

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: VISIT FLORIDA
Proposal Title: Northwest Florida Beaches – Adventure Within Reach
Amount of Triumph Funds Requested: \$3,500,000 a year for three years
Total Estimated Project Cost: \$10,500,000

BRIEF DESCRIPTION OF INDIVIDUAL/ENTITY/ORGANIZATION:

VISIT FLORIDA is the State of Florida's official destination marketing corporation. It was established by the Florida legislature in 1996 and is organized as a direct-support organization of the Florida Department of Commerce. Each year, VISIT FLORIDA promotes the state-wide tourism brand and works with thousands of Florida tourism industry stakeholders to create and execute cooperative advertising campaigns, promotional programs and many other marketing ventures. It is subject to close state oversight, routinely receives clean audits, and has been a trusted administrator of millions of state and federal funds.

CONTACT INFORMATION

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

Florida's Coastal Northwest Communications Council, dba Northwest Florida Tourism Council (NWFL)
Darien Schaefer, Chairman
Representing Escambia, Santa Rosa, Okaloosa, Walton, Bay, Gulf, Franklin, and Wakulla counties.

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.

VISIT FLORIDA/Northwest Florida Beaches – Adventure Within Reach

FUNDING

VISIT FLORIDA proposes to create and sustain a series of marketing campaigns to promote the eight disproportionately affected counties impacted by the Deepwater Horizon Oil Spill Project. VISIT FLORIDA is requesting \$10,500,000, spread over 3-years, with an annual appropriation of \$3,500,000.

VISIT FLORIDA and the Northwest Florida Tourism Council (NWFL) will each contribute \$500,000 annually to the campaign, plus in-kind and value-added promotional contributions. Based on the “hard dollar” contributions of \$4,500,000, the match is 28.6%.

As one of the nation’s leading destination marketing organizations, VISIT FLORIDA regularly negotiates preferred pricing, media buys with bonus insertions/frequency and other value-added promotional value to extend its campaigns. These “soft dollar” contributions will increase the overall media value of the campaign and the total match provided to Triumph Gulf Coast. Since these programs are negotiated on a case-by-case basis and for the ease of reporting and tracking, this soft match is not included in the match commitment outlined above. Additionally, there will be in-kind contributions from all eight counties in staffing, dues, and promotional efforts. Combined, these in-kind and value-added promotional contributions are expected to average \$750,000 - \$1,000,000 annually, raising the actual match realized by Triumph Gulf Coast to over fifty-percent annually.

PROGRAM SUMMARY

As provided by section 288.8017(1)(g), Florida Statutes, Triumph Gulf Coast may make awards to VISIT FLORIDA for the purpose of advertising and promoting tourism on behalf of all disproportionately affected counties.

VISIT FLORIDA in partnership with NWFL will expand and extend the existing NWFL “Adventure within Reach” marketing efforts. The common thread connecting this region of Florida is the sugar-white sand beaches and emerald-green waters of the Gulf of Mexico that offer a variety of vibrant communities and off-the-beach recreation and adventure opportunities that appeal to visitors of all ages.

Building on the diversity of the region’s visitor appeal and in support of each community’s tourism promotion activities, NWFL promotes the area under the brand of Northwest Florida Beaches, Adventure within Reach. NWFL represents all eight counties in the region through the Tourism Development Councils and their destination marketing organizations (DMO).

“Adventure within Reach” will increase awareness among emerging markets that may be unfamiliar with the region’s incredible beaches and recreation experiences, as well as strengthening awareness and preference for the various destinations within the region with each county’s core customer base.

“*Adventure within Reach*” adds resiliency to tourism in the region by extending seasonality beyond the summer, which allows the industry to lengthen the tourism careers of residents into year-round opportunities resulting in higher earnings. These activities spread families out across different geographies and outdoor settings.

Tourism resilience will be addressed by expanding the adventure opportunities beyond the beach to include new and innovative adventure tourism products. While the program promotes the beach, it also reaches beyond to include Bays, Bayous and Intracoastal waterways as well as “off-the-map” and oftentimes undiscovered or rural areas. In short, the creation and expansion of adventure tourism

in this region raises the quality of life and place for both visitors and residents allowing a new generation of talented and creative individuals and businesses to thrive.

During the proposed three-year campaign, VISIT FLORIDA will partner with NWFL adding expertise, promotional buying power and resources to dramatically expand existing pilot program successes and reach new families in emerging tourism markets. To achieve this balance of strengthening the region's emerging and core market, the advertising and promotional program will be divided into a Regional Campaign and Destination Specific Campaign.

REGIONAL CAMPAIGN

Within the parameters of existing brand guidelines created by NWFL, and as informed by creative briefs written by NWFL for "The Beaches of Northwest Florida, Adventure within Reach," VISIT FLORIDA will develop a campaign that captures the essence and vibe of the region and will serve to introduce the region to new audiences in community's or market segments that may have been beyond the reach of the individual county's marketing programs.

The assets for this portion of the program will be from existing materials developed by NWFL or will be created by agencies working on behalf of VISIT FLORIDA. All assets for the regional campaign will be co-branded with logos from NWFL and VISIT FLORIDA. Approximately \$2.0 million, including the cost of production and project management will be expended on the Regional Campaign.

DESTINATION CAMPAIGNS

Each year, VISIT FLORIDA creates cobranded, cooperative marketing opportunities that provide local destination marketing organizations the ability to tell their community's story within and alongside the state-wide promotional effort. Through strategic alignment and buying power, VISIT FLORIDA is able to greatly reduce the cost of running content on many of the marketing channels that best reach current and potential visitors to Florida.

The Destination Campaigns are a natural extension of this approach. Each county will be able to personalize the creative and determine the channels and time frames that make the most sense for their specific destination opportunities. In addition to each destination's branding, the assets will include the logos of VISIT FLORIDA and NWFL. Approximately \$2.0 million, including the cost of production and project management, will be expended on the Destination Campaigns. To ensure equitable distribution of the campaign benefit, each county will receive \$25,000, plus a pro-rata share of the region's visitor spending (as measured by 1% of the tourist development tax collected in each county)

ELIGIBILITY CATEGORY

- 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.

PROJECT OUTCOMES

This project is designed to leverage the resources and expertise of VISIT FLORIDA and the eight-county membership of NWFL to increase awareness of the Beaches of Northwest Florida and increase visitor spending within the region on a year-round basis.