



Tourist Development Council Meeting
Wednesday, September 15, 2021 • 12:00 Noon
971 W. DUVAL STREET • SUITE 145 • LAKE CITY • FL • 32025

AGENDA

Opportunity for public comment shall be in accordance with Rule 4.704. Each person who wishes to address the Tourist Development Council or any Discussion and Action Agenda Item shall complete one comment card for each item and submit the card or cards to County Tourist Development staff in the front of the meeting room. Cards shall be submitted before the meeting is called to order. Rules of decorum and rules for public participation are attached on page two of the agenda packet.

1. Call to Order: Commissioner Rocky Ford
2. Pledge to U.S. Flag
3. Roll Call
4. New TDC Member Introduction: Janak Patel
5. Staff or TDC Member Additions or Deletions to Agenda
6. Approval of Agenda
7. Discussion and Action Items
 - a. Paula Vann, Executive Director – Tourist Development
 - i. Approval of Minutes – July 21, 2021, Meeting Minutes (Pg. 3-4)
 - ii. Bed Tax, Smith Travel Report, and Financial Reports (Pg. 5-14)
 - iii. Next TDC Meeting Date – November 17 or December 1
 - iv. Columbia County Founders Day Bicentennial Celebration Funding Request - \$2,500 (Pg. 15-17)
8. Paradise Advertising
 - a. Marketing Plan and Branding Project Update
9. Staff Reports
 - a. Paula Vann, Executive Director – Tourist Development
 - i. Flat-field Facility Master Plan Update
 - ii. Sports Tournaments
 1. Year-over-Year Comparison (Pg. 18)
 2. Current Year Sports Calendar (Pg.19)
 - b. Kim Goldsmith, Marketing Project Manager – Tourist Development
 - i. Event Calendar (Pg. 20-21)
10. Open Public Comment to the TDC – 2 Minute Limit
11. TDC Member Comments
12. Adjournment



**COLUMBIA COUNTY
BOARD OF COUNTY COMMISSIONERS
Tourist Development Council**

The Columbia County Board of County Commissioners welcomes you to the Tourist Development Council Meeting. Below you will find the Rules of Decorum and the Rules of Public Participation, which we request be followed if you choose to participate. Attached is the agenda for this meeting.

RULES OF DECORUM

1. Commissioners, county staff, members of the public, and any other person speaking during any meeting shall be respectful to the Board and all others and shall refrain from making personal attacks of any kind. Any person who becomes disorderly or fails to confine remarks to the identified subject or business at hand shall be cautioned by the Chair and given the opportunity to conclude remarks on the subject in a decorous manner within the designated time limit. Any person failing to comply as cautioned may be found to be out of order. An individual found to be out of order shall not address the Board for the remainder of the meeting unless permission is granted by a majority vote of the Commissioners present.
2. If an individual is found to be out of order, he or she shall immediately relinquish the podium. If the person does not do so, he or she may be subject to removal from the meeting room.
3. Order shall be observed while meetings are in session. Clapping, cheering, heckling, or verbal outbursts in support of or opposition to a speaker or his or her remarks are discouraged. Interruptions of any kind will not be permitted. All attendees shall come to order when called upon to do so by the Chair. Failure to come to order may result in removal of the individual or individuals determined by the Chair to be disrupting the meeting. Persons exiting the meeting while in session shall do so in a quiet and courteous manner.
4. In the interest of public safety, no signs or placards shall be mounted on sticks, posts, poles or similar structures. Any other signs, placards, or banners shall be displayed so as not to disrupt meetings or interfere with public view of board business.

Adopted by Resolution 2017R-23

1. Call to Order: Commissioner Rocky Ford called the meeting to order at 12:03pm

2. Pledge to U.S. Flag

3. Roll Call: Paula Vann

TDC members in attendance: Commissioner Rocky Ford, Robert Mann, Chris Candler, Mahendra Patel, and Janet Moses. **A quorum was present.**

TDC members not in attendance: Mayor of Lake City -Stephen Witt, Mayor of Ft. White - Ronnie Frazier, Dennille Decker, and Stephanie Smith

Staff in attendance: Paula Vann, Alden Rosner, Kim Goldsmith, and Michelle Moore

Guests included: Clint Pittman (CCBCC), David Kraus (CCBCC), Dr. Christopher Mark Esing, Kim Estergren (Museum), Faye Boling-Warren (Blue Grey), Chrissy Miller (Fairgrounds), Stephen Bailey (Fairgrounds), Ryan Gambel (SOSMP), Ken Lacey (Pickleball), Stew Lilker (CC Observer), Joey O'Hern (Chamber).

4. Staff or TDC Member Additions or Deletions to Agenda

- Move flatfield master plan from staff reports up to action items a. v.
- Move 2022 funding requests from a. iv. to a. ii. under action items

5. Approval of Agenda

A motion was made by Mahendra Patel, second by Robert Mann, to approve the agenda with changes.

The motion was approved.

6. Discussion and Action Items

a. Paula Vann, Executive Director – Tourist Development

i. Approval of Minutes – May 26, 2021, Meeting Minutes

A motion was made by Mahendra Patel, second by Chris Candler to approve the minutes as presented. The motion was approved.

ii. 2022 Funding Requests

1. Historical Sponsorship Requests – Total \$15,000

2. New Sponsorship Requests – Total \$33,000 and Sports \$50,000

A motion was made by Mahendra Patel, second by Chris Candler to approve lump sum the following funding request amounts-

\$10,000 grant funding request for Blue-Grey Army - Olustee Festival 2022

\$5,000 grant funding request for Lake City-Columbia County Historical Museum

\$2,500 grant funding request for Lake City - Columbia County Chamber of Commerce 2021 Gateway City Craft Beer & Wine Festival

\$3,500 grant funding request for Spirit of the Suwannee Music Park - Suwannee River Jam 2022

\$2,500 grant funding request for Stephen Foster Folk Culture Center State Park - Florida Folk Festival

\$1,500 grant funding request for Suwannee Bicycle Association - Trail Head Brochure

\$5,000 grant funding for Columbia County Resources – Florida Gateway Fair, Rodeo, Barrel Races, and Cars for a Cause Car Show

\$18,000 Lump Sum for any events that are created in the coming year

\$2,000 Winter Blast Pickleball Tournament Richardson Community Center

\$2,500 Babe Ruth - Lake City Columbia County Youth Baseball

\$2,500 Small League State Tournament Fort White Babe Ruth
\$10,000 Babe Ruth State Tournament
\$8,000 Backwards K Jax
\$25,000 Lump Sum for any sports events that occur in the coming year
The motion was approved.

iii. Bed Tax, Smith Travel Report, and Financial Reports

A motion was made by Robert Mann, second by Mahendra Patel, to approve the Financial Reports. The motion was approved.

iv. 2022 Budget Review

A motion was made by Mahendra Patel, second by Robert Mann to approve the 2022 Budget. The motion was approved.

v. Flatfield Facility Master Plan Update

A motion was made by Robert Mann, second by Dennille Decker, to move money from reserves for the \$330,000 for the Regional Park Master Plan Development Services. The motion was approved.

