



DESTINATION PANAMA CITY
SCHEDULED MEETING

January 23, 2018

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) Acceptance of Financial Report Period Ending 9/30/2017
- 3) Approval of Minutes – October 24, 2017
- 4) Acceptance of Tourist Development Tax Reports
- 5) Organization Retirement Plan
 - a) Ratification of Chairman's Letter of Authorization
 - b) Approve updated retirement language in Personnel Policy Manual
- 6) Marketing & Sales Director Position Description
- 7) Panama City Ambassador Policy
- 8) Special Event Sponsorship Grant Application
- 9) PC Support Services MOU
- 10) Public Relations Contract with Lou Hammond Group
- 11) President Report
- 12) 2017 Year In Review Report
- 13) Next Quarterly Meeting – April 24, 2018
- 14) Public Participation
- 15) Adjournment

Panama City Community Development Council, Inc.
Statement of Net Position, **UNAUDITED**
November 30, 2017
Interim financial reporting; for internal management use only

Assets

Cash and cash equivalents	\$ 133,069
Accounts receivable	31,533
Equipment & furniture	2,663
Allowance for depr/amort	(665)
Total assets	<u>166,600</u>

Liabilities and Net Position

Liabilities:

Accounts payable	\$ -
Deposits	100,000
Total liabilities	<u>100,000</u>

Net position:

Unrestricted net position	66,600
----------------------------------	--------

Total liabilities and net position	<u>\$ 166,600</u>
---	-------------------

Final audited balances may vary from interim financial reports.

Panama City Community Development Council, Inc.
Statement of Revenues, Expenses, and Changes in Net Position **UNAUDITED**
For the period ended November 30, 2017
Interim financial reporting; for internal management use only

	Adopted Budget	Budget Amendments	Amended Budget	Y-T-D Actual
Revenues:				
Intergovernmental:				
Bay County TDC Contract	\$ 1,407,000	\$ -	\$ 1,407,000	\$ 216,937
Bay County Carry Forward Revenue	190,000		190,000	-
Advertising revenue PC CDC	-	-	-	-
Total intergovernmental	1,597,000	-	1,597,000	216,937
Miscellaneous:				
Investment/Interest earnings	-		-	117
Miscellaneous	-		-	-
Total miscellaneous	-		-	117
Total Revenues	1,597,000	-	1,597,000	217,054
Expenses:				
Personal services	307,167		307,167	27,309
Operating expenses:				
Professional Services	20,000		20,000	-
Accounting & Auditing	11,000		11,000	-
Other Contractual Svcs	40,000		40,000	10,879
Other Contractual Svcs Dues	126,000		126,000	21,000
Travel and Per Diem	17,500		17,500	2,460
Non-staff Travel Expenses	8,000		8,000	-
Communication Services	8,000		8,000	775
Freight & Postage Service	15,000		15,000	10,000
Utility Services	5,500		5,500	815
Electricity	-		-	-
Rental & Leases	41,000		41,000	6,700
Insurance	13,000		13,000	4,547
Repairs & Maintenance Svc	5,000		5,000	250
Printing & Binding	90,000		90,000	460
Promotional Activities	787,833		787,833	103,133
Other Current Charges	9,000		9,000	3,269
Office Supplies	3,000		3,000	-
Operating Supplies	15,000		15,000	1,510
Books Publications Memberships	20,000		20,000	4,590
Training	7,000		7,000	437
Operational Reserve For Contingency	45,000		45,000	-
Capital Outlay:				
Machinery & Equipment	3,000		3,000	-
Total Expenses	1,597,000	-	1,597,000	198,134
Net change in net position	\$ -	\$ -	\$ -	\$ 18,920
Net position-beginning of year				47,680
Net position-end of year				\$ 66,600

Final audited balances may vary from interim financial reports.

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

October 24, 2017

9:46 AM Commission Meeting Room City Hall
9 Harrison Avenue Panama City, FL

Chairman Nichols called the meeting to order at 9:46 am Sharon Churchwell called the roll; in attendance were: Chairman Mike Nichols, Greg Brudnicki, Billy Rader, Jenna Haligas, and Kenneth Brown.

Acceptance of Financial Report period ending 9/30/2017: Financial Update: Darlene Hachmeister presented the Financial Update for the period ended September 30, 2017: total Assets \$146,770, including \$122,391 in Cash, Accounts Receivable from Bay County \$21,849, Equipment & furniture of \$2,663 and Allowance for depreciation/amortization -\$133. Total revenue was \$1,932,467 and total expense was \$1,990,609 net change in position - \$20,620. 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. Mr Brudnicki made the motion to approve and Mr Rader seconded. Motion passed 5-0.

Approval of the Minutes: Mr Rader made the motion to approve the August 22, 2017 minutes as presented and Mr Brown seconded. Motion passed 5-0.

Tourism Tax Report: Each month the Clerk of Court prepares Tourist Development Tax collections reports. As noted in prior meetings, the reported TDT collection was not in line with the private sector data collection, Smith Travel Research (STR) reports. After much investigation, the Clerk of Court agreed to produce a special report for the City of Panama City, as our market is predominantly comprised of hotel lodging partners that often entertain groups with tax exemption status. Due to the large number of tax-exempt guests, the gross rental receipts are often in conflict with the trend of TDT collection. Staff attached the Monthly Tourist Development Tax analysis; showing tourist development tax collections are ahead of projections for this period and overall for the year. The month of August showed an increase in TDT collections of 14.11% and an annual increase of 1.27% over last year. The second report shows the gross rental receipts for just our hotel lodging partners; and that

indicates a 12.41% increase for August, but an overall total annual increase of 5.54% over last year. Mr Brudnicki made the motion to approve and Mr Brown seconded. Motion passed 5-0.

Staff Performance Evaluation: On July 25, 2017, the Board approved a staff performance evaluation form and agreed to alter the Personnel Policy Manual to assign the President & CEO of the Panama City Community Development Council (dba Destination Panama City), to complete the performance reviews of the agency employees. Upon approval of the new fiscal budget, CEO Vigil, has prepared a recommended merit increase based on the performance evaluation scores of staff. The approved staff level performance evaluation form has twelve categories. An employee can receive any of the four rankings in each category; E=Exceeds, M=Meets, N=Needs Improvement, U=Unsatisfactory. CEO Vigil requests the following merit increase plan be adopted: Convert the E, M, N, U to 4,3,2,1 for the purpose of calculating averages. An employee with an average ≥ 3.5 will receive a 10% increase. An employee with an average $3.0 < 3.5$ will receive a 5% increase. An employee with an average $2.0 < 3.0$ will receive no increase and will be placed on a performance improvement plan. Mr Brown made the motion to approve and Mr Rader seconded. Motion passed 5-0.

Stars and Guitars: The Gulf Coast Children's Advocacy Center has submitted the attached special event grant application requesting up to \$40,000 for the Stars & Guitars event to be held January 17, 2018. Staff recommendation: Per the FY18 Budget and projected grant applications and awards that was approved by the Board on August 22, 2017 (attached), staff recommends a reimbursable grant not to exceed \$15,000 be awarded to the Gulf Coast Children's Advocacy Center for the Stars & Guitars concert. Staff Considerations: The FY18 budget is approximately \$1,597,000 with a primary purpose of marketing and promotion of the City in outside target markets identified in the marketing plan and in accordance with Florida Statute 125.0104. Of the total budget, \$151,500 is tentatively earmarked for annual events for which staff anticipated receiving grant applications. During the course of the year, the Board also adopted a Tiered Room Night component specifically to tie room nights to events and justify the event effectiveness for drawing tourists to the destination. As a ticketed event, staff was able to communicate with the lodging partners identified in the grant application; the Holiday Inn reported no room nights associated with the concert and the Hilton Garden Inn reported 3 room nights associated with the concert. The ZIP Codes extracted from the ticket sales report shows that 19% of the 1855 attendees were from non-Bay County residences. Last year the event was held on January 26, 2017. The TDT collections for January were down 10%, and Gross Hotel Rentals for January were down 4.28%. Other factors in staff's determination of recommendation include: 1) tickets sales equated to about 74% of capacity; and 2) one day event vs. preferred multi-day event. Mr Brudnicki made the motion to approve \$15,000 and Mr Rader seconded. Motion passed 5-0.

Krewe of St Andrews Mardi Gras: The Krewe of St. Andrews has submitted a special event grant application requesting up to \$35,000 for the Mardi Gras event to be held February 2 & 3, 2018. Staff recommendation: Per the FY18 Budget and projected grant applications and awards that was approved by the Board on August 22, 2017 (attached), staff recommends a reimbursable grant not to exceed \$18,000 be awarded to the Krewe of St. Andrews for the Mardi Gras event. Staff Considerations: The FY18 budget is approximately \$1,597,000 with a primary purpose of marketing and promotion of the City in outside target markets identified in the marketing plan and in accordance with Florida Statute 125.0104. Of the total budget, \$151,500 is tentatively earmarked for annual events for which staff anticipated receiving grant applications. During the course of the year, the Board also adopted a Tiered Room Night component specifically to tie room nights to events and justify the event effectiveness for drawing tourists to the destination. As non-ticketed event, it is difficult for KOSA and lodging partners to specifically tie room nights with event participants / spectators. Staff recognizes the diligence of KOSA, communication efforts to ensure they are promoting the destination as well as their own event, and overall thoroughness of their reimbursement package and post event summary. If funds were unlimited, and there were a better mechanism for tracking associated room nights, staff recommendation would be for the full amount of the request. However, working within the confines of our budget and recognizing that some re-allocation of marketing funds from traditional marketing (print) to social media / digital marketing would increase the number of impressions and reduce the costs. While it is not uncommon for media buyers to be paid by commission with the standard rate being about 15%. The KOSA organization has some opportunity to negotiate a lower rate with their current buyer that appears to be charging about 17.5% of the total media buy. Mr Rader made the motion to approve an \$18,000 grant and Mr Brown seconded. Motion passed 5-0.

