

June 22, 2021

Governor Ron DeSantis Office of the Governor State of Florida 400 South Monroe Street Tallahassee, FL 32399



Dear Honorable Ron DeSantis,

Florida's Open Government laws are some of the most transparent in the country. The Florida Legislature's continuing efforts to insure the maintenance of transparency is laudable and essential in a world of fast changing commerce. As such HB1A passed during the special session last June serves as one more tool available to Floridians to help monitor the actions of their government and the use of tax dollars.

The Franklin County Tourist Development Council (FCTDC) has long advocated for and participated in serious efforts to insure transparency in the work it performs on the public's behalf. To that end we support the intent of recently passed legislation that increases the transparency of the work done by Visit Florida and its partner agencies and organizations.

The passage of HB1A put in place mechanisms that increased the clarity of the relationships between Visit Florida and its partners. In so doing, the legislation caused an internal reassessment of the Visit Florida mission and how its efforts can better meet that mission.

Transparency has never been the issue for the FCTDC with respect to HB1A. All of the partners reporting requirements called for in the bill are readily available to public scrutiny in Franklin County. In an effort to demonstrate its continued commitment to open government the Franklin County TDC through this correspondence we provide your offices the attached information enumerated in HB1A for Fiscal Year 2019-20 (October 1, 2019 - September 30, 2020).

Sincerely,

Deborah Davis

Finance Director

Franklin County Tourist Development Council

Deb@Floridasforgottencoast.com



June 22, 2021

Senator Wilton Simpson Senate President - Florida Senate 409 The Capitol 404 South Monroe Street Tallahassee, FL 32399



Dear President Simpson,

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Deborah Davis Finance Director

Franklin County Tourist Development Council

Deb@Floridasforgottencoast.com



June 22, 2021

The Honorable Chris Spowls
Speaker of the House - House of Representatives
420 The Capitol
402 South Monroe Street
Tallahassee, FL 32399



Dear Speaker of the House,

Florida's Open Government laws are some of the most transparent in the country. The Florida Legislature's continuing efforts to insure the maintenance of transparency is laudable and essential in a world of fast changing commerce. As such HB1A passed during the special session last June serves as one more tool available to Floridians to help monitor the actions of their government and the use of tax dollars.

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Deborah Davis

Finance Director

Franklin County Tourist Development Council

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Attachments (5)

- 1. The total amount of revenue (the TDC) received from public and private sources.
- 2. The Operating and Promotional Budgets of the partner (TDC) entity.
- 3. Administration Payments per contract. There are no Employee and board member salaries.
- 4. An itemized account of all expenditures by the partner entity on behalf of, or coordinated for benefit of the corporation, its board members, or employees.
- 5. Travel Expenses paid by the TDC.



731 Highway 98, Eastpoint, Florida 32328



DMO VISIT FLORIDA Partner Financial Submissions

Any VISIT FLORIDA partner which receives more than 50 percent of its funding from Tourist Development Taxes is required to submit financial reporting to the Governor, Senate President and Speaker of the House by July 1st.

The House staff has clarified that your DMO report should include all public and private financial data, including all itemized travel and entertainment expenditures of the partner entity (not just expenditures related to your Visit Florida partnership).

Here is the financial reporting required:

- a) The total amount of revenue received from public and private sources.
- b) Your operating budget.
- c) Employee and board member salary and benefit details from public and private funds.
- d) An itemized account of all expenditures by your DMO on the behalf of, or coordinated for the benefit of VISIT FLORIDA, its board members, or employees.
- e) Itemized travel and entertainment expenditures.

Here are the shipping addresses:

Governor Ron DeSantis
Office of the Governor
State of Florida
400 S Monroe St
Tallahassee, FL 32399

Senator Wilton Simpson
Senate President
Florida Senate
409 The Capitol
404 South Monroe Street
Tallahassee FL 32399

The Honorable Chris Sprowls Speaker of the House House of Representatives 420 The Capitol 402 South Monroe Street Tallahassee, FL 32399

In addition to your submission, this law also requires you to post this information to your own website.

