



JACKSON COUNTY BOARD OF COUNTY COMMISSIONERS

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Jackson County Tourist Development Council Welcomes Brian Walker



Jackson County, FL —The **Jackson County Tourist Development Council (TDC)** is proud to welcome **Brian Walker** as its new Facility Rentals & Events Coordinator.

A lifelong resident of Jackson County, Brian grew up in Marianna and is a graduate of Marianna High School, Chipola College, and Florida State University. His career led him to New York City, where he spent more than a decade in the entertainment industry working in production, lighting, and sound for major events such as New York Fashion Week, The Victoria's Secret Fashion Show, and numerous theatrical and musical productions. He also played a key role in managing logistics for top touring acts and Broadway productions across the United States, Canada, and the United Kingdom.

Now excited to return home, Brian is passionate about showcasing Jackson County's rich history, natural beauty, and authentic Southern hospitality. "Most of my free time is spent on the Chipola River or one of our many trails," he shared. "We are surrounded by so much natural beauty here, and I am thankful every day to return to such a place. I continually borrow a phrase from a friend to describe my corner of paradise as 'pine tree Florida,' not 'palm tree Florida.' As a member of the TDC, I'm committed to attracting visitors through innovative events and storytelling that highlight the region's unique assets—from its scenic rivers, creeks, land, and caves to its welcoming communities."

TDC Executive Director Kelsi Jackson shared her enthusiasm for his arrival:

"We are so excited to welcome Brian to our small but mighty TDC team! With his leadership and creativity, we're ready to bring new energy to our historic event spaces and continue developing programs that celebrate and strengthen our local business community."

As Event and Facilities Coordinator, Brian will oversee operations and reservations for county venues, including the Endeavor Convention Center in Marianna and Great Oaks in Greenwood. For those interested in booking a venue or requesting event information, Brian may be reached at (850) 557-1564, the TDC main office line at (850) 482-8061, or by email at walkerb@jacksoncountyfl.gov.

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