CEO Performance Review: Per Ms Vigil's contract, her performance is reviewed each October by a committee comprised of two board members and one member of the community. Mr Brudnicki and Chairman Nichols were selected from the board and Nirav Banker, a Panama City hotelier was selected from the community. Ms Vigil received the highest score possible and pursuant to the employment contract, "for each fiscal year Vigil is employed under this Contract she will be considered for a cost of living and merit increase not exceeding 10% of her then current salary based upon measurable performance criteria". Mr Rader made the motion to give Ms Vigil a 7% salary increase and a 3% bonus and Mr Brown seconded. Motion passed 5-0.

CEO Update:

One Harrison: One Harrison was a great success. With only three months to plan, the event sold out and received a lot of praise. From the attendee and vendor after event questionnaires it was determined that the weather was too

hot and Vigil asked for direction from the board about selecting a different time for the 2018 event. Mr Brudnicki made the motion to move the event to November, reduce the funding to \$10,000 and to partner with the United Way and Mr Rader seconded. Motion passed 5-0.

Destination PC Website: CrowdRiff CEO Vigil showed the website from Fort Worth, Texas as an example of CrowdRiff. The photos shown on the banner are all contributed by social media followers. When you click on an image it reveals the complete post and identifies the contributor. The content is still curated so that only the best images and comments are displayed. Vigil anticipates the new website being up and running in November.

Next Quarterly Meeting – January 23, 2018: The next regularly scheduled meeting of the PCCDC will be on January 23, 2018. Vigil reminded the board that this meeting will be the annual review and will require additional time and may need to be scheduled for another day.

Vigil stated that she would like to change one of the job descriptions to include making local media buys that will save the CDC \$5000-7000 annually. She is also looking into a Brand Ambassador Team for the CDC. The Brand Ambassadors will accompany Destination PC to brand activations and would be reimbursed or sponsored for the expense associated: lodging, travel and dining. This will mirror the program from South Walton and the ideal Brand Ambassador is a local artist or expert like Honor Allen, the National Oyster Shucking Champion or the Ukulele Orchestra, who can help showcase Panama City.

Public Participation: Bryan Taylor from United Way, 601 Harrison Ave PC, FL invited the board to attend their Open House on November 16, 2017.

Margaret Webster from the Public Eye, 318 Luverne Ave PC, FL invited the board to Public Eye Soar a free projection art festival to be held on November 10-11 in Downtown.

Meeting adjourned at 10:24 am

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

1. PRESENTER NAME:

Jennifer Vigil
President & CEO

2. MEETING DATE:

1/23/18

3. REQUESTED MOTION/ACTION:

Motion to Accept the Tourism Development Tax Reports

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))

Tourism Development Tax Reports Attached

- DPC Monthly TDT Analysis & Economic Impact Report
- Clerk of Court Tourist Development Tax Revenue Analysis Report – November 2017
- Clerk of Court Tourist Development Tax Panama City Hotel Gross Receipts – November 2017

Clerk of Court Collections reflect a 9.29% decrease from November 2016 to November 2017.

As previously discussed, the gross hotel receipts, which include taxable and tax exempt transactions, shows November 2017 having a 7.4% increase over November 2016. The gross hotel receipts are only representative of 30+/- lodging partners registered with the Clerk of Court as “hotels”. Additional collections are realized through independent host sharing properties (i.e. Airbnb, HomeAway, Flipkey, VRBO, etc.)

There are concerns regarding collections from independent host sharing properties. As of today, there are no agreements between Bay County and the international online booking agents, therefore independent hosts should be collecting and remitting the applicable local taxes. Based on the number of independent hosts listed on one online booking website, there are over 60 independent properties in Panama City; however, only about 10 independent hosts are registered with the Clerk of Court.

This issue is a statewide issue and not one unique to Panama City. There are efforts on the legislative level to rectify. Both the Florida Association of Destination Marketing Organizations (FADMO) and the Florida Restaurant & Lodging Association (FRLA) are actively supporting bills that would require all short-term rentals to list their tax collector identification number on all advertisements, and that the hosts be licensed through the state Department of Business & Professional Regulation (DBPR).

Our DPC staff is actively supporting the House and Senate bills to bring resolution to this issue.



TDT Monthly Analysis

	<u>% change</u>	<u>FY19</u> 5.00%	<u>% change</u>	<u>FY18</u> 5.00%	<u>% change</u>	<u>FY17</u> 5.00%	<u>% change</u>	<u>FY16</u> 5.00%	<u>% change</u>	<u>FY15</u> 5.00%
OCT			-10.74%	100,647.00	19.23%	112,754.00		94,571.27		-
NOV			-8.01%	67,457.00	11.00%	73,327.00		66,059.88		-
DEC					5.76%	65,657.00		62,079.90		-
JAN					-10.00%	70,339.00	23.92%	78,155.39		63,069.50
FEB					-7.72%	85,637.00	5.64%	92,804.00		87,845.52
MAR					-2.82%	155,229.00	-20.33%	159,731.00		200,483.24
APR					-2.61%	149,230.00	17.10%	153,227.00		130,848.26
MAY					4.75%	159,517.00	4.15%	152,286.00		146,220.71
JUN					-3.22%	203,829.00	4.32%	210,619.00		201,906.34
JUL					-1.10%	262,982.00	11.66%	265,911.00		238,143.02
AUG					14.11%	123,488.00	-8.34%	108,223.00		118,070.60
SEP					14.31%	113,733.00	3.74%	99,494.00		95,907.58
TOTAL			-9.66%	168,104.00	2.11%	\$ 1,575,722	20.32%	\$ 1,543,161		\$ 1,282,495
2.96%										

PROJECTED REVENUE	1,500,000.00
% of Projected Revenue	11.21%

Aggregate Taxable Short Term Rental Receipts

	<u>FY17</u>	<u>FY16</u>	<u>FY15</u>
OCT	2,255,080.00	1,891,425.40	-
NOV	1,466,540.00	1,321,197.60	-
DEC	1,313,140.00	1,241,598.00	-
JAN	1,406,780.00	1,563,107.80	1,261,390.00
FEB	1,712,740.00	1,856,080.00	1,756,910.40
MAR	3,104,580.00	3,194,620.00	4,009,664.80
APR	2,984,600.00	3,064,540.00	2,616,965.20
MAY	3,190,340.00	3,045,720.00	2,924,414.20
JUN	4,076,580.00	4,212,380.00	4,038,126.80
JUL	5,259,640.00	5,318,220.00	4,762,860.40
AUG	2,469,760.00	2,164,460.00	2,361,412.00
SEP	2,274,660.00	1,989,880.00	1,918,151.60
TOTAL	31,514,440.00	30,863,228.80	25,649,895.40

