



DESTINATION PANAMA CITY
SCHEDULED MEETING
February 28, 2017

9:00 A.M. (approx. – immediately following the Community Redevelopment Association meeting which follows the Regular City Commission Meeting)
City Hall Commission Chamber

- 1) Roll Call
- 2) Approval of Minutes – January 24, 2017
- 3) Destination Panama City Co-Op Program
- 4) Media Plan
- 5) FAM Tour Update
- 6) Red Frog Events Update
- 7) July 4th, Salute to Freedom
- 8) Reunion efforts & activities
- 9) Administrative Update
 - i) Website PCCDC Page
 - ii) Marketing & Sales Coordinator – Alysia Whitehead
- 10) Next Meeting – April 25, 2017
- 11) Public Participation
- 12) Adjournment

MINUTES
PANAMA CITY
COMMUNITY DEVELOPMENT CORPORATION, INC
DESTINATION PANAMA CITY
PCDPC

January 24, 2017
10:15 AM Commission Meeting Room City Hall
9 Harrison Avenue Panama City, FL

Chairman Kady called the meeting to order at 10:15 am Sharon Churchwell called the roll; in attendance were: Chairman John Kady, Greg Brudnicki, Billy Rader, Mike Nichols, and Kenneth Brown.

Approval of the Minutes: Mr Brown made the motion to approve the November 8, 2016 minutes and Mr Nichols seconded. Motion passed 5-0.

Financial Update: Darlene Hachmeister presented the Financial Update for the period ended December 30, 2016: total Assets \$112,279, including \$94,750 in Cash, Accounts Receivable from Bay County \$14,999, Equipment & furniture of \$2,663 and Allowance for depreciation/amortization -\$133. Total revenue was \$501,149 and total expense was \$503,904 net change in position -\$2,099. Vigil added that the Clerk of Court has changed the way they report the revenue; instead of reporting the total revenue they are now only reporting our expenses which is why the balance is a negative number.

Year 1 Annual Report: Vigil presented a printed report for the first anniversary of the board's approval of the logo and brand promise for Destination Panama City. This report contains information about the amount of bed tax generated (\$1,543,000) and featured many of the things Destination Panama City have accomplished this first year. Including opening the Visitor's Center, establishing the website, collecting thousands of images for marketing, and creating the visitors guide.

Advertising Co-op: Vigil said when DPC has certain advertising opportunities it creates an occasion where local partners can advertise to a larger market at a reduced rate. This is a great chance for businesses with small or no advertising budgets to promote in a very affordable manner. DPC subsidized the Panama City Visitors Map this year so that every lodging partner was included. This advertising co-op also helps secure the Panama City brand and

brand identity. Vigil asked for the board to vote on the appropriation of \$50,000 for an internal DPC Co-Op program and have staff develop the program criteria for an upcoming meeting. Mr Brudnicki made the motion to approve and Mr Rader seconded. Motion passed 5-0.

Event Sponsorship Emerald Coast Professional Redfish Series: The Emerald Coast Professional Redfish representative Mark Cowart addressed the board and shared how successful the 2016 season was in Panama City. Each of the four events averaged 86 anglers and out of those 56-60 spend at least one night in Panama City, they ate, they bought gas, and they bought tackle. The ECPRS was awarded an event scholarship of \$25,000 for last year's events. This year they are seeking \$40,000 and will be partnering with the Florida Redfish Series which will bring a higher volume of exposure, increased purses for the anglers and more participants. Mr Nichols made the motion to approve and Mr Rader seconded. Motion passed 5-0.

Event Sponsorship Strummin Man Ukulele Festival: The Ukulele Orchestra of St Andrews has requested \$25,000 for a multi-day ukulele event to be held October 13-15, 2017 in St Andrews. This event will include a live streamed ukulele workshop from Hawaii, concerts, jazz brunch, workshops and a cruise on the Governor Stone. Two local lodging partners will be offering discounted rooms at \$99 for this event. Mr. Nichols made the motion to approve and Mr. Brudnicki seconded. Motion passed 5-0.

