

# Triumph Gulf Coast, Inc. Application for Funds

December 2023



## **Triumph Gulf Coast, Inc. Trust Fund Application for Funds**

Proposal Instructions: The Triumph Gulf Coast, Inc. Trust Fund Grant Application (this document) must be completed by the entity applying for the grant and signed, as applicable, by either the individual applying for funds, an individual authorized to bind the entity applying for funds, a chief elected official, the administrator for the governmental entity or their designee. Please read the Application carefully as some questions may require a separate narrative to be completed. In addition, please complete all Addendums that may be applicable to the proposed project or program.

Triumph Gulf Coast, Inc. will make awards from available funds to projects or programs that meet the priorities for economic recovery, diversification, and enhancement of the disproportionately affected counties. Triumph Gulf Coast, Inc. may make awards for:

- 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.

Pursuant to Florida Law, Triumph Gulf Coast, Inc. will provide priority consideration to Applications for projects or programs that:

- 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.

Additionally, the Board of Triumph Gulf Coast, Inc. may provide discretionary priority to consideration of Applications for projects and programs that:

- Are considered transformational for the future of the Northwest Florida region.
- May be consummated quickly and efficiently.
- Promote net-new jobs in the private sector with an income above regional average household income.
- Align with Northwest Florida FORWARD, the regional strategic initiative for Northwest Florida economic transformation.
- Create net-new jobs in targeted industries to include: aerospace and defense, financial services/shared services, water transportation, artificial intelligence, cybersecurity, information technology, manufacturing, and robotics.
- Promote industry cluster impact for unique targeted industries.
- Create net-new jobs with wages above national average wage (*e.g.*, similar to EFI QTI program, measured on graduated scale).
- Are located in Rural Area of Opportunity as defined by the State of Florida (DEO).
- Provide a wider regional impact versus solely local impact.
- Align with other similar programs across the regions for greater regional impact, and not be duplicative of other existing projects or programs.
- Enhance research and innovative technologies in the region.
- Enhance a targeted industry cluster or create a Center of Excellence unique to Northwest Florida.
- Create a unique asset in the region that can be leveraged for regional growth of targeted industries.

- Demonstrate long-term financial sustainability following Triumph Gulf Coast, Inc. funding.
- Leverage funding from other government and private entity sources.
- Provide local investment and spending.
- Are supported by more than one governmental entity and/or private sector companies, in particular proposed projects or programs supported by more than one county in the region.
- Provide clear performance metrics over duration of project or program.
- Include deliverables-based payment system dependent upon achievement of interim performance metrics.
- Provide capacity building support for regional economic growth.
- Are environmentally conscious and business focused.
- Include Applicant and selected partners/vendors located in Northwest Florida.

Applications will be evaluated and scored based on compliance with the statutory requirements of the Triumph Gulf Coast legislation, including but not limited to the priorities identified therein and the geographic region served by the proposed project or program.

**Applicant Information**

Name of Individual (if applying in individual capacity): \_\_\_\_\_

Name of Entity/Organization: VISIT FLORIDA

Background of Applicant Individual/Entity/Organization: Florida's statewide DMO

\_\_\_\_\_  
(If additional space is needed, please attach a Word document with your entire answer.)

Federal Employer Identification Number: 59-3359293

Contact Information:

Primary Contact Information: Craig Thomas

Title: Chief Operating Officer & General Counsel

Mailing Address: 101 North Monroe Street, Suite 900

Tallahassee, FL 32301

Phone: (850) 728 - 5878

Email: cthomas@visitflorida.org

Website: visitflorida.com

Identify any co-applicants, partners, or other entities or organizations that will have a role in the proposed project or program and such partners proposed roles.

Project partner - Northwest Florida Tourism Council ("NWFL")

\_\_\_\_\_  
The council represents tourism organizations serving Escambia, Santa Rosa, Okaloosa,

\_\_\_\_\_  
Walton, Bay, Gulf, Franklin and Wakulla counties.

\_\_\_\_\_  
(If additional space is needed, please attach a Word document with your entire answer.)

Total amount of funding requested from Triumph Gulf Coast: \$10,500,000 (\$3.5M per year  
for 3 years)

Has the applicant in the past requested or applied for funds for all or part of the proposed project/program?

Yes       No

If yes, please provide detailed information concerning the prior request for funding, including:

- the date the request/application for funding was made;
- the source to which the request/application for funding was made,
- the results of the request/application for funding, and
- projected or realized results and/or outcomes from prior funding.

---

---

(If additional space is needed, please attach a Word document with your entire answer.)

Describe the financial status of the applicant and any co-applicants or partners:

Applicants are publicly funded and capable of meeting obligations.

---

---

(If additional space is needed, please attach a Word document with your entire answer.)

In a separate attachment, please provide financial statements or information that details the financial status of the applicant and any co-applicants or partners.

Has the applicant or any co-applicants, partners or any associated or affiliated entities or individuals filed for bankruptcy in the last ten (10) years?

Yes       No

If yes, please identify the entity or individual that filed for bankruptcy and the date of filing.

---

---

(If additional space is needed, please attach a Word document with your entire answer.)

## **Eligibility**

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.





3. Explain how the proposed project or program is considered transformational and how it will effect the disproportionately affected counties in the next ten (10) years.

See application supplement.

---

---

(If additional space is needed, please attach a Word document with your entire answer.)

4. Describe data or information available to demonstrate the viability of the proposed project or program.

See application supplement.

---

(If additional space is needed, please attach a Word document with your entire answer.)

5. Describe how the impacts to the disproportionately affected counties will be measured long term.

See application supplement.

---

(If additional space is needed, please attach a Word document with your entire answer.)

6. Describe how the proposed project or program is sustainable. (Note: Sustainable means how the proposed project or program will remain financially viable and continue to perform in the long-term after Triumph Gulf Coast, Inc. funding.)

See application supplement. (If additional space is needed, please attach a Word document with your entire answer.)

7. Describe how the deliverables for the proposed project or program will be measured.

See application supplement.

---

(If additional space is needed, please attach a Word document with your entire answer.)

### **Priorities**

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.

2. Please explain how the proposed project meets the priorities identified above.

See application supplement.

---



---



---



---



---



---



---



---

(If additional space is needed, please attach a Word document with your entire answer.)

3. Please explain how the proposed project or program meets the discretionary priorities identified by the Board.

See application supplement.

---



---

(If additional space is needed, please attach a Word document with your entire answer.)

4. In which of the eight disproportionately affected county/counties is the proposed project or program located? (Circle all that apply)

Escambia   Santa Rosa   Okaloosa   Walton   Bay   Gulf   Franklin   Wakulla

All of the above.

5. Was this proposed project or program on a list of proposed projects and programs submitted to Triumph Gulf Coast, Inc., by one (or more) of the eight disproportionately affected Counties as a project and program located within its county?

Yes  No

If yes, list all Counties that apply: \_\_\_\_\_  
\_\_\_\_\_

6. Does the Board of County Commissioners for each County listed in response to question 5, above, recommend this project or program to Triumph?

Yes  No

\*\*Please attach proof of recommendation(s) from each County identified.

### **Approvals and Authority**

1. If the Applicant is awarded grant funds based on this proposal, what approvals must be obtained before Applicant can execute an agreement with Triumph Gulf Coast, Inc.?  
All necessary approvals have been obtained.

\_\_\_\_\_  
(If additional space is needed, please attach a Word document with your entire answer.)

2. If approval of a board, commission, council or other group is needed prior to execution of an agreement between the entity and Triumph Gulf Coast:

A. Provide the schedule of upcoming meetings for the group for a period of at least six months.

B. State whether that group can hold special meetings, and if so, upon how many days' notice.

N/A

\_\_\_\_\_  
(If additional space is needed, please attach a Word document with your entire answer.)