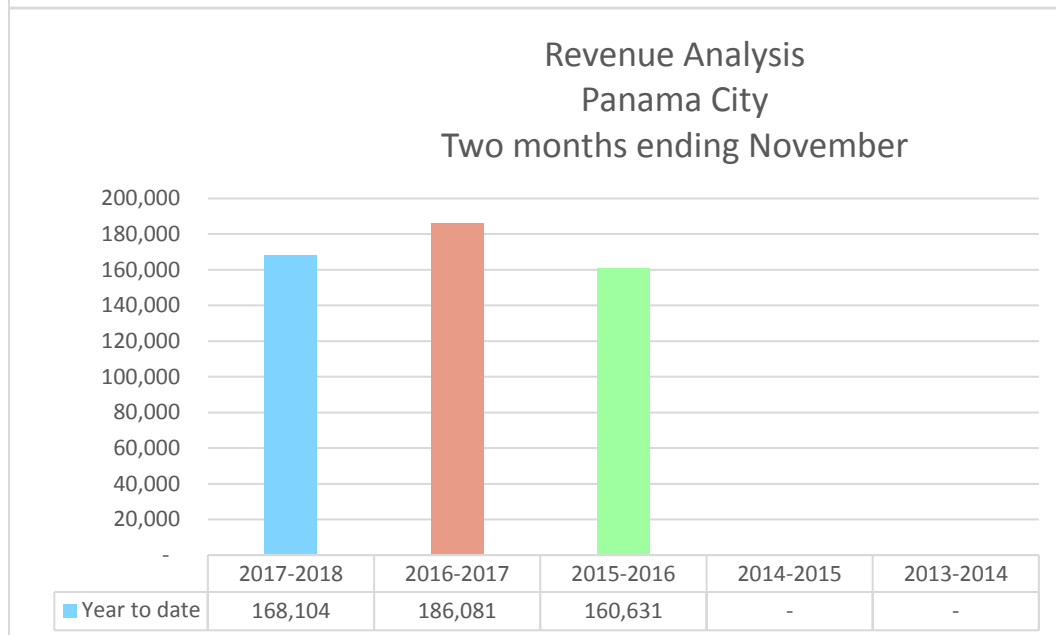
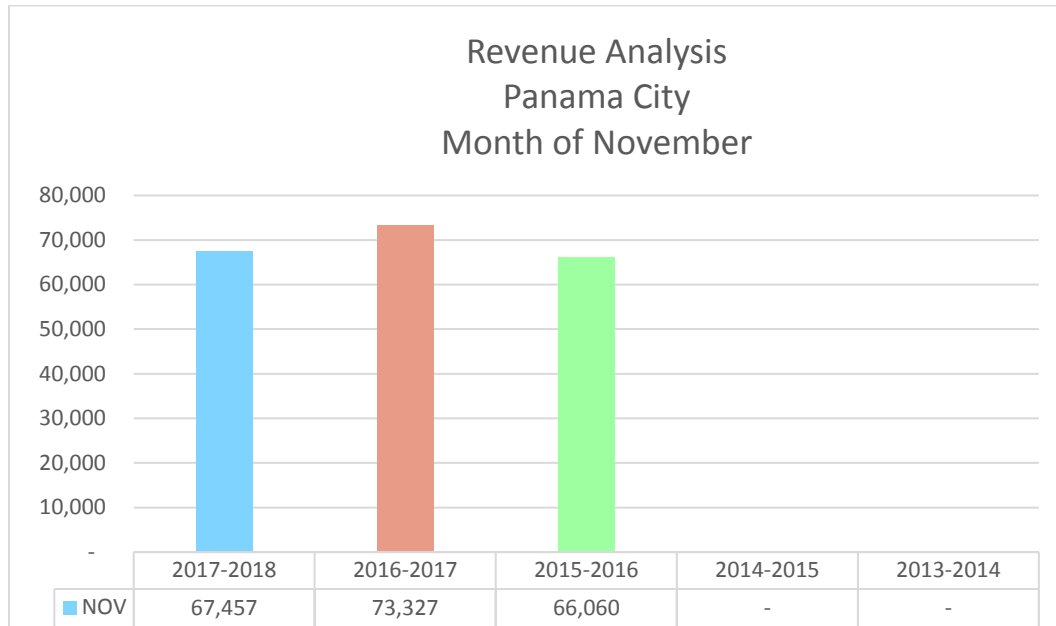
Gallup Research Average Visitor Spend Per \$100 Room Night

		<u>FY17</u>	<u>FY16</u>	<u>FY15</u>
Food	73.00	\$ 23,005,541	\$ 22,530,157	\$ 18,724,424
Transportation /	23.00	\$ 7,248,321	\$ 7,098,543	\$ 5,899,476
Recreation	52.00	\$ 16,387,509	\$ 16,048,879	\$ 13,337,946
Retail	55.00	\$ 17,332,942	\$ 16,974,776	\$ 14,107,442
Lodging		\$ 31,514,440	\$ 30,863,229	\$ 25,649,895
Total Estimated Economic Impact		\$ 95,488,753	\$ 93,515,583	\$ 77,719,183

GROSS HOTEL RENTAL RECEIPTS YTD 2018	\$ 3,344,067	
GROSS HOTEL RENTAL RECEIPTS YTD 2017	\$ 36,022,098	
GROSS HOTEL RENTAL RECEIPTS YTD 2016	\$ 34,096,987	^5.65%



Tourist Development Tax, Bay County, Florida



Bay County Tourist Development Tax, Post Office Box 1230, Panama City, Florida 32402

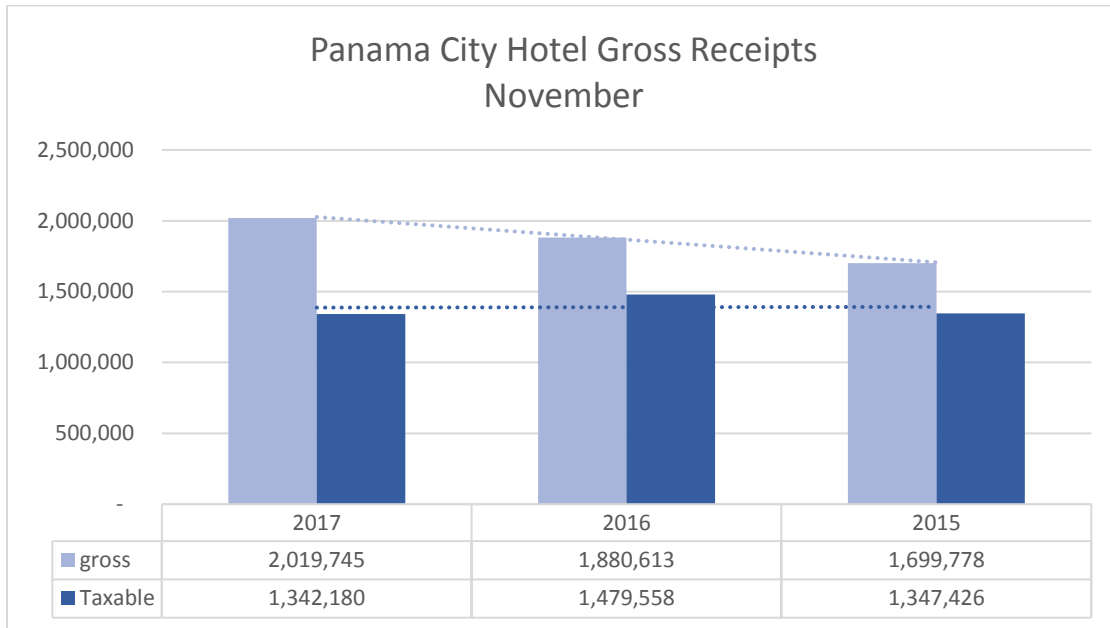
Express Delivery: 228 E. Fourth Street, Panama City, Florida 32401

Phone: (850) 747-5226 Fax: (850) 747-5212

Visit us at: <https://TDC.BayCoClerk.com/TouristTax/> Email: TDC@BayCoClerk.com



Tourist Development Tax, Bay County, Florida



November	2017	2016	2015
Taxable	1,342,180	1,479,558	1,347,426
Percent Chg	-9.29%	9.81%	
gross	2,019,745	1,880,613	1,699,778
Percent Chg	7.40%	10.64%	

Bay County Tourist Development Tax, Post Office Box 1230, Panama City, Florida 32402

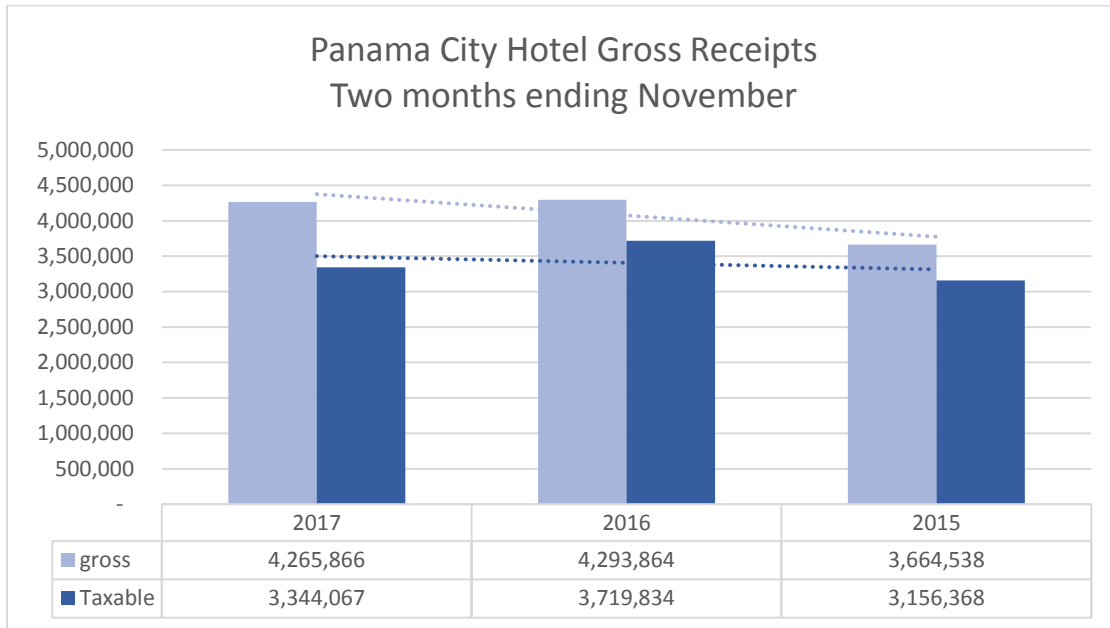
Express Delivery: 228 E. Fourth Street, Panama City, Florida 32401

Phone: (850) 747-5226 Fax: (850) 747-5212

Visit us at: <https://TDC.BayCoClerk.com/TouristTax/> Email: TDC@BayCoClerk.com



Tourist Development Tax, Bay County, Florida



Year to date	2017	2016	2015
Taxable	3,344,067	3,719,834	3,156,368
Percent Chg	-10.10%	17.85%	
gross	4,265,866	4,293,864	3,664,538
Percent Chg	-0.65%	17.17%	

Bay County Tourist Development Tax, Post Office Box 1230, Panama City, Florida 32402
Express Delivery: 228 E. Fourth Street, Panama City, Florida 32401
Phone: (850) 747-5226 Fax: (850) 747-5212
Visit us at: <https://TDC.BayCoClerk.com/TouristTax/> Email: TDC@BayCoClerk.com

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

1. PRESENTER NAME:

Jennifer Vigil
President & CEO

2. MEETING DATE:

1/23/18

3. REQUESTED MOTION/ACTION:

Motion to Authorize Chairman Nichols to predate the Retirement Plan Letter Authorizing Establishment of a SEP (Self-Employed Pension) Plan providing a 10% employer only contribution for every employee.