I've attached the law, so you can see the entire requirements.

Florida Statutes 288.1226 (13) (c):

- 1. Any entity that in the previous fiscal year received more than 50 percent of its revenue from the corporation or taxes imposed pursuant to s. 125.0104, s. 125.0108, or s. 212.0305, and that partners with the corporation or participates in a program, cooperative advertisement, promotional opportunity, or other activity offered by or in conjunction with the corporation, shall annually on July 1 report all public and private financial data to the Governor, the President of the Senate, and the Speaker of the House of Representatives, and include such report on its website.
- 2. The financial data shall include:
- a. The total amount of revenue received from public and private sources.
- b. The operating budget of the partner entity.
- c. Employee and board member salary and benefit details from public and private funds.
- d. An itemized account of all expenditures by the partner entity on the behalf of, or coordinated for the benefit of the corporation, its board members, or employees.
- e. Itemized travel and entertainment expenditures of the partner entity.

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ACS GOV'T FINANCIAL SYSTEM 6/22/2021 11:00:23 FOR THE PERIOD(S) OCT 01, 2019 THROUGH T

FC TDC 2019-20 Budget Final

Ottachment 2A

		2019-20	2020-21	
Projected Revenues:	_			
Projected Revenue Collections	- \$	1,300,000	\$ 1,300,000	
Projected Interest (est)	\$	3,000	\$ 3,000	
Less 5% Required Reserve	\$	(65,000)	\$ (65,000)	
Visit Florida Grants	- \$	-	\$ 1750 E	
Carry Forward	_ _ _	524,000	\$ 524,000	
	_			
TOTAL REVENUE	\$	1,762,000	\$ 1,762,000	ı
2019-20 FCTDC Budget Allocation Estimate:	_			
Administration:	_ \$ _	112,000	\$ 112,000	
Promotional:	_ \$	937,305	\$ 937,305	
2019-20 Budget				
Aid to Non-profit Organizations	_ _ \$	180,000	\$ 180,000	
Visitor Centers	_			
Aid to Local Governments	-			
Land Acquisition	- \$	202,195	\$ 202,195	
Bridge and Beach Cleanup	_ \$	99,000	\$ 99,000	
Beach Clean Up \$ 75,000				
Bridge Clean Up \$ 24,000				
Other Local Government	_ \$	130,000	\$ 130,000	
Armory Website	_ \$	14,000	\$ 600	
TDC Building Maintenance	_ \$	20,000	\$ 20,000	
Reserve	_ \$	67,500	\$ 67,500	
Grand Total Estimated Budget All Allocations 2019-20	\$	1,762,000	\$ 1,748,600	į.



2019-20 Promotions Budget	Sub Totals	Totals	Notes
Revenue		\$ 937,305	
TDC Promotion Budget	\$ 724,305		
Grants Budget	\$ 213,000		
Visit Florida Grant			
Revenue Totals	\$ 937,305		
Non-Profit Event Promotions		\$ 213,000	
Non-Profit Promotion Grants	\$ 123,000		
Museum Grants	\$ 90,000		
Non-Profit Event Promotions Totals	\$ 213,000		
New Promotional Opportunities		\$ 15,000	
New Promotional Opportunities Totals	\$ 15,000		
Internet		\$ 257,009	
2K Web Group Retainer	\$ 30,000		
Social Media Campaigns	\$ 26,520		
Non-Contractual Website	\$ 6,000		
Domain Hosting, My Emma, Domain Name, Reserv	ation		
Data Base Conversion Study			
Search Engine Optimization	\$ 28,500		
Market Research	\$ 6,000		
Internet Marketing (Google, etc)	\$ 109,655		
14% Production	\$ 20,334		
Banner Adds	\$ 25,800		
14% Production	\$ 4,200		
Internet Totals	\$ 257,009		
Print		\$ 211,096	
Bay Media Retainer	\$ 30,000		

