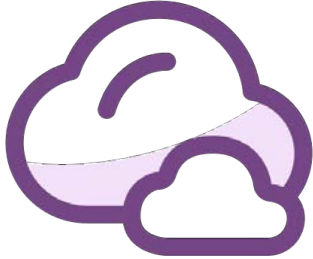


slido



**What's your favorite adventure in Destin, Fort Walton Beach, Niceville, Crestview and Baker?**

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

**05:00**



DESTIN  
FORT  
WALTON  
BEACH  
FLORIDA

Showcase

2025 Annual  
Meeting

# Meet the Team

Welcome Center  
Film Commission  
Marketing  
Finance  
Destination Stewardship  
Natural Resources  
Meetings + Events  
Sports Marketing  
Aramark



# Scan me

1. Scan the QR code to play along!
2. Answer anonymously or add your name to your profile
3. Between slides your phone will say 'no active polls' but you are still logged in!

**DESTIN  
FORT  
WALTON  
BEACH**  
FLORIDA



# TED

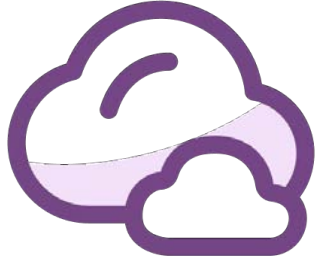
CORCORAN





**Economic Impact + Partner Edition**

slido



**Name the ways Tourist Development Tax can be spent by Okaloosa County.**

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.



# Let's Count The Ways

1. Infrastructure
2. Public safety
3. Environment
4. Arts + Culture
5. Sports
6. Marketing + Promotion
7. Event Venues
8. Municipalities
9. Parks + Recreation
10. Chambers of Commerce

**DESTIN  
FORT  
WALTON  
BEACH  
FLORIDA**



slido



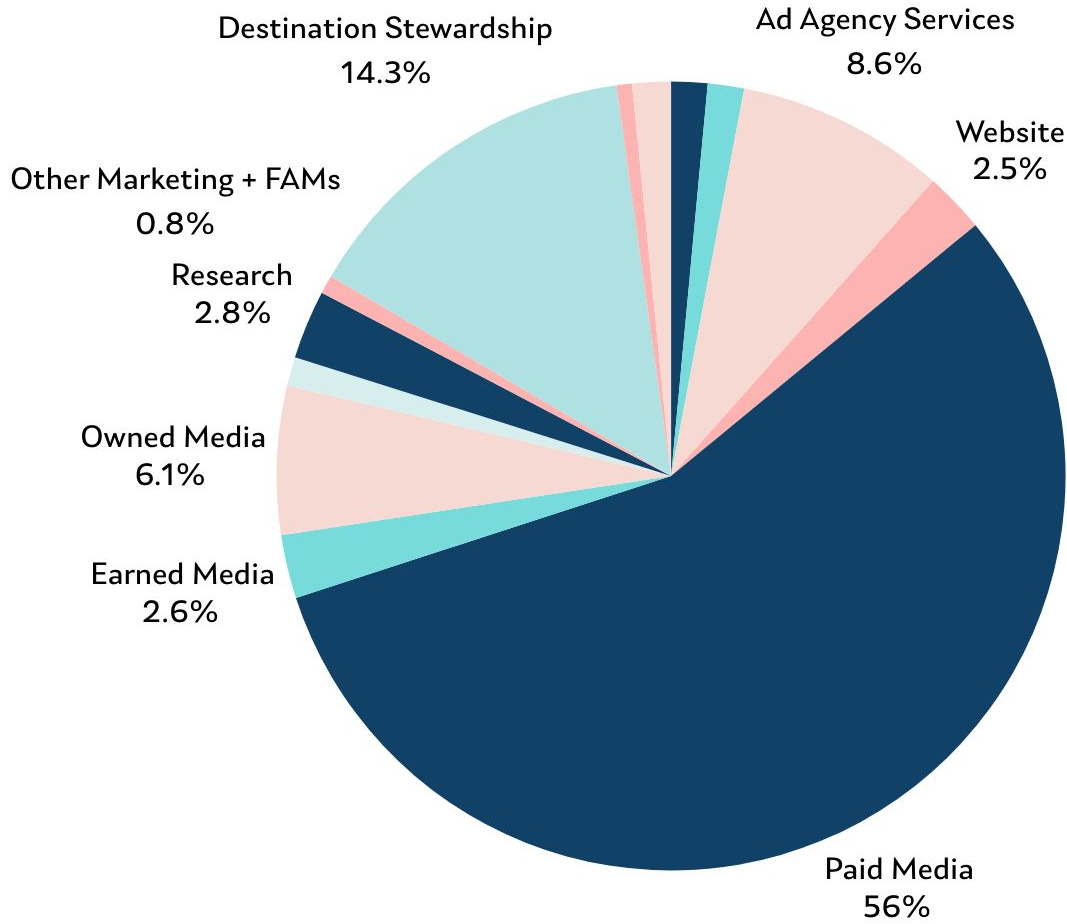
# How many pennies do we collect for the Tourism Development Tax?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

