	0.00	-10,150.75	19,849.25
		CREATIVE INFLATABLES					
107-5290-552.10-24 TOURIST DEVELOPMENT / WORKERS COMPENSATION							
		BEGINNING BALANCE	8/9/2017	BB	0.00		155.00
		WC	11/6/2017	AP	0.00	-9.23	107.22
		WORKER COMP.	12/29/2017	AP	0.00	-9.23	97.99
		PREFERRED GOVERNMENTAL INS. TRT					
		PREFERRED GOVERNMENTAL INS. TRT					
107-5290-552.30-54 TOURIST DEVELOPMENT / DUES & SUBSCRIPTIONS							
		BEGINNING BALANCE	8/9/2017	BB	0.00		6,000.00
F88176	2018 NASC MEMBERSHIP DUES	NATIONAL ASSOC. OF SPORTS COMM.	12/8/2017	AP	795.00	-795.00	6,000.00
F88176		NATIONAL ASSOC. OF SPORTS COMM. 2018 NASC MEMBERSHIP DUES	12/8/2017	EN	795.00	0.00	5,205.00
107-5290-552.31-48 TOURIST DEVELOPMENT / EVENT PROMOTION							
		BEGINNING BALANCE	8/9/2017	BB	0.00		30,000.00
		2018 FT WHITE BABE RUTH B	11/15/2017	AP	0.00	2,500.00	8,500.00
		FT WHITE BABE RUTH BASEBALL					