Destination Panama City Signature Event One Harrison Music Festival & Tyndall Air Force Base Thunderbirds After Party:

Vigil said this event will help combat the low bed tax numbers for the month of August, she has developed a way to get sponsorships including interest from the St Joe Foundation and a couple of national companies. Vigil requested \$40,000 to be designated for this event so that she can start working on the media plan. Vigil reminded the board that she traveled to Las Vegas last year for Red Flag, the USAF event that featured military aircraft including the Thunderbirds. Tyndall was selected to receive additional funding for the 2017 Air Show to celebrate the 75th anniversary of Tyndall AFB and the 70th anniversary of the US Air Force so they have the ability to bring in some higher quality acts. Tyndall has asked DPC to host a special evening event at the close of the first day of the air show. DPC will have a presence at the air show directing the 30,000 guests to the free and open to the public event in Harrison Historic Downtown. Vigil asked for a budget not to exceed \$15,000 for this event. Mr Brudnicki made the motion to approve both requests and Mr Nichols seconded. Motion passed 5-0.

Administrative Update Staffing: Vigil told the board that Shelbie Scippio, Marketing and Sales Coordinator for Destination Panama City will be leaving in February when her husband is transferred to California with the USAF. Shelbie has done a wonderful job and she will be missed.

Administrative Update Social Media Strategist Position: In January of 2016 DPC entered into a one year contract with Lou Hammond HD Plus for social media management for \$5000 monthly. Vigil believes that this function would be better handled by creating a new position at DPC to cover social media this will create a local job for a local person and give DPC a local voice. Vigil has created a position description, the salary range is \$33,000 - \$35,000. Mr Brown made the motion to approve and Mr Nichols seconded. Motion passed 5-0.

Administrative Update Personnel Policy Manual: The DPC Personnel Policy is in need of an update, as originally written it did not allow DPC employees to participate in the City's retirement program or the City's health insurance. Vigil asked that the DPC Personnel Policy be updated to match the City's Personnel Policy so that DPC employees will be eligible for both benefits. Also after meeting with City staff and retirement specialist it was determined that DPC cannot piggy back on the City's 401K retirement benefit. Vigil asked that the language of the Personnel Policy be updated to reflect the DPC's 401 retirement benefit. Mr Nichols made the motion to approve, Mr Nichols seconded. Motion passed 5-0.

Contract Renewal Robin Malpass & Associates: Vigil stated that Robin Malpass and Associates has done an excellent job as the Marketing Agent for DPC and she recommends renewing their contract for another year. There will be no rate increase for this next year so their fee will remain at \$5500 monthly. Mr Rader made the motion to approve and Mr Brown seconded. Motion passed 5-0.

Contract Renewal Lou Hammond Group: Vigil asked for a one year renewal for Lou Hammonds Group for PR and Marketing as they have asked for no rate increase and have done an excellent job and to continue with Lou Hammond HD on a month to month basis until the new Social Media Strategist is hired. Lou Hammond group will remain at \$5000 monthly and Lou Hammond HD will remain at \$5000. Mr Brudnicki made the motion to approve and Mr Brown seconded. Motion passed 5-0.

Next Meeting – February 28, 2017: The next scheduled meeting of the DPC will be on February 28, 2017.

Public Participation: There was no public participation.

Meeting adjourned at 11:17 am

**Panama City Community Development Council
dba Destination Panama City
Agenda Item Summary**

1. PRESENTER NAME:

Jennifer Vigil
President & CEO

2. MEETING DATE:

2/28/17

3. REQUESTED MOTION/ACTION:

Staff recommends approval of the DPC Co-Op Program Guidelines.

4. AGENDA

PRESENTATION ☐

PUBLIC HEARING ☐

CONSENT ☐

REGULAR ☒

5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: YES ☐ NO ☐ IF NO, STATE ACTION REQUIRED ☐ N/A

BUDGET ACTION:

FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES ☐ NO ☐

6. BACKGROUND: (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW))

In January 2017, the PC-CDC Board approved the tentative appropriation of \$50,000 towards an internal Destination Panama City Co-Op Program. The intent of the program is to help local tourism partners within the geographic boundary of the Panama City Community Development Tourist Development Taxing district to better leverage their marketing dollars while simultaneously increasing destination awareness for locals and visitors.

A DPC Co-Op Program Guidelines is attached for the boards review and approval.



In an effort to assist in the promotion of the City of Panama City's tourism partners, Destination Panama City is happy to announce a new Co-Op program designed to help leverage the social media, print, billboard, television, and radio campaign budgets of our local tourism marketing partners.

This program is designed to provide maximum flexibility for each partner's specific marketing needs. Partners can design and manage their SEM campaigns through any means they deem appropriate & effective.

