



DESTINATION PANAMA CITY  
SCHEDULED MEETING

August 28, 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 7/31/2018
- 3) Approval of Minutes – May 8, 2018
- 4) Acceptance of Tourist Development Tax Reports
- 5) Approval of Marketing & Social Media RFQ Short List
- 6) Event Grant Sponsorships
  - a) Strummin' Man Ukulele Festival
  - b) Stars & Guitars
  - c) Panama City Songwriters Festival
  - d) Panama City POPS – Seasonal Sponsorship
- 7) FY19 Proposed Budget & Media Plan
- 8) President & CEO Performance Evaluation
- 9) President Report
- 10) Next Quarterly Meeting – January 22, 2019
- 11) Next Workshop Meeting – Marketing & Public Relations RFQ Respondent Presentations – November 5, 2018 - 8:00AM
- 12) Public Participation
- 13) Adjournment



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

**1. PRESENTER NAME:**

Jennifer M. Vigil  
President & CEO

**2. MEETING DATE:**

8/28/18

**3. REQUESTED MOTION/ACTION:**

Accept the Financial Statements for period ending 7/31/18 as presented.

**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))

Monthly financial status reports are prepared by the City Accounting Department. Attached for consideration and acceptance are the financial reports for period ending 7/31/18.

Panama City Community Development Council, Inc.  
Statement of Net Position, **UNAUDITED**  
July 31, 2018  
*Interim financial reporting; for internal management use only*

**Assets**

Cash and cash equivalents	\$ 164,496
Accounts receivable	20,344
Equipment & furniture	2,662
Allowance for depr/amort	(665)
<b>Total assets</b>	<u>186,837</u>

**Liabilities and Net Position**

Liabilities:

Accounts payable	\$ -
Accrued other liabilities	6
Deposits	100,000
<b>Total liabilities</b>	<u>100,006</u>

Net position:

<b>Unrestricted net position</b>	86,831
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<b>Total liabilities and net position</b>	<u>\$ 186,837</u>
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*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 July 31, 2018  
*Interim financial reporting; for internal management use only*

	Adopted Budget	Budget Amendments	Amended Budget	Y-T-D Actual
<b>Revenues:</b>				
Intergovernmental:				
Bay County TDC Contract	\$ 1,407,000	\$ -	\$ 1,407,000	\$ 1,178,134
Bay County Carry Forward Revenue	190,000		190,000	-
Advertising revenue PC CDC	-	-	-	-
Total intergovernmental	1,597,000	-	1,597,000	1,178,134
Miscellaneous:				
Investment/Interest earnings	-		-	926
Miscellaneous	-		-	-
Event booth rentals	-		-	100
Sponsorship revenue	-		-	12,500
Merchandise sales	-		-	89
Total miscellaneous	-		-	13,615
<b>Total Revenues</b>	<b>1,597,000</b>	<b>-</b>	<b>1,597,000</b>	<b>1,191,749</b>
<b>Expenses:</b>				
Personal services	307,167		307,167	191,067
Operating expenses:				
Professional Services	20,000	(2,000)	18,000	1,900
Accounting & Auditing	11,000		11,000	10,258
Other Contractual Svcs	40,000		40,000	33,627
Other Contractual Svcs Dues	126,000		126,000	85,500
Travel and Per Diem	17,500		17,500	10,477
Non-staff Travel Expenses	8,000		8,000	5,770
Communication Services	8,000		8,000	7,212
Freight & Postage Service	15,000		15,000	15,258
Utility Services	5,500		5,500	5,134
Rental & Leases	41,000		41,000	29,629
Insurance	13,000		13,000	9,222
Repairs & Maintenance Svc	5,000	2,000	7,000	7,048
Printing & Binding	90,000		90,000	43,783
Promotional Activities	787,833		787,833	633,746
Other Current Charges	9,000		9,000	14,797
Office Supplies	3,000		3,000	296
Operating Supplies	15,000		15,000	8,435
Books Publications Memberships	20,000		20,000	21,801
Training	7,000		7,000	2,303
Operational Reserve For Contingency	45,000		45,000	-
Capital Outlay:				
Machinery & Equipment	3,000		3,000	-
<b>Total Expenses</b>	<b>1,597,000</b>	<b>-</b>	<b>1,597,000</b>	<b>1,137,263</b>
<b>Net change in net position</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 54,486</b>
<b>Net position-beginning of year</b>				<b>32,345</b>
<b>Net position-end of year</b>				<b>\$ 86,831</b>

*Final audited balances may vary from interim financial reports.*



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

**1. PRESENTER NAME:**

Jennifer M. Vigil  
President & CEO

**2. MEETING DATE:**

8/28/18

**3. REQUESTED MOTION/ACTION:**

Approve Minutes for Regular PCCDC meeting of May 8, 2018.

**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))

Minutes for the regular meeting of May 8, 2018 have been prepared for review and consideration of approval.

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

**July 24, 2018**

**9:07 AM Commission Meeting Room City Hall**  
**840 W 11th Street, Panama City, FL 32401**

**Chairman Nichols called the meeting to order at 9:07 AM** CEO Jennifer Vigil called the roll; in attendance were: Chairman Mike Nichols, Greg Brudnicki, Billy Rader, Nirav Banker, Jennine Brown, and Kenneth Brown.

**Acceptance of Financial Report Period Ending June 30, 2018:** Mr Budnicki made the motion to approve the Financial Report Period and Mr Brudnicki seconded. Motion passed 6-0.

**Acceptance of Tourist Development Tax Reports:** Mr Brudnicki made the motion to approve the Tourist Development Tax Reports and Mr Brown seconded. Motion passed 6-0.

**Approval of the Minutes:** Mr Rader made the motion to approve May 08, 2018 the minutes and Mr Brown seconded. Motion passed 6-0.

**Approval of Additional Meeting on August 28, 2018 (Board Business):** Mr Rader made the motion to approve the additional meeting and Mr Brudnicki seconded. Motion passed 6-0.

**Approval of Additional Meeting on November 05, 2018 (Marketing & Public Relations Presentations):** Mr Brudnicki made the motion to approve the additional meeting and Mr Brown seconded. The meeting time was set for 8:00 AM. Motion passed 6-0.

**President Report:** CEO Jennifer Vigil updated the Board on the facility appraisals, marketing & public relations RFQ, gateway signage, FY19 budget schedule. For the facility appraisals Ms. Vigil stated that two appraisals were done with the current property owner's approval the results of which will be discussed with the current owner and a recommendation will be brought to the board at the next meeting. Regarding the marketing & public relations

RFQ Ms. Vigil stated that three to four firms are putting in responses for the RFQ and staff is excited to go over those options. Ms. Vigil will be meeting with the board members individually for updates and inquires about gateway signage. The numbers for the FY19 budget just came in from the County Budget Office during the previous week and staff is tweaking the budget and making sure it is ready for August 22nd.

**Next Quarterly Meeting – October 23, 2018:** The next regularly scheduled meeting of the PCCDC will be on October 23, 2018.

**Public Participation:** There was no discussion at this time.

**Meeting adjourned at 9:13 AM**



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

**1. PRESENTER NAME:**

Jennifer M. Vlgil  
President & CEO

**2. MEETING DATE:**

8/28/2018

**3. REQUESTED MOTION/ACTION:**

Accept the TDT Collections Reports as presented.

**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 month of June showed at 15.31% increase in tourist development tax collections, resulting in a year to date status being -0.16 down from the prior year for the same period.

Panama City had approximately \$250,000 higher gross rentals and \$300,000 less exempt rentals in FY 18 vs FY 17. Eleven new properties have been added from the enforcement and compliance project that Bay County Clerk of Court Tourist Development Tax Collection and Enforcement is currently working on.



# 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			-7.14%	60,970.00	5.76%	65,657.00		62,079.90		-
JAN			-5.97%	66,143.00	-10.00%	70,339.00	23.92%	78,155.39		63,069.50
FEB			2.32%	87,624.00	-7.72%	85,637.00	5.64%	92,804.00		87,845.52
MAR			-4.76%	147,843.00	-2.82%	155,229.00	-20.33%	159,731.00		200,483.24
APR			-0.32%	148,756.00	-2.61%	149,230.00	17.10%	153,227.00		130,848.26
MAY			-2.22%	155,982.00	4.75%	159,517.00	4.15%	152,286.00		146,220.71
JUN			15.31%	235,034.00	-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
<b>TOTAL</b>			-0.16%	1,070,456.00	2.11%	\$ 1,575,722	<b>20.32%</b>	\$ 1,543,161		\$ 1,282,495
2.96%										

<b>PROJECTED REVENUE</b>	<b>1,400,000.00</b>
% of Projected Revenue	<b>76.46%</b>

**76.82%**

**76.40%**

## Aggregate Taxable Short Term Rental Receipts

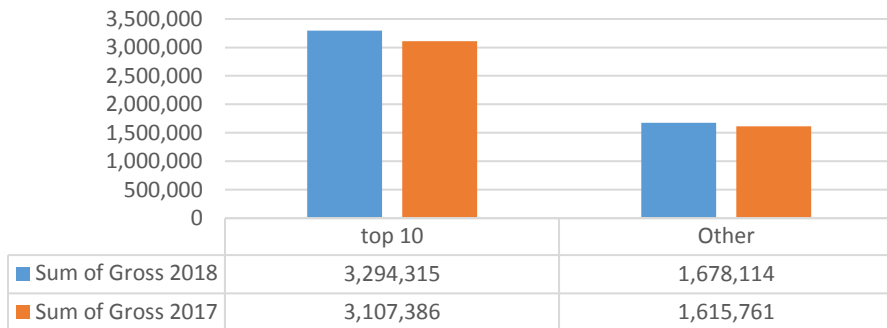
	<u>FY18</u>	<u>FY17</u>	<u>FY16</u>	<u>FY15</u>	
OCT	2,012,940.00	2,255,080.00	1,891,425.40	-	Gallup Research Average Visitor Spend Per \$100 Room Night
NOV	1,349,140.00	1,466,540.00	1,321,197.60	-	
DEC	1,219,400.00	1,313,140.00	1,241,598.00	-	
JAN	1,322,860.00	1,406,780.00	1,563,107.80	1,261,390.00	Food
FEB	1,752,480.00	1,712,740.00	1,856,080.00	1,756,910.40	Transportation /
MAR	2,956,860.00	3,104,580.00	3,194,620.00	4,009,664.80	Recreation
APR	2,975,120.00	2,984,600.00	3,064,540.00	2,616,965.20	Retail
MAY	3,119,640.00	3,190,340.00	3,045,720.00	2,924,414.20	Lodging
JUN	4,700,680.00	4,076,580.00	4,212,380.00	4,038,126.80	Total Estimated Economic Impact
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	
<b>TOTAL</b>	<b>21,409,120.00</b>	<b>31,514,440.00</b>	<b>30,863,228.80</b>	<b>25,649,895.40</b>	



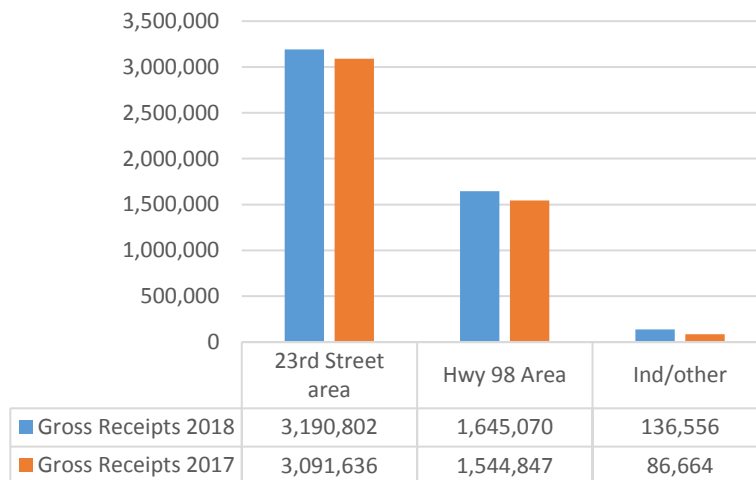


## Tourist Development Tax, Bay County, Florida

Panama City June Gross Receipts by rank



Panama City June Gross Receipts



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](mailto:TDC@BayCoClerk.com)



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

**1. PRESENTER NAME:**

Jennifer M. Vigil  
President & CEO

**2. MEETING DATE:**

8/28/18

**3. REQUESTED MOTION/ACTION:**

Approve Marketing & Public Relations RFQ short list of respondents and authorize staff to extend invitation to make a public presentation before the board on November 5, 2018.

**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 deadline for Marketing & Public Relations RFQ responses was Friday, August 24, 2018. Staff will provide a complete list of respondents as well as a short list to the Board at the meeting on Tuesday, August 28, 2018.

The Board can accept the short list, reject the short list, or accept the short list with additions at their discretion.

UPDATE: Staff review and recommendation for invitation to interview on November 5, 2018. Staff reviewed all eleven RFQ submittals and ranked each based on the required categories. The following five agencies ranked the highest. The ranking sheet for all eleven responses is attached.

Top 5 RFQ respondents	
Paradise Advertising & Marketing, Inc.	4.8
BCF	4.8
Madden Media	4.5
Guest Relations Marketing, LLC	4.4
Boelter & Lincoln	4.4









Staff	Transmittal Letter	Organization Ownership and Management	Organization Structure and Experience	Proximity to and familiarity with the City of Panama City, Florida	Client Information for each Area of Concentration	Billing	Additional Information	Rating
Jennifer Vigil	2	5	3	2	3	4	0	2.7
Aly Whitehead	2	5	3	2	3	2	0	2.4
Lacey Kennedy	2	5	5	3	3	2	0	2.9
Aggregate Scores	2	5	3.7	2.3	3	2.7	0	<b>2.7</b>

Guest Relations Marketing, LLC

Staff	Transmittal Letter	Organization Ownership and Management	Organization Structure and Experience	Proximity to and familiarity with the City of Panama City, Florida	Client Information for each Area of Concentration	Billing	Additional Information	Rating
Jennifer Vigil	4	5	4	4	3	2	0	3.1
Aly Whitehead	5	5	5	5	5	5	5	5
Lacey Kennedy	5	5	5	5	5	5	5	5
Aggregate Scores	4.7	5.0	4.7	4.7	4.3	4.0	3.3	<b>4.4</b>

Aaron Rich Marketing



Staff	Transmittal Letter	Organization Ownership and Management	Organization Structure and Experience	Proximity to and familiarity with the City of Panama City, Florida	Client Information for each Area of Concentration	Billing	Additional Information	Rating
Jennifer Vigil	1	5	2	5	3.5	3.5	0	2.9
Aly Whitehead	1	5	1	5	4	3	0	2.7
Lacey Kennedy	1	5	2	5	4	1	0	2.6
Aggregate Scores	1	5	1.7	5	3.8	2.5	0	<b>2.7</b>



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

**1. PRESENTER NAME:**

Jennifer M Vigil  
President & CEO

**2. MEETING DATE:**

8/28/18

**3. REQUESTED MOTION/ACTION:**

Approve \$25,000 for Strummin’ Man Ukulele Festival contingent upon MOU.

**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))

This is the second year application from the Ukulele Orchestra of St. Andrews requesting assistance for the Strummin’ Man Ukulele Festival.

Staff has reviewed the application to ensure it is complete with documentation for the event budget, detailed media budget, letters of community support, letters of lodging partner agreement, sponsors, an event schedule and IRS Form W9.

In 2017, the Ukes were awarded \$25,000 for the inaugural year of the event. As a reimbursement grant, the Ukes completed the pre-event and post-event reporting. They were able to document 84 room nights with Destination Panama City lodging partners associated with the event. They were diligent adhering to the brand standards and requirements outlined in the MOU in regards to hashtags, cross promotion, and staff access for the event.