7. Staff Reports

- a. Paula Vann, Executive Director – Tourist Development
 - i. Marketing Agency and Rebrand Update
- b. Kim Goldsmith, Marketing Project Manager – Tourist Development
 - i. Website Analytics
- c. Alden Rosner, Sports Marketing Director – Tourist Development
 - i. Year-over-Year Comparison
 - ii. Current Year Sports Calendar

8. Open Public Comment to the TDC – 2 Minute Limit

Dr. Christopher Mark Easing completed a comment card and gave a presentation on a new event 200th Anniversary 1821 Founders Day Bicentennial Celebration on November 20th, 2021, at Wilson Park & Olustee Park.

9. TDC Member Comments

10. Next TDC Meeting is Wednesday, September 15, 2021

11. Adjournment –12:55 pm

A motion for adjournment was made by Mahendra Patel, second by Robert Mann. The motion was approved.

Columbia County Tourist Development Tax Collections Report

Collection Month	2011 (3%)	2012 (3%)	2013 3% Oct. - Apr 4% May-Sept	2014 (4%)	2015 (4%)	2016 (5%)	2017 (5%)	2018 (5%)	2019 (5%)	2020 (5%)	2021 (5%)	\$ +/- Change	% +/- Change	Month Received	YTD
October	\$ 35,647	\$ 43,174	\$ 40,410	\$ 58,829	\$ 62,735	\$ 73,598	\$ 112,336	\$ 162,189	\$ 110,960	\$ 125,750	\$ 112,804	\$ (12,946)	-10.30%	November	-10.30%
November	\$ 46,996	\$ 49,892	\$ 55,111	\$ 78,728	\$ 88,387	\$ 118,680	\$ 156,077	\$ 150,034	\$ 145,524	\$ 134,575	\$ 93,458	\$ (41,117)	-28.25%	December	-20.77%
December	\$ 45,660	\$ 52,912	\$ 52,110	\$ 77,917	\$ 80,213	\$ 111,061	\$ 122,637	\$ 131,390	\$ 151,927	\$ 128,118	\$ 113,018	\$ (15,100)	-9.94%	January	-17.81%
January	\$ 49,487	\$ 54,466	\$ 48,068	\$ 74,712	\$ 75,850	\$ 110,284	\$ 127,140	\$ 119,796	\$ 111,843	\$ 123,903	\$ 96,994	\$ (26,909)	-24.06%	February	-18.75%
February	\$ 51,277	\$ 52,781	\$ 53,727	\$ 75,224	\$ 82,414	\$ 116,810	\$ 108,775	\$ 127,113	\$ 118,896	\$ 113,471	\$ 138,707	\$ 25,236	21.23%	March	-11.32%
March	\$ 53,288	\$ 57,097	\$ 56,750	\$ 82,902	\$ 90,915	\$ 122,393	\$ 124,571	\$ 131,559	\$ 128,302	\$ 156,441	\$ 135,968	\$ (20,473)	-15.96%	April	-11.67%
April	\$ 61,905	\$ 67,205	\$ 69,076	\$ 94,574	\$ 101,417	\$ 136,411	\$ 152,850	\$ 159,335	\$ 165,950	\$ 92,863	\$ 165,572	\$ 72,709	43.81%	May	-2.13%
May	\$ 54,420	\$ 51,211	\$ 69,037	\$ 75,734	\$ 87,349	\$ 128,565	\$ 133,682	\$ 131,627	\$ 122,523	\$ 46,245	\$ 164,545	\$ 118,300	96.55%	June	10.82%
June	\$ 48,821	\$ 55,016	\$ 71,862	\$ 82,272	\$ 85,558	\$ 115,166	\$ 144,230	\$ 127,219	\$ 134,670	\$ 80,787	\$ 181,625	\$ 100,838	74.88%	July	20.01%
July	\$ 52,594	\$ 56,128	\$ 77,193	\$ 81,103	\$ 80,819	\$ 120,338	\$ 129,543	\$ 138,643	\$ 141,489	\$ 117,437	\$ 164,354	\$ 46,917	33.16%	August	22.10%
August	\$ 49,722	\$ 50,670	\$ 74,445	\$ 84,585	\$ 93,059	\$ 133,055	\$ 118,344	\$ 121,954	\$ 125,179	\$ 106,457		\$ (106,457)	-85.04%	September	11.50%
September	\$ 40,565	\$ 42,871	\$ 60,842	\$ 68,298	\$ 73,648	\$ 97,416	\$ 94,729	\$ 105,317	\$ 112,419	\$ 112,310		\$ (112,310)	-99.90%	October	2.14%
TOTALS	\$ 590,382	\$ 633,423	\$ 728,631	\$ 934,877	\$ 1,002,363	\$ 1,383,777	\$ 1,524,914	\$ 1,606,176	\$ 1,569,682	\$ 1,338,358	\$ 1,367,046		0.00%	TOTALS	
YTD +/-	\$ 144,784	\$ 43,042	\$ 95,208	\$ 206,245	\$ 67,487	\$ 381,414	\$ 141,137	\$ 81,263	\$ (36,495)	\$ (231,324)	\$ 28,688				
% +/-	32.49%	7.29%	15.03%	28.31%	7.22%	38.05%	10.20%	5.33%	-2.27%	-14.74%	2.14%				
	Adj. for Increase Set equal to 3%		Adj. for Increase Set all equal to 3%	Adj. for Increase Set equal to 4%		Adj. for Increase Set equal to 5%									
\$ +/-	\$ 41,068.91		\$ 6,863.01	\$ 81,161.27		\$ 130,822.91									
	7.48%		1.08%	9.51%		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 - FY2021