3. Describe the timeline for the proposed project or program if an award of funding is approved, including milestones that will be achieved following an award through completion of the proposed project or program.  
The date of award through June 30, 2027. See application supplement for more detail.

\_\_\_\_\_  
(If additional space is needed, please attach a Word document with your entire answer.)

4. Attach evidence that the undersigned has all necessary authority to execute this proposal on behalf of the entity applying for funding. This evidence may take a variety of forms, including but not limited to: a delegation of authority, citation to relevant laws or codes, policy documents, etc. In addition, please attach any support letters from partners.

Application is submitted by the Chief Operating Officer and General Counsel for VISIT FLORIDA, Craig Thomas. I attest through submission that all approvals have been acquired. Additional documentation can be provided upon request.

**Funding and Budget:**

Pursuant to Section 288.8017, awards may not be used to finance 100 percent of any project or program. An awardee may not receive all of the funds available in any given year.

1. Identify the amount of funding sought from Triumph Gulf Coast, Inc. and the time period over which funding is requested.  
\$3.5M per year for three years for a total of \$10.5M.

---

(If additional space is needed, please attach a Word document with your entire answer.)

2. What percentage of total program or project costs does the requested award from Triumph Gulf Coast, Inc. represent? (Please note that an award of funding will be for a defined monetary amount and will not be based on percentage of projected project costs.)  
78%

---

(If additional space is needed, please attach a Word document with your entire answer.)

3. Please describe the types and number of jobs expected from the proposed project or program and the expected average wage.  
See application supplement.

---

(If additional space is needed, please attach a Word document with your entire answer.)

4. Does the potential award supplement but not supplant existing funding sources? If yes, describe how the potential award supplements existing funding sources.

Yes     No    See application supplement.

---

(If additional space is needed, please attach a Word document with your entire answer.)

5. Please provide a Project/Program Budget. Include all applicable costs and other funding sources available to support the proposal.

A. Project/Program Costs:

Example Costs (Note: Not exhaustive list of possible Cost categories.)

Construction	\$ _____
Reconstruction	\$ _____
Design & Engineering	\$ _____
Land Acquisition	\$ _____
Land Improvement	\$ _____
Equipment	\$ _____
Supplies	\$ _____
Salaries	\$ _____

Marketing expenses	
Other (specify)	\$ <u>\$13,500,000</u>
<b>Total Project Costs:</b>	\$ <u>\$13,500,000</u>

**B. Other Project Funding Sources:**

Example Funding Sources (Note: Not an exhaustive list of possible Funding Sources.)

City/County	\$ _____
Private Sources	\$ <u>\$3,000,000</u>
Other (e.g., grants, etc.)	\$ _____
<b>Total Other Funding</b>	\$ _____
<b>Total Amount Requested:</b>	\$ <u>\$10,500,000</u>

Note: The total amount requested must equal the difference between the costs in 3A. and the other project funding sources in 3.B.

**C. Provide a detailed budget narrative, including the timing and steps necessary to obtain the funding and any other pertinent budget-related information.**

---

See application supplement.

---



---



---



---



---



---



---



---

(If additional space is needed, please attach a Word document with your entire answer.)

Applicant understands that the Triumph Gulf Coast, Inc. statute requires that the award contract must include provisions requiring a performance report on the contracted activities, must account for the proper use of funds provided under the contract, and must include provisions for recovery of awards in the event the award was based upon fraudulent information or the awardee is not meeting the performance requirements of the award.

Yes       No

Applicant understands that awardees must regularly report to Triumph Gulf Coast, Inc. the expenditure of funds and the status of the project or program on a schedule determined by Triumph Gulf Coast, Inc.

Yes       No

Applicant acknowledges that Applicant and any co-Applicants will make books and records and other financial data available to Triumph Gulf Coast, Inc. as necessary to measure and confirm performance metrics and deliverables.

Yes       No

Applicant acknowledges that Triumph Gulf Coast, Inc. reserves the right to request additional information from Applicant concerning the proposed project or program.

Yes       No

**ADDENDUM FOR INFRASTRUCTURE PROPOSALS:** N/A

1. Program Requirements

A. Is the infrastructure owned by the public?

Yes  No

B. Is the infrastructure for public use or does it predominately benefit the public?

Yes  No

C. Will the public infrastructure improvements be for the exclusive benefit of any single company, corporation or business entity?

Yes  No

D. Provide a detailed explanation of how the public infrastructure improvements will connect to a broader economic development vision for the community and benefit additional current and future businesses.

---

---

---

(If additional space is needed, please attach a Word document with your entire answer.)

E. Provide a detailed description of, and quantitative evidence demonstrating how the proposed public infrastructure project will promote:

- Economic recovery,
- Economic Diversification,
- Enhancement of the disproportionately affected counties,
- Enhancement of a Targeted Industry.

---

---

(If additional space is needed, please attach a Word document with your entire answer.)

2. Additional Information

A. Is this project an expansion of existing infrastructure project?

Yes  No

B. Provide the proposed beginning commencement date and number of days required to complete construction of the infrastructure project.

---



---

(If additional space is needed, please attach a Word document with your entire answer.)

- C. What is the location of the public infrastructure? (Provide the road number, if applicable.)

---

(If additional space is needed, please attach a Word document with your entire answer.)

- D. Who is responsible for maintenance and upkeep? (Indicate if more than one are applicable.)

---

(If additional space is needed, please attach a Word document with your entire answer.)

- E. What permits are necessary for the infrastructure project?

---

(If additional space is needed, please attach a Word document with your entire answer.)

Detail whether required permits have been secured, and if not, detail the timeline for securing these permits. Additionally, if any required permits are local permits, will these permits be prioritized?

---

(If additional space is needed, please attach a Word document with your entire answer.)

- F. What is the future land use and zoning designation on the proposed site of the Infrastructure improvement, and will the improvements conform to those uses?

---

(If additional space is needed, please attach a Word document with your entire answer.)

- G. Will an amendment to the local comprehensive plan or a development order be required on the site of the proposed project or on adjacent property to accommodate the infrastructure and potential current or future job creation opportunities? If yes, please detail the timeline
- Yes       No

---

(If additional space is needed, please attach a Word document with your entire answer.)

- H. Does this project have a local match amount? If yes, please describe the entity providing the match and the amount.
- Yes       No

---

(If additional space is needed, please attach a Word document with your entire answer.)

- I. Provide any additional information or attachments to be considered for this proposal.

---

(If additional space is needed, please attach a Word document with your entire answer.)

**ADDENDUM FOR WORKFORCE TRAINING PROPOSALS**

1. Program Requirements

- A. Will this proposal supports programs that prepare students for future occupations and careers at K-20 institutions that have campuses in the disproportionately affected counties? If yes, please identify where the campuses are located and provide details on how the proposed programs will prepare students for future occupations and at which K-20 institutions that programs will be provided.
- Yes       No

---

(If additional space is needed, please attach a Word document with your entire answer.)

- B. Will the proposed program (check all that apply):
- 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
  - 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 (similar to or the same as talent retention programs created by the Chancellor of the State University System and the Commission on Education)

For each item checked above, describe how the proposed program will achieve these goals

---

(If additional space is needed, please attach a Word document with your entire answer.)

- C. Will this proposal provide participants in the disproportionately affected counties with transferable, sustainable workforce skills but not confined to a single employer? If yes, please provide details.
- Yes       No

---

---

(If additional space is needed, please attach a Word document with your entire answer.)

- D. Identify the disproportionately affected counties where the proposed programs will operate or provide participants with workforce skills.

---

---

(If additional space is needed, please attach a Word document with your entire answer.)

- E. Provide a detailed description of, and quantitative evidence demonstrating how the proposed project or program will promote:
- Economic recovery,
  - Economic Diversification,
  - Enhancement of the disproportionately affected counties,
  - Enhancement of a Targeted Industry.

---

---

(If additional space is needed, please attach a Word document with your entire answer.)