During intercept interviews, staff was able to ascertain the festival, although relatively small in its first year, was able to draw both national and international attendees. From a Public Relations perspective, the distinctiveness of this event aligned itself with the #UniquelyPC campaign, which allowed staff to better tell the story of Panama City.

As a four day event, staff recommends supporting the full request of \$25,000 for the Strummin’ Man Ukulele Festival 2018.

Grant Application and MOU are attached.



## DESTINATION PANAMA CITY (PCCDC)

### EVENT ASSISTANCE GRANT PROGRAM APPLICATION

#### I. APPLICATION INFORMATION:

1. Organization Name: Ukulele Orchestra of St Andrews
2. Organization Contact: Jennifer Jones
3. Contact Email: jenniferjones0368@gmail.com
4. Contact Phone: 850.319.6993
5. Address: P.O. Box 1178, Panama City, FL 32402
6. Organization Type:  
☐ Private  
☒ Non-Profit (501c3) or (501c6)  
☐ Other
7. Tax ID#: 81-1107701

#### II. EVENT INFORMATION

1. Event Name: Strummin' Man Ukulele Festival 2018
2. Event Date(s): Oct 12-15, 2018
3. Event Location: Downtown Panama City
4. Amount of Financial Assistance Requested: \$25,000
5. Type of In-Kind Assistance Requested:  
☐ Graphic Design  
☐ Postage  
☒ Printing  
☒ Media Placement
6. Has the Location / Facility been secured: Marina Green (in process), Civic Center (yes)
7. Facility Name: Panama City Marina Green and Panama City Marina Civic Center
8. Facility Contact: Marina Green - April Miller, Marina Civic Center - Donald Schwartz
9. Type of Event: (Check all that apply)  
☒ Arts (Music, Performance & Visual Arts)  
☐ Cultural / Holiday  
☐ Culinary

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

10. Event History:

- ☐ New Event
- ☒ Recurring Event

i. How many years: One (1) year (2017)

ii. Has your event received DPC prior funding? yes (\$25,000)

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 9
- b. Adult – Local 50
- c. Youth – Visitor \_\_\_\_\_
- d. Youth – Local 90

2. Total Expected Spectators

- a. Adult – Visitor 200
- b. Adult – Local 400
- c. Youth – Visitor \_\_\_\_\_
- d. Youth – Local 90

3. Projected Length of Stay 2-3 nights

4. Projected Number of Rooms 120

5. Projected Room Night Cost \$99

\*Copies of email communication with TownPlace Suites & Courtyard Marriott + Holiday Inn Booking Agreement - both have dedicated booking links in place.

\*\*List of Sponsors included on Event Budget document.

#### 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.

	Festival Chair	7-5-2018
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, and a volunteer hour agreement.*

*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](mailto:jennifer@DestinationPanamaCity.com)

# Strummin' Man Ukulele Festival 2018

## Event Budget

	DPC Grant	Applicant Cash	In-Kind	
<b>Revenue</b>				
Admissions		\$ 14,000		
Sponsorships		\$ 4,500	\$ 10,690	
Grants	\$ 25,000	\$ 7,000		
Merchandise		\$ 5,000		
Vendor Fees		\$ 2,000		
<b>Gross Revenue</b>	<b>\$ 25,000</b>	<b>\$ 32,500</b>	<b>\$ 10,690</b>	<b>\$ 68,190</b>
<b>Cost of Goods Sold</b>		<b>\$ 2,000</b>		<b>\$ 2,000</b>
<b>Net Revenue</b>		<b>\$ 30,500</b>		<b>\$ 66,190</b>
<b>Expenses</b>				
Artist Guarantees	\$ 11,300			
Artist Transportation	\$ 2,300	\$ 500		
Artist Lodging			\$ 3,500	
Marketing	\$ 4,749	\$ 3,370	\$ 7,190	Detailed Marketing Budget Attached
Website		\$ 600		
Event Supplies		\$ 400		
Production	\$ 6,651	\$ 1,349		
Space Rent		\$ 1,800		
Tents/Tables/Chairs		\$ 7,000		
Security		\$ 1,200		
Event Insurance		\$ 1,800		
Ticketing/CC Svcs		\$ 1,300		
Merchandise Sales Tax		\$ 375		
Port-o-lets		\$ 500		
Power/Generator		\$ 1,000		
Communication/Radios		\$ 300		
Hospitality		\$ 500		
<b>Net Expenses</b>	<b>\$ 25,000</b>	<b>\$ 21,994</b>	<b>\$ 10,690</b>	<b>\$ 57,684</b>
Contingency		\$ 1,731		
<b>Gross Expenses</b>	<b>\$ 25,000</b>	<b>\$ 23,725</b>	<b>\$ 10,690</b>	<b>\$ 59,415</b>

## Sponsorship Levels

Sponsor/Grant Level	Amount	Confirmed	Pending	
Kazoo	\$ 250			
Soprano	\$ 500		5	Trustmark, Leitz, Hancock, Centennial, Bay Lincoln
Concert	\$ 1,000	1	1	Jersey Girl, Marshfield Associates
Tenor	\$ 2,000	1		Tyndall FCU
Baritone	\$ 5,000	1		St. Joe Foundation
Bass	\$ 10,000			
Food Vendors	\$ 350	\$ 4	\$ 2	Haole Pano, Backyard BBQ, Wrap it Up, Temperly's

## Strummin' Man Ukulele Festival 2018

### Detailed Marketing Budget

Visitor Advertising	Cash	In-Kind (rate adj)		
Ukulele Magazine (Festival)	\$ 2,799	\$ 2,343	3 e-newsletters 4 Web banners 2 Social Media posts 1 Full Page Print Ad (pg 3 pos) 20k circ	63k impressions 60k impressions 27k followers (2x) 80k readership
Ukulele Magazine (Taimane Co-Op)	\$ 400	\$ 347	3 e-newsletters 3 Web banners 1 Full Page Print Ad 20k circ	63k impressions 45k Impressions 80k readership
Oxford American	\$ 950		25k circ	100k readership
Nashville Magazine (TDC Co-Op)	\$ 300		30k circ	120k readership
Birmingham Magazine (TDC Co-Op)	\$ 300		13k circ	53k readership
	<b>\$ 4,749</b>	<b>\$ 2,690</b>		<b>718k impressions</b>

In-Market Advertising				
iHeart Radio	\$ 880	\$ 2,000	98k listeners / 272 flight campaign	480k impressions
Lamar Advertising Digital Board	\$ 1,000		4 week campaign	100k impressions
Outdoor Advertising with DPC		\$ 1,000		100k impressions
Panama City News Herald	\$ 840		sticky	36k impressions
	\$ 450	\$ 1,000	print ads	72k impressions
Facebook Event Boosts	\$ 200		targeted audience campaign up to 600k	300k impressions
Venue Signage		\$ 500		
	<b>\$ 3,370</b>	<b>\$ 4,500</b>		<b>1088k impressions</b>

<b>Gross Marketing</b>	<b>\$ 8,119</b>	<b>\$ 7,190</b>	<b>1,806,000</b>
------------------------	-----------------	-----------------	------------------

Reimbursement sought

No reimbursement sought

Additional Promotional Activity by guest artists on respective online media whose aggregate following exceeds 1.6 million.



## STRUMMIN MAN 2018 ARTIST ROSTER



### TAIMANE - HAWAII

71,288 Facebook Followers  
1726 Twitter Followers  
19,320 Youtube Subscribers

Only doing three festivals this year:  
Los Angeles, Denver, Panama City



### JOHN ATKINS - CALIFORNIA

114,507 Facebook  
12,800 Twitter  
1,080,736 YouTube

Has offered and agreed to promote the festival on his YouTube lessons. This is the second festival he's ever done.



### GERALD ROSS - MICHIGAN

297 Facebook  
6,820 YouTube

Jazz ukuleleist & Hawaiian lap steel guitar. Has agreed to consider sitting in at the Gulf Jazz Society Festival if they are interested and time permits.



### HEIDI SWEDBERG - CALIFORNIA

589 Facebook  
750 Twitter  
694 YouTube

Actress, comedienne, ukuleleist; best known as Susan Ross, George Costanza's girlfriend on "Seinfeld".



### UKULELE UNDERGROUND - HAWAII

62,561 Facebook  
711 Twitter  
256,243 YouTube

Live-stream of Aloha Friday Jam. Will promote festival leading up to the date of the event on website, social media & channel.



To Ms. Jennifer Vigil,

My name is Craig Chee. Along with my wife, Sarah Maisel, we travel the globe teaching and performing with the 'ukulele. We have been fortunate enough to be able to share our music and education for over a decade, in front of thousands of adults and children alike.

The reason that I am writing you today is to talk about a local event that we attended last year. The Strummin' Man Uke Festival spearheaded by Laura Roesch is an incredible 'ukulele festival that brought in concert goers, inspiring musicians, collectors, and 'ukulele enthusiasts from all over the nation. Although this is one of many 'ukulele festivals that are blossoming around the globe, Sarah and I were blown away by how many families and children were in attendance. It was very easy to see how much support this festival had from the community and how important it is to help nurture this event as well.

There is something magical, in this day and age, to gather with others and share music. As we lose more music programs in schools and social options seem to lessen as we get older, these types of events become that much more important. I hope that you can help support and build upon the amazing foundation that Laura has set. Thank you so much for your time!

Aloha,  
Craig Chee



## Historic St. Andrews Waterfront Partnership

1134 Beck Avenue • Panama City, FL 32401 • (850) 872-7208

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

May 10, 2018

Dear Ms. Vigil:

I am writing in support of this year's Strummin' Man Ukulele Festival to be considered for a Destination Panama City grant. It is my belief that the Ukulele Orchestra of St. Andrews has established a substantial following that extends beyond Panama City and will be a draw for visitors from throughout the surrounding region and beyond. The Strummin' Man Ukulele Festival most definitely fits your grant criteria to bring overnight guests into our area, and I am writing to express my full support of the event, to be held the weekend of Oct. 12-14 at the Marina Civic Center.

As Executive Director of the Historic St. Andrews Waterfront Partnership, I have an interest supporting this festival as well as the Ukulele Orchestra of St. Andrews as they provide, not only a unique and fun style of entertainment but also, they enhance the educational and cultural value of our community.

The members of the Ukulele Orchestra of St. Andrews are a positive, happy influence in the community, open to anyone and everyone, regardless of age or musical ability. In fact, I have been invited to join several times despite not being able to play an instrument or read music. They are truly open to anyone joining and learning to play ukulele and broadening their horizons.

Their mission is to bring music to our community, and make it fun to learn, and they have most definitely done that. They have partnered with four local elementary schools and one after-school program to support and provide music education and appreciation. Their members give their time to teach at Callaway, Cedar Grove, Oakland Terrace and Waller, and Girls, Inc., and soon will add Cherry Elementary and Lucille Moore to this list.

The Strummin' Man Festival is an extension of that effort to share their music and their appreciation of music with a broader segment of people, and their fan base is growing and expanding each year. The inaugural Strummin' Man Festival last year was a success right out of the box. It was instrumental in bringing large numbers of visitors to the community, drawing people from all over the world. Locals and visitors had a great time, and we expect to see many of the same people come back this year, as well as additional visitors who may have heard about what they missed last year.

I support the Ukulele Orchestra's request for funding for this year's Strummin' Man Festival, and I believe they will put heads in beds in Panama City, as they did last year. Please give their proposal your full attention and if I can answer anything further, please let me know. I may be reached at 850-872-7208 or [museum@historicstandrews.com](mailto:museum@historicstandrews.com).

Sincerely,

Michelle Price  
Executive Director  
Historic St. Andrews Waterfront Partnership



June 29, 2018

Grant Review Panel  
Destination Panama City  
1000 Beck Ave, Panama City, FL 32401

We are writing to encourage you to fund Strummin' Man 2018. We were only able to attend one day last year, but the concerts, workshops, vendors and various activities were great. It was a very well-organized event and the attendance was amazing.

We have The Ukes of St. Andrews at our location twice a month. Their energy, outreach to the community and level of fun is always a crowd pleaser here. They have a tremendous following and everyone enjoys their shows. We love that they are great community partners and they selflessly donate their time to benefit so many. Our patrons love them (as do we)!

We are excited that they plan to host the event down on the marina or at the Marina Civic Center. This will be wonderful for all the businesses in Historic Downtown Panama City as well as our neighboring communities.

Once again, we would like to strongly encourage you to fund this amazing event. We hope it will continue to grow each year and become one of the most talked about festivals in the area.

Thank you for your time,

Rob & Kim Stiegler  
The Place Downtown  
429 Harrison Avenue  
Panama City, FL 32401

May 10, 2018

Little Village  
2808 W. 12<sup>th</sup> Street  
Panama City, FL 32401

To whom it may concern,

Little Village is the original home of the UOSA, since November 2013. We were thrilled to be a part of the first ever Strummin' Man Festival this past year on St Andrews Marina.

The festival was well received and we were able to be a part of the event with our Little Village Hippie Trailer and sponsorship.

The occasion was extra special on the last day when the local schools came out to perform for the parents. We had a front row seat with our trailer on the water overlooking the stage with some wonderful acts such as Taimine and Little Rev.

This is truly a unique event which includes all ages. It is such a benefit for the local community as well as the people that come from out of town.

Sincerely,  
Beth Davis, Manager  
Little Village



**WILLIAM V. HUSFELT III**  
SUPERINTENDENT

1311 Balboa Avenue  
Panama City, Florida  
32401-2080

(850) 767-4100

Hearing Impaired Access

(800) 955-8770 Voice

(800) 955-8771 TDD

[www.bay.k12.fl.us](http://www.bay.k12.fl.us)

Board Members:

Jerry Register

District 1

Ginger Littleton

District 2

Joe Wayne Walker

District 3

Ryan Neves

District 4

Steve Moss

District 5

Date: May 9, 2018

Memo to: Jennifer Vigil, President & CEO  
Destination Panama City

From: Ginger Littleton  
Chair, Bay District School Board

Re: Strummin' Man Ukulele Festival 2018

Under your most able guidance, Panama City continues to evolve and to position itself as a place for art, culture, outdoor activities and as a place to enjoy the natural beauty of our local environment. While other cities position themselves as the place that puts the most heads in beds, the measured and selective use of Panama City bed tax funds remains focused on creating a sense of place and of pleasure.

The amazing Ukulele Orchestra of St. Andrews, Inc. is one organization that brings a sense of place and of pleasure into focus. When these amazing citizens get together to perform, all ages get into the swing of their wonderful music. My latest personal interaction was just a week ago when my three year old granddaughter sat on the railing at the St. Andrew Bay Yacht Club clapping and swinging to some of the "oldie goldies". What a magical time!

Once again, the Orchestra plans to throw a wonderful party in the Fall that allows the entire City, the entire region, to engage with them through workshops and performances. Those who attend will meet up with friends and families, and they will leave with new friends and great memories of a fantastic weekend in Panama City. From the School Board perspective, providing events such as this for our youngsters to see how music can be a lifelong pursuit that brings pleasure to all is a most important lesson.

I sincerely hope you consider supporting this group to assist them once again to present the Strummin' Man Ukulele Festival. Music, camaraderie, family atmosphere and fun! Priceless!!



ProTech Services, Inc.  
6320 Highway 77  
Panama City, Fl. 32409  
May 8, 2018

To Whom It May Concern:

My name is Steven Pizza. I am the CEO and primary owner of ProTech Services, Inc. ProTech Services of Northwest Florida is a privately owned company with tremendous experience in professional sound and lighting installation and live show/event production. ProTech provides services to clients throughout the Southeast, primarily in Florida, Alabama, and Georgia. Over the past few decades we have provided sound support for four US Presidents as well as a plethora of well known professional recording artists.