The DPC Co-Op Program consists of both internally generated co-op opportunities and externally generated requests. An example of an internally generated co-op opportunity will be offered, when available, by DPC staff on a first come first served basis as opportunities arise to partner with local media outlets. An example of an internally generated co-op opportunity is attached as Example 1. It will identify the opportunity, circulation, distribution, publisher, cost, deadline, material submission requirements, and instructions on how to reserve the space.

Externally generated requests are received by application from tourism partners. With this program the Destination Panama City will reimburse approved participants 40% against all qualified marketing platforms during the DPC 2016-17 fiscal year (through September, 2017). The aggregate funds appropriated to the co-op program will not exceed \$50,000. Applications for consideration will be reviewed by staff to ascertain whether or not the requested funding meets brand standards, increases visitor and local destination awareness, and whether or not it is mutually beneficial to the merchant and Destination Panama City.

Allowable Facebook Campaign Objectives

- Local Awareness
- Promoted Posts
- Event Responses
- Lead Generation

Not Available Facebook Campaign Objectives

- Page Likes
- App Installs
- App Engagements
- Offer Claims

Qualification Parameters

- Prior Approval from DPC
- All formats must use appropriate Destination Panama City @ and # in the ad copy
- Any ad format that utilizes a click thru URL to a landing page must include the Destination Panama City logo (at least 250 pixels tall or 250 pixels wide), or a 250 character promotional text summary about Panama City, with hyper-link.
- Landing page must contain a link to www.DestinationPanamaCity.com (Link can be embedded into logo image)

Documentation

- Following documents must be submitted to DPC in order to collect re-imbursement
- Detailed Invoice requesting reimbursement with complete backup attached. Including but not limited to:
 - Ad Delivery report showing ad unit(s) run and corresponding click volume and cost associated to ad/landing page
 - Screenshot(s) of Facebook Ads Manager showing run dates, ad unit, click volume and total cost accepted
 - Screenshot of landing page(s) used against ad
 - Proof of performance

Reimbursement Process

- Reimbursement will be made on a quarterly basis
 - All reimbursement claim forms and associated documentation must be received by the **last day of the month preceding the end of the calendar quarter**
 - Q1 2016 – October - December– deadline is January 31
 - Q2 2016 – January - March- deadline is April 30
 - Q3 2017- April – June- deadline is July 30
 - Q2 2017- July – September – deadline is October 31

Internal and External Eligibility

- As this is a pilot program, enrollment is on a first come-first serve basis.
- Only available to partners within the geographic boundaries of the City of Panama City tourist development tax district.
- Applicants must have a valid business license with the City of Panama City and be in good standing on the remittance of the City of Panama City merchant fees.
- Each individual applicant is limited to three externally generated co-op grants during each fiscal year.
- Partnership applications are encouraged. When submitting an application involving various partners that have not legally organized, the largest financial contributor must be the primary contact on the application.
- Adherence to DPC brand guidelines (Example 2) is required.

- DPC has the right to reject proposals that do not meet brand standards in terms of creative, choice of publication, or relevance to tourism promotion.

Ineligible Co-Op Program expenditures

- Administrative costs
- Tangible personal property
- Facility maintenance
- Activities or materials that would violate State or Federal laws
- Projects already in progress
- Using co-op funds to procure items for resale

Scoring / Ranking

- Project Design
 - Clearly defined goals and objectives that are realistic – 20
 - Creative ability to attract and/or target new markets, increase awareness, or promote new products – 10
 - Integrated marketing plan, strategic plan or other cooperative marketing plan – 15
 - Strong community support and involvement – 5
- Accountability / Economic Impact
 - Expected revenue and positive economic impact generated – 15
 - Reliable tracking mechanism – 15
 - Reasonable cost / benefit ratio - 20

Applications must receive a score of 70 or higher upon review by the DPC Marketing & Sales Coordinator to be eligible. If an application does not receive a score of 70, the applicant has the option of requesting a secondary review by the DPC President & CEO. In the event the application fails to receive a score of 70 upon review by the DPC President & CEO, the applicant has the option of requesting consideration by the Panama City Community Development Council Board at a regularly scheduled meeting.



DESTINATION PANAMA CITY CO-OP ADVERTISING OPPORTUNITY

OPPORTUNITY: The Circuit - Dining & Entertaining Issue, March/April 2017

The Circuit

Circulation: 75,000

Distribution: 150 Locations

Publisher: Panama City Beach Chamber of Commerce

A feature article that highlights the dining and entertainment options in Panama City will be published in *The Circuit's* Dining & Entertaining Issue. Destination Panama City has purchased two-full pages immediately following the full-page article.