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:

WHILE THE CHANGE DOES INCREASE THE RETIREMENT LINE ITEM, SAVINGS IN OTHER AREAS OF PERSONNEL EXPENSES SUCH AS HEALTH INSURANCE, KEEP THE TOTAL PERSONNEL EXPENSES BELOW THE FY18 BUDGETED AMOUNTS.

DETAILED ANALYSIS ATTACHED?: Yes ☐ No ☐

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

In 2015, prior to there being any staff members of DPC, a Personnel Policy Manual was drafted and approved. The manual was based on a combination of the PCB CVB policy and the policy currently in place for the City of Panama City employees. However, as a separate (and very small) agency that operates as a stand-alone 501c6, portions of the policy were not applicable or possible. Specifically, the original policy provided employees with a 401k retirement plan. With only 4 total employees, this plan was cost prohibitive as 401k retirement plans require plan documents, reporting, auditing, and a plan administrator.

Retirement specialists were consulted regarding which plans were possible and how that would change the benefits package that current employees had agreed to upon accepting their positions. There was also an issue with the IRS regulation that all employees in the available plans have to receive the same benefit level.

In order to be compliant with all IRS regulations and maintain the contractual obligations for benefits promised to employees; staff has worked with Raymond James representative Billy Stevenson, to find a solution. Staff requests the Board approve the following retirement plan language replace the current language and authorize Chairman Nichols to predate a letter of establishment for the plan.

~~SIMPLE 401 PLAN~~ SEP Plan (Retirement)

Employees are provided with a **simple 401 SEP Plan** following completion of one (1) year of service. The CDC provides ~~matching funds up to seven percent (7%) of an individual's annual salary. One hundred percent (100%) of employee contributions are immediately vested in the 401(k) plan. Employer matches are vested at the rate of 20% per year, for each year of completed employment, beginning one year following the date of eligibility. Therefore, an employee who has completed two years of service to the CDC (1st year for qualification, plus one year of eligibility) is vested at 20%, three years at 40%, four years at 60%, five years at 80% and six years or more at 100%.~~ a 10% employer only contribution of an individual's annual salary. Vesting is immediate.



December 31, 2017

Billy Stevenson
Raymond James
2420 Jenks Avenue, Unit B4
Panama City, FL 32405

Dear Mr. Stevenson,

This letter serves as authorization from the Panama City Community Development Council, Inc. Board for the establishment of a SEP retirement plan for the staff members of our organization (dba Destination Panama City).

The following language is directly from the Personnel Policy Manual and outlines the staff eligibility and percentages of employer only contribution.

SEP Plan (Retirement)

Employees are provided with a **SEP Plan** following completion of one (1) year of service. The CDC provides a 10% employer only contribution of an individual's annual salary. Vesting is immediate.

If you have any questions, please contact Jennifer Vigil at 850.832.5262 or via email at jennifer@destinationpanamacity.com

Sincerely,

Mike Nichols
Chairman
Destination Panama City (PCCDC)

**Simplified Employee Pension—Individual
Retirement Accounts Contribution Agreement****(Under section 408(k) of the Internal Revenue Code)****Do not file
with the Internal
Revenue Service**

(Name of employer)

makes the following agreement under section 408(k) of the
Internal Revenue Code and the instructions to this form.**Article I—Eligibility Requirements** (check applicable boxes—see instructions)

The employer agrees to provide discretionary contributions in each calendar year to the individual retirement account or individual retirement annuity (IRA) of all employees who are at least _____ years old (not to exceed 21 years old) and have performed services for the employer in at least _____ years (not to exceed 3 years) of the immediately preceding 5 years. This simplified employee pension (SEP) ☐ includes ☐ **does not** include employees covered under a collective bargaining agreement, ☐ includes ☐ **does not** include certain nonresident aliens, and ☐ includes ☐ **does not** include employees whose total compensation during the year is less than \$450*.

Article II—SEP Requirements (see instructions)

The employer agrees that contributions made on behalf of each eligible employee will be:

- A.** Based only on the first \$205,000* of compensation.
- B.** The same percentage of compensation for every employee.
- C.** Limited annually to the smaller of \$41,000* or 25% of compensation.
- D.** Paid to the employee's IRA trustee, custodian, or insurance company (for an annuity contract).

Employer's signature and date

Name and title

Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form

Form 5305-SEP (Model SEP) is used by an employer to make an agreement to provide benefits to all eligible employees under a simplified employee pension (SEP) described in section 408(k).

Do not file Form 5305-SEP with the IRS. Instead, keep it with your records.

For more information on SEPs and IRAs, see Pub. 560, Retirement Plans for Small Business (SEP, SIMPLE, and Qualified Plans), and Pub. 590, Individual Retirement Arrangements (IRAs).

Instructions to the Employer

Simplified employee pension. A SEP is a written arrangement (a plan) that provides you with an easy way to make contributions toward your employees' retirement income. Under a SEP, you can contribute to an employee's traditional individual retirement account or annuity (traditional IRA). You make contributions directly to an IRA set up by or for each employee with a bank, insurance company, or other qualified financial institution. When using Form 5305-SEP to establish a SEP, the IRA must be a Model traditional IRA established on an IRS form or a master or prototype traditional IRA for which the IRS has issued a favorable opinion letter. You may not make SEP contributions to a Roth IRA or a SIMPLE IRA. Making the agreement on Form 5305-SEP does not establish an employer IRA described in section 408(c).

When not to use Form 5305-SEP. Do not use this form if you:

1. Currently maintain any other qualified retirement plan. This does not prevent you from maintaining another SEP.

2. Have any eligible employees for whom IRAs have not been established.

3. Use the services of leased employees (described in section 414(n)).

4. Are a member of an affiliated service group (described in section 414(m)), a controlled group of corporations (described in section 414(b)), or trades or businesses under common control (described in sections 414(c) and 414(o)), unless all eligible employees of all the members of such groups, trades, or businesses participate in the SEP.

5. Will not pay the cost of the SEP contributions. Do not use Form 5305-SEP for a SEP that provides for elective employee contributions even if the contributions are made under a salary reduction agreement. Use Form 5305A-SEP, or a nonmodel SEP.

Note. SEPs permitting elective deferrals cannot be established after 1996.

Eligible employees. All eligible employees must be allowed to participate in the SEP. An eligible employee is any employee who: (1) is at least 21 years old, and (2) has performed "service" for you in at least 3 of the immediately preceding 5 years. You can establish less restrictive eligibility requirements, but not more restrictive ones.

Service is any work performed for you for any period of time, however short. If you are a member of an affiliated service group, a controlled group of corporations, or trades or businesses under common control, service includes any work performed for any period of time for any other member of such group, trades, or businesses.

Excludable employees. The following employees do not have to be covered by the

SEP: (1) employees covered by a collective bargaining agreement whose retirement benefits were bargained for in good faith by you and their union, (2) nonresident alien employees who did not earn U.S. source income from you, and (3) employees who received less than \$450* in compensation during the year.

Contribution limits. You may make an annual contribution of up to 25% of the employee's compensation or \$41,000*, whichever is less. Compensation, for this purpose, does not include employer contributions to the SEP or the employee's compensation in excess of \$205,000*. If you also maintain a salary reduction SEP, contributions to the two SEPs together may not exceed the smaller of \$41,000* or 25% of compensation for any employee.

You are not required to make contributions every year, but when you do, you must contribute to the SEP-IRAs of all eligible employees who actually performed services during the year of the contribution. This includes eligible employees who die or quit working before the contribution is made.

Contributions cannot discriminate in favor of highly compensated employees. Also, you may not integrate your SEP contributions with, or offset them by, contributions made under the Federal Insurance Contributions Act (FICA).

If this SEP is intended to meet the top-heavy minimum contribution rules of section 416, but it does not cover all your employees who participate in your salary reduction SEP, then you must make minimum contributions to IRAs established on behalf of those employees.

Deducting contributions. You may deduct contributions to a SEP subject to the limits of section 404(h). This SEP is maintained on a calendar year basis and contributions to the

* For 2005 and later years, this amount is subject to annual cost-of-living adjustments. The IRS announces the increase, if any, in a news release, in the Internal Revenue Bulletin, and on the IRS website at www.irs.gov.

SEP are deductible for your tax year with or within which the calendar year ends. Contributions made for a particular tax year must be made by the due date of your income tax return (including extensions) for that tax year.

Completing the agreement. This agreement is considered adopted when:

- IRAs have been established for all your eligible employees;
- You have completed all blanks on the agreement form without modification; and
- You have given all your eligible employees the following information:

1. A copy of Form 5305-SEP.
2. A statement that traditional IRAs other than the traditional IRAs into which employer SEP contributions will be made may provide different rates of return and different terms concerning, among other things, transfers and withdrawals of funds from the IRAs.
3. A statement that, in addition to the information provided to an employee at the time the employee becomes eligible to participate, the administrator of the SEP must furnish each participant within 30 days of the effective date of any amendment to the SEP, a copy of the amendment and a written explanation of its effects.
4. A statement that the administrator will give written notification to each participant of any employer contributions made under the SEP to that participant's IRA by the later of January 31 of the year following the year for which a contribution is made or 30 days after the contribution is made.