I am writing this letter in support of the Ukulele Orchestra of St. Andrews (UOSA) and their efforts to host their Second Annual Strumming Man Festival this coming October. My company supported this organization's inaugural event last year at the St. Andrews Marina. This three-day event was very well organized and attracted visitors and participants from as far away as Brazil and Hawaii. The organization staff was well trained and behaved in a professional manner throughout the event. It is our hopes that this event continues to find support from local and regional funding sources as it was abundantly clear that this is the type of event that attracts participants from a wide range of social/economic backgrounds and projects the family value image that often escapes many of the tourist events commonly promoted out at the Panama City Beach venues. Events like "Strumming Man" are exactly the types of entertainment and outreach that will continue to help grow our local economy while maintaining the family-friendly image that we all value as residents of the Florida Panhandle.

Please feel free to call me at 850 814-7555 if you have any questions concerning our business or our continued support of UOSA and the Strumming Man 2018 event.

Steve Pizza  
CEO,  
ProTech Services Inc.

Sincerely,

**STEVEN J. PIZZA**  
CEO | PRO-TECH SERVICES, INC.

*A Lifetime Commitment to Entertainment*

.....  
6320 HIGHWAY 77 | PANAMA CITY, FL | 32409  
O 850 265-4334 | C 850 814-7555 | F 407 540-9488

To Ms. Jennifer Vigil,

My name is Craig Chee. Along with my wife, Sarah Maisel, we travel the globe teaching and performing with the 'ukulele. We have been fortunate enough to be able to share our music and education for over a decade, in front of thousands of adults and children alike.

The reason that I am writing you today is to talk about a local event that we attended last year. The Strummin' Man Uke Festival spearheaded by Laura Roesch is an incredible 'ukulele festival that brought in concert goers, inspiring musicians, collectors, and 'ukulele enthusiasts from all over the nation. Although this is one of many 'ukulele festivals that are blossoming around the globe, Sarah and I were blown away by how many families and children were in attendance. It was very easy to see how much support this festival had from the community and how important it is to help nurture this event as well.

There is something magical, in this day and age, to gather with others and share music. As we lose more music programs in schools and social options seem to lessen as we get older, these types of events become that much more important. I hope that you can help support and build upon the amazing foundation that Laura has set. Thank you so much for your time!

Aloha,  
Craig Chee





2001 N. Cove Blvd., Panama City, FL 32405  
 Phone:(850)215-6178 Fax:(850)215-6179  
 E-Mail: [HIPCAdmin@paradisefound.com](mailto:HIPCAdmin@paradisefound.com)  
[Samantha.Danna@paradisefound.com](mailto:Samantha.Danna@paradisefound.com)

<b>Organization/Company:</b>	Strummin Man Festival
<b>Contact/Title:</b>	Laura Roesch
<b>Address:</b>	<b>City, State, Zip:</b>
<b>Phone: 850-832-7122</b>	<b>Email:</b>
<b>Arrival Date: 10/11/18</b>	<b>Departure Date: 10/15/18</b>
<b>Block ID: SMF</b>	<b>Code: 260815</b>

Day of the Week	SUN	MON	TUE	WED	THU	FRI	SAT	Rate	CUT OFF DATE
Date	10/14	10/15			10/11	10/12	10/13		
King KNGN	10				10	15	15	\$99	
2 Queens TFTN	10				10	15	15	\$99	
King Corner KLON									9-11-18
2 Queens TQNN		C/O							

**Reservation will be made by: Individual Reservations**

**Special Instructions:** Online Booking Tool: Early Bird Rate @ \$89.00 after 8-1-18 rate @ \$99.00

#### **Filed In: Strummin Man Festival**

Group blocks of 10 or more rooms require a 30 day notice prior to arrival date (in writing) to cancel your hotel accommodation commitment. We do not guarantee connecting rooms, nor do we guarantee particular room numbers. Weekend reservations are a two night minimum unless otherwise stated in writing. Kids eat free and any promotional coupons do not apply to negotiated rates. Extended check outs are not available for group rooms of 10 or more. Check In time is 3:00 PM and Check Out is 11:00 AM. NO PERSONAL OR BUSINESS CHECKS WILL BE ACCEPTED, ADVANCE DEPOSITS ARE TO BE IN OUR OFFICE 21 DAYS PRIOR TO ARRIVAL. ALL ROOMS MUST BE GUARANTEED WITH A VALID CREDIT CARD FOR ONE NIGHTS ROOM AND TAX. You have taken fully responsibility to inform your guests of our hotel's policies and procedures regarding payment of hotel accommodations. Please indicate any changes to this agreement on the customer approved hotel copy or contact our sales department for confirmation of changes. All hotel rooms requesting tax exempt must be a Florida State Sales Tax Certificate in which must be presented and approved by hotel, otherwise tax will be charged.

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Person signing above is fully empowered to authorize charges, changes and is an appointed legal representative of the company listed above.

**Copy of email communication from Lodging Partner, Courtyard/TownPlace**

**On 4/30/2018 9:02 AM, Tim Gray wrote:**

Courtyard and TownePlace Suites Panama City- 100% Yes!

This event was so much fun last year, and the guest were great. Do you want it setup same as last year? Meaning- I put the complimentary group blocks in and send you off the booking links? What are the dates? I can send you collateral if you need them for advertisements too.  
-Tim

---

**On 5/2/2018 2:28 PM, Tim Gray wrote:**

Hey Jennifer,

Below is the direct booking link to share for the event. I'll get you the collateral soon. -Tim

**Strummin' Man Ukulele Festival**

**Start date:** 10/8/18   **End date:** 10/14/18   **Last day to book:** 10/5/18

Marriott hotel(s) offering your special group rate:

- **Courtyard Panama City** for 99 USD per night
- **TownePlace Suites Panama City** for 99 USD - 139 USD per night

[Book your group rate for Strummin' Man Ukulele Festival](#)

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Time	Friday	Saturday				Sunday
	Mainstage	Mainstage	Gallery A MCC	Gallery C MCC	Gallery B MCC	Mainstage
9:00-9:30	Gates Open- Meet & Greet - Marketplace Open - Food Vendors Final Setup - Eleventh Hour Hustle  Welcome of Guests and Kickoff Jam Ukulele Underground Aloha Friday Jam Stream  Gerald Ross Concert  Heidi Swedberg Concert	Morning Housekeeping & Strum Along	Advance Workshop - Ross	Workshop - Swedberg	Beginner Workshop - Atkins	Gerald Ross Jazz Brunch on the Grounds
9:30-10:00		Artist Works Online Stream, Jams & My Dog Has Fleas Market	Workshop - Ross			
10:00-10:30				Hula Class	Workshop - Ross	Lunch Break
10:30-11:00		Open Mic	Rehearsal Space			
11:00-11:30				School and after School Program Concerts	Rehearsal Space	Rehearsal Space
11:30-12:00		Visiting Group Feature	Rehearsal Space			
12:00-12:30				Visiting Group Feature	Rehearsal Space	Rehearsal Space
12:30-1:00		Visiting Group Feature	Rehearsal Space			
1:00-1:30				Hula Recital	Rehearsal Space	Rehearsal Space
1:30-2:00		Heidi Swedberg Concert	Rehearsal Space			
2:00-2:30				Visiting Group Feature	Rehearsal Space	Rehearsal Space
2:30-3:00		Jam with Teacher	Rehearsal Space			
3:00-3:30				Taimane Concert	Rehearsal Space	Rehearsal Space
3:30-4:00		Taimane Concert	Rehearsal Space			
4:00-4:30				Taimane Concert	Rehearsal Space	Rehearsal Space
4:30-5:00		Taimane Concert	Rehearsal Space			
5:00-5:30				Taimane Concert	Rehearsal Space	Rehearsal Space
5:30-6:00		Taimane Concert	Rehearsal Space			
6:00-6:30				Taimane Concert	Rehearsal Space	Rehearsal Space
6:30-7:00		Taimane Concert	Rehearsal Space			
7:00-7:30				Taimane Concert	Rehearsal Space	Rehearsal Space
7:30-8:00		Taimane Concert	Rehearsal Space			
8:00-8:30				Taimane Concert	Rehearsal Space	Rehearsal Space
8:30-9:00		Taimane Concert	Rehearsal Space			
9:00-9:30				Taimane Concert	Rehearsal Space	Rehearsal Space
9:30-10:00		Taimane Concert	Rehearsal Space			

# Request for Taxpayer Identification Number and Certification

► Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Give Form to the  
requester. Do not  
send to the IRS.

Print or type.  
See Specific Instructions on page 3.

<b>1</b> Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. <b>Ukulele Orchestra of St Andrews</b>	
<b>2</b> Business name/disregarded entity name, if different from above	
<b>3</b> Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only <b>one</b> of the following seven boxes.  <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input checked="" type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate  <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► _____ <b>Note:</b> Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is <b>not</b> disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.  <input type="checkbox"/> Other (see instructions) ► _____	<b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):  Exempt payee code (if any) _____  Exemption from FATCA reporting code (if any) _____  <small>(Applies to accounts maintained outside the U.S.)</small>
<b>5</b> Address (number, street, and apt. or suite no.) See instructions. <b>P.O. Box 1178</b>	<b>Requester's name and address (optional)</b>
<b>6</b> City, state, and ZIP code <b>Panama City, FL 32402</b>	
<b>7</b> List account number(s) here (optional)	

## Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

<b>Social security number</b>									
			-				-		
<b>OR</b>									
<b>Employer identification number</b>									
8	1		-	1	1	0	7	7	0 1

## Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

**Sign Here**

Signature of  
U.S. person ►

Date ►

6-14-18

## General Instructions

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

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

## Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

## **MEMORANDUM OF AGREEMENT STRUMMIN' MAN & DESTINATION PANAMA CITY**

WHEREAS, on August 28, 2018, after being reviewed by the President & CEO and presented to the Panama City Community Development Board the Event Grant Sponsorship application for STRUMMIN' MAN was approved in an amount not to exceed \$25,000. Strummin' Man and Destination Panama City (DPC), (collectively "the Parties") believe that additional advertising funding may potentially drive substantial additional numbers of over-night visitors to Panama City; and it is contemplated that the Event will attract large numbers of vendors, participants and over-night visitors from outside the County.

The Parties agree as follows:

1. Terms of Agreement:

- a. Strummin' Man will provide DPC a complete event budget with an itemized marketing breakdown of planned media buys including boosted / sponsored social media posts prior to November 1, 2018.
- b. Strummin' Man will incorporate the DPC brand name, logo and geographic location in all press releases and interviews. Strummin' Man will adhere to the Brand Guidelines as written in the PC Graphic Standards document (attached).
- c. Strummin' Man will work collaboratively with DPC encouraging participants and attendees to use social media during the event by including DPC's social media details
  - i. **Facebook.com/DestinationPanamaCity**
  - ii. Twitter handle **@destination\_pc**
  - iii. Instagram handle **@destination\_pc**
  - iv. Hashtags
    1. **#DestinationPanamaCity**
    2. **#PContheBay**
    3. **#LovePC**
    4. **#ExplorePC**
- d. Strummin' Man will supply 5 all-access lanyard credentials to all portions of the Event and allow the DPC staff all-access to the Event to capture photos/videos to be used in future advertising.
- e. Strummin' Man agrees to gain DPC approval of print, digital, radio, and television ads prior to distribution.
- f. Strummin' Man agrees to hang DPC banners inside the venue area in areas of high visibility.
- g. Strummin' Man will ensure the event is listed on BayArtsEvents.com

2. Length of Sponsorship Grant

- a. The Sponsorship Grant will extend until 45 days after the Event. All invoices submitted for payment must be received within 45 days after the event to be considered for payment or reimbursement.

3. Funding

- a. DPC agrees to provide up to \$25,000 toward the advertising initiative of the Event on a reimbursement basis.

- b. Advertising and promotion submitted for reimbursement must take place in areas outside of Bay County for this event; billboards within Bay County are acceptable to provide in-market tourists more information on the event.
- c. All payments are on a reimbursement basis only and will be made after proof of paid invoices are presented following the event. Late payment requests will be declined.
- d. Copies of paid invoices, cancelled checks, tear sheets, printed samples or other backup information to substantiate payment must accompany request for funds.
- e. A Request for Funds package must be completed and submitted to the DPC office for final payment within 45 days of the close of the event.
- f. No funding will be reimbursed for promotional advertising that was not approved by DPC in advance of publication. This includes, but is not limited to, posters, billboards, print publications, social media, radio and television.
- g. Invoice must be made to DPC along with appropriate tear sheets or promotion items. All information should be submitted on 8 ½ x 11" white paper.
- h. Nothing in this Agreement shall obligate the DPC to extend the Sponsorship Grant beyond the length of the term of this Agreement or provide funding in any amount in excess of \$10,000 for the Event.
- i. **Nothing in this Agreement obligates DPC to make any reimbursement if appropriate approvals and documentation are not received.**

#### 4. Authorized Agent

- a. Strummin' Man shall designate an Authorized Agent. That individual shall be responsible for maintaining the official file with application, all correspondence, funding, narrative progress reports, request for funds/reimbursements, invoices and sample of promotional materials used.
- b. The Strummin' Man Authorized Agent will insure that all elements of the funding application are followed, that narrative progress reports are submitted in a timely manner, that requests for funds are accurate and appropriate attachments are included, and that the event funding is closed out efficiently with the necessary reports and financials submitted. All submissions, reports, etc. should be sent to DPC's Authorized Agent: Jennifer Vigil. It is the Strummin' Man's Authorized Agent's responsibility to see that any applicable Federal, State or County laws and policies are followed.

#### 5. Status Reports:

- a. Interim Status Report: A detailed interim status report will be required thirty (30) days prior to the event. This report will be due 10/16/2018.
- b. Final Status Report: A detailed final status report is due within sixty (60) days of the close of the event. This report will be due 1/19/2019.

#### 6. Lodging Partner Engagement and Room Night Tracking:

- a. It is the responsibility of Strummin' Man to identify and engage lodging partners.
- b. It is the responsibility of the Strummin' Man to coordinate with lodging partners a mechanism to track room nights; as such material will be required for subsequent grant applications.

#### 7. Committee Representation:

- a. The DPC will have representation on the planning/marketing committee and attend all meetings regarding the planning of the event.

8. Ambassador Activity:

- a. Strummin' Man agrees that members of their organization will complete 10 hours of volunteer work at DPC events or Visitor's Center before any future grant applications will be considered.

General Terms

1. Brand Standards

- a. **Any incorrect use of the DPC logo or non-adherence of the Brand / Graphic Standards in advertising will result in loss of funding.**

2. All local county and state ordinances shall be adhered to. Any failure to comply may result in loss of funding.
3. Strummin' Man must make the event accessible to the public and to disabled persons. Insurance, as required by the City of Panama City Special Events handbook, is mandatory.
4. The parties, by mutual agreement in writing, may amend, modify or supplement this Agreement. This Agreement shall not constitute an admission of liability or fact by any party. This Agreement may be executed in one or more counterparts, each of which shall be considered an original counterpart, and shall become effective when both parties have executed one counterpart.

Any notice contemplated or required by this Agreement shall be sent, in writing, to:

For The DPC: Jennifer Vigil, President & CEO, Destination Panama City, 1000 Beck Avenue, Panama City, FL 32401

For Event: \_\_\_\_\_, Strummin' Man Authorized Agent

The undersigned, acting on behalf of and with full authority to commit the entity and county identified below, agrees to ratify and agree to be bound by all terms contained in the Agreement as if said entity and county had signed the Agreement.