Audience Overview



All Users

+0.00% Sessions

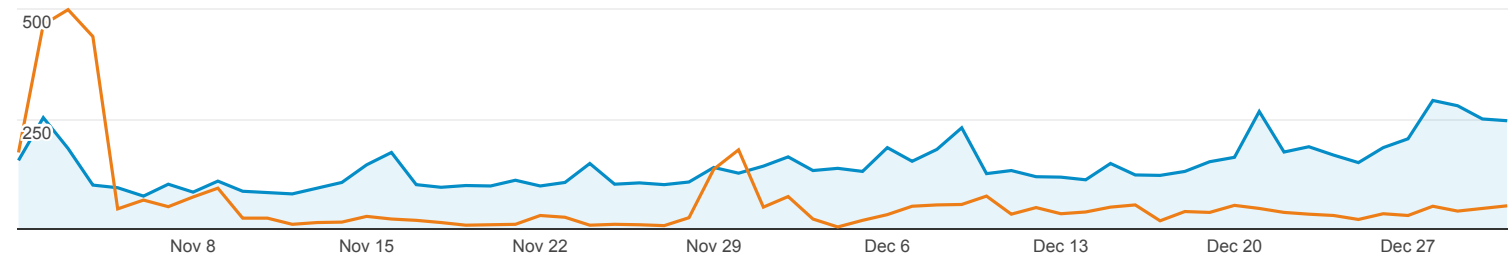
Nov 1, 2017 - Dec 31, 2017

Compare to: Nov 1, 2016 - Dec 31, 2016

Overview

Nov 1, 2017 - Dec 31, 2017: Sessions


Nov 1, 2016 - Dec 31, 2016: Sessions



Sessions

128.81%


8,777 vs 3,836



Users

130.59%


7,780 vs 3,374



Pageviews

115.20%


12,077 vs 5,612



Pages / Session

-5.95%


1.38 vs 1.46



Avg. Session Duration

-18.80%


00:00:46 vs 00:00:56



Bounce Rate

17.30%

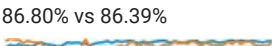
78.25% vs 66.71%



% New Sessions

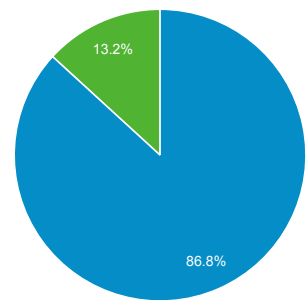
0.47%

86.80% vs 86.39%

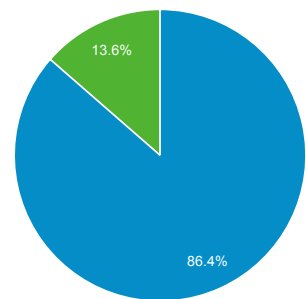


New Visitor Returning Visitor

Nov 1, 2017 - Dec 31, 2017



Nov 1, 2016 - Dec 31, 2016



Language		Sessions	% Sessions
1.	en-us		
Nov 1, 2017 - Dec 31, 2017		7,407	84.39%
Nov 1, 2016 - Dec 31, 2016		3,712	96.77%
% Change		99.54%	-12.79%
2.	en-gb		
Nov 1, 2017 - Dec 31, 2017		603	6.87%
Nov 1, 2016 - Dec 31, 2016		49	1.28%
% Change		1,130.61%	437.84%
3.	en		
Nov 1, 2017 - Dec 31, 2017		152	1.73%
Nov 1, 2016 - Dec 31, 2016		2	0.05%
% Change		7,500.00%	3,221.59%
4.	es-419		
Nov 1, 2017 - Dec 31, 2017			

	Nov 1, 2017 - Dec 31, 2017	136		1.55%
	Nov 1, 2016 - Dec 31, 2016	4		0.10%
	% Change	3,300.00%		1,385.97%
5.	es-us			
	Nov 1, 2017 - Dec 31, 2017	122		1.39%
	Nov 1, 2016 - Dec 31, 2016	3		0.08%
	% Change	3,966.67%		1,677.34%
6.	en-ca			
	Nov 1, 2017 - Dec 31, 2017	114		1.30%
	Nov 1, 2016 - Dec 31, 2016	8		0.21%
	% Change	1,325.00%		522.80%
7.	ko			
	Nov 1, 2017 - Dec 31, 2017	23		0.26%
	Nov 1, 2016 - Dec 31, 2016	0		0.00%
	% Change	100.00%		100.00%
8.	es			
	Nov 1, 2017 - Dec 31, 2017	21		0.24%
	Nov 1, 2016 - Dec 31, 2016	1		0.03%
	% Change	2,000.00%		817.81%
9.	(not set)			
	Nov 1, 2017 - Dec 31, 2017	19		0.22%
	Nov 1, 2016 - Dec 31, 2016	0		0.00%
	% Change	100.00%		100.00%
10.	en-au			
	Nov 1, 2017 - Dec 31, 2017	18		0.21%
	Nov 1, 2016 - Dec 31, 2016	1		0.03%
	% Change	1,700.00%		686.69%

2018 Events Calendar

Subject	Start Date	End Date	Location
Moonlit Paddle	1/1/2018	1/1/2018	Ichetucknee Springs State Park
Falconry Experiences, Workshop, and Academy	1/5/2018	1/7/2018	Bienville Plantation, White Springs, Florida
ICHE NIPPY DIP DAY	1/6/2018	1/6/2018	Ichetucknee Springs State Park
Lake DeSoto Farmer's Market	1/6/2018	1/6/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Wedding Expo	1/7/2018	1/7/2018	Spirit of the Suwannee Music Park
Midday Paddle	1/13/2018	1/13/2018	Ichetucknee Springs State Park
Wildlife Encounters / Owls of North Florida	1/13/2018	1/13/2018	O'Leno State Park 410 SE O'Leno Park Road, High Springs, FL 32643
Lake DeSoto Farmer's Market	1/13/2018	1/13/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Jeanie & Stephen Auditions plus Variety of Performing Musicians in the Tower	1/19/2018	1/20/2018	Stephen Foster Folk Culture Center State Park
Lake DeSoto Farmer's Market	1/20/2018	1/20/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Stephen Foster Day	1/21/2018	1/21/2018	Stephen Foster Folk Culture Center State Park
Midday Paddle	1/27/2018	1/27/2018	Ichetucknee Springs State Park
IDIDARIDE	1/27/2018	1/27/2018	Suwannee Bicycle Association
Lake DeSoto Farmer's Market	1/27/2018	1/27/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Moonlit Paddle	1/31/2018	1/31/2018	Ichetucknee Springs State Park
Time Machine History Tour	2/3/2018	2/3/2018	Ichetucknee Springs State Park
Lake DeSoto Farmer's Market	2/3/2018	2/3/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Midday Paddle	2/10/2018	2/10/2018	Ichetucknee Springs State Park
Wildlife Encounters / Owls of North Florida	2/10/2018	2/10/2018	O'Leno State Park 410 SE O'Leno Park Road, High Springs, FL 32643
Lake DeSoto Farmer's Market	2/10/2018	2/10/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Olustee Battle Reenactment	2/16/2018	2/18/2018	Olustee Battlefield
Olustee Battle Festival	2/16/2018	2/17/2018	Downtown Lake City
Midday Paddle	2/17/2018	2/17/2018	Ichetucknee Springs State Park
Suwannee Sweetheart Ride	2/17/2018	2/18/2018	Suwannee Bicycle Association
Lake DeSoto Farmer's Market	2/17/2018	2/17/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Midday Paddle	2/24/2018	2/24/2018	Ichetucknee Springs State Park
Wildlife Encounters / Owls of North Florida	2/24/2018	2/24/2018	O'Leno State Park 410 SE O'Leno Park Road, High Springs, FL 32643
WoofStock 2018	2/24/2018	2/24/2018	Darby Pavilion ~ Lake Desoto ~ Downtown Lake City, FL
Lake DeSoto Farmer's Market	2/24/2018	2/24/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Moonlit Paddle	3/1/2018	3/1/2018	Ichetucknee Springs State Park
2018 Race the Tortoise 5K Run	3/3/2018	3/3/2018	O'Leno State Park
Lake DeSoto Farmer's Market	3/3/2018	3/3/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Wildlife Encounters / Owls of North Florida	3/10/2018	3/10/2018	O'Leno State Park 410 SE O'Leno Park Road, High Springs, FL 32643
Lake DeSoto Farmer's Market	3/10/2018	3/10/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
11th Annual O'Leno Ole' Chili Cookoff	3/11/2018	3/11/2018	O'Leno State Park