**YOU'RE ALL WRONG!**

**Mission:**  
**Make time spent**  
**here, whether**  
**visiting, living, or**  
**working, more**  
**valuable to all.**





234,500	Promotional Activities
235,049	Trade Shows/Sponsorships
1,358,125	Ad Agency Services
391,264	Website
8,850,000	Paid Media
410,810	Earned Media
965,000	Owned Media
185,000	Shared Media
445,959	Research
120,567	Other Marketing + FAMs
2,266,700	Destination Stewardship
250,000	Sports Events Bidding
<u>100,000</u>	Promotional Opportunities
15,812,974	Total

**What we know:** Social shifted the target family's opinion of Destin-Fort Walton Beach from neutral to positive.

# FY25 Media Approach

**2022 Goal:** Optimize to make each platform helpful to our millennial moms.

OCT    NOV    DEC    JAN    FEB    MAR    APR    MAY    JUNE    JULY    AUG    SEP

**Opportunity:** Become more assertive and make each platform more purposeful to our younger moms

Understand what young mom's want and give it to them

How to achieve our goal:

- Create specific channels for each platform that clearly define our core audience and how we can help
- 
- 
- Explore giving moms ownership on our platforms so they can help other moms

BROADCAST/STREAMING

SEM

META (FB/IG)

GOOGLE DEMAND GEN

PUBLISHER DIRECT

YOUTUBE

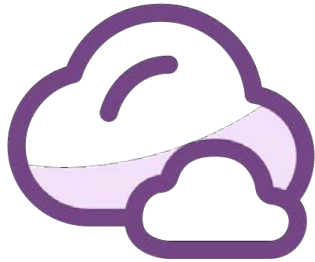
PUBLISHER DIRECT TESTS

REDDIT TEST

LOCAL EVENTS // CRESTVIEW SUPPORT

VISIT FLORIDA

slido



**Excluding TDD tax, visitor spend benefits the County in what ways?**

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

## The Limit Does Not Exist

1. Sales tax
2. School surtax
3. Economic development in small businesses
4. Fuel tax
5. Excise tax (fishing, fuel + boat licenses)

**DESTIN  
FORT  
WALTON  
BEACH**  
FLORIDA





slido



**How many acres of land has  
Craig Coffey purchased for  
tourism recreational use?**

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

# Craig's List

1. Shoal River Trail Head  
(229.57 acres)
2. Shoal River Lodge  
(412 acres)
3. Camp Retreat (297 acres)
4. Crestview Welcome +  
Adventure Center  
(.52 acres)
5. Shalimar Bridge Park  
(.77 acres)
6. Christobal Landing  
(.74 acres)

**DESTIN  
FORT  
WALTON  
BEACH  
FLORIDA**



slido



**How many film and TV productions were hosted in Okaloosa County in 2024?**

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

# And

1. Member of Film Florida + Gail serves on Executive Board + BOD
2. Film Commission is hosting Film Florida meeting here in May 2025
3. Association of Film Commissions International

DESTIN  
FORT  
WALTON  
BEACH  
FLORIDA



slido



# How many local businesses participate in our Partner Program?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

NY Partner Clip .mp4



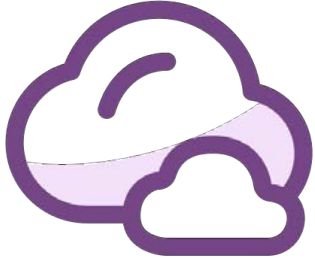
Play (k)

▶ 🔊 🔍 0:01 / 1:03

EVENT SPACE

CC ⚙️ 🗨️ 🗉

slido



**Name a brand that  
Destin-Fort Walton Beach  
has partnered with.**

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.