Employers who have established a SEP using Form 5305-SEP and have furnished each eligible employee with a copy of the completed Form 5305-SEP and provided the other documents and disclosures described in *Instructions to the Employer and Information for the Employee*, are not required to file the annual information returns, Forms 5500 or 5500-EZ for the SEP. However, under Title I of the Employee Retirement Income Security Act of 1974 (ERISA), this relief from the annual reporting requirements may not be available to an employer who selects, recommends, or influences its employees to choose IRAs into which contributions will be made under the SEP, if those IRAs are subject to provisions that impose any limits on a participant's ability to withdraw funds (other than restrictions imposed by the Code that apply to all IRAs). For additional information on Title I requirements, see the Department of Labor regulation at 29 CFR 2520.104-48.

Information for the Employee

The information below explains what a SEP is, how contributions are made, and how to treat your employer's contributions for tax purposes. For more information, see Pub. 590.

Simplified employee pension. A SEP is a written arrangement (a plan) that allows an employer to make contributions toward your retirement. Contributions are made to a traditional individual retirement account/annuity (traditional IRA). Contributions must be made to either a Model traditional IRA executed on an IRS form or a master or prototype traditional IRA for which the IRS has issued a favorable opinion letter.

An employer is not required to make SEP contributions. If a contribution is made, however, it must be allocated to all eligible employees according to the SEP agreement. The Model SEP (Form 5305-SEP) specifies that the contribution for each eligible employee will be the same percentage of compensation (excluding compensation greater than \$205,000*) for all employees.

Your employer will provide you with a copy of the agreement containing participation rules and a description of how employer contributions may be made to your IRA. Your employer must also provide you with a copy of the completed Form 5305-SEP and a yearly statement showing any contributions to your IRA.

All amounts contributed to your IRA by your employer belong to you even after you stop working for that employer.

Contribution limits. Your employer will determine the amount to be contributed to your IRA each year. However, the amount for any year is limited to the smaller of \$41,000* or 25% of your compensation for that year. Compensation does not include any amount that is contributed by your employer to your IRA under the SEP. Your employer is not required to make contributions every year or to maintain a particular level of contributions.

Tax treatment of contributions. Employer contributions to your SEP-IRA are excluded from your income unless there are contributions in excess of the applicable limit. Employer contributions within these limits will not be included on your Form W-2.

Employee contributions. You may make regular IRA contributions to an IRA. However, the amount you can deduct may be reduced or eliminated because, as a participant in a SEP, you are covered by an employer retirement plan.

SEP participation. If your employer does not require you to participate in a SEP as a condition of employment, and you elect not to participate, all other employees of your employer may be prohibited from participating. If one or more eligible employees do not participate and the employer tries to establish a SEP for the remaining employees, it could cause adverse tax consequences for the participating employees.

An employer may not adopt this IRS Model SEP if the employer maintains another qualified retirement plan. This does not prevent your employer from adopting this IRS Model SEP and also maintaining an IRS Model Salary Reduction SEP or other SEP. However, if you work for several employers, you may be covered by a SEP of one employer and a different SEP or pension or profit-sharing plan of another employer.

SEP-IRA amounts—rollover or transfer to another IRA. You can withdraw or receive funds from your SEP-IRA if, within 60 days of receipt, you place those funds in the same or another IRA. This is called a "rollover" and can be done without penalty only once in any 1-year period. However, there are no restrictions on the number of times you may make "transfers" if you arrange to have these funds transferred between the trustees or the custodians so that you never have possession of the funds.

Withdrawals. You may withdraw your employer's contribution at any time, but any amount withdrawn is includible in your income unless rolled over. Also, if withdrawals

occur before you reach age 59½, you may be subject to a tax on early withdrawal.

Excess SEP contributions. Contributions exceeding the yearly limitations may be withdrawn without penalty by the due date (plus extensions) for filing your tax return (normally April 15), but are includible in your gross income. Excess contributions left in your SEP-IRA after that time may have adverse tax consequences. Withdrawals of those contributions may be taxed as premature withdrawals.

Financial institution requirements. The financial institution where your IRA is maintained must provide you with a disclosure statement that contains the following information in plain, nontechnical language:

1. The law that relates to your IRA.
2. The tax consequences of various options concerning your IRA.
3. Participation eligibility rules, and rules on the deductibility of retirement savings.
4. Situations and procedures for revoking your IRA, including the name, address, and telephone number of the person designated to receive notice of revocation. This information must be clearly displayed at the beginning of the disclosure statement.
5. A discussion of the penalties that may be assessed because of prohibited activities concerning your IRA.
6. Financial disclosure that provides the following information:
 - a. Projects value growth rates of your IRA under various contribution and retirement schedules, or describes the method of determining annual earnings and charges that may be assessed.
 - b. Describes whether, and for when, the growth projections are guaranteed, or a statement of the earnings rate and the terms on which the projections are based.
 - c. States the sales commission for each year expressed as a percentage of \$1,000.

In addition, the financial institution must provide you with a financial statement each year. You may want to keep these statements to evaluate your IRA's investment performance.

Paperwork Reduction Act Notice. You are not required to provide the information requested on a form that is subject to the Paperwork Reduction Act unless the form displays a valid OMB control number. Books or records relating to a form or its instructions must be retained as long as their contents may become material in the administration of any Internal Revenue law. Generally, tax returns and return information are confidential, as required by section 6103.

The time needed to complete this form will vary depending on individual circumstances. The estimated average time is:

Recordkeeping	1 hr., 40 min.
Learning about the law or the form	1 hr., 35 min.
Preparing the form	1 hr., 41 min.

If you have comments concerning the accuracy of these time estimates or suggestions for making this form simpler, we would be happy to hear from you. You can write to the Internal Revenue Service, Tax Products Coordinating Committee, SE:W:CAR:MP:T:T:SP, 1111 Constitution Ave. NW, Washington, DC 20224. Do not send this form to this address. Instead, keep it with your records.

Marketing & Sales Director Position Description

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

1. PRESENTER NAME:

Jennifer Vigil
President & CEO

2. MEETING DATE:

1/23/2018

3. REQUESTED MOTION/ACTION:

Motion to approve position description for Marketing & Sales Director and authorize the 10% compensation adjustment for additional duties.

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))

Attached is the draft Marketing & Sales Director position description. This position is an expansion of the Marketing & Sales Coordinator position.

While the majority of Destination Panama City's media budget is in outside markets to attract tourists, a small portion of the budget is allocated for in-market education. It is more cost effective to have local staff work with local agencies on the limited number of media buys placed annually. Examples of local placement include the Bay County Chamber Relocation Guide, the PCB Chamber Circuit, a digital billboard that welcomes guests as they enter the destination via Hwy 231, and event ads printed in specialty prints (Bay Bullet, The Entertainer, and Gulf Defender). By taking these media buys in-house, the agency saves 15% in agency commission. Roughly estimated to be between \$3,000-\$5,000. The task of local media buying has been added to the position description.

Also added to the position description is language requiring the Marketing & Sales Director to serve as Acting CEO for short periods while the CEO is out of market and inaccessible for the processing of administrative activities such as, but not limited to, accounts payable, payroll submission, and day to day supervision.

Given the added duties and responsibilities, I recommend a 5% compensation adjustment to the Marketing & Sales Coordinator's current salary. (Increase of approximately \$1,050 annually).

~~Marketing & Sales Director~~Marketing & Sales Coordinator

The ~~Marketing & Sales Coordinator~~Director of Marketing and Sales is responsible for assisting in the coordination, development, monitoring and timely execution of activities related to advertising, public relations, social media plans, programs and materials. This position is also responsible for supporting the ~~PC-CDC's~~DPC's digital marketing platforms, including, but not limited to: websites and social media platforms. This position reports to the President/CEO of the Panama City Community Development Corporation.

General Scope of Duties:

- Responsible for all in-market media buys for visiting guest awareness.
- Responsible for acting as liaison with the marketing agency of record regarding interactive / digital media platforms and campaigns; ensuring website / social media content meets brand standards and adheres to approved marketing plan.
- Responsible for assisting in the creation, development, and implementation of marketing, public relations, social media campaigns; collateral; logos and other materials to support the Panama City Community Development Corporation's sponsored events.
- Responsible to work collaboratively with the agencies of record for marketing, public relations, and research.
- Responsible for the development and execution of corporate communication programs, including newsletters, press releases, blog posts and industry award submissions.
- Responsible to assist in the development of annual research needs assessment for potential inclusion in the research budget while ensuring goals, objectives and performance metrics are incorporated into all marketing campaigns and programs.
- Responsible assist President/CEO in working collaboratively with agencies of record to develop marketing and sales annual work program.
- Responsible to aid in the development and distribution of original content related to the Panama City visitor experience to more effectively market Panama City and enhance the perception of Panama City as a tourist destination.
- Responsible for coordinating and facilitating marketing committee meetings.
- Responsible for the oversight, creative direction, and publication of the Panama City Visitor's Guide.
- ~~Responsible for tracking and reporting visitor inquiries, including walk-ins, telephone, website and social media inquiries~~May be required to serve as Acting CEO for short periods while CEO is out of market and inaccessible for the processing of administrative activities such as, but not limited to, accounts payables, payroll submission, and day to day supervision.