2. Additional Information

- A. Is this an expansion of an existing training program? If yes, describe how the proposed program will enhance or improve the existing program and how the proposal program will supplement but not supplant existing funding sources.
- Yes       No

---

---

(If additional space is needed, please attach a Word document with your entire answer.)

- B. Indicate how the training will be delivered (*e.g.*, classroom-based, computer based, other).  
If in-person, identify the location(s) (*e.g.*, city, campus, etc.) where the training will be available.

If computer-based, identify the targeted location(s) (e.g., city, county) where the training will be available.

---

---

(If additional space is needed, please attach a Word document with your entire answer.)

- C. Identify the number of anticipated enrolled students and completers.

---

---

(If additional space is needed, please attach a Word document with your entire answer.)

- D. Indicate the length of the program (e.g, quarters, semesters, weeks, months, etc.) including anticipated beginning and ending dates.

---

---

(If additional space is needed, please attach a Word document with your entire answer.)

- E. Describe the plan to support the sustainability of the proposed program.

---

---

(If additional space is needed, please attach a Word document with your entire answer.)

- F. Identify any certifications, degrees, etc. that will result from the completion of the program.

---

---

(If additional space is needed, please attach a Word document with your entire answer.)

G. Does this project have a local match amount? If yes, please describe the entity providing the match and the amount.

Yes  No

---

(If additional space is needed, please attach a Word document with your entire answer.)

H. Provide any additional information or attachments to be considered for this proposal.

---

(If additional space is needed, please attach a Word document with your entire answer.)

**ADDENDUM FOR AD VALOREM TAX RATE REDUCTION:**

1. Program Requirements

- A. Describe the property or transaction that will be supported by the ad valorem tax rate reduction.

---

(If additional space is needed, please attach a Word document with your entire answer.)

- B. Provide a detailed explanation of how the ad valorem tax rate reduction will connect to a broader economic recovery, diversification, enhancement of the disproportionately affected counties and/or enhancement of a targeted industry.

---

(If additional space is needed, please attach a Word document with your entire answer.)

- C. Provide a detailed description of the quantitative evidence demonstrating how the proposed ad valorem tax reduction will promote:
- Economic recovery,
  - Economic Diversification,
  - Enhancement of the disproportionately affected counties,
  - Enhancement of a Targeted Industry.

---

(If additional space is needed, please attach a Word document with your entire answer.)

2. Additional Information

- A. What is the location of the property or transaction that will be supported by the ad valorem tax rate reduction?

---

(If additional space is needed, please attach a Word document with your entire answer.)

- B. Detail the current status of the property or transaction that will be supported by the ad valorem tax rate reduction and provide a detailed description of when and how the ad valorem tax rate reduction will be implemented.

---

(If additional space is needed, please attach a Word document with your entire answer.)

- C. Does this proposed project have a local match amount? If yes, please describe the entity providing the match and the amount.  
 Yes       No

---

(If additional space is needed, please attach a Word document with your entire answer.)

- D. Provide any additional information or attachments to be considered for this proposal.

---

---

---

(If additional space is needed, please attach a Word document with your entire answer.)



**ADDENDUM FOR LOCAL MATCH REQUIREMENTS OF SECTION 288.0655,  
FLORIDA STATUTES**

1. Program Requirements

- A. Describe the local match requirements of Section 288.0655 and the underlying project, program or transaction that will be funded by the proposed award.

---

(If additional space is needed, please attach a Word document with your entire answer.)

- B. Provide a detailed explanation of how the local match requirements and the underlying project or program will connect to a broader economic recovery, diversification, enhancement of the disproportionately affected counties and/or enhancement of a targeted industry.

---

(If additional space is needed, please attach a Word document with your entire answer.)

- C. Provide a detailed description of, and quantitative evidence demonstrating how the proposed local match requirements will promote:
- Economic recovery,
  - Economic Diversification,
  - Enhancement of the disproportionately affected counties,
  - Enhancement of a Targeted Industry.

---

(If additional space is needed, please attach a Word document with your entire answer.)

2. Additional Information

- A. What is the location of the property or transaction that will be supported by the local match requirements?

---

(If additional space is needed, please attach a Word document with your entire answer.)

- B. Detail the current status of the property or transaction that will be supported by the local match requirement and provide a detailed description of when and how the local match requirement will be implemented.

---

---

(If additional space is needed, please attach a Word document with your entire answer.)

- C. Provide any additional information or attachments to be considered for this proposal.

---

---

---

(If additional space is needed, please attach a Word document with your entire answer.)

## ADDENDUM FOR LOCAL ACTION PLAN

### 1. Program Requirements

- A. Describe how the proposed award will establish and maintain equipment and trained personnel for local action plans of response to respond to disasters.
- B. Describe the type and amount of equipment and trained personnel that will be established or maintained by the proposed award.
- C. Identify the specific local action plans (*e.g.*, Coastal Impacts Assistance Program) that will benefit from the proposed award.
- D. Provide a detailed explanation of how the proposed award will connect to a broader economic recovery, diversification, enhancement of the disproportionately affected counties and/or enhancement of a targeted industry.

---

(If additional space is needed, please attach a Word document with your entire answer.)

- E. Provide a detailed description of the quantitative evidence demonstrating how the proposed will promote:
  - Economic recovery,
  - Economic Diversification,
  - Enhancement of the disproportionately affected counties,
  - Enhancement of a Targeted Industry.

---

(If additional space is needed, please attach a Word document with your entire answer.)

### 2. Additional Information

- A. What is the location of the local action program that will be supported by the proposed award?

---

(If additional space is needed, please attach a Word document with your entire answer.)

- B. Detail the current status of the local action plans (*e.g.*, new plans, existing plans, etc.) that will be supported by the proposed award and provide a detailed description of when and how the proposed award will be implemented.

---

---

(If additional space is needed, please attach a Word document with your entire answer.)

- C. Provide any additional information or attachments to be considered for this proposal.

---

---

(If additional space is needed, please attach a Word document with your entire answer.)

## ADDENDUM FOR ADVERTISING/PROMOTION

### 1. Program Requirements

A. Is the applicant a tourism entity created under s. 288.1226, Florida Statutes?

Yes       No

B. Does the applicant advertise and promote tourism and Fresh From Florida? If yes, provide details on how it advertises and promotes tourism and Fresh From Florida.

Yes       No

Applicant advertises and supports tourism.

---

(If additional space is needed, please attach a Word document with your entire answer.)

C. Does the proposed award promote workforce and infrastructure on behalf of the disproportionately affected counties? If yes, describe how workforce and infrastructure is promoted on behalf of the disproportionately affected counties.

Yes       No

---

(If additional space is needed, please attach a Word document with your entire answer.)

D. Provide a detailed explanation of how the proposed award will connect to a broader economic recovery, diversification, enhancement of the disproportionately affected counties and/or enhancement of a targeted industry.

See application supplement. This issue is addressed repeatedly throughout various sections.

---

(If additional space is needed, please attach a Word document with your entire answer.)

E. Provide a detailed description of the quantitative evidence demonstrating how the proposed will promote:

- Economic recovery,
  - Economic Diversification,
  - Enhancement of the disproportionately affected counties,
  - Enhancement of a Targeted Industry.
-

See application supplement. This issue is addressed throughout various sections.

---

(If additional space is needed, please attach a Word document with your entire answer.)

2. Additional Information

- A. Describe the advertising and promotion mediums and locations where the advertising and promotion will occur.  
See application supplement. This issue is addressed throughout various sections.

---

(If additional space is needed, please attach a Word document with your entire answer.)

- B. Detail the current status of the advertising and promotion (*e.g.*, new plans, existing plans, etc.) that will be supported by the proposed award and provide a detailed description of when and how the proposed award will be implemented.  
See application supplement. This issue is addressed throughout various sections.

---

(If additional space is needed, please attach a Word document with your entire answer.)