Printed: 9/10/2021 1:26:47 PM
Contains budget amendments

	<u>Budgeted</u>	<u>Actual</u>	<u>Balance</u>	<u>Percent%</u>
TOURIST DEV/OPERATING				
TOURIST DEVELOPMENT				
107-5200-552.10-12 SALARIES	\$129,886.00	\$126,039.04	\$3,846.96	97.04%
107-5200-552.10-21 FICA TAXES	\$9,936.00	\$8,919.69	\$1,016.31	89.77%
107-5200-552.10-22 RETIREMENT	\$12,988.00	\$12,430.98	\$557.02	95.71%
107-5200-552.10-23 HEALTH & LIFE INS	\$29,971.00	\$30,441.99	(\$470.99)	101.57%
107-5200-552.10-24 WORKERS COMPENSATION	\$184.00	\$173.35	\$10.65	94.21%
PERSONAL SERVICES	\$182,965.00	\$178,005.05	\$4,959.95	97.29%
107-5200-552.30-31 PROFESSIONAL SERVICES	\$1,000.00	\$0.00	\$1,000.00	0.00%
107-5200-552.30-35 ADMINISTRATION FEE TO GF	\$33,913.00	\$33,913.00	\$0.00	100.00%
107-5200-552.30-40 TRAVEL & PER DIEM	\$1,000.00	\$2,059.27	(\$1,059.27)	205.93%
107-5200-552.30-41 COMMUNICATIONS	\$7,500.00	\$15,177.39	(\$7,677.39)	202.37%
107-5200-552.30-42 POSTAGE	\$2,000.00	\$12.94	\$1,987.06	0.65%
107-5200-552.30-43 UTILITIES	\$5,500.00	\$3,525.24	\$1,974.76	64.10%
107-5200-552.30-44 RENTALS & LEASES	\$21,000.00	\$34,734.30	(\$13,734.30)	165.40%
107-5200-552.30-45 GENERAL INSURANCE	\$5,400.00	\$5,828.71	(\$428.71)	107.94%
107-5200-552.30-46 REPAIR & MAINTENANCE	\$2,000.00	\$1,411.18	\$588.82	70.56%
107-5200-552.30-47 PRINTING & LEGAL ADS	\$5,000.00	\$585.30	\$4,414.70	11.71%
107-5200-552.30-48 SPORTS ADVERTISING	\$258,000.00	\$156,505.57	\$101,494.43	60.66%
107-5200-552.30-51 OFFICE SUPPLIES	\$1,500.00	\$122.78	\$1,377.22	8.19%
107-5200-552.30-52 OPERATING SUPPLIES	\$0.00	\$1,001.16	(\$1,001.16)	0.00%
107-5200-552.30-54 SUBSCRIPTIONS & DUES	\$18,000.00	\$13,620.32	\$4,379.68	75.67%
107-5200-552.30-55 TRAINING	\$1,000.00	\$1,093.00	(\$93.00)	109.30%
107-5200-552.30-56 GAS & OIL	\$1,000.00	\$127.90	\$872.10	12.79%
107-5200-552.30-64 NON-CAPITAL OUTLAY	\$14,941.00	\$12,022.75	\$2,918.25	80.47%
OPERATING EXPENDITURES	\$378,754.00	\$281,740.81	\$97,013.19	74.39%
107-5200-552.31-48 SPORTS EVENT PROMOTION	\$10,000.00	\$5,282.48	\$4,717.52	52.82%
107-5200-552.31-53 SIGN MAINTENANCE	\$4,000.00	\$961.50	\$3,038.50	24.04%
OPERATING EXPENDITURES	\$14,000.00	\$6,243.98	\$7,756.02	44.60%
107-5200-552.60-31 PROF SERVICES-CAPITALIZED	\$6,599.00	\$1,164.46	\$5,434.54	17.65%
107-5200-552.60-61 LAND	\$2,200.00	\$2,199.57	\$0.43	99.98%
107-5200-552.60-63 INFRASTRUCTURE	\$559,522.00	\$417,271.02	\$142,250.98	74.58%

107-5200-552.60-64 MACHINERY AND EQUIPMENT	\$12,153.00	\$8,722.90	\$3,430.10	71.78%
CAPITAL OUTLAY	\$580,474.00	\$429,357.95	\$151,116.05	73.97%
	\$1,156,193.00	\$895,347.79	\$260,845.21	77.44%
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	\$0.00	\$10,000.00	0.00%
GRANTS & AIDS	\$15,000.00	\$2,500.00	\$12,500.00	16.67%
	\$15,000.00	\$2,500.00	\$12,500.00	16.67%
SPORTING EVENTS/TOURNAMEN				
107-5290-552.10-12 SALARIES	\$51,539.00	\$49,789.62	\$1,749.38	96.61%
107-5290-552.10-21 FICA TAXES	\$3,942.00	\$3,786.13	\$155.87	96.05%
107-5290-552.10-22 RETIREMENT	\$5,153.00	\$4,930.21	\$222.79	95.68%
107-5290-552.10-23 HEALTH & LIFE INS	\$9,990.00	\$10,873.42	(\$883.42)	108.84%
107-5290-552.10-24 WORKERS COMPENSATION	\$75.00	\$70.61	\$4.39	94.15%
PERSONAL SERVICES	\$70,699.00	\$69,449.99	\$1,249.01	98.23%
107-5290-552.30-31 PROFESSIONAL SERVICES	\$1,000.00	\$0.00	\$1,000.00	0.00%
107-5290-552.30-40 TRAVEL & PER DIEM	\$2,000.00	\$0.00	\$2,000.00	0.00%
107-5290-552.30-41 COMMUNICATIONS	\$2,000.00	\$0.00	\$2,000.00	0.00%
107-5290-552.30-46 REPAIR & MAINTENANCE	\$500.00	\$0.00	\$500.00	0.00%
107-5290-552.30-47 PRINTING & LEGAL ADS	\$1,000.00	\$0.00	\$1,000.00	0.00%
107-5290-552.30-48 SPORTS ADVERTISING	\$10,000.00	\$7,573.37	\$2,426.63	75.73%
107-5290-552.30-52 OPERATING SUPPLIES	\$0.00	\$209.95	(\$209.95)	0.00%
107-5290-552.30-54 SUBSCRIPTIONS & DUES	\$4,000.00	\$2,795.00	\$1,205.00	69.88%
107-5290-552.30-55 TRAINING	\$1,500.00	(\$15.00)	\$1,515.00	-1.00%
107-5290-552.30-56 GAS & OIL	\$1,000.00	\$302.92	\$697.08	30.29%
OPERATING EXPENDITURES	\$23,000.00	\$10,866.24	\$12,133.76	47.24%
107-5290-552.31-48 SPORTS EVENT PROMOTION	\$41,500.00	\$22,890.51	\$18,609.49	55.16%
107-5290-552.31-56 SPORTS MARKETING	\$15,000.00	\$0.00	\$15,000.00	0.00%
OPERATING EXPENDITURES	\$56,500.00	\$22,890.51	\$33,609.49	40.51%
	\$150,199.00	\$103,206.74	\$46,992.26	68.71%
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	\$597,738.00	\$0.00	\$597,738.00	0.00%
107-8400-584.90-98 CASH BALANCE FORWARD	\$187,522.00	\$0.00	\$187,522.00	0.00%
107-8400-584.90-99 CONTINGENCY/RESERVE	\$96,148.00	\$0.00	\$96,148.00	0.00%
RESERVES	\$881,408.00	\$0.00	\$881,408.00	0.00%
	\$881,408.00	\$0.00	\$881,408.00	0.00%
TOURIST DEV/OPERATING TOTALS:	\$2,502,800.00	\$1,301,054.53	\$1,201,745.47	51.98%
GRAND TOTALS:	\$2,502,800.00	\$1,301,054.53	\$1,201,745.47	51.98%

