



Congratulations to our very own Director of Tourism, Nicole Capp Holbrook of the Sebastian River Area Chamber of Commerce for being selected to receive a full scholarship to attend the Southeast Tourism Society's 2019 Marketing College®! The Miles Partnership sponsored scholarship is awarded to a tourism industry professional in each of the 12 member states of the Southeast Tourism Society and is given to individuals that stand out for their hard work and dedication to the tourism industry in their state.

"We are so privileged to have Nicole serve on our team. She has been a thought leader in the tourism industry for over a decade and does so with such class and passion. She is very deserving of this honor as she was the only applicant selected for the entire state of Florida. We are excited to support her during this wonderful opportunity. She looks forward to sharing the knowledge she acquires with the

business community!" shared Amber Batchelor, President and CEO of Sebastian River Area Chamber of Commerce (SRA Chamber). Nicole has a Bachelor of Science in Marketing from Florida State University. As a native of Sebastian, Nicole is passionate about the area and all of the wonderful activities and attractions that truly make our destination such a unique treasure. Over the past 12 years, Nicole has collaborated with our tourism partners and the community to promote the Treasure Coast's attractions, activities, restaurants, hotels, festivals and events; implementing several successful campaigns with Guy Harvey Magazine, CBS 12, AARP, VISIT FLORIDA, How to Do Florida, Major League Fishing Championships and more.

Throughout the years, Nicole has applied for and received VISIT FLORIDA (the official marketing entity for the state of Florida) Grants which have resulted in the SRA Chamber being awarded over \$16,000, allowing us to have a presence in publications in which we otherwise would not be able to participate. These grant dollars also allow us to implement special projects such as our most recent Sebastian River Area Destination videos that launched in June 2018. In 2016, due to additional funding for which Nicole petitioned and won, we were able to enhance our Pelican Porch Visitor's Center which serves as a VISIT FLORIDA Certified Visitor Information Center, as well as a designated Visitor's Center on the Indian River Lagoon National Scenic Byway. We were awarded over \$24,000 which allowed us to make several improvements utilizing map displays, kiosks, webcam monitors, video displays, view finders, and more to enhance our visitors' experience.

Since 2010, Nicole has been on the Board of Directors as Treasurer for the Indian River Lagoon National Scenic Byway, working together with Brevard County to promote our unique and intrinsic resources along the 233 mile corridor.

"I feel so proud and fortunate to work to promote the community that I love and have called home my entire life," Nicole said. Aside from attracting visitors to the Treasure Coast, specifically the Sebastian River Area, Nicole's favorite pastimes include spending time with her family, staying active and enjoying outdoorsy adventures while playing tourist in her own backyard and around the world!

The Southeast Tourism Society Marketing College is an educational program comprised of a one-week session per year, for three consecutive years. It teaches attendees real and relevant techniques for marketing their destinations, including the latest trends and how to apply them in the real world. The courses take place on the campus of University of North Georgia in Dahlonega, GA. Students who attend the Marketing College earn Travel Marketing Professional (TMP) certification presented at a special graduation ceremony at the STS annual conference, Connections.