

**Santa Rosa
County
Tourist
Development
Council**

Beaches to Rivers
of santa rosa

**TOURISM UPDATE
MAY 2008**

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**May 10 –18 is
National Tourism
Week**

On May 8th the Santa Rosa County Commission will proclaim it be celebrated County wide.

On May 16th at 10:45 AM please plan to attend Media Day at Juanas Pagoda followed by an Open House at the Navarre Visitor Information Center from 12–4.

**ALL THOSE
WORKING IN THE
TOURISM INDUS-
TRY WILL BE
SPECIAL
GUESTS!**

FUN FEST

May 17 and 18
Navarre Beach
Call if you do not
have a poster
to display!

Also, beginning May 29 through Sept. 4 local musicians will be entertaining in Navarre Park from 6 –8 pm
Admission is free!



UPDATE

- I have been attending meetings of Coastal Vision 3000. As I explained in previous e-mails this is a membership organization of regional leaders representing tourism and economic development in Escambia, Santa Rosa, Okaloosa, Walton, Bay and Gulf counties. The goal is to help establish a branded identity for the six county region to grow our market. The name chosen is The Beach. For more information please go to www.thebeachfla.com. The TDC voted to join at the \$2500 level.
- The TDC submitted a resolution in support of Florida Forever funding to the Florida Legislature. Florida Forever has helped to save many of Florida's beaches, rivers, bays, forests, coral reefs and estuaries that provide the foundation for our tourism industry. The bill was passed and it reauthorizes Florida Forever for another 10 years at \$300 million annually.
- You should have received an e-mail regarding VisitFlorida's Roadshow '08. It is a destination marketing program to be held at the Civic Center on 6/10. Let me know if you would like me to resend the invitation.
- Commissioner Goodin advised the Council that the DOT had \$300,000 committed to the Navarre Causeway Bike Lanes. The Council voted to fund an additional \$325,000 needed from the 4th cent bed tax collected on Navarre Beach if the County would finance it for seven years. It will be voted on at the 5/8 Commission meeting.
- Remember that The Redfish Tournament will be held on Navarre Beach on 6/21 bringing 140 anglers and their families to Navarre.
- The Push Campaign for promoting our rivers and woodlands has begun with Radio and TV Advertising within a 2 hour drive market.



**Pick up your Beach
Warning Flags Cards for
your guests at the Visitors
Centers in Navarre and the
Santa Rosa Chamber of
Commerce**

PLEASE VISIT

ComeBacktotheIsland.com
AND
FloridaCanoeCapital.com
for information regarding the
"Share Your Memories"
Online Contest.

We have flyers for your guests explaining the contest. It also includes a summer events calendar and Eco-Tips-perfect for your guests' packets!
If you have not received a supply please stop by or call the VIC.

There were over 5,000 visitors to the ComeBacktotheIsland site in March and April.