Expense Account Transactions

Printed: 09-10-2021

Showing all transactions recorded between: 7/1/2021 and 8/31/2021

<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	5/25/2021	BB	0.00		43,811.90
		PAYROLL SUMMARY	7/2/2021	AJ	0.00	-4,995.62	28,825.04
		PAYROLL SUMMARY	7/16/2021	AJ	0.00	-4,995.62	23,829.42
		PAYROLL SUMMARY	7/30/2021	AJ	0.00	-4,995.62	18,833.80
		PAYROLL SUMMARY	8/13/2021	AJ	0.00	-4,995.61	13,838.19
		PAYROLL SUMMARY	8/27/2021	AJ	0.00	-4,995.61	8,842.58
107-5200-552.10-21 TOURIST DEVELOPMENT / FICA TAXES							
		BEGINNING BALANCE	9/11/2020	BB	0.00		9,936.00
		PAYROLL SUMMARY	7/2/2021	AJ	0.00	-342.04	2,764.99
		PAYROLL SUMMARY	7/16/2021	AJ	0.00	-342.04	2,422.95
		PAYROLL SUMMARY	7/30/2021	AJ	0.00	-382.15	2,040.80
		PAYROLL SUMMARY	8/13/2021	AJ	0.00	-342.04	1,698.76
		PAYROLL SUMMARY	8/27/2021	AJ	0.00	-342.04	1,356.72
107-5200-552.10-22 TOURIST DEVELOPMENT / RETIREMENT							
		BEGINNING BALANCE	9/11/2020	BB	0.00		12,988.00
		PAYROLL SUMMARY	7/2/2021	AJ	0.00	-540.53	3,259.66
		PAYROLL SUMMARY	7/16/2021	AJ	0.00	-540.53	2,719.13
		PAYROLL SUMMARY	7/30/2021	AJ	0.00	-540.53	2,178.60
		PAYROLL SUMMARY	8/13/2021	AJ	0.00	-540.53	1,638.07
		PAYROLL SUMMARY	8/27/2021	AJ	0.00	-540.52	1,097.55
107-5200-552.10-23 TOURIST DEVELOPMENT / HEALTH & LIFE INS							
		BEGINNING BALANCE	5/25/2021	BB	0.00		8,832.47
		PAYROLL SUMMARY	7/2/2021	AJ	0.00	-1,314.68	4,861.89
		PAYROLL SUMMARY	7/16/2021	AJ	0.00	-1,314.68	3,547.21
		PAYROLL SUMMARY	7/30/2021	AJ	0.00	-70.34	3,476.87
		PAYROLL SUMMARY	8/13/2021	AJ	0.00	-1,314.68	2,162.19

<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>
		PAYROLL SUMMARY	8/27/2021	AJ	0.00	-1,314.68	847.51
107-5200-552.10-24 TOURIST DEVELOPMENT / WORKERS COMPENSATION							
		BEGINNING BALANCE	9/11/2020	BB	0.00		184.00
	WC FL1 0121012 20-19	PREFERRED GOVERNMENTAL INS. TRT	7/1/2021	AP	0.00	-14.02	10.65
107-5200-552.30-40 TOURIST DEVELOPMENT / TRAVEL & PER DIEM							
		BEGINNING BALANCE	9/11/2020	BB	0.00		1,000.00
P19940	PANAMA CITY SPORTS PARK T	ROCKY FORD	7/9/2021	AP	36.00	-36.00	-1,023.27
P19940		ROCKY FORD PANAMA CITY SPORTS PARK T	7/9/2021	EN	36.00	0.00	-1,059.27
107-5200-552.30-41 TOURIST DEVELOPMENT / COMMUNICATIONS							
		BEGINNING BALANCE	9/11/2020	BB	0.00		7,500.00
	823142178-00001	VERIZON WIRELESS JUN 11 - JUL 10 2021	7/10/2021	AP	0.00	-333.38	-4,663.04
	ETHERNET	COMCAST BUSINESS 7/15/21 - 8/14/21	7/15/2021	AP	0.00	-271.50	-4,934.54
P20458	LONG DISTANCE FOR JUL 202	AT&T	7/29/2021	AP	25.31	-25.31	-4,934.54
P20462	INTERNET FOR I-75 SIGN JU	COMCAST CABLE COMMUNICATIONS, INC.	7/29/2021	AP	133.76	-133.76	-4,934.54
P20458		AT&T LONG DISTANCE FOR JUL 202	7/29/2021	EN	25.31	0.00	-4,959.85
P20462		COMCAST CABLE COMMUNICATIONS, INC. INTERNET FOR I-75 SIGN JU	7/29/2021	EN	133.76	0.00	-5,093.61
	823142178-00001	VERIZON WIRELESS JUL 11 - AUG 10 2021	8/10/2021	AP	0.00	-333.87	-5,427.48
	ACCT# 939055337	COMCAST BUSINESS AUG 15 - SEP 14 2021	8/15/2021	AP	0.00	-271.50	-5,698.98
P21146	LONG DISTANCE FOR AUG 202	AT&T	8/26/2021	AP	25.68	-25.68	-5,698.98
P21148	INTERNET FOR I-75 SIGN AU	COMCAST CABLE COMMUNICATIONS, INC.	8/26/2021	AP	133.76	-133.76	-5,698.98
P21169	ECO. DEV. CONFERENCE RM P	STRICTLY TECHNOLOGY LLC	8/26/2021	AP	1,818.97	-1,818.97	-5,698.98
P21146		AT&T LONG DISTANCE FOR AUG 202	8/26/2021	EN	25.68	0.00	-5,724.66
P21148		COMCAST CABLE COMMUNICATIONS, INC. INTERNET FOR I-75 SIGN AU	8/26/2021	EN	133.76	0.00	-5,858.42
P21169		STRICTLY TECHNOLOGY LLC ECO. DEV. CONFERENCE RM P	8/26/2021	EN	1,818.97	0.00	-7,677.39
107-5200-552.30-43 TOURIST DEVELOPMENT / UTILITIES							
		BEGINNING BALANCE	9/11/2020	BB	0.00		5,500.00
	26838-34473	FPL	7/14/2021	AP	0.00	-343.65	2,343.00
	26838-34473	FPL	8/13/2021	AP	0.00	-368.24	1,974.76
107-5200-552.30-44 TOURIST DEVELOPMENT / RENTALS & LEASES							
		BEGINNING BALANCE	5/25/2021	BB	0.00		492.75
	RENT OF OFFICE SPACE	WSMDD LAND TRUST	7/29/2021	AP	0.00	-2,750.00	-10,734.15
P20463	XEROX LEASE FOR JUL2021	XEROX CORP	7/29/2021	AP	113.45	-113.45	-10,734.15