IN WITNESS WHEREOF, the undersigned parties have executed and delivered this Agreement as of \_\_\_\_\_.

\_\_\_\_\_  
Jennifer M. Vigil  
President & CEO, Panama City Community Development Council, Inc.

\_\_\_\_\_  
Signature  
President, Strummin' Man

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date





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

**1. PRESENTER NAME:**

Jennifer M. Vigil  
President & CEO

**2. MEETING DATE:**

8/28/18

**3. REQUESTED MOTION/ACTION:**

Approve \$10,000 for Stars & Guitars event contingent upon MOU.

**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))

This is the third year Stars & Guitars has submitted an event grant application. The agency accepted the grant the first year and declined the grant the second year due to MOU and reporting requirements.

Staff has reviewed the application to ensure it is complete with documentation for the event budget, detailed media budget, letters of community support, letters of lodging partner agreement, sponsors, an event schedule and IRS Form W9. Some areas of documentation did not provide detailed information as required.

The grant requests \$50,000 for the performance fees for the event.

Based on the information provided and the similarity to other events that have requested grant funding. Staff recommends \$10,000 be awarded to the two-day Stars & Guitars event.

Grant Application and MOU are attached.



## DESTINATION PANAMA CITY (PCCDC)

### EVENT ASSISTANCE GRANT PROGRAM APPLICATION

#### I. APPLICATION INFORMATION:

1. Organization Name: Gulf Coast Children's Advocacy Center, Inc.
2. Organization Contact: Cody Gray
3. Contact Email: cody.gray@gulfcoastcac.org
4. Contact Phone: 850-872-7760
5. Address: 210 East 11th Street, Panama City, Florida 32401
6. Organization Type:  
☐ Private  
☒ Non-Profit (501c3) or (501c6)  
☐ Other
7. Tax ID#: 59-3623103

#### II. EVENT INFORMATION

1. Event Name: Stars & Guitars
2. Event Date(s): February 1 and 2, 2019
3. Event Location: Marina Civic Center, 9 Harrison Avenue, Panama City, FL 32401
4. Amount of Financial Assistance Requested: \$50,000
5. Type of In-Kind Assistance Requested:  
☐ Graphic Design  
☐ Postage  
☐ Printing  
☒ Media Placement
6. Has the Location / Facility been secured: Yes
7. Facility Name: Marina Civic Center
8. Facility Contact: Donald Schwartz
9. Type of Event: (Check all that apply)  
☒ Arts (Music, Performance & Visual Arts)  
☐ Cultural / Holiday  
☐ Culinary

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

10. Event History:

- ☐ New Event  
☒ Recurring Event

i. How many years: 8

ii. Has your event received DPC prior funding? Yes

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 500  
b. Adult – Local 2000  
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 2

4. Projected Number of Rooms 150

5. Projected Room Night Cost 120.00

#### 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, and a volunteer hour agreement.*

*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](mailto:jennifer@DestinationPanamaCity.com)





Florida House of Representatives  
Representative Jay Trumbull  
District 6

**DISTRICT OFFICE:**  
450 Magnolia Avenue  
Panama City, Florida  
32401-2775  
Tel (850) 914-6300

**CAPITOL OFFICE:**  
303 House Office  
Building  
402 South Monroe Street  
Tallahassee, Florida  
32399-1300  
Tel (850) 717-5006

**COMMITTEES:**  
Energy & Utilities  
Subcommittee (Chair)

Commerce Committee

Judiciary Committee

Ways & Means  
Committee

Health Innovation  
Subcommittee

Post-Secondary Education  
Subcommittee

Select Committee on  
Hurricane Response and  
Preparedness

**DISTRICT STAFF:**  
Patti Butchikas  
Chief Legislative  
Assistant

Brian Pierce, USMC(R)  
District Executive  
Secretary II

July 11, 2018

Ms. Jennifer Vigil, Destination Panama City  
Members of City Development Council  
1000 Beck Avenue  
Panama City, Florida 32401

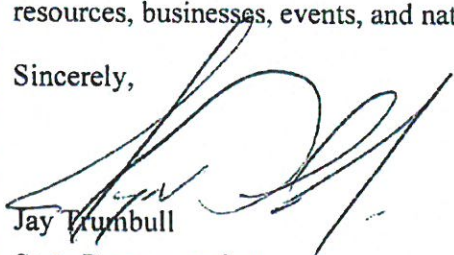
Dear Jennifer and Members of the CDC,

It's my pleasure to extend my support on behalf of the Gulf Coast Children's Advocacy Center in seeking event assistance grant funding for their Stars & Guitars benefit show. Entering into the event's eighth year, it has become one of the more popular events attended by both locals and out of town visitors to our area. We have an opportunity to showcase our beautiful city while giving local talent an opportunity to share a stage with some of the best talent from Nashville. More importantly through this event, we are contributing to a tremendous cause in our community. It's a win-win for everyone.

I am proud and honored that our own family business has been fortunate to also support this amazing show and organization in years past.

Thank you for your consideration and efforts to highlight the many wonderful resources, businesses, events, and natural beauty our one of kind area has to offer.

Sincerely,

  
Jay Trumbull  
State Representative  
District 6

[Jay.Trumbull@myfloridahouse.gov](mailto:Jay.Trumbull@myfloridahouse.gov)



Destination Panama City  
Attn: Jennifer Vigil  
1000 Beck Ave.  
Panama City, Fl. 32401

Re: Stars and Guitars Concert

Dear Jennifer,

I hope that you are doing well. I'm writing today in support of funding for Stars & Guitars. This fundraising event for Gulf Coast Children's Advocacy Center has been a tremendous success. Now expanding to a two night show, Stars and Guitars will be bringing notable talent from Nashville. This along with the media attention surrounding the event will increase hotel stays and restaurant business for downtown. You have a clear mission to generate more visitors to Panama City so I recognize that you have to be selective about what organizations and events that you fund. Stars and Guitars will provide a clear economic benefit to Panama City. Furthermore, the event will support an organization that provides an invaluable service to our community.

For these reasons, I hope that you will request authorization from the City to help fund this great event.

With warm regards,



Scott Clemons

BETTER BENEFITS for BETTER EMPLOYEES

850-763-4451 | 800-207-8046 | Fax: 850-769-5110 | 560 Harrison Ave, Panama City, Florida 32401 | [www.ClemonsCompany.com](http://www.ClemonsCompany.com)



**Scott Ervin**  
Chief of Police

# Panama City Police Department

1209 E. 15<sup>th</sup> Street  
Panama City, FL 32405  
(850) 872-3100 (office)  
(850) 872-3198 (fax)  
[www.panamacitypolice.com](http://www.panamacitypolice.com)



**Bruce Clayton**  
Deputy Chief of Police

07/17/18

Panama City Community Development Council  
C/O Destination Panama City  
1000 Beck Avenue  
Panama City, FL 32401

I am writing this letter of support on behalf of the Gulf Coast Children's Advocacy Center's grant application to provide funding in support of this year's Stars and Guitars event being held at the Panama City Marina Civic Center.

This event has not only proven to be a successful fundraising event to help provide the critical care and trauma services to the hundreds of child victims of abuse each year here in Bay County, but an event which garners visitors from outside our area that stay in our local accommodations and patronize our local businesses. This year the event will be a two day event bringing well known talent and entertainment to our area, and will continue to add value to our city by increasing the number of visitors. Expanding this event as the demand has grown will also increase the expenses needed to support the endeavor. I ask that the members of the council to strongly consider this application, not just for the sake of continuing the valuable services they provide to our community, but also in support of them as a community stakeholder in seeing our city being one that people want to come and visit, shop, and enjoy the unique charm of our area.

Thank you in advance for your consideration.

Regards,

K. Scott Ervin  
Chief of Police



Date: 8 / 13 / 18

**RE: Letter of Support for 2019 Stars & Guitars Benefit Concert Funding**

To Whom This May Concern:

I, Sarah O'Brien with Moon Lodge Cafe, a local business in Panama City, offer my support of The Gulf Coast Children's Advocacy Center receiving funding from The City of Panama City / Destination Panama City (PCCDC) for the upcoming 2019 Star's & Guitars benefit concert.

Now a two-night event, Stars & Guitars has the potential to attract a large number of visitors to the Panama City area resulting in increased shopping and dining as well as overnight stays in local hotels. In addition to the benefits this event brings to the local business community and to continuing the GCCAC's mission of providing free services to children and family affected by abuse and maltreatment - this event also boosts media attention for the area highlighting all that Panama City has to offer.

Thank you for your consideration of funding for this worthwhile event.

Sincerely,

  
\_\_\_\_\_



Date: 8 / 11 / 18

**RE: Letter of Support for 2019 Stars & Guitars Benefit Concert Funding**

To Whom This May Concern:

I, Jane W. Lindsey with Elegant Endeavors Antique Emporium a local business in Panama City, offer my support of The Gulf Coast Children's Advocacy Center receiving funding from The City of Panama City / Destination Panama City (PCCDC) for the upcoming 2019 Star's & Guitars benefit concert.

Now a two-night event, Stars & Guitars has the potential to attract a large number of visitors to the Panama City area resulting in increased shopping and dining as well as overnight stays in local hotels. In addition to the benefits this event brings to the local business community and to continuing the GCCAC's mission of providing free services to children and family affected by abuse and maltreatment - this event also boosts media attention for the area highlighting all that Panama City has to offer.

Thank you for your consideration of funding for this worthwhile event.

Sincerely,

Jane W. Lindsey  
Debra L. Anderson



Date:

8/13/18

**RE: Letter of Support for 2019 Stars & Guitars Benefit Concert Funding**

To Whom This May Concern:

I, Rachael Yurbrag with Funky Mermaid, a local business in Panama City, offer my support of The Gulf Coast Children's Advocacy Center receiving funding from The City of Panama City / Destination Panama City (PCCDC) for the upcoming 2019 Star's & Guitars benefit concert.

Now a two-night event, Stars & Guitars has the potential to attract a large number of visitors to the Panama City area resulting in increased shopping and dining as well as overnight stays in local hotels. In addition to the benefits this event brings to the local business community and to continuing the GCCAC's mission of providing free services to children and family affected by abuse and maltreatment - this event also boosts media attention for the area highlighting all that Panama City has to offer.

Thank you for your consideration of funding for this worthwhile event.

Sincerely,



Date:

9, 14, 18

**RE: Letter of Support for 2019 Stars & Guitars Benefit Concert Funding**

To Whom This May Concern:

I, Gilbert Hamet with Trigo, a local business in Panama City, offer my support of The Gulf Coast Children's Advocacy Center receiving funding from The City of Panama City / Destination Panama City (PCCDC) for the upcoming 2019 Star's & Guitars benefit concert.

Now a two-night event, Stars & Guitars has the potential to attract a large number of visitors to the Panama City area resulting in increased shopping and dining as well as overnight stays in local hotels. In addition to the benefits this event brings to the local business community and to continuing the GCCAC's mission of providing free services to children and family affected by abuse and maltreatment - this event also boosts media attention for the area highlighting all that Panama City has to offer.

Thank you for your consideration of funding for this worthwhile event.

Sincerely,

Gilbert Hamet

Date: 6 / 11 / 18

**RE: Letter of Support for 2019 Stars & Guitars Benefit Concert Funding**

To Whom This May Concern:

I, Liane Harding with Main St. Antiques, a local business in Panama City, offer my support of The Gulf Coast Children's Advocacy Center receiving funding from The City of Panama City / Destination Panama City (PCCDC) for the upcoming 2019 Star's & Guitars benefit concert.

Now a two-night event, Stars & Guitars has the potential to attract a large number of visitors to the Panama City area resulting in increased shopping and dining as well as overnight stays in local hotels. In addition to the benefits this event brings to the local business community and to continuing the GCCAC's mission of providing free services to children and family affected by abuse and maltreatment - this event also boosts media attention for the area highlighting all that Panama City has to offer.

Thank you for your consideration of funding for this worthwhile event.

Sincerely,

Liane Harding



## Lodging Agreement Stars & Guitars February 1 & 2, 2019

In this agreement between the Gulf Coast Children's Advocacy Center and Holiday Inn Panama City, both parties agree to collaborate to offer visitors to Panama City an opportunity to purchase ticket and lodging packaging.

Lodging Partner Representative:

Date:

[Signature] - Holiday Inn Panama City  
8-15-18

Lori Allen, Executive Director

Date

[Signature]

8/15/18

Thank you for your incredible support of the Gulf Coast Children's Advocacy Center! This event, which is our largest annual fundraiser, could not happen without your partnership. We hope you enjoy the event and VIP activities we have included for this year.



Expenditure Report									
Travel Costs									
PCCDC Request	Talent Fees/Partial		50,000	\$5,000.00					
Talent Expenses				\$125,000.00					
Travis Tritt									
Mark Chesnut									
Brothers Osborne									
Tracy Lawrence									
Dinner/Backstage				\$700.00					
Radio (Local)				\$10,000.00					
Radio	Mobile, Atlanta, Nashville, Birmingham			\$15,000.00					
Web Ads/Misc	Local Market			\$500.00					
Web Ads/Misc	Mobile, Atlanta, Nashville, Birmingham			\$3,000.00					
Television				\$10,000.00					
Billboards				\$15,000.00					
Print				\$3,000.00					
Social Media (Local)				\$500.00					
Social Media	Mobile, Atlanta, Nashville, Birmingham			\$3,000.00					
				\$190,700.00					

Sponsorships/Revenues									
Sponsor	Sponsors			\$75,000.00	Fri/Sat/Both	Row A	1*12		12
Sponsor	St. Joe Foundation, Eastern Shipbuilding				Fri	Row A	1*12		12
Sponsor	WPAP				Both	Row A	18*19		2
Sponsor	Premium				Both	Row C	1*6		6
Sponsor	Cahall's Deli				Both	Row C	7*12		6
Sponsor	Color Press				Both	Row C	13*18		6
Sponsor	Diver's Den				Both	Row B	1*6		6
	GCUC								
	Available Sponsorships			\$89,000.00					
	PCCDC Talent Reimbursement			\$50,000.00					
Upper Orch	Tickets		\$99.00	\$50,589.00		511			
Lower Orch	Tickets		\$89.00	\$45,479.00		511			

[illegible]





# SPONSORSHIP OPPORTUNITIES

PROCEEDS  
BENEFITING:



## FEBRUARY 1 & 2, 2019

### NIGHT ONE

### NIGHT TWO

### BOTH NIGHTS!

**PRESENTING LEVEL \$30,000**  
(EXCLUSIVE)

\* PRESENTING PRESENCE IN ALL MARKETING MATERIALS  
\* HIGHLIGHTED PRESENCE AT EVENT, INCLUDING 12 PREMIER SEATS, MEET & GREET, & SPONSOR DINING EXPERIENCE

**SOLD OUT!**

**PRESENTING LEVEL \$30,000**  
(EXCLUSIVE)

\* PRESENTING PRESENCE IN ALL MARKETING MATERIALS  
\* HIGHLIGHTED PRESENCE AT EVENT, INCLUDING 12 PREMIER SEATS, MEET & GREET, & SPONSOR DINING EXPERIENCE

**SOLD OUT!**

**PRESENTING LEVEL \$50,000**  
(EXCLUSIVE)

\* PRESENTING PRESENCE IN ALL MARKETING MATERIALS  
\* HIGHLIGHTED PRESENCE AT EVENT, INCLUDING 12 PREMIER SEATS, MEET & GREET, & SPONSOR DINING EXPERIENCE

**SOLD OUT!**

**PLATINUM LEVEL \$15,000**

\* RECOGNITION IN ALL MARKETING MATERIALS (LARGE LOGO)  
\* HIGHLIGHTED PRESENCE AT EVENT, INCLUDING 10 PREMIER SEATS, MEET & GREET, & SPONSOR DINING EXPERIENCE