- C. Provide any additional information or attachments to be considered for this proposal.

---

(If additional space is needed, please attach a Word document with your entire answer.)

I, the undersigned, do hereby certify that I have express authority to sign this proposal on my behalf or on behalf of the above-described entity, organization, or governmental entity:

Name of Applicant: Florida Tourism Industry Marketing Corporation, Inc.

Name and Title of Authorized Representative: Craig Thomas, COO & GC

Representative Signature: *Craig Thomas*

Signature Date: 12/1/23

# VISIT FLORIDA

## Application Supplement



### ELIGIBILITY

#### 2.

VISIT FLORIDA, in partnership with NWFL, will create and execute a three-year regional tourism promotion project for Escambia, Santa Rosa, Okaloosa, Walton, Bay, Gulf, Franklin and Wakulla counties. The project is designed to transform and diversify the region's tourism product in a way that has the support of all eight individual tourist development councils. It will diversify and enhance the region's tourism by spreading the benefits of tourism to areas not typically realizing those benefits by promoting visitation outside of peak summer season and extending seasonal employment into additional months or year-round employment. It will also add resilience to the region's tourism industry insofar as it facilitates the diversification of its tourism product offerings beyond the beach. While some regional marketing efforts have already been made, scaling the program to the level contemplated in this proposal cannot happen without the support of Triumph.

The proposed annual budget consists of \$3,500,000 in Triumph grant funds (for a total of \$10,500,000), \$500,000 from VISIT FLORIDA (for a total of \$1,500,000) and \$500,000 from NWFL (for a total of \$1,500,000). VISIT FLORIDA is the applicant and ultimate decision-maker for all aspects of the project, but will administer the program in close collaboration with its partner, NWFL. The project consists of two pillars: (1) a regional brand campaign; and (2) destination campaigns.

The regional brand campaign's annual budget will be \$2,500,000. It will expand existing NWFL "Adventure within Reach" efforts and use learnings from a 2023 pilot program to inform its direction. See attached document entitled "Pilot program recap" attached. The adventure focus will expand outdoor recreation in the area by connecting more families to nature in undiscovered places and environmentally conscious ways. Adventure travel is big business, travelers spend in the local economy on average at least 2X per person compared to other categories.<sup>1</sup> Promoting the region in this way creates a unique, new asset that can be leveraged for growth in specialized industries like charter fishing, scuba diving, and other outdoor categories, etc.

The destination campaigns annual budget will be \$2,000,000. These efforts will consist of NWFL and VISIT FLORIDA cobranded cooperative marketing efforts designed to tell a more specific story for each community within the umbrella of the "Adventure within Reach" narrative. Each county will be able to more deeply personalize creative and

---

<sup>1</sup> According to the Adventure Travel Trade Association, adventure travelers spend an average of \$2,500 per person compared to \$1,100 for other visitors. See attached deck entitled "Adventure Travel Market Size."



determine the channels and timing that best achieve county-specific goals alongside the regional effort. Efforts will be as diverse as the destinations themselves. For example, while the regional effort may promote kayaking and paddling across the region, here, Walton County may focus on the coastal dune lakes or a great spot on the Choctawhatchee Bay to stop and have lunch, Franklin County may promote the Apalachicola River Paddling Trail, and so on per each destination.

Equitable distribution of destination campaign benefit will be achieved through each county receiving \$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). The funds allocated to each county by that formula will then be applied by each county to opportunities developed by VISIT FLORIDA. The eight county tourism offices have discussed and agreed upon this formula. See the attached document entitled "Destination Campaign Projections" for more information.

The overall project goals are to:

1. Effectively persuade customers in emerging markets to take trips to the region;
2. Extend seasonality beyond the summer season; and
3. Disperse visitation across different geographies and outdoor settings (promoting "off the beaten path" experiences).

The project will proceed as follows. First, VISIT FLORIDA will work with NWFL to:

1. Clearly define targeted emerging markets for the region;
2. Clearly define relevant regional seasonality; and
3. Clearly define the region's core tourism areas and geofence areas targeted for development ("off the beaten path" areas).

VISIT FLORIDA will then create and execute the marketing campaign elements in collaboration with NWFL and report success measures as follows:

1. Success of the campaign in effectively persuading emerging market customers to visit the region (VISIT FLORIDA Arrivalist data<sup>2</sup> and increase in accommodation bookings from defined origin markets based on VISIT FLORIDA data);
2. Regional visitation baseline by season (VISIT FLORIDA Arrivalist data and increase in accommodation bookings from defined origin markets based on VISIT FLORIDA data); and
3. Incremental visitor experiences taking place in areas targeted for development within the region (VISIT FLORIDA Arrivalist data).

VISIT FLORIDA proposes two contract deliverables per year: (1) a pre-launch brief detailing the intended actions and budget; and (2) a campaign wrap report detailing completed activities and outcome measures (described above). Preferred payment structure would be disbursement, but reimbursement with a reasonable advance of annual funding will also

---

<sup>2</sup> Arrivalist is a third-party data provider that helps VISIT FLORIDA measure its advertising effectiveness and understand visitor behavior. Travelers opt into sharing their geolocation data through apps on their mobile devices. Arrivalist uses this data to help VISIT FLORIDA understand travel behaviors within the state. Arrivalist is also able to determine which mobile devices have been exposed to VISIT FLORIDA digital marketing, and compare the likelihood of later traveling to Florida between users who saw the ads and similar users who didn't.

work. VISIT FLORIDA is open to discussions about deliverables and payment structures and does not intend those issues to be a barrier to success.

### **3.**

As stated above, project goals include opening new visitor origin markets for the region, extending regional seasonality, and dispersing tourism benefits to areas not typically realizing those benefits. Adventure tourism allows businesses to specialize and innovate to elevate the visitor's experience and the price they pay for it. This promotional effort will likely facilitate the growth in employment in NAICS 713. Within the Leisure and Hospitality super sector, NAICS 71 sector jobs earn higher wages than those in Accommodation and Food Services (NAICS 72). Adventure tourism is composed of year-round recreational opportunities, which also translates into year-round employment, as opposed to seasonal employment. These goals align with the Northwest Florida FORWARD vision to give regional residents and businesses a wealth of opportunities.

### **4.**

Proposed measurement approach is described in item 2, above. Additional data from which VISIT FLORIDA's marketing ROI can be determined is provided to the State's Office of Economic and Demographic research every three years, including this year, and that data has been provided with the application.

### **5.**

Proposed project measurement approach is described in item 2, above. Long-term evaluation may consist of evaluating visitation and visitor spend corresponding with the stated project goals (data VISIT FLORIDA routinely collects and produces).

### **6.**

If approved, VISIT FLORIDA intends to seek additional funding from Triumph to continue the evolution of the project as long as funds are available. Beyond Triumph funding, NWFL and VISIT FLORIDA will evaluate and agree upon the future of the project as supported by other available funding sources to be identified in the future, including but not limited to each organizations existing recurring funding sources (bed tax collections for NWFL, State appropriations from designated trust funds and general revenue for VISIT FLORIDA).

### **7.**

See proposed deliverables and measurement in item 2, above. VISIT FLORIDA is open to working with Triumph on alternative or additional deliverables or measurement strategies.

## **PRIORITIES**

### **2.**

The proposed project will increase household income by extending tourism seasonality throughout the region and increasing tourism business among areas not traditionally experiencing the most benefit. Additionally, adventure tourism allows for specialization and differentiation for small businesses. VISIT FLORIDA is partnering with all eight local

government's tourism organizations to fund and execute the project. The outcome measures are described above, in items 2 and 5 of the above section. In addition, reports of media delivery and tactics created will be shared with staff and the Triumph Board members on an ongoing basis. The project has the support of all eight county tourism boards and the boards of county commissioners, updated letters of support will be provided to Triumph as they are finalized.

