



Agenda Item Summary

File #: 23-00304

Agenda Date: 8/8/2023

Agenda Item Name:

Appoint Applicants to the Visit Natural North Florida Tourism Task Force

Presenter:

Jessica Hurov, Tourism Development Manager, 352-374-5260 ext., 2496

Description:

Three applicants have applied for the three vacancies on the Visit Natural North Florida Tourism Task Force.

Recommended Action:

Appoint three applicants to the Visit Natural North Florida Tourism Task Force. Terms as follows:

1. Citizen at large, term beginning August 2023 and ending April 30, 2024
2. Citizen at large, term beginning August 2023 and ending April 30, 2024
3. Citizen at large, term beginning August 2023 and ending April 30, 2025

Prior Board Motions:

N/A

Fiscal Note:

N/A

Strategic Guide:

All Other Mandatory and Discretionary Services

Background:

Founded in 1993, The Original Florida Tourism Task Force, also known as Visit Natural North Florida, is a fourteen-county regional tourism promotion organization. The mission of The Original Florida Tourism Task Force is to promote the natural, historic, and cultural attractions of the area in order to increase the number of visitors and to extend their stay. Member counties include Alachua, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, Suwanee, Taylor, Union and Wakulla counties. Alachua County is a founding member of the Task Force.

The Original Florida Tourism Task Force/Visit Natural North Florida is comprised of representatives from each of the participating counties, appointed by their respective Board of County Commissioners, to support and direct the Task Force's regional tourism development efforts. As members of the board, representatives from the tourism industry explore marketing and sales programming that the Original Florida Tourism Task Force leads and coordinates, including participation in trade shows, cooperative

advertising, hosting travel writers, and providing content for the Natural North Florida website www.naturalnorthflorida.com.