COASTAL  
CONSERVATION  
ASSOCIATION

FLORIDA



NATIONAL  
GEOGRAPHIC



**UNITED WAY**  
Emerald Coast

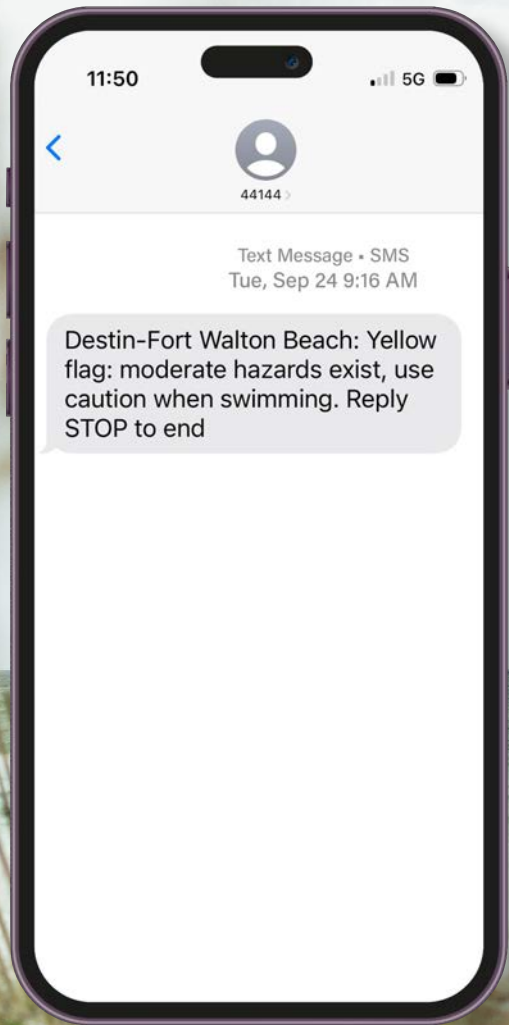


slido



**How many beach flag safety text messages did we send in 2024?**

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.



## FLAG WARNING SYSTEM



### Water closed

Water activity is prohibited



### High hazard

Knee deep is too deep



### Moderate surf/currents



### Calm conditions

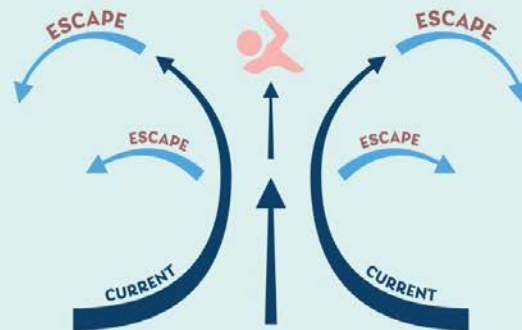


### Dangerous marine life

Beach flags posted March through  
Absence of flags does not assure  
Swim at your own risk

## RIP CURRENT

A rip current is a powerful channel of water flowing away from shore.



slido



**How many Chamber events did Ryan and Ron attend in 2024?**

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.



The image features the word "JEOPARDY!" in a bold, blue, sans-serif font with a white outline. The text is centered within a dark blue square frame that has a glowing white border of small yellow lights. Behind the text is a circular graphic with concentric rings of light blue and white. The entire graphic is set against a dark blue background with a radial pattern of lighter blue lines emanating from the center.

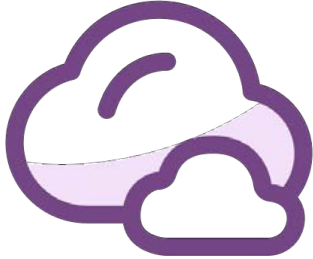
# JEOPARDY!