### **3.**

A well-funded and sustained large-scale regional branding effort (as opposed to county-by-county efforts) with goals of extending tourism seasonality, opening new origin markets, and diversifying tourism to off-beach experiences will be transformational for the region's existing tourism business. VISIT FLORIDA is capable of beginning project execution as soon as an award is made and can be in market no later than the fall of 2024. Additionally, the project aligns with and compliments each county's ongoing tourism marketing efforts as well as the VISIT FLORIDA's state-level marketing efforts which also support the region. The establishment of a large-scale regional adventure brand with consumer awareness will create a new asset for the region that can be leveraged to support the region's tourism business for as long as it is supported with funds. The project has cash buy-in from 9 different organizations (all eight counties and the State). Best-in-class marketing efficacy tools are used to evaluate project performance and official State-level tourism data is available to evaluate long-term outcomes.

## **FUNDING AND BUDGET**

### **3.**

Jobs supported would be in the tourism industry. While it is difficult to forecast with high certainty exact employment outcomes, as part of a successful application to the U.S. Department of Commerce ("USDOL") for CARES Act funding in 2020, VISIT FLORIDA did an analysis supported by model developed by an independent econometrics consulting firm demonstrating that an additional expenditure of \$10M on VISIT FLORIDA marketing programs, based on historic performance data, would result in an increase of approximately 700,000 visitors within a year from the end of the campaign. Those extra visitors were projected to spend \$434 million dollars, which (according the IMPLAN model for Florida's economy) were estimated to support the hiring of 7,100 employees resulting in an additional \$250M in wages. This analysis was deemed credible by USDOL and relied upon as a part of its evaluation and approval of the CARES Act grant it awarded VISIT FLORIDA. A copy of that report is provided with the application.

### **4.**

All nine organizations involved with the project are supplementing the budget. Additionally, all nine organizations have supported prior efforts to market the region as a region. The Northwest Florida Tourism Council has been incorporated since 2002 and been collaborating with VISIT FLORIDA on periodic projects since the BP Oil Spill. Smaller scale promotional efforts will continue. However, this award would enhance those efforts greatly by establishing a much larger-scale consumer effort that is not possible without the support of Triumph.

## **5.C.**

As described above, the total project budget is \$4.5M per year. Of that amount, \$2.5M is intended to support the first pillar, regional campaign, and \$2M is intended to support the second pillar, destination campaigns. The exact project budget will be developed by VISIT FLORIDA in consultation with NWFL upon award. It is expected that the majority of funding will be invested in direct marketing efforts (i.e., media, mission activity, website support and asset creation). A portion of the budget will support fees for external development and consulting costs. Development costs and consulting fees will be higher in the first year and decline in future years.

# Northwest Florida Beaches Tourism Council

## NWFL Beaches - Visit Florida - Triumph Gulf Coast Marketing Grant Application

### Funding Sources

NWFLTC	\$	500,000
Visit Florida	\$	500,000
Triumph Gulf Coast	\$	3,500,000
Total Cash	\$	4,500,000
In-Kind Media Match		TBD
<b>Total Campaign</b>	<b>\$</b>	<b>4,500,000</b>

### Co-op Marketing Program

Consumer Marketing	\$	4,000,000
\$2 Million Regional Branding		
\$2 Million County Level Production	\$	500,000

### Northwest Florida Tourism Council

#### Triumph Grant Application Contributions

	Share	Cost
Escambia	11.5%	\$ 57,500
Santa Rosa	3.5%	\$ 17,650
Okaloosa	20.0%	\$ 100,000
Walton	35.4%	\$ 177,000
Bay	23.9%	\$ 119,500
Gulf	2.3%	\$ 11,650
Franklin	3.1%	\$ 15,650
Wakulla	0.2%	\$ 1,050
<b>Total</b>	<b>100.0%</b>	<b>\$ 500,000</b>

### Destination Branding Allocation from Triumph Grant

\$200,000 distributed equally to each county,  
plus pro rata sharing of \$1,800,000

	Benefit	ROI
Escambia	\$ 232,000	\$ 4.03
Santa Rosa	\$ 88,540	\$ 5.02
Okaloosa	\$ 385,000	\$ 3.85
Walton	\$ 662,200	\$ 3.74
Bay	\$ 455,200	\$ 3.81
Gulf	\$ 66,940	\$ 5.75
Franklin	\$ 81,340	\$ 5.20
Wakulla	\$ 28,780	\$ 27.41
<b>Total</b>	<b>\$ 2,000,000</b>	<b>\$ 4.00</b>

### Northwest Florida Tourism Council

#### FY2024 Annual Dues

	Share	Cost
Escambia	11.5%	\$ 28,750
Santa Rosa	3.5%	\$ 8,825
Okaloosa	20.0%	\$ 50,000
Walton	35.4%	\$ 88,500
Bay	23.9%	\$ 59,750
Gulf	2.3%	\$ 5,825
Franklin	3.1%	\$ 7,825
Wakulla	0.2%	\$ 525
<b>Total</b>	<b>100.0%</b>	<b>\$ 250,000</b>

### Northwest Florida Tourism Council

#### TOTAL FY2024 INVESTMENT

	Total Cost
Escambia	\$ 86,250
Santa Rosa	\$ 26,475
Okaloosa	\$ 150,000
Walton	\$ 265,500
Bay	\$ 179,250
Gulf	\$ 17,475
Franklin	\$ 23,475
Wakulla	\$ 1,575
<b>Total</b>	<b>\$ 750,000</b>





**ADVENTURE TRAVEL**  
TRADE ASSOCIATION™

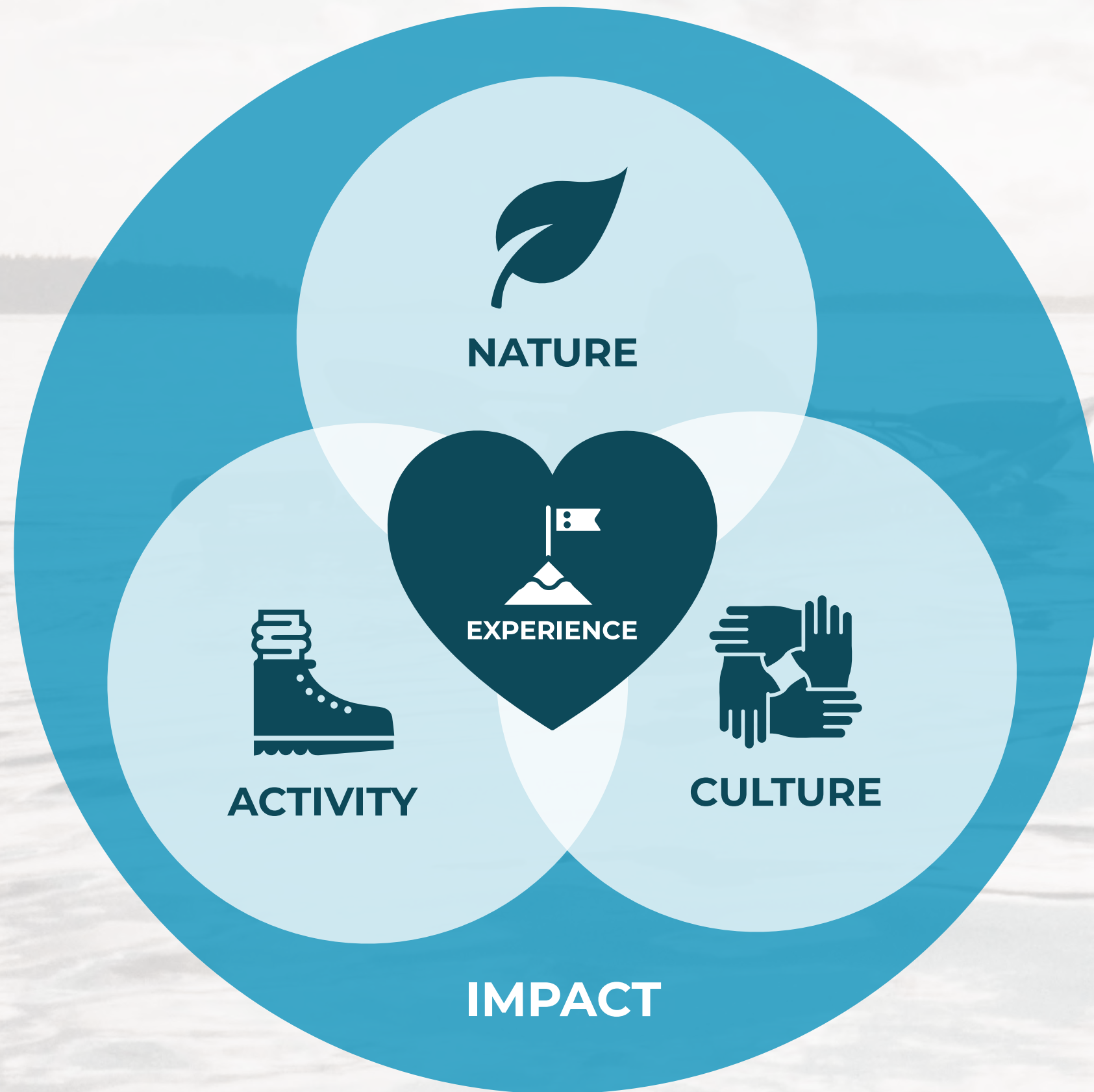
# Adventure Travel Overview & Market Sizing





