



<https://www.rwsfl.org/>

#### EXPLORE NORTHWEST FLORIDA

RiverWay South is a team of ten Northwest Florida counties bordering the Apalachicola and Choctawhatchee Rivers. The counties have joined together to create a regional tourism destination. RiverWay South is dedicated to sustainable economic development through the preservation and promotion of the natural, cultural, recreational, scenic, and historical resources within the Apalachicola River and Choctawhatchee River Basins.

The region offers important tourism amenities that can be marketed as a nature-based tourism destination, resulting in local economic stimulus and increased public awareness of our natural Northwest Florida.

#### THE RIVERWAY SOUTH APALACHICOLA CHOCTAWHATCHEE ORGANIZATION (RWSAC)

RiverWay South is a team of ten Northwest Florida counties bordering the Apalachicola and Choctawhatchee Rivers. The counties have joined together to create a regional tourism destination. Our mission is to create a regional rural tourism organization that encourages sustainable tourism through public/private partnerships to preserve and promote the unique resources of the Apalachicola and Choctawhatchee River Basins in Florida. We carry out this mission by providing services that enhance and support the tourism industry throughout the region.

Since 2010 RiverWay South has leveraged local contributions with grant funding and in-kind services totaling over \$450,000 to carry out the mission of the organization. In 2015 RiverWay South was able to match every dollar of local funding received with more than six dollars from other sources to deliver a comprehensive and robust package of marketing and educational programs and materials.

#### BOARD OF DIRECTORS

President – Pam Fuqua, Jackson County, 78 Degree Media  
Vice President – Kristy Terry, Calhoun County Chamber of Commerce  
Secretary/Treasurer – Ashley Pettis, Holmes County Development Commission  
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Jerrie Lindsey, Florida Fish and Wildlife Conservation Commission  
Rebecca Prince, Holmes County Chamber of Commerce and TDC  
John Solomon, Franklin County, Apalachicola Bay Chamber of Commerce

Betty Webb, Project Manager  
PO Box 473 – Apalachicola, FL 32329 – (850) 323-0567

### WHY SHOULD I JOIN RWSAC?

Rural tourism assets are abundant in the RWSAC region and the rural tourism industry must forge strong partnerships to be competitive in a global travel market. RWSAC leverages membership dues with other funding sources and in-kind services to carry out robust tourism marketing and educational programs for the entire region to grow the local tourism economy. Join us in creating a premier tourism destination that will encourage travelers to Explore OUR Florida!

- Individual members receive information on tourism development activities and rural tourism training opportunities.
- Business members are listed as such on the RWSAC website and receive information on tourism development activities and rural tourism training opportunities.
- Advocates are listed as such on the RWSAC website, are eligible to apply for one (1) RWSAC Scholarship to attend tourism/economic development training programs, and receive information on tourism development activities in the region.
- Champions are featured on the RWSAC website, are eligible to apply for up to five (5) RWSAC Scholarships to attend tourism/economic development training programs, and receive information on tourism development activities in the region.
- Partners are included in all RWSAC marketing and educational activities, are eligible to apply for up to ten (10) RWSAC scholarships to attend tourism/economic development training programs, and receive information on tourism development activities in the region.

### ACCOMPLISHMENTS

Our marketing and tourism programs and materials are designed to create a premier regional tourism destination. Specific products include, but are not limited to:

- Comprehensive Regional Intrinsic Resource Study
- Image Library – quality images from throughout the region
- Tear-Off Maps highlighting regional attractions
- Facebook Page
- Fall & Spring Press Tours
- Explore OUR Florida Poster & Game Cards

- Get Off I-10 and 98 Self-Guided Driving Tours
- Explore OUR Florida Marketing Campaign
- Partnership with Regional TDC Co-op
- VISIT FLORIDA Rural Area of Opportunity – national/international trade shows

Our education and development programs are created to increase the professional capacity of our tourism industry partners throughout the region. Specific programs and opportunities include, but are not limited to:

- Monthly Leadership Development Forums
- Agri-tourism Rural Tourism Workshop
- Networking Rural Tourism Workshop
- Hospitality Ambassador Training Workshop

#### Membership Application

Please check the selected category:

- \$35 Individual
- \$100 Business
- \$500 Advocate
- \$2,500 Champion
- \$5,000 Partner