<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>
P20463		XEROX CORP XEROX LEASE FOR JUL2021	7/29/2021	EN	113.45	0.00	-10,847.60
P21149	XEROX LEASE FOR AUG2021	XEROX CORP	8/26/2021	AP	136.70	-136.70	-10,847.60
P21149		XEROX CORP XEROX LEASE FOR AUG2021	8/26/2021	EN	136.70	0.00	-10,984.30
	RENT OF OFFICE SPACE	WSMDD LAND TRUST	8/30/2021	AP	0.00	-2,750.00	-13,734.30
107-5200-552.30-45 TOURIST DEVELOPMENT / GENERAL INSURANCE							
	BEGINNING BALANCE		9/11/2020	BB	0.00		5,400.00
	PK FL1 0121012 20-19	PUBLIC RISK INSURANCE ADVISORS	7/6/2021	AP	0.00	-5.64	-428.71
107-5200-552.30-46 TOURIST DEVELOPMENT / REPAIR & MAINTENANCE							
	BEGINNING BALANCE		7/2/2021	BB	0.00		2,490.46
P19935	PEST CONTROL FOR JULY2021	FLORIDA PEST CONTROL	7/9/2021	AP	35.00	-35.00	2,490.46
P19935		FLORIDA PEST CONTROL PEST CONTROL FOR JULY2021	7/9/2021	EN	35.00	0.00	2,455.46
P20891	PEST CONTROL FOR AUG2021	FLORIDA PEST CONTROL	8/12/2021	AP	35.00	-35.00	2,455.46
P20891		FLORIDA PEST CONTROL PEST CONTROL FOR AUG2021	8/12/2021	EN	35.00	0.00	2,420.46
107-5200-552.30-48 TOURIST DEVELOPMENT / SPORTS ADVERTISING							
	BEGINNING BALANCE		6/17/2021	BB	0.00		101,966.93
026111	ADVERTISING/MARKETING G JUL	PARADISE ADVERTISING & MARKETING	7/1/2021	AP	6,000.00	-6,000.00	101,966.93
026111	MEASUREMENT/REPORTING FEE	PARADISE ADVERTISING & MARKETING	7/1/2021	AP	750.00	-750.00	101,966.93
026111	SOCIAL MEDIA JULY	PARADISE ADVERTISING & MARKETING	7/1/2021	AP	6,000.00	-6,000.00	101,966.93
026111	PUBLIC RELATIONS JULY	PARADISE ADVERTISING & MARKETING	7/1/2021	AP	6,000.00	-6,000.00	101,966.93
P19998	SPONSOR ME COLUMBIA COUNT	LAKE CITY REPORTER	7/13/2021	AP	472.50	-472.50	101,966.93
P19998		LAKE CITY REPORTER SPONSOR ME COLUMBIA COUNT	7/13/2021	EN	472.50	0.00	101,494.43
026111	ADVERTISING AND MARKETING	PARADISE ADVERTISING & MARKETING	8/1/2021	AP	6,000.00	-6,000.00	101,494.43
026111	MEASUREMENT AND REPORTING	PARADISE ADVERTISING & MARKETING	8/1/2021	AP	750.00	-750.00	101,494.43
026111	SOCIAL MEDIA MANAGEMENT	PARADISE ADVERTISING & MARKETING	8/1/2021	AP	6,000.00	-6,000.00	101,494.43
026111	PUBLIC RELATIONS	PARADISE ADVERTISING & MARKETING	8/1/2021	AP	6,000.00	-6,000.00	101,494.43
026121	COUPLESSTORY/DEVELOPMENT	MADDEN MEDIA	8/27/2021	AP	6,766.67	-6,766.67	101,494.43
026121	COUPLESTORY/DEVELOPMENT	MADDEN MEDIA	8/27/2021	AP	6,766.67	-6,766.67	101,494.43
026121	COUPLESSTORY/DEVELOPMENT	MADDEN MEDIA	8/27/2021	AP	6,766.67	-6,766.67	101,494.43
025981	SITE SEM & ADS	MADDEN MEDIA	8/31/2021	AP	3,110.68	-3,110.68	101,494.43
107-5200-552.30-52 TOURIST DEVELOPMENT / OPERATING SUPPLIES							
	BEGINNING BALANCE		9/11/2020	BB	0.00		0.00
	WATER/SUPPLIES	BLUE SUMMIT WATERS, LLC	7/8/2021	AP	0.00	-15.50	-979.41
	WATER/SUPPLIES	BLUE SUMMIT WATERS, LLC	7/20/2021	AP	0.00	-21.75	-1,001.16

<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 / SUBSCRIPTIONS & DUES							
		BEGINNING BALANCE	5/25/2021	BB	0.00		5,152.84
P19943	MEMBERSHIP RENEWAL- 2021	FLORIDA RV TRADE ASSOCIATION	7/9/2021	AP	150.00	-150.00	5,014.92
P19939	PO BOX 1847 RENEWAL	U.S. POSTMASTER	7/9/2021	AP	424.00	-424.00	5,014.92
P19939		U.S. POSTMASTER PO BOX 1847 RENEWAL	7/9/2021	EN	424.00	0.00	4,590.92
P19943		FLORIDA RV TRADE ASSOCIATION MEMBERSHIP RENEWAL- 2021	7/9/2021	EN	150.00	0.00	4,440.92
	MICROSOFT	BANK OF AMERICA JULY 2021	7/15/2021	AP	0.00	-8.25	4,432.67
	ADOBE CREATIVE CLOUD	BANK OF AMERICA JULY 2021	7/20/2021	AP	0.00	-52.99	4,379.68
107-5200-552.30-55 TOURIST DEVELOPMENT / TRAINING							
		BEGINNING BALANCE	9/11/2020	BB	0.00		1,000.00
P20464	REGISTER 2021 GOV. CONFER	VISIT FLORIDA	7/29/2021	AP	399.00	-399.00	306.00
P20464		VISIT FLORIDA REGISTER 2021 GOV. CONFER	7/29/2021	EN	399.00	0.00	-93.00
107-5200-552.30-56 TOURIST DEVELOPMENT / GAS & OIL							
		BEGINNING BALANCE	5/25/2021	BB	0.00		915.41
P20895	FUEL FOR TDC VAN	G.W. HUNTER, INC.	8/12/2021	AP	35.95	-35.95	908.05
P20895		G.W. HUNTER, INC. FUEL FOR TDC VAN	8/12/2021	EN	35.95	0.00	872.10
107-5200-552.31-48 TOURIST DEVELOPMENT / SPORTS EVENT PROMOTION							
		BEGINNING BALANCE	6/17/2021	BB	0.00		4,900.00
	PHISH HEADS GRILL & BAR	BANK OF AMERICA PARADISE ADVERTISING	7/14/2021	AP	0.00	-182.48	4,717.52
107-5200-552.31-53 TOURIST DEVELOPMENT / SIGN MAINTENANCE							
		BEGINNING BALANCE	9/11/2020	BB	0.00		4,000.00
P19941	TRIPPERS FOR I-75 SIGN	CITY ELECTRIC SUPPLY,INC.	7/9/2021	AP	5.35	-5.35	3,973.85
P19942	TWO 300W BULBS FOR I-75 S	CITY ELECTRIC SUPPLY,INC.	7/9/2021	AP	930.00	-930.00	3,973.85
P19941		CITY ELECTRIC SUPPLY,INC. TRIPPERS FOR I-75 SIGN	7/9/2021	EN	5.35	0.00	3,968.50
P19942		CITY ELECTRIC SUPPLY,INC. TWO 300W BULBS FOR I-75 S	7/9/2021	EN	930.00	0.00	3,038.50
107-5200-552.60-63 TOURIST DEVELOPMENT / INFRASTRUCTURE							
		BEGINNING BALANCE	6/8/2021	BB	0.00		142,639.13
	PROFESSIONAL ARCHITECTURA	KAIL PARTNERS, LLC SERVICES	7/22/2021	AP	0.00	-388.15	142,250.98
107-5290-552.10-12 TOURIST DEVELOPMENT / SALARIES							
		BEGINNING BALANCE	5/25/2021	BB	0.00		2,143.31
		PAYROLL SUMMARY	7/2/2021	AJ	0.00	-1,982.30	-26,411.98
		PAYROLL SUMMARY	7/16/2021	AJ	0.00	-1,982.30	-28,394.28
		PAYROLL SUMMARY	7/30/2021	AJ	0.00	-1,982.30	-30,376.58