**PLATINUM LEVEL \$15,000**

\* RECOGNITION IN ALL MARKETING MATERIALS (LARGE LOGO)  
\* HIGHLIGHTED PRESENCE AT EVENT, INCLUDING 10 PREMIER SEATS, MEET & GREET, & SPONSOR DINING EXPERIENCE

**PLATINUM LEVEL \$25,000**

\* RECOGNITION IN ALL MARKETING MATERIALS (LARGE LOGO)  
\* HIGHLIGHTED PRESENCE AT EVENT, INCLUDING 10 PREMIER SEATS, MEET & GREET, & SPONSOR DINING EXPERIENCE

**GOLD LEVEL \$10,000**

\* RECOGNITION IN ALL MARKETING MATERIALS (MEDIUM LOGO)  
\* HIGHLIGHTED PRESENCE AT EVENT, INCLUDING 8 PREMIER TICKETS, MEET & GREET, & SPONSOR DINING EXPERIENCE

**GOLD LEVEL \$10,000**

\* RECOGNITION IN ALL MARKETING MATERIALS (MEDIUM LOGO)  
\* HIGHLIGHTED PRESENCE AT EVENT, INCLUDING 8 PREMIER TICKETS, MEET & GREET, & SPONSOR DINING EXPERIENCE

**GOLD LEVEL \$15,000**

\* RECOGNITION IN ALL MARKETING MATERIALS (MEDIUM LOGO)  
\* HIGHLIGHTED PRESENCE AT EVENT, INCLUDING 8 PREMIER TICKETS, MEET & GREET, & SPONSOR DINING EXPERIENCE

**SILVER LEVEL \$5,000**

\* RECOGNITION IN ALL MARKETING MATERIALS (SMALL LOGO)  
\* HIGHLIGHTED PRESENCE AT EVENT, INCLUDING 6 PREMIER TICKETS, MEET & GREET, AND SPONSOR DINING

**SILVER LEVEL \$5,000**

\* RECOGNITION IN ALL MARKETING MATERIALS (SMALL LOGO)  
\* HIGHLIGHTED PRESENCE AT EVENT, INCLUDING 6 PREMIER TICKETS, MEET & GREET, AND SPONSOR DINING

**SILVER LEVEL \$7,500**

\* RECOGNITION IN ALL MARKETING MATERIALS (SMALL LOGO)  
\* HIGHLIGHTED PRESENCE AT EVENT, INCLUDING 6 PREMIER TICKETS, MEET & GREET, AND SPONSOR DINING

**BRONZE LEVEL \$2,500**

\* HIGHLIGHTED PRESENCE AT EVENT, INCLUDING 4 PREMIER TICKETS, MEET & GREET(2)

**BRONZE LEVEL \$2,500**

\* HIGHLIGHTED PRESENCE AT EVENT, INCLUDING 4 PREMIER TICKETS, MEET & GREET(2)

**BRONZE LEVEL \$4,000**

\* HIGHLIGHTED PRESENCE AT EVENT, INCLUDING 4 PREMIER TICKETS, MEET & GREET(2)





## **2019 Event Schedule**

### **Stars & Guitars**

#### **Marina Civic Center**

**Feb 1: 7:30pm – 10:30pm**

- Travis Tritt

**Feb 2: 7:30pm – 10:30pm**

- Brothers Osbourne
- Mark Chesnutt
- Tracy Lawrence

## Request for Taxpayer Identification Number and Certification

Give Form to the  
requester. Do not  
send to the IRS.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.  
**Gulf Coast Children's Advocacy Center, Inc**

2 Business name/disregarded entity name, if different from above  
**same as above**

3 Check appropriate box for federal tax classification; check only **one** of the following seven boxes:  
☐ Individual/sole proprietor or single-member LLC  
☒ C Corporation  
☐ S Corporation  
☐ Partnership  
☐ Trust/estate  
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶  
**Note.** For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.  
☐ Other (see instructions) ▶

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):  
Exempt payee code (if any) \_\_\_\_\_  
Exemption from FATCA reporting code (if any) \_\_\_\_\_  
*(Applies to accounts maintained outside the U.S.)*

5 Address (number, street, and apt. or suite no.)  
**210 E 11th Street**

6 City, state, and ZIP code  
**Panama City, FL 32401**

7 List account number(s) here (optional)

Requester's name and address (optional)

### Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

**Note.** If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number								
			-					

or

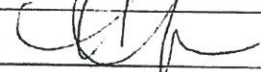
Employer identification number								
5	9	-	3	6	2	3	1	0 3

### Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here Signature of U.S. person ▶  Date ▶ 1/21/2017

### General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.  
**Future developments.** Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at [www.irs.gov/w9](http://www.irs.gov/w9).

#### Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1093-T (tuition)

- Form 1099-C (canceled debt)

- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

*If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding? on page 2.*

By signing the filled-out form, you:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued).
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
- Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.



## **MEMORANDUM OF AGREEMENT STARS & GUITARS & DESTINATION PANAMA CITY**

WHEREAS, on August 28, 2018, after being reviewed by the President & CEO and presented to the Panama City Community Development Board the Event Grant Sponsorship application for STARS & GUITARS was approved in an amount not to exceed \$10,000. Stars & Guitars and Destination Panama City (DPC), (collectively “the Parties”) believe that additional advertising funding may potentially drive substantial additional numbers of over-night visitors to Panama City; and it is contemplated that the Event will attract large numbers of vendors, participants and over-night visitors from outside the County.

The Parties agree as follows:

1. Terms of Agreement:

- a. Stars & Guitars will provide DPC a complete event budget with an itemized marketing breakdown of planned media buys including boosted / sponsored social media posts prior to November 1, 2018.
- b. Stars & Guitars will incorporate the DPC brand name, logo and geographic location in all press releases and interviews. Stars & Guitars will adhere to the Brand Guidelines as written in the PC Graphic Standards document (attached).
- c. Stars & Guitars will work collaboratively with DPC encouraging participants and attendees to use social media during the event by including DPC’s social media details
  - i. **Facebook.com/DestinationPanamaCity**
  - ii. Twitter handle **@destination\_pc**
  - iii. Instagram handle **@destination\_pc**
  - iv. Hashtags
    1. **#DestinationPanamaCity**
    2. **#PContheBay**
    3. **#LovePC**
    4. **#ExplorePC**
- d. Stars & Guitars will supply 5 all-access lanyard credentials to all portions of the Event and allow the DPC staff all-access to the Event to capture photos/videos to be used in future advertising.
- e. Stars & Guitars agrees to gain DPC approval of print, digital, radio, and television ads prior to distribution.
- f. Stars & Guitars agrees to hang DPC banners inside the venue area in areas of high visibility.
- g. Stars & Guitars will ensure the event is listed on BayArtsEvents.com

2. Length of Sponsorship Grant

- a. The Sponsorship Grant will extend until 45 days after the Event. All invoices submitted for payment must be received within 45 days after the event to be considered for payment or reimbursement.

3. Funding

- a. DPC agrees to provide up to \$10,000 toward the advertising initiative of the Event on a reimbursement basis.

- b. Advertising and promotion submitted for reimbursement must take place in areas outside of Bay County for this event; billboards within Bay County are acceptable to provide in-market tourists more information on the event.
- c. All payments are on a reimbursement basis only and will be made after proof of paid invoices are presented following the event. Late payment requests will be declined.
- d. Copies of paid invoices, cancelled checks, tear sheets, printed samples or other backup information to substantiate payment must accompany request for funds.
- e. A Request for Funds package must be completed and submitted to the DPC office for final payment within 45 days of the close of the event.
- f. No funding will be reimbursed for promotional advertising that was not approved by DPC in advance of publication. This includes, but is not limited to, posters, billboards, print publications, social media, radio and television.
- g. Invoice must be made to DPC along with appropriate tear sheets or promotion items. All information should be submitted on 8 ½ x 11" white paper.
- h. Nothing in this Agreement shall obligate the DPC to extend the Sponsorship Grant beyond the length of the term of this Agreement or provide funding in any amount in excess of \$10,000 for the Event.
- i. **Nothing in this Agreement obligates DPC to make any reimbursement if appropriate approvals and documentation are not received.**

#### 4. Authorized Agent

- a. Stars & Guitars shall designate an Authorized Agent. That individual shall be responsible for maintaining the official file with application, all correspondence, funding, narrative progress reports, request for funds/reimbursements, invoices and sample of promotional materials used.
- b. The Stars & Guitars Authorized Agent will insure that all elements of the funding application are followed, that narrative progress reports are submitted in a timely manner, that requests for funds are accurate and appropriate attachments are included, and that the event funding is closed out efficiently with the necessary reports and financials submitted. All submissions, reports, etc. should be sent to DPC's Authorized Agent: Jennifer Vigil. It is the Stars & Guitars's Authorized Agent's responsibility to see that any applicable Federal, State or County laws and policies are followed.

#### 5. Status Reports:

- a. Interim Status Report: A detailed interim status report will be required thirty (30) days prior to the event. This report will be due 12/16/2018.
- b. Final Status Report: A detailed final status report is due within sixty (60) days of the close of the event. This report will be due 3/19/2019.

#### 6. Lodging Partner Engagement and Room Night Tracking:

- a. It is the responsibility of Stars & Guitars to identify and engage lodging partners.
- b. It is the responsibility of the Stars & Guitars to coordinate with lodging partners a mechanism to track room nights; as such material will be required for subsequent grant applications.

#### 7. Committee Representation:

- a. The DPC will have representation on the planning/marketing committee and attend all meetings regarding the planning of the event.

8. Ambassador Activity:
  - a. Stars & Guitars agrees that members of their organization will complete 5 hours of volunteer work at DPC events or Visitor's Center before any future grant applications will be considered.

#### General Terms

1. **Brand Standards**
  - a. **Any incorrect use of the DPC logo or non-adherence of the Brand / Graphic Standards in advertising will result in loss of funding.**
2. All local county and state ordinances shall be adhered to. Any failure to comply may result in loss of funding.
3. Stars & Guitars must make the event accessible to the public and to disabled persons. Insurance, as required by the City of Panama City Special Events handbook, is mandatory.
4. The parties, by mutual agreement in writing, may amend, modify or supplement this Agreement. This Agreement shall not constitute an admission of liability or fact by any party. This Agreement may be executed in one or more counterparts, each of which shall be considered an original counterpart, and shall become effective when both parties have executed one counterpart.

Any notice contemplated or required by this Agreement shall be sent, in writing, to:

For The DPC: Jennifer Vigil, President & CEO, Destination Panama City, 1000 Beck Avenue, Panama City, FL 32401

For Event: \_\_\_\_\_, Stars & Guitars Authorized Agent

The undersigned, acting on behalf of and with full authority to commit the entity and county identified below, agrees to ratify and agree to be bound by all terms contained in the Agreement as if said entity and county had signed the Agreement.

IN WITNESS WHEREOF, the undersigned parties have executed and delivered this Agreement as of \_\_\_\_\_.

\_\_\_\_\_  
 Jennifer M. Vigil  
 President & CEO, Panama City Community Development Council, Inc.

Signature	Printed Name	Date
President, Stars & Guitars (Gulf Coast Childrens' Advocacy Center Responsible Party)		

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

**1. PRESENTER NAME:**

Jennifer M Vigil  
President & CEO

**2. MEETING DATE:**

8/28/18

**3. REQUESTED MOTION/ACTION:**

Approve \$10,000 for Panama City Songwriters Festival contingent upon MOU.

**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))

Panama City Songwriters Festival is a new event in the area scheduled for November 17 & 18, 2018.

Staff has reviewed the application to ensure it is complete with documentation for the event budget, detailed media budget, letters of community support, letters of lodging partner agreement, sponsors, an event schedule and IRS Form W9. Some areas of documentation did not provide detailed information as required.

The grant requests \$10,000 for the performance fees for the event.

Based on the information provided and the similarity to other events that have requested grant funding. Staff recommends \$10,000 be awarded to the two-day Panama City Songwriters Festival event.

Grant Application and MOU are attached.





PANAMA CITY  
FLORIDA

Where Life Sets Sail

DESTINATION PANAMA CITY  
(PCCDC)

EVENT ASSISTANCE GRANT PROGRAM APPLICATION

I. APPLICATION INFORMATION:

1. Organization Name: Bay Youth Music Association
2. Organization Contact: Will Thompson
3. Contact Email: bayyouthmusic@gmail.com
4. Contact Phone: 850-896-3584
5. Address: 2225 East 9th Street
6. Organization Type:  
☐ Private  
☒ Non-Profit (501c3) or (501c6)  
☐ Other
7. Tax ID#: 47-3791305

II. EVENT INFORMATION

1. Event Name: Panama City Songwriters Festival
2. Event Date(s): November 17th and 18th
3. Event Location: Martin Theatre/Center for the Arts/131 Building/ Funky Mer
4. Amount of Financial Assistance Requested: 10,000
5. Type of In-Kind Assistance Requested:  
☒ Graphic Design  
☒ Postage  
☒ Printing  
☒ Media Placement
6. Has the Location / Facility been secured: Yes
7. Facility Name: Martin Theatre/ Center for the Arts/ Funky Mermaid/131 Buil, *Madlres*
8. Facility Contact: Barbra McGinnis, Gilbert H, Joe Kelly, Jennifer Jones
9. Type of Event: (Check all that apply)  
☒ Arts (Music, Performance & Visual Arts)  
☐ Cultural / Holiday  
☐ 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? No

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 50  
b. Adult - Local 20  
c. Youth - Visitor \_\_\_\_\_  
d. Youth - Local 20

2. Total Expected Spectators

- a. Adult - Visitor 1,000  
b. Adult - Local 1,500  
c. Youth - Visitor \_\_\_\_\_  
d. Youth - Local \_\_\_\_\_

3. Projected Length of Stay 3 nights

4. Projected Number of Rooms 500

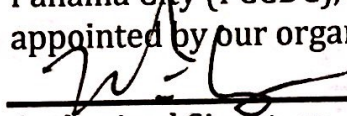
5. Projected Room Night Cost 110.00



#### 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.

	<i>President</i>	<i>Aug 20, 2018</i>
Authorized Signature, Applicant	Title	Date

_____ Authorized Signature, Applicant	_____ Title	_____ Date
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*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, and a volunteer hour agreement.*

*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](mailto:jennifer@DestinationPanamaCity.com)

## **\* Event Budget:**

### **Venues:**

Martin Theatre 2 days: 3,000.00

Panama City Center for The Arts - Friday and Saturday = 1,600.00

Trigo's Friday, Saturday and Sunday = 1,600.00

**Total: 6,200.00**

### **PRODUCTION:**

Sound Production: 1,0000

LABOR: 2,000.00

**TOTAL: 3,000**

### **Marketing:**

VIE Mag: 1,000

Panama City Living 500.00

Emerald Coast Mag 1,000.00

PC/Dothan/Pensacola/Tallahassee/Troy/Enterprise/Mobile Paper (3000.00)

FB Ads 1,000

Billboards: 4,000

Wrist Pass: 1,000

**Total: 11,500**

### **Accommodation**

10 Songwriters @ 69.00 a night (2 Nights) = 1,380.00

Condo: 300.00

**Total = 1,680.00**

### **Performance and Contract cost**

#### **ARTIST FEE'S:**

Monty Powell: 1,500.00

Will Kimbrough 1,500.00

Grayson Capps 800.00

Jim McCormick 400.00

Eric Erdman 250.00

Adam Wakefield 600.00

Sugar Cane Jane 750.00

Brian White 300.00

Travis Meadows 1,000.00

Brandon Barnes 250.00

Charlie and Dana Black 800.00

Clint Daniels 600.00

Michael Peterson 400.00

Magan Conner 200.00

Shelly Fairchild 300.00



Abraham Partridge 200.00  
Ryan Barthro 200.00  
Kenny Taylor 100.00  
Matt Practer 100.00  
Mose Wilson 200.00  
Boo Radley 200.00