We are offering a quarter-page ad space to Destination Panama City Tourism Partners for \$100. *The Circuit* quarter-page dining rate is \$185. This opportunity is limited to 8 Destination Panama City Tourism Dining Partners.

COST: \$100 payable by check to Destination Panama City due at time of materials submission.

DEADLINE: February 6, 2017

RESERVATIONS: Shelbie@destinationpanamacity.com / 850.215.1700

Please email or call Shelbie Scippio, Marketing and Sales Coordinator, to reserve your space.

ADVERTISING MATERIALS SUBMISSION: Email your logo or 1 image (300 dpi), phone, web site and up to 50 word description about your dining experience to Shelbie@destinationpanama.com by February 7, 2017.



Graphic Guidelines



Graphic Guidelines

1. Introduction
2. Logos
3. Color Palette
4. Typography

INTRODUCTION

This manual will act as a guideline for adapting the Destination Panama City logo to all areas of promotion and marketing. Following this framework will ensure a consistency that will become a strong visual recognition.

We ask all our personnel, agencies, printers and suppliers who are responsible for implementing this program to conform to the specifications included herein, and request that you contact Jennifer Vigil at Destination Panama City should you have questions concerning this manual's content.

LOGO

The Destination Panama City logo is a unique logo that helps distinguish Panama City, FL.

The logo is always used in the proportions below and is never to be altered in any way. It is imperative that this approved configuration be maintained in all applications since unauthorized variations confuse its visual effectiveness.

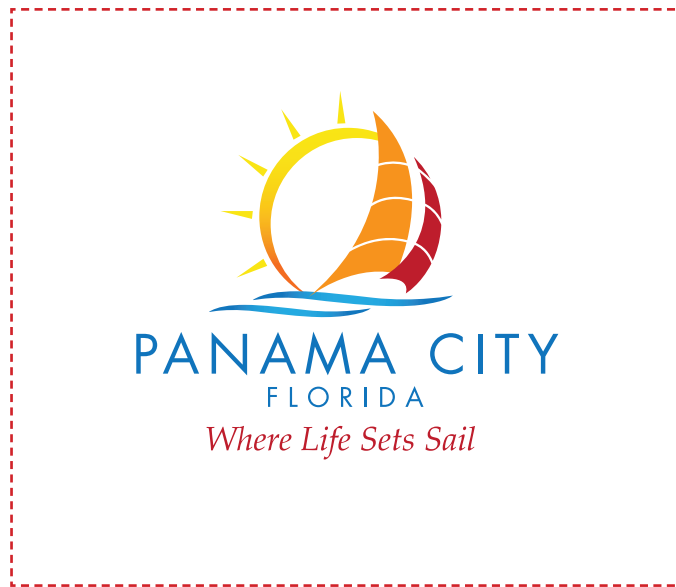
In the following sections, the logo will be explained more fully with examples of proper and improper uses, the variation of logos and color.



LOGO

Correct Usage

A “full clearance area” (represented by the dotted box), should always be maintained around the logo to separate it from other graphic elements by an equal distance on all sides.



Incorrect Usage

The logo must not be applied inside any geometric shape.



LOGO

Logo Variations

There are several variations of the logo each also have a version with or without the tagline. The versions with the tagline should always be used unless told otherwise.



LOGO

Logo Colors

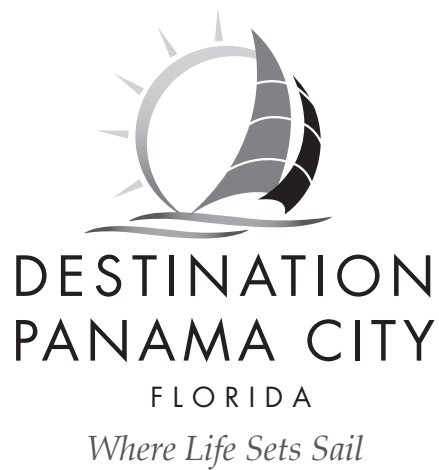
When at all possible the logo should be printed or used in electronic form (Internet/email) in the full color version shown below. These colors are listed in detail in the next section of this manual.