Other Duties:

The Sales & Marketing Coordinator will perform other assignments as instructed by the President/CEO of the Panama City Community Development Corporation.

Qualifications & Skills:

- Must possess the ability to portray and project a professional image.
- Must possess the ability to exercise initiative, good judgment, and tact when representing the Panama City Community Development Corporation.
- Must possess a Florida driver's license. Travel is required in the performance of regular duties.
- Must possess the ability to effectively communicate through written and verbal means.
- Must possess strong interpersonal skills and have demonstrated attention to detail.
- Must be able to work independently and as part of a team.
- Must be able to analyze project needs, multi-task, be results-oriented especially in terms of selling and marketing the destination.
- Must possess above average to excellent computer skills; proficiency in Microsoft Office is required.
- Must have earned a bachelor's degree from an accredited college or university in marketing, communication, journalism, or have commensurate experience in a directly related field.
- Preferred prior experience with destination marketing or management.

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

1. PRESENTER NAME:

Jennifer M. Vigil
President & CEO

2. MEETING DATE:

1/23/18

3. REQUESTED MOTION/ACTION:

Motion to Approve Brand Ambassador Compensation Policy

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:

ANTICIPATED SPEND FOR TRAVEL, LODGING, PER DIEM, AND SPECIALTY COMPENSATION IS ESTIMATED AT <\$10,000.
INSURANCE PROVIDER ESTIMATES THE INCREASE IN WORKERS COMP TO BE ROUGHLY \$45 PER \$10,000.

DETAILED ANALYSIS ATTACHED?: Yes ☐ No ☐

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

The Destination Panama City organization has four full-time employees. (President & CEO, Marketing & Sales Director, Social Media Strategist, and Visitor's Services Manager) As a lean organization, we are extremely agile in our abilities and function well as a team even during the most recent vacancy we were able to maintain our implementation schedules, campaigns, event support, and social media activities. One area that tends to leave the staff overworked with great potential for burn out is brand activations.

Brand activations are collateral acquisition, informational, and educational opportunities at events, tradeshow, conferences, etc. where staff operates a Destination Panama City booth. Staff is required to work their regular office hours and often times travel to target markets on weekends to set up, staff, and tear down the booth. At one activation, this past fall staff interacted with an estimated 20,000 people attending a special event. The staff members loaded a cargo van to the destination on a Thursday evening, set up the booth, and then operated the booth from noon to midnight on both Friday and Saturday. In the wee hours of Sunday morning, staff broke the booth down, and returned to Panama City on Sunday. Staff arrived just on time to be at the 140th Birthday of the Governor Stone. Staff reported to work on Monday morning after having worked and driven 36 hours that weekend.

For the sake of staff retention, and because the most effective messages we can project are locals telling their own stories a Brand Ambassador Compensation Policy is presented for Board consideration. This outlines the Characteristics, Compensation, and Selection process for ambassadors.

Brand Ambassador Compensation Policy

Overview

From time to time it is necessary for Destination Panama City to participate in brand activations in target markets to introduce the Panama City area to new potential visitors. There are many reasons that a brand ambassador program makes sense for the destination. A growing segment of travelers are described as experiential tourists. These are people traveling to immerse themselves in the local culture, dine in the local restaurants, listen to the local music, and, in general, participate in the activities that make the destination special. Throughout the year, there are a number of opportunities to bring a small slice of the destination on the road. We “activate” the brand in a target market at specific events that have been vetted for the right mix of targeted demographic as well as the ability to engage the attendees to educate them about Panama City. Brand activations at public events, as well as professional conferences for Group and Meeting Planners are ideal opportunities to demonstrate to the crowd why they should visit Panama City.

Destination Panama City is an extremely small organization with limited staff. Utilizing brand ambassadors allows Panama City to effectively man brand activation booths without bringing on additional staff members to the organization.

Characteristics of a Panama City Brand Ambassador

Panama City Brand Ambassadors must be sociable, well versed in the amenities of the community, reflect a positive image of the community, and be able to travel and assist Destination Panama City staff members with set up, engagement, and break down during brand activations.

Occasionally, Panama City Brand Ambassadors will have a special skill set that will be used as a booth attraction. Special skill sets include, but are not limited to, chefs, artists, musicians, or specialists in their field (anglers, oyster shuckers, competitive sailors, etc.).

Compensation of Panama City Brand Ambassador

Destination Panama City will be responsible to arrange and finance all Panama City Brand Ambassador travel, lodging, and per diem expenses. All expenses will follow the same guidelines as the staff of Destination Panama City and be compliant with Florida Statute 125.0104. Per diem expenses will follow the GSA guidelines. Panama City Brand Ambassadors will be provided a check for per diem expenses one business day before departure to minimize the chance that an ambassador is unable to make the trip. In a situation where an ambassador has received a per diem check, and fails to attend the activation, the ambassador will be responsible to return the per diem to Destination Panama City within 72 hours.

A Panama City Brand Ambassador with a special skill set that is asked to accompany staff to an event as an additional attraction to the booth will also be compensated an additional \$100 per day to compensate them for spokesperson services.

Panama City Brand Ambassadors will complete a W-9 and be issued IRS Form 1099 at the end of the calendar year.

Panama City Brand Ambassadors are / not entitled to Workers Compensation under XXXXX.

Selection of Panama City Brand Ambassador

The Panama City Brand Ambassador Program is by invitation only. It is imperative that Panama City Brand Ambassadors be aligned appropriately with the type of activation and that they represent the destination in the absolute best manner possible. For example, a lodging agent may be a good match for a group & meetings convention, whereas, a chef may be a good match for a food festival. The final decision on activations and ambassadors will be made by the President & CEO of Destination Panama City.

Legislative missions

Destination Panama City often makes trips to the capital to represent our community on tourism related matters. While tourism partners are invited and encouraged to attend legislative missions to the Capitol in Tallahassee with Destination Panama City staff, these day trips are not considered “brand activations” for the purposes of this policy.

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

1. PRESENTER NAME:

Jennifer Vigil
President & CEO

2. MEETING DATE:

1/23/18

3. REQUESTED MOTION/ACTION:

Motion to Approve the Event Assistance Grant Program Sponsorship Application.

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)

The Event Assistance Grant Program Sponsorship Application has been revised for ease of use for the applicant and to provide more detailed information regarding the Event Assistance Grant Program.

The original application was long and often confusing for the applicants trying to complete the form. It also failed to advise the applicant what additional documentation was needed for staff and the board to make recommendations and awards. Included in the revision is a checklist for attached documents alerting the applicant that supporting documents (Event Budget, Detailed Media Budget, Letters of Community Support, Letters of Lodging Partnership Agreements, List of Sponsors, Event Schedule, and and IRS Form W9) are required.

The revision also advises the applicant that they will be presented with a Memorandum of Understanding upon award that details the process of reporting, reimbursement requests, brand guidelines and standards for marketing purposes, a volunteer hours agreement, and a non-compete agreement disallowing relocation of the event within 50 miles of Panama City for a period of five years.

The revision also advises the applicant about the City of Panama City Special Events Handbook and Application and the URL where those documents can be located.

The form has also been revised as a PDF fillable form to be more user friendly.



DESTINATION PANAMA CITY (PCCDC)

EVENT ASSISTANCE GRANT PROGRAM APPLICATION

I. APPLICATION INFORMATION:

1. Organization Name: _____
2. Organization Contact: _____
3. Contact Email: _____
4. Contact Phone: _____
5. Address: _____
6. Organization Type:
 - ☐ Private
 - ☐ Non-Profit (501c3) or (501c6)
 - ☐ Other
7. Tax ID#: _____

II. EVENT INFORMATION

1. Event Name: _____
2. Event Date(s): _____
3. Event Location: _____
4. Amount of Financial Assistance Requested: _____
5. Type of In-Kind Assistance Requested:
 - ☐ Graphic Design
 - ☐ Postage
 - ☐ Printing
 - ☐ Media Placement
6. Has the Location / Facility been secured: _____
7. Facility Name: _____
8. Facility Contact: _____
9. Type of Event: (Check all that apply)
 - ☐ Arts (Music, Performance & Visual Arts)
 - ☐ Cultural / Holiday (Oktoberfest, Sock Burning, Salute to Freedom)
 - ☐ Culinary

- ☐ Sports
- ☐ Groups (Reunions, Conferences, Seminars)

10. Event History:

- ☐ New Event
- ☐ Recurring Event
 - i. How many years: _____
 - ii. Has your event received DPC prior funding? _____

11. Attached Documents:

- ☐ Event Budget
- ☐ Detailed Media Budget
- ☐ Letters of Community Support
- ☐ Letters of Lodging Partnership Agreement
- ☐ List of Sponsors, Type & Amount of Sponsorship
- ☐ Event Schedule
- ☐ IRS Form W9

III. ECONOMIC IMPACT

1. Total Expected Participants

- a. Adult – Visitor _____
- b. Adult – Local _____
- c. Youth – Visitor _____
- d. Youth – Local _____

2. Total Expected Spectators

- a. Adult – Visitor _____
- b. Adult – Local _____
- c. Youth – Visitor _____
- d. Youth – Local _____

3. Projected Length of Stay _____

4. Projected Number of Rooms _____

5. Projected Room Night Cost _____

IV. SIGNATURES & ACKNOWLEDGEMENTS

APPLICANT SIGNATURE / DISCLAIMER

We, the undersigned certify that we have read and understand the Destination Panama City (PCCDC), Event Grant Assistant Program Policy and have been appointed by our organizations as an Authorized Agent.

