

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



March 18, 2024

**RE:** *VISIT FLORIDA and Northwest Florida Beaches Adventure within reach Triumph Gulf Coast Grant Application*

Triumph Gulf Coast Board and Staff,

On behalf of the Wakulla 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.

*Adventure within Reach* adds resiliency to tourism in the region by extending seasonality beyond the summer allowing the industry to lengthen tourism careers into year-round opportunities resulting in higher earnings. These activities spread families out across different geographies and outdoor areas.

These initiatives afforded by the Triumph grant will add resilience to the tourism industry by 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 Intracoastal waterways 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 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 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.

Sincerely,

Quincee Messersmith  
Wakulla County Board of County Commissioners  
Chair, District 4

**BOARD OF  
COUNTY COMMISSIONERS**

**Quincee Messersmith**  
Chair, District 4

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Vice-Chair, District 2

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District 1

**Mike Kemp**  
District 3

**Charles Hess, Ph.D.**  
District 5

**J. David Edwards**  
County Administrator

**Heather J. Encinosa**  
County Attorney  
(850) 224-4070

Administration  
Post Office Box 1263  
Crawfordville, FL 32326  
(850) 926-0919 x 707  
(850) 926-0940 FAX





February 29, 2024

**RE: VISIT FLORIDA and Northwest Florida Beaches Adventure within reach Triumph Gulf Coast Grant Application**

Triumph Gulf Coast Board and Staff,

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

*Adventure within Reach* adds resiliency to tourism in the region by extending seasonality beyond the summer allowing the industry to lengthen tourism careers into year-round opportunities resulting in higher earnings. These activities spread families out across different geographies and outdoor areas.

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In short, the creation and expansion of adventure tourism in the region raises 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 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.

Sincerely,

Ralph Thomas  
Wakulla County Board of County Commissioners, District 1  
Wakulla County Tourist Development Council, Chair

**BOARD OF  
COUNTY COMMISSIONERS**

**Quincee Messersmith**  
Chair, District 4

**Fred Nichols**  
Vice-Chair, District 2

**Ralph Thomas**  
District 1

**Mike Kemp**  
District 3

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Administration  
Post Office Box 1263  
Crawfordville, FL 32326  
(850) 926-0919 x 707  
(850) 926-0940 FAX

# FRANKLIN COUNTY

REPLY TO:  
BOARD OF COUNTY COMMISSIONERS  
33 MARKET STREET, SUITE 203  
APALACHICOLA, FL 32320  
(850) 653-8861, EXT. 100  
(850) 653-4795 FAX



REPLY TO:  
PLANNING & BUILDING DEPARTMENT  
34 FORBES STREET, SUITE 1  
APALACHICOLA, FL 32320  
(850) 653-9783  
(850) 653-9799 FAX

March 19, 2024

Triumph Gulf Coast Board and Staff,

On behalf of the Franklin 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 a main economic driver that supports local jobs and generates visitor spending in Franklin County. *Adventure within Reach* adds resiliency to tourism in the region by extending seasonality beyond the summer, allowing the industry to lengthen tourism careers into year-round opportunities that result in higher earnings. These activities spread families out across different geographies and outdoor areas. These initiatives afforded by the Triumph grant will add resilience to the tourism industry by 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 Intracoastal waterways as well as “off the map” and undiscovered rural areas. In short, the creation and expansion of adventure tourism in the 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 was incorporated in 2002 and comprises the eight counties disproportionately affected 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. 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.

This partnership, along with funding from Triumph Gulf Coast, will provide scale to individual efforts and help transform the Northwest Florida region.

Respectfully,

A handwritten signature in black ink that reads "Ricky D. Jones".

Ricky D. Jones  
Chairman





# Board of County Commissioners Escambia County, Florida

Jeff Bergosh  
District One

Mike Kohler  
District Two

Lumon J. May  
District Three

Robert D. Bender  
District Four  
Vice Chairman

Steven Barry  
District Five  
Chairman

December 7, 2023

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

Dear Triumph Gulf Coast Board of Directors,

On behalf of the Escambia County Board of County Commissioners, please accept this letter of support for the Visit Florida/Northwest Florida Tourism Council's "Adventure Within Reach" grant application.

Tourism is an important economic driver for Escambia County that supports 22,000 jobs, generates \$78 Million in local taxes, and creates \$1.3 Billion in direct spending by visitors in accommodations, restaurants, groceries, attractions, entertainment, transportation, and shopping.

The "Adventure Within Reach" regional marketing campaign will increase the resiliency of our tourism economy by diversifying the tourism product offerings beyond the beach, spreading the benefits of tourism to areas not typically realizing those benefits, and promoting visitation outside the peak summer months. The success of the Northwest Florida Tourism Council's pilot program in 2023 demonstrated the potential of adventure travel to connect families to nature and create unique, new assets that can be leveraged for growth in Escambia County and throughout the region.

Visit Florida consistently delivers a return on investment to the State of Florida and its member organizations through exceptional marketing. Visit Florida is the ideal recipient for a grant ward that collaborates with the Northwest Florida Tourism Council to create a more robust and resilient tourism economy for the Northwest Florida region.

The Northwest Florida Tourism Council incorporated in 2002 and is comprised of the eight disproportionately affected counties impacted by the Deepwater Horizon Oil Spill. The collaboration between these eight 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.

Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to be "S. Barry", written over a light blue circular stamp or watermark.

Steven Barry  
Chairman, Board of County Commissioners



**BOARD OF COUNTY COMMISSIONERS**

840 West 11<sup>th</sup> Street  
Panama City, Florida 32401  
Telephone: (850) 248-8140  
Fax: (850) 248-8153

December 5, 2023

**BOARD OF COUNTY  
COMMISSIONERS**

www.baycountyfl.gov

840 WEST 11<sup>TH</sup> STREET  
PANAMA CITY, FL 32401

COMMISSIONERS:

TOMMY HAMM  
DISTRICT I

ROBERT CARROLL  
DISTRICT II

WILLIAM T. DOZIER  
DISTRICT III

DOUGLAS MOORE  
DISTRICT IV

CLAIR PEASE  
DISTRICT V

ROBERT J. MAJKA  
COUNTY MANAGER

Triumph Gulf Coast Board and Staff,

On behalf of the Bay 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 a main driver of Bay County's economy supporting more than \$3.1 billion in economic impact in 2022. *Adventure within Reach* adds resiliency to tourism in the region by extending seasonality beyond the summer allowing the industry to lengthen tourism careers into year-round opportunities resulting in higher earnings. These activities spread families out across different geographies and outdoor areas. These initiatives afforded by the Triumph grant will add resilience to the tourism industry by 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 water-based visitor experiences in creeks, bays and the Gulf of Mexico. In short, the creation and expansion of adventure tourism in the region raises 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 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.

Respectfully,

A handwritten signature in blue ink, appearing to read "Tommy Hamm".

Tommy Hamm,  
Chairman