<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>
		PAYROLL SUMMARY	8/13/2021	AJ	0.00	-1,982.30	-32,358.88
		PAYROLL SUMMARY	8/27/2021	AJ	0.00	-1,982.30	-34,341.18
107-5290-552.10-21 TOURIST DEVELOPMENT / FICA TAXES							
		BEGINNING BALANCE	9/11/2020	BB	0.00		3,942.00
		PAYROLL SUMMARY	7/2/2021	AJ	0.00	-150.63	-1,851.63
		PAYROLL SUMMARY	7/16/2021	AJ	0.00	-150.63	-2,002.26
		PAYROLL SUMMARY	7/30/2021	AJ	0.00	-151.64	-2,153.90
		PAYROLL SUMMARY	8/13/2021	AJ	0.00	-150.63	-2,304.53
		PAYROLL SUMMARY	8/27/2021	AJ	0.00	-150.63	-2,455.16
107-5290-552.10-22 TOURIST DEVELOPMENT / RETIREMENT							
		BEGINNING BALANCE	9/11/2020	BB	0.00		5,153.00
		PAYROLL SUMMARY	7/2/2021	AJ	0.00	-214.48	-2,512.03
		PAYROLL SUMMARY	7/16/2021	AJ	0.00	-214.48	-2,726.51
		PAYROLL SUMMARY	7/30/2021	AJ	0.00	-214.48	-2,940.99
		PAYROLL SUMMARY	8/13/2021	AJ	0.00	-214.48	-3,155.47
		PAYROLL SUMMARY	8/27/2021	AJ	0.00	-214.48	-3,369.95
107-5290-552.10-23 TOURIST DEVELOPMENT / HEALTH & LIFE INS							
		BEGINNING BALANCE	6/3/2021	BB	0.00		2,106.56
		PAYROLL SUMMARY	7/2/2021	AJ	0.00	-485.12	220.62
		PAYROLL SUMMARY	7/16/2021	AJ	0.00	-485.12	-264.50
		PAYROLL SUMMARY	7/30/2021	AJ	0.00	-70.34	-334.84
		PAYROLL SUMMARY	8/13/2021	AJ	0.00	-485.12	-819.96
		PAYROLL SUMMARY	8/27/2021	AJ	0.00	-485.12	-1,305.08
107-5290-552.10-24 TOURIST DEVELOPMENT / WORKERS COMPENSATION							
		BEGINNING BALANCE	9/11/2020	BB	0.00		75.00
		WC FL1 0121012 20-19	7/1/2021	AP	0.00	-5.71	4.39
107-5290-552.30-48 TOURIST DEVELOPMENT / SPORTS ADVERTISING							
		BEGINNING BALANCE	6/17/2021	BB	0.00		3,946.64
P20465		WEBSITE MAINTENANCE MADDEN MEDIA INCLU	7/29/2021	AP	506.67	-506.67	3,439.97
P20465		MADDEN MEDIA WEBSITE MAINTENANCE INCLU	7/29/2021	EN	506.67	0.00	2,933.30
107-5290-552.30-56 TOURIST DEVELOPMENT / GAS & OIL							
		BEGINNING BALANCE	9/11/2020	BB	0.00		1,000.00

<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>
P20895	FUEL FOR TDC EXPLORER	G.W. HUNTER, INC.	8/12/2021	AP	42.27	-42.27	739.35
P20895		G.W. HUNTER, INC. FUEL FOR TDC EXPLORER	8/12/2021	EN	42.27	0.00	697.08
107-5290-552.31-48 TOURIST DEVELOPMENT / SPORTS EVENT PROMOTION							
	BEGINNING BALANCE		6/17/2021	BB	0.00		17,500.00
P20466	BANQUET HALL FOR BABERUTH	COLUMBIA CO RESOURCES, INC.	7/29/2021	AP	400.00	-400.00	16,509.49
P20466		COLUMBIA CO RESOURCES, INC. BANQUET HALL FOR BABERUTH	7/29/2021	EN	400.00	0.00	16,109.49
026109	BABE RUTH SB ST TRNMENT	SANTA FE BABE RUTH SOFTBALL, INC.	8/24/2021	AP	10,000.00	-10,000.00	16,109.49
026110	SUMMER SHOWCASE	BACKWARDS K JAX, LLC	8/27/2021	AP	8,000.00	-8,000.00	16,109.49



Application For Sponsorship
Submitted: Wednesday, August 11, 2021

Applicant

Business:	Christopher M. Esing using the Lake City and Columbia County History Museum.	Business Model:	Not-for-profit
Contact:	Dr. Christopher M. Esing	Phone: 931-251-1795	Email: christopheresing@yahoo.com
Address:	Business Address: P.O. Box 3276. Our Street Address is: 157 S.E. Hernando Ave Lake City Florida 32056		
Second Contact:	Sean McMahon or Paulette Lord.	Phone: Sean: 386-719-0436 Paulette: 386-961-1243	Email: sean.mcmahon@fgc.edu or paulettem_lord@yahoo.com

Event Details

Event Name:	Founders Day Bicentennial Celebration for the 200th Anniversary of the Settlement of Lake City and Columbia County.	Start Date/Time:	11/20/2021 10:00
Event Type:	Festival with music, crafts, car show, carnival.	End Date/Time:	08/11/2021 9:00
Event Nature:	Age of Event: 0	Occurrence:	One-time Event
Location/Venue:	Downtown Lake City at Darby Pavilion, Wilson Park, Olustee Park, Hernando St, Lake Desoto.		
Address:	232 N.E. Hillsboro St., 200 N.E. Hillsboro St., 168 N. Marion St., N.E. Lake Desoto Circle, 173 N.E. Hernando Ave. Lake City Florida 32055		
Participants:	Attendance:	Overnight Stays:	

The process to collect hotel data is:

I was going to send a list of hotels and campgrounds in area to the Raulerson Family coming from out of state as well as to Vendors that are not local and Car Show Participants.

Requested amount of money from TDC:	2500.00	Sponsorship Level:	You would be listed as one of the Title Sponsors.
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Years of TDC sponsorship:

Other sponsors listed: City of Lake City
First Federal Bank
County Commission (Hopefully will know this week),
TDC?

Audience Profile

Local: %	40.00	% Men:	48.00	% Women:	52.00
North Florida %:	18.00	% Age 0-5:	10.00	% Income 25,000-49,999:	35.00
Florida %:	28.00	% Age 5-12:	10.00	% Income 50,000-74,999:	30.00
Southeast %:	9.00	% Age 13-17:	15.00	% Income 75,000-99,999:	20.00

9.15.2021

National %:	5.00	% Age 18-24:	15.00	% Income 100,000-124,999:	7.00
International %:	0.00	% Age 25-34:	10.00	% Income 125,000+:	3.00
		% Age 35-44:	10.00	Target Groups:	
		% Age 45-54:	10.00	Schools;Families;Seniors;Media;Disabled;Y	
		% Age 55-64:	10.00	outh;Businesses;Businesses	
		% Age 65+:	10.00		

Advertising and Promotion

The number of people who will directly or indirectly be informed of our sponsorship: 8000

Please describe your method to provide reach proof of performance

The number is probably much higher. TDC Sponsor Ship will be listed on the poster. This will appear on the Lake City Events webpage. Since, it will appear on Lake City's page, it will also appear on the Chamber Page. It will be advertised in two local groups which have thousands of members across the country including You know you are from Lake City FL, When. It has 10,900 members. 65% Female and 35% Male. Of those, 6,000 are from Lake City or Fort White and the other 4,900 live beyond our extended region. Suwannee Valley Happenings has 23,8000 members most within the Lake City/ Live Oak viewing region. Florida Pioneering Families has an audience of 15,000 most of which are spread out beyond the 50 mile radius but still in Florida. Florida Wars Reenactors has 1000 members not in the general vicinity, Song Farmers has 427 members not in the general vicinity, Historic Florida has 160,000 members most are not in the general vicinity. Old Florida has over 160,000 members not in the general vicinity. These are a few of the sites on which I will post to advertise the festival and through which the T.D.C. will be acknowledged.

