

TRIUMPH GULF COAST, INC. PRE-APPLICATION FORM

Triumph Gulf Coast, Inc. (“Triumph Gulf Coast”) has created a pre-application process to provide initial consideration of eligibility for potential ideas of projects or programs that may seek an award of funding. Applicants are required to participate in the pre-application process. Notwithstanding the response from Triumph Gulf Coast on the pre-application form, an Applicant may still elect to submit an Application.

APPLICANT INFORMATION

Name of Individual/Entity/Organization: **Kuhn Strategic Consulting**
Proposal Title: **Gulf Coast Digitized Campaign**
Amount of Triumph Funds Requested: **\$254,100**
Total Estimated Project Cost: **\$338,600**

Brief Description of Individual/Entity/Organization:

Kuhn Strategic Consulting (KSC) is a private company specialized in film production and marketing in today's digital era.

Contact Information

Primary Contact: **Adriana Kuhn**
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Website: **www.kuhnstrategicconsulting.com**

Names of co-applicants, partners or other entities, organizations that will have a role in the proposed project or program: **N/A**

REQUIRED EXECUTIVE SUMMARY

In a maximum of two (2) pages, please describe the proposed project or program and anticipated outcomes including (i) the amount of funds being sought from Triumph Gulf Coast; (ii) the amount and identity of other sources of funds for the proposed project or program; (iii) the location of the project or program; (iv) summary description of the proposed program, including how the program will be transformational and promote economic recovery, diversification, and enhancement of the disproportionately affected counties, and (v) a summary timeline for the proposed project or program.

IMPORTANT NOTICE

This pre-application process will **not** result in an award of funding by Triumph Gulf Coast. Rather, this process is designed to facilitate submission of ideas for potential projects or programs before the Applicant expends time and/or resources to complete a full Application. All Applicants for funding are required to complete an Application, which will be reviewed and then considered for award at the discretion of Triumph Gulf Coast Board.

Please Select the Proposal's Eligibility Category(s)

Pursuant to Section 288.8017, Triumph Gulf Coast, Inc. was created to make awards from available funds to projects or programs that meet the priorities for economic recovery, diversification, and enhancement of the disproportionately affected counties. The disproportionately affected counties are: Bay County, Escambia County, Franklin County, Gulf County, Okaloosa County, Santa Rosa County, Walton County, or Wakulla County. See, Section 288.08012.

1. From the choices below, please check the box that describes the purpose of the proposed project or program (check all that apply):

- Ad valorem tax rate reduction within disproportionately affected counties;
- Local match requirements of s. 288.0655 for projects in the disproportionately affected counties;
- Public infrastructure projects for construction, expansion, or maintenance which are shown to enhance economic recovery, diversification, and enhancement of the disproportionately affected counties;
- Grants to local governments in the disproportionately affected counties to establish and maintain equipment and trained personnel for local action plans of response to respond to disasters, such as plans created for the Coastal Impacts Assistance Program;
- Grants to support programs that prepare students for future occupations and careers at K-20 institutions that have campuses in the disproportionately affected counties. Eligible programs include those that increase students' technology skills and knowledge; encourage industry certifications; provide rigorous, alternative pathways for students to meet high school graduation requirements; strengthen career readiness initiatives; fund high-demand programs of emphasis at the bachelor's and master's level designated by the Board of Governors; and, similar to or the same as talent retention programs created by the Chancellor of the State University System and the Commission of Education, encourage students with interest or aptitude for science, technology, engineering, mathematics, and medical disciplines to pursue postsecondary education at a state university or a Florida College System institution within the disproportionately affected counties;
- Grants to support programs that provide participants in the disproportionately affected counties with transferable, sustainable workforce skills that are not confined to a single employer; and
- Grants to the tourism entity created under s. 288.1226 for the purpose of advertising and promoting tourism and Fresh From Florida, and grants to promote workforce and infrastructure, on behalf of all of the disproportionately affected counties.

Please Select the Priorities this Proposal's Outcomes will Achieve

1. Please check the box if the proposed project or program will meet any of the following priorities (check all that apply):

- Generate maximum estimated economic benefits, based on tools and models not generally employed by economic input-output analyses, including cost-benefit, return-on-investment, or dynamic scoring techniques to determine how the long-term economic growth potential of the disproportionately affected counties may be enhanced by the investment.
- Increase household income in the disproportionately affected counties above national average household income.
- Leverage or further enhance key regional assets, including educational institutions, research facilities, and military bases.
- Partner with local governments to provide funds, infrastructure, land, or other assistance for the project.
- Benefit the environment, in addition to the economy.
- Provide outcome measures.
- Partner with K-20 educational institutions or school districts located within the disproportionately affected counties as of January 1, 2017.
- Are recommended by the board of county commissioners of the county in which the project or program will be located.
- Partner with convention and visitor bureaus, tourist development councils, or chambers of commerce located within the disproportionately affected counties.

Gulf Coast Digitized Campaign

(i) Triumph Gulf Coast Funding Request: \$254,100

(ii) Other Funding / Sources: \$ 84,500 funded privately by Kuhn Strategic Consulting

(iii) Project Location: Filming and production will be executed equally in all 8 disproportionately affected counties: Bay, Escambia, Franklin, Gulf, Okaloosa, Santa Rosa, Walton, and Wakulla

(iv) Summary Description:

Kuhn Strategic Consulting (KSC) builds marketing campaigns for the specific purpose of increasing tourism and economic growth for designated areas. KSC would like to partner with Triumph Gulf Coast, Inc. (Triumph) for a grant to fund a large scale tourism and economic development project designed specifically to promote all 8 counties disproportionately affected by the Deepwater Horizon oil spill. The main focus of this project will be the customized creation, scripting, film production, editing, upload delivery, maintenance, and post production promotions of 40 videos dedicated to the Northwest Florida Region. These strategically curated videos will be designed to increase tourism and substantially grow the workforce on behalf of the disproportionately effected areas.

