



# Board of County Commissioners

## Escambia County, Florida

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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 blue ink signature of Steven Barry, consisting of a stylized 'S' and 'B' followed by a horizontal line.

Steven Barry  
Chairman, Board of County Commissioners