# What is Adventure Travel?

## COMPONENTS OF AN EFFECTIVE ADVENTURE TRIP





# Adventure Travel Expenditures

Global tourism expenditures =  
**\$2.3 trillion**

Global adventure tourism expenditures =  
**\$683 billion**

U.S. adventure tourism expenditures =  
**\$96 billion**



**100%**

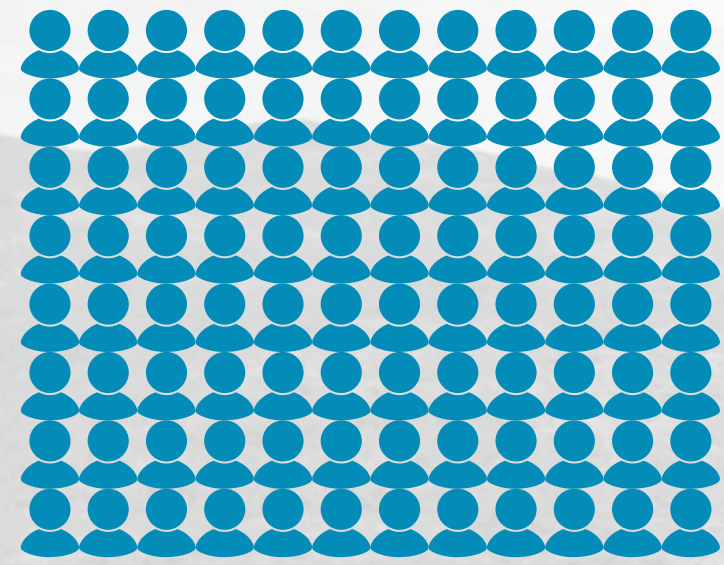
**30%**

**14%**

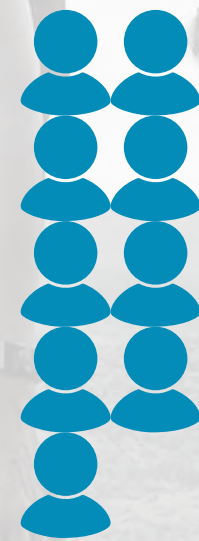


# Market Impacts

Generating \$10,000 USD in the local economy takes:



Cruise Tourists



Overnight Package Tourists



Adventure Travelers

## Mass Tourism

**14%**  
of revenues remain in the country

**1.5**   
local jobs per \$100,000 USD

## Adventure Tourism

**65%**  
of revenues remain in the country

**2.6**   
local jobs per \$100,000 USD



# U.S. Outbound Adventure Travelers

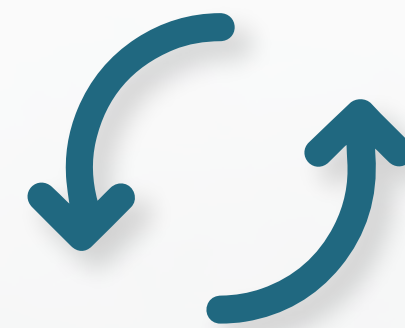


## Adventure Intensives

**7% of the U.S. population**  
(15 million people, average spend per person = \$2625), worth

**\$40 billion USD**

- » Willing to endure some discomfort for an interesting experience
- » Want to push their limits
- » Winning is important
- » Actively seek out destinations where the culture and lifestyle is different than their own
- » Identify as social media users

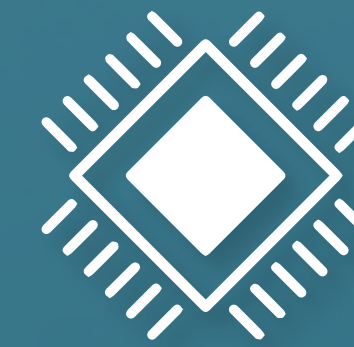


## Experience Samplers

**8% of the U.S. population**  
(17.5 million people, average spend per person = \$1838), worth

**\$32.2 billion USD**

- » Want to get the most out of life
- » Willing to take risks and like experiences with some element of danger
- » Looking for excitement
- » Are generally interested in culture, but don't want to sacrifice comfort in the process
- » Identify as social media users



## Cultural Explorers

**4% of the U.S. population**  
(8.5 million people, average spend per person = \$2806), worth

**\$23.8 billion USD**

- » Most interested in engagement with cultural experiences
- » Want to enrich their knowledge
- » Look for destinations where the culture and lifestyle is different from their own
- » Don't mind a language barrier
- » Prefer traditional to social media



For more information or media queries, please contact:

**Heather Kelly**

DIRECTOR OF RESEARCH

**[heather@adventuretravel.biz](mailto:heather@adventuretravel.biz)**



**ADVENTURE TRAVEL**  
TRADE ASSOCIATION™



NORTHWEST  FLORIDA  
BEACHES





ADVENTURE WITHIN REACH



**OCTOBER - AUGUST**

	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23
<b>Domestic US</b>														
MNI Paid Social - Midwest Family														
Boosted Social														
VISIT FLORIDA Collaboration/Always on Video + Annual Partner fee														
Washington Post Native Content / Promo - Deleted for Website														
Organic Social / UGC / Crowdriff														
<b>Canada and UK</b>														
MNI Paid Social - Canada														
Expedia/VRBO Display - Canada														
VISIT FLORIDA Collaboration/Always on Video - UK														
Family Traveler Custom Content / Promo / Display - UK														
<b>Sales</b>														
Experience/Booth Production														
DEMA														
NY Travel and Adventure														
Adventure Canada - 3 shows														
Canoeicopia														
<b>Content Creation and Services</b>														
Linktree Updates														
NWFLBeaches.com														
Tradeshaw experience, training and video														
Social and Content Development														
Digital Advertising: Banners, video, new social ads, media planning														
<b>Total</b>														
<b>R5 Update:</b> <b>VF and Family Traveler Shift to summer</b> <b>Pause boosted social for budget reco</b> <b>Added actual sales optimization, collateral creation and ongoing PM</b>														

# 2022/23 MARKETING ACCOMPLISHMENTS

- **Domestic US Advertising November-June:**

- Boosted social ended in March. Over 1.0 million reached.
- MNI Paid Social ended in April. 3X estimated impressions. 11.7 million reached
- VF video placements ran until 6/25. 2.88 million video completes.