**Brand + Marketing**  
**Destination Stewardship**  
**Meetings + Events**  
**Edition**

**PRIZE:**

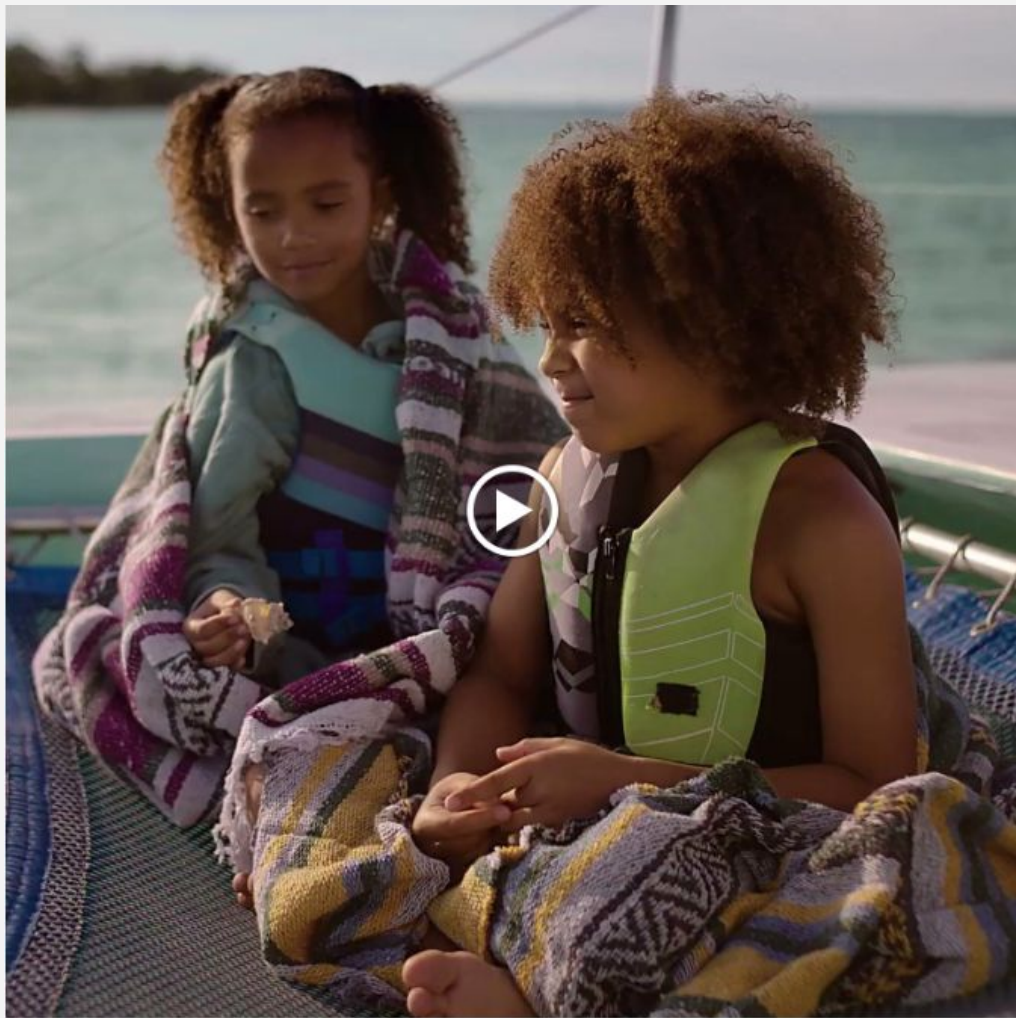
**A seat on an upcoming artificial  
reef vessel deployment!**

slido



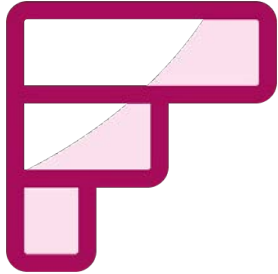
"A bite sized challenge that makes it easy for families to get outside and on the water."

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.





slido



The number of Welcome +  
Adventure Centers that are  
in Okaloosa County.

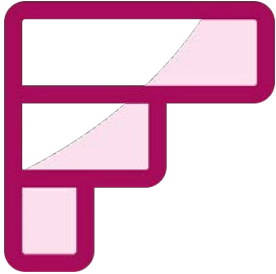
① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

# Welcome

1. Okaloosa Island Welcome + Adventure Center
2. Crestview Welcome + Adventure Center
3. Destin-Fort Walton Beach Airport Welcome + Adventure Center



slido



The approximate number of media visits Destin-Fort Walton Beach had in 2024.

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

CNN Videos

# CNN 10: The big stories of the day, explained in 10 minutes

On today's episode of CNN 10, a look at the leak inside the international space station and a farewell to a famous historic ship. Then we'll learn about a pre-school class making big changes in their environment. All that and a rollercoaster's last loop on today's episode of CNN 10.