2018 Events Calendar

Subject	Start Date	End Date	Location
Florida Gateway Pro Rodeo	3/16/2018	3/18/2018	Columbia County Rodeo Arena
Time Machine History Tour	3/17/2018	3/17/2018	Ichetucknee Springs State Park
Variety of Performing Musicians in the Tower	3/17/2018	3/17/2018	Stephen Foster Folk Culture Center State Park
Wild Azalea Festival	3/17/2018	3/17/2018	Town of White Springs FL
Antique, Arts, and Collectibles	3/17/2018	3/17/2018	Stephen Foster Folk Culture Center State Park
Lake DeSoto Farmer's Market	3/17/2018	3/17/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Midday Paddle	3/24/2018	3/24/2018	Ichetucknee Springs State Park
Wildlife Encounters / Owls of North Florida	3/24/2018	3/24/2018	O'Leno State Park 410 SE O'Leno Park Road, High Springs, FL 32643
2018 Gateway City Craft Beer & Wine Festival	3/24/2018	3/24/2018	Darby Pavilion 828 NE Lake DeSoto Circle, Lake City, FL 32055
Lake DeSoto Farmer's Market	3/24/2018	3/24/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Moonlit Paddle	3/31/2018	3/31/2018	Ichetucknee Springs State Park
Lake DeSoto Farmer's Market	3/31/2018	3/31/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Easter Sunrise Service	4/1/2018	4/1/2018	Stephen Foster Folk Culture Center State Park
30th Annual Antique Tractor & Engine Show	4/5/2018	4/8/2018	Stephen Foster Folk Culture Center State Park
Song Farmers of the Suwannee River Valley	4/7/2018	4/7/2018	Stephen Foster Folk Culture Center State Park
Lake DeSoto Farmer's Market	4/7/2018	4/7/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Time Machine History Tour	4/14/2018	4/14/2018	Ichetucknee Springs State Park
Wildlife Encounters / Owls of North Florida	4/14/2018	4/14/2018	O'Leno State Park 410 SE O'Leno Park Road, High Springs, FL 32643
2018 Infinity Con	4/14/2018	4/15/2018	Army National Guard Building, 490 NW Lake Jeffery Rd., Lake City, FL 32055
Suwannee River Catfish Festival	4/14/2018	4/14/2018	Greenway Park in Branford, FL
Lake DeSoto Farmer's Market	4/14/2018	4/14/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Wanee Music Festival	4/19/2018	4/21/2018	Spirit of the Suwannee Music Park
Midday Paddle	4/21/2018	4/21/2018	Ichetucknee Springs State Park
Lake DeSoto Farmer's Market	4/21/2018	4/21/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Wildlife Encounters / Owls of North Florida	4/28/2018	4/28/2018	O'Leno State Park 410 SE O'Leno Park Road, High Springs, FL 32643
Lake DeSoto Farmer's Market	4/28/2018	4/28/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Moonlit Paddle	4/29/2018	4/29/2018	Ichetucknee Springs State Park
Suwannee River Jam	5/2/2018	5/5/2018	Spirit of the Suwannee Music Park
Lake DeSoto Farmer's Market	5/5/2018	5/5/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Lake DeSoto Farmer's Market	5/12/2018	5/12/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Lake DeSoto Farmer's Market	5/19/2018	5/19/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Florida Folk Festival	5/25/2018	5/27/2018	Stephen Foster Folk Culture Center State Park