Hugh Mitchell 200.00  
Harris McInnis 200.00  
Ken and Andy Johnson 200.00  
Michael August 200.00  
Kirstie Lovelady 150.00

**total: 11,500**  
**Food: 1,000**  
**12,500**

**Total of Budget: 25,680**

**\* Detailed Media Budget:**

VIE Mag October: 1,000  
Panama City Living October Issue: 500.00  
Emerald Coast Mag October Issue: 1,000.00  
October Issues in PC/Dothan/Pensacola/Tallahassee/Troy/Enterprise/Mobile  
News Paper (3000.00)  
FB Ads (Run heavy in End of September/October 1,000  
Billboards Run in October: 4,000  
Radio Spots: Powell Broadcast September/October/November : 1,000  
Wrist Pass: 1,000

**\* Sponsors:**

10,000 Dollars from Whitehead Foundation  
2,000 dollars from Sweetbay  
1,000 dollars from Centennial Bank  
2,500 dollars from Oral Surgery and Dental implant Center of Panama City  
1,000 dollars from Little Village  
1,000 dollars from Playground Music  
1,000 dollars from St. Joe Community Foundation  
1,000 Instrument donation from Leitz Music  
1,000 Beverage from Grayton Beer Company  
2,000 Food donation from Firefly  
Quiqsilver: TBD

Lewis Metals: TBD

**Event Schedule:**

Friday Night VIP Party November 16th @ 131 Events by Trigo  
Friday Night Sunset Cruise @ 4pm

**Saturday:**  
Music Festival From 11am-9:30pm

**Sunday:**  
Sunday Festival From 11am-9:30pm



*Panama City Florida*  
SONGWRITERS  
FESTIVAL

**NOVEMBER 17TH AND 18TH**



# LOCATION



- Martin Theatre main auditorium
- Martin Theatre Green Room
- Center of The Arts
- 131 Events at Trigo

---

## DOWNTOWN PANAMA CITY



# WHAT WILL SONGWRITERS FESTIVAL DO FOR DOWNTOWN

---

- ▶ Bring wide range of people to Downtown
- ▶ Bring in local, regional & nation songwriters for a professional show
- ▶ Create business for business owners
- ▶ Heads in beds from out of town target marketing
- ▶ Start an annual event downtown Panama City



# TARGET MARKET

A map of the Southeastern United States, specifically focusing on Florida and Georgia. A large, semi-transparent blue circle is centered on Tallahassee, Florida, indicating a 150-mile radius target market. The map shows major highways (Interstates 10, 65, 75, 85, 90, 95, 98 and State Routes 1, 27, 29, 84, 98) and cities including Tallahassee, Panama City, Pensacola, Mobile, Montgomery, Columbus, Warner Robins, Jacksonville, Orlando, and Kissimmee. The state names 'FLORIDA' and 'GEORGIA' are also visible.

- ▶ 150 Mile Radius (Dothan, Enterprise, Mobile, Crestview, Tallahassee, Port St. Joe, Ozark, Apalachicola, Thomasville, Montgomery, Valdosta, Eufaula, Albany, Pensacola, Santa Rosa Beach, Ft. Walton)
- ▶ Social Media (Facebook, Instagram, Twitter) Billboards, TV Commercial, Radio Advertising

- \* 3,000 People In Attendance
- \* VIP Party November 16th (VIP's & sponsors)
- \* 50.00 General Admission Tickets
- \* 75.00 VIP Ticket

▶ Sponsors:

- Centennial Bank
- Whitehead Foundation
- Oral Surgery & Dental Implant Center
- Firefly
- Sweetbay



# SONGWRITERS SPOTLIGHT

## Charlie and Dana Black:

- 21 Number One including "Check yes Or no"
- Country music Hall of Fame
- Songs recorded by: Alan Jackson, George Strait, Reba McEntire, Toby Keith, Anne Murry, Johnny Paycheck



## Monty Powell:

- 10 number 1's
- Country Music Hall Of Fame
- Songs recorded by Keith Urban, Anna Wilson, Lee Ann Womack, Brooks & Dunn, Tim McGraw, Shenandoah, Diamond Rio...



## **Brandon Barnes**

- Multi-platinum and Grammy nominated songwriter-producer
- Three #1's with Brian McKnight. Songs recorded by Earth, Wind & Fire, Boys II Men, Anne Murray, Phil Collins, Ronnie Milsap, Philip Bailey, Cee Cee Peniston, BeBe Winans, and Crystal Gayle

## **Clint Daniels**

- Raised in Panama City
- Number One hits "Brokenheartsville" by Joe Nichols<sup>l</sup> and "Roll with Me" by Montgomery Gentry (from 2003 and 2008 respectively), as well as Brooks & Dunn's 2008 single "God Must Be Busy".



## **ADAM WAKEFIELD**

- Voice Contestant with 50,000 plus followers
- "It's guys like you that get me so excited about the future of Nashville." -Blake Shelton
- "I just think you bring a different kind of soul to country music." -Pharrell Williams



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# SONGS AND STORIES

- ▶ 45 Songwriters Confirmed
- ▶ Country, Americana, Rock, Bluegrass, Singer/Songwriter, Blues, R&B, Pop, Funk, Instrumentals, etc
- ▶ Local, regional, and national songwriters
- ▶ Listening room venues
- ▶ Food trucks, drink vendors, and restaurants available

**ALL PROCEEDS TO A NON PROFIT**

---

**BAY YOUTH MUSIC ASSOCIATION**





## Bay Youth Music Association

### WHO IS BAY YOUTH MUSIC ASSOCIATION?

Bay Youth Music Association, Inc. (BYMA) is a nonprofit 501c3 organization created to help youth through music. Music is a vital tool for helping youth become involved in the arts. Sadly, the arts are being cut from school curriculums and kids need our help. BYMA has stepped up to the plate, taking responsibility to make certain the music arts are available to youth.

Since January of 2014, BYMA has helped kids and band programs all over Bay County. President and founder Will Thompson says “We love giving back to our musical community and there is no better seed to sow than in these generation of kids”. Will Thompson is an active musician in Bay County whose parents are both retired Bay County schools teachers.

According to the National Assembly of State Arts Agencies, Florida’s grants and scholarships for the arts have dropped from 10<sup>th</sup> to 48<sup>th</sup> in the Nation so there is a lot of work to be done to reverse this trend. BYMA has given away multiple instruments to band programs like Arnold, Bay, Mosley and Bozeman High schools. Another focus of BYMA is funding scholarships for those pursuing music arts education on the next level. We look to motivate those to now help their next generation by teaching the wonder art of music, and have already given away thousands of dollars in scholarship assistance to support that goal. This year another focus is to provide those who have a passion for music, a positive outlet in which to express themselves through music. Will also states “Music is a great way for a student to plug in, we want to encourage them to pursue music and get involved with programs that are available”

Learn more about BYMA by visiting <https://www.facebook.com/BayYouthMusic>, or contact:

Will Thompson, President  
Bay Youth Music Assoc., Inc.  
1924 West 23rd Street - Panama City, Florida  
[bayyouthmusic@gmail.com](mailto:bayyouthmusic@gmail.com)



BYMA is a non  
profit 501 C3  
Organization

*“I feel so great knowing that there’s an organization like BYMA helping students like me secure a passion for music.”*

**Luis De La Fuente**  
(Scholarship to Troy University)





## MEMORANDUM OF AGREEMENT

### PANAMA CITY SONGWRITERS FESTIVAL & DESTINATION PANAMA CITY

WHEREAS, on August 28, 2018, after being reviewed by the President & CEO and presented to the Panama City Community Development Board the Event Grant Sponsorship application for PANAMA CITY SONGWRITERS FESTIVAL was approved in an amount not to exceed \$10,000. Panama City Songwriters Festival and Destination Panama City (DPC), (collectively “the Parties”) believe that additional advertising funding may potentially drive substantial additional numbers of over-night visitors to Panama City; and it is contemplated that the Event will attract large numbers of vendors, participants and over-night visitors from outside the County.

The Parties agree as follows:

1. Terms of Agreement:

- a. Panama City Songwriters Festival will provide DPC a complete event budget with an itemized marketing breakdown of planned media buys including boosted / sponsored social media posts prior to November 1, 2018.
- b. Panama City Songwriters Festival will incorporate the DPC brand name, logo and geographic location in all press releases and interviews. Panama City Songwriters Festival will adhere to the Brand Guidelines as written in the PC Graphic Standards document (attached).
- c. Panama City Songwriters Festival will work collaboratively with DPC encouraging participants and attendees to use social media during the event by including DPC’s social media details
  - i. **Facebook.com/DestinationPanamaCity**
  - ii. Twitter handle **@destination\_pc**
  - iii. Instagram handle **@destination\_pc**
  - iv. Hashtags
    1. **#DestinationPanamaCity**
    2. **#PContheBay**
    3. **#LovePC**
    4. **#ExplorePC**
- d. Panama City Songwriters Festival will supply 5 all-access lanyard credentials to all portions of the Event and allow the DPC staff all-access to the Event to capture photos/videos to be used in future advertising.
- e. Panama City Songwriters Festival agrees to gain DPC approval of print, digital, radio, and television ads prior to distribution.
- f. Panama City Songwriters Festival agrees to hang DPC banners inside the venue area in areas of high visibility.
- g. Panama City Songwriters Festival will ensure the event is listed on BayArtsEvents.com

2. Length of Sponsorship Grant

- a. The Sponsorship Grant will extend until 45 days after the Event. All invoices submitted for payment must be received within 45 days after the event to be considered for payment or reimbursement.

3. Funding

- a. DPC agrees to provide up to \$10,000 toward the advertising initiative of the Event on a reimbursement basis.
- b. Advertising and promotion submitted for reimbursement must take place in areas outside of Bay County for this event; billboards within Bay County are acceptable to provide in-market tourists more information on the event.
- c. All payments are on a reimbursement basis only and will be made after proof of paid invoices are presented following the event. Late payment requests will be declined.
- d. Copies of paid invoices, cancelled checks, tear sheets, printed samples or other backup information to substantiate payment must accompany request for funds.
- e. A Request for Funds package must be completed and submitted to the DPC office for final payment within 45 days of the close of the event.
- f. No funding will be reimbursed for promotional advertising that was not approved by DPC in advance of publication. This includes, but is not limited to, posters, billboards, print publications, social media, radio and television.
- g. Invoice must be made to DPC along with appropriate tear sheets or promotion items. All information should be submitted on 8 ½ x 11" white paper.
- h. Nothing in this Agreement shall obligate the DPC to extend the Sponsorship Grant beyond the length of the term of this Agreement or provide funding in any amount in excess of \$10,000 for the Event.
- i. **Nothing in this Agreement obligates DPC to make any reimbursement if appropriate approvals and documentation are not received.**

#### 4. Authorized Agent

- a. Panama City Songwriters Festival shall designate an Authorized Agent. That individual shall be responsible for maintaining the official file with application, all correspondence, funding, narrative progress reports, request for funds/reimbursements, invoices and sample of promotional materials used.
- b. The Panama City Songwriters Festival Authorized Agent will insure that all elements of the funding application are followed, that narrative progress reports are submitted in a timely manner, that requests for funds are accurate and appropriate attachments are included, and that the event funding is closed out efficiently with the necessary reports and financials submitted. All submissions, reports, etc. should be sent to DPC's Authorized Agent: Jennifer Vigil. It is the Panama City Songwriters Festival's Authorized Agent's responsibility to see that any applicable Federal, State or County laws and policies are followed.

#### 5. Status Reports:

- a. Interim Status Report: A detailed interim status report will be required thirty (30) days prior to the event. This report will be due 10/16/2018.
- b. Final Status Report: A detailed final status report is due within sixty (60) days of the close of the event. This report will be due 2/19/2019.

#### 6. Lodging Partner Engagement and Room Night Tracking:

- a. It is the responsibility of Panama City Songwriters Festival to identify and engage lodging partners.
- b. It is the responsibility of the Panama City Songwriters Festival to coordinate with lodging partners a mechanism to track room nights; as such material will be required for subsequent grant applications.

7. Committee Representation:
  - a. The DPC will have representation on the planning/marketing committee and attend all meetings regarding the planning of the event.
8. Ambassador Activity:
  - a. Panama City Songwriters Festival agrees that members of their organization will complete 5 hours of volunteer work at DPC events or Visitor's Center before any future grant applications will be considered.

#### General Terms

1. **Brand Standards**
  - a. **Any incorrect use of the DPC logo or non-adherence of the Brand / Graphic Standards in advertising will result in loss of funding.**
2. All local county and state ordinances shall be adhered to. Any failure to comply may result in loss of funding.
3. Panama City Songwriters Festival must make the event accessible to the public and to disabled persons. Insurance, as required by the City of Panama City Special Events handbook, is mandatory.
4. The parties, by mutual agreement in writing, may amend, modify or supplement this Agreement. This Agreement shall not constitute an admission of liability or fact by any party. This Agreement may be executed in one or more counterparts, each of which shall be considered an original counterpart, and shall become effective when both parties have executed one counterpart.

Any notice contemplated or required by this Agreement shall be sent, in writing, to:

For The DPC: Jennifer Vigil, President & CEO, Destination Panama City, 1000 Beck Avenue, Panama City, FL 32401

For Event: \_\_\_\_\_, Panama City Songwriters Festival Authorized Agent

The undersigned, acting on behalf of and with full authority to commit the entity and county identified below, agrees to ratify and agree to be bound by all terms contained in the Agreement as if said entity and county had signed the Agreement.

IN WITNESS WHEREOF, the undersigned parties have executed and delivered this Agreement as of \_\_\_\_\_.

\_\_\_\_\_  
 Jennifer M. Vigil  
 President & CEO, Panama City Community Development Council, Inc.

Signature	Printed Name	Date
President, Panama City Songwriters Festival		

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

**1. PRESENTER NAME:**

Jennifer M. Vigil  
President & CEO

**2. MEETING DATE:**

8/28/18

**3. REQUESTED MOTION/ACTION:**

Approve \$15,000 to Panama City POPS for Seasonal Event Sponsorship

**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 Panama City POPS puts on a minimum of four seasonal concerts at the Panama City Marina Civic Center each year. For the past two years, although DPC has only sponsored one PC POPS concert (David Bowie Tribute), PC POPS marketing has continued to include DPC logo on all of their marketing material.

Rather than support one concert, DPC suggests it is more beneficial to both parties for ongoing collaboration on the entire season of events.

The tickets that come with traditional membership can help DPC offset costs for familiarization tours and social media giveaway prizes.

Staff recommends engaging PC POPS at \$15,000 Seasonal Sponsorship level.



# 2018-2019 Season Subscription & Donor Form

## YOUR INFORMATION

Name: \_\_\_\_\_  
(Please, print. This is how your name will be printed in the program, unless otherwise noted.)

Mailing Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Telephone: \_\_\_\_\_

- ☐ Please list my contribution in the concert program. ☐ I would like my contribution to remain anonymous.

## BATON LEVEL SEASON TICKETS

Reserved Seating & Benefits, All Four Concerts

Please select your donor category. All Baton Level donors enjoy reserved seating, admission to the White Glove VIP event prior to the first season performance, and admission to Moments with the Maestro 30 minutes before each concert.