LOGO

Logo - 1 Color

Black and white version of each logo were created for use in newsprint or when full color printing is not available.



COLOR PALETTE

Logo - 1 Color


When at all possible the logo should be printed or used in electronic form (Internet/email) in full color with the gradients using 4 color process. A flat logo using PMS colors was also created for use when gradients are not available in printing. Below are all the colors and their equivalents for web.

Flat PMS colors



Full color with gradients



	Pantone	CMYK	RGB	Web
	PMS 200	15,100,90,10	190,30,45	BE1E2D
	PMS 107	2,5,100,0	255,228,0	FFE400
	PMS 285	85,50,0,0	27,117,188	1B75BC
	PMS 1495	0,50,100,0	247,148,29	F7941D

TYPOGRAPHY

The Destination Panama City branding consists of two main fonts for use in all their materials. The first is Futura which is the main font in the logo. The second font is Palatino which is used in italic in the logo tagline. In both cases, bold or italic versions can be used to emphasize parts of the copy.

Futura – Full Font ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?"()-.\$

Futura Italic – Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?"()-.\$

Palatino – Full Font ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?"()-.\$

Palatino Italic – Full Font ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:;!?"()-.\$



**Panama City Community Development Council
dba Destination Panama City
Agenda Item Summary**

1. PRESENTER NAME:

Jennifer Vigil
President & CEO

2. MEETING DATE:

2/28/2017

3. REQUESTED MOTION/ACTION:

Board approve the tentative 2017 Media Plan

4. AGENDA

PRESENTATION ☐
PUBLIC HEARING ☐
CONSENT ☐
REGULAR ☒

5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: YES ☐ NO ☐ IF NO, STATE ACTION REQUIRED ☐ N/A

BUDGET ACTION:

FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES ☐ NO ☐

6. BACKGROUND: (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW))

At the time of the agenda, we are still awaiting some proposals from our media outlets regarding a specific campaign. A complete media plan will not be available until mid-March. In the interim, we will be providing a supplemental document at the meeting to provide an overview of how we are requesting the funds be allocated medium (type of media – print, digital, social, billboard, television, radio, etc.) and a regional basis (by target market).

**Panama City Community Development Council
dba Destination Panama City
Agenda Item Summary**

1. PRESENTER NAME:

Jennifer Vigil
President & CEO

2. MEETING DATE:

2/28/2017

3. REQUESTED MOTION/ACTION:

No action is required.

4. AGENDA

PRESENTATION ☐
PUBLIC HEARING ☐
CONSENT ☐
REGULAR ☒

5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: YES ☐ NO ☐ IF NO, STATE ACTION REQUIRED ☐ N/A

BUDGET ACTION:

FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES ☐ NO ☐

6. BACKGROUND: (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW))

As part of the Krewe of St. Andrews Mardi Gras Parade sponsorship. Staff negotiated to have four visiting writers take part in the event as bead throwers. This allowed our travel writers to gain a unique perspective of the event. Friday evening during the Children's & Pet Parade the writers were able to participate as spectators; however, on Saturday the writers donned masks and rode the KOSA float Cajun Queen and the St. Andrews Ukulele Orchestra float.

The ability to incorporate a familiarization tour (FAM Tour) with one of the signature events of the City was extremely successful and in the days since we have received new leads from Rhode Island, Georgia, Alabama, and South Carolina.

Writers selected for FAM tours are carefully chosen and must have a strong social media presence or a large readership if they are a content contributor for regional / national publications.

While in market, we create custom itineraries for the visiting writers to ensure they have an experience worth writing home about. To make that happen, a great deal of collaboration happens with our local tourism partners. For this successful FAM Tour, we'd like to publicly acknowledge Holiday Inn, Amavida, the Little Village, St. Andrews Coffee House & Bistro, Bayou Joe's, Shipyard Grill, and Matt & Jennifer Parramore of Dolphin Seafari.

**Panama City Community Development Council
dba Destination Panama City
Agenda Item Summary**

1. PRESENTER NAME:

Jennifer Vigil
President & CEO

2. MEETING DATE:

2/28/17

3. REQUESTED MOTION/ACTION:

No motion necessary.

4. AGENDA

PRESENTATION ☐

PUBLIC HEARING ☐

CONSENT ☐

REGULAR ☒

5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: YES ☐ NO ☐ IF NO, STATE ACTION REQUIRED ☐ N/A

BUDGET ACTION:

FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES ☐ NO ☐

6. BACKGROUND: (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW))

In the spring of 2016, DPC staff started working with Red Frog Event management to ascertain the possibility of bringing a large scale athletic event to the Panama City area. Red Frog Event management is the group responsible for the Warrior Dash obstacle races.

