

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
PHASE 2
Amount of Triumph Funds Requested: \$5,500,000 a year for three years
Total Estimated Project Cost: \$19,500,000

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

Primary Contact: Craig Thomas
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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) Matt Algarin (Walton County), Chairman and John Solomon (Franklin County), Chair Elect
Representing Escambia, Santa Rosa, Okaloosa, Walton, Bay, Gulf, Franklin, and Wakulla counties.

Executive Summary:

Northwest Florida Beaches *Adventure Within Reach* - PHASE 2 (Formerly Grant #320)

From 2024-2025, this Triumph-funded program, grant #320 drove more than 2 million additional visitors to the Northwest Florida region. These visitors contributed an additional \$327 million to the region's economy, and, in turn, the additional visitor spending supported 2,986 jobs, \$106 million in personal income, and \$29 million in additional state and local taxes. Accounting for all attributable benefits provided by marketing activities, Triumph funding drove \$35.74 in direct visitor spending for every \$1.00 invested, and \$58.95 in total economic impact (including indirect and induced impacts) for every \$1 invested.

Based on this economic success and positive marketing indicators through 2026, VISIT FLORIDA, in partnership with the Northwest Florida Tourism Council, is requesting a phase two project extension and expansion of the program budget. VISIT FLORIDA and all eight counties in the region strongly support this project as it will ultimately have the transformational impact on Northwest Florida's community that the project was designed to accomplish. There are no other tourism projects like this in the State of Florida.

Phase two extends the project through 2029 and capitalizes on the momentum generated from the first three-year cycle. It creates a 6-year diversified outdoor recreation promotion project for Escambia, Santa Rosa, Okaloosa, Walton, Bay, Gulf, Franklin and Wakulla counties that will continue to have benefits into 2031 and beyond. The proposed expansion from \$13.5M over three years to \$33M over six years allows for a sustained annual effort of approximately \$6.5M to be spent on optimized programs creating more demand for highly specialized, outdoor recreation and adventure jobs in the region.

VISIT FLORIDA is requesting \$16.5M to expand this program through 2029.

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 Northwest Florida Beaches and increase visitor spending within the region on a year-round basis.

- 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.
- Provide outcome measures.
- Partner with convention and visitor bureaus, tourist development councils, or chambers of commerce located within the disproportionately affected counties.