2019-20 Promotions Budget	Si	ub Totals	Totals	Notes
Banner Ads - See Internet				
Content Production	\$	12,000		
Trip Advisor	\$	3,500		
Forgotten Coastlines	\$	26,400		
Print Advertising	\$	85,000		
14% Production	\$	15,196		
Trip Advisor \$25,000	\$	25,000		
Printing Promotional Materials (brochures)	\$	14,000		
Print Total	\$	211,096		
Web site Revisions			\$ 12,200	
Photography				
Photo Library	\$	7,500		
Photo Set Up (Materials, actors, etc)	\$	4,700		
Web site Revisions Totals	\$	12,200		
Welcoming Tourists			\$ 28,800	
Airport Signage and Displays -Clear Channel	\$	13,800		
Additional Signage (roadside, storefront, billboards)	\$	15,000		
Welcoming Tourists Totals	\$	28,800		
TV, Radio and Webcams			\$ 105,200	
FCTV Retainer	\$	25,200		
Radio (FSU, Cumulus, etc)	\$	10,000		
Oyster Radio	\$	10,000		
Television Advertising	\$	35,000		
WCTV			a Decision de	
FSU TV				
FOX 49				
30A TV				

2019-20 Promotions Budget	Sub Totals	Totals	Notes
Comcast/ Spectrum			
Video Production	\$ 25,000		
Video Library			
Video Production- PSAs			
Video Production - Other			
TV, Radio and Webcams Totals	\$ 105,200		
Partnerships (co-ops)		\$ 13,500	
Visit Florida State Welcome Center Placement***	\$ 3,000		
98 Corridor Mkting	\$ 5,000		
COCA Banner	\$ 5,500		
Partnerships (co-ops) Totals	\$ 13,500		
Special Events and Outreach		\$ 61,500	
Webcam Installation/Maintenance	\$ 1,500		
Get-a-Way Contests	\$ 16,000		
Hospitality Training	\$ 2,000		
Journalists Visits	\$ 10,000		
Mentoring /Scholarships	\$ 2,000		
Promotional Items	\$ 8,000		
Promotional Mailings (Welcome Centers)	\$ 6,000		
Survey Program	\$ 4,000		
Software advancements	\$ 12,000		
Trademark (not due until ?)			
Special Events and Outreach Totals	\$ 61,500		
Dues and Memberships/Meetings / Conferences		\$ 20,000	-
VF, STS, FOWA, NOWA, COCA, DMO Assn, NWTDCC,	\$ 7,000		
Gov Conf. / Conf. and Meetings (registration/accom.)	\$ 5,000		

2019-20 Promotions Budget	Sub Totals	Totals	Notes
Travel - Conferences/ Meetings (perdeim/mileage)	\$ 3,000		
Explore NW Florida (Riverway South) Membership	\$ 5,000		
Dues and Memberships/Meetings / Conferences	\$ 20,000		
Totals		\$ 937,305	

pment Council	Account	
Franklin County Tourist Development Council	Transaction Detail By Account	

06/22/21 Cash Basis

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October 2019 through September 2020