Please list your advertising methods:

Print Advertisement with mention of Columbia County or SpringsRUs.com Website;Outdoor Advertisement with mention of Columbia County or SpringsRUs.com Website;Digital Advertisement with mention of Columbia County or SpringsRUs.com Website

Does this event have a social media presence? No

Facebook	You Know You are From Lake City/ Suwannee Valley Happenings. Will also probably develop a separate page, but the established pages have such large audiences that they will be my main vehicles.	33000
Instagram	None	0
Twitter	None	0
Youtube	None	0
Other	None	0

Will reach out to try to develop a website, but it depends on cost. If I can make one, the TDC logo will appear on it, but again, this will largely depend on cost.

Website : If the County would like to have a tent, they would be more than welcome. Site has Columbia County TDC Logo? Yes

If so, where at? I would try to have the logo and a link to the page.

Will the logo link to our springsrus.com, staylakecity.com or camplakecity.com website?

Does this event have prelaunch activities? Yes

There will be a dance before the event, multiple meetings leading up to the event, and several public announcements about the activities.

Does this event have post event visibility? Yes

Would be mentioned at the Raulerson Reunion. Most of the Advertisements would stay up, so your sponsorship would remain visible.

Is there a need for TDC tents? Yes

Location: Most likely off of Hernando St.

Will Columbia County be mentioned in public relations material? Yes

Licensing, Video and Photo Rights

Columbia County will have the right to produce event promotional items with our project's name and logo

Columbia County will have the right to use and share our event's videos and pictures

Comments:

No limit. Use whatever images you would like from the event.

Additional Comments

The Bicentennial Founders Day Event is designed to be a celebration of the 200th Anniversary of the Settlement of Lake City and Columbia County. It features music hosted by Skip Johns at the Darby Pavilion, History Carnival put on by 20 civic organizations at Wilson Park, Craft Booths at Olustee Park, Food Fendos next to Wilson Park, a Car Show Competition on Lake Desoto, a Cake Walk sponsored by local church organizations and bakeries on Hernando. Fireworks will be held on Lake Desoto and a Founders Day Frolic at Darby Pavilion. There will be a kickoff dance the night before on Friday November 19 at Darby Pavillion and a Raulerson Family Reunion at Cornity Church the day after on Sunday November 21. Most received will be used for marketing and promoting the festival and of course Lake City and Columbia County as well.

2020			2021		
October			October		
October 12-13	Prospect Wire - CANCELLED 10/2		3-Oct	USSSA Baseball - One Day Event	27
October 19-20	USSSA Girls Softball - CANCELLED DUE TO SEVERE WEATHER		3-Oct	USSSA Girls Softball - CANCELED NOT ENOUGH TEAMS	
October 26-27	Prospect Wire - CANCELLED 10/23		10-Oct	SEC Tournaments	29
			October 17-18	USA Travel Ball	18
			17-Oct	USSSA Girls Softball - CANCELED NOT ENOUGH TEAMS	
			24-Oct	USSSA Baseball - One Day Event	30
			10/31-11/1	USSSA Baseball	9
			31-Oct	USSSA Girls Softball - CANCELED NOT ENOUGH TEAMS	
November			November		
November 2-3	USSSA - Scott Rutherford	20	November 14-15	SEC Tournaments - CANCELED NOT ENOUGH TEAMS	
November 2-3	USSSA Girls Softball	15	14-Nov	USSSA Girls Softball	33
November 9-10	Prospect Wire CANCELLED DUE TO WEATHER		November 21-22	USSSA Baseball	38
November 16-17	USSSA Girls Softball	29			
November 16-17	USSSA - Scott Rutherford	52			
December			December		
December 7-8	Prospect Wire - CANCELED 12/1/19		5-Dec	USSSA Girls Softball - CANCELED	
December 14-15	USSSA Girls Softball	32	19-Dec	Tallahassee Unconquered Flag Football	12
January			January		
January 17-20	Winterblast Pickleball (individual players, not teams)	120	January 15-18	Winter Blast Pickleball Tournament	
February			February		
8-Feb	USSSA Girls Softball - CANCELED NOT ENOUGH TEAMS		February 13-14	Perfect Game Youth Florida - CANCELED LACK OF TEAMS	
22-Feb	USSSA Girls Softball	19	2/13	USSSA Fastpitch Softball - CANCELED WEATHER	
Feb 29 - March 1	USSSA Super NIT Baseball	102	February 27-28	USSSA Baseball Super NIT	120
March			March		
7-Mar	USSSA Girls Softball	21	March 6-7	USA Travel Ball - CANCELED LACK OF TEAMS	
March 14-15	USSSA - Suncoast Travel Ball	46	March 13-14	USSSA Baseball	32
21-Mar	USSSA Girls Softball - CANCELED DUE TO CORONA VIRUS		20-Mar	USSSA Fastpitch Softball - canceled lack of teams	
March 21-22	Florida Flag Football - CANCELED DUE TO CORONA VIRUS		March 27-28	Perfect Game Youth Florida	7
			March 27-28	Southside RC Club "Raise the Roof"	
April			April		
6-Apr	USSSA Girls Softball - CANCELED DUE TO CORONA VIRUS		April 10-11	Perfect Game Youth Florida - CANCELED LACK OF TEAMS	
27-Apr	USSSA Girls Softball - CANCELED DUE TO CORONAVIRUS		10-Apr	USSSA Fastpitch Softball	26
			April 17-18	USA Travel Ball	13
			April 17-18	ASA Girls Softball - CANCELED NOT ENOUGH TEAMS	
			April 24-25	USSSA Baseball	84
			April 24-25	USSSA Fastpitch Softball	30
			April 24-25	Fastpitch Orlando (Fort White)	8
May			May		
May 16-17	USSSA - Suncoast Travel Ball - CANCELED DUE TO CORONAVIRUS		May 1-2	WSL Adult Softball - CANCELED	
May 30-31	USSSA - Suncoast Travel Ball - RESCHEDULED TO JUNE 6-7		May 8-9	USSSA Military Softball - CANCELED	
May 30-31	Perfect Game	51	May 15-16	USSSA Baseball	48
			22-May	USSSA Fastpitch Softball	13
			May 22-23	USSSA Adult Softball - CANCELED	
			May 29-30	Fastpitch Orlando (Fort White)	
June			June		
June 4-7	Babe Ruth Softball District Tournament - CANCELED		June 3-6	Babe Ruth Rookie Qualifier	38
June 11-14	Babe Ruth Rookie Qualifier - RESCHEDULED TO JULY 16-18		June 5-6	USSSA Fastpitch Softball	48
June 18-21	Babe Ruth 10u/12u B State - RESCHEDULED TO JULY 7-12		June 5-6	USSSA Military Softball - CANCELED	
June 25-30	Babe Ruth State Softball - CANCELED		June 12-13	WSL Fastpitch Softball - CANCELED	
June 27-30	Babe Ruth Small League State - Fort White - RESCHEDULED TO JULY 11-14		June 12-13	USSSA Adult Softball - CANCELED	
June 6-7	USSSA Baseball	139	June 19-20	Tier One Fastpitch - CANCELED	
June 13-14	USSSA Baseball	68	June 19-22	Babe Ruth State Small League (Fort White)	47
6/20/2020	USSSA Girls Softball	49	June 22-27	Babe Ruth State Softball	108
20-Jun	SEC Tournaments	25	June 26-27	Fastpitch Orlando (Fort White) - CANCELED	
27-Jun	SEC Tournaments	21			
27-Jun	USSSA Girls Softball - CANCELED				
July			July		
11-Jul	USSSA Military Softball - Ron Mann - CANCELED		July 10-11	USSSA Military Softball - CANCELED	
July 17-19	Backwards K Jax - rescheduled to August 7-9		July 15-19	Babe Ruth Senior League State Tournament - Fort White	9
11-Jul	USSSA Girls Softball - CANCELED		July 17-18	WSL Fastpitch - CANCELED	
July 7-12	Babe Ruth 10u/12u B State	7	July 17-18	USSSA Adult Softball	
July 11-14	Babe Ruth State Small League (Fort White)	16	July 24-25	Backwards K Jax Summer Showcase	72
July 16-19	Babe Ruth Rookie Qualifier	25			
25-Jul	USSSA Girls Softball - CANCELED				
July 30-August 2	Babe Ruth 13u/14u/15u State Tournament (Fort White) - CANCELED				
August			August		
August 7-9	Backwards K Jax Showcase	37	August 21-22	WSL Adult Softball - CANCELED	
22-Aug	USSSA Girls Softball - CANCELED		August 28-29	Fastpitch Orlando (Fort White)	5
			August 28-29	USSSA Fastpitch - CANCELED	
September			September		
9/5/2020	USSSA Girls Softball - CANCELED		September 4-5	Fastpitch Orlando (Fort White)	19
September 5-6	SEC Tournaments Baseball - CANCELED		September 11-12	USSSA Baseball	31
September 12-13	SEC Tournaments Baseball - CANCELED		September 25-26	USFA Softball	
9/19/2020	USSSA Girls Softball	31			
September 19-20	USSSA Baseball (most teams relocated to Newberry due to week of rain)	6			
Total Teams			Total Teams		
		931			954
		-486			23
		-34.30%			2.47%
Total Tournaments		21	Total Tournaments		27
% Change		-44.74%	% Change		28.57%