As this has the potential to be a project that both the Panama City Beach CVB and Destination Panama City can work on collaboratively, we conducted a meeting with the sporting specialists at the PCB CVB. Upon conclusion of that meeting; we determined the best step forward involved having an onsite meeting with the event management company to show two parcels of land. One is government owned the other is own by the private sector.

A representative from Red Frog will be in market in mid-March to meet with DPC and PCB CVB staff to determine physical and financial feasibility of hosting a Warrior Dash event in the Panama City area.

**Panama City Community Development Council
dba Destination Panama City
Agenda Item Summary**

1. PRESENTER NAME:

Jennifer Vigil
President & CEO

2. MEETING DATE:

2/28/17

3. REQUESTED MOTION/ACTION:

Authorize staff to consider the July 4th – Salute to Freedom as a signature event and allocate funding not to exceed \$18,000 for entertainment, marketing, and supplemental fireworks.

4. AGENDA

PRESENTATION ☐
PUBLIC HEARING ☐
CONSENT ☒
REGULAR ☐

5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: Yes ☐ No ☐ If No, STATE ACTION REQUIRED ☐ N/A

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: Yes ☐ No ☐

6. BACKGROUND: (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW))

In prior years, the City of Panama City has utilized the Panama City Downtown Improvement Board as the coordinator of the July 4th – Salute to Freedom event and funded the fireworks display. About four years ago, the funding for the fireworks was cut from \$25,000 to last year's funding level of \$23,300.

Upon meeting with the fireworks contractor; we learned that the cost of fireworks has gone up 2% per year and the cost of the barge, rented from HG Harders has also gone up \$350. With a diminished funding level and rising costs, the fireworks display has been reduced in size each year. As a signature event, during one of our highest occupancy rates, we consider this to be a signature event of the City and would like to appropriate funds to enhance the experience for visitors and locals.

DPC staff also request that the City reconsider the current year funding level and increase it by \$5,000. This would need to be done at the next City Commission meeting so that a contract could be signed by the Panama City Downtown Improvement Board for the expanded display.

**Panama City Community Development Council
dba Destination Panama City
Agenda Item Summary**

1. PRESENTER NAME:

Jennifer Vigil
President & CEO

2. MEETING DATE:

2/28/17

3. REQUESTED MOTION/ACTION:

No action required.

4. AGENDA

PRESENTATION ☐
PUBLIC HEARING ☐
CONSENT ☐
REGULAR ☐

5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: YES ☐ NO ☐ IF NO, STATE ACTION REQUIRED ☐ N/A

BUDGET ACTION:
FINANCIAL IMPACT SUMMARY STATEMENT:

DETAILED ANALYSIS ATTACHED?: YES ☐ NO ☐

6. BACKGROUND: (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW))

As the City of Panama City is shouldered by a US Navy installation to our west and a US Air Force installation to our east; military reunions have the potential to be viable targets for our directed Sales and Promotion activities. Staff has recently met with the coordinators of three US Navy reunions regarding the potential hosting of their 2018 reunions.

To make further strides in the area of recruiting reunions, staff has acquired membership in the organization Reunion Friendly Network that serves as an information collective for reunion coordinators and destination marketing organizations.

In addition to military reunions, staff will also be pursuing family reunions, destination weddings, and executive retreat activities.



Florida Film Office, Inc.

2120 Bent Oak Court
Panama City Beach, FL 32408

(850) 819-4694
floridafilmmoffice@knology.net

**SYNOPSIS FOR FLORIDA FILM OFFICE, INC. (FFO) FIRST QUARTERLY REPORT
FOR FY 2016 – 2017 (OCT 1, 2016 – DEC 31, 2016)**

PRODUCTIONS

Television series

HOME AND GARDEN TELEVISION (HGTV) filmed another “**Beachfront Bargain Hunt**” in Bay County and covered the area from end to end. This episode aired rapidly after the filming, and showed Panama City Beach and Panama City’s finest beach front bargains. This type of show highlights the community in a positive manner and receives numerous air dates.