Type	Date	Num	Name	Memo	访	Split	Original Amount	Paid Amount	Balance
ADMINISTRATIVE									
Administrator Contract	ract								
Check	11/5/2019	71982	Apalachicola Bay C	Admin 10/19		Collections	7,770.00	7,770.00	7.770.00
Check	12/3/2019	72207	Apalachicola Bay C	Admin 11/2019		Collections	0,000,00	9,009.00	16,779.00
Check	1/7/2020	72393	Apalachicola Bay C	Admin 12/19		Collections	9,030.00	9,030.00	25.809.00
Check	2/4/2020	72571	Apalachicola Bay C	Admin 01/2020		Collections	9,124.50	9,124.50	34,933,50
Check	3/3/2020	72769	Apalachicola Bay C	Admin 01/2020		Collections	8,547.00	8,547.00	43.480.50
Check	4/7/2020	72970A	Apalachicola Bay C	Admin 01/2020		Collections	9,954.00	9,954.00	53,434,50
Check	5/5/2020	73190	Apalachicola Bay C	April Admin/		Collections	9,198.00	9,198.00	62,632.50
Check	6/2/2020	73356	Apalachicola Bay C	May 2020		Collections	10,122.00	10,122.00	72,754.50
Check	7/7/2020	73530	Apalachicola Bay C	May 2020		Collections	11,025.00	11,025.00	83,779,50
Check	8/4/2020	73905	Apalachicola Bay C	Up the Creek		Collections	9,408.00	9,408.00	93,187.50
Check	9/1/2020	74079	Apalachicola Bay C	Up the Creek		Collections	9,702.00	9,702.00	102,889,50
Check	9/30/2020	74387	Apalachicola Bay C	Up the Creek		Collections	9,110.50	9,110.50	112,000.00
Total Administrator Contract	ontract							112,000.00	112,000.00
									NAME AND ADDRESS OF THE PERSON

12,000.00 112,000.00 112,000.00

112,000.00

112,000.00

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11:29 AM 06/22/21 Cash Basis

Franklin County Tourist Development Council Expenses by Vendor Summary

attachment

October 2019 through September 2020

	C	oct '19 - Sep 20
2 Brothers on the Beach	=	75.00
2KWebgroup		104,612.37
Advent Media Group		2,447.00
Ameris Bank		268,739.68
APA Media LLC		3,500.00
Apalach Seafood Grill		75.00
Apalachcola Area Historica	l Society	1,981.27
Apalachicola Air Boat	•	0.00
Apalachicola Bay Chamber	of Comme	248,298.00
Apalachicola Historical So	ciety	11,250.00
B J's Pizza		75.00
Backwater Guide Service		400.00
Bay Media		49,455.74
BOCC General Fund		87,000.00
Camp Gordon Johnston		17,515.00
Carrabelle Area Chamber of	of Commerce	51,862.50
Carrabelle Cares	E 400N	18,379.55
CARRABELLE LIGHTHOUS	CHR - N - 1847 - 17019171	19,845.10
Cates Electric Services, Inc Centennial Bank		128.00
Chester Reece		117,270.66 400.00
City of Apalachicola		3,750.00
City of Apalachicola-HCA		11,250.00
City of Carrabelle		96.04
Clear Channel Airports		14,212.22
Coastal Angler Magazine		1,106.00
Coastal E Solutions		22,281.09
COCA		4,500.00
Compass Media		6,695.00
Coombs House Inn		278.00
Deborah Davis		24.60
Dewberry Engineers		62,447.00
Dixie Theatre		7,268.75
FADMO		3,380.00
Family Coastal Restaurant		75.00
Fathoms Steam and Raw B	ar	75.00
FIDO Friendly Magazine	•	0.00
Florida Municipal Insuranc Florida Outdoor Writers	e	1,898.37 175.00
Food and Travel Magazine		9,000.00
Forgotten Coast TV		36,100.00
Forgotten Coastline		22,000.00
Franklin Co Dr MLK Jr		500.00
Garden & Gun		6,300.00