NewsChannel 5  
NASHVILLE

## Plugged In: Destin-Fort Walton Beach



It's known for its white sandy beaches and emerald waters. We learn more about all the fun you can have in Destin-Fort Walton Beach, Florida. You can find out more at [www.destinfwb.com](http://www.destinfwb.com)

This segment is paid for by Destin-Fort Walton Beach, FL.

## TRAVEL+LEISURE

### This Is the No. 1 Family Beach Vacation Spot in the U.S.

While Alabama might not be the obvious choice for a beach vacation, Gulf Shores claims the top spot.



If your idea of a perfect summer involves soaking up warm sunrays and splashing in refreshing waves, America's coastlines are brimming with delightful seaside towns just waiting to be discovered. U.S. News and World Report recently analyzed destinations across the U.S., considering factors like safe waters, kid-friendly attractions, restaurants, accommodations, and prices to determine the best family

## LAIID-BACK FLORIDA HOT SPOT



### Destin-Fort Walton Beach, Florida

LEARN MORE

Families return year after year to Destin-Fort Walton Beach because once you experience the turquoise blue water, the white-sand beaches and the chill, down-to-earth vibe, you'll be hooked forever. Located on the Panhandle along the Gulf of Mexico, the destination is a newly launched Little Adventurers program that guides families with kids 12 and under to nature-based activities they can do on their own or with a local outfitter. Many independent restaurants have scenic outdoor seating and coloring pages that help prevent mini diners from getting restless. A wide variety of lodging options, from big vacation rentals for

GARDEN OF GUN

SOUTHERN AGENDA  
What's Happening in the South: April/May 2024

Going on in the region and beyond

April/May 2024



CONSERVATION  
Florida

Catch and Relief

Destin," said our tester, a mom of two who stayed at Beal House Fort Walton Beach. "The destination makes it super easy to find and book aquatic adventures. On another outing, they searched for ghost crabs and sand fleas."



**joyfullygreen and 4 others** · Original audio

**joyfullygreen** · 10w  
👉 Don't wait until it's easier! ❤️ Make @destinfwb your annual tradition! 🧳 Coming back from our babymoon until now, the biggest advice I would give myself is to just GO! Just pack the bag & head to the beach! You'll never believe the crystal clear water! The fun your family will have dolphin watching with @smilenwavesailingadventures & deep sea fishing with @hounddogfishingcharters are memories you'll never forget! Steal my Destin itinerary:

1. Paddle board lessons Little Adventures @choctawatcheebasinallianc! Free lesson by local scouts!
2. Rent a Pontoon

1,006 likes  
June 21

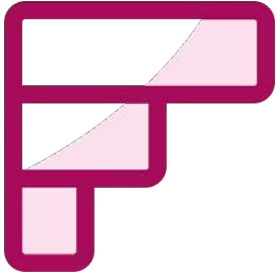
Add a comment...

**theteawithtasha** · 10w  
Absolutely agree!!! I went to destin every summer as a kid and those are some of my favorite family memories. Love yall! ❤️

**alice\_thru\_looking\_glass** · 10w  
This looks like so much fun! Saving this for a future trip! ❤️

**turnerpartyoffive** · 10w  
I agree with this Joy and thanks for the itinerary. I've been wanting to visit ❤️

slido



**Jennifer spent the day aboard the SS United States facilitating national media interviews. Name the dollar amount of media coverage garnered.**

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

# Move That Boat!

1. CBS Sunday Morning
2. CNN
3. NPR
4. Associated Press

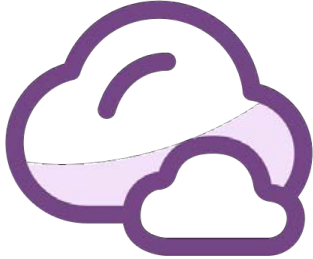
DESTIN  
FORT  
WALTON  
BEACH  
FLORIDA



The World's Largest Artificial Reef coming to Destin-Fort Walton Beach Fall of 2025



slido



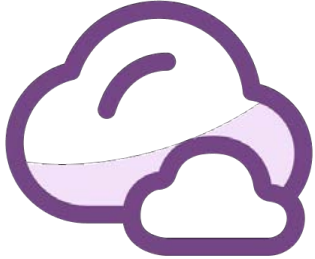
The number of **Little Adventure Outposts** available for families to explore in **Destin-Fort Walton Beach**.