HGTV sent yet another team back to Paradise in late December with yet another new show. This one is called “**Beach Hunt**“, which features gorgeous homes on the water. This new show has a little different format and the “buyers” are more engaged in the community where the area is showcased nicely, as well as the homes. The final “reveal” scene, in this very first episode, was shot at Runaway Island around the fire pit.

“**Sweet Beach Renovations**“, HGTV, also wrapped their first season and will be looking for more homes to renovate, and regional contractors to perform the work. The show is similar to other fix up shows, but focuses on the Gulf Coast Region and shot the first episode in Panama City Beach’s West End neighborhood.

850 Entertainment has wrapped the filming of their first season of “**Insurance Wars**” and is now opting for another 26 episodes. This is a whole new type of show, with a Public Adjuster group standing up for homeowners when they have damage to their domiciles. The show airs twice weekly and is on FOX and the CW throughout the Southeast region.

TLC has completed the first season of a show that should be announced in promotional ads in late April. This is a show based on an adult relationship with a May-December twist, and the characters are all from Panama City Beach/Bay County. The taping of the series was kept very low profile, shooting for 5 days a week for six weeks in the couple’s home and business. Currently a spin-off is in negotiations to continue this comedic take on life, love and the pursuit of happiness.

NBC Universal selected the **Panama City Marina** as the public, yet private, location of their live news coverage during the end days of the election. Hallie Jackson, and “**MSNBC LIVE**“, shot multiple days at the location, as it proved to be central to the plane-hopping candidates during October. The group shot two days, started to follow the candidates to other Florida locations, then changed their minds and came back for more of Bay County’s beautiful waterfront scenes.

TELEVISION SERIES (Cont'd)

The **Travel Channel** has a new show coming out and Lake Powell was selected as a key location. The show is "**A HUNDRED BUCKS AND A BEACH**" (working title/pilot). The idea is to find activities to do while at the beach for under \$100. This episode will feature paddle boarding, kayaking, and yoga on paddle boards on Lake Powell. The boats were launched at the public boat ramp and local businesses were filmed and patronized during this three day shoot.

COMMERCIAL(S)

Capitol One hired a great production team and shot a new spot at a local doctor's office. 3 local stylists were hired to make sure everyone in the shots looked cohesive and that continuity was maintained throughout this 12 hour day. The medical office is now looking into shooting their own television commercials for higher visibility and marketing options.

PRINT

A high-dollar print shoot for a retail and catalogue (**Chico's**) shot its new line just over the Bay County border in Alys Beach. Even though the photos were shot in that resort, local camera assistants, stylists, production assistants and runners were hired for the five- day, four-night shoot. The production company paid top dollar for the crew, and a portion of their crew lodged in Panama City Beach.

The Film Office assisted the marketing department at the TDC and Gary Bogden, photographer, with a photo shoot targeting "**Millennials**". This project features bright cars, fresh young faces and one-of-a-kind ensembles as well as a variety of beautiful locations. This forward-thinking type of marketing is aimed at keeping Panama City Beach at the top of the minds of this targeted demographic.

PRE-PRODUCTION

A production company from Nashville who handles many popular artists, contacted the Film Office for photographs of piers, beaches, and staging areas for a potential music video. After receiving initial photos from this office, they made many additional requests in both locations, crew, and service related areas. During this reporting period, several weeks of preparation were made to shoot the upcoming music video "**God, My Mama, and Me**", with recording artists **Florida Georgia Line**, featuring the **Backstreet Boys**. The video is scheduled to shoot in early January 2017.

Responded to Following Leads

High End Beach Homes – Print (Land's End)

Road trip visuals and long wish list of specifics – Print (Macy's)

Beachfront homes (6-7) – TV series (Beachfront Bargain Hunt)

Beachfront – Music Video

Other meetings, etc

The Film Office accepted an invitation to **Pinewood Atlanta Studios' Industry Night** gala. Pinewood is the largest Sound stage/studio in North America and has much more growth planned for the region. Prospective clients, cast and crew were introduced including the original group of executives from Pinewood International in London. While Florida does not currently have a Film Incentive, it is beneficial to the local industry when we see what is happening in states who are offering any type of incentive.

The Film Office is proud to be a member of **Film Florida**, a State wide association who markets Florida as a filming destination, and are activists for the Industry. The Bay County TDC and Destination Panama City made this membership possible, so both logos are displayed on Film Florida posters, and collateral at trade shows. The Film Commissioner attended the quarterly Film Florida meeting in December in Orlando, and became associates with Women in Film and TV. This was a valuable networking experience, and an honor to represent the area.