2021 Sports Events Calendar

Subject	Start Date	End Date	Location
Fast Pitch Orlando - Russell Pierce 407-575-9752	9/4/2021	9/5/2021	South Columbia Sports Complex
USSSA Baseball - Scott Rutherford 813-245-2642	9/11/2021	9/12/2021	Southside Sports Complex
USFA Girls Softball - Shaina Prevatt 850-768-9160	9/25/2021	9/26/2021	Southside Sports Complex
USSSA Fastpitch Softball - Joe Wilson 229-392-6587	10/2/2021	10/3/2021	Southside Sports Complex
USSSA Baseball - Scott Rutherford 813-245-2642	10/16/2021	10/17/2021	Southside Sports Complex
USSSA Fastpitch Softball - Joe Wilson 229-392-6587	10/16/2021	10/17/2021	Southside Sports Complex
USA Travel Ball	10/23/2021	10/23/2021	Southside Sports Complex
USFA Girls Softball - Shaina Prevatt 850-768-9160	10/23/2021	10/23/2021	Southside Sports Complex
USSSA Baseball - Scott Rutherford 813-245-2642	10/30/2021	10/31/2021	Southside Sports Complex
USSSA Fastpitch Softball - Joe Wilson 229-392-6587	11/6/2021	11/7/2021	Southside Sports Complex
USFA Girls Softball - Shaina Prevatt 850-768-9160	11/13/2021	11/13/2021	Southside Sports Complex
USSSA Fastpitch Softball - Joe Wilson 229-392-6587	11/20/2021	11/21/2021	Southside Sports Complex
USSSA Baseball - Scott Rutherford 813-245-2642	11/20/2021	11/21/2021	Southside Sports Complex
USSSA Baseball - Scott Rutherford 813-245-2642	12/4/2021	12/5/2021	Southside Sports Complex
USFA Girls Softball - Shaina Prevatt 850-768-9160	12/11/2021	12/11/2021	Southside Sports Complex
USA Travel Ball	12/11/2021	12/12/2021	Southside Sports Complex

September 2021 Calendar of Events

Subject	Start Date	End Date	Location	Sponsor
Labor Day Getaway	9/3/2021	9/6/2021	Spirit of the Suwannee Music Park	
Growers & Makers Market	9/11/2021	9/11/2021	Olustee Park, Downtown, Lake City, FL	
Alligator Lake Invitational Cross Country Race - Dusty Smith, 386-697-1195	9/18/2021	9/18/2021	Alligator Lake Park, 420 SE Alligator Glen, Lake City, FL 32025	
Growers & Makers Market	9/25/2021	9/25/2021	Olustee Park, Downtown, Lake City, FL	
Con Brio String Quartet	9/30/2021	9/30/2021	The Village Church, 23739 Park Center Dr., Live Oak, FL 32060	
Kiwanis Cornhole Tournament	10/1/2021	10/1/2021	Darby Pavilion, Downtown, Lake City, FL	
Food Truck Festival, United We Run 5K, Family Fun Day presented by United Way of Suwannee Valley	10/9/2021	10/9/2021	Darby Pavilion - Wilson Park, Downtown, Lake City, FL	
Growers & Makers Market	10/9/2021	10/9/2021	Olustee Park, Downtown, Lake City, FL	
Suwannee Roots Revival	10/14/2021	10/17/2021	Spirit of the Suwannee Music Park	
Pregnancy Care Center's Annual Walk/Run for Life	10/16/2021	10/16/2021	Darby Pavilion, Downtown, Lake City, FL	
Gateway City Big Band	10/18/2021	10/18/2021	The Village Church, 23739 Park Center Dr., Live Oak, FL 32060	
Growers & Makers Market	10/23/2021	10/23/2021	Olustee Park, Downtown, Lake City, FL	

Gateway City Craft Beer & Wine Festival	10/23/2021	10/23/2021	Downtown, Lake City, FL	TDC Sponsored Event
Suwannee Hulaween	10/28/2021	10/31/2021	Spirit of the Suwannee Music Park	
Florida Gateway Fair & Livestock Show	10/29/2021	11/6/2021	Florida Gateway Fairgrounds	TDC Sponsored Event
Fish Sticks Comedy	11/11/2021	11/11/2021	The Village Church, 23739 Park Center Dr., Live Oak, FL 32060	
WuffStock Festival 2021	11/13/2021	11/13/2021	Darby Pavilion, Downtown Lake City	
Growers & Makers Market	11/13/2021	11/13/2021	Olustee Park, Downtown, Lake City, FL	
Lake City & Columbia County Bicentennial Founders Day Celebration	11/20/2021	11/20/2021	Downtown Lake City	
Growers & Makers Market	11/27/2021	11/27/2021	Olustee Park, Downtown, Lake City, FL	