11:29 AM 06/22/21 Cash Basis

Franklin County Tourist Development Council Expenses by Vendor Summary

October 2019 through September 2020

		Oct '19 - Sep 20
Gatehouse Media		450.00
Globelite Travel Marketing,	Inc.	4,100.00
Half Shell Dockside		75.00
High 5 Adventures		0.00
HILLSIDE COALITION OF L	ABORERS	2,278.39
Hole in the Wall		75.00
llse Newell Fund		2,000.00
J Lane		439.85
Joyce Estes Gallery		90.00
Key Data Dashboard		8,400.00
KSE Sportsman Media Inc.		2,500.00
L & S Handyman and Lawn		900.00
Lynn's Quality Oysters, Inc	-	125.00
Madavor Media		1,430.00
Miles Partnership		6,911.25
MYSTIC KREWE OF SALTY	BARKERS	1,764.32
Outdoor Sportsman		240.85
Outdoor Writers Assocition	1	375.00
Owl Cafe		75.00
Oyster Radio		12,000.00
Panhandle Players Inc.		3,532.07
Pesky Pelican		75.00
Renaissance Publishing		1,800.00
Riverway South Apalach Cl	noctawnatc	5,000.00
Riverwoods Suites		338.00
ROBINSON REAL ESTATE Rowland Publishing Inc.		475.00
SGI Business Association		9,300.00 1,624.65
SGI Chili Cookoff and Aucti	ion	2,871.00
SGI Lighthouse Association		16,946.52
Sherman Travel Media	ii iii G.	4,340.00
Sign-Design		1,100.00
Simpleview		4,000.00
Skip Shiver		350.00
Southern Coast Home		2,100.00
Southern Salinity, LLC		400.00
The Old Carrabelle Hotel		0.00
Trail of Florida Indian Herita	age	250.00
Up the Stairs Restaurant		158.00
USA today Network - Tenne	essee	2,790.00
USA Today Travel Guide		5,000.00

11:29 AM 06/22/21 Cash Basis

Franklin County Tourist Development Council Expenses by Vendor Summary

October 2019 through September 2020

	Oct '19 - Sep 20
Visit Florida	6,993.02
Winnercomm/ OSG	259.15
TOTAL	1,330,654.01

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06/22/21 Cash Basis

Franklin County Tourist Development Council Transaction Detail By Account

October 2019 through September 2020

TOTAL	Total 60000 · PROMOTIONS	Total Other Promotions	Total Special Events/Outreach	Total Dues/Mer	Check	Check	Check	Check	Check	Check	Check	Check	Dues/Member	Special Events/Outreach	Other Promotions	60000 · PROMOTIONS	Туре
	IONS	ns	nts/Outreach	Total Dues/Memberships/Meetings	7/7/2020	2/4/2020	12/17/2019	12/3/2019	11/19/2019	11/5/2019	10/1/2019	10/1/2019	Dues/Memberships/Meetings	utreach			Date
				sgr	73530	72579	72369	72240	72195	72049	71847	71812					Num
					Apalachicola Bay C	Bay Media	Riverway South Ap	Florida Outdoor Wri	Visit Florida	Outdoor Writers As	Trail of Florida India	FADMO	92				Name
					Flagler Award Applications	Travel - Marketing Training	2019-20 Membership	2019 FOWA Membership	Membership	OWA	2019-20 Membership	FADMO Membership 2019					Memo
					C	C	C	C	C	C	C	C					유
					Collections	Collections	Collections	Collections	ollections	ollections	ollections	Collections					Split
				721 G	540.00	425.15	5,000.00	175.00	993.02	375.00	250.00	3,380.00					Original Amount
11,138.17	11,138.17	11,138.17	11,138.17	11,138.17	540.00	425.15	5,000.00	175.00	993.02	375.00	250.00	3,380.00					Paid Amount
11,138.17	11,138.17	11,138.17	11,138.17	11,138.17	11,138.17	10,598.17	10,173.02	5,173.02	4,998.02	4,005.00	3,630.00	3,380.00					Balance

attachment

ACS GOV'T FINANCIAL SYSTEM 6/22/2021 11:00:23

FRANKLIN COUNTY GL525R-V08.15 PAGE 4 Revenue Guideline with Detail FOR THE PERIOD(S) OCT 01, 2019 THROUGH SEP 30, 2020

PCT DESCRIPTION REMAINING ANNUAL ACT MTD POSTED ACT YTD POSTED SOURCE-JE-ID VENDOR/CUSTOMER/EXPLANATION REF/REC/CHK INVOICE Project AMOUNT

FIL

81

327,363.16

867,692.76 1,434,636.84

1,762,000.00 1,762,000.00

TOTAL NUMBER OF RECORDS PRINTED

GRAND TOTAL

52