



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-imbusement
- 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. The decision of the Board is final.