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.





slido

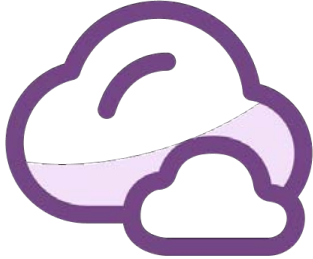


The number of small businesses currently participate in Destination Stewardship programs.

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

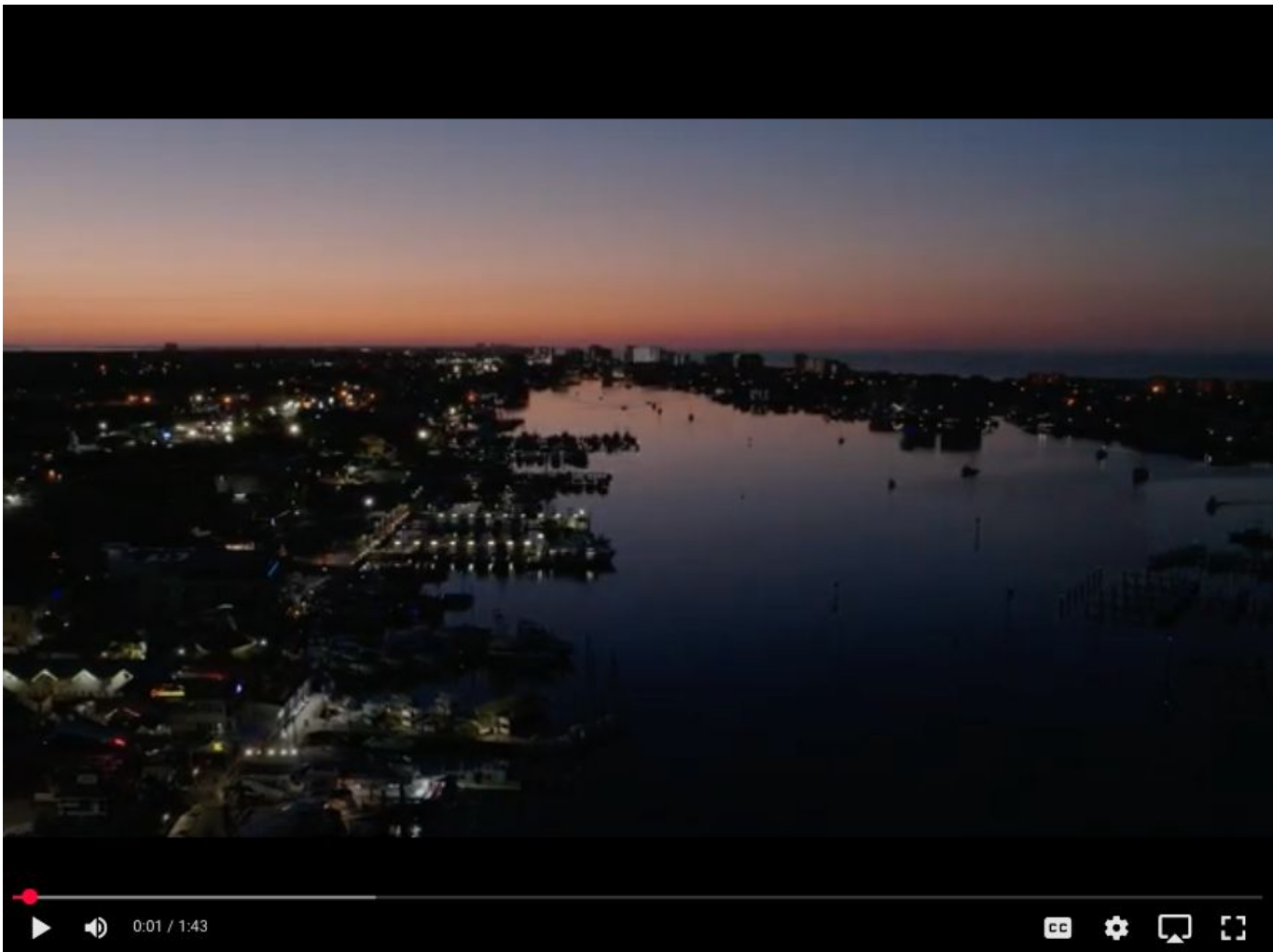


slido



The adventure that will be highlighted in the next Destination Stewardship pilot program.

