



JACKSON COUNTY BOARD OF COUNTY COMMISSIONERS

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PRESS RELEASE

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Jackson County Launches Tourism Ambassador Program, Gaining Attention from Other Florida Tourism Leaders

Marianna, FL — Jackson County is taking a major step forward in strengthening its tourism industry with the launch of its new Tourism Ambassador Program, an initiative designed to connect local businesses, organizations, and community leaders and build greater awareness of the county's tourism assets.

The program, led by the **Jackson County Tourist Development Council (TDC)**, brings together participants from across the community for a series of educational sessions focused on leadership, customer service, marketing, and the visitor experience. The goal is to equip participants with the knowledge and tools needed to confidently represent Jackson County as a destination while supporting the growth of local tourism-related businesses.

"Tourism touches so many parts of our community—from restaurants and retailers to outdoor recreation and local events," said **Kelsi Jackson, Executive Director of the Jackson County Tourist Development Council**. "This program helps connect the people behind those experiences so they can better understand how tourism works, how we collaborate, and how each of them plays a role in welcoming visitors to Jackson County."

The program was coordinated by **Chastity Sheffield, Program Manager for the Jackson County Tourist Development Council**, who played a key role in developing the Tourism Ambassador initiative and bringing the concept to life.

"She has worked incredibly hard to get this program up and running," Jackson said. "Chastity truly sees tourism as an asset to our community. Her passion for the county she grew up in and represents is evident in the way she brings people together to support Jackson County."

The inaugural class features speakers from across the county's economic and tourism leadership, including representatives from the **Jackson County Chamber of Commerce, Main Street Marianna, the Jackson County Economic Development Council, and local hospitality leaders**. Participants will also learn about statewide tourism marketing efforts through collaboration with Visit Florida.

The program focuses on building relationships, encouraging collaboration, and strengthening the visitor experience across the county. Participants also engage in hands-on activities, including a **Tourism**

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Ambassador Passport, which encourages exploration of destinations throughout Jackson County while supporting local businesses.

The success and innovation of the program have already begun to attract attention beyond the county. The initiative was recently highlighted by **Travel Smart News under London Publications**, where tourism leaders from across Florida expressed excitement about the progress being made in Jackson County's tourism development efforts.

"We're proud that the work happening here in Jackson County is being recognized by tourism professionals across the state," Jackson said. "It shows that even rural communities can take bold steps to strengthen their tourism industry and create meaningful economic impact."

The Jackson County TDC plans to continue offering the Tourism Ambassador Program in the future, expanding participation, and building a network of trained ambassadors who can help promote the county's attractions, events, and experiences.

Through initiatives like this, Jackson County continues to invest in its tourism future while ensuring that local businesses and communities benefit from increased visitation and economic activity.

For more information about the Tourism in Jackson County, visit **VisitJacksonCountyFL.com**.

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