- **Canada and UK Advertising through July/August:**

- MNI Paid Social and Expedia for Canada
- VF video and Family Traveler for UK

- **Organic Social through August**



## SOCIAL SCALE - MNI PAID

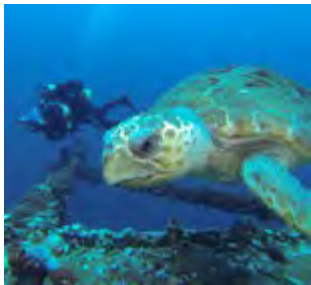
- 11.7 million impressions - 1.0% click rate
- 8,841,105 US impressions. 2,830,117 CA impressions.
- 14 different ads
- Chicago, Cincinnati, Detroit, Indianapolis, Minneapolis, Canada
- IG Engagement. FB reach.

# SOCIAL SCALE - BOOSTED POSTS

- 145 posts of new content - UGC and DMO
- 1.0 million reached and 5X increase in followers
- Great engagement and helpful suggestions
- Collaboration between destinations
- Each member received between 15-30 posts

**GOAL: BRING ADVENTURE TO LIFE**





**1,191,152**



**4,443,889**



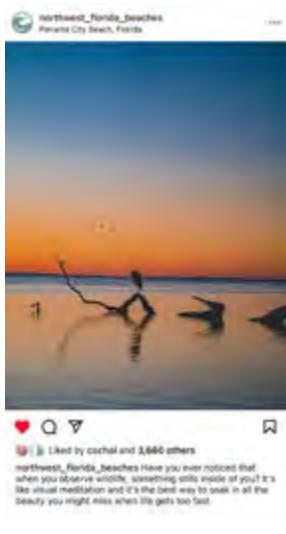
**1,425,371**



**1.1% CTR**



119,062



97,576



81,961





@northwest\_florida\_beaches

Eight Counties. One Adventure Destination.

Adventure Awaits – Explore the Map

DISCOVER YOUR NEW FAVORITE

Take a surfing lesson – Explore PENSACOLA

Conquer a new padding trail – Explore  
NAVARRE

Introduce your kids to diving the Jetties –  
Explore DESTIN-FORT WALTON BEACH

Snorkel a reef shaped like a dolphin –  
Explore SOUTH WALTON

Dive the infamous Black Bart – Explore  
PANAMA CITY BEACH



@northwest\_florida\_beaches

Take a surfing lesson – Explore PENSACOLA

Conquer a new padding trail – Explore  
NAVARRE

Introduce your kids to diving the Jetties –  
Explore DESTIN-FORT WALTON BEACH

Snorkel a reef shaped like a dolphin –  
Explore SOUTH WALTON

Dive the infamous Black Bart – Explore  
PANAMA CITY BEACH

Kayak in the mist of the Dead Lakes –  
Explore GULF COUNTY

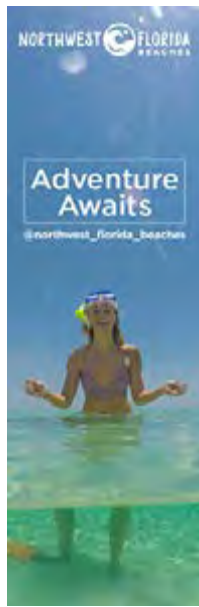
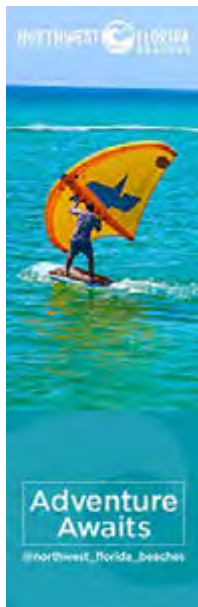
See the moon from a lighthouse – Explore  
FRANKLIN COUNTY

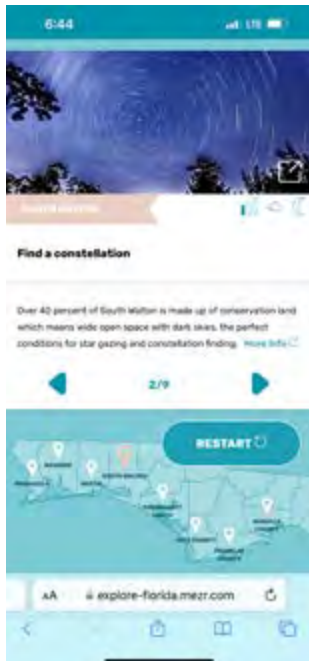
Hike through St. Marks National Wildlife  
Refuge – Explore WAKULLA

# NORTHWESTFLORIDABEACHES.COM

- Expedia and VRBO banners driving Canada to site
- VISIT FLORIDA video driving UK and US to site
- 2,877,638 completed video views. UK outperformed US
- VRBO banner performed better than Expedia
- Ran through June.







# NWFLBEACHES.COM

- Standalone website
- Wordpress with CMS
- Mobile
- First step
- \$30k investment

6:43

LTE

NORTHWEST FLORIDA  
BEACHES

# Adventure Awaits

Whether as a whisper or a roar, adventure is in the air. Northwest Florida is ready to help you answer the call.

Take this quiz or explore an interactive map to discover which Northwest Florida activities are right for you.

TAKE THE QUIZ

OR

EXPLORE THE MAP

6:44

LTE



6:44 PM

## Find a constellation

Over 40 percent of South Walton is made up of conservation land which means wide open space with dark skies, the perfect conditions for star gazing and constellation finding. [More info](#)

2/9

RESTART



6:45

LTE

## RECOMMENDED ADVENTURES



PANAMA CITY BEACH

## Reel in a fish from atop a paddleboard

Once you master the challenge of balancing and casting, you might find that paddleboard fishing is your new favorite way to bring in a reelfish. This new way of doing things lets you slow down and get close to the fish, even in shallow water. [More info](#)

3/3

RESTART

© 2019 Northwest Florida Beaches Authority

## IN SUMMARY

- Marketing and promotion succeeded. Not every tactic needs to do the same thing.
- Trade shows complete. Great first effort. Optimization needed. Reconciling invoices for Council and Walton County.
- Learnings and Implications with Brand Team in early August.
- Final result reports for region and each individual DMO.

NORTHWEST  FLORIDA  
BEACHES



# 2022/23 SALES ACCOMPLISHMENTS

- Created new trade show experience
- Displayed/attended four adventure trade shows
  - New York Adventure Show, January
  - Toronto Adventure Show, February
  - Calgary and Montreal Adventure Shows, March
- Conducted 2-3 brand training sessions with sales teams

# 2022/23 SALES ACCOMPLISHMENTS

- New show experience!
  - Booth graphics and banners
  - Live installation of sea creatures aquarium and BOTE interactive display with iPads
  - map handouts in English and French Canadian, branded give-aways in bags, translator in Montreal to help staff and greet
- \*\* Optimized between New York and Canada

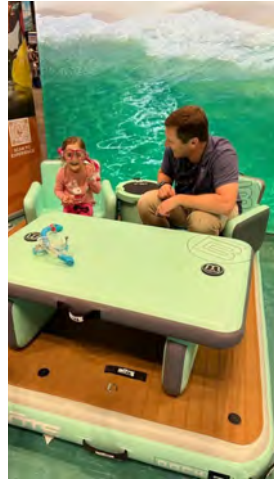


*Booth Wall - Front (18 feet long x 8 feet tall)*





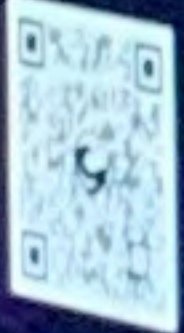






**NORTHWEST  
FLORIDA  
BEACHES**

@northwest\_florida\_beaches



# ADVENTURE AWAITS!







- 1 PENSACOLA
- 2 NAVARRE BEACH
- 3 DESTIN-FORT WALTON BEACH
- 4 WALTON COUNTY
- 5 PANAMA CITY BEACH
- 6 GULF COUNTY
- 7 FRANKLIN COUNTY
- 8 WAKULLA COUNTY

**AIRPORTS** 

*Destin-Fort Walton Beach Airport (VPS)*

*Pensacola International Airport (PNS)*

*Northwest Florida Beaches International Airport (ECP)*



# 8 CONNECTED DESTINATIONS

@northwest\_florida\_beaches

1

## PENSACOLA

Want to try surfing? Come here a novice — camps, private lessons, and rentals will get you up on your feet in no time.