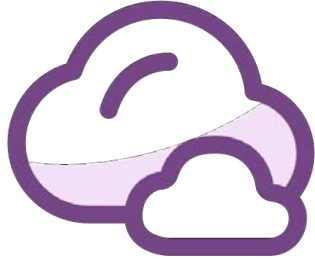
① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.



0:01 / 1:43



slido



# How many Destin-Fort Walton Beach Scouts are there?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.



slido



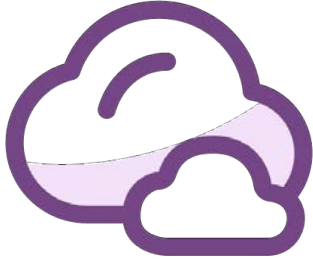
## The reason 2024 was a banner year for the Destin-Fort Walton Beach Convention Center?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.





slido

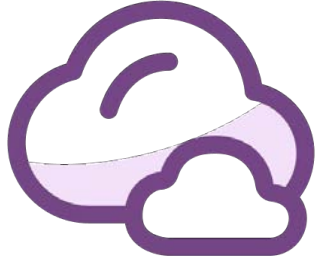


**The year the Roller Derby started at the Destin-Fort Walton Beach Fairgrounds+Event Center?**

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.



slido



The number of event venues currently operated by Okaloosa County Tourism.

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

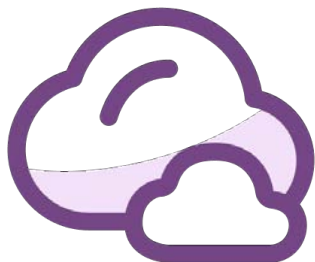
# Booked + Busy

1. Convention Center
2. Fairgrounds + Event Center
3. Baker Recreation + Equestrian Center
4. Shoal River Preserve
5. Camp Retreat



DESTIN  
FORT  
WALTON  
BEACH  
FLORIDA

slido



**The number of Meetings +  
Events team members.**

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

# Leveling

1. Convention Center - 26
2. Sales - 6
3. Venues - 9



**AND THE WINNER IS...**



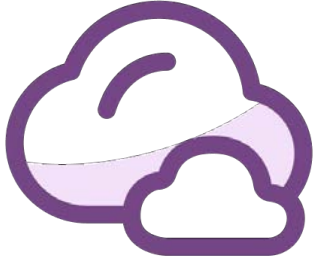
The logo for the game show 'Family Feud' is centered in the upper half of the image. It features the words 'FAMILY' and 'FEUD' in a dark blue, serif font, stacked vertically. The text is set within a light blue oval that has a white glow. This oval is enclosed in a dark blue square frame with rounded corners, which is decorated with a border of small, glowing yellow lights. The entire logo is set against a dark blue background with a radial pattern of lighter blue lines emanating from behind the central square.

**FAMILY  
FEUD**

**Natural Resources + Destination Projects  
Edition**

**TEAM PRIZE:**  
**Attend + judge an evening of**  
**Emerald Coast Open Restaurant**  
**Week!**

slido

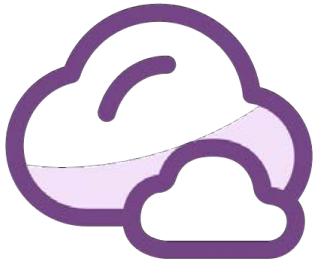


**How many miles long is the new bike path connecting Okaloosa Island to Destin?**

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.



slido



**TDD is currently installing a reimagined playground at Marler Park. What 5 sea animals are integrated for kids to enjoy and learn about?**

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

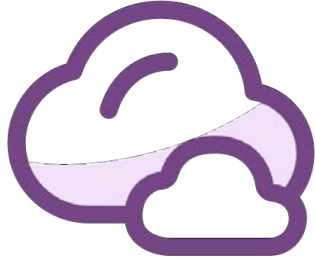
**Before**



**After**



slido










**How many beach safety signs were installed along our beaches?**

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.







## Beach Rules





 All county parks, including river and beach access points, shall be closed between one hour after sunset and one hour before sunrise.