- |  |  |
|--|--|
| <input type="checkbox"/> <b>\$150 - White Baton</b><br>One (1) Season Ticket                                   | <input type="checkbox"/> <b>\$2,500 - Purple Baton</b><br>Six (6) Season Tickets, Half Page Ad, Facebook Post  |
| <input type="checkbox"/> <b>\$300 - Yellow Baton</b><br>Two (2) Season Tickets                                 | <input type="checkbox"/> <b>\$5,000 - Silver Baton</b><br>Eight (8) Season Tickets, Full Page Ad, Facebook Post  |
| <input type="checkbox"/> <b>\$500 - Green Baton</b><br>Two (2) Season Tickets Business Card Ad                 | <input type="checkbox"/> <b>\$10,000 - Gold Baton</b><br>Ten (10) Season Tickets, Full Page Ad, Facebook Post, Website Link  |
| <input type="checkbox"/> <b>\$1,000 - Red Baton</b><br>Four (4) Season Tickets, Quarter Page Ad, Facebook Post | <input type="checkbox"/> <b>\$15,000 - Platinum Baton Concert Sponsor</b><br>Twenty-Five (25) Season Tickets, Full Page Color Ad, Facebook Post, Website Link and Marketing in All Media |

## OTHER SEASON TICKETS

Reserved Seating, All Four Concerts

- ☐ Child 18 & Under/College ID Holders  
\_\_\_\_\_ x \$35 = \$ \_\_\_\_\_
- ☐ Senior 65+/Active Military  
\_\_\_\_\_ x \$100 = \$ \_\_\_\_\_
- ☐ Additional Contribution  
\$ \_\_\_\_\_

Total: \$ \_\_\_\_\_

## 2018-2019 CONCERT SEASON DATES

- |                           |                         |
|---------------------------|-------------------------|
| • <b>October 20, 2018</b> | • <b>March 9, 2019</b>  |
| • <b>January 19, 2019</b> | • <b>April 27, 2019</b> |

All concerts held at the Marina Civic Center.

## INDIVIDUAL TICKETS

Available at Marina Civic Center Box Office  
after September 20, 2018

- Adult - \$29.50 Each Concert
- Child 18 & Under/College I.D. Holders - \$10.00 Each Concert
- Senior 65+/Active Military - \$20.00 Each Concert

## PAYMENT

Please enclose your check payable to Panama City POPS for the amount of your purchase. If you prefer to pay by credit card, please enter your information below or visit our website to purchase by Pay Pal.



Card Holder: \_\_\_\_\_

Signature: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

CID: \_\_\_\_\_ Amount to Charge: \$ \_\_\_\_\_

## TICKET INFORMATION

SEASON TICKETS WILL BE MAILED AFTER SEPTEMBER 15, 2018

(850) 785-POPS (7677) • [www.panamacitypops.org](http://www.panamacitypops.org) • P.O. Box 744, Panama City, FL 32402

A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free within the State. Registration does not imply endorsement, approval, or recommendation by the State. 1-800-HELP-FLA (435-7352) | [www.FloridaConsumerHelp.com](http://www.FloridaConsumerHelp.com) # CH11261

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

**1. PRESENTER NAME:**

Jennifer M. Vigil  
President & CEO

**2. MEETING DATE:**

8/28/18

**3. REQUESTED MOTION/ACTION:**

Approve FY19 Proposed Budget & 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))

Each year, staff receives from Bay County Budget Office the amount of cash carry forward from prior years, projected Tourist Development Tax Revenue, and miscellaneous revenue from late fees and interest on accounts.

This year, the Bay County Budget Office projected 1,485,000 in Tourist Development Tax revenue and late fees, \$10,000 in earned interest, and \$663,300 in cash carry forward from prior years for a total FY19 Budget of \$2,158,300.

Attached is a copy of the proposed budget. Notes of interest have been added for accounts that have significant variances from prior year. Most are due to restructuring of accounts to truly segregate funds promotional and traditional operating expenses.

Although there appears to be a reduction in Promotional Activities, there is actually an increase from prior year. Contracts for marketing agency of record, public relations, and various promotional software have been moved to 53401 because they are contracts related to promotional efforts.

Also added is line item 56200 for Buildings & Land. These funds are earmarked for the potential down payment for purchase of a permanent Visitor's Center and the construction of gateway signage for the destination.

As always, we have schedule \$45,000 in a reserve for operational contingency in case an opportunistic event arises that will allow us to attract a high profile conference, convention, group, etc. In addition, funds have been reserved for position description and salary range revision. During the course of the last two fiscal years, attracting and retaining qualified staff has been a challenge. In large part because our private sector partners, and even our neighboring DMO's offer a higher entry level wages. No changes have currently been made to staff salaries, but we do anticipate bringing revisions for pay grades to the Board during the regularly scheduled meeting of October 2018.

Also attached is a preliminary Media Plan for FY19. As you can see the media plan is only partially complete for the first two quarters of FY19. The 54800 Promotional Activities line item is tentatively earmarked as follows:



Promotional Items:	\$50,000
Event Grants:	\$142,500 (see anticipated breakdown below)
Familiarization Tours:	\$15,000
Brand Activations:	\$50,000
In-Market Awareness:	\$50,000
Media Plan:	\$442,500 (print, digital, tv, radio, social media, billboards)

Due to the RFQ process and changing Marketing Agency of Record and Public Relations, only the first part of the fiscal year has been planned. The vast majority of media spend has been leveraged through VISIT FLORIDA Co-Op programming. Staff will return to the board in March with an amended Media Plan programming the remaining funds in concert with the new Marketing & Public Relations agency of record.

Attached are the complete FY19 Proposed Budget as well as the FY19 Media Plan (through April 2019).

#### FY 19 Tentative Event Sponsorships

Creative Convention	\$ 8,500.00
Gulf Jazz Society Jazz Festival	\$ 1,500.00
Blessing of the Fleet	\$ 1,500.00
Krewe of St Andrews Mardi Gras	\$ 20,000.00
July 4th	\$ 5,000.00
Oktoberfest	\$ 2,000.00
PC Boat Parade of Lights	\$ 1,000.00
Regattas	\$ 5,000.00
Public Eye Soar	\$ 2,000.00
strummin man	\$ 25,000.00
Panama City POPs (entire season)	\$ 15,000.00
Roots & Boots	\$ 1,000.00
Stars & Guitars	\$ 10,000.00
Panama City Songwriters Festival	\$ 10,000.00
One Harrison Food + Wine	\$ 15,000.00
Miscellaneous (cultural)	\$ 10,000.00
Miscellaneous (sports)	\$ 10,000.00

Total	\$ 142,500.00
-------	---------------



## Budget Expenditures

ACCOUNT	Actual FY17	Proposed FY18	Amended FY18	Proposed FY19	% Change
51200 - Regular Salaries	172,814.92	217,000.00	214,165.00	227,000.00	6%
513000 - Other Salaries & Wages	15,334.00	0.00	0.00	0.00	0%
51400 - Overtime	735.00	2,000.00	2,000.00	2,000.00	0%
51500 - Special Pay	11,000.00	6,000.00	8,835.00	6,000.00	-32%
52100 - FICA	14,730.99	16,167.00	16,167.00	17,510.00	8%
52200 - Retirement Contributions	10,480.98	15,000.00	15,000.00	22,708.00	51%
52207 - Health Insurance	25,892.62	44,000.00	44,000.00	44,000.00	0%
52208 - Dental Insurance	1,084.70	1,500.00	1,500.00	1,500.00	0%
52300 - Life Insurance	550.58	1,000.00	1,000.00	1,000.00	0%
52400 - Workers Comp	1,259.00	2,500.00	2,500.00	2,500.00	0%
52500 - Unemployment Insurance	1,252.66	2,000.00	2,000.00	2,000.00	0%
53100 - Professional Services	10,674.45	20,000.00	18,000.00	20,000.00	11%
53200 - Accounting & Auditing	5,220.00	11,000.00	11,000.00	23,500.00	114%
53400 - Other Contractual	32,485.88	40,000.00	40,000.00	10,000.00	-75%
53401 - Other Contractual Promotion		126,000.00	126,000.00	171,400.00	36%
54000 - Travel Per Diem Staff	14,799.72	17,500.00	17,500.00	23,000.00	31%
54001 - Travel Per Diem Non-Staff	4,724.80	8,000.00	8,000.00	8,000.00	0%
54100 - Communications	6,956.02	8,000.00	9,000.00	8,000.00	-11%
54200 - Postage & Freight	11,343.48	15,000.00	17,000.00	22,000.00	29%
54300 - Utility	5,515.75	5,500.00	6,500.00	6,500.00	0%
54400 - Rentals & Leases	33,478.32	41,000.00	41,000.00	41,000.00	0%
54500 - Insurance	7,791.27	13,000.00	13,000.00	8,500.00	-35%
54600 - Repair & Maintenance	4,886.62	5,000.00	8,000.00	5,000.00	-38%
54700 - Printing & Binding	43,330.98	90,000.00	75,000.00	75,000.00	0%
54800 - Promotional Activities	1,567,099.15	787,833.00	787,833.00	750,000.00	-5%
54900 - Other Current Charges	2,312.35	9,000.00	16,000.00	15,000.00	-6%
55100 - Office Supplies	268.17	3,000.00	3,000.00	2,500.00	-17%
55200 - Operating Supplies	8,593.07	15,000.00	15,000.00	15,000.00	0%
55400 - Books, Pubs, Memberships	16,317.31	20,000.00	23,000.00	35,000.00	52%
55500 - Training	245.00	7,000.00	7,000.00	7,000.00	0%
55900 - Depreciation	532.50	0.00	0.00	0.00	0%
56200 - Buildings & Land	0.00	0.00	0.00	500,000.00	0%
56400 - Machinery & Equipment	0.00	3,000.00	3,000.00	3,000.00	0%
55700 - Operational Reserve for Continger	0.00	45,000.00	45,000.00	82,682.00	84%
<b>Total Expenses</b>	<b>2,031,710.29</b>	<b>1,597,000.00</b>	<b>1,597,000.00</b>	<b>2,158,300.00</b>	

## BUDGET REVENUE

	FY17	FY18	FY19
Tourism Revenue	1,255,000.00	1,407,000.00	1,485,000.00
Interest			10,000.00
Cash Carry Forward	800,000.00	190,000.00	663,300.00
Anticipated Revenue	2,055,000.00	1,597,000.00	2,158,300.00

0.00

### Notes of significant change:

53200 - Accounting & Auditing - Initial years had minimal transactions to consider during audit. Operational years require more extensive auditing process and the firm increased accordingly. Likewise the City and DPC memorialized an agreement for City services at \$13,500.

53400 - Other Contractual - Reduced to isolate operating from marketing contracts.

53401 - Other Contractual Promotion - Increased to isolate necessary marketing contracts.

**Panama City Community Development Council  
FY 2019 Annual Marketing & Media Budget**

**FY2019 OVERVIEW**

Monthly Services		
Year	Month	Gross
2018	October	2,150
2018	November	2,150
2018	December	2,150
2019	January	
2019	February	
2019	March	
2019	April	
2019	May	
2019	June	
2019	July	
2019	August	
2019	September	
Total		\$6,450

Monthly Media				
Year	Month	Net	Agency	Gross
2018	October		13,528	2,029
2018	November		30,988	4,648
2018	December		18,533	2,780
2019	January		5,145	771
2019	February		55,319	8,297
2019	March		0	0
2019	April		14,630	2,195
2019	May			
2019	June			
2019	July			
2019	August			
2019	September			
Total			\$138,143	\$20,720
				\$158,863

**Panama City Community Development Council  
FY 2019 Annual Marketing & Media Budget**

**OCTOBER 2018**

PROFESSIONAL SERVICES			FEE
YEAR	MONTH	DESCRIPTION	
2018	October	Account management, proposals, reports	0
2018	October	Advertising campaign concept development, copywriting, and proofreading	0
2018	October	Advertising campaign design	500
2018	October	Advertising campaign file production and delivery	0
2018	October	Client communications, account management	0
2018	October	Email marketing concept development, copywriting, and proofreading	0
2018	October	Email marketing design and distribution	550
2018	October	Email campaign analysis and date reporting	0
2018	October	Marketing support, design and production services	400
2018	October	Media billing and administrative management	0
2018	October	Media relations and management	0
2018	October	Website management and maintenance	500
2018	October	Website analysis and data reporting	0
2018	October	Website blog postings	200
Total			2,150

# OCTOBER 2018

15,557



**Panama City Community Development Council  
FY 2019 Annual Marketing & Media Budget**

**NOVEMBER 2018**

PROFESSIONAL SERVICES			FEE
YEAR	MONTH	DESCRIPTION	
2018	November	Account management, proposals, reports	0
2018	November	Advertising campaign concept development, copywriting, and proofreading	0
2018	November	Advertising campaign design	500
2018	November	Advertising campaign file production and delivery	0
2018	November	Client communications, account management	0
2018	November	Email marketing concept development, copywriting, and proofreading	0
2018	November	Email marketing design and distribution	550
2018	November	Email campaign analysis and date reporting	0
2018	November	Marketing support, design and production services	400
2018	November	Media billing and administrative management	0
2018	November	Media relations and management	0
2018	November	Website management and maintenance	500
2018	November	Website analysis and data reporting	0
2018	November	Website blog postings	200
Total			2,150

**Panama City Community Development Council  
FY 2019 Annual Marketing & Media Budget**

**NOVEMBER 2018**

MEDIA BUYS								
YEAR	MONTH	TYPE	VENDOR	DESCRIPTION	PUB DATE	NET	AGENCY	GROSS
2018	November	Digital	Visit Florida	Digital TV PreRoll Canada 138,000 impressions	10/01-12/31/18	2,500	375	2,875
2018	November	Digital	Trip Advisor	DMO Page, Web banners, Video	10/01-12/31/18	4,033	605	4,638
2018	November	Digital	RoadTrippers	Editorial, video on RoadTrippers.com	10/01-12/31/18	1,600	240	1,840
2018	November	Digital	Visit Florida	Digital TV PreRoll on 6 major CTV Platforms	10/01-12/31/18	1,000	150	1,150
2018	November	Print	South Shore	Full Page in Florida Travel Nov/Dec Issue	11/01-12/31/18	995	149	1,144
2018	November	Print	DreamScape	2-page Spread & Editorial	11/01/18-01/31/19	7,735	1,160	8,895
2018	November	Digital	America Unlimited	International Germany Landing Page, Facebook, Instagram	11/12-12/31/18	2,900	435	3,335
2018	November	Digital	Expedia	Web banners, Video, Landing Page	10/01-12/31/18	3,400	510	3,910
2018	November	Print	Chicago Magazine	Full Page Ad	11/01/18	6,825	1,024	7,849
Total						30,988	4,648	35,636

# DECEMBER 2018

## Panama City Community Development Council FY 2019 Annual Marketing & Media Budget

PROFESSIONAL SERVICES			FEE
YEAR	MONTH	DESCRIPTION	
2018	December	Account management, proposals, reports	0
2018	December	Advertising campaign concept development, copywriting, and proofreading	0
2018	December	Advertising campaign design	500
2018	December	Advertising campaign file production and delivery	0
2018	December	Client communications, account management	0
2018	December	Email marketing concept development, copywriting, and proofreading	0
2018	December	Email marketing design and distribution	550
2018	December	Email campaign analysis and date reporting	0
2018	December	Marketing support, design and production services	400
2018	December	Media billing and administrative management	0
2018	December	Media relations and management	0
2018	December	Website management and maintenance	500
2018	December	Website analysis and data reporting	0
2018	December	Website blog postings	200
Total			2,150

# DECEMBER 2018

[illegible]



