

July 21, 2023

Florida Triumph Gulf Coast, Inc.
P.O. Box 12007
Tallahassee, Florida 32317

Dear Triumph Gulf Coast Board of Directors,

The Florida Department of Commerce (FloridaCommerce) strongly supports VISIT FLORIDA's proposal for funding to create and sustain a series of marketing campaigns that will promote tourism in the eight counties disproportionately impacted by the Deepwater Horizon Oil Spill Project.

This project will benefit economic conditions in the region by increasing wages for residents working in the tourism industry through a reduction in the seasonality gap and by dispersing tourism activity to additional areas within the region that are often overlooked by tourists.

VISIT FLORIDA is a longstanding partner of FloridaCommerce, has consistently delivered an outstanding return on investment to the State of Florida through exceptional marketing, and is a trusted administrator of public funds. With its proven track record, VISIT FLORIDA is an ideal recipient for a grant award to create a more robust, resilient, and prosperous tourism economy in the region.

Sincerely,



J. Alex Kelly