2018 Events Calendar

Subject	Start Date	End Date	Location
Lake DeSoto Farmer's Market	5/26/2018	5/26/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Annual Wellborn Blueberry Festival	6/2/2018	6/2/2018	Wellborn, FL
Lake DeSoto Farmer's Market	6/2/2018	6/2/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Lake DeSoto Farmer's Market	6/9/2018	6/9/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Lake DeSoto Farmer's Market	6/16/2018	6/16/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Lake DeSoto Farmer's Market	6/23/2018	6/23/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Lake DeSoto Farmer's Market	6/30/2018	6/30/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Lake DeSoto Farmer's Market	7/7/2018	7/7/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Lake DeSoto Farmer's Market	7/14/2018	7/14/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Lake DeSoto Farmer's Market	7/21/2018	7/21/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Lake DeSoto Farmer's Market	7/28/2018	7/28/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Lake DeSoto Farmer's Market	8/4/2018	8/4/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Lake DeSoto Farmer's Market	8/11/2018	8/11/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Lake DeSoto Farmer's Market	8/18/2018	8/18/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Lake DeSoto Farmer's Market	8/25/2018	8/25/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Lake DeSoto Farmer's Market	9/1/2018	9/1/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Old Time Music Weekend	9/7/2018	9/9/2018	Stephen Foster Folk Culture Center State Park
Midday Paddle	9/8/2018	9/8/2018	Ichetucknee Springs State Park
Lake DeSoto Farmer's Market	9/8/2018	9/8/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Time Machine History Tour	9/15/2018	9/15/2018	Ichetucknee Springs State Park
Lake DeSoto Farmer's Market	9/15/2018	9/15/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Lake DeSoto Farmer's Market	9/22/2018	9/22/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Moonlit Paddle	9/24/2018	9/24/2018	Ichetucknee Springs State Park
Lake DeSoto Farmer's Market	9/29/2018	9/29/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Midday Paddle	10/6/2018	10/6/2018	Ichetucknee Springs State Park
Art in the Park	10/6/2018	10/6/2018	Stephen Foster Folk Culture Center State Park
Lake DeSoto Farmer's Market	10/6/2018	10/6/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Time Machine History Tour	10/13/2018	10/13/2018	Ichetucknee Springs State Park
Lake DeSoto Farmer's Market	10/13/2018	10/13/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City