**Panama City Community Development Council  
FY 2019 Annual Marketing & Media Budget**

**JANUARY 2019**

PROFESSIONAL SERVICES			FEE
YEAR	MONTH	DESCRIPTION	
2019	January	Account management, proposals, reports	0
2019	January	Advertising campaign concept development, copywriting, and proofreading	0
2019	January	Advertising campaign design	0
2019	January	Advertising campaign file production and delivery	0
2019	January	Client communications, account management	0
2019	January	Email marketing concept development, copywriting, and proofreading	0
2019	January	Email marketing design and distribution	0
2019	January	Email campaign analysis and date reporting	0
2019	January	Marketing support, design and production services	0
2018	January	Media billing and administrative management	0
2018	January	Media relations and management	0
2018	January	Website management and maintenance	0
2018	January	Website analysis and data reporting	0
2018	January	Website blog postings	0
<b>Total</b>			

**Panama City Community Development Council  
FY 2019 Annual Marketing & Media Budget**

**JANUARY 2019**

MEDIA BUYS							
YEAR	MONTH	TYPE	VENDOR	DESCRIPTION	PUB DATE	NET	AGENCY GROSS
2019	January	Print	Visit Florida	Travel Map	1/01/19 - 12/31/19	2,750	412 3,162
2019	January	Print	South Shore	Full Page in Florida Travel (BONUS Issue)	01/01-02/28/19	0	0 0
2019	January	Print	Passion Media	Visit Florida's Canadian Guide Full Page	01/01-12/31/19	2,395	359 2,754
<b>Total</b>						<b>5,145</b>	<b>771 5,916</b>

**Panama City Community Development Council  
FY 2019 Annual Marketing & Media Budget**

**FEBRUARY 2019**

PROFESSIONAL SERVICES			FEE
YEAR	MONTH	DESCRIPTION	
2019	February	Account management, proposals, reports	0
2019	February	Advertising campaign concept development, copywriting, and proofreading	0
2019	February	Advertising campaign design	0
2019	February	Advertising campaign file production and delivery	0
2019	February	Client communications, account management	0
2019	February	Email marketing concept development, copywriting, and proofreading	0
2019	February	Email marketing design and distribution	0
2019	February	Email campaign analysis and date reporting	0
2019	February	Marketing support, design and production services	0
2019	February	Media billing and administrative management	0
2019	February	Media relations and management	0
2019	February	Website management and maintenance	0
2019	February	Website analysis and data reporting	0
2019	February	Website blog postings	0
<b>Total</b>			



**Panama City Community Development Council  
FY 2019 Annual Marketing & Media Budget**

**FEBRUARY 2019**

<b>MEDIA BUYS</b>									
<b>YEAR</b>	<b>MONTH</b>	<b>TYPE</b>	<b>VENDOR</b>	<b>DESCRIPTION</b>	<b>PUB DATE</b>	<b>NET</b>	<b>AGENCY</b>	<b>GROSS</b>	
2019	February	Print	Washington Magazine	Washingtonian Magazine Full Page	02/01/19	7,500	1,125	8,625	
2019	February	Print	Texas Monthly	Texas Monthly Full Page & Digital	02/01/19	8,484	1,272	9,756	
2019	February	Print	Madavor Media	Nature Lover's Guide to Florida	02/20-04/30/19	3,900	585	4,485	
2019	February	Print	AARP	AARP Magazine Full Page	02/01-03/31/19	27,700	4,155	31,855	
2019	February	Print	DreamScape	2-page Double Spread & Editorial Canadian Magazine	02/01-03/31/19	7,735	1,160	8,895	
2019									
2019									
2019									
2019									
2019									
<b>Total</b>						55,319	8,297	63,616	

**Panama City Community Development Council  
FY 2019 Annual Marketing & Media Budget**

**MARCH 2019**

PROFESSIONAL SERVICES				FEE
YEAR	MONTH	DESCRIPTION		
2019	March	Account management, proposals, reports		0
2019	March	Advertising campaign concept development, copywriting, and proofreading		0
2019	March	Advertising campaign design		0
2019	March	Advertising campaign file production and delivery		0
2019	March	Client communications, account management		0
2019	March	Email marketing concept development, copywriting, and proofreading		0
2019	March	Email marketing design and distribution		0
2019	March	Email campaign analysis and data reporting		0
2019	March	Marketing support, design and production services		0
2019	March	Media billing and administrative management		0
2019	March	Media relations and management		0
2019	March	Website management and maintenance		0
2019	March	Website analysis and data reporting		0
2019	March	Website blog postings		0
<b>Total</b>				

# MARCH 2019

## MEDIA BUYS

**Panama City Community Development Council  
FY 2019 Annual Marketing & Media Budget**

**APRIL 2019**

PROFESSIONAL SERVICES			FEE
YEAR	MONTH	DESCRIPTION	
2019	April	Account management, proposals, reports	0
2019	April	Advertising campaign concept development, copywriting, and proofreading	0
2019	April	Advertising campaign design	0
2019	April	Advertising campaign file production and delivery	0
2019	April	Client communications, account management	0
2019	April	Email marketing concept development, copywriting, and proofreading	0
2019	April	Email marketing design and distribution	0
2019	April	Email campaign analysis and date reporting	0
2019	April	Marketing support, design and production services	0
2019	April	Media billing and administrative management	0
2019	April	Media relations and management	0
2019	April	Website management and maintenance	0
2019	April	Website analysis and data reporting	0
2019	April	Website blog postings	0
<b>Total</b>			

**April 2019**

MEDIA BUYS							
YEAR	MONTH	TYPE	VENDOR	DESCRIPTION	PUB DATE	NET	GROSS
2019	April	Print	Worth	Undiscovered Florida Full Page	04/01/19	14,630	16,825
2019							
2019							
2019							
2019							
2019							
2019							
2019							
2019							
2019							
Total						14,630	16,825



**Panama City Community Development Council  
FY 2019 Annual Marketing & Media Budget**

**May 2019**

PROFESSIONAL SERVICES			FEE
YEAR	MONTH	DESCRIPTION	
2019	May	Account management, proposals, reports	0
2019	May	Advertising campaign concept development, copywriting, and proofreading	0
2019	May	Advertising campaign design	0
2019	May	Advertising campaign file production and delivery	0
2019	May	Client communications, account management	0
2019	May	Email marketing concept development, copywriting, and proofreading	0
2019	May	Email marketing design and distribution	0
2019	May	Email campaign analysis and date reporting	0
2019	May	Marketing support, design and production services	0
2019	May	Media billing and administrative management	0
2019	May	Media relations and management	0
2019	May	Website management and maintenance	0
2019	May	Website analysis and data reporting	0
2019	May	Website blog postings	0
Total			

## MAY 2019

[illegible]



**Panama City Community Development Council  
FY 2019 Annual Marketing & Media Budget**

**June 2019**

PROFESSIONAL SERVICES			FEE
YEAR	MONTH	DESCRIPTION	
2019	June	Account management, proposals, reports	0
2019	June	Advertising campaign concept development, copywriting, and proofreading	0
2019	June	Advertising campaign design	0
2019	June	Advertising campaign file production and delivery	0
2019	June	Client communications, account management	0
2019	June	Email marketing concept development, copywriting, and proofreading	0
2019	June	Email marketing design and distribution	0
2019	June	Email campaign analysis and data reporting	0
2019	June	Marketing support, design and production services	0
2019	June	Media billing and administrative management	0
2019	June	Media relations and management	0
2019	June	Website management and maintenance	0
2019	June	Website analysis and data reporting	0
2019	June	Website blog postings	0
Total			

**Panama City Community Development Council  
FY 2019 Annual Marketing & Media Budget**

**June 2019**

MEDIA BUYS						
YEAR	MONTH	TYPE	VENDOR	DESCRIPTION	PUB DATE	NET AGENCY GROSS
2019						
2019						
2019						
2019						
2019						
2019						
2019						
2019						
Total						

**Panama City Community Development Council  
FY 2019 Annual Marketing & Media Budget**

**July 2019**

PROFESSIONAL SERVICES				FEE
YEAR	MONTH	DESCRIPTION		
2019	July	Account management, proposals, reports		0
2019	July	Advertising campaign concept development, copywriting, and proofreading		0
2019	July	Advertising campaign design		0
2019	July	Advertising campaign file production and delivery		0
2019	July	Client communications, account management		0
2019	July	Email marketing concept development, copywriting, and proofreading		0
2019	July	Email marketing design and distribution		0
2019	July	Email campaign analysis and date reporting		0
2019	July	Marketing support, design and production services		0
2019	July	Media billing and administrative management		0
2019	July	Media relations and management		0
2019	July	Website management and maintenance		0
2019	July	Website analysis and data reporting		0
2019	July	Website blog postings		0
Total				

**Panama City Community Development Council  
FY 2019 Annual Marketing & Media Budget**

**July 2019**

MEDIA BUYS						
YEAR	MONTH	TYPE	VENDOR	DESCRIPTION	PUB DATE	NET AGENCY GROSS
2019						
2019						
2019						
2019						
2019						
2019						
2019						
Total						



**Panama City Community Development Council  
FY 2019 Annual Marketing & Media Budget**

**August 2019**

PROFESSIONAL SERVICES				FEE
YEAR	MONTH	DESCRIPTION		
2019	August	Account management, proposals, reports		0
2019	August	Advertising campaign concept development, copywriting, and proofreading		0
2019	August	Advertising campaign design		0
2019	August	Advertising campaign file production and delivery		0
2019	August	Client communications, account management		0
2019	August	Email marketing concept development, copywriting, and proofreading		0
2019	August	Email marketing design and distribution		0
2019	August	Email campaign analysis and data reporting		0
2019	August	Marketing support, design and production services		0
2019	August	Media billing and administrative management		0
2019	August	Media relations and management		0
2019	August	Website management and maintenance		0
2019	August	Website analysis and data reporting		0
2019	August	Website blog postings		0
Total				



# August 2019

MEDIA BUYS						
YEAR	MONTH	TYPE	VENDOR	DESCRIPTION	PUB DATE	NET AGENCY GROSS
2019						
2019						
2019						
2019						
2019						
2019						
2019						
Total						

**Panama City Community Development Council  
FY 2019 Annual Marketing & Media Budget**

**September 2019**

PROFESSIONAL SERVICES				FEE
YEAR	MONTH	DESCRIPTION		
2019	September	Account management, proposals, reports		0
2019	September	Advertising campaign concept development, copywriting, and proofreading		0
2019	September	Advertising campaign design		0
2019	September	Advertising campaign file production and delivery		0
2019	September	Client communications, account management		0
2019	September	Email marketing concept development, copywriting, and proofreading		0
2019	September	Email marketing design and distribution		0
2019	September	Email campaign analysis and data reporting		0
2019	September	Marketing support, design and production services		0
2019	September	Media billing and administrative management		0
2019	September	Media relations and management		0
2019	September	Website management and maintenance		0
2019	September	Website analysis and data reporting		0
2019	September	Website blog postings		0
<b>Total</b>				

Panama City Community Development Council  
FY 2019 Annual Marketing & Media Budget

September 2019

MEDIA BUYS								
YEAR	MONTH	TYPE	VENDOR	DESCRIPTION	PUB DATE	NET	AGENCY	GROSS
2019								
2019								
2019								
2019								
2019								
2019								
2019								
Total								



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

**1. PRESENTER NAME:**

Jennifer Vigil  
President & CEO

**2. MEETING DATE:**

8/28/18

**3. REQUESTED MOTION/ACTION:**

Board consider performance evaluation committee responses and consider cost of living and merit increase not exceeding 10% of current salary for CEO Jennifer Vigil.

**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))

Pursuant to CEO Vigil's employment contract signed October 27, 2015, each year the Board is to select an evaluation committee "to meet with Vigil to evaluate her performance, discuss her performance of this Contract and consider cost of living and merit increases in Vigil's salary".

Mr. Mike Nichols (Chairman of CDC Board), Nirav Banker (Board Member), and Jennine Brown (Board Member) completed CEO evaluations for CEO Vigil. A matrix of the form responses is attached for review along with a blank copy of the CEO evaluation form.

Also 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".

Staff recommendation is to award CEO Vigil a 5% salary raise and a 5% bonus.



Jennifer Vigil, President & CEO Performance Evaluation Matrix				
	Banker	J.Brown	Nichols	AVERAGE
I. Organizational Management & Leadership	4	4	4	4
II. Fiscal & Business Management	4	4	4	4
III. Communication & Relationships with DPC Board	4	4	3	3.7
IV. Community & Intergovernmental Relations	4	4	4	4
V. Personal & Professional Traits	4	4	4	4
VI. Overall Performance Rating	4	4	4	4
<p>KEY: (4) Exceptional      (3) Exceeds Expectations      (2) Meets Expectations      (1) Below Expectations</p> <p>Comments:</p> <p>Banker:</p> <p>II. Being able to provide documents and informaton clearly helps understand the direction Jennifer has set for our community. Information that cannot be understood, Jennifer is always willing to clarify anything.</p> <p>III. Jennifer is simply a phone call, email, or text message in order to get in contact with.</p> <p>V. It is always hard to please everyone, some will agree with Jennifer's ideas and others might not. Jennifer continues to stay positive and continues to treat everyone the same no matter who agrees or disagrees.</p> <p>Comments and Observations: Jennifer has been a wonderful asset to our community. Her attitude towards our community reflects her leadership. She has demonstrated great leadership and positive encouragement. She is always there when we need help, she is very informative and if she doesnt know she makes the effort to find out.</p> <p>Suggestions for Improvement:With help of commuity leaders and its citizens, I believe we can continue towards positive improvements for our city.</p> <p>Commendations: Always being involved in order to improve Panama City, keeping everyone informed and trying new things to attract more business to the area.</p> <p>Merit Increase Recommendation: Full 10% increase, with 3% given as a bonus and 7% as an actual pay increase</p> <p>J. Brown:</p> <p>I. My personal interaction with Ms. Vigil consists of her being well organized and demonstrates strong leadership skills. Ms. Vigil has developed a very versatile team which has a full understanding of DPC's vision.</p> <p>II. Ms. Vigil has presented the financials and budgets on a constant basis. Her focus remains on the priorities that would best serve the community and all involved.</p> <p>IV. Ms. Vigil consistently provides information the Community Partners and others on any policy and procedures. Ms. Vigil is always open to the public and listens to their suggestions and concerns. Ms. Vigil goes above and beyond when providing partner support.</p> <p>V. It has been my personal experience at every meeting that I have attended with Ms. Vigil that is is composed and professional. Ms. Vigil has certainly been unbiased in making decisions. She truly handles herself as a true professional.</p> <p>Commendations: Ms. Vigil works diligently, tirelessly, and professionally to bring the visions of DPC to life. Ms. Vigil only displays the utmost care, concern, and consideration of hotel partners, residents, and business owners in Panama City.</p> <p>Nichols:</p> <p>I. Agree with all of the above. Works side by side with her team.</p> <p>II. Jenifer Is very knowledgeable about the DPC budget. She plans, prioritizes, and monitors budgets, contracts and campaigns in a very detailed and professional manner.</p> <p>III. In addition to the email updates, Jennifer should meet regularly with the board members in-[erson, individually to be certain they are up to date on the happenings.</p> <p>IV. Jennifer routinely meets with citizens, community, and civic groups to provide information about DPC and offer assistance when possible, with a limited staff, she needs to be more cautious not to overextend herself. The primary focus should always be the promotion and marketing of the city of Panama City.</p> <p>V. Jennifer embodies all of the above.</p> <p>Comments and Observations: Jennifer is energetic, while maintaining balance and direction</p> <p>Suggestions for Improvement: With her energy, she has room to slow down to capture the complete path and feeling of the tourism partners.</p> <p>Commendations: Jennifer has established the DPC from scratch and built a strong community base. She shows strong leadership and understands the goals of Destination Panama City (PCCDC).</p>				