

October 8, 2020

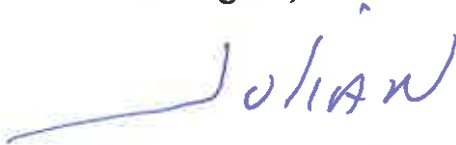
To Whom it May Concern:

On Tuesday, October 6, 2020, the members of the Escambia County Destination Marketing Organization (DMO) voted to officially wind down the organization. The members set October 31, 2020 as the ending date for organizational activity. After this date (10/31/20), neither Rusty Branch nor anyone else should speak on behalf of the DMO. Individual members will continue to advocate for issues important to them going forward and on particular issues members may individually elect to join efforts in promoting certain ideas. These individual and joint efforts should not be promoted and/or interrupted as representing all members of the DMO.

Almost a decade ago, these members came together and championed the effort to pull Visit Pensacola out of the Chamber of Commerce so that it could become a stand-alone organization laser focused on tourism. These same tourism stakeholders also championed the creation of the unified budget comprised of Visit Pensacola, Pensacola Sports, and ACE. These two accomplishments have been the foundation blocks for the unprecedented success that Escambia County tourism has seen over the past six years. TDT collections in 2014 were \$8.6 million and were over \$13 million in 2019. This consistent year over year TDT collection growth has been a tremendous win for Escambia County and has been complemented by increases in tourism related jobs and wages, LOST collections, and LOGT collections.

With over 24,000 tourism and hospitality related employees in Escambia County the members of the DMO will continue seeking to protect and grow this industry. It has been a joy collaborating with one another and the other members of the tourism community. We hope the best for all of Escambia County going forward.

Best regards,



Julian MacQueen
Chairman

**Cc: Hon. Jeff Bergosh
Hon. Doug Underhill
Hon. Lumon May
Hon. Robert Bender
Hon. Steven Barry
Ms. Janice Gilley
Ms. Alison Rogers
Ms. Shirley Cronley
Mr. Darien Schafer
DMO Members**