Authorized Signature, Applicant	Title	Date
---------------------------------	-------	------

Authorized Signature, Applicant	Title	Date
---------------------------------	-------	------

Destination Panama City will contact the applicant organization with any questions and notify them of a final decision or board recommendation.

All events occurring within the city limits of Panama City must have a Panama City Special Events Permit. This document can be found at: <https://www.pcgov.org/documentcenter/view/1809>

Each organization awarded a grant, must sign a Memorandum of Understanding that includes reporting requirements, reimbursement processes, brand guidelines and standards for marketing purposes, volunteer hour agreement, and a non-compete agreement disallowing relocation of the event within 50 miles of Panama City for a period of five years.

It should be understood that Tourist Development Taxes are statutorily purposed. In regards to events, the following excerpt from Florida Statute 125.0104 shall be applied in considering all grant applications: "Promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists."

Applications can be mailed or emailed to:

Jennifer M. Vigil
President & CEO
Destination Panama City
1000 Beck Avenue
Panama City, FL 32401

jennifer@DestinationPanamaCity.com

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

1. PRESENTER NAME:

Jennifer Vigil
President & CEO

2. MEETING DATE:

1/23/18

3. REQUESTED MOTION/ACTION:

Motion to Authorize CEO to execute Agreement for Services with the City of Panama City and forward to the City of Panama City for full execution of the contract.

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))

Since its inception, the Panama City Community Development Council (dba Destination Panama City) has enlisted the City of Panama City for support services. These services include Benefits Administration, IT support, and Accounting services..

For the past four years, the City of Panama City has issued Destination Panama City a quarterly invoice for services provided. As part of the routine annual audit, it was recommended that a contract for the services should be in place. Likewise, new statewide legislation requires destination marketing organizations to post contract and budget details online.

Previously, the City had invoiced based on the number of hours City staff were reporting they spent on Destination Panama City tasks. The MOU being considered identifies an annual rate of \$13,500 for the services. An annual rate allows for more accurate budgeting for Destination Panama City and less hourly task tracking for the City of Panama City.

Agreement for Services

City of Panama City and Panama City Community Development Council, Inc

THIS AGREEMENT FOR SERVICES (“Agreement”), made and entered into on this _____ day of _____, 2018, by and between the **City of Panama City** (“City”), whose address is 9 Harrison Avenue, Panama City, Florida 32401, and the **Panama City Community Development Council, Inc.** (“Destination Panama City”), whose address is 1000 Beck Avenue, Panama City, FL 32401..

RECITALS:

WHEREAS, Destination Panama City is a sub-district of the Bay County Tourist Development Council and its geographical boundary is identical to the city limits of the City of Panama City; and,

WHEREAS, Destination Panama City is responsible for the expenditure of tourist development tax (“Bed Tax”) that is collected within the City and is charged with expending the funds for the promotion of tourism by destination marketing, destination promotion, destination visitor information, stakeholder relations, human resources management and accounting, budgeting and planning for the proper expenditure of the Bed Tax; and,

WHEREAS, Destination Panama City has a current staff of four full time employees and it is not cost-effective for Destination Panama City to hire support staff for operational support services; and,

WHEREAS, the City, as the general local government for the city limits of the City of Panama City, has staff dedicated for operational support services such as benefits administration, information technology and accounting services, and has been providing these services to Destination Panama City for the past four (4) years, and,

NOW, THEREFORE, in consideration of the mutual covenants and agreements expressed herein the parties agree as follows:

1. The above Recitals are true and correct and incorporated herein by this reference.
2. Destination Panama City hereby engages the City to provide operational support services, such as benefits administration, information technology resources and accounting, as set forth in Exhibit A.

3. The term of this Agreement shall be one (1) year. This Agreement shall be effective as of October 1, 2017 and shall automatically renew on October 1 of each subsequent year unless earlier terminated as provided in this Agreement.
4. The Agreement may be terminated as follows:
 - a) upon the dissolution, be it natural or otherwise, any party to this Agreement; or
 - b) by any party, for any reason, upon 60 days written notice provided; however, should this Agreement be terminated, the City, and or Destination Panama City shall take all reasonable and necessary actions to transfer all the books and records of the Destination Panama City in its possession in an orderly fashion to Destination Panama City or its designee.
5. Each party shall devote such time as is necessary to complete the duties and responsibilities assigned to it under this Agreement.
6. This Agreement shall be governed by the laws of the State of Florida. Venue shall be in Bay County, Florida. No remedy herein conferred upon any party is intended to be exclusive of any other remedy and each and every such remedy shall be cumulative and shall be in addition to every other remedy given hereunder or now or hereafter existing at law or in equity or by statute or otherwise. No single or partial exercise by any party of any right, power, or remedy hereunder shall preclude any other or further exercise thereof.
7. In any action brought by any party for the enforcement of the obligations of the other party, the prevailing party shall be entitled to recover reasonable attorney's fees.
8. Nothing contained in this Agreement is intended to be a waiver of sovereign immunity between the parties or for any third party.
9. All notices required in this Agreement shall be sent by certified mail, return receipt requested, and shall be mailed to:

City
Jeff Brown, City Manager
9 Harrison Avenue
Panama City, FL 32401

Destination Panama City
Jennifer Vigil, President & CEO
1000 Beck Avenue
Panama City, FL 32401

10. The foregoing terms and conditions constitute the entire Agreement between the parties hereto and any representation not contained herein shall be null and void and no force and effect. Further this Agreement may be amended only in writing upon mutual consent of the parties hereto.
11. No amendments and/or modifications of this Agreement shall be valid unless in writing and signed by each of the parties.

IN WITNESS WHEREOF, the City and DESTINATION PANAMA CITY have each, respectively, by an authorized person or agent, hereunder set their hands and seals on the date and year first above written.

Signed and Sealed
in the presence of:

City of Panama City, Florida

Witness

Greg Brudnicki, Mayor

Witness

Acknowledged by:

Secretary

Approved as to Form:

Counsel

PC_CDC, Inc.

Witness

Jennifer Vigil, President & CEO

Witness

Acknowledged by:

Secretary

Approved as to Form:

Counsel

EXHIBIT A

Services & Fees

Management Services

For the annual sum of \$13,500, payable as invoiced by the City to Destination Panama City, the City will perform operational support services, benefits administration, information technology and accounting services pursuant to Generally Accepted Accounting Principles (GAAP) and Government Accounting Standards Board (GASB)

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

1. PRESENTER NAME:

Jennifer Vigil
President & CEO

2. MEETING DATE:

1/23/18

3. REQUESTED MOTION/ACTION:

Motion to authorize the CEO Vigil to execute the Public Relations Contract with Lou Hammond Group.

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))

For the past two years, Destination Panama City has contracted with the Lou Hammond Group for Public Relations Services, as they served on the tourism report team of experts evaluating Panama City's assets and amenities.

Going into the 3rd year, Lou Hammond has presented a contract with 6% increase in their monthly retainer. This is the first increase they have requested. We have also made specific requests for staffing that offset the increase. For example, the proposed contract requires that no fewer than two staff members be assigned to the Panama City account, and those staff members assigned have had to visit Panama City personally to become familiar with the nuances of the destination.

During the beginning stages of forming the team to launch Panama City as a destination, it was agreed it was important to retain those with corporate knowledge of the organizations evolution for at least 3 -5 years for continuity in our messages. This summer, we will be drafting RFQs for both Marketing Agency of Record and Public Relations Services to ensure that we are keeping things fresh, competitive and on budget.



address: 145 King Street, Suite 411 | Charleston, SC 29401
phone: 843.722.8880 web: louhammond.com

December 7, 2017

Jennifer Vigil
President & CEO
Destination Panama City (PCCDC)
1000 Beck Avenue
Panama City, FL 32401

Dear Jennifer,

This letter, when signed by you, will confirm that Panama City Community Development Council, Inc. will retain Lou Hammond & Associates for public relations services for a period of one year, beginning February 1, 2018 as outlined in the attached services overview.

For these services, you will pay a monthly fee of \$5,300.00. Expenses included in the fee are long-distance telephone, fax, postage, duplicating and word processing. In addition, you will be billed on a monthly basis for out-of-pocket expenses at cost for events, media and staff travel. Payment is due within 30 days of the invoice date. A 1.5% per month (18% per year) finance charge will be assessed on any unpaid balance remaining after 30 days.

Either party may cancel this agreement, with or without cause, by giving written notice sixty (60) days in advance of said cancellation date.

Please indicate your agreement in the space below and return one copy to us for our records.

You have our assurance of our best efforts on your behalf.

Sincerely,

Lou Hammond & Associates, Inc.