2

## NAVARRE BEACH

Embrace your adventurous spirit and paddle your way down 19 miles of trails at Coldwater Creek. Both mini rapids and restful white sandbars await.



3

## DESTIN-FORT WALTON BEACH

Sail on a private trimaran to all the best dolphin-watching and snorkeling spots.



4

## WALTON COUNTY

Grab your snorkel and kayak or SUP from our shores to artificial reefs shaped like a dolphin, seahorse, turtle and cobia. A rich array of nautical life is yours to see.



5

## PANAMA CITY BEACH

Explore our waters and wildlife while racing through the salt marshes on an eco-friendly airboat tour.



6

## GULF COUNTY

Peace will overcome you as you guide your kayak through the mist rising from the hauntingly beautiful waters of the Dead Lakes.



7

## FRANKLIN COUNTY

Up for the challenge of a moonlight climb to the top of the lighthouse on St. George Island? You'll be rewarded with a maritime movie and some local refreshment.



8

## WAKULLA COUNTY

Get your adventure started as the moon is rising. Riding horseback on the beach in the moonlight is how magical memories are made.



NORTHWEST  FLORIDA  
BEACHES



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

**WALTON COUNTY, FLORIDA**  
**Board of County Commissioners**

William "Boots" McCormick, District 1 - Vice Chair  
Danny Glidewell, District 2 - Chair  
Brad Drake, District 3  
Donna Johns, District 4  
Tony Anderson, District 5



P.O. Box 1355  
DeFuniak Springs, FL 32435  
Phone: (850) 892-8155  
Fax: (850) 892-8454  
[www.co.walton.fl.us](http://www.co.walton.fl.us)

---

November 13, 2023

Triumph Gulf Coast Board and Staff,

On behalf of the Walton County Board of County Commissioners, please accept this letter of support for the VISIT FLORIDA and Northwest Florida Beaches *Adventure within Reach* Triumph Gulf Coast grant application.

Tourism is Walton County's main economic driver supporting more than 47,000 jobs and generating \$4.8 billion in visitor spending in 2022. *Adventure within Reach* extends seasonality beyond the summer and promotes expanded adventure opportunities designed to spread families out across different geographies and outdoor areas. These initiatives afforded by the Triumph grant will add resiliency to tourism in the region by allowing the industry to lengthen tourism careers into year-round opportunities resulting in higher earnings and promoting expanded adventure opportunities beyond the beach to include new and innovative tourism products. While the program promotes the beach it also reaches beyond to include bays, bayous, and the Intracoastal Waterway as well as "off the map" and undiscovered rural areas. In short, the creation and expansion of adventure tourism in the region raises quality of life for both visitors and residents allowing a new generation of talented and creative individuals and businesses to thrive.

The Northwest Florida Tourism Council incorporated in 2002 and comprises the eight disproportionately affected counties impacted by the Deepwater Horizon Oil Spill project. The collaboration between the counties and VISIT FLORIDA, the State of Florida's official destination marketing corporation, is to be commended and fostered. This partnership, along with funding from Triumph Gulf Coast, will provide scale to individual efforts and help transform the Northwest Florida region for generations to come.

Walton County believes in the importance of promoting new and innovative tourism products and opportunities. Thank you for considering our comments.

Sincerely,

A handwritten signature in blue ink, appearing to read "D. Glidewell", is written over a horizontal line.

Daniel "Danny" Glidewell, Chair  
Walton County Board of County Commissioners





## SANTA ROSA COUNTY BOARD OF COMMISSIONERS

Administrative Offices | 6495 Caroline Street, Suite M | Milton, Florida 32570-4592  
Office: 850.983.1877 | Fax: 850.983.1856 | [www.santarosa.fl.gov](http://www.santarosa.fl.gov)

SAM PARKER, District 1  
KERRY SMITH, District 2  
JAMES CALKINS, District 3  
RAY EDDINGTON, District 4  
COLTEN WRIGHT, District 5

DEVANN COOK, County Administrator  
BRAD BAKER, Asst. County Administrator  
THOMAS V. DANNHEISSER, County Attorney

November 9, 2023

To Whom It May Concern:

On behalf of the Santa Rosa County Board of County Commissioners, please accept this letter of support for the Northwest Florida Beaches - Adventure Within Reach grant application.

Tourism is an important economic driver in Santa Rosa County. "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 for both visitors and residents allowing a new generation of talented and creative individuals and businesses to thrive.

The Northwest Florida Tourism Council incorporated in 2002 and comprises the eight disproportionately affected counties impacted by the Deepwater Horizon Oil Spill Project. The collaboration between the counties for the economic benefit of the entire region is to be commended and fostered. Funding for "Adventure within Reach" will be transformational in supporting the entire Northwest Florida Gulf Coast region's tourism industry for generations to come.

We look forward to favorable consideration.

Sincerely,

Sam Parker  
Chairman, Board of County Commissioners



# Board of County Commissioners

Robert A. "Trey" Goodwin, III Chairman (District 4)

---

State of Florida

November 21, 2023

Triumph Gulf Coast, Inc.  
PO Box 12007  
Tallahassee, FL 32317

Subject: Project #320 VISIT FLORIDA NWFL Beaches – Adventure Within Reach

Okaloosa County enthusiastically 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 has consistently delivered an outstanding return on investment to its member organizations and 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.

We offer this conditional letter of support based on the pre-application and look forward to providing a formal Resolution of support upon completion of the full application.

Sincerely,

Robert A. "Trey" Goodwin III  
Chairman, Board of County Commissioners

1250 N. Eglin Pkwy, Suite 100 • Shalimar, FL 32579 • (850) 651-7105 • Fax: 651-7142

# BOARD OF COUNTY COMMISSIONERS GULF COUNTY, FLORIDA

1000 CECIL G. COSTIN SR. BLVD., ROOM 302, PORT ST. JOE, FLORIDA 32456

PHONE (850) 229-6106 • FAX (850) 564-7503

EMAIL: [bocc@gulfcounty-fl.gov](mailto:bocc@gulfcounty-fl.gov) Website: [www.gulfcounty-fl.gov](http://www.gulfcounty-fl.gov)

DATE AND TIME OF MEETINGS • FOURTH TUESDAY AT 9:00 A.M., E.T.

August 22, 2023

To Whom It May Concern:

On behalf of the Gulf County Board of County Commissioners, please accept this letter of support for the Northwest Florida Beaches - Adventure Within Reach grant application.

Tourism is Gulf County's main economic driver, supporting more than 30% of local jobs and generating over \$163 million in visitor spending in 2021. "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.

The Northwest Florida Tourism Council incorporated in 2002 and comprises the eight disproportionately affected counties impacted by the Deepwater Horizon Oil Spill Project. The collaboration between the counties for the economic benefit of the entire region is to be commended and fostered. Funding for "Adventure within Reach" will be transformational in supporting the entire Northwest Florida Gulf Coast region's tourism industry for generations to come.

We look forward to favorable consideration.

Sincerely,



Sandy Quinn, Jr.  
Chairman, Board of County Commissioners

DAVID C. RICH  
District 1

JACK HUSBAND  
District 2

PATRICK FARRELL  
District 3

SANDY QUINN  
District 4

PHIL MCCROAN  
District 5