2018 Events Calendar

Subject	Start Date	End Date	Location
2018 Party In The Pines presented by Bienville Plantation	10/19/2018	10/20/2018	Bienville Plantation
Quilt Show and Sale	10/19/2018	10/21/2018	Stephen Foster Folk Culture Center State Park
Big Shoals Pumpkin Fest	10/20/2018	10/20/2018	Big Shoals State Park, White Springs
Withlacoochee Fall Trail Rides	10/20/2018	10/21/2018	McCulley Farms, Jasper
Lake DeSoto Farmer's Market	10/20/2018	10/20/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Moonlit Paddle	10/24/2018	10/24/2018	Ichetucknee Springs State Park
Lake DeSoto Farmer's Market	10/27/2018	10/27/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Rural Folklife Days	10/31/2018	11/1/2018	Stephen Foster Folk Culture Center State Park
Haunted Old Jail	10/31/2018	10/31/2018	Old Jail Museum Jasper
Lake DeSoto Farmer's Market	11/3/2018	11/3/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Dulcimer Retreat	11/9/2018	11/10/2018	Stephen Foster Folk Culture Center State Park
Midday Paddle	11/10/2018	11/10/2018	Ichetucknee Springs State Park
Lake DeSoto Farmer's Market	11/10/2018	11/10/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Time Machine History Tour	11/17/2018	11/17/2018	Ichetucknee Springs State Park
Lake DeSoto Farmer's Market	11/17/2018	11/17/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Moonlit Paddle	11/23/2018	11/23/2018	Ichetucknee Springs State Park
Lake DeSoto Farmer's Market	11/24/2018	11/24/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Lake DeSoto Farmer's Market	12/1/2018	12/1/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Festival of Lights	12/7/2018	12/23/2018	Stephen Foster Folk Culture Center State Park
White Springs Christmas Parade	12/7/2018	12/7/2018	Downtown White Springs
Midday Paddle	12/8/2018	12/8/2018	Ichetucknee Springs State Park
Sweets N the Streets Festival & Christmas Parade	12/8/2018	12/8/2018	Downtown Jasper
Lake DeSoto Farmer's Market	12/8/2018	12/8/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Time Machine History Tour	12/15/2018	12/15/2018	Ichetucknee Springs State Park
Lake DeSoto Farmer's Market	12/15/2018	12/15/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Moonlit Paddle	12/22/2018	12/22/2018	Ichetucknee Springs State Park
Lake DeSoto Farmer's Market	12/22/2018	12/22/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City
Lake DeSoto Farmer's Market	12/29/2018	12/29/2018	Corner of Marion Avenue and Highway 90 in Downtown Lake City

2018 Sports Events Calendar

Subject	Start Date	End Date	Location
1st Annual Winter Blast Pickleball Tournament Fundraiser (Richardson Community Center 386-754-7095)	1/19/2018	1/21/2018	Richardson Community Center 255 NE Coach Anders Lane, Lake City, FL 32055
USSSA Girls - Vince Tucker 904-591-3502	2/10/2018	2/10/2018	Girls Softball Complex
CANCELLED 11/27/2017 Perfect Game Youth Baseball - Tak Walden 407-455-2399	2/10/2018	2/11/2018	Southside Recreation Complex - Yellow/Blue/Red/White complexes
Suncoast Travel Ball - Scott Rutherford 813-245-2642	3/3/2018	3/4/2018	Southside Recreation Complex - Yellow/Blue//Red Complexes
Perfect Game Youth Baseball - Tak Walden 407-455-2399	3/10/2018	3/11/2018	Southside Recreation Complex - Yellow/Blue/Red/White complexes
USSSA Girls Softball - Vince Tucker 904-591-3502	3/17/2018	3/17/2018	Southside Recreation Complex - Girls Softball Complex
Suncoast Travel Ball - Scott Rutherford 813-245-2642	4/7/2018	4/8/2018	Southside Recreation Complex - Yellow/Blue//Red Complexes
USSSA Girls Softball - Vince Tucker 904-591-3502	4/14/2018	4/14/2018	Southside Recreation Complex - Girls Softball Complex
Perfect Game Youth Baseball - Tak Walden 407-455-2399	4/14/2018	4/15/2018	Southside Recreation Complex - Yellow/Blue/Red/White complexes
Suncoast Travel Ball - Scott Rutherford 813-245-2642	5/5/2018	5/6/2018	Southside Recreation Complex - Yellow/Blue//Red Complexes
USSSA Girls Softball - Vince Tucker 904-591-3502	5/12/2018	5/12/2018	Southside Recreation Complex - Girls Softball Complex
Perfect Game Youth Baseball - Tak Walden 407-455-2399	5/19/2018	5/20/2018	Southside Recreation Complex - Yellow/Blue/Red/White complexes
Suncoast Travel Ball - Scott Rutherford 813-245-2642	5/26/2018	5/27/2018	Southside Recreation Complex - Yellow/Blue//Red Complexes
Annual Goodwill Games Basketball Tournament (Richardson Community Center 386-754-7095)	6/2/2018	6/3/2018	Richardson Community Center 255 NE Coach Anders Lane, Lake City, FL 32055
USSSA Girls - Vince Tucker 904-591-3502	6/9/2018	6/10/2018	Southside Recreation Complex - Girls Softball Complex
Gateway RC Club - 2018 Roar Nationals (Lance McDonald 386-397-5192)	6/12/2018	6/17/2018	Southside RC Track
State Tournament - Girls Softball - Doug Robinson 386-882-4350	6/28/2018	7/2/2018	Southside Recreation Complex - Girls Softball/White Complexes