Stephen Hammond
Chief Executive Officer

AGREED: _____

Destination Panama City 2018 Retainer Scope of Work



January 16, 2018

- **Purpose of the contract**
 - Public relations services
- **Performance standards and responsibilities**
 - Objective
 - Drive visitation/occupancy at Panama City hotels
 - Responsibilities
 - LHG SOW
 - No less than two dedicated staff members that have visited the destination; providing a minimum of 50 hours per month of effort in support of the following program:
 - Press release writing, as news warrants
 - Proactive media pitching ~50 targeted contacts per month
 - Identify and place in top target outlets based on interest area and geography
 - Emphasize water culture, Oyster Trail, food, arts, events
 - Partner organization engagement
 - Securing media and influencer visits
 - Deskside visits in target markets based on DPC travel schedule
 - Creating blogposts from news articles and press releases
 - Bi-weekly meetings, monitoring, clipping, reporting
 - DPC
 - Provide annual calendar of events to facilitate long-lead placements
 - Compile assets for media requests
 - Assist with media visits/itinerary creation
 - Compile news from stakeholders/arrange interview resources
- **Detailed budget**
 - Retainer
 - \$5300/month based on an annual contract
 - OOPs
 - Media visit expenses - \$13,500 (\$1500/per visit including air, two nights hotel, meals and activities)
 - Oyster Trail Group Trip hosted by LHG – 3 media
 - Individuals - 5 visits
 - General travel
 - Mardi Gras
 - Art
 - Water culture
- **The value of any services provided**
 - Approximately \$222,600
- **The projected travel and entertainment expense for employees and board members, if applicable.**
 - Accounted for above

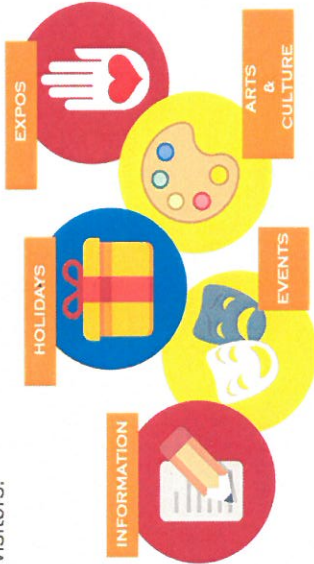
VISITOR'S SERVICES CENTER



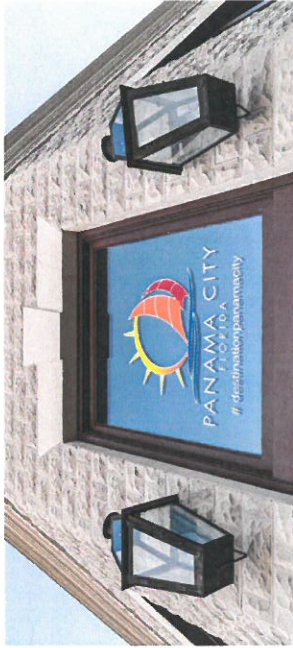
VISITOR SERVICES GUEST BREAKDOWN



Community engagement is a primary function of the Visitor's Center. By taking part in neighborhood events as well as planning individual expos to draw visitors.



As a Visit Florida Certified Tourism Information Center, the operation hours are Monday through Saturday 8:00 AM to 5:00 PM.



2017 KEY ECONOMIC IMPACT



Total annual economic impact of tourism in Panama City
According to the office of Economic & Demographic research, every \$1 the state invests in Visit Florida generates \$2.15 in tax revenue.

DIRECT ANNUAL VISITOR SPENDING

Panama City Visitors generated an estimated



in dining, retail, recreation, fuel & lodging

VISITOR LODGING

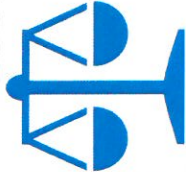


NOTE!

In 2017, the number of rooms decreased by 101 rooms due to the repurposing plans for local waterfront property.

With the rise of Airbnb, Homeaway, Flipkey and other various online rental companies over 60 independent host properties came in market with precise reporting and auditing of independent hosts is in progress.

TAXABLE VS TAX EXEMPT



In 2017, efforts were made to track taxable and tax exempt stays. While many traveling groups are tax exempt, they still have a positive economic impact on our community.

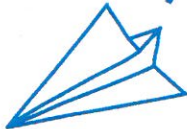


DESTINATION
PANAMA CITY

1000 BECK AVENUE

PANAMA CITY, FLORIDA 32401

WWW.DESTINATIONPANAMACITY.COM



SIGN UP FOR OUR NEWSLETTER
AND WATCH FOR OUR MONTHLY
NEWSLETTER!

WWW.DESTINATIONPANAMACITY.COM/PARTNERS



DESTINATION
PANAMA CITY
FLORIDA

WWW.DESTINATIONPANAMACITY.COM

2017

YEAR IN REVIEW

REFLECTING ON THE PAST - SHAPE A BETTER FUTURE

BRAND PROMISE

“Only in Panama City can one experience waterfront access to historic St. Andrew’s Bay, year round recreational activities and a diverse selection of unique cultural amenities housed within a community that intelligently blends innovation and creativity.”

THE UPDATE

Looking back on 2017, it's hard to identify a truly defining moment because there have been so many monumental achievements. From the One Harrison Food & Wine Festival, which received overwhelmingly positive reviews from attendees, to launching the Panama City Oyster Trail (which became the inspiration behind the VISIT FLORIDA sponsored NWFL Regional Trail), to truly engaging our followers by embracing User Generated Content and having actual conversations with our potential visitors, not to mention supporting the grassroots cultural events that paint the true character of our community. Today, through advertising, engagement, and tireless effort we represent Panama City as a true destination. I cannot applaud the efforts of our staff, our tourism partners, and our community enough. So much has been done in such a short period of time! The future looks especially bright in Panama City, and the project list for 2018 is already well underway. The diversity of our community offerings - sports, arts, music, local cuisine & culture, technology, higher education, and ecotourism - provide numerous unrealized markets that we look forward to bringing to Panama City. Cheers to 2018 because we #LovePC.

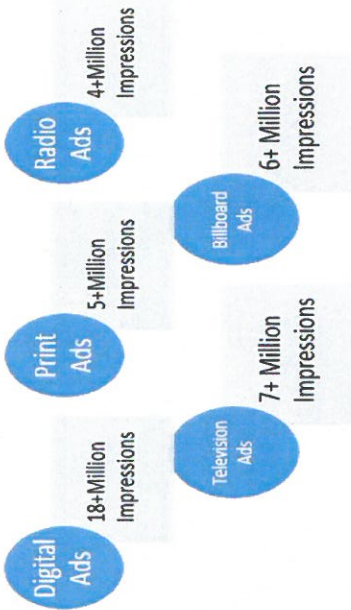
DESTINATION PANAMA CITY BOARD

Mike Nichols	Chairman & Board Member
Greg Brudnicki	Vice Chair & Board Member
Jenna Flint Haligas	Board Member
Kenneth Brown	Board Member
Billy Rader	Board Member

LEADERSHIP

Jennifer Vigil	President & CEO
Aly Whitehead	Sales & Marketing Coordinator
Nicole Laguera	Visitor's Center Manager

MARKETING



WEBSITE STATISTICS



2018 is the year of Engagement & User Generated Content

COMMUNICATIONS

MEDIA OUTREACH:

Monthly Consumer E-Newsletter
Subscriber increase of 352% over PY 278% Open Rate increase over PY.

Monthly Partner E-Newsletter
Subscriber increase of 33% over PY 8% Open Rate increase over PY.

1,496 targeted pitches were made to over 300 media outlets including local, regional and national print, broadcast reporters, and influencers. Resulting in over 470 Million media impressions representing a 783% YoY increase. Estimates value of this earned media is approximately \$750K.

Familiarization tours

Destination Panama City hosted 7 familiarization tours with journalists, reporters, and event management teams, promoting the upcoming direct flight to ECP.

Desksides

Destination Panama City staff participated in 5 Deskside meetings in Austin, Texas promoting the upcoming direct flight to ECP.

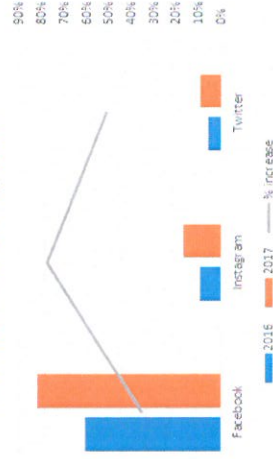
Brand Activations

Destination Panama City staff participated in 4 brand activations to educate attendees at events in target markets about Panama City.



SOCIAL MEDIA

Social Media Follower Acquisition

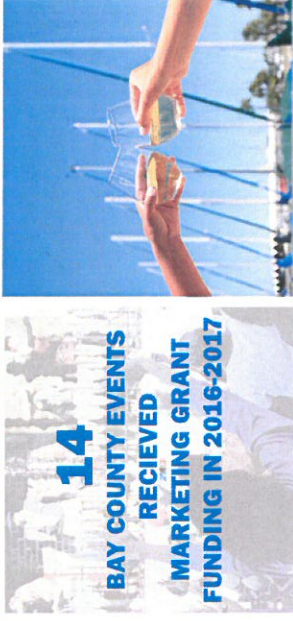


Hashtags most used



SPECIAL EVENTS

Destination Panama City helps build and cultivate programs and projects that provide a range of offerings to visitors in an effort to create distinct and memorable travel experiences.



COMMUNITY OUTREACH

ACTIVITY INVOLVEMENT:

- 12 Partner Engagement Meetings
- 4 of Co-Op Programs
- 23 Subsidised Panama City Map for lodging partners
- Participated and utilized BayArtsEvents.com
- Participated with Bay County Film Commission & Film Florida
- Became Visit Florida Certified Travel Information Center