"White Boy, Rick", starring Matthew McConaughey, casting by JV8, lived up to their commitment and returned yet again to Bay County in search of raw talent. This company cast American Honey, starring Shia LeBeouf, and they promised to return upon production of the next film by the same director, Andrea Arnold. The Co-Star of American Honey, Sasha Lane, was discovered in Panama City beach, while on her college vacation from Houston. This is a non-traditional style of street casting, and is successful for this director, and her audiences.

Wise Guys Kitchen, where the Sopranos meet Food Network, toured Bay County for over a week looking for several options. They are looking for venues in which to perform this third season of their theatrical shows (both dinner theater and auditorium styles); venues (restaurant/shops) to promote during their televised shows; and a potential "home" for this show in a production facility. This production is very successful in the Northeast, but is quickly becoming a sensation in Florida and Alabama. The director/producer loved Bay County and is coming back for another round of look sees. The show has won numerous awards in a variety of classes including best new cable food show, and best web series of the season.

Other Meetings, etc. (Cont'd)

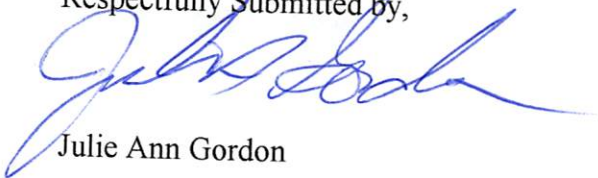
A new company, **Shabaka Entertainment** has moved to Bay County and met with the Film Office. They were seeking statewide licensing and insurance for their entertainers who include stilt walkers, fire breathers, aerialists and more.

Special Events promoted and facilitated by the TDC are always an enjoyable part of the Film Office's duties. During this reporting period, the Film Commissioner met and worked with the **Pirates of the High Seas at Grand Lagoon**, as well as coordinating some of their vendors and getting them settled in. **Beach Home for the Holidays** is quickly becoming a favorite for many of us in film and tv, as we enjoy dressing the part of holiday characters, finding the perfect Mr. & Mrs. Santa Clause and facilitating their area with the thousands of children. It is also a pleasure coordinating the vendors at these and other events.

Chasin' The Sun continues fishing and filming episodes for the new season. The Film Office is available and always responds as needed by either the production crew or the executive producer, J Michael Brown.

The Film Commissioner continues to attend regular staff and board meetings at the TDC, as well as meetings for Destination Panama City, Grand Lagoon Coalition, Panama City Beach and Bay County Chamber functions.

Respectfully Submitted by,



Julie Ann Gordon

Film Commissioner

www.Floridafilmmofficeinc.com

Estimated Revenue from Film Industry in Bay County
1st Quarter FY 2016 - 2017 (Oct 1 – Dec 31, 2016)

Type of Production	Budget (H-M-L)	Production Company	Days in Production	#Cast/Crew (Non-local)	# of Local crew X days	# of Local Talent	Heads in Beds	Economic Impact Per Day	Total Economic Impact
TV Series Beachfront Bargain	H	Magilla HGTV	8	11	2 X 5=10 2 rain days	7	88	\$30,000	\$240,000
TV Series Beach Hunt	H	Warm Springs HGTV	4	12	2 X 2= 4	6	48	\$30,000	\$120,000
TV Series Sweet Beach Reno	H	Departure Films (HGTV	9	6	4 X 9 = 36	2	54	\$30,000	\$270,000
TV Series Ins Wars	M	850 Ent	31	0	7 X 31=217	6	0	\$10,000	\$310,000
TV Series TLC	H	Forrest Prod	30	9	2 X 30= 60	5	270	\$30,000	\$900,000
TV Series	H	NBC Uni	5	13	N/A	N/A	65	\$30,000	\$150,000
TV Series \$100/Beach	H	Travel Channel	3	9	4 X 3=12	5	27	\$30,000	\$90,000
Commercial Capitol One	M	Deyo	1	6	6 X 1=6	N/A	6	\$15,000	\$15,000
Print TDC	H	Bogden	3	5	2 X 2=4	12	15	\$15,000	\$45,000
TOTALS			94		349	43	273		\$2,140,000

**** Figures are based on the official tracking system set forth by the Association of Film Commissioners International. If the actual budget data is available from the production company, those figures are used. The system takes in consideration of all services used by a production company**