



Jennifer Vigil Joins Panama City Tourist Development Council as President and CEO



Photo Credit: Doug Dobos

Panama City, Fla., Feb. 3, 2016 – The Panama City Community Development Corporation (CDC) announces Jennifer Vigil has joined the newly formed organization as President and Chief Executive Officer. In her role, Vigil will lead efforts in developing a strategy to help drive tourism to the Panama City area.

“Jennifer has an extensive background working in the Panama City community, having lived in the area for 20 years,” said John Kady, Panama City commissioner and chairman of the CDC board. “Her existing knowledge of the area coupled with her experience in public works is a perfect fit for our organization, and we are thrilled to have her join our team.”

Vigil brings more than 20 years of public sector experience to the Panama City CDC. Most recently, Vigil served as the Director of Administration for Visit South Walton, where she was responsible for the administration and development of the \$19M annual budget, all day-to-day financial activity and the development of monthly financial reports and key performance indicators for the organization.

“Panama City has been my home for the past 20 years, and I look forward to the opportunity to position the area in a way that residents can be proud of,” said Vigil. “I consider it a great honor to serve our community in this capacity, and I am eager to get started on developing a strategy to drive tourism to our area.”

Vigil has held previous positions as a municipal charter officer, government capital improvement project manager and public information manager, in addition to her experience with Visit South Walton.

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ABOUT PANAMA CITY

Embraced by beautiful St. Andrew's Bay on Florida's Emerald Coast, Panama City offers a myriad of water sports ranging from world-class sailing to some of the best year round in-shore and off-shore fishing in the U.S. Off the water, visitors to the Northwest Florida city delight in the sunny destination's eclectically rich neighborhoods offering a thriving visual and performing arts scene, a range of dining that makes full use of bounteous local seafood, and diverse shopping and antiquing. To contact Destination Panama City directly call 850-215-1700.

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