 No fires	 No overnight camping
 No glass	 No Smoking, Vaping, Alcohol, Drugs or Weapons
 No animals	 No fireworks







**Keep our beaches clean + friendly**


 Items left on beach overnight will be removed	 No fighting, profanity, or disorderly conduct
 No littering	 No sound amplification

**Be a good beach citizen**

 No harassing sea turtles	 No removal of beach sand
 Stay off dunes	 No white lights at night

**Don't forget**






 No vehicles on beach	 Beach wheelchairs 850-259-4331
 No overnight parking, parking on shoulder or roadway	 Lock your vehicle
 No commercial activities or soliciting without permit	 Special events must be coordinated through Okaloosa County

 Scan for more info

**DESTIN FORT WALTON BEACH**  
FLORIDA

## Safety Tips

### FLAG WARNING SYSTEM


 <b>Water closed</b> Water Activity is prohibited	 <b>Moderate surf/currents</b>
 <b>High Hazard</b> Knee deep is too deep	 <b>Calm conditions</b>
	 <b>Dangerous marine life</b>

Absence of flags does not assure safe waters.  
**Swim at your own risk.**

⚙️ ⚙️ ⚙️  
Text "BEACH" to 44144 for water conditions updates

### RIP CURRENT

A rip current is a powerful channel of water flowing away from shore.




**RIP CURRENT**

If caught in a rip current do not swim against it  
**Swim parallel to the shore**

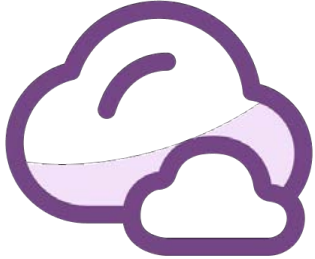
Swim out of the current then swim at an angle or toward the shore

If you can't escape, float or calmly tread water  
Face the shore, stay calm, wave your arms and yell for help





slido



**What is the statewide project that the TDD is helping to complete in the north end of the county?**

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

# Florida National Scenic Trail



PC CHRIS A. JOHNS



**Top Destinations On The Florida National Scenic Trail**

**Panhandle**

- **Trail** ...
- **Trail** ...
- **Trail** ...

**North Florida**

- **Trail** ...
- **Trail** ...
- **Trail** ...

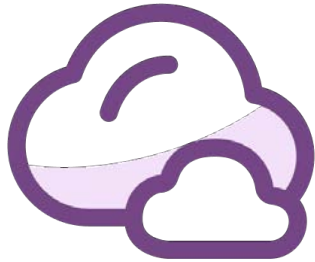
**Central Florida**

- **Trail** ...
- **Trail** ...
- **Trail** ...

**Legend:**

- Florida National Scenic Trail
- State Trail
- Trailhead
- Area in Development
- Proposed Route in Planning
- State & Local Lands
- Federal Lands

slido

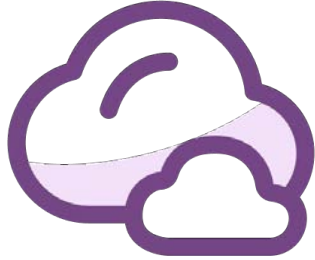


**What is the name of the turtle Jessica appears as at local events?**

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.



slido



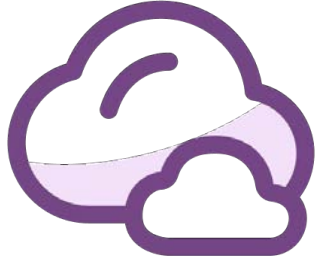
**How many public artificial reefs sites can you find in Okaloosa County?**

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.





slido



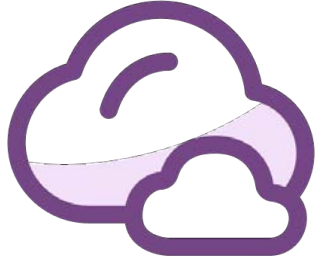
**How many no wake signs  
and buoys does Natural  
Resources manage?**

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.





slido



# How many lionfish have cleared TSA at Destin-Fort Walton Beach Airport?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.



**AND THE WINNING TEAM IS...**

**Questions?**

# Don't Forget!

1. Emerald Coast Open Restaurant Week applications: due Friday, 2/14
2. Trends + Research Partner Zoom meeting on March 5th
3. Stick around for “Teaming Up With The TDD”

**DESTIN  
FORT  
WALTON  
BEACH  
FLORIDA**





**THANK YOU FOR  
COMING!**