In general, watching videos about travel destinations creates more interest & desire to travel to the designated area. Research from 2020 shows that 76% of the general US population "watch YouTube travel vloggers for inspiration about destinations" for travel. Tapping into this sector for the affected Northwest Florida area will have significant results on economic growth and recovery. Travel and tourism is a dominant job creator that significantly increases economic activity. For every 1 million spend in travel 8.7 jobs are created and, in comparison, for every 1 million spend in overall private sectors only 4.4 jobs are created.*

86% of people (and 92% of Gen Z) say they become interested in a location after seeing user generated content.** 52% of consumers say they made plans and booked a vacation due to a video from social platforms. KSC's Gulf Coast Digitized Campaign will deliver 40 videos to an already established travel channel on the largest video sharing platform & the second largest search engine in the world: YouTube. With dedicated post production promotional funds budgeted into the project, we estimate 1 to 1.5 million people will view the videos within the first year after publication. This viewership will only grow over time without any additional funds necessary after project completion.

We anticipate travel conversion rates of 0.3-5% based on national data. One million views converts to 3,000 vacations booked at a 0.3% conversion rate. The average revenue for a family travel booking in Florida is \$5,000. Conservative calculations (1 million views at 0.3% conversion rates & average FL vacation expenditures) show a \$15,000,000 increase in revenue for tourism and hospitality within one year post publication (3,000 x \$5,000 = \$15,000,000). This very conservative estimate would be a 5,903% Return On Investment (ROI) for the \$254,100 funds granted by Triumph for the Gulf Coast Digitized Campaign. This outcome for the economy and workforce in all 8 disproportionately affected areas is considerable. With an increase in travel revenue of \$15,000,000 and 8.7 jobs created for every 1 million spend in the travel industry, we estimate a minimum of 131 jobs will be created within one year post project completion. Please note, YouTube is a sustainable platform. After the initial production is funded and completed, then there will be no necessary injection of additional funds to keep the project fully visible to the public. This means economic growth will continue to increase year after year as a result of the vlogging and film created by the Gulf Coast Digitized Campaign. As long as YouTube is a viable media outlet, then the exposure and ROI for Triumph will continue to grow substantially for many years to come.

*US Travel Association Data

**Stackla Research Data

The Gulf Coast Digitized Campaign includes the entire design, content creation, film production, revisions, thumbnail customization, upload, delivery, and promotion of 5 videos each for Bay County, Escambia County, Franklin County, Gulf County, Okaloosa County, Santa Rosa County, Walton County, and Wakulla County. This will total 40 videos structured in vlogging and virtual tours that draw significant awareness to all the splendors that each county offers.

Each video proposed will be tailored and scripted to increase viewership and highlight the unique inviting attractions for each county. During our scripting and planning process we will be in contact with each area's visitor bureau, tourist council, and/or chamber of commerce to ensure we do not leave out new developments that would be beneficially to include for each county. Multiple videos will include call outs with mentions or screen recordings to various informative online sites / physical locations (i.e. visitor centers). For instance, for Escambia County as a small part of one video (possibly a Top 10 Things To Do In Pensacola video) we would direct people to www.visitpensacola.com. On that small portion of the video KSC would screen record and voiceover showing the beautiful website, explaining this was helpful when we planned our trip. Also, this would be an opportunity to direct people to the "Get your free Insider's Guide" which in turn gets Pensacola Visitor Bureau contact information to individuals interested in traveling to the area. 70% of potential visitors travel to a destination after receiving a visitor guide.*** Our full proposal will include more detailed descriptions of the videos for each county.

Much of what makes content successful on the platform of YouTube is free form entertaining content that individuals continue to watch. KSC focuses on keeping the most important YouTube analytics in mind while creating content. This includes: Search Engine Optimization (SEO) key words used throughout the video (verbally, descriptions, and tags); custom thumbnails for high click through rate; and engaging content for high audience retention rate. When these multiple factors are met YouTube algorithms are triggered and videos rank high on recommendations resulting in a snowball effect for exposure. The total increase in household income from the proposed Gulf Coast Digitized Campaign cannot be underestimated. Our campaign can increase income across every disproportionately affected county.

Our strategy and plan at KSC utilizes multiple modern outlets to promote and market the Northwest Florida region as a premier vacation destination. This in turn will transform the regional economies by creating viable workforce demand. The economic recovery and transformation that will result from such a large increase in tourism revenue will have long term economic growth benefits for the disproportionately affected counties.

(v) Timeline:

Gulf Coast Digitized Campaign will be completed within 18 month after award agreement.

3 Month Benchmark: Planning, script writing, research, and beginning film production.

6 Month Benchmark: Completion, upload, delivery, and beginning promotion of at least 10 videos.

9 Month Benchmark: Completion, upload, delivery, and promotion of at least 20 videos.

12 Month Benchmark: Completion, upload, delivery, and promotion of at least 30 videos.

15 Month Benchmark: Completion, upload, delivery, and promotion of at least 40 videos.

18 Month Benchmark: Continued post production promotion and campaign maintenance for engagement. Project completion anticipated at 18 month benchmark.