



## Levy County Board of County Commissioners

PO Box 310, Bronson, Florida, 32621  
310 School Street, Bronson, Florida, 32621  
Phone: 352.486.5218

May 19, 2026

Ms. Charissa Setzer, Chair  
The Original Florida Tourism Task Force  
2009 NW 67th Place  
Gainesville, FL 32653-1603

RE: The Original Florida Tourism Task Force  
2026 Application for Rural Regional Development Grant  
Letter of Support.

Dear Ms. Setzer:

This letter is in support of the Original Florida Tourism Task Force's application for a Rural Regional Development Grant from the Florida Department of Commerce. This grant is vital to the continued growth and development of rural tourism as a means of sustainable economic development in the north central Florida region, as well as in Levy County.

Since its founding in 1993, the Original Florida Tourism Task Force has been the regional voice which educates both citizens and travelers about the natural, historic, and cultural attractions of the north central Florida region through branding and marketing activities as Visit Natural North Florida.

The result of the marketing activities in the Visit Natural North Florida region is evidenced by increases in bed tax revenues, electronic and print media advertising featuring our pristine coastline, state parks, unique springs, greenways and trails, historic sites, local restaurants and lodging, outfitters and tour guides, festivals and special events. The Visit Natural North Florida website provides our county with an expanded online presence, resulting in additional travel to our area. Similarly, Task Force participation in both in-state and out-of-state travel shows has expanded our reach to major metropolitan areas in the eastern United States.

We value the sustained commitment to rural economic development that the Florida Department of Commerce provides via the Regional Rural Development Grant program and their support of The Original Florida Tourism Task Force as we seek in partnership to increase visitation, generate tourism related revenue, grow our small businesses and promote Natural North Florida as a tourism destination.

Sincerely,

Tim Hodge, Chair  